

Annual Report 2023



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.

Serving Older Adults of Southeast Wisconsin



Dear Friends & Supporters,

As we age, we all hope it will be a time filled with fun activities, friends and family, and an opportunity to make an impact in our community. Your support provides that and much more to the over 5,700 participants served by Serving Older Adults (SOA).

The U.S. Census Bureau estimates that nearly 26 percent of Wisconsin's population will be 60 and older by the year 2030, an increase of more than 36 percent from 2012. As our population ages, is it important that they have services to help them stay connected, active, and engaged. SOA is committed to supporting older adults and we are so happy to have you on this journey with us.

In 2023, we continued to expand programming and if you have an opportunity to visit any of the five senior centers we manage for Milwaukee County, you will see folks playing games, discussing current events, getting active with fitness classes, learning new hobbies and skills, and more. Music and laughter fill the hallways as participants connect with others. Technology support and training continues to be a highlight for participants, providing

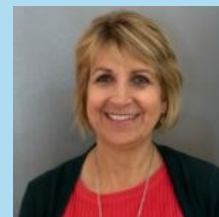
one-on-one help with devices and educational programming through our partnership with AARP's Senior Planet program and their excellent curriculum. This program has also expanded to senior living facilities throughout the community.

As you will read, our participants continue to share the positive impact this programming has on their lives. Please know that you have made all of this possible and we invite you to continue with us as we age well together!

With gratitude,



Cathy Wood
SOA President/CEO



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Aging Well Together

Serving Older Adults (SOA) provides programs and activities for older adults that are designed to promote socialization, lifelong learning, mental and physical health, and days filled with purpose and self-esteem. Highlights of these programs include:

- **Educational programming** with relevant and current topics to help older adults lead a full life and feel connected.
- **Creative activities** such as woodworking, glass art, sewing, knitting, book and social clubs, and much more!
- **Fitness classes** such as hand weights, yoga, tennis, cardio drumming, and access to a fitness center.
- A **nutritious lunch** five days a week.

Thanks to your support, SOA is able to provide older adults with a place to connect with others and participate in activities that meet their interests and needs.

“I laughed for the first time in a long time.” — Frances

Frances came to McGovern Park Senior Center at the encouragement of her daughter. Her family saw that she was spending a lot of time alone and becoming depressed. Frances knew right away that she had found a home away from home. She began to make friends, rekindled her love of billiards, participated in chair exercises and art classes, and began using the fitness center. Her granddaughter noticed her smiling and Frances told her that “I laughed for the first time in a long time.”

Your Impact!

In 2023, SOA served
5,705 participants

66% Female **34%** Male
38% Age 75+ **60%** Live Alone

42% Live Below Poverty Level
42% People of Color

93%
of participants recommend
signing up for an SOA activity



Frances is a McGovern Park Senior Center Participant

Dining With Friends

Your Impact!

In 2023,

44,687

Meals Served

1,107

Participants Receiving Meals

4,362

Stockboxes Distributed

SOA works with several community partners to ensure that older adults receive the resources they need, especially for basic needs such as food. Through the Milwaukee County Dining Program, a nutritious lunch is served on weekdays at each of the five Milwaukee County owned senior centers. For many of the participants, this is the only meal they have each day. We also partner with Hunger Task Force to provide monthly "Stockboxes" filled with food items and serve as a distribution site for other food drops.

Minnie, Marge, and Cordelia (below) often share a meal at McGovern Park Senior Center and enjoy their time visiting with others. They said that it is difficult to cook for one and it also helps them save on their fixed income. They are grateful to have a place to get a meal and relax with friends.



Minnie, Marge, and Cordelia enjoy lunch together at McGovern Park Senior Center.

Focus on Fitness

Thanks to your ongoing support, SOA is able to offer various fitness, nutrition, and health classes to help older adults stay active and fit. Some classes include yoga, hand weights, cardio drumming, line dancing, tennis, and other activities to keep our participants moving. There are other classes on nutrition and physical and mental health care. Additionally, there are free health screenings and vaccines.

Each of the senior centers features a fitness center with exercise equipment such as treadmills, bicycles, and hand weights. Plus, our Health and Wellness Coordinator is available to show participants how to use the equipment as well as set up an exercise routine to help them achieve their goals.

“We all have difficulty getting up and moving. Just do it—just like the commercial.” — Patty

Patty first came to Washington Park Senior Center four years ago. She found the center to be open and welcoming and on the first day met the instructor for the hand weights class. She began attending the class and later helped bring a Tai Chi class to the center.

Patty says Tai Chi turned her life around. In the past, she had struggled with her mobility and had to use a walker to get around. “We all have difficulty getting up and moving. Just do it-just like the commercial,” says Patty.

Today she focuses on staying positive and spreads her message to stay active on Tik Tok. Her Tik Tok presence [#GrandmaPattyCake](#) has over 45,000 followers! Her daily messages encourage everyone to be joyful, spread kindness, and keep moving.

Your Impact!

63,355

Check-ins to
Health-Related Activities

19+

Health Screenings
& Wellness Clinics



You can follow Patty (above) on TikTok at [#GrandmaPattyCake](#).

Tech-Savvy Seniors

SOA's Tech Connect for Older Adults program began in 2021 and continues to grow each year. This program provides one-on-one and classroom training to help older adults utilize technology to connect with others. They learn to use social media, shop online, and find new topics that interest them.

BYOD (Bring Your Own Device) allows participants to work with a trainer one-on-one to troubleshoot problems and to learn how to use their personal smartphones, tablets, and laptops.

Our partnership with AARP/Senior Planet allows us to use a tested educational curriculum to provide classes that teach email tips and tricks, scam prevention, how to connect on social media, how AI and technology influence daily life, and much more.

Tech Connect's goal is to increase independence, connection, and enhanced feelings of well-being for older adults through technology.



Dan helping a participant with their iPad.

In 2023,
The Tech Connect Program provided

2,264

Hours of Technology Training
For Older Adults

FEEDBACK FROM PARTICIPANTS

"I just wanted to tell you how grateful I am for the Tech Connect program. As someone who is not very 'tech savvy,' I really appreciate the help you've given me re: upgrading my phone, replacing my rented router/modem with an 'owned' one, shopping for a laptop, etc."

"I want to thank SOA so very much for the technology classes and help! For years I have been trying to figure out problems and questions about my iPhone and chrome book. It was a big load off my shoulders. Can't thank you enough!!!! Also my sister went for help. And they helped her and her husband with their iPhones and computer questions. Thank you thank you thank you!!!!"

"Your helper, Dan, was helpful teaching me about my iPad, when [I was] having problems."

Finding Purpose

Not only do the senior centers provide a place for older adults to stay active and to connect with others, for many it is also a place where they can find purpose. Many of our participants volunteer and help with day-to-day activities such as greeting participants, teaching classes, performing clerical duties, managing gift shops, helping with special events, and more.

SOA is so grateful to the volunteers who donate their time and talents to make sure the senior centers run smoothly. They contribute so much to help us achieve our mission and provide meaningful and thoughtful programming for the older adults we serve.

“It gives me a place to go and know I’ll have fun.” — *Terrance*

Terrance has been coming to Washington Park Senior Center for two years. When he first entered the senior center he saw how kind and welcoming everyone was to him and his wife. From the first day, he told the center manager that he would do anything he could to help.

He is now the official Washington Park “ambassador” and greets participants as they come through the door with a smile and a handshake.

While living in Chicago he had a traumatic brain injury that left him almost paralyzed but thanks to family and therapy he has gotten his life back. He feels that the senior center makes him feel more ambitious and he loves being a part of a community. “I love it because I love the idea to be able to talk to anybody - I’m a people person. It gives me a place to go and know I’ll have fun.”

Thank You, Volunteers!

272

of Volunteers

29,873

Volunteer Hours

\$1,000,447

Value of Volunteer Hours



Terrance (above), a participant at Washington Park Senior Center.

THE *Why* BEHIND OUR WORK



One-in-six people will be the age of 60 and over by 2030, according to the World Health Organization. By 2050, the worldwide population of people 60+ will double and reach 2.1 billion.¹



One-in-four older adults **experience social isolation**. Research has shown that social isolation has a negative effect on physical and mental health, longevity, and quality of life.³



88 percent of older adults reported it was important to them to **continue living safely** in their homes for as long as possible, according to a 2022 National Poll on Healthy Aging.⁵



73 percent of older adults age 65 or older say they **need help learning to use new devices**.⁶



5.9 million older adults **live below the federal poverty level**. Many struggle with higher costs related to housing, utilities, groceries, and health care.²



9.1 percent of U.S. households with adults aged 65 and older were **food insecure** at some time during 2022.⁴



Only 23 percent of adults age 65+ meet the activity guidelines and recommendations outlined by experts.⁷ **Regular exercise can help** older adults stay independent and prevent many health problems that come with age.

¹ [https://www.who.int/news-room/fact-sheets/detail/ageing-and-health#:~:text=By%202030%2C%201%20in%206,will%20double%20\(2.1%20billion\).](https://www.who.int/news-room/fact-sheets/detail/ageing-and-health#:~:text=By%202030%2C%201%20in%206,will%20double%20(2.1%20billion).)

² <https://www.ncoa.org/article/get-the-facts-on-older-americans/>

³ <https://www.who.int/teams/social-determinants-of-health/demographic-change-and-healthy-ageing/social-isolation-and-loneliness>

⁴ <https://www.ers.usda.gov/data-products/chart-gallery/gallery/chart-detail/?chartId=108066>

⁵ https://acl.gov/sites/default/files/Profile%20of%20OA/ACL_ProfileOlderAmericans2023_508.pdf

⁶ <https://californiamobility.com/21-senior-technology-statistics/>

⁷ <https://www.ncoa.org/article/get-the-facts-on-healthy-aging/>

2023 AUDITED FINANCIALS

For the Year Ended December 2023

REVENUE	Without Donor Restrictions	With Donor Restrictions	Total	%
Contributions	\$282,424	\$141,860	\$424,284	24%
Earned Revenue	\$68,895	\$0	\$68,895	3.9%
Rental Income	\$75,006	\$0	\$75,006	4.24%
MKE Co. Aging & Disability Services	\$1,073,910	\$0	\$1,073,910	60.76%
Donated Goods & Services	\$108,142	\$0	\$108,142	6.12%
Special Events Revenue	\$13,748	\$0	\$13,748	0.78%
Miscellaneous Revenue	\$3,484	\$0	\$3,484	0.20%
Net Assets Released from Restrictions	\$240,589	\$(240,589)	\$0	0.00%
Total Revenue	\$1,866,198	\$(98,729)	\$1,767,469	100.00%

EXPENSES				
Program Services	\$1,510,000	\$0	\$1,510,000	84.52%
Management	\$159,052	\$0	\$159,052	8.9%
Fundraising	\$117,556	\$0	\$117,556	6.58%
Total Expenses	\$1,786,608	\$0	\$1,786,608	100.00%

CHANGE IN NET ASSETS	\$79,590	\$(98,729)	\$(19,139)	
Net Assets, Beginning of Year	\$241,564	\$265,879	\$507,443	
NET ASSETS, END OF YEAR	\$321,154	\$167,150	\$488,304	



164,570

Check-ins to Activities



SOA is committed to providing programs and opportunities that meet the needs and interests of older adults throughout the aging process. Many of our participants build strong social networks by engaging in shared activities. While participating in an activity, 97% report feeling happier and 95% report feeling supported and included.

THANK YOU TO OUR 2023 PARTNERS!

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

\$50,000 - \$99,999

Bader Philanthropies
Greater Milwaukee Foundation
Otto Bremer Trust

\$10,000 - \$49,999

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\$5,000 - \$9,999

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