

## Senior Services of Southeastern Virginia's 2017 Annual Report

For 45 years, Senior Services of Southeastern Virginia has provided seniors and their caregivers with access to programs and services so they may live with choice and dignity in their communities. As the agency celebrated this milestone, it wanted to produce an annual report that was both reflective of its decades of service and the fiscal year's major accomplishments while also projecting success for the future.

**Target Audience:** Each year, the organization's Annual Report is first debuted and distributed to V.I.P. guests at Senior Service's late-January annual meeting. This year, the agency held its annual meeting the evening of Jan. 25 at the Town Point Club in Norfolk, Virginia. After its debut, the report is mailed to several hundred constituents including donors, local public officials, and corporate and community partners. Additionally, the report is made available for download through the agency's website, and copies are included with other branded collaterals in presentation folders used during the year for both marketing and fundraising needs.

**Budget:** As Senior Services is a nonprofit with a limited budget, all copy content was produced in-house. The photographic content included depicting activities through the year 2017 were taken by both professional contractors and staff for marketing purposes or as a record of special events. Senior Services worked with Professional Printing to design and print 750 copies of the full-color, 28-page publication. In total, Senior Services spent \$3,861 to produce the 2017 Annual Report.

**Measurable Objectives:** Updates to the design and layout of this year's report were not made haphazardly. Prior to creation of this annual report, the Senior Services team spent hours brainstorming and strategizing on how to make this publication one its readers would appreciate. Several objectives needed to be met:

- **Readability: To adopt a design that would be easily read by a wide age range of adults.** Research shows that large print is ideal for senior readers. Additionally, incorporating white space reduces eye fatigue. This report is printed primarily in 13-point, san-serif font with white space and photos used to break up blocks of type. In previous reports the agency had done, the statistical information was displayed in chart form. We made changes to the 2017 Annual Report. Infographics were designed and large-print colored numbers were used to make the statistics easier to read and conceptualize.
- **Relatability: To create a document that displays the statistics of Senior Services' annual success and includes content that tells the agency's story and engages readers.** All published photos in the report are of Senior Services employees and actual seniors the agency serves in the community. Short blurbs that share what the agency has achieved and what programs and services it offers, help give readers real people, issues, and situations to relate to.
- **Informatory: To educate and inform the agency's publics.**

As the designated Area Agency on Aging for South Hampton Roads and Western Tidewater, Senior Services is charged to provide a wealth of programs, services, and supports for seniors and their caregiver families through the metro South Hampton Roads and Western Tidewater regions. The Annual Report is intended to educate and inform readers of its accomplishments over the fiscal year and of its plans for program growth and expansion of services over the coming year.