



2020  
ANNUAL  
**REPORT**




**SENIOR RiDE**  
NASHVILLE

[seniorridenashville.org](http://seniorridenashville.org)

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A photograph of an elderly man with glasses, smiling warmly. He is wearing a grey patterned sweater over a dark collared shirt and a dark apron. He stands in a doorway, with his hands resting on the door frame. The background is dark, and the walls on either side of the doorway are made of light-colored brick. A semi-transparent dark grey box is overlaid on the image, containing text.

*To the Senior Ride Nashville Community,*

Since our launch in 2017, we have heard the phrase “It’s more than just a ride” more times than we can count. Senior Ride Nashville (SRN) provides transportation and connection. At no time was this more crucial and evident than in 2020. The SRN staff and I are proud to share our work from the past year. I am also excited for you to read the comments from our riders that you can find throughout this report. Their words capture the essence of our organization and why this work is so important in a way that numbers are simply unable to convey.

We are overwhelmed with gratitude for you, the Senior Ride Community, and our shared desire to be of service to our city and its seniors so that our community is better for all of us. Whether you made a financial gift, volunteered as a driver or Friendly Neighbor, are one of our major funders who maintained support despite ever-changing circumstances, or assisted us in any other way, we thank you for your support in 2020 and look forward to working with you for years to come.

**Carrie Brumfield**

*Executive Director*

## BOARD OF DIRECTORS

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**Lydia Lenker**

*Communications Consultant*

## STAFF

**Carrie Brumfield\***

*Executive Director*

**Elizabeth Madsen\***

*Operations Director*

**Kelsey Mathis**

*Program Manager*

**Jessica Sullivan\***

*Development and Marketing Director*

**Christina Walmer**

*Development Coordinator*

*\*denotes 2020 staff*

# VISION. MISSION. VALUES.

## OUR VISION

A connected community that empowers older adults to live well.

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## OUR MISSION

We enrich the lives of older adults and engage them in the community by providing affordable and assisted, volunteer-based transportation.

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## OUR VALUES

**Reliability:** We do what we say we will do. You can count on us.

**Connections:** We foster caring relationships between members and drivers as we keep members engaged in the community.

**Equity:** We strive to represent our community as we recruit staff, leaders, volunteers and members. We are committed to equitable access, adapting how we work to meet the unique needs of our members.

**Neighborly care:** We treat our members, volunteers, and each other with respect and care.

**Stewardship:** We take great care to cultivate and manage our time, talent, relationships, and resources well, on behalf of the community.

## SRN MEMBER

*“I am alone. More than just the rides to medical appointments, Senior Ride has given me companionship for which I have no other source. I always enjoy my driver! When COVID-19 arrived and rides had to stop, a driver called me once a week from March through September. She was kind, personable and a great listener. She kept open my door to the outside world! Each and every one of you is a blessing!”*

# SRN RIDE PROGRAM

Senior Ride Nashville provides transportation to nondriving older adults using volunteer and paid drivers who drive SRN program members to and from medical appointments, grocery stores, beauty/barber shops, and other destinations.

Eligibility and membership: SRN is currently available to people who are 60 and older, able to safely transfer in and out of a vehicle with limited assistance and reside in one of the following areas: West Nashville, Madison, Donelson, Old Hickory, Hermitage, and East Nashville. We will continue expanding our service area until we are able to provide transportation solutions to older adults county-wide. SRN riders pay a \$25 annual membership fee and \$6 per round-trip ride.

Volunteer drivers are critical to our daily success and ability to expand SRN programming into new areas. Driving with SRN is a unique opportunity to volunteer because you can see our ride calendar and sign up for rides based on your availability.

Volunteer drivers must have 5 years of driving experience, complete SRN orientation and training, provide proof of valid driver license and vehicle insurance, have use of a vehicle, and successfully complete driving and criminal background checks. To learn more, [read our FAQ page](#) or [sign up for a volunteer training](#).

Last year began with a significant milestone as SRN surpassed 10,000 trips delivered since our ride program launched in November 2017. Like many other critical programs and services, we had to suspend our ride program in Mid-March due to the rapid spread of the Coronavirus which posed the greatest risk to older adults.

We closely followed the CDC's recommended best practices for rideshare providers and implemented additional training related to cleaning and safety precautions before reopening the ride program last June. As the threat of the pandemic continued, we learned that many of our riders planned to remain home until a vaccine was made available, while others needed access to the most essential destinations like doctor's appointments and grocery stores. Monthly trip numbers were down significantly in 2020; however, the overwhelming feedback received from our riders was gratitude that when they needed a ride, they were able to get one.

## SRN MEMBER

*"I have had the most enjoyable experiences in riding with Senior Ride! It seems like every driver who picks me up has a great personality – cheerful, funny, engaging.*

*We always have great conversations about any and everything. This makes needing to travel to the doctor so much more relaxed and pleasant. Every driver for Senior Ride has been courteous and accommodating. I love traveling with Senior Ride Nashville!"*

## 2020 RIDE PROGRAM SUCCESSES



**2,535 TRIPS COMPLETED**



**34,082 MILES DRIVEN**




**2,550 HOURS DONATED BY VOLUNTEERS**

(VALUED AT \$69,360 BY INDEPENDENT SECTOR)

## SRN MEMBER

*"Two years ago, while I was driving home from church, I passed out and wrecked my car. Fortunately, I was not seriously hurt, but it became clear to me that I should stop driving. I felt that I had lost my independence. Imagine my joy when I learned about Senior Ride! I deeply appreciate the service that you provide. In addition to having access to rides, I have also met some lovely people who volunteer their time. Thank you, Senior Ride!"*



Throughout 2020, Senior Ride Nashville continuously shifted to meet the emerging needs of Senior Ride members while remaining centered on our vision of a connected community that empowers older adults to live well. To help realize this vision, our 2021 strategic planning will focus on Senior Ride's growth over the next three to five years as we continue to work toward a county-wide service that provides equitable access to affordable and assisted volunteer-based transportation. Senior Ride will also endeavor to return to pre-pandemic levels of service in existing service areas and expand into a new service area by year's end.

Our lives have all been impacted by the experience of living through a pandemic and we now understand what it means to be socially distant, or even isolated. I am hopeful that this shared experience will help deepen our commitment to each other in a post-pandemic world. With this in mind, as we continue to grow the footprint of Senior Ride Nashville in the coming years, I ask that you continue to share your passion for this organization with others so that eventually the unique needs of non-driving older adults will be met and transportation will no longer be a barrier to living well in our community.

**Marielle Cummings**

*Board Chair*



# 2020 COVID-19 RESPONSE

When the pandemic started, we knew that connecting our riders to the community was more crucial than ever. Immediately, we began working with new and existing partners to identify ways to innovate while complementing what other organizations were providing. We introduced new services to alleviate the effects of long-term isolation and ensure that our riders' most basic needs were met.

We called our riders weekly. These calls gave us an opportunity to check in and offer friendly conversation while also learning about any pressing concerns so we could offer referrals to community resources when needed.

We created the Friendly Neighbor Program (FNP). This pandemic response program was designed to support riders while they continued to remain home. The FNP paired members with volunteers who provided friendly conversation and social stimulation each week along with errand support as needed. Our staff and FNP volunteers made 6,274 friendly phone calls to our program members in 2020. FNP volunteers also completed 178 other outreaches (referrals, errands, etc.) for our members.

We created an informational flyer (in partnership with **AgeWell Middle Tennessee**) to help older adults and family caregivers find options for home-delivered meals, groceries, and medications.

We delivered 221 weeks' worth of groceries to our riders with food security concerns (in partnership with **The Store**).

We delivered 64 bags of cleaning supplies to our riders (in partnership with **Community Resource Center**).

We provided masks to our riders and volunteers (in partnership with **Mask Now Coalition**).

# THANK YOU TO OUR FUNDERS

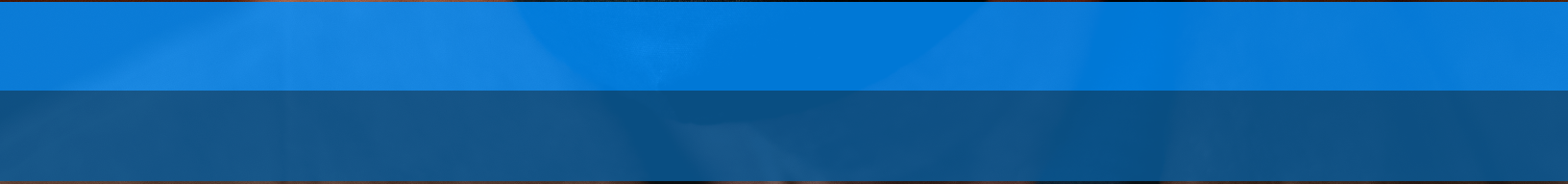
Community support is necessary to Senior Ride Nashville's ability to offer an affordable service for our older neighbors. We want to thank our **2020 partners**:

Greater Nashville Regional Council  
West End Home Foundation  
HCA Healthcare Foundation  
United Way of Greater Nashville  
The Memorial Foundation  
The Community Foundation of Middle Tennessee  
Dandridge Trust  
ITNAmerica

Aside from government and foundation partners, Senior Ride Nashville programming is supported by contributions from the community. A gift of any size makes a tremendous impact on our ability to provide transportation alternatives to our older neighbors. To learn more about our various giving options or to make a donation online, **please visit our website.**

## SRN MEMBER

*"I am so very happy with SRN. Knowing I can plan ahead makes me feel more independent. The drivers are great and safe to ride with. They are always on time and pleasant and safe drivers. Thank you, SRN!"*



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