

AGING TOGETHER IMPACT AND EVALUATION: WHAT WE ARE MEASURING AND WHY....



STRATEGIC PLAN GOALS FOR OUR COMMUNITIES 2023-2026

Goal 1: To support health, safety, and quality of life for older adults and their families.

Goal 2: To promote the value that older adults bring to the community and to create opportunities for full engagement with all ages.

Goal 3: To champion community response to the challenges facing older adults.

Goal 4: Assure sustainability of Aging Together as a valued community resource.

STRATEGY HIGHLIGHTS 2023-2026

- ▶ Support age-friendly communities throughout the region
- ▶ Explore workforce development issues and strategies for support
- ▶ Raise dementia awareness through Dementia Friends, Dementia Friendly, and the work of the Piedmont Dementia Education committee.
- ▶ Connect older adults and caregivers to needed resources and information through the Regional Resource Guide for Older Adults, The Art of Aging Expos, Social Isolation initiatives
- ▶ Explore the need for comprehensive retirement planning to include emotional, psycho-social, spiritual, etc. Explore best practice programs and models.

STRATEGY HIGHLIGHTS 2023-2026

- ▶ Educate and raise awareness about the housing needs of older adults and work with community partners to enact change (through the work of Senior Services Collaborative)
- ▶ Promote an effective range of services to support the needs, preferences, and quality of life of older adults (through the work of the Senior Services Collaborative)
- ▶ Work with advocacy groups to address legislative issues related to aging issues
- ▶ Advocacy at the federal, state, and local levels (through the Senior Services Collaborative)

SOURCES AND TYPES OF DATA AND INFORMATION FOR AGING TOGETHER

- ▶ **OUTCOME BASED MEASURES** – Excel Spreadsheet; QUICK BASE; CRM; Partners Data (Adult Day; FISH, etc.)
- ▶ **COMMUNITY INPUT** – Community Conversations, Social Media, Anecdotal
- ▶ **QUALITATIVE AND QUANTITATIVE DATA** – Evaluation Surveys, Quickbase, CRM
- ▶ **PHOTOS**
- ▶ **NATIONAL AND STATE REPORTS ON AGING**
- ▶ **VIRGINIA NEEDS ASSESSMENT / VCU**
- ▶ **DEMOGRAPHIC**



HOW ARE WE USING THE INFORMATION WE COLLECT?

- ▶ PATH Foundation Reporting through the Senior Services Collaborative
- ▶ Annual funding applications to the counties
- ▶ Annual Report
- ▶ Grant requests and reporting

GOING FORWARD

- ▶ Developing performance measures
- ▶ Demographic information
- ▶ QUESTIONS WE ASK
 - ▶ How effectively we are fulfilling our mission
 - ▶ How our activities align with our goals
 - ▶ The outcomes we hope to achieve
 - ▶ The indicators that demonstrate effectiveness of our programs

ANNA'S STORY



PROGRAM DATA - ANNA ROGERS

- **Number of programs**
- **Program Types –**
 - ▶ Informational
 - ▶ Educational
 - ▶ Topic specific
- **Number of individuals that attend programs**
- **Tech -**
 - ▶ iPADS
 - ▶ Robotic Pets

PROGRAM DATA (CON'T) – ANNA ROGERS

➤ **Number of Inquiries**

- ▶ Via Email
- ▶ Via Phone

➤ **Community Conversations**

- ▶ Locations
- ▶ Number of meetings
- ▶ Number attendees

➤ **County Team Meetings**

- ▶ Number of meetings
- ▶ Number attendees

DEMENTIA FRIENDLY DATA

- ▶ # Of persons who completed Dementia Friends Information Sessions
- ▶ # Of Dementia Friends Sessions
- ▶ # of businesses who completed Dementia Friendly training
- ▶ # of Dementia Friendly Sessions



VOLUNTEER DRIVER RECRUITER AND OUTREACH DATA – BOB JONES

- ▶ # of Volunteer Drivers recruited
- ▶ # of Community Presentations
- ▶ # of Health Fairs or Table Events

RECRUITMENT PROCESS – BOB JONES

- ▶ Recruitment
- ▶ Entered into system for assignment to the program
- ▶ Background checks and admin
- ▶ Training
- ▶ Begin driving

BOB'S STORY



Help those in need this holiday season by volunteering to give rides to people in your community

SOCIAL MEDIA DATA – MARINDA RISK

- ✓ Followers and likes on Facebook & Instagram
- ✓ Engagement on Facebook and Instagram
 - (how many people see our posts, how many people click on our posts)
- ✓ LinkedIn engagement

SOCIAL MEDIA DATA – MARINDA RISK

- ✓ AgeWise number of recipients, clickthrough rate on each monthly edition
- ✓ Performance of ads, click through rate
- ✓ Numbers of Expo and other attendees who heard about our events through social media

MARINDA'S STORY



**AGING
TOGETHER**
five communities creating choices

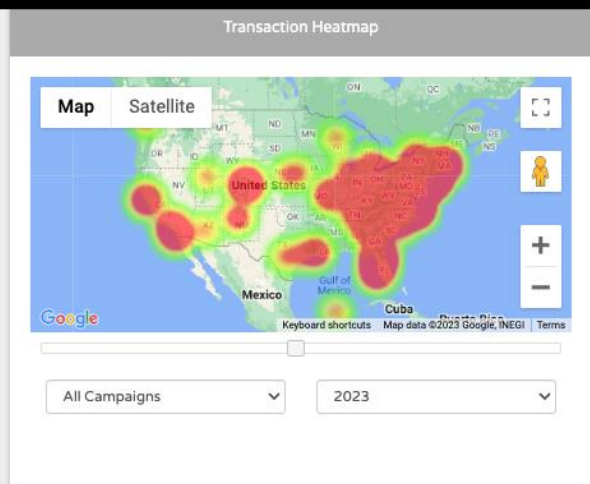
A nonprofit
empowering aging
adults with the
resources they need

OUTREACH AND DEVELOPMENT DATA – CAROLINE SMELTZ

FLIPCAUSE - CRM

- ▶ Campaigns
- ▶ Payments
- ▶ Activity Tracker
- ▶ Website
- ▶ Reports

- Campaigns
- Manual Payments
- Activity Tracker
- Website Portal
- OPERATIONS
 - Integration Center
 - Custom Fields
 - Reports
 - Recurring Payments
- MERCHANT ACCOUNT
 - Account Summary
 - Statements
- SETTINGS
 - Settings
 - Manage Admins
- RESOURCES
 - Contact Us
 - Request Services
 - Help Center
 - Blog
 - Log Out



Transaction Rates & Savings

Each quarter, Flipcause tracks your **effective rate** and credits your account if it goes above 1.5%

Average Rate This Quarter	Average Rate Last Quarter
5.52% per transaction in Q4	1.89% per transaction in Q3
Saved on Fees to Date	1.5% Rate Guarantee
\$2,226.26 Learn More	\$17.72 credited on 10/26/23



- ### Recent Activity
- Jen Lovell - Item Order, Mailing List - \$4.00 - Dec. 02, 2023.
 - Jen Lovell - Mailing List, Volunteer - Dec. 02, 2023.
 - Lisa Warren - Registration, Mailing List - Dec. 02, 2023.
 - B Drabant - Registration - Dec. 01, 2023.
 - Marie Riedel - Registration, Mailing List - Dec. 01, 2023.
 - Public Partnership LLC (PPI) - Mailing List, Volunteer - Nov 29
- [View All Activity](#)

Transactions All Time	Transactions This Year	Transactions This Month	Account Balance
3462 for	1088 for	5 for	\$2,314.26 Available Balance



OUTREACH AND DEVELOPMENT

Caroline Smeltz

WEBSITE

- ▶ Development
- ▶ Insights
- ▶ Traffic

The image shows a screenshot of the Aging Together website. The top navigation bar is blue with white text for 'HOME', 'ABOUT US', 'HELP & SUPPORT', 'DEMENTIA & ALZHEIMER'S', 'POSITIVE AGING', 'PROGRAMS', 'EVENTS', 'CONTACT', and 'DONATE'. Below the navigation is a search bar with a magnifying glass icon. The main content area features the Aging Together logo, which consists of a blue star and a swoosh, with the text 'AGING TOGETHER' and 'five communities creating choices' below it. To the right of the logo is a search bar and a text block that reads: 'AGE FRIENDLY COMMUNITIES THAT ACTIVELY ENGAGE, VALUE & SUPPORT OLDER ADULTS'. Below this text is the location information: 'CULPEPER, FAUQUIER, MADISON, ORANGE & RAPPAHANNOCK COUNTIES, IN VIRGINIA'. At the bottom of the screenshot is a dark red banner for an 'ANNUAL APPEAL'. The banner contains the text 'ANNUAL APPEAL' in large, bold, white letters, followed by 'Once a year, we ask for your help.' in white text. Below this is a blue box with the text 'Thank you!' in white cursive and the Aging Together logo. At the bottom of the banner is a blue button that says 'CLICK FOR MORE INFO' and a red button that says 'DONATE TO AGING TOGETHER'.

OUTREACH AND DEVELOPMENT

CAROLINE SMELTZ

DONORS

- ▶ Reports
- ▶ Analysis
- ▶ Plan targeted donation campaigns



Aging Together

impact by the numbers

361

CALLS OR EMAILS
TO AGING
TOGETHER TO
RECEIVE HELP
WITH RESOURCES

161

PEOPLE HAVE
COMPLETED A
DEMENTIA FRIENDS
INFORMATION
SESSION

7500

2ND EDITION
REGIONAL
RESOURCE GUIDE FOR
OLDER ADULTS
PRINTED

316

PEOPLE
ATTENDED
MULTIPLE EXPOS
AROUND THE
REGION



450

PEOPLE
ATTENDED FREE
EDUCATIONAL &
SUPPORT
PROGRAMS

315

PEOPLE ATTENDED
REGIONAL WATCH
PARTIES IN PERSON
TO CELEBRATE
AGING TOGETHER'S
5 OVER 50
HONOREES

725

PEOPLE LEARNED
ABOUT
THE MISSION OF
AGING TOGETHER AT
COMMUNITY
PRESENTATIONS &
HEALTH FAIRS

8593

FREE RIDES PROVIDED
THROUGH THE
REGIONAL
TRANSPORTION
COLLABORATIVE
PARTNERSHIP