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 been one of learning, reflection, and growth as we continued to navigate COVID and the many changes that it made in our lives. We have adjusted the way we serve older adults in our community and you, our dedicated friends and supporters, have been there every step of the way. Together we are able to offer meaningful programming, impactful services, and access to vital resources for thousands of adults age 50 and better.

The pandemic has taught us a lot about connecting with older adults when they are not able to physically come to the senior centers. After surveying our participants, we found that only about 15% had an internet connection at home and even with an internet connection, many did not know how to access important services and programming that would be beneficial to those sheltering in place. From this knowledge, Tech Connect for Older Adults was born. Our goal is to provide training and assistance to give older adults in our community access to much needed resources and ways to connect with family and friends online. We also have two lending programs allowing seniors to check out and use a tablet at home at their convenience.

While the senior centers were closed for in-person programming, we reverted to curbside lunch distribution, telephone wellness check-ins, virtual programming, and outdoor programming to help seniors stay active, connected, and nourished. When we reopened our doors in May 2021, participants were excited to return to the in-person services they love. In these pages, we outline many of the programs and services that were offered as well as stories about some of the amazing people who have benefited from these programs. With your help, we continue to grow our programming to offer older adults the opportunities, activities, services, and personal connections they desire. Please know how grateful we are for your support and for the opportunity to age well together!

With gratitude,

Mindy Anderson, Chair
Cathy Wood, President/CEO

Participants were excited when we reopened the doors to the senior centers in May 2021.
Demographics

SOA’s primary target population is adults 50 & better in Southeast Wisconsin, with 35% of participants living below the Federal Poverty level. In 2021, SOA served 5,517 participants - 64% female, 36% male, 51% live alone, 46% are of a minority race.

In 2021, SOA participants spent...

3,812 hours having fun
through special events, intergenerational programs, and dance & music.

22,645 hours socializing
by joining social groups, receiving wellness calls, or engaging in daily conversations over coffee.

2,898 hours learning something new
including technology, local resources, and various classes.

7,982 hours being creative with hobbies
from quilting & sewing, lapidary, woodworking, ceramics, and much more.

26,129 hours getting healthier
with exercise classes, evidence based workshops, and other wellness resources.

52,845 meals served
to participants through a convenient drive-thru at each center.

16,330 hours volunteering
teaching classes, working front desks, managing gift shops, and helping with events and dining.

108,672 hours enjoying the Senior Centers
Tech Connect for Older Adults provides training and technology assistance for older adults in our community. The program is designed to bridge the gap in access not only to resources and services available online, but also to social interaction through email and social media platforms as well as entertainment through YouTube videos, music, educational websites, games, and much more. The program meets the participant where they are and works to increase their comfort and familiarity with the technology they have.

- Steve was excited when Tech Connect launched and was one of the first participants to sign up for the Claris Companion program. The program provides a Claris tablet and cellular access to the internet for 2 years. He has learned how to connect with others through email and has access to endless educational content and the music he enjoys.

- When Judy learned about the BYOD (Bring Your Own Device) sessions, she knew this was the help she needed. She brought her laptop, tablet, and smartphone to the first session and is learning how to share photos and other content through each of her devices as well as how to troubleshoot problems when they arise.

- Gene is familiar with how to use his computer but needs help at times when issues arise. Tech Connect helped him troubleshoot issues and also introduced him to YouTube and other online resources. The Tech Connect Manager is also helping him identify the best laptop and smartphone to meet his needs when he is ready to purchase new devices.

- Sunny heard about Tech Connect at SOA’s resource fair and signed up for the tablet lending program. “This program truly saved my life,” says Sunny. She was feeling isolated and alone but with access to online resources she was able to connect with family and friends who frequently visited on Facebook to catch up.

Thanks to your support, nearly 300 seniors were served in the program’s first year and the program continues to expand to meet the needs of the older adults we serve.
After losing her husband of 52 years, Barbara was feeling depressed and lonely. She had heard her sister talk about McGovern Park Senior Center and the many activities offered. When her sister invited her to come for a visit, she jumped at the chance. On her first tour of the senior center, she was impressed with the facility and the exercise and billiards rooms. But when she went into the auditorium and saw the Dance for Fitness class, she knew it was going to be a good fit.

She enjoyed learning something new as well as benefited from the exercise in the dance class, but more than that, getting to know the other dancers, being a part of a group, and having that social connection made all the difference to her after losing her husband.

At 76, she knows how important it is to keep moving and stay strong. Today, she teaches the dance class once a week and has started a strength class with free weights to help others stay strong and active. She has found purpose at the senior center and finds joy in spending time with people who are at the same stage in life and hopes she can impact others and encourage them to have a more active lifestyle.
Thank you to our 2021 Partners!

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

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- Bader Philanthropies
- Every Day Good Foundation

### $50,000 - $99,999

- Institute on Aging
- Saint John’s on the Lake

### $10,000 - $19,999

- Anthem Blue Cross and Blue Shield

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

- Direct Supply
- Glick Properties
- Marjorie L. Christiansen Foundation

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- Jami Burrell
- Eras Senior Network
- Jordan & Renee Luhr
- Charles Ninfo
- Wisconsin Institute for Healthy Aging

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- Preston Alvadj
- First Lutheran Church-West Allis
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- We Energies Foundation

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