



Box 518 • Locust Grove, VA 22508 • www.lowlinc.org

2021 Annual Report

Mission

LOWLINC is a nonprofit 501(c)(3) service organization dedicated to enabling older adults at Lake of the Woods (LOW) to live safely and independently in their homes with meaningful connections to others and the LOW community. We provide services through LOWLINC volunteers as well as referrals to existing community organizations and preferred vendors/service providers. We believe that having choice, control and connections to others transforms the lives of older adults. LOWLINC enables people to be healthy, happy and connected on their own terms as they age.

2021 Overview

LOWLINC's sixth year of operations dawned with the promise of a return to normal as vaccines for the coronavirus started to become available. During the first three months of the year, we assisted members in finding vaccination sites, registering for their shots and understanding the various options and requirements for obtaining the vaccine. We provided more than 30 rides for members to receive their vaccinations. We continued to provide services based on clearly defined procedures for members' and volunteers' safety and following CDC guidelines. Social activities were reinstated in June as COVID-19 cases decreased and members and volunteers became vaccinated. Toward the end of the year, social activities were again curtailed as COVID cases began to increase.

Our membership increased from 90 members at the beginning of the year to 114 at the end, and we added 22 volunteers. LOWLINC volunteers performed an average 522 services each month during 2021 for a total of 6,264 services including 804 transportation services. Volunteers drove more than 32,600 miles and donated nearly 5,000 hours of their time in service to members.

As we celebrated our fifth anniversary at the end of 2020, it was appropriate to reflect on the accomplishments of our first five years of operation and, more importantly, to look to the future to map LOWLINC's direction as an established, mature Village. In January 2021, then-President Emily Slunt established a working group to develop a Strategic Plan. Over the course of several months, the group consulted with a pro bono expert in organizational management and strategic planning and developed the strategic plan that will guide the organization over the next three years. The plan addresses eight goals: Funding, Technology, Transportation, Member Services and Membership, Governance and Leadership, Health and Wellness, Partnerships, and Impact. The complete plan is available for review on our website (lowlinc.org)

This report summarizes key accomplishments, activities and milestones during our sixth year. To our donors, volunteers, supporters, members, and Lake of the Woods residents and organizations, we thank you for your support and for helping us build a sustainable organization that enables our older neighbors here to remain in their homes and connected to our wonderful community.

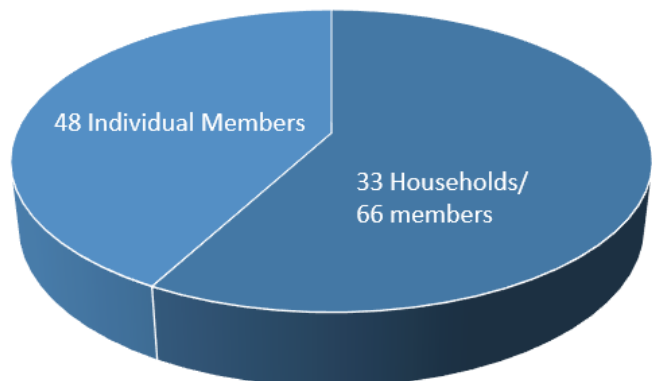
We would not be able to live here without LOWLINC.

Comment from a member, 2021 Member Survey

Membership

During the year, we added 38 new members to our LOWLINC community. As of December 31, 2021, LOWLINC members totaled 114 with 81 memberships: 48 single memberships and 33 household memberships. At the start of 2021, we had 90 members. We gained 38 members and lost 14 members for a net gain of 24 members. During 2021, we lost nine members due to deaths and relocation. Three members did not renew, and one household dropped out due to LOWLINC's requirement that members be vaccinated for COVID-19. The annual fees paid by members have not changed since our founding in 2015, remaining at \$400 for an individual membership and \$500 for a household membership.

114 Members/81 Memberships as of December 31, 2021



Membership Intake

The Membership Intake Team, led by Donalda Lovelace, is responsible for on-boarding new LOWLINC members. After the membership application is received, prospective members undergo an in-home interview by a member of the Intake Team to ensure that LOWLINC will be able to provide the services the applicant is seeking, and the applicant understands the scope of LOWLINC services. In 2021, the Intake Team, comprised of four LOWLINC volunteers with backgrounds in social work, counseling, nursing and education, conducted 29 interviews.

Member Outreach

LOWLINC's Member Outreach Committee promotes membership, conducts programs for members and reaches out to members to enhance their membership experience. Member and Volunteer Carolyn Rourke and Volunteer Ted Cryblskey co-chair the committee.

Activities were curtailed during the early months of 2021 because of continuing pandemic restrictions, but as people became vaccinated, we were able to resume events, with appropriate safety precautions in place. The committee conducted the following activities in 2021:

- LOWLINC brochure distribution to area businesses. Late winter.
- Spring Planting Days for Members. May/June in coordination with the Volunteer Committee
- Spring New Member Reception. June 9
- Open House for Prospective Members and Volunteers. June 23
- Member Satisfaction Survey. Late Summer
- Picnic on the Point. September 8. Joint activity with the Social Activities and Volunteer Committees
- Fall New Member Reception. October 7
- Hazardous waste pickup. October 8
- Annual Member Meeting. October 20
- Personally delivered holiday cards and gifts to members. Late December

Membership Outreach Committee members continued to conduct **new member agreement signings**. These meetings with newly-approved members are designed to both welcome and introduce them to LOWLINC services and procedures for requesting those services. Twenty-four

member agreement signings were completed in 2021. Committee members also continued to phone new members a month after joining to welcome them and discuss LOWLINC services and their requirements. We also conducted a project to reach out to members who had not been using LOWLINC services, learning that these members simply had not had a recent need for services.

The **Member Satisfaction Survey**, conducted in August and September, resulted in 61 returned surveys out of 105 sent. Overall, approval ratings continue to run high among members, with 100% of respondents indicating they are highly satisfied with their LOWLINC membership. Similar high ratings are given for the services LOWLINC provides and especially for the volunteers who provide those services. LOWLINC's all-volunteer call handler team received high marks for courteous and knowledgeable interactions with members who call for services or information. This year we included a question about COVID, asking "How has COVID affected your life situation and how can LOWLINC help as we continue to follow CDC guidelines?" Responses mentioned greater feelings of isolation, not being able to see family and friends, and being more cautious in going out and interacting with people. Respondents mentioned the importance of following safety guidelines and cited satisfaction with LOWLINC's rules related to COVID and keeping members informed as guidelines changed.

On October 20, the Member Outreach Committee conducted the **Annual Member Meeting**, held in the great hall of the Clubhouse. Masking protocols were followed. Guest speaker Lions Food Pantry Director Nicki Buell presented an overview of food pantry operations. Ted Cryblskey reported on committee activities and programs; George Seymour and Ted summarized the results of the 2021 Member Survey; Jean McLallen gave a financial report; and LOWLINC President Emily Slunt wrapped up the meeting with a report on the status of LOWLINC's strategic plan.



Member Outreach Committee co-chair Ted Cryblskey and President Emily Slunt lead discussion at the New Member Reception.



Member Outreach Committee members Joe Sauro and Peggy Grella hold an Open House for prospective members and volunteers.

In Memoriam

We remember with great fondness the following members who passed away during 2021:
Bernie Arnold, Cheryl Lewis and Madeline Salustri

Member Services

Services in 2021 began to return to normal levels and patterns after the upheavals in 2020 caused by the pandemic. Transportation services totaled 804 compared to just 501 in 2020. We resumed social activities slowly and safely starting in May, first holding events only outdoors, then gradually moving to indoor activities while still following masking and other safety guidelines. Our health and wellness walking program saw a three-fold increase over 2020 levels. We introduced monthly *Tech Talk* presentations for members and volunteers.

2021 Service Highlights:



Members John and Betty Hughes celebrate receiving their COVID-19 vaccine.

COVID-19 Vaccination Assistance. As the COVID-19 vaccine became available in early 2021, LOWLINC offered assistance to members in navigating the complicated processes involved in obtaining it. We communicated news and updates about vaccine availability, averaging one communication a week in January and February. In January we conducted a virtual session via Zoom for members to learn about the various vaccines and their anticipated availability. We helped members with the online registration as requested and assisted members in determining where they “stood in the line” as we all waited for appointments. We shared information with the Lake community by posting news and updates on social media. We provided rides to 30

members to receive their first and second doses of the vaccine.

Transportation Services. LOWLINC’s most critical service offering, rides for members, increased to 804, up 300 from 2020’s pandemic-induced low. Transports to medical appointments accounted for 63% (502) of the total, followed by local transports, 24% (196), and rides to social activities, 12% (94). Other transports accounted for 1% (12). Volunteers drove a total of 32,680 miles in 2021, up almost 12,000 from 2020.

RRCS Van. Under a memorandum of understanding with Rappahannock-Rapidan Community Services, a wheelchair-accessible van is parked at the LOW Church and available to transport eastern Orange County residents to medical and legal appointments. LOWLINC volunteers and other Lake residents trained by RRCS operate the van. In 2021, RRCS/LOWLINC drivers completed 77 transports. The RRCS drivers were Jeff Flynn, Claude Rogers, and Boggs Wright.

Convenience Services/Errands. This service includes mail pickup from the community mail stations and delivery to the home, trash service, prescription pickup and delivery, grocery shopping for members and grocery order pickup and delivery, dog walking and other services such as notary and meal preparation and delivery. In 2021 volunteers delivered mail 570 times; took 675 loads of trash to the community compactor; delivered 55 grocery orders and walked the dog 410 times. A total of 1,790 convenience services were performed in 2021.

“We have a dog and LOWLINC has helped me keep her. This is very important. Your dog walking people are the best.”

Member Comment in 2021 Member Survey

Friendly Visitor Services. The Friendly Visitor program provides both in-person visits and weekly phone conversations between members and volunteers. The Phone Buddy service was established in 2020 to help combat increased isolation and loneliness brought on by pandemic-related restrictions. Today, strong and lasting relationships have been forged between the pairs of phone buddies. In

2021, 22 volunteers made 1,670 phone buddy calls to 40 distinct member households, representing 615 hours of conversation. Seventeen volunteers made 79 in-person visits with 14 members for a total of 150 hours.

Walking Program. Nearly 20 LOWLINC members embraced the benefits of physical activity to improve their health and well-being as they participated in the weekly walking program at the Community Center and on the Sweetbriar Trail. Led by volunteer Margaret Driscoll, the program encourages members to get together to walk at their own pace and enjoy each other’s company. Other members and volunteers meet individually to walk at their homes or other locations around the Lake.



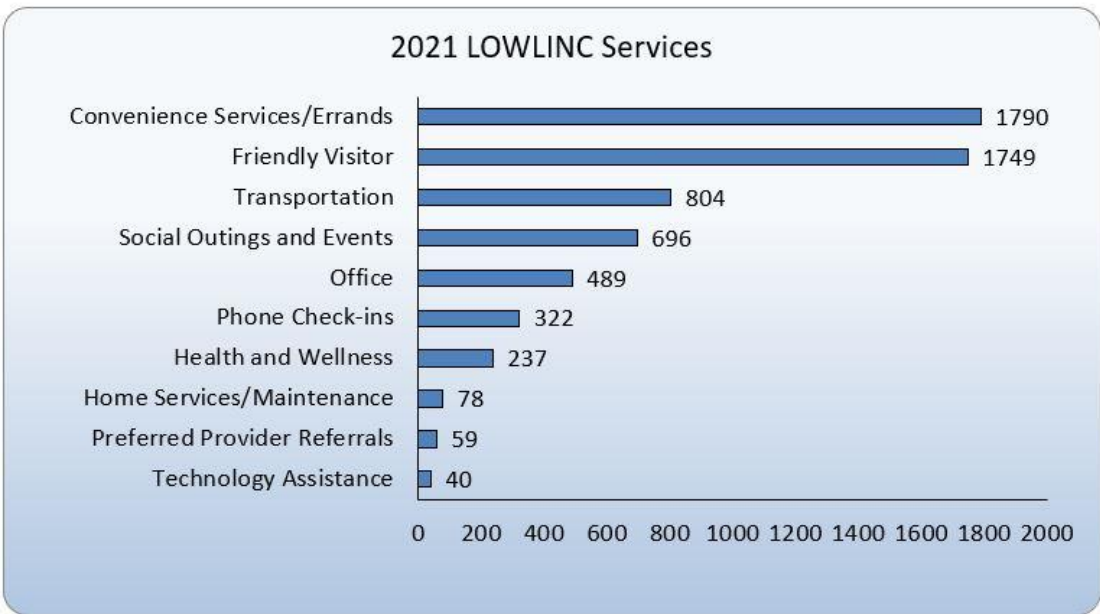
Members of the LOWLINC Walking Group: Margaret Driscoll, Jean and Ed Bunting, Elaine Witcher, Bobbie Prees



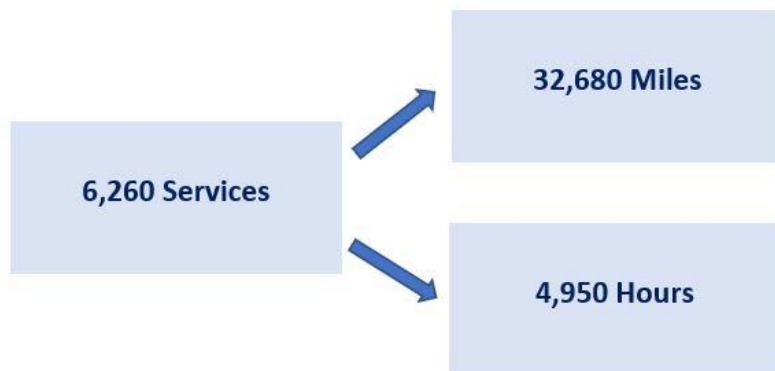
Social outing at nearby winery.

Social Activities. Social programs that offer both members and volunteers opportunities to engage with their LOWLINC family resumed in May. Volunteer Vicky Fleming chaired the Social Activities Committee, revitalizing the program after the pandemic-caused break. From May through December, the Social Activities Committee sponsored 70 separate activities including, the annual Holiday Dinner, weekly get togethers at Fareways, monthly Bingo games, lunches at local restaurants, and outings to attend LOW Players productions, the Concerts on the Point, and a local winery (featured in the photo). Seventy distinct events comprising 111 hours of programming attracted nearly 700 attendees.

Handyman Services. LOWLINC’s handyman volunteers provide invaluable assistance around the home by performing basic chores that keep a house in good repair. Services performed in 2021 spanned a wide range: replacing light bulbs and batteries, repairing stair railings, fixing leaky faucets, opening a safe, hanging curtains, moving furniture, changing filters and assembling household items.



LOWLINC volunteers completed a total of 6,260 service requests in 2021, an average of 522 per month. In total, they volunteered 4,950 hours. Friendly Visits/Phone Buddy Calls and Convenience Services/Errands were the most frequently performed services. LOWLINC volunteers provided 804 transports for LOWLINC members, driving 32,680 miles for all services.

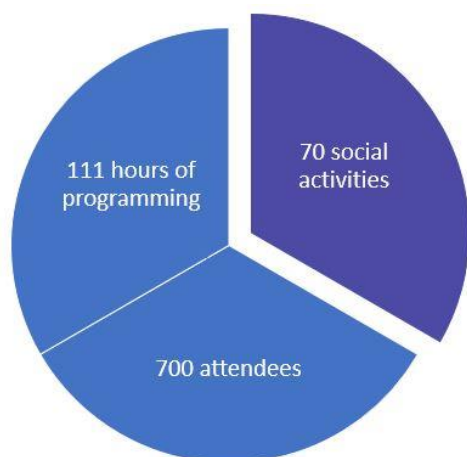


Changes in Member Services 2016-2021

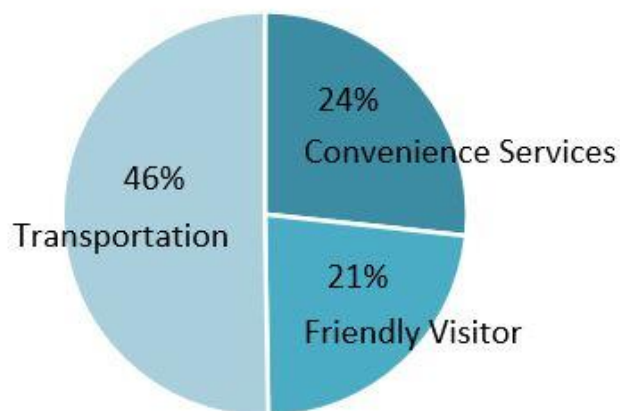
	2016*	2017	2018	2019	2020	2021
Service Requests	1,301	2,386	3,112	4,021	5,081	6,264
Volunteer Hours	833	2,072	2,369	3,023	3,400	4,950
Miles Driven	5,583	14,187	19,307	27,814	20,805	32,680

*Data are from March 1, 2016-December 31, 2016, when we adopted our database management tool. Data for 2017-2021 are for 12 months.

LOWLINC Social Activities 2021



Volunteer Direct Service Hours Top Three Services



Volunteers

During the year, 22 Lake of the Woods residents joined LOWLINC as volunteers. A total of 115 volunteers provided services in 2021 (see page 15). Volunteer services cover a wide range of activities including providing services to members, handling calls to the LOWLINC number, performing administrative and office work, and serving on LOWLINC committees and the Board of Directors. New volunteers undergo criminal background and driver checks (for anyone who volunteers to drive) and participate in volunteer orientation sessions as well as on-going education.

LOWLINC volunteers contributed 4,950 hours of service during 2021 and drove 32,680 miles. (These data do not include hours spent on board and committee meetings.)

Volunteer Program

The Volunteer Committee is responsible for the recruitment, orientation, and continuing education of volunteers. The committee also is charged with ensuring that volunteers are appropriately thanked and recognized for the thousands of hours they commit to LOWLINC every year. Mary Jane Oldham completed her three-year term as Volunteer Committee Chair in 2021. Volunteer Terry Maple became committee chair for 2022.

The Volunteer Committee conducted the following activities in 2021:

- Volunteer Orientation Sessions. March 11, June 19 and Oct. 19
- Call Handler Training Session. January 12
- Medical Notetaking Training Session. March 31
- Mailed thank you cards to volunteers in recognition of National Volunteer Week. April 18 through 24
- Spring Planting Days for Members. May/June in coordination with the Member Outreach Committee
- Sweetbriar Trail Bench Dedication. May 14
- Volunteer Appreciation Reception. May 23
- Sent every volunteer a birthday card hand-crafted by Volunteer Committee member Ann Hatfield
- Supported LOWLINC hosting of Concert on the Point. August 27
- Picnic on the Point. September 8. Joint activity with the Member Outreach and Social Activities Committees
- Provided volunteers for Art of Wine. September 26
- Volunteer Recognition Event. November 4



Volunteer Committee Chair Mary Jane Oldham speaks at Volunteer Appreciation Reception, May 23.

Benches Placed on the Walking Trail at Sweetbriar Park. In early 2021, the Volunteer Committee identified a need for benches along the walking trail at Sweetbriar Park that could be used by walkers to take a break. In a joint effort by the LOW Woodworkers Club, LOWLINC, and the LOW Association, three beautiful, hand-crafted wood benches were installed at various points along the walking path around Sweetbriar Park for our community to use and enjoy.



Members of LOWLINC, LOW Woodworkers Club and LOWA at bench dedication, May 14.

Volunteer Recognition

LOWLINC's celebration of National Volunteer Week (April 18-24) was held on May 23 in the LOW Clubhouse with a **Volunteer Appreciation Reception**. Forty-eight volunteers attended this volunteers-only event, enjoying drinks, hors d'oeuvres and each other's company. The reception was partly funded by a grant from the Regional Transportation Collaborative, a LOWLINC partner that provides funding and other resources to LOWLINC transportation programs. The grant was also used to provide gas cards to LOWLINC volunteer drivers as a thank you for the many miles driven in service to members.

On November 4, LOWLINC conducted its annual **Volunteer Recognition Event** at which volunteers, members and guests recognized the dedication and contributions of LOWLINC's volunteer force. Ninety-three people attended the event which featured a picture montage of the year's activities prepared by Volunteer Committee member Jen Heinz, a recognition program presented by Volunteer Committee member Margaret Driscoll and a buffet feast supplied by our partner RRCS' CK Catering.



Volunteers, members and guests gather at the annual Volunteer Recognition Dinner, November 4, 2021

Awards for LOWLINC Volunteers

In May, volunteer **Donalda Lovelace** was awarded the Aging Together Five over Fifty award for outstanding service to older adults in the community. In September, LOWLINC member **Gail Sauro** received the Lake of the Woods *Hometown Heroes* Award for her work in creating and leading the LOW Impaired Vision Support Group.

Communications

This program develops communications and public relations strategies to keep the LOW community, LOWLINC members, volunteers, donors, and supporters informed about LOWLINC. In 2021 Steve Hein chaired the Communications Committee.

Website Redesign and Refresh. The Communications Committee undertook a complete refresh of the LOWLINC website. We consulted on best practices with numerous pro bono website design and content professionals using our grant-supported Catchafire subscription. The new website, launched in May, conforms to current design trends and standards, featuring uncomplicated navigation, effective use of pictures and graphics, and easy-to-read text (www.lowlinc.org).

Member Flyer. This newsletter features upcoming social activities and events, and items of interest to members. It is mailed monthly to members. Issues in the first part of the year focused on COVID-related information and news, including vaccine availability and guidelines for member services during the pandemic. As we returned to social activities starting in June, the focus turned to upcoming events. Carolyn Rourke produced the flyer and volunteer Ruth Pavlik handled the mailing.

Volunteer News and Update. Volunteer Committee Chair Mary Jane Oldham and Committee member Jennifer Heinz sent monthly email updates to volunteers to keep them apprised of upcoming programs for volunteers, introduce new volunteers, and discuss member service delivery topics.

NewsLinc. We published four issues of *NewsLinc*, our quarterly newsletter. We emailed it to a distribution list of more than 450 LOWLINC members, volunteers, donors, community contacts, and other stakeholders and mailed it to a small number of members who do not have access to email. Each issue featured LOWLINC news, upcoming events and profiles of members, as well special articles on artificial intelligence, myths and facts about Alzheimer's and dementia, and keeping track of medications. Steve Hein served as editor, volunteer Marilyn Davis as production editor, and member Elizabeth McGillicuddy as copy editor.

The logo for NewsLinc, with "News" in blue and "Linc" in green, both in a bold, sans-serif font.

Marketing Materials. We revised our tri-fold brochure in the fall with new copy and additional photographs to reflect our new mission statement and other goals of the Strategic Plan.

Lake Currents Articles and Ads. We published five articles in our community newspaper, *Lake Currents*, including announcements of our annual Art of Wine fundraiser and a special *Speaker Series* presentation on our newly-adopted Strategic Plan. We placed six ads promoting the Art of Wine and our spring Open House for member and volunteer recruitment. For the first time, we placed an ad in the *Lake of the Woods Member Directory*.

Social Media. In September, Steve Hein renewed our focus on social media, updating our Facebook page with new pictures and graphics. Throughout the year we posted 25 news and information items covering LOWLINC news, events and pictures and COVID-19 information.

COVID-19. We continued to keep members, volunteers and the community updated on COVID-19 news, including the availability of vaccines and where to get them, the status of coronavirus infections in our health district, and LOWLINC guidelines for member service delivery during the pandemic. We issued 13 email updates, posted 11 items on our Facebook page and kept our website up to date on COVID information.

Community Outreach

Community Outreach programs comprise partnerships with other senior-serving organizations, health and wellness programs and workshops, and relationships with other LOW services organizations.

Aging Together. Aging Together is a collaborative effort comprised of senior-serving organizations, government departments and healthcare providers that serves the five counties in Virginia's Planning District 9 – Culpeper, Fauquier, Madison, Orange and Rappahannock. It is a source of information about resources for older adults and provides programs and activities such as the annual Art of Aging Expo, Senior Prom, and Five-over-Fifty awards. Carolyn Rourke and Vicky Fleming represent LOWLINC in Aging Together programs. In 2021, Board Member Donalda Lovelace was the Orange County recipient of the Five over Fifty Award. Aging Together published a Resources Guide for Older Adults that was distributed to LOWLINC members.

Germanna Community College. In accordance with our Strategic Plan goal to develop partnerships with health care providers in the area, we reached out to the nursing program at Germanna Community College to explore collaborative opportunities. At a meeting in September with School of Nursing Dean Patti Lisk, LOWLINC President Emily Slunt led a discussion on programs for the following year, including having students perform their community service hours at LOW and giving presentations on health topics.

LOWLINC Speaker Series. The LOWLINC Speaker Series program was again curtailed in 2021 because of the inability to gather in person for presentations. We held one Speaker Series at the Community center in September at which Board member Steve Hein presented LOWLINC's recently-adopted Strategic Plan. We look forward to being able to reactivate the Speaker Series in 2022.

Regional Transportation Collaborative. LOWLINC joined the Regional Transportation Collaborative (RTC) in 2021. RTC is a part of the Rappahannock-Rapidan Regional Commission. Its mission is to bring together the various transportation services in the five-county area of Culpeper, Fauquier, Madison, Orange and Rappahannock for purposes of resource sharing and leveraging. It provides funding for transportation programs and volunteer driver recognition. In 2021, LOWLINC participated in the following activities with RTC:

- **Donate it Forward.** Volunteer drivers received credits for miles driven between April 1 and Sept. 30, 2021, to be applied to a monetary contribution to a charity of their choice. The purpose of the program was to promote awareness of volunteer transportation programs in the area. Twenty-four LOWLINC drivers signed up for the program resulting in 10,305 miles driven and \$2,061 donated to nine different charities. The charities benefiting from the program were notified of the donations including the names of the donors.
- **Volunteer Driver Recognition.** We received a grant of \$1,250 from RTC to be used for two projects to recognize volunteer drivers for their contributions. \$850 was used to help fund a Volunteer Appreciation Event conducted during on May 23. The remaining \$400 was used to purchase gas cards for volunteer drivers. RTC reimbursed LOWLINC for background and driving record checks for volunteer drivers. In September, RTC sponsored a regional recognition event for volunteer drivers and invited county officials from the five-county region. Two LOWLINC drivers, Roger Anderson and Charlotte Fuqua, were recognized for their extraordinary volunteer driving records. Jeff Flynn received special recognition for his contributions to transportation in the region. Finally, we received apparel emblazoned with the RTC/LOWLINC Partnership logo, funded by an AARP Community Challenge Grant received by RTC.



Tammy LaGrafte, director of the Free Clinic of Culpeper, Jim LaGrafte, executive director of Rappahannock-Rapidan Community Services Board and LOWLINC volunteers Gina and Dave Davies, Bob and Charlotte Fuqua, and Carolyn Rourke listen to the award presentations at the RTC Regional Recognition event.

TRIAD/SALT. TRIAD is a program sponsored by the Orange County Sheriff's Department that addresses the safety and crime prevention needs of older adults. TRIAD sponsors many programs for seniors including scam and fraud prevention and assistance, Guardian Alert pendant system, Project Lifesaver tracking devices, 911 cell phone provisioning, and File of Life medical record keeping. SALT (**Seniors and Law Enforcement Together**) is a council of Orange County citizens that advises and works with TRIAD on its programs. In 2021, LOWLINC board member Vicky Fleming served as our liaison to TRIAD and the SALT council.

Virginia Joint Commission on Health Care. Mary-Jane Atwater, Steve Hein and Emily Slunt met in Richmond with the executive director and the associate policy analyst of the Virginia General Assembly's Joint Commission on Health Care in June. The Commission was studying aging in place strategies. We had the opportunity to tell them about LOWLINC as well as to provide information about other villages in Virginia and the national Village to Village Network. It was an excellent opportunity to share information about the Village model as a strategy to support aging in community.

Other Activities

- LOWLINC joined the Orange County Chamber of Commerce.
- John Beisheim gave presentations on the Village Movement and LOWLINC to the LOW Lions Club and the LOW Lioness Lions Club.
- Mary-Jane Atwater joined the Board of the national Village to Village Network and Carolyn Rourke joined the Board of the regional Washington Area Villages Exchange.
- Carolyn Rourke participated in a panel discussion at the Aging Together Regional Coalition meeting on LOWLINC's programs to address social isolation during the pandemic.
- LOWLINC Board Members attended the Village to Village Network annual conference, held virtually this year, in October.

Fundraising

LOWLINC had a successful fundraising year thanks to a 92% increase in individual donations and strong corporate support, both of which exceeded budget. Carol Simpson led the effort on our fundraising program. We received several grants, one of which recognized our volunteers who contribute so much of their time and talent to LOWLINC. Donations, both individual and corporate, and grants are critical components of LOWLINC's budget, as membership fees do not cover all our operating expenses.

Art of Wine Fundraiser

LOWLINC was pleased to hold its annual Art of Wine fundraiser in September 2021 after it was canceled by the pandemic in 2020. A talented committee, chaired by LOWLINC volunteer Cheryl Brown, pursued sponsorships, engaged wineries and food vendors, and planned logistics to ensure a successful event. Sixteen businesses and individuals contributed \$3,300 in sponsorships. Four local wineries, a cidery and two food trucks were secured for the event. Nearly 300 Lake residents attended, tasting wine, sampling the gourmet food and enjoying the community event, which raised \$6,890 for LOWLINC.

Thank You for Your Support

Please join LOWLINC in thanking the wineries, food vendors, businesses, and volunteers for their support of THE ART OF WINE event.

Sunday, September 26, 12-4 pm at the Lions Pavilion, Sweetbriar Park



THE ART OF WINE Sponsors



Bruce Butler Pressure Washing • Certified Plumbing and Remodeling
Getty & Associates, P.C. • Inspired Electrical Solutions • Integrity Automotive
Jerry Blake Home Improvement • JK Carpets, Inc. • Kevin's Roofing and Attic Insulation
Lakewood Animal Hospital • Orange County Roasters • RDM Custom Painting
Roof Works of Virginia

Food Providers

Talk of the Mountain
Two Brothers



LOWLINC
LIVING INDEPENDENTLY IN OUR COMMUNITY

Art of Wine Committee - Cheryl Brown, Chair

Brenda Anderson • Carol Brown • Ginger Dean
Carla Everhart • Jeff Flynn • Judy Flynn • Wendy Gwaltney
Steve Hein • Joya Lord • Carolyn Rourke • Carol Simpson
And all our LOWLINC volunteers!

Tickets available at the event (\$25). Fundraiser for LOWLINC.
Must be at least 21 for tastings and present valid ID.

Grant Support

This year, LOWLINC received grants totaling \$2,346 and one non-monetary grant. In April, we received a grant of \$1,250 from the Regional Transportation Collaborative (RTC) to be used for two projects to recognize volunteer drivers for their contributions. \$850 was used to help fund a Volunteer Appreciation Event conducted during Volunteer Appreciation Week in April. The remaining \$400 was

used to purchase gas cards for volunteer drivers. We also received reimbursement from RTC for the cost of background checks for volunteer drivers.

In August, the Charlottesville Area Community Foundation renewed for another year LOWLINC's non-monetary grant of a yearlong subscription to Catchafire (catchafire.org), an organization that matches professional volunteers with nonprofits for capacity-building projects. In 2021, we used the original grant to secure pro bono consultants who assisted us in two important projects: 1) Development of our 2021-2024 Strategic Plan; and 2) the total refresh of our website (lowlinc.org). The service also was used for consultation on fundraising and for a website usability audit.

In November, we received a grant of \$1,000 to be used for a meal program for LOWLINC members in which dinners will be procured from restaurants for members who are identified as being in need. This meal program supplements an existing LOWLINC service where we prepare and deliver home-cooked meals to members who are recovering from surgeries and illness or are otherwise in need.

Individual Donations

This was a banner year for individual donations, which exceeded budget by more than double, at nearly \$49,000. As with last year, we mailed letters to past LOWLINC donors and current volunteers and members, asking for their support in the form of a donation. We placed an insert in the December *Lake Currents*. We received a total of 105 individual donations in 2021.

Corporate and Other Support

In addition to the corporate support for the Art of Wine, described earlier, we also were pleased to receive generous donation from the Lake of the Woods Lions Foundation, and matching donations from Exxon Mobil.

Donor Engagement

We continued regularly scheduled communications with donors through our quarterly newsletter, NewsLinc, and other emails throughout the year and we held a Donor Reception in July at the LOW Clubhouse. President Emily Slunt and Vice President John Beisheim delivered remarks and thanked the donors for their continued support of LOWLINC programs and services.



2021 Leadership, Staff and Committees

2021 Board of Directors:

- Emily Slunt. President, Jan-Oct; Member, Nov-Dec
- John Beisheim. Treasurer, Jan-Mar; Vice President Jan-Oct; President, Nov-Dec
- Steve Hein. Vice President, Nov-Dec.
- Jean McLallen. Treasurer, Apr-Dec.
- Carolyn Rourke, Board Secretary
- Vicky Fleming, Member
- Donalda M. Lovelace, Member
- Mary Jane Oldham, Member
- Carol Simpson, Member

At the end of 2021, the terms of Directors Vicky Fleming, Donalda Lovelace and Carolyn Rourke expired. At its December 6 meeting, the board elected Dave Davies to the Board of Directors, beginning January 1, 2022. The board also voted to re-elect Mary Jane Oldham to a second two-year term, beginning January 1, 2022.

2021 Staff:

Member Services Manager: Christine Wagoner, February 8 through December 18

Committees and Programs

Communications Committee: Chaired by Steve Hein. Mary-Jane Atwater, Marilyn Davis and Carolyn Rourke members.

Fundraising and Donor Engagement: Carol Simpson and John Beisheim, co-leads.

Member Outreach Committee: Co-chaired by Ted Cryblskey and Carolyn Rourke. Eileen Appleyard, Maureen Callahan, Gerri Colucci, Diane Franklin, Peggy Grella, Joe Sauro, George Seymour, Evelyn Wiltshire members.

Membership Intake: Lead Donalda Lovelace. Janis Rieley, Judy Sheridan, Connie Skelton interviewers

Social Activities Committee: Chaired by Vicky Fleming. Elizabeth Arndt, Hattie Brinsfield, Carleen Delio, Charlotte Fuqua, Phyllis Sakole, Joe Sauro, Chris Ward, Lisa Ward, Susie Wright members.

Volunteer Committee: Chaired by Mary Jane Oldham. Debbie Beisheim, Margaret Driscoll, Vicky Fleming Charlotte Fuqua, Ann Hatfield, Jennifer Heinz, Natalie Logan members.

Preferred Service Providers Committee: Chair Open

Art of Wine Fundraising Committee: Chaired by Cheryl Brown. Brenda Anderson, Carol Brown, Ginger Dean, Carla Everhart, Jeff Flynn, Judy Flynn, Wendy Gwaltney, Steve Hein, Joya Lord, Carolyn Rourke, Carol Simpson members.

Strategic Planning Workgroup: Chaired by Emily Slunt. Mary-Jane Atwater, Steve Hein, Donalda Lovelace and Carolyn Rourke members.

Volunteers

We thank our volunteers for their dedication, compassion and support. The following volunteers served in 2021:

Elaine Abraham	Desmond Flanigan	Rick Rappoport
Brenda Anderson	Vicky Fleming	Janis Rieley
Roger Anderson	Jeff Flynn	Claude Rogers
Eileen Appleyard	Judy Flynn	Carolyn Rourke
Elizabeth Arndt	Lyn Fogarty	John Rourke
Mary-Jane Atwater	Bob Fuqua	Jazmine Rubi
Carol Bailey	Charlotte Fuqua	Joe Sakole
Tom Bailey	Reggie Gavett	Phyllis Sakole
Mary Barnum	Peggy Grella	Joseph Sauro
Debbie Beisheim	Daniel Grynawski	Pam Schubert
John Beisheim	Jane Grynawski	George Seymour
Ginny Biggs	Wendy Gwaltney	Judy Sheridan
Nanette Bogozi	Hope Hall	Patricia Shrader
Carol Bohrer	Ann Hatfield	Penny Siegel
Christine Bregar	Steve Hein	Suzanne Simmons
Hattie Brinsfield	Jennifer Heinz	Carol Simpson
Carol Brown	Wilma Hood	Connie Skelton
Cheryl Brown	Deborah Kratzer Conrad	Emily Slunt
Phillip Brown	David Kraus	Jim Templeton
Claire Chapman	Mike Landers	Sheila Templeton
Robert Chapman	Fred Lange	Sylvia Templin
George Colby	Loretta LaTerra	Beth Thomas
Gerri Colucci	Natalie Logan	Jim Thompson
Elaine Cook	Joya Lord	Patricia Unkle
Billie Cooke	Sandy Loudon	Doug Vickery
Lynn Cryblskey	Donalda Lovelace	Teri Vickery
Ted Cryblskey	Frances Lynch	Bill Wang
Dave Davies	Brian Madigan	Chris Ward
Gina Davies	Stacey Madigan	Lisa Ward
Marilyn Davis	Terry Maple	Joyce Warnacut
Anthony Defelice	Jean McLallen	Elizabeth Wiley
Carleen Delio	Melvin Moore	Jette Williams
Walt Diercks	Jim Oldham	Peter Williams
Lou DiMassa	Mary Jane Oldham	Elaine Witcher
Margaret Driscoll	Ruth Pavlik	Mark Woerner
Jack Ervin	Karla Pringle	Ann Wood
Janet Ervin	James Protiva	Boggs Wright
Carla Everhart	Val Protiva	Susan Wright
Barbara Fattore	Christine Purtell	Kenneth Zwickl
Betsy Flanigan	Christy Rappoport	

Village to Village Network Benchmarking

One of the key financial measurements used by LOWLINC is the comparison of our village to other villages in the Village to Village Network*.

Revenue	2018	2019	2020	2021	2018	2019	2020	2021	Villages Benchmark
Memberships	\$ 22.9	\$ 29.9	\$ 25.8	\$ 32.4	44%	45%	38%	33%	44%
Individual Donations	\$ 15.6	\$ 25.4	\$ 25.5	\$ 49.0	30%	38%	38%	50%	22%
Grants	\$ -	\$ -	\$ 10.7	\$ 2.3	0%	0%	16%	2%	17%
Corporate Contributions	\$ 5.8	\$ 2.3	\$ 5.4	\$ 4.7	11%	3%	8%	5%	6%
Fundraisers & Sales	\$ 4.8	\$ 5.2	\$ -	\$ 6.8	9%	8%	0%	7%	9%
Social events	\$ 3.4	\$ 3.8	\$ 0.2	\$ 3.2	6%	6%	0%	3%	2%
Misc. Other Income	\$ -	\$ -	\$ -	\$ 0.3	0%	0%	0%	0%	0%
Total Revenue	\$52.4	\$ 66.5	\$ 67.6	\$ 98.7	100%	100%	100%	100%	100%

* Benchmark data is derived from the 2016 National Survey of US Villages prepared by the U. of California, Berkeley for the Village to Village Network.

1. Membership fees reached the village average percentage of revenue in 2018 and 2019 but declined in both amount and percent in 2020 as the member headcount flattened versus 2019. Membership growth and revenue rebounded in 2021. The percentage of membership fees, however, remained lower than the village average due to the substantial growth of individual donations.
2. Individual Donations were exceptionally strong in 2021, but the longer term trend continues to be substantially more important to LOWLINC than the village benchmark of 22% due to the low level of grants.
3. Grants are again, well below the village average of 17%. It should be noted that the three grants that LOWLINC received in 2020 were directly related to COVID financial relief. Securing more grant support is an area of strategic focus for LOWLINC.
4. Corporate Contributions remain strong. They were largely Art of Wine sponsorships.
5. Fundraiser and social events regained earlier comparability to the village benchmarks as the COVID restrictions were relaxed.

With respect to other key financial indicators:

1. LOWLINC membership fees are 8% lower for individuals and 20% lower for households than the national average.
 - a. LOWLINC fees have been held constant for six years.
 - b. LOWLINC has also restructured its policy to provide low cost memberships for free or \$100 for lower income households.
2. LOWLINC's financial reserves are stronger than other villages. This is important as it enables LOWLINC to invest in resources to support the strategic plan.

Value of Services

In 2017, LOWLINC initiated a measurement called “Value of Services” (“VOS”). This measurement assigns a fair market cost to hours and miles of service. The theory is based on the cost to hire people to deliver services if the volunteers go away. That cost of the service hours and miles value is then ratioed against the membership fees. LOWLINC is studying the movement in labor rates since 2017 for the services that are provided. For comparative purposes, the rates have been held constant since 2017 at \$15 per hour and \$0.25 per mile.

LOWLINC has consistently delivered value that is approximately two times greater than membership fees. This concept of comparison to external market value is increasingly supported in volunteer service organizations.

Growth in Member Services 2018 - 2021	2018	2019	2020	2021
Member Service Requests	3,112	4,021	5081	6264
Volunteer Hours Driven	2,369	3,023	3400	4950
Miles Driven	19,307	27,814	20,805	32680

Value of Services (VOS)	2018	2019	2020	2021
Volunteer Hours @\$15/Hr.	\$ 35,535	\$ 45,345	\$ 51,000	\$ 74,250
Miles Driven @\$0.25/Mile	\$ 4,827	\$ 6,954	\$ 5,201	\$ 8,170
Total VOS	\$40,362	\$ 52,299	\$ 56,201	\$ 82,420
Membership Revenue	\$ 22,860	\$ 29,868	\$ 25,835	\$ 32,420
VOS : Membership Ratio	1.8	1.8	2.2	2.5

Financial Results

Profit & Loss Statement 2021 (000)				
Revenue	2018	2019	2020	2021
Memberships	\$ 22.9	\$ 29.9	\$ 25.8	\$ 32.4
Individual Donations	\$ 15.6	\$ 25.4	\$ 25.5	\$ 49.0
Grants			\$ 10.7	\$ 2.4
Corporate Contribution	\$ 5.8	\$ 2.3	\$ 5.4	\$ 4.7
Fundraisers & Sales	\$ 4.8	\$ 5.2		\$ 6.8
Social Events	\$ 3.4	\$ 3.8	\$ 0.2	\$ 3.4
Total Operating Revenue	\$ 52.4	\$ 66.5	\$ 66.5	\$ 98.7
Expenses				
Program Expense				
Staff	\$ 18.3	\$ 20.7	\$ 13.9	\$ 29.5
Volunteer Expenses & Events	\$ 1.9	\$ 3.2	\$ 1.2	\$ 2.8
Telecom: Evoice & Zoom	\$ 0.3	\$ 0.4	\$ 0.4	\$ 0.7
Social Activities	\$ 3.6	\$ 3.4	\$ 0.2	\$ 4.8
Programs Funded by Grants			\$ 4.3	\$ 1.2
Programs Funded by Contributions		\$ 5.0		
Other Member Programs		\$ 1.4	\$ 1.5	\$ 0.8
Subtotal Program Expenses	\$ 24.1	\$ 34.0	\$ 21.4	\$ 39.8
Fundraising Expense				
Marketing, Advertising	\$ 1.1	\$ 1.2	\$ 0.9	\$ 1.3
Fundraising & Grant Applications	\$ 1.5	\$ 2.9	\$ 0.9	\$ 3.2
Subtotal Fundraising Expenses	\$ 2.6	\$ 4.1	\$ 1.9	\$ 4.5
Admin Expense				
Staff				\$ 2.9
Office: printing, mailing, office equipment, supplies, PO box	\$ 1.4	\$ 2.3	\$ 2.8	\$ 3.2
VTV, WAVE Memberships	\$ 1.6	\$ 2.5	\$ 0.1	\$ 0.8
CloubExpress & PayPal fees	\$ 1.3	\$ 1.0	\$ 1.0	\$ 1.2
Insurance	\$ 2.5	\$ 2.3	\$ 4.1	\$ 3.2
Professional Fees & Licenses	\$ 0.1	\$ 1.5	\$ 1.5	\$ 1.1
Training & Misc Admin Expense	\$ 0.1		\$ 0.2	\$ 0.1
Subtotal Admin Expenses	\$ 6.9	\$ 9.6	\$ 10.5	\$ 12.5
TOTAL EXPENSE	\$ 33.5	\$ 47.7	\$ 33.7	\$ 56.8
NET OPERATING INCOME	\$ 18.9	\$ 18.8	\$ 33.8	\$ 41.9
INVESTMENT INCOME	\$ 0.4	\$ 0.8	\$ 0.5	\$ 0.3

Comments on 2021 Financial Results

1. Revenue

- a) Member recruiting resulted in 38 new members and 14 losses, reflecting solid growth.
- b) Grants totaled \$2,346, below budget expectations.
- c) Individual Donations grew by 92%, partially due to an increase in the number of large contributions.
- d) Corporate Contributions were somewhat lower than 2020. Sixty percent (\$2,800) of the total contributions were related to sponsors for the Art of Wine event.
- e) Fundraiser revenue exceeded prior years, with the return of the Art of Wine event.
- f) Social events increased as COVID restrictions were revised. Income is based on cost recovery, offset by corresponding expenses.

2. Expenses

- a) COVID related restrictions varied throughout the year, accounting for underspending versus 2021 budgets in some accounts.
 - i) Some Volunteer events were cancelled, resulting in expenses equivalent to 60% of budget.
 - ii) Some Social events were cancelled resulting in lower net expenses.
 - iii) Fundraising spending was similar to the 2019 pre-COVID level, with the return of the Art of Wine event.
 - iv) Marketing and advertising also returned to pre-COVID levels.
 - v) Village to Village expenses remained low due to cancellation of the VtV annual conference and the substitution of a Zoom conference format.
 - vi) There were no training events.
- b) Staff expenses were related to the Member Services Manager position created in February. Professional fees remained consistent with past years.
 - i) The Member Services Manager position was filled for only 10 months, resulting in a reduction of \$7,500 against the budgeted spending for a full year.