



## 2020 ANNUAL REPORT



We envision a community where every adult 50 and better will be connected to the resources they need, and the opportunities that interest them, throughout the entire aging process.

## Dear Friends and Supporters,

This past year has brought many challenges and opportunities for SOA. The pandemic affected seniors more than any other group and has shown us how important the services and connections we provide are to the community we serve.

The senior centers closed in March of 2020, but our outreach and programming continued. The need for daily meals more than doubled during this time and when businesses were closing their doors, SOA staff showed up every day to ensure older adults who needed a meal received one. Meal service transitioned from indoor to carry out and delivery service to ensure the safety of everyone.

Our staff and volunteers made over 25,000 calls to our 5,288 participants to make sure they were safe and had the basic essentials and services they needed. These calls offered a friendly voice to those who were isolated and alone. Some of the comments we heard over and over again:

"You are the only person I talk to. I really look forward to your call."

"Your call always makes me feel less depressed and alone."

"Thank you for checking up on me."

We also developed virtual and outdoor programming to help our participants stay active and connected. We worked with Milwaukee County DHHS Division on Aging to connect seniors to vaccines. And we continued to work on a plan to reopen the centers as quickly and safely as possible. We are so proud of and grateful for the SOA staff and how they adapted to the challenges and continued to work on the frontlines, serving those most in need.

We are very excited to announce that in 2021, we will be implementing a new program, *Tech Connect for Older Adults*. We saw the difficulties caused by older adults' lack of access to technology during the pandemic and consequently, we will be implementing a technology lending program, offering help obtaining internet access, conducting one-on-one and small group classroom instruction on technology, and providing assistance for those who need help troubleshooting a device. This program will allow those who are most isolated the opportunity to join in on SOA's scheduled virtual programs, to engage with family members and friends they have not seen in a long time, to schedule and attend virtual medical appointments, and much more.

We are excited to look to the future when seniors will once again have a place to gather with their friends and have access to programming and social activities to help them lead vibrant and healthy lives. We could not have done it without YOU! We are so grateful for your continued support and look forward to aging well together!

With gratitude,

*Cathy Wood*

Cathy Wood  
President/CEO

*Mindy Anderson*

Mindy Anderson  
Board Chair

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Thank You for Your Service

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During the pandemic, staff let participants know that they are missed.



# 2020 IMPACT REPORT

## 5,288 Participants in 2020

Although the senior centers were closed for much of 2020, we continued to offer programming as well as outreach through virtual and outdoor programming, phone calls, mailings, and meals for adults 50 years and better at the five senior centers we manage:

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

Senior center participants had **187,772** activity check-ins throughout 2020 where participants received meals through our take out and delivery service for daily dining, participated in virtual and outdoor programming, and received wellness calls and referrals for resources in the community.

SOA manages the Dining Sites at each center for the Milwaukee County DHHS Division on Aging and served **122,410** meals to **1,038** adults 60 and older.



**158** volunteers provided **12,916** hours of service helping with meals, wellness calls, administrative tasks, and teaching classes.



There were **4,830** visits for **Virtual Programming** offered online by SOA that included yoga, fitness classes including Senior Striders, as well as educational programming such as nutrition, health, and information on community resources.

**23,618** wellness calls were made to ensure participants have resources for basic needs, medicines, and a support system.

## Demographics

- The primary target population for SOA is Milwaukee County adults 50 & older, with specific concern for those that are impoverished and isolated.
- In 2020, **60%** of SOA's 5,288 participants were female, **37%** male, **45%** indicate they live alone, and **42%** are of a minority race.
- Across all the sites, **52%** of the people who participate in our dining program are below Federal Poverty level and experience some degree of food insecurity, however, we have one site with **75%** of people served below the poverty level.

## 2020 AUDITED FINANCIALS

### For the Year Ended December 2020

REVENUE	Without Donor Restrictions	With Donor Restrictions	Total	%
Contributions	\$77,747	\$21,027	\$98,774	7.35%
Program Revenue	\$13,678	\$34,084	\$47,762	3.55%
Milwaukee County DHHS	\$1,019,129	\$0	\$1,019,129	75.82%
Paycheck Protection Program	\$164,200	\$0	\$164,200	12.22%
Contributed Services	\$13,225	\$0	\$13,225	0.98%
Special Events Revenue	\$90	\$0	\$90	0.01%
Miscellaneous Income	\$876	\$0	\$876	0.07%
Net Assets Released From Restrictions	\$500	-500	\$0	0.00%
<b>Total Revenue</b>	<b>\$1,289,445</b>	<b>\$54,611</b>	<b>\$1,344,056</b>	<b>100.00%</b>
<b>EXPENSES</b>				
Program Services	\$1,095,440		\$1,095,440	87.61%
Management	\$124,959		\$124,959	9.99%
Fundraising	\$29,973		\$29,973	2.40%
<b>Total Expenses</b>	<b>\$1,250,372</b>		<b>\$1,250,372</b>	<b>100.00%</b>
CHANGE IN NET ASSETS	\$39,073	\$54,611	\$93,684	
Net Assests, Beginning of Year	\$32,498	\$36,677	\$69,175	
<b>NET ASSETS, END OF YEAR</b>	<b>\$71,571</b>	<b>\$91,288</b>	<b>\$162,859</b>	

### Staying Fit at 96



Ms. Beatrice, as she is known at Clinton & Bernice Rose Senior Center, has been participating in fitness classes at the senior center for over 20 years, and she is still going strong at 96 years of age. She started coming to the center five days a week and would ride the bikes and then moved up to the exercise classes.

Beatrice was born in North Carolina but relocated to Wisconsin with her husband. They had twelve children together, including two sets of twins, and they were married 50 years when he passed away. She now lives with her daughter and son-in-law.

She was disappointed when the centers closed because of COVID-19. She tried hard to exercise at home but missed all the people that she worked out with and being able to come and interact with others.

She has seen a lot of changes at the center and remembers fondly going on day trips shopping, afternoon matinees, and evening events. She would bring her granddaughter to dances and her granddaughter would get asked to dance! She looks forward to the day when the center is fully open again and to be able to participate in these activities again as well as reconnect with her exercise buddies.

## Thank you to all of our 2020 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](mailto:development@servingolderadults.org).

### \$25,000 Plus

Greater Milwaukee Foundation:  
MKE Responds

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### \$5,000 - \$9,999

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SOA staff bring holiday cheer  
when delivering carry-out meals.

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Williamstown Bay

Wisconsin Institute for Healthy Aging

## Amazing Participants and Volunteers

Robert and Caroline knew they wanted to stay active after their retirement and started out with a gym membership through their insurance company. After the gym closed, they were looking for a new place to workout and heard about Wilson Park Senior Center and the fitness classes offered there. When they first started attending, they came primarily for the fitness classes, but now after 5 years, they have found so much more.

But everything changed with COVID. Before COVID they attended the center 5 days a week. In addition to leading the exercise class, Robert participated in tap dancing and Caroline signed up for craft classes.

They also volunteered to help with events. After the center shut down, they missed the many activities offered, especially those where they could help others in the community, such as preparing sleeping mats for the homeless and writing letters from Santa for children in the area.

They were sad when the center closed but also felt blessed that the pandemic did not affect them as much as others. They were able to continue exercising from home and were able to occasionally see family. But more than anything they missed the friends they made and the social interaction. They knew there were many who counted on the center for daily lunches and also access to resources such as taxes and referrals to local services. The Wilson community became like family and they help each other.

Robert grew up in Milwaukee and Caroline is from Minneapolis. They met at a wedding and after a two year, long distance relationship, she moved to Milwaukee and they have shared 50 years of marriage. They have two sons and two grandchildren nearby. They are amazing volunteers and assets in the Wilson community and we are grateful for all they do.



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## CLINTON & BERNICE ROSE SENIOR CENTER

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Email: [Clintonrose@servingolderadults.org](mailto:Clintonrose@servingolderadults.org)

## KELLY SENIOR CENTER

6100 S Lake Dr, Cudahy, WI 53110  
Main: (414) 481-9611  
Dining: (414) 483-3532  
Email: [Kelly@servingolderadults.org](mailto:Kelly@servingolderadults.org)

## MCGOVERN PARK SENIOR CENTER

4500 W Custer Ave, Milwaukee, WI 53218  
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## WASHINGTON PARK SENIOR CENTER

4420 W Vliet St, Milwaukee, WI 53208  
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## WILSON PARK SENIOR CENTER

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MILWAUKEE COUNTY  
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