



**jobba**  
Live better. Longer.

# 2022 Annual Report



# Continuing to Thrive

JABA CEO, Marta M. Keane

JABA has continued to adapt and thrive to meet the needs of seniors and people with disabilities. As we served over 17,000 seniors and caregivers, JABA remained focused on resourcefulness, creativity, and commitment to providing programs and services to help seniors age in the community.

In FY22, our **Senior Helpline** received over 9,200 requests for assistance, demonstrating a growing need in the community. We have seen the senior population of our region increase to 21% of the total population, with 24% of those living alone.

Members were glad to be back at the nine Community Centers, receiving nutritious meals and engaging in activities and socializing with friends. We built on the COVID adaptation and created a virtual program, **At Home with JABA**, for homebound seniors, and those who wish to interact online. This program received state, regional and national recognition as a best practice and innovation in aging.

JABA renamed our Adult Care Centers to **JABA Respite and Enrichment Centers** (JREC), which better describes the

## Impacts by the Numbers

**17,758** people received a wide array of services.



**47,524** Home Delivered Meals provided.



**9,216** people provided information & referrals.



**652** volunteers contributed **17,745** hours of service.



**3,953** elders in long-term care facilities advocated for.



**3,306** people received insurance counseling services.



# CEO Message<sub>continued</sub>

enrichment provided in keeping members engaged and the respite for caregivers. We added specialized coordinators who provide specific ideas for working with our members with dementia, and provide support to their caregivers as well.

JABA continued to see high enrollment in our **Home Delivered Meals** program, offering home-bound seniors nutritious meals that do not require a lot of preparation.

**Medicare Insurance Counseling** offered in-person and virtual options for clients. In the most recent Medicare Part D enrollment period, counselors advised 2,300 individuals, a 22% increase compared to the previous year, and saved seniors \$1.6 million by changing plans. We continued to grow the volunteer numbers to meet the growing needs for Getting Started in Medicare as well as Part D enrollment.

The great team at JABA continues to be passionate and compassionate in their delivery of services and support. Our employee survey demonstrated their commitment to our mission and to maintaining a great team and culture. I thank all those who have supported us this year - staff, volunteers, donors and community partners. We can't do it alone.



**JABA offers information and a wide range of services that help older adults and individuals with disabilities remain active in the community.**

## FY22 Headlines

### JABA WINS NATIONAL AGING INNOVATIONS AND ACHIEVEMENT AWARD

At the USAging annual conference in July 2022 in Austin, Ginger Dillard accepted an Aging Innovations and Achievement Award for our At Home with JABA Program, which won under the Social Engagement category. USAging is the national organization representing and supporting Area Agencies on Aging across the country. At Home with JABA is a virtual activity program we started in response to the COVID-19 pandemic, and has become a permanent addition to our list of programs.

### JABA CEO ELECTED PRESIDENT OF STATE-WIDE AGING SERVICES ASSOCIATION

JABA CEO Marta Keane was unanimously elected president of the Virginia Association of Area Agencies on Aging (V4A) in 2022, which represents 25 agencies across the Commonwealth of Virginia. Her two-year term began in October. As CEO, Keane's leadership skills enabled JABA to navigate the uncharted waters and challenges presented by COVID and make sure the seniors served by JABA continued to be cared for and respected.

### JABA AWARDED \$65,000 GRANT FROM SENTARA HEALTHCARE

One question on Sentara Martha Jefferson Hospital's annual Employee Satisfaction Survey asked employees to identify a local organization they value exemplifying Sentara Healthcare's mission and values. The \$65,000 grant to JABA is unrestricted, allowing JABA to freely direct those funds to areas where it's needed most. Sentara Healthcare believes it's important that grants like this given to trusted local organizations are unrestricted.

**JABA Annual Report 2022**

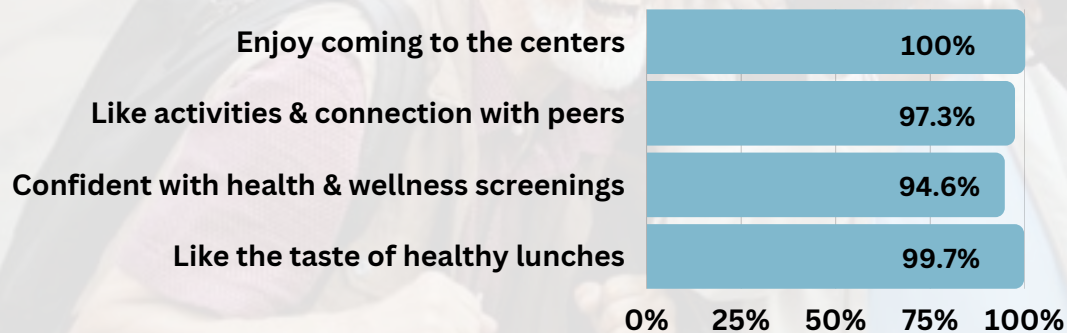


# Stay Healthy and Active

## Community Centers

JABA operates 9 social centers for active seniors in Albemarle, Charlottesville, Fluvanna, Greene, Louisa, and Nelson counties. Members enjoy activities, outings, healthy lunches, and connecting with peers and the community.

### 2022 Member Survey Results:



## At Home with JABA

JABA's virtual activity program offers socialization and staying connected with peers from home via phone or internet. The program includes activities like exercise sessions, BINGO, presentations from JABA nurses and more!

### 2022 Program Results:

263 Members



3,117 mailed activity packets



882 hours of virtual socialization



100+ hours of Zoom exercise



“My way to age begins with believing ‘it’s okay to get older, it’s okay to get old, and it’s ok to be old... The JABA Senior Communities support this belief. The extraordinary leadership arranges field trips to other places and engages visitors to share their interests, talents, and greater community involvement. We are part of that community and not isolated.” - Elena

# Making a Difference



## Volunteerism

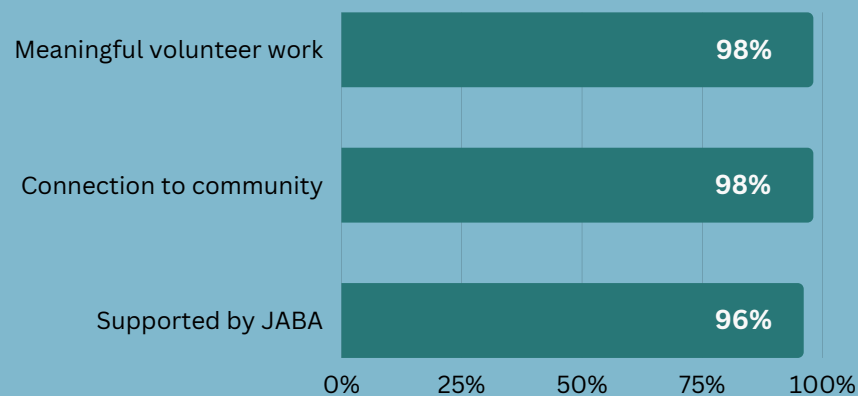
JABA's volunteers make a great impact in the community by sharing their minds, talents, and skills supporting seniors and intergenerational connections through JABA's programs.

### 2022 Program Outcomes



**652 Volunteers gave 17,758 hours of service**

**\$538,242 of value to the community**

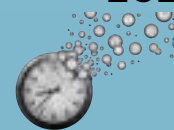


**97% of Clients said JABA volunteers had a positive impact on their lives.**

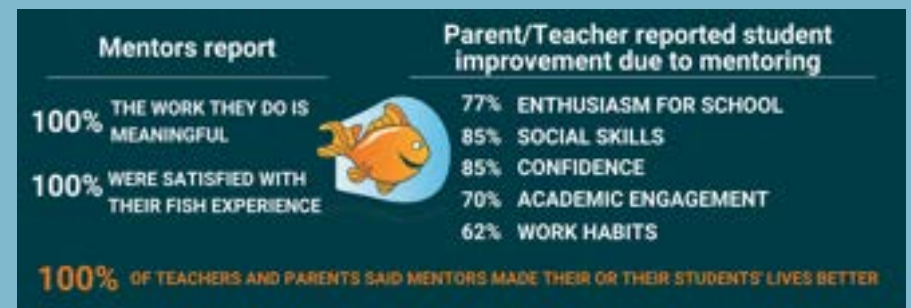
## Friends in Schools Helping

Adult mentors provide intergenerational connections, preschool through high school, with academic and social support via Zoom or in-person settings.

### 2022 Program Outcomes



**1,100 Hours of mentoring**



“I am proud to be a JABA volunteer for the past decade...I believe strongly that JABA makes our region better not only for seniors, but for everyone.” - JABA Volunteer





## Information and Assistance

JABA connects older adults, adults with disabilities, and caregivers to information, assistance, or referrals to meet requests and direct you to the right program or service through our in-house options or partner agencies.

If you or someone you love is in need, contact our **Senior Helpline at 434-817-5224 or 833-559-2428.**

### 2022 Service Outcomes



9,216 Senior Helpline Requests



2,318 people received help from our Senior Helpline and Aging Services Coordinators

Satisfied Questions were Answered

98%

Received Useful Information

97%

0% 25% 50% 75% 100%

# Direct Support

## Aging Services Coordination

As you age or cope with a disability, you may need supportive services to help with basic activities such as personal care, household chores, transportation, nutrition or medication management.

JABA's Aging Services Coordinators provide unbiased information about available services and support you in decision-making.

### 2022 Service Outcomes

344 Individuals Received Support



Connected with supports & services

97.5%

Help to make decisions

85%

Supported in decisions/in charge of own plan

80%

Satisfied with services

95%

Would refer someone to JABA

97.5%

0% 25% 50% 75% 100%



## Home Delivered Meals

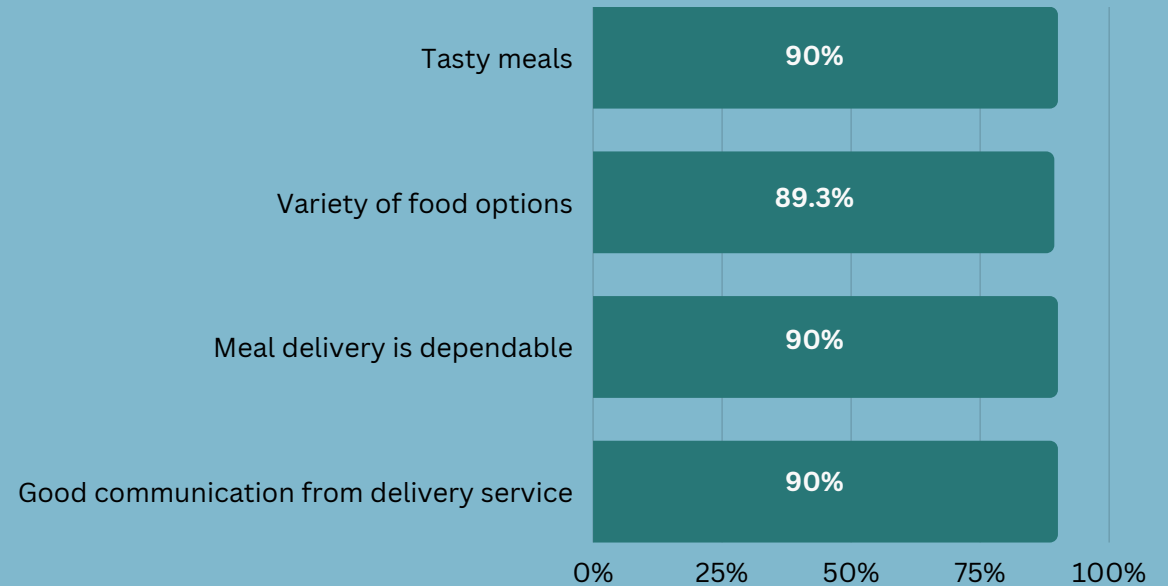
**Nutrition is key for maintaining good health, energy, and independence as you age.**

For older adults struggling to cook, JABA offers free, ready-to-eat, nutritious meals delivered right to your door.

JABA's home-delivered meal options are through a partnership with Mom's Meals and Meals on Wheels. All meals are delivered right to the recipient's door.

Volunteers provide friendly check-in calls and visits if the individual wishes.

### 2022 Program Outcomes





## Insurance Counseling Program

JABA offers free, unbiased Insurance Counseling guiding individuals through their insurance options including Affordable Care Act, Medicare, and Medicaid. Staff and volunteer counselors empower individuals to choose a plan that works for them year-round and assist seniors in choosing a Part D Medicare prescription plan during Open Enrollment annually.

### 2022 Program Outcomes



Helped 2,300 people

*An increase of 22.5%  
from previous year*



Insurance Counseling clients saved \$1.6M

*An increase of 50%  
from previous year*

## Ombudsman Program

Free and confidential help to resolve problems, protect rights, and promote quality care for individuals in assisted living facilities and nursing homes.

### 2022 Program Outcomes

268

Complaints received, investigated and attempted to resolve

161

Individuals provided with information and assistance

20

Consultations with facility staff

255

Visits to long-term care facilities



# Family and Caregiver Support

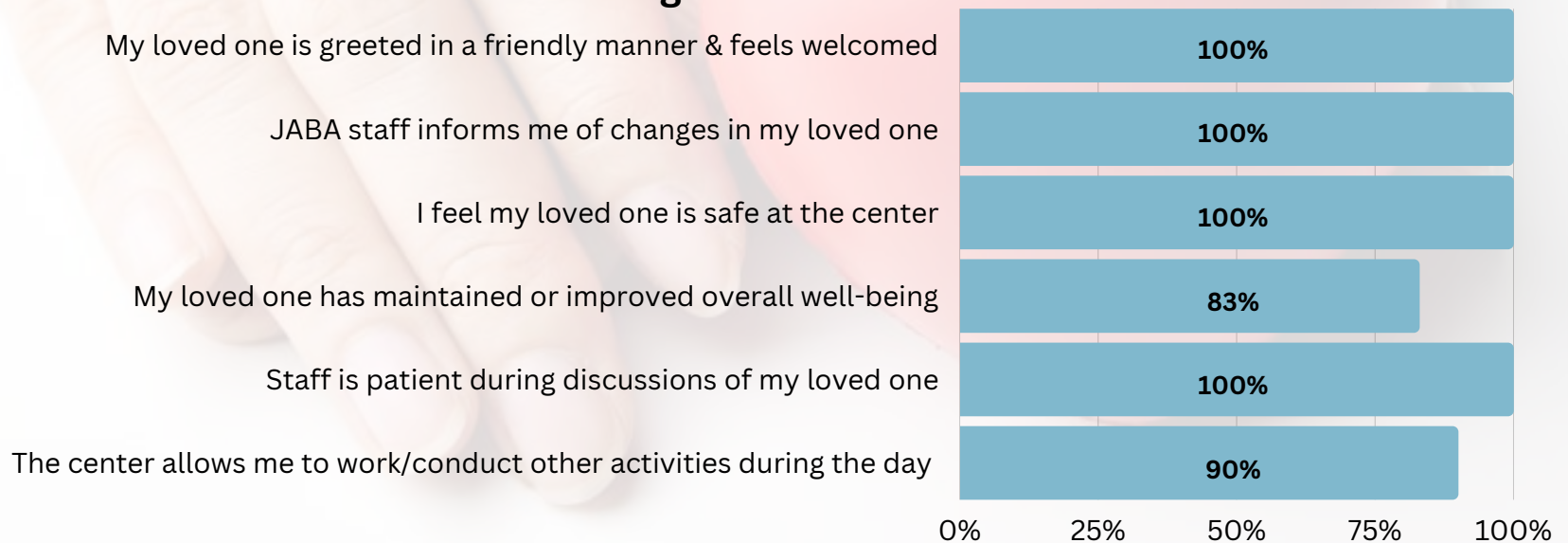


## Respite & Enrichment Centers

JABA's Respite and Enrichment Centers (JREC) offer weekday enrichment for older adults (including those with forms of dementia) and those 18+ with disabilities in Charlottesville and Louisa.

The centers provide activities, healthy lunches, intergenerational connections, caregiver support, health/medication management and more.

### 2022 Program Outcomes





Thank you for your steadfast support of our programs and services this past year.

Your gifts mattered more than ever as we continued to serve a growing population of older adults, adults with disabilities, and caregivers in the community. JABA relies on donations, gifts, and grants to better serve our community and your help makes a positive impact.

## How It Comes Together



## OPPORTUNITIES FOR COMMUNITY ENGAGEMENT

### Learn

More about JABA's programs & services: [www.jabacares.org](http://www.jabacares.org)

### Donate

Time: [www.jabacares.org/become-a-volunteer](http://www.jabacares.org/become-a-volunteer)  
Funds: [www.jabacares.org/give-to-jaba](http://www.jabacares.org/give-to-jaba)

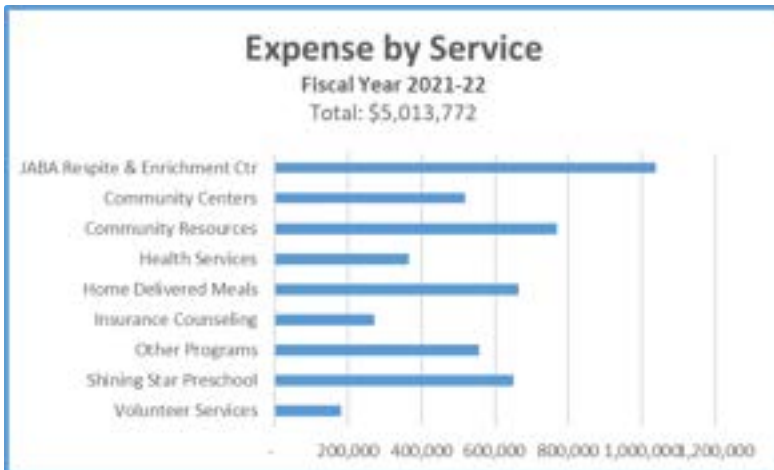
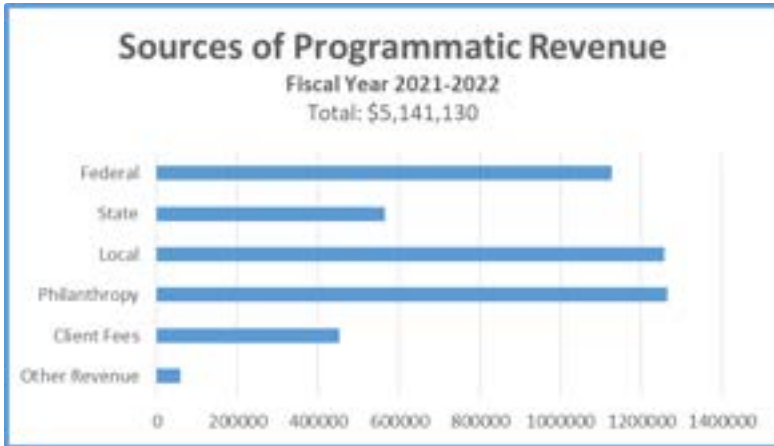
### Engage

Follow us on social media and subscribe to our Continuum e-newsletter for updates on our programs, services, events, and additional community resources:

[www.jabacares.org](http://www.jabacares.org)

# Financial Summary

Fiscal Year Ended September 30, 2022 - Audited



## Board of Directors 2021-2022

- |  |  |   |
|--|--|---|
| <b>M.E. (Dick) Gibson, Jr.</b><br>Chair<br>At-Large          | <b>Christina (Krissy) Earney</b><br>At-Large                     | <b>Cameron Mowat</b><br>Albemarle                 |
| <b>Mozell H. Booker</b><br>Vice Chair<br>Fluvanna            | <b>Sue Friedman</b><br>Albemarle                                 | <b>Robert Murphy</b><br>Greene                    |
| <b>Richard "Chuck" Brugh</b><br>Treasurer<br>Charlottesville | <b>Rod Gentry</b><br>At-Large                                    | <b>Elayne Phillips</b><br>Charlottesville         |
| <b>Margaret Short</b><br>Secretary<br>At-Large               | <b>Willie L. Gentry, Jr.</b><br>Louisa                           | <b>Dana E. Quillen</b><br>Nelson                  |
| <b>Tod Allen</b><br>At-Large                                 | <b>Johnsa Greene-Morris</b><br>At-Large                          | <b>Ernie Reed</b><br>Nelson                       |
| <b>Paul Bevins</b><br>Fluvanna                               | <b>Frank Grosch</b><br>Louisa                                    | <b>Joseph W. (Rick) Richmond, Jr.</b><br>At-Large |
| <b>Pete Costigan</b><br>Greene                               | <b>Richard (Dick) Lindsay, M.D.</b><br>At-Large, Charlottesville | <b>Jerrold Smith</b><br>Albemarle                 |
| <b>John D'earth</b><br>Charlottesville                       | <b>Jeanne McCusker</b><br>At-Large                               | <b>Juandiego Wade</b><br>Charlottesville          |
|  | <b>Diantha McKeel</b><br>Albemarle                               |   |





Headquarters:  
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Charlottesville, VA 22901



## Find a **jaba** Center Near You

Live better. Longer.



[www.jabacares.org](http://www.jabacares.org)

Our **Mission** is to promote, establish and preserve sustainable communities for healthy aging that benefit individuals and families of all ages.