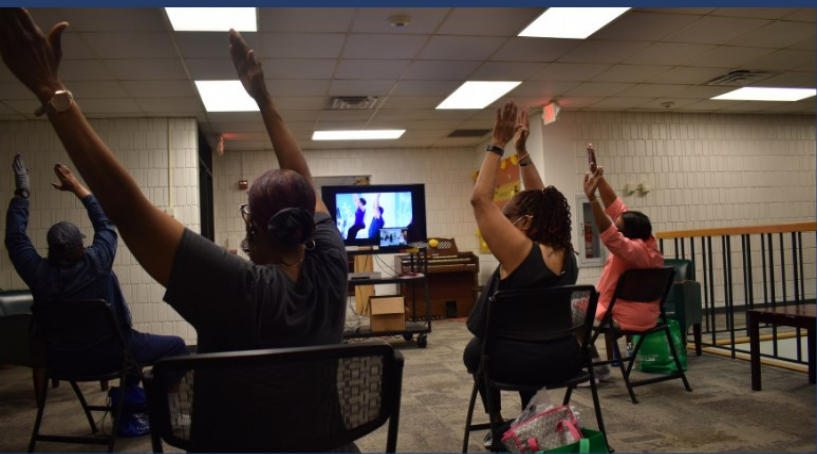


SERVING OLDER ADULTS

2021 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 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
Board Chair



Cathy Wood
President/CEO

BOARD OF DIRECTORS

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Community Volunteer

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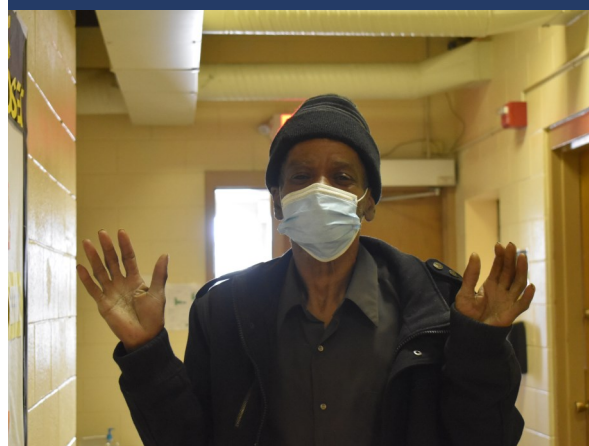
Melissa Stauber
HR Manager, Robertson Ryan & Associates

Charles Woodward
Software Security Analyst, Direct Supply

Cathy Wood, SOA President/CEO

Past Board Members
Terms Ending in 2021
Thank You for Your Service

David LaCroix



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.




7,982 hours being creative with hobbies

from quilting & sewing, lapidary, woodworking, ceramics, and much more.

22,645 hours socializing



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



26,129 hours getting healthier

with exercise classes, evidence based workshops, and other wellness resources.

2,898 hours learning something new

including technology, local resources, and various classes.



52,845 meals served

to participants through a convenient drive-thru at each center.



16,330 hours volunteering



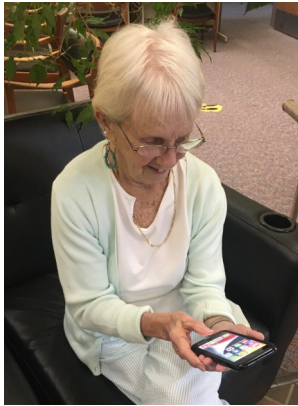
teaching classes, working front desks, managing gift shops, and helping with events and dining.

108,672 hours enjoying the Senior Centers



Programming to Help Older Adults Stay Connected

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.

Tech Connect for Older Adults

**294 OLDER ADULTS
SERVED IN 2021**



Many Tech Connect participants live alone.

69%

75+

65-74

60-64

50-59

About 89% of participants are between the ages of 65 - 74.

AVERAGE USE OF CLARIS COMPANION

Below lists the average use per-participant.



**311
Days**



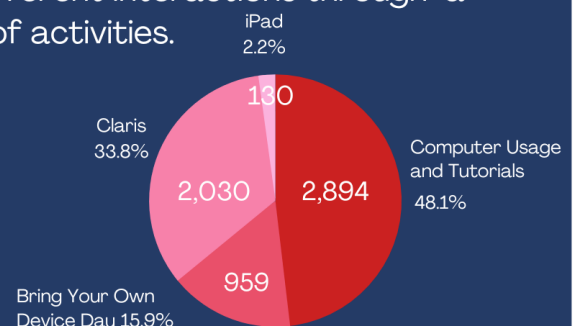
**1,256
Activities**



**12,624
Minutes**

INDIVIDUAL INTERACTIONS

6,013 different interactions through a variety of activities.



Keep Moving and Stay Strong



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.

2021 AUDITED FINANCIALS For the Year Ended December 2021

REVENUE	Without Donor Restrictions	With Donor Restrictions	Total	%
Contributions	\$193,638	\$311,035	\$504,673	28.59%
Earned Revenue	\$22,506	\$28,523	\$51,029	2.89%
Milwaukee County Division on Aging	\$997,345	\$0	\$997,345	56.49%
Paycheck Protection Plan	\$202,483	\$0	\$202,483	11.47%
Donated Goods & Services	\$4,730	\$0	\$4,730	0.27%
Special Events Revenue	\$1,351	\$0	\$1,351	0.08%
Miscellaneous Revenue	\$3,862	\$0	\$3,862	0.22%
Total Revenue	\$1,425,915	\$339,558	\$1,765,473	100.00%
EXPENSES				
Program Services	\$1,137,114	\$0	\$1,137,114	84.90%
Management	\$148,663	\$0	\$148,663	11.10%
Fundraising	\$53,550	\$0	\$53,550	4.00%
Total Expenses	\$1,339,327	\$0	\$1,339,327	100.00%
CHANGE IN NET ASSETS	\$86,588	\$339,558	\$426,146	
Net Assets, Beginning of Year	\$71,571	\$91,288	\$162,859	
NET ASSETS, END OF YEAR	\$158,159	\$430,846	\$589,005	

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.

\$100,000 and above

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

\$2,000 - \$4,999

Anonymous (3)
Mindy & Steve Anderson
Jami Burrell
Eras Senior Network
Jordan & Renee Luhr
Charles Ninfo
Wisconsin Institute for Healthy Aging

\$1,000 - \$1,999

Harvinder Ahuja
Preston Alvadj
First Lutheran Church-West Allis
Harry Gorski
James Sheridan
We Energies Foundation

\$500 - \$999

Anonymous (1)
AARP
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CHI Living Communities
Connections
Cornerstone Caregiving
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Bridgette & Kevin Frommell
Jacqueline Fryer
Sylvia Gear
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Dawn Stanko
David & Melissa Stauber
Rick Tsao
Wisconsin Talking Book & Braille Library
YMCA of Metropolitan Milwaukee

\$250 - \$499

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Partners to \$249

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Alzheimer's Association
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Patricia Hemming	Lolita Lukach	Jan Pritzi & Karen Arowan	Donald & Joyce Soltis	

Community Partners

Who have given goods, time, and services to support our mission.

A-LEGO	Friends of Lincoln Park	Souls to the Polls
AARP	Groundworks MILK	South Shore Health
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Cudahy Fire Dept	MKE County Sheriff	Vincent High School
Cudahy Health Department	MKE Downtown	Walgreens
Cudahy Place Senior Living	MKE Institute of Art	WestCare
Cudahy School District	MKE Parks Foundation	Williamstown Bay
Direct Supply	MKE Police Dept	Wilson Commons
District 6 Police Dept.	MKE Public Schools	Wisconsin Bureau of
Earn and Learn	MKE Turners	Consumer
Eras Senior Network	MKE Veterans and Homeless Initiative	Protection
Franciscan Villa	MKE Youth 4 Peace	Wisconsin Health
	Near West Side Partners	Literacy
		Wisconsin Institute for Healthy Aging
		Wisconsin Parkinson Association
		YMCA of Greater Milwaukee

CLINTON & BERNICE ROSE SENIOR CENTER

3045 N Dr. Martin Luther King Jr. Drive
Milwaukee, WI 53212

Main: (414) 263-2255

Email: 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

MCGOVERN PARK SENIOR CENTER

4500 W Custer Ave, Milwaukee, WI 53218

Main: (414) 527-0990

Email: McGovern@servingolderadults.org

WASHINGTON PARK SENIOR CENTER

4420 W Vliet St, Milwaukee, WI 53208

Main: (414) 933-2332

Email: Washington@servingolderadults.org

WILSON PARK SENIOR CENTER

2601 W Howard Ave,
Milwaukee, WI 53221

Main: (414) 282-5566

Dining: (414) 282-3284

Email: Wilson@servingolderadults.org



MILWAUKEE COUNTY
DEPARTMENT OF HEALTH
& HUMAN SERVICES

**AGING & DISABILITIES
SERVICES**

Serving Older Adults • Main Office
4420 West Vliet St., Milwaukee, WI 53208
www.servingolderadults.org • 414-704-3343

