



2019 ANNUAL REPORT



Our mission is to provide opportunities and services
to adults 50 and better.

Dear Friends and Supporters,

We are excited to share our first annual report for Serving Older Adults of Southeast Wisconsin (SOA). It has been a year of growth, learning, and a continued commitment to our mission of providing opportunities and services for adults 50 and better in Milwaukee County.

As many of you know, SOA was founded in 2018, by a team of seven women, all former employees of Interfaith Older Adult Programs. Each are experienced and passionate professionals dedicated to serving the needs of older adults. We were awarded the contract to manage the five Milwaukee County senior centers, Clinton & Bernice Rose Senior Center, Kelly Senior Center, McGovern Park Senior Center, Washington Park Senior Center, and Wilson Park Senior Center. In just over one year, SOA has grown to 31 employees, with a budget of \$1.3 million, and has provided management for these five flourishing senior centers where, in 2019, over 5,000 older adults passed through our doors.

Many of our participants plan their week around their visits to one of our five centers. They take advantage of daily meals, educational programming, and fitness and nutritional classes; creative groups such as writing, crocheting, quilting, and woodworking; as well as social groups that play pool, cards, darts and more. And other seniors and community members of all ages volunteer with us. These are all activities that help them live vibrant and connected lives.

As the demographics in Wisconsin shift towards an older population, the need for the services SOA offers also grows. Our hope is that we can expand our reach in the future and connect in more meaningful ways with more seniors who are vulnerable to poverty, meal insecurity, and isolation. We are grateful to you, our supporters, who have seen the importance of these vital programs and continue to support them through time and financial contributions.

We thank you for your generous support during 2019. Please join us in the coming months and let's age well together!

In gratitude,

Cathy Wood

Cathy Wood
President/CEO

Mindy Anderson

Mindy Anderson
Board Chair

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Cathy Wood, SOA President/CEO



Participants learn the fine art of woodworking and how to use the many tools in our woodshop.

2019 IMPACT REPORT



5,018 adults 50 years and better were served at five senior centers:

- Clinton & Bernice Rose Senior Center
- Kelly Senior Center
- McGovern Park Center
- Washington Park Senior Center
- Wilson Park Senior Center

SOA manages the Dining Sites at each center for the Milwaukee County Department of Aging and provided **53,518** meals to adults 60 and older.



204 volunteers provided **31,060** hours of service helping with meals, administrative tasks, and teaching classes.



Writing Club members meet weekly to fine tune their creative writing skills.

Senior center participants had **237,757** visits throughout 2019 where participants shared meals, utilized the fitness centers, participated in socialization activities, and attended educational programming.



There were **80,034** visits for **Health and Wellness** programming offered by SOA that included Blood Pressure Checks, Healthy Living, Nutrition Classes, Yoga, Tai Chi, Tap Dancing as well as visits to the fitness centers.

17,795 participants attended **Education and Learning** programs such as computer labs, community resources, and special groups.

139,894 visits brought participants together for **Socialization and Hobby** programs such as quilting, woodworking, book club, walking club, ceramics, music, games, and much more.

Demographics

The primary target population for SOA is Milwaukee County adults 50 & older, with specific concern for those that are impoverished and isolated. In 2019, **63%** of SOA's 5,018 participants were female, **37%** male, **53%** indicate they live alone, and **47%** are of a minority race.

Across all the sites, **31%** of the people who participate in our dining program are below poverty level and experience some degree of food insecurity, however, we have one site with **73%** of people served below the poverty level.

2019 AUDITED FINANCIALS

For the Year Ended December 2019

REVENUE	Without Donor Restrictions	With Donor Restrictions	Total	%
Contributions	\$14,905	\$12,629	\$27,534	1.87%
Program Revenue	\$184,554	\$24,048	\$208,602	14.16%
Milwaukee County Department on Aging	\$1,222,867		\$1,222,867	83.00%
Contributed Services	\$774		\$774	0.05%
Special Events Revenue	\$11,438		\$11,438	0.78%
Miscellaneous Income	\$2,086		\$2,086	0.14%
Total Revenue	\$1,436,624	\$36,677	\$1,473,301	100.00%
EXPENSES				
Program Services	\$1,262,517		\$1,262,517	89.27%
Management	\$135,789		\$135,789	9.60%
Fundraising	\$15,980		\$15,980	1.13%
Total Expenses	\$1,414,286		\$1,414,286	100.00%
CHANGE IN NET ASSETS	\$22,338	\$36,677	\$59,015	
Net Assests, Beginning of Year	\$10,160		\$10,160	
NET ASSETS, END OF YEAR	\$32,498	\$36,677	\$69,175	

GRATEFUL FOR NEW FRIENDS

Ray Berg and his wife, Betsy, were high school sweethearts in northwest Minnesota. They married in 1962 and relocated to Milwaukee when Ray was offered a job at Bucyrus-Erie (now Caterpillar). They both had family here, so the move made sense. Ray retired 16 years ago and he and his wife were able to spend quality time together. But, after 55 years of marriage, Ray lost his wife and he found himself feeling lonely and isolated. He was dealing with heart issues and a social worker recommended that he eat better and suggested he go to Kelly Senior Center, managed by Serving Older Adults, for their daily dining program.



Ray & Betsy Berg

When Ray first began going to the center, he found so much more than just a great lunch program. He felt like the meals were fantastic, but the socializing was even better. “Everyone was so welcoming” said Ray. Ray was asked to fill in on a dart team and he began using the fitness center on a regular basis. He quickly made friends and found himself at the center every day. He actually dreaded the weekends when he couldn’t connect with his friends and fill his time with more physical activities. “I am so grateful for the senior center and have talked to many who, like me, find it to be a godsend. It is such a wonderful organization.”

Thank you to all of our 2019 partners!

Your support enables us to provide stellar programs and services for older adults in our Milwaukee County community. We have made every attempt to recognize all donors. If your name was missed, please contact us at Development@servingolderadults.org.

\$5,000-\$10,000

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Anderson Commercial Group

\$1,000 - \$4,999

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Life of the Party

Louis Smith and his wife, Henrietta, have been coming to the Clinton & Bernice Rose Senior Center for four years. They enjoy all the activities provided and find there is always something to do. They both attend the dining program and enjoy being around all the people who attend the center. “The people welcome us with open arms” said Louis. “I love being around people and love to greet people I haven’t seen in a while”. He knows all the staff and loves working with them. He also shares his love of the center with others and encourages them to check it out.



The 4 OGs - Jerry Winters, James Williams,
Louis Smith, & Glenn Ray

Louis started at the center as a volunteer but was able to work as an intern through the Nation Indian Council program. “Louis is an all-around good guy” says center manager, Sheila Carter. “We can always count on him to help with meals, events, and even cleaning. He is always the life of the party and gets everyone up to dance at events.”

Louis also oversees the “OG” dance group. The group was formed by a former employee and Louis was recruited to the group because of his love of dancing and “ever since then we’ve been killing it!”. OG stands for “Older Gentlemen” but you would never know it to watch their creative dance moves. There are four members of the group (one is 95 years young!) and they meet once a week to show off their moves and create routines to share at center events. But the group is about more than dancing and great exercise. It is about friendship and camaraderie, and an opportunity to connect with people.

We are thankful to have Louis in the SOA family as well as the over 200 volunteers who help to keep our centers running smoothly.

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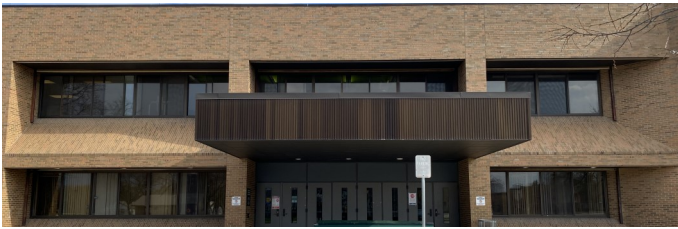
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Ukulele lessons bring participants together to share their love of music.

Research shows that compared with their peers, senior center participants have higher levels of health, social interaction, and life satisfaction.¹

¹<https://www.ncoa.org/national-institute-of-senior-centers/tips-for-senior-centers/senior-centers-reach-the-hard-to-reach/>



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KELLY SENIOR CENTER

6100 S Lake Dr, Cudahy, WI 53110
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Dining: (414) 483-3532
Email: Kelly@servingolderadults.org



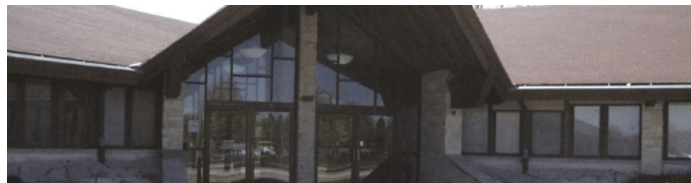
MCGOVERN PARK SENIOR CENTER

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Email: McGovern@servingolderadults.org



WASHINGTON PARK SENIOR CENTER

4420 W Vliet St, Milwaukee, WI 53208
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MILWAUKEE COUNTY
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