

# Annual Report | 2021



**People  
Who Care**

Assisting our neighbors  
to live independently



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## ■ **Message from the President**

*In 2021, People Who Care continued its 29-year tradition of providing caring non-medical assistance to Neighbors in Prescott, Chino Valley, Prescott Valley and Dewey. Since our volunteer caregiving organization was founded by three local community members in 1992, People Who Care has been successfully responding to requests for assistance by adults who are not physically able to drive and have little or no available support from family and friends.*



**Bev Thurber**  
**President, Board of Directors**

*Volunteers and staff achieved much during the year. We added 134 new Neighbors and held our second golf tournament. We weathered the pandemic and found new ways to support our Neighbors. Our first match campaign was held, and it was very successful.*

*Thanks to the generous legacy of Doris Glushenko, we purchased our new building at 1580 Plaza West Drive in Prescott. The Resource Development Committee was re-ignited, and legacy giving is looking very promising. Our strategic plan was updated, as were our bylaws and policies.*

*We are grateful to all our donors who provide generous and continuing financial support to People Who Care. That generosity allows us to provide our services at no cost to Neighbors. We thank all our Volunteers who contribute their time and energy to help our Neighbors, and we appreciate the efforts of dedicated and talented staff and board members of People Who Care.*

## ■ **Mission and Values**

### **Our mission...**

*To enable homebound adults to live independently in their homes and communities for as long as possible.*

### **Our values...**

#### **Independence**

*We believe in independence based on choice and ability.*

#### **Dignity**

*We honor and respect each individual's desire to maintain their independence and believe each person has the right to decide what is important to them.*

#### **Compassion**

*We provide our services with warmth, kindness, and understanding.*

#### **Integrity**

*We adhere to the highest standards of confidentiality and act in the best interests of our Neighbors, volunteers, and donors.*





## ■ *Our Services*

People Who Care provides essential transportation services to individuals who cannot drive due to age, disability, or vision impairment. Transportation is provided *door-through-door*—we don't wait at the curb; we meet them at their doors.

Essential services include:

- Healthcare appointments
- Legal consultations
- Grocery shopping
- Family visits



In addition to transportation, People Who Care offers several nonmedical support services that are critical for enabling our neighbors to live independently. These include:

- Technology assistance – help using typical household digital devices such as personal computers, cell phones, smart appliances.
- Home safety inspections – lighting, trip hazards, handrails, electrical outlets, smoke alarms, fire extinguishers, night lights.
- Minor home repairs – installation of smoke and CO<sup>2</sup> alarms, grab bars around bath tubs, night lights, etc.



- Caregiver relief – to provide caregivers time-off to run personal errands.
- Personal paperwork – balancing checkbooks, etc.
- Pets to vets – taking pets to veterinarians
- Home visits and phone calls – welfare checks
- Grocery shopping, pick-up, and delivery – volunteers shop for the clients and deliver the groceries to them
- Online shopping – volunteers order groceries online for delivery to the client



*Need  
assistance?*

*You've come  
to the right  
place!*



## ■ 2021 at a Glance

2021 was an interesting year, impacted by both the grip and the loosening of the COVID-19 restrictions. Amid the challenges, People Who Care continued to provide essential transportation and nonmedical support services to enable adults to live independently for as long as possible. The number of Neighbors increased by about 7% over the year while the number of volunteers stayed just about the same. People Who Care volunteers provided an average of just more than 16 direct care services per Neighbor during 2021!

### Number of Neighbors

390

### Total Income

\$573,439

### Number of Volunteers

307

### ➤ Grants

\$234,796

### Number of Direct Care Services

6,361

### ➤ Individual Contributions

\$158,128

### Number of Direct Care Service Hours

13,277

### ➤ Fundraising Events

\$75,842

### Number of Rides Provided

3,120

### ➤ Rental Income

\$42,335

### Mileage

79,049

### ➤ Business and Community Support

\$34,071

### ➤ Faith Community Donations

\$24,378

### ➤ In-Kind Contributions

\$3,889



## ■ *Challenges and Accomplishments*

When the year began, the COVID-19 pandemic still held its iron grip on daily life; in fact, more people died of COVID-19 in 2021 than in 2020, and the fears, restrictions, and mandates that dictated much of life during most of 2020 still held sway in the early months of 2021.

While both volunteers and neighbors were afraid of contracting the virus, we still needed to provide the services so important for our Neighbors. In addition, the pandemic disrupted the roll-out of the new Technology Assistance Program (TAP), so we needed to figure out how to jump start this program in 2021. The *Confident Living with Low Vision* course, which we had cancelled in the fall of 2020,

was also a casualty of the pandemic during 2021. Finally, we were forced to cancel the popular and important Stroke Support Group that we tried to begin during the 4<sup>th</sup> quarter of 2021 due to the resurgence of COVID-19 cases late in the year.



In spite of the challenges, 2021 featured some wonderful surprises and accomplishments. First, in February, we learned that Doris Glushenko had left her estate to People Who Care, an act of largesse that significantly enhanced People Who Care's financial position. The Glushenko legacy led, of course, directly to the purchase of our new office building in July, which further improved the organization's ability to provide services to the community. The additional space in the

new building gives People Who Care a great deal of flexibility as it looks to expand services in the future.

Speaking of the future, in 2021 People Who Care was able to lay the foundation for expanding its low vision support services. Addressing vision impairment is one of the most critical of issues that we will face in the coming years as the elderly population in the U.S. grows significantly, especially in the Prescott area.

We also had a very successful match campaign in 2021, thanks to the generosity of two individuals whose commitment to People Who Care has been especially gratifying. This fundraising campaign led to over \$100,000 of donations to the organization.



*Transportation  
is the just the  
beginning!*





## ■ *Looking Ahead*

We are very excited about the coming year. As life returns to a pre-pandemic normal, we expect *People Who Care* to return to more of a normal service mode. But that doesn't mean that we will rest on our laurels! Instead, we expect 2022 to be full of exciting challenges and initiatives.

First off, we will be moving into our new office in February, and we are very excited. Of course, the move will be a lot of work; coordinating the transition from our current office to the new one will take some planning. Our accountant has been working from the new office for several months already.



We look forward to expanding our low vision services in 2022. We believe that it will be very important for us to integrate low vision services into our current support services, such as for technology assistance and home safety, because vision

impairment is so prevalent among the elderly. In addition, because the percentage of the Prescott area's aging population is about twice the rate of the national average, we know that vision impairment needs will continue to grow as the elderly population grows significantly over the next 20 years. What's more, there is a dearth of vision impairment rehabilitation providers in our service area, which compounds this growing problem. We would like to get in front of the issue as much as possible.

Finally, we plan to restart our "Confident Living with Low Vision" course, which we were unable to offer during the pandemic. Because this is a popular course that we make available to the community at large, and because vision impairment is growing concern among the people who make up the majority of our neighbors, we would like to increase the number of courses from two to at least three per year.

## ■ *Our Neighbors*

It was a tough year for our neighbors. Already homebound, they had to deal with the pandemic restrictions that increased their isolation and threatened their independence. To mitigate this issue, People Who Care continued to provide our many services with a much social distancing as possible—for example, shopping for and delivering groceries rather than escorting the Neighbors.

## Demographics

### Number of Neighbors

On January 1	365
On December 31	390

### Gender

Male	22%
Female	78%

### Ethnicity

White	86.5%
African-American	<1%
Other	<1%
Not Reported	12.8%

### Age

60+	93.7%
65 – 74	16.1%
75 – 84	31.9%
85+	37.9%

### Location

Prescott	63.1%
Prescott Valley/Dewey	29.1%
Chino Valley	7.8%

### Income Level

Level 1	15.1%
Level 2	31.4%
Level 3	26.3%
Level 4	27.2%





## ■ *Our Volunteers*

People Who Care’s volunteers are the best, and they prove it over and over again. The numbers show just how much time they give and how many services they provide, but they don’t tell the full story. Their real value is in the relationships they develop with our Neighbors, the comfort and security they provide to them. Here are a few short testimonials from grateful Neighbors.

*Since I had to stop driving because of poor eyesight, I have relied upon People Who Care. I don't now what I'd do without you! Bonnie*

*It is always “Christmas” when someone from People Who Care provides a ride to a medical appointment or grocery store trip. Thank you and Merry Christmas! Celia*

*Thank you so much for your love and care in providing transportation for this 93-year-old woman! I think God for your service to me and to so many in our area. May God continue to bless and use you in our community. Edith*

*It is always Christmas when someone from People Who Care provides a ride to a medical appointment or grocery store trip. Thank you and Merry Christmas! Celia*

## Number of Volunteers

January 1: 309

December 31: 307



*Due to various physical limitations, I had great difficulty reaching items in the grocery store. With the help of a volunteer, my shopping experienced turned from something that left me shaking and in pain into a pleasant and pain-free afternoon... I always come out laughing! We always have wonderful conversation. Now that's a great volunteer!! Marilyn*

## ■ **Our Supporters**

The Quad Cities community has been generously supporting *People Who Care* for nearly 30 years, and they certainly didn't disappoint in 2021. In fact, donations exceeded all expectations—nearly \$500,000! We received an incredible boost from the generous match campaign backed by two especially generous supporters. *People Who Care* is grateful to the community for its support



### **Major Grants**

Arizona Department of Transportation  
United Way of Yavapai County  
City of Prescott  
Maricopa Association of Governments  
J.W. Kieckhefer Foundation  
Don Nierling Memorial Foundation

### **2021 Tax Credit Campaign**

\$168,085



**Match Campaign**

\$104,121

### **Golf Fundraiser**

\$23,332

### **Major Donors**

Arizona Cardinals  
Desert Financial Credit Union  
Dignity Health – YRMC  
Disciples of Christ  
Hosler Wealth Management  
Margaret T. Morris Foundation  
OneAZ Credit Union  
Premier Eye Center  
Prescott Evening Lions  
Prescott Sunrise Lions  
Prescott United Methodist Church  
Sparklight  
St. Lukes Episcopal Church  
United Way of Yavapai County  
Walmart  
Yavapai Prescott Indian Tribe  
Yavapai Title Agency, Inc.

## ■ *Finances*

To view People Who Care's audited financial statements for the year ending December 31, 2021, click on the link below.



People Who Care  
2021 Audited Financ