




**People
Who Care**
Assisting our neighbors
to live independently

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MESSAGE FROM THE BOARD



Bev Thurber
President, Board of Directors

2023 BOARD OF DIRECTORS

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Joe Jenkins, Treasurer
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Jane Harrison, Executive Director

This past year has been a year of both transition and expansion for PWC. After four years at PWC's helm, including leading PWC through COVID 19 and into its permanent home, Cj Meldahl resigned to move back to Minnesota to be closer to her family. To replace her, the Board was excited to hire Jane Harrison as PWC's new Executive Director. Jane has brought years of experience with elder care and nonprofit services to her new position and is continuing to ensure that PWC offers high quality services to our Neighbors.

In addition to this seamless transition in leadership, PWC significantly expanded the number of services provided in 2023, with a 12% increase in overall services provided and a 14% increase in rides offered compared to 2022. One key area for expansion has been the growth in our Low Vision Services, including the establishment of a Low Vision Office. Because of the dedication and expertise of volunteers Tom and Diane Perski, PWC began offering one-on-one appointments for people with vision loss. Our Neighbors and other community members with low vision have been able to meet with Tom, learn techniques to maximize their remaining vision, and sample a variety of technical aids to assist them in navigating the world independently.

All of this has only been possible due to the dedication of our skilled staff, amazing volunteers, and generous donors. On behalf of the PWC Board, I thank all of you for your commitment to our mission and to our Neighbors.

MISSION AND CORE VALUES

MISSION

People Who Care's mission is to provide transportation and non-medical services to adults in the Quad Cities who are unable to drive because of aging, disability, or vision loss so they may continue to live independently.



VISION & CORE VALUES

Vision

People Who Care's vision is that all adults in the Quad Cities who are unable to drive because of aging, disability, or vision loss have access to the services they need to live safely and independently as long as possible.

Core Values

Integrity – We act ethically in all we do.

Dignity – We honor and respect each individual.

Compassion – We serve with kindness and understanding.

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 meet them at their door and accompany them throughout. Essential services include:

- Healthcare appointments;
- Legal consultations;
- Grocery shopping and more.



In addition to transportation, *People Who Care* offers nonmedical support services that are critical for enabling its Neighbors to live independently and safely. These include:

- Technology assistance – help using typical household digital devices such as personal computers, cell phones, smart appliances.
- Home safety assessments – lighting, trip hazards, handrails, electrical outlets, smoke alarms, fire extinguishers, night lights.
- Minor home repairs – installation of smoke and CO² alarms, grab bars around bath tubs, night lights, etc.
- Nonmedical Family Caregiver relief – to provide caregivers time-off to run personal errands.
- Personal paperwork assistance – balancing checkbooks, paying bills, filing.
- Pets to vets – taking pets to veterinarians.
- Home visits and phone calls – welfare checks to minimize isolation and loneliness.
- Grocery shopping, pick-up, and delivery – volunteers shop for Neighbors and deliver the groceries to them.



- Online shopping – volunteers order groceries online for delivery to the client.
- “Confident Living with Low Vision” classes.
- Low Vision Services – one-on-one appointments to help people with low vision find tools and strategies to help them with their low vision challenges.
- Monthly stroke support group.



2023 AT A GLANCE

2023 was a successful year. Key operational numbers remained steady, and *People Who Care* was able to re-establish its “Confident Living with Low Vision” classes, expand its Technology Assistance Program (TAP), and open its new Low Vision Services office. In addition, a new focus on Home Safety and Minor Home Repairs saw those service numbers increase.

It was also a year of change from a leadership and personnel perspective. Following the retirement of Executive Director Cj Meldahl at the end of September, PWC hired Jane Harrison as its new ED. She began her new role on October 1 after serving as the Volunteer Program Manager since June 12. Other key staff changes included hiring a new Program Coordinator and Executive Assistant. Finally, during the last quarter of the year, staff began researching systems to replace Civicore, the system it has been using for the past eight years to manage services and donations.

In addition to managing multiple transitions, People Who Care can point to several overwhelming successes during the year. First, the Diane and Bruce Halle Foundation awarded PWC a grant of \$120,000 in late 2022 that funded the new Low Vision Services office and helped pay for expanding the Technology Assistance Program (TAP) and Home Safety and Minor Home Repair services. The grant also paid for PWC to purchase new folding tables and chairs needed to accommodate the “Confident Living with Low Vision” classes that we held in the Cj Meldahl conference room.

KEY NUMBERS

Neighbors Served
465

Volunteers
296

Services Provided
8,327

Volunteer Hours
19,647

Rides Provided
4,720

Volunteer Mileage
113,918

Grant Awards
\$369,153

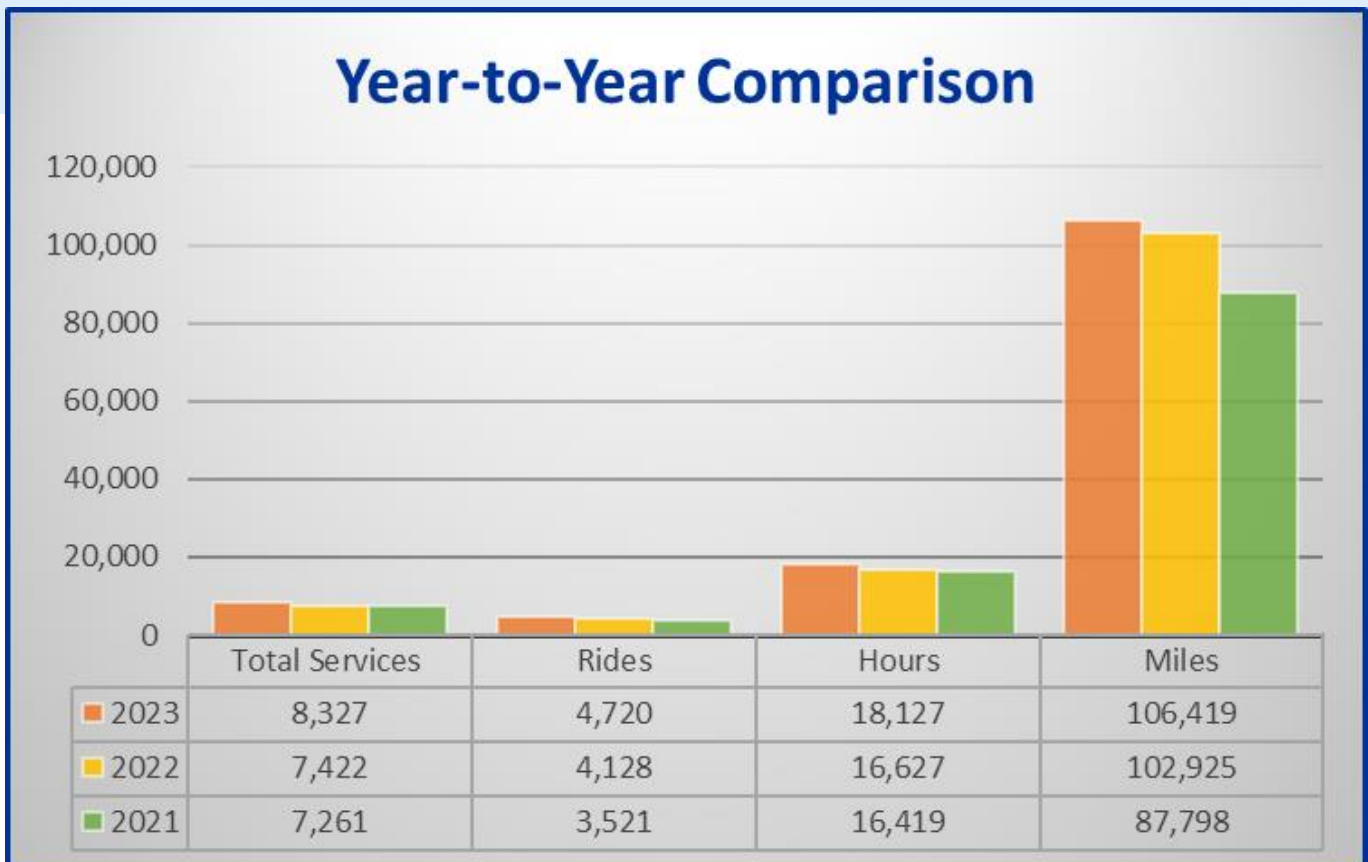
Donations
\$202,376

Fundraising
\$55,764

Second, the Low Vision Services office has been an overwhelming success. The program held one-on-one appointments with over 90 people during the year and, due to the Halle grant funding, was able to purchase a wide variety of technological devices and other equipment to use for demonstration purposes. In addition, the Prescott Veterans Administration began donating used low vision viewers to PWC to donate, in turn, to its low vision clients.

Third, PWC’s match campaign during the spring raised over \$104,000! A longtime supporter of People Who Care put up \$50,000 for the campaign, and the generous community that we serve came through to make sure that PWC was able to secure all of that money.

Lastly, while the number of Neighbors and volunteers remained about the same in 2023 as in 2022, the number of direct care services provided was up 6%, volunteer hours was up 6.5%, the number of rides provided went up over 14%, and volunteer mileage was up over 8.5%! In addition, income from grants, donations, and fundraising exceeded 2022 income by a whopping 29%!



LOOKING AHEAD

2024 promises to be an eventful year, and *People Who Care* is excited at the possibilities. Here is a brief review of what is coming in 2024.

LOW VISION SERVICES

There is a great need for low vision services in the Quad Cities due to the high number of older adults who live in the area and the lack of low vision rehabilitation services available. Consequently, we hope to provide more services. In addition, the demand for our low vision expert to spread the low vision message is strong, both here in the Quad Cities and beyond. PWC believes its Low Vision Services program can be a model for other entities and locations.



VOLUNTEER PROGRAM MANAGER

PWC is looking forward to having a fulltime Volunteer Program Manager onboard in 2024. This is a critical position given the challenges of recruiting and retaining volunteers, and PWC hopes that a fulltime manager will pay dividends.

NEW DATABASES

By the end of 2023, PWC had signed an agreement with Bloomerang to provide a new donor database and had focused on a system called Assisted Rides to handle Neighbor and Volunteer services. While converting from Civicore to these new systems in the first quarter of 2024 promises a lot of work for staff and volunteers, PWC is excited about the efficiencies that these systems offer.

CONFIDENT LIVING CLASSES

PWC has scheduled its popular “Confident Living with Low Vision” classes three times in 2024, up from two in 2023. Like low vision services in general, PWC knows there is a great need for practical strategies for living with low vision, so more classes mean more people served.



NEW BOARD MEMBERS

2024 brought the end of service for one of PWC's longest serving Board members, Kate Ingalls, who served for nine years! PWC is grateful for her leadership and support; however, because endings mean new beginnings, PWC is fortunate and excited to add three new Board members, whose leadership it will count on to guide us through the exciting times ahead.

VOLUNTEER APPRECIATION BRUNCH

PWC held a Volunteer Appreciation Brunch in early April on a Saturday morning to celebrate its wonderful volunteers. Since April is Volunteer Appreciation Month, it was a fitting and well-deserved celebration of the engine of all that *People Who Care* does.

2024 GOLF TOURNAMENT

PWC was forced to cancel its annual golf tournament in 2023 due to golf course renovations, but it is really excited to get to work on the 2024 tournament, which will be held on October 1 at *The Club at Prescott Lakes*. This is a great event that not only raises funds to support PWC's mission, but it also promotes the good that PWC does in the community.



OUR NEIGHBORS

People Who Care loves its Neighbors! Each and every one of them has an interesting story to tell, and they are the reason for PWC’s existence. It’s no surprise that PWC’s Neighbors are mostly an older crowd—over 33% of the population of the Quad Cities is 65 or older.

Typical Neighbor in 2023

- female
- age 80–89
- lived alone, no family nearby
- annual income <\$35,750

Volunteers drove her about nine times during the year, averaging nearly 12 miles per trip. Most of these trips—52%—were for healthcare appointments and another 13% were for vision-related services. PWC volunteers spent just over 34 hours each year providing services to her.

Location	% of Total
Prescott	58.40%
Prescott Valley	31.60%
Chino Valley	10.00%

Gender	% of Total
Male	25.00%
Female	75.00%

Living Situation	% of Total
Alone	67.90%
Family	10.40%
Roommate	2.90%
Spouse/Partner	18.80%

Age	% of Total
Under 60	4.60%
60-69	9.80%
70-79	28.70%
80-89	38.40%
90-99	17.90%
100 and older	0.70%

Income Level	% of Total	Single	Family
Level 1	17.80%	\$1,121/month	\$1,452/month
Level 2	27.10%	\$1,862/month	\$2,129/month
Level 3	29.40%	\$2,979/month	\$3,404/month
Level 4	25.70%	\$2,979/month	\$3,404/month

NEIGHBOR DEMOGRAPHICS

OUR VOLUNTEERS

People Who Care's volunteers are the heroes of our story. They are exceptionally generous. They devote their time, their passion, and their generosity to help our Neighbors live independently, safely, and happily. Just look at the numbers: 8,327 services provided, 19,647 hours donated, 113,918 miles driven! That's about an average of about 28 services, 66 hours, and 384 miles per volunteer!

NUMBER OF VOLUNTEERS

January 1: 297
December 31: 296



OUR SUPPORTERS

People Who Care is fortunate to have so many generous and committed supporters of its mission. They were especially generous in 2023—grants and donations were up 29% from 2022!

PWC staff and volunteers worked very hard to raise the money needed to provide services in 2023, and our supporters—individual donors, the faith community, local businesses, and civic/nonprofit organizations—came through. The spring Match Campaign was a big success, and the Arizona Tax Credit for qualified charitable organizations continued to be an effective fundraising tool.

PWC also had great success with its grant funding, receiving grant awards for the time from *Dignity Health-Yavapai Regional Medical Center* and the *Diane and Bruce Halle Foundation*. In addition, our longtime grantors—government entities, private foundations, civic groups—continued to support us this year. We are extremely grateful!

MAJOR GRANTORS

Arizona Community Foundation
Arizona Department of Transportation
City of Prescott
Diane and Bruce Halle Foundation
Dignity Health - YRMC
Don Nierling Memorial Foundation
J.W. Kieckhefer Foundation
Margaret T. Morris Foundation
Masonic Charities of Arizona
United Way of Yavapai County

MAJOR DONORS

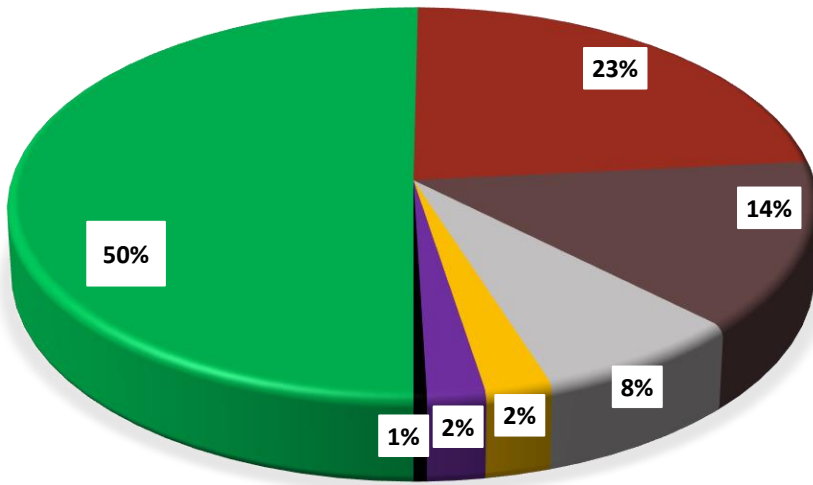
APS
OneAZ Credit Union
Prescott Evening Lions
Prescott Sunrise Lions
Prescott United Methodist Church
Quad City Christian Church
Sons of the American Legion
St. Catherine Laboure Catholic Church
Walmart
Yavapai Title



FINANCES

INCOME \$735,436

Additional \$32,466 received in rental income



- Grant Funding
\$369,153
- Individuals
\$171,016
- Employee Retention Credit
\$102,591
- Fundraising
\$55,764
- Faith Community
\$17,827

PROGRAM SUPPORT EXPENDITURES \$558,833

Additional \$160,558 for Building & Rental expenses

- Transportation
- Shopping
- Visiting, Phoning
- Personal Paperwork

