



# ANOTHER YEAR OF ADJUSTMENTS



We are pleased to present the 2022 NewBridge Annual Report. This was another year of adjustment for our agency as we explore how to best provide programs and services in the post-pandemic era. Our activities and classes are either in-person or virtual to encourage people to stay active and moving regardless of age or ability. We are committed to providing older adults a bridge to successful aging and be a welcoming place to connect in meaningful ways with your peers.

Thank you to our generous donors, Friends of NewBridge, government funders, community and corporate foundations and business sponsors! It is because of you that we are able to meet the most critical needs of older adults in our community each year. We value your continued support.

<b>Program</b>	<b># Served</b>
Case Management Clients	1,111
Case Management Hours	12,176
Mental Health Resource Clients	130
Mental Health Resource Hours	1,233
Home Chore Clients	238
Food Bridge Clients	216
Bridge Buddy Clients	58
Guardian & Rep. Payee Clients	68
Diversity & Inclusion Participants	221
Activity Participants	985
Congregate & Take Out Meals	36,849
Friends of NewBridge	456
Volunteers	415
Volunteer Hours	10,885
Value of Volunteer Time at \$31.80/hour	\$346,143

# SERVICES



## **Mission Statement**

Providing older adults a bridge to successful aging.

## **Vision Statement**

A Community Where All Older Adults Live Their Best Life.

**Bridge Buddies:** Offers weekly friendly chats or daily reassurance calls for Case Management clients.

**Case Management:** Provides older adults support needed to live independently by identifying resources and coordinating services. Information, referrals, and advocacy provided through home visit assessments of each older adult's individual needs.

**Diet Consultations & Healthy Aging Workshops:** Meet with a registered dietitian to discuss ways to manage newly prescribed diets, poor appetite, unintended weight loss, or other areas of concern.

**Food Bridge:** Offers monthly food pantry delivery for Case Management clients at nutritional risk throughout Madison and Monona.

**Home Chore:** Matches Case Management clients who need basic household chore help with individual volunteers/volunteer groups who provide assistance and friendly visitation.

**Medical Equipment Loan Closet:** Provides health equipment items to check out. Equipment available may include wheel chairs, walkers, canes, shower chairs, and more.

**Mental Health Resources:** Supports Case Management clients with mental health issues and help access community resources to address their needs.

**NewBridge University Classes & Activities:** Social, educational, and exercise classes at various community sites.

**NewBridge University Diversity & Inclusion:** Activities for Black and Hispanic older adults to help reduce isolation. Activities focus on socialization, health education, support groups.

**Nutrition Sites:** Serves nutritious weekday meals and provides socialization for older adults at multiple Madison/Monona locations.

**Volunteer Guardian & Representative Payee:** Connects vulnerable older adults with trained volunteers who serve as payees or guardians. The volunteers may make health care decisions, or manage social security benefits, and more.

# CLIENT STORY



## Meet Laverne\*

Laverne, 63, moved to Madison from Chicago a few years ago, with just her cane and the clothes on her back. The grandmother and mother of three adult children says she was in an abusive relationship and her life was not good. Seeking a “better quality of life,” she boarded a Greyhound bus, and made the 4-hour ride to Madison where she had hopes of improving her life, meeting new friends and focusing more on her health and well-being.



The first few months proved to be extremely challenging, especially for an older adult who had moved to a new city, without a car, not knowing anyone, and with a plethora of health issues. With little money, and poor credit, she was unable to find an apartment, so she moved into a shelter. There, depression set in; she was diagnosed with a heart condition, lupus, hypertension and was told she needed a hip replacement.



Since then, Laverne is no longer unhoused, her health issues are being controlled, and her spirits have been lifted by a group of Black older adults she calls her “amazing NewBridge family!” Laverne says, connecting with the NewBridge Diversity & Inclusion program “has been the absolute best thing that has happened to me.” She says being a part of the programs, classes and events has positively impacted her life in so many ways, including “health education, exercising, brain engagement, community connection and socialization.”



Laverne has been a regular at NewBridge Diversity & Inclusion programs for almost 3 years, and rarely misses anything offered. She says she has enjoyed being afforded the opportunity to be involved in activities she would not otherwise be able to.

Laverne has fewer bouts of depression now, is enjoying life more, aging successfully and quite hopeful for her future. She credits the NewBridge Diversity & Inclusion program for all of it. When asked if she’s made any new friends since moving to Madison, her eyes light up and she smiles a big smile exclaiming, “Yes! The Black older adults I’ve met through NewBridge are my friends, and I am blessed and grateful. My life really changed for the best when I connected with NewBridge!”

# LEADERSHIP

## Board of Directors

Our organization benefits every day from the dedicated energies and time devoted by the members of our board. We recognize their contributions reflect a year-round commitment. NewBridge is very fortunate to have such thoughtful and dedicated community members guiding and supporting our organization.

2022

**SARAH VALENCIA - PRESIDENT**

Director of Population Health  
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## Management Team

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**JODIE CASTANEDA**

Case Manager Supervisor

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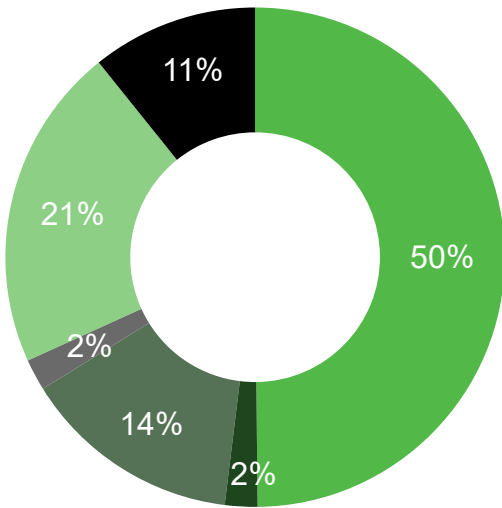
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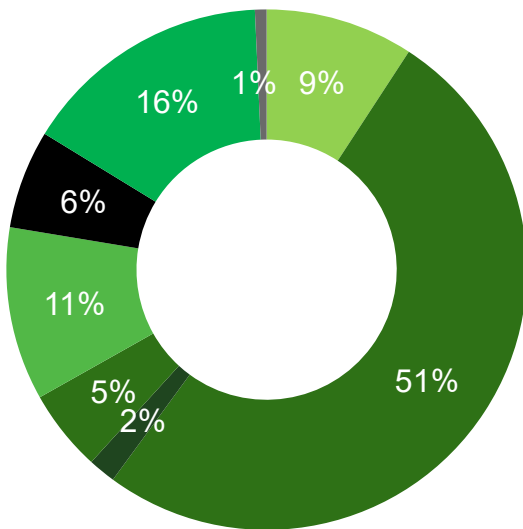
**AMY SCARR**

# FINANCIALS

## Revenue



- Dane County
- City of Monona
- Fund Development
- United Way of Dane County
- City of Madison
- Other Revenue



- Administration/General
- Case Management/Mental Health
- Volunteer Guardian/Rep. Payee
- Classes & Activities
- Diversity & Inclusion
- Home Chore/Food Bridge
- Nutrition/Dietitian
- Fund Development

## Expense

## FINANCIAL REPORT

### Revenue by Source

Dane County	\$1,384,688
City of Madison	\$584,159
City of Monona	\$58,438
United Way of Dane County	\$56,742
Fund Development	\$395,075
Other Revenue	\$299,105
<b>Total</b>	<b>\$2,778,207</b>

### Expense by Program

Administration/General	\$234,136
Case Management/Mental Health	\$1,293,483
Diversity & Inclusion	\$274,045
Home Chore/Food Bridge	\$155,833
Nutrition/Dietitian	\$395,294
Classes & Activities	\$129,197
Volunteer Guardian/Rep Payee	\$43,403
Fund Development	\$18,273
<b>Total</b>	<b>\$2,543,664</b>

### Assets

Current Assets	\$1,048,557
Other Assets	\$276,400
<b>Total</b>	<b>\$1,324,957</b>

### Liabilities & Net Assets

Current Liabilities	\$298,899
Long-Term	\$75,717
Net Assets	\$950,341
<b>Total Liabilities &amp; Net Assets</b>	<b>\$1,324,957</b>
<b>Change in Net Assets</b>	<b>\$337,860</b>

# SPONSORS & DONORS

## 2022 Grant/ Business Sponsors \$500+

Dane County Human Services  
City of Madison  
Greater Madison MPO  
CUNA Mutual Group  
City of Monona  
United Way of Dane County  
TASC Cares  
Madison Community Foundation  
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University of Wisconsin-Madison's ICTR/  
SMPH  
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Walmart

## 2022 Individual Donors \$100+

### \$100-\$249

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George and Catherine Tesar  
Janice Werlein

We attempt to thank all of our business and individual donors.  
If you and/or your business was inadvertently omitted from this list,  
please accept our sincere apologies.



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