

**Current Reality:** WNCSOURCE Senior Services operates two congregate meal sites, a liquid nutrition program and delivers meals to the home bound of southern Transylvania County. WNCSOURCE operates Tiger Town and Bargain Hendo Thrift Stores to help support older adult programs. WNCSOURCE is currently the only provider of congregate meals in Transylvania County. Other nutrition providers in Transylvania County include Meals on Wheels and Sharing House. WNCSOURCE currently serves 108 clients and partners with Land of Sky and Lake Toxaway Charities for funding, volunteer events and outreach. 58 additional seniors were served shelf stable meals.

OAS Goal #1 – Evaluate the existing and future needs of Senior Services in Transylvania County				Deb Haight August 2022 Updates
Expected Outcomes	Lead	Strategies for 2020-2022	How/When will we measure success?	
<ul style="list-style-type: none"> <li>WNCSOURCE Board members will be able to confidently articulate the Senior Services that WNCSOURCE offers and make programming decisions</li> </ul>	Deb Haight	<ol style="list-style-type: none"> <li>Establish or collaborate with an existing Senior Services Committee comprised of Board members, local citizens, clients and senior services providers.</li> <li>The Committee will be responsible for assessing service opportunities and making recommendations to the general Board.</li> </ol>	By 2023 the Committee will make a recommendation to the Board for changes to Senior Services program.	<p>We have surveyed our participants about their needs. A couple of outstanding needs emerged. Personal hygiene and adult diapers are major needs as was the need for information about available services in the community. We just received funding to establish a supply closet of personal hygiene products. The same grant will fund the provision of information and referral services out of our congregate meal sites. Senior Services providers in the County have been reluctant to discuss assuming responsibility for the provision of additional services (such as the ones that WNCSource currently provides).</p> <p>Still a “work in progress”, we continue to apply for and receive funding to expand existing programming including providing more liquid nutrition without charge. We just received funding for the provision of shelf stable food</p>

				boxes for Transylvania County residents aged 60 and over.
<ul style="list-style-type: none"> <li>• WNCSOURCE will have a better understanding of the needs of Seniors in its market area</li> </ul>	Deb Haight	<ol style="list-style-type: none"> <li>1. Project the future demand for WNCSOURCE's existing nutrition services</li> <li>2. Articulate issues that create senior food insecurity</li> <li>3. Identify other area providers and services offered to maximize resources and avoid duplication of efforts</li> <li>4. Partner with Senior Services providers in the community to administer a Senior Adult Survey to identify unmet needs (or utilize existing data to distill the information needed).</li> </ol>	By 2022 the Committee will have completed its data gathering and developed a comprehensive report to support recommendations for changes or additions to existing services.	<p>1, 2, 3. We participate in several "Aging Services" groups to discuss programs and avoid duplication of services. We also are members of the local Charity Tracker group. This allows us to list services provided and see what needs have been met for folks requesting services. This participation allows us to vocalize unmet needs in our groups, offer our services to others and collectively advocate for services for older Transylvania County residents.</p> <p>4. We reviewed the Transylvania State of the Seniors Report to identify unmet needs. We also review 211 data to identify unmet needs. We frequently poll our participants to find out other ways we can help.</p> <p>We had received a WNC Bridge Grant to offer afternoon programming at our Quebec Center, modeled after our successful Silvermont Senior Center program. While this program experienced some success, attendance was still sparse since CoVID was still an issue. Interest in developing computer skills and working on crafts were the highest rated afternoon activities. We did use part of the grant funding to purchase games, videos, a large portable television and projector screen. These items have enabled us to expand our educational offerings at Quebec Congregate and focus more on increasing healthy opportunities.</p>

				<p>American Rescue Plan Act funding enables us to provide shelf stable meals to community participants at no cost.</p>
<p>• WNCSOURCE will identify funding and clearly understand the costs related to providing senior programs.</p>		<ol style="list-style-type: none"> <li>1. Conduct a public awareness campaign to attract additional funding and volunteers.</li> <li>2. Ensure existing program costs are fully covered by grants and fundraising activities.</li> <li>3. Increase the profitability of the Thrift Stores.</li> <li>4. Seek additional funding opportunities for new or existing services.</li> </ol>	<p>By 2023 WNCSOURCE will have working knowledge of the demand for services for the next five years and an estimate of the public funding potential.</p>	<ol style="list-style-type: none"> <li>1. We have been actively documenting activities and sending updates to Terri Bowman for publication. We have also listed volunteer opportunities with AARP and other volunteer sites such as United Way. We have continued to participate in volunteer fairs such as the Lake Toxaway Charities and other local volunteer fairs.</li> <li>2. We have been able to secure additional American Rescue Plan Act funding to help cover staff and program costs in Older Adult Services. We have also increased the amount of reimbursement for Congregate and Home Delivered Meals through Home and Community Care Block Grant funding.</li> <li>3. Our new Bargain Hendo Thrift Store is already turning a profit. Sales are on track to increase by 9% from last year. We have tried several different tactics to improve the profitability of Tiger Town and sales are expected to be up by 10% over last year.</li> <li>4. We have partnered with Green Works to recycle our unsellable clothes and shoes for 3 cents a pound. We have been able to secure additional American Rescue Plan Act funding to help cover staff and program costs in Older Adult Services.</li> </ol>

**Current reality:** Currently, 31% of Transylvania County residents are over age 65. Transylvania County has a Council on Aging that acts solely in an advisory capacity. The local United Way closed in 2020. In the past there was a Senior Services Task Force chaired by a County Commissioner but it has not restarted since CoVID. With the loss of some of these senior-focused safety net organizations in Transylvania County, seniors may not have a voice and are especially at-risk. WNCSOURCE could step into this void by evaluating opportunities for service expansion.

OAS Goal #2 – Explore opportunities for sustainability or expansion of services				
Expected Outcomes	Lead	Strategies for 2020-2022	How/When will we measure success?	Deb Haight August 2022 Updates
<ul style="list-style-type: none"> <li>WNCSOURCE will continue to build collaborative relationships with other providers.</li> </ul>	Deb Haight	<ol style="list-style-type: none"> <li>Identify other senior services providers and meet with them to explore grant opportunities.</li> <li>Work with Land of Sky to fill existing gaps.</li> <li>Coordinate with the County and Transylvania Country Transit to explore opportunities for increasing access to transportation for meal sites and shopping.</li> </ol>	By 2023 WNCSOURCE will have formed or strengthened 3-5 new working partnerships in Transylvania County.	<ol style="list-style-type: none"> <li>We continue to attend T. County Council on Aging Meetings. We have increased our participation in the monthly county “roundtable” meetings. We have become actively involved in local Food Security Groups. This has enabled us to share and receive information with community partners. We are members of the NCCARES360 group for both making and receiving referrals.</li> <li>Our partnership with Land of Sky has increased with them providing additional supplemental funding for food and supplies for special programs. Recently we partnered with Land of Sky to provide non-slip sneakers to our most needy participants.</li> <li>T. County transportation had helped us deliver meals to homebound participants during the CoVID crisis and has just started providing transportation for shopping trips.</li> </ol>

<ul style="list-style-type: none"> <li>• WNCSOURCE will increase the number of volunteers and supporters for Senior Services in Transylvania County.</li> </ul>	<p>Deb Haight</p>	<ol style="list-style-type: none"> <li>1. Partner with local colleges, faith communities, and businesses to obtain program volunteers</li> <li>2. Find sponsors for new classes and programs as needs are determined (technology skills, CNA, financial sufficiency, MedAssist, crime prevention, fraud prevention, health literacy, education etc.).</li> </ol>	<p>By 2023 WNCSOURCE will increase the number of volunteer and sponsorship opportunities by 10% .</p>	<ol style="list-style-type: none"> <li>1. We have started partnering with the local “Baptists on Mission” outreach group and have increased our partnerships with folks associated with Lake Toxaway Charities. In the past couple of years the number of volunteers has increased by 12% with one enthusiastic volunteer working and managing our social media at Tiger Town!</li> <li>2. We have been offering classes based on surveyed needs and have had fraud prevention, fall prevention, simple art classes and other classes of interest. Whenever possible we open educational sessions up to the public.</li> </ol>
<ul style="list-style-type: none"> <li>• WNCSOURCE will continue to provide sufficient access to food resources for at-risk seniors.</li> </ul>	<p>Deb Haight</p>	<ol style="list-style-type: none"> <li>1. Improve the way we measure food insecurity in our clients at congregate meal sites and home delivered to ensure we are meeting our clients’ needs.</li> <li>2. Establish tools for networking at-risk seniors with other resources in the community.</li> <li>3. Recruit additional clients, volunteers and staff.</li> <li>4. Develop a marketing plan for Senior Services.</li> </ol>	<p>75% of participants in WNCSOURCE meal programs will report they have enough food to eat, with the number increasing by 2% annually 85% of viable program participants will be able to remain in their homes.</p>	<ol style="list-style-type: none"> <li>1. We have officially and unofficially surveyed our participants about unmet needs. While overall food has not been an issue, certain types of foods such as fresh fruits and vegetables are desired.</li> <li>2. We partnered with local food distribution sites and food banks to get these desires met. Our involvement with local community resources enables us to remain aware of opportunities for connection.</li> <li>3. We continue to focus on recruitment of volunteers and participants by publicizing our schedules and doing community outreach.</li> <li>4. With the rebranding of the agency, we have had the opportunity to informally market senior services to more of the community.</li> </ol>

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