



Onward & Upward

Making Great Strides



Annual Highlights Report 2022





Onward & Upward

The ongoing challenge of serving our clients and getting things done in the midst of a global pandemic brought out the best in PSS. Programming, funding and staffing all continued to expand.

As it celebrates its 60th anniversary, the agency is poised to emerge from the COVID-19 crisis stronger, more vibrant and eager to keep improving the lives of older adults in New York City and beyond.





PSS Circle of Care

It was a significant year for PSS Circle of Care as increased funding expanded services and support for NYC caregivers for years to come.

As a result of its high-quality services, PSS for the first time was awarded two five-year contracts totaling \$2,475,000 from the NYS Department of Health for dementia caregiving services. One contract covers the Bronx and the other is for Brooklyn/Staten Island.

PSS Circle of Care was also designated lead agency for **Dementia Friends New York**, a worldwide movement about living with dementia and the simple things anyone can do to help people living with the disease.

PSS also adapted its signature program **Powerful Tools for Caregivers** and started making it available online. This evidence-based 6-week educational program is designed to help family caregivers take care of themselves while caring for a relative or friend. The program provides caregivers with tools and strategies to better handle the unique challenges they face.



PSS Older Adult Centers

A new three-year \$5.2 million Older Adult Center Grant from the NYC Department for the Aging is the largest in PSS history. It will allow for expanded activities in all 10 centers and new programs to combat social isolation.

PSS began welcoming members back to the centers, and encouraged them to reconnect with their friends and community. COVID concerns still persist for some, however innovative thinking by center staff is bringing members back.

Many centers received SU-CASA funding from the Department for Cultural Affairs and hosted events for their communities. Gardens were planted. Dancing resumed full swing. Trivia and Bingo competitions made a revival.

The Friendly Visiting Program was introduced to bring companionship and meals to homebound seniors by offering them lunch and an hour of conversation.

Increasing the digital capacity of older adults is essential. Thanks to a \$100,000 grant from the Mother Cabrini Health Foundation,

with additional grants from the Verizon and Patrino foundations, basic technology training is being provided. Learning to use computers, tablets and smartphones expanded into a 5-session training program taught by two in-person instructors.

Members learn how to set up an email address, access video and participate in Zoom classes, such as those offered through PSS Life! University. The addition of bilingual trainers also empowered more individuals to train and participate in digital classes.

All PSS centers are equipped with smart TVs and resources to connect for hybrid activities allowing instructors to reach all 10 centers from one location. Partners GetSetUp and Cadoo supplement the in-person lessons with opportunities to participate in more online lessons.



Coming of Age

Coming of Age greatly expanded its offerings in 2022, both in-person and online.

Coming of Age introduced a virtual version of its signature program Explore Your Future. This two-part program gives adults 50+ a way to identify their strengths, passions, abilities and purpose so they can make the most of their time in the years following their traditional employment. The launch provides a way to extend EYF well beyond its existing footprint.

Steps were taken to bring back in-person events. Larry Jaffee, author of Record Store Day, talked about the resurgence of vinyl in a live appearance at the First Presbyterian Church of New York City preceding his debut at the New York Public Library.

Martha Blackwelder led two teams on a fun-filled scavenger hunt through the less-traveled parts of Central Park North.

Meanwhile, online programming spanned a wider range — from a guided tour of a NYC art gallery with the largest collection of Frida Kahlo in the U.S. to climate advocacy to comedy and career coaching. TikTok phenom Esther “Age is Not My Cage” Brzezinski demonstrated that positive energy doesn’t go away at age 65.

WELCOME TO THE CHAT WITH THE EXPERT SERIES



NYC
Department for
the Aging

PSS Life! UNIVERSITY



PSS Life! University

PSS Life! University continued to evolve in an ever-growing field of virtual programmers.

The Money Made Simple series from Anthea Perkinson kept people up to date as inflation roared back. Sessions on estate planning, trusts and wills from the law offices of Fatoullah & Associates and Lamson & Cutner, P.C. offered valuable timely legal and financial information at no charge.

The Department for the Aging (DFTA) renewed and expanded its partnership with the “Chat With the Experts” series. These hour-long webinars, which launched with the outbreak of COVID, give New Yorkers the chance to ask questions directly of subject matter experts from agencies around NYC. This provides the agencies with exposure and informs participants on how to access city services.



Social Services

PSS reorganized its social workers to better serve community members.

As a result of the new NYC Department for the Aging contract, PSS was able to hire and deploy more social workers to support its ten older adult centers. Social workers are available to assist center members to apply for benefits, coordinate services, and provide timely information and guidance. Through this program, more than 1,000 older adults across various NYC communities were engaged over the last year.

The Fan Fox and Leslie R. Samuels Foundation provided PSS with a \$40,000 grant to launch a new program in cooperation with NYC-area insurer Healthfirst and the NYC Department for the Aging's Community Care Link. The Healthfirst Community Care Link initiative engaged isolated older adults in the Bronx in order to enhance their health literacy, as well as assist them to connect and make appointments with their primary care physician.



2022 marked the 60th anniversary of PSS. A number of special events were held throughout the year.

Celebrations and Transitions

The energy was palpable at the PSS Honors event. Ashton Applewhite, the activist and author, received the Maggie Kuhn Award. CenterLight Health System's Best Choice Home Health Care was presented with the Circle of Care Award. Richard Eisenberg, "unretirement" columnist, podcaster and managing editor emeritus of Next Avenue, accepted the Coming of Age Impact Award.

Executive Director Rimas Jasin thanked outgoing board President Martha Ferry for her tireless efforts on behalf of the agency. Ferry's nine-year term ended at the end of fiscal 2022. She served as President for the final eight of those nine years.

Josie Lawrence will serve as new Board President. She has served as board secretary, treasurer and vice president since joining the board seven years ago. The Hon. Patricia Nunez becomes vice president, Andy Craven is treasurer, and Christina Pagano is secretary.

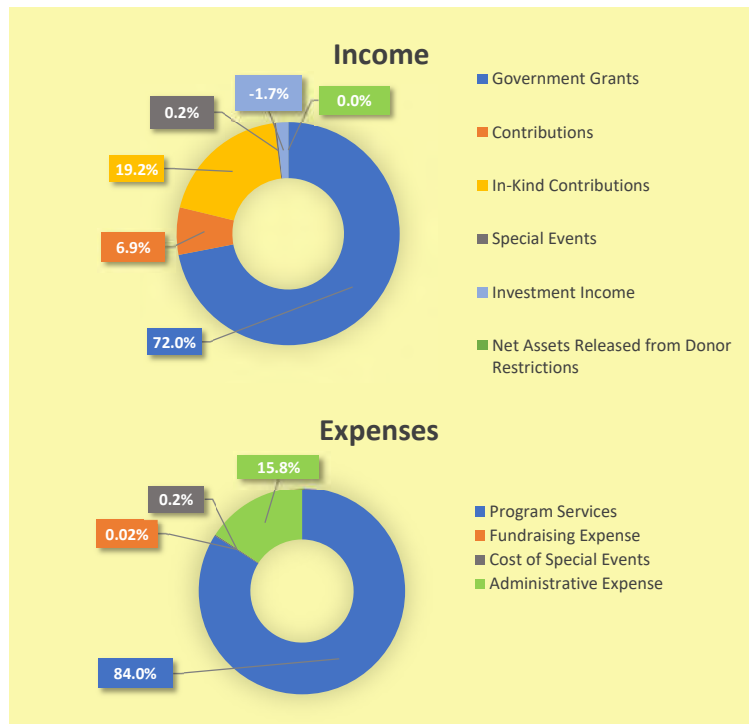
PSS Income & Expense Report for Fiscal Year 2022



The following information is based on PSS Audited Financial Statements for the Fiscal Year ending Friday June 30, 2022

Government Grants	\$ 5,830,566
Contributions	555,628
In-Kind Contributions	1,555,545
Special Events	19,713
Investment Income	(140,771)
Net Assets Released from Donor Restrictions	-
Total Income	\$ 7,820,681

Program Services	\$ 6,233,643
Fundraising Expense	1,302
Cost of Special Events	13,025
Administrative Expense	1,173,126
Total Expense	\$ 7,421,096





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 Andy Craven, Treasurer
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LEADERSHIP TEAM

Rimas Jasin, Executive Director
 Barbara Hernandez, Senior Director of Finance
 Ebtessam Keriaky, Senior Director of People Operations
 Laurie Petersen, Senior Director of Community Education
 Selenie Villar, Senior Director of Older Adult Centers
 Kevin Boyette, Director of Digital Resources
 Matthew Buletti, Director of Community Social Services
 Shaina Jacques, Director of Community Events

Circle of Care - Christina DeSantis, Diana King
 Coming of Age – Jeffrey Nesler

PSS Alberta L. Alston House – Stephanie Santana
 PSS/WSF Grandparent Family Apartments – Lenora Walker
 PSS Andrew Jackson Center – Naryobe Arias
 PSS City Island Center – Susan Rosendahl-Masella
 PSS Davidson Center – Yanelis Sarante
 PSS Harlem Center – Jessica Vazquez
 PSS Highbridge Center – Carlos Chasi
 PSS Highbridge Gardens Center – Elizabeth Hernandez
 PSS King Towers Center – KaTrina Dinham
 PSS Manhattanville Center – Tina Ashley
 PSS Morrisania Air Rights Center – Ana Rodriguez
 PSS Parkside Center – Huda Solomon

Special thanks to Rutgers Presbyterian Church for its generous support and donating valuable space for the PSS administrative offices.

THANK YOU TO OUR MAJOR CONTRIBUTORS (\$1000 AND ABOVE)

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2095 Broadway, Suite 409
 New York, NY 10023
 212-874-6633
www.pssusa.org

