

NEWBRIDGE NEWS

Your Connection to Successful Aging

JULY 2020



FORWARD DANE NOW IN PHASE 2

As we enter Phase 2 of the Forward Dane (COVID-19) NewBridge will continue to proceed slowly in reopening our programs and services. Many of the older adults who attend our programs or use our services are at higher risk of contracting the coronavirus and there remains a lot of uncertainty about the virus and what impact it will have for the remainder of this year.

The Forward Dane plan in place in Dane County is working and has gradually reduced the number of people contracting the virus. The plan adopted by NewBridge is based on the Forward Dane plan. There is nothing more important to NewBridge than the safety of the older adults in our community, so we will err on the side of caution every step of the way during this pandemic.

NewBridge is committed to promoting the health and safety of our participants and staff. We will not rush to open programs or activities that put people at risk.

For more information regarding reopening, please see page 8.



NewBridge offices are CLOSED Friday, July 3 for Independence Day.

**CHECK OUT
WHAT'S
INSIDE!**

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www.NewBridgeMadison.org

(608) 512-0000

GENERAL INFORMATION

MISSION

Providing older adults a bridge to successful aging.

VISION

A Community Where All Older Adults Live Their Best Life.



A LETTER FROM THE DIRECTOR...

NewBridge Commitment to Anti-Racism

We stand in solidarity with the black community in protest over the recent murders of George Floyd, Ahmaud Arbery and Breonna Taylor.

Many black older adults have experienced years of race-related stress. They have felt routinely unseen, unheard, and misunderstood when trying to access services or community resources.

The fact that some obstacles still remain is senseless and inexcusable. The ongoing systemic racism that black people experience every day needs to end.

NewBridge and our partners have been addressing inequities faced by black older adults in the community for decades. It is crucial, now more than ever, that we stop the unacceptable disparities among our most vulnerable populations. We need to step up our work together to address these issues by working with affected communities and providers who serve to make impactful change.

NewBridge will engage in opportunities to listen, learn, and be more active in promoting antiracism in our organization and in our daily work with older adults.

CONTACT US

Phone: (608) 512-0000

Fax: (608) 299-0700

Email: info@newbridgemadison.org

Website: newbridgemadison.org

Office Hours: Monday-Friday, 8:00 am-4:00 pm

MAIN OFFICE

1625 Northport Dr. #125, Madison, WI 53704

EAST MADISON

4142 Monona Drive, Madison, WI 53716

WEST MADISON

5724 Raymond Road, Madison, WI 53711

Follow us! [NewBridge Madison](#)



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- KATIE BRIETZMAN, Community Outreach Spec. Ext. 1002
- KEISHA FURNISS, Volunteer Coordinator Ext. 3008
- RUTH HELLENBRAND, Program & Event Coord. Ext. 3012
- VALENTINA FLORES, Cultural Diversity Program Coord. Ext. 3009

- ARETHA RICHMOND, Nutrition Coordinator —
- BOB BURNS, Nutrition Coordinator —
- CANDICE MARTIN, Nutrition Manager Ext. 4006
- FAITH SWINBURNE, Nutrition Coordinator —
- KRISTEN HUBER, Assistant Nutrition Manager Ext. 2001
- MARY HENNING, Nutrition Coordinator —
- NANCY THOMPSON, Nutrition Coordinator —

All services and programs are offered without regard to race, gender, religion, color, creed, disability, sexual orientation, political beliefs, marital status, national origin, ancestry, age (where applicable), or any other basis prohibited by applicable law. Clients, participants, and volunteers are encouraged to report any discrimination relating to service delivery by NewBridge to the Executive Director or Board President, in writing.

ID Statement: The July (issue 7) of "NewBridge News" newsletter is a monthly publication that is mailed free of charge to NewBridge Friends and clients. Madison and Monona residents may pick up an issue at their local library. This newsletter contains at least 25% non-advertising. The NewBridge main office is located at 1625 Northport Dr. #125, Madison, WI 53704.



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Contact our Volunteer Coordinators at 608-819-0033



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COVID-19 SERVICES

Case Management

“Your connection to community resources”

Social workers are available by phone (608) 512-0000 and by email info@newbridgemadison.org to help older adults and connect them to resources.

Food Bridge Delivery

“Your connection to wholesome groceries”

Groceries are delivered to the door by a volunteer from a food pantry and continued when needed.

Necessity Kit Delivery

“Your connection to cleaning & hygiene products”

Necessity kits will be delivered to the door by a volunteer. Kits may contain depending on availability: toilet paper, soap, sanitizing wipes, toiletries, etc.

Funded in part by Madison Community Foundation.

Bridge Buddies

“Your connection to a friendly caller”

Volunteers are matched with older adults to do safety check calls and/or social friendly calls.



LED Activities

Meet the LED participants via Zoom. They meet on Wednesdays, 5:00-6:00 pm and Saturdays from 11:00 am-12:00 pm. If you'd like to join email LED@newbridgemadison.org to get the link.

Classes & Activities

Find online classes & activities on our website!

Take-Out Meals

“Your connection to nutritious meals”

Meals are available to pick up at the following locations for older adults 60+. While there is no charge for these meals, donations are accepted via mail to NewBridge, 1625 Northport Dr. Madison, 53704. Participants will be given a pick-up time when they order.

Call to order Monday-Friday, 8:00 am-4:00 pm.

Orders are due by Thurs. 10:00 am, 1 week prior.

LJ's Sports Tavern and Grill, 8 N. Patterson St.

Friday between 3:00-4:00 pm

1 Meal – Hot Fish Fry

Order with Candice (608) 512-0000 Ext. 4006

NewBridge West Office, 5724 Raymond Rd.

Wednesday between 3:00-4:00 pm

1 Meal Catered by Kavanaugh's Esquire Club

Order with Candice at (608) 512-0000 Ext. 4006

Mt. Zion Church, 2019 Fisher St

Monday between 10:00 am-12:00 pm

2 Meals Catered by Kavanaugh's Esquire Club

Order with Candice at (608) 512-0000 Ext. 4006

Kavanaugh's Esquire Club, 1025 N. Sherman Ave.

Wednesday between 3:00-4:00 pm

1 Meal Catered by Kavanaugh's Esquire Club

Order with Candice at (608) 512-0000 Ext. 4006

Meal Delivery for HOME BOUND ONLY

If you do not have a car and do not have a proxy driver

Friday between 3:00-4:00 pm

2 Meals Catered by Kavanaugh's Esquire Club

Order with Kristen at (608) 512-0000 Ext. 2001

Romnes Apartments, 540 W. Olin Ave.

Starting Monday, July 6, Monday-Friday, 11:30 am

For residents only.

Messiah Lutheran Church, 5202 Cottage Grove Rd.

Tuesday and Thursday, 11:30 am-12:30 pm

Not taking new participants.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Meals provided by: Dane County Consolidated Food Services Division <u>Messiah Lutheran Church Tuesday/Thursday & Romnes Sites ONLY</u> All menu items are prepared in kitchens that are not allergen-free. We cannot guarantee that food allergens will not be transferred through cross-contact. No substitutions allowed. MO: Meatless Option		01 *Ham/Potato Cass, California Blend, Orange Frosted Marble Cake MO - Veg. Chic. Potato Cass.	02 *BBQ Pulled Pork Mixed vegetables, Coleslaw Ambrosia Salad MO - Black Bean Burger	03 CLOSED
06 *Brat Green Beans, Cucumbers Fruit Cocktail Blueberry Crisp MO - Veggie Hot Dog	07 Stuffed Green Pepper Soup, Mixed Greens Spiced Apple Slices MO - Tomato Soup	08 Chicken Strips Roasted Brussel Sprouts Coleslaw, Fruit Cup Strawberry Jell-o MO - Veggie Chicken	09 Tuna Casserole Stewed Tomatoes Pickled Beets Banana, Lime Sherbet MO - Veggie Wrap	10 *Saucy BBQ Ribs Calico Beans, Potato Salad Melon Fruit Mix Root Beer Float MO - Garden Burger
13 Roasted Turkey in Gravy Rice Pilaf, Creamed Corn Cranberry Sauce Fruit Cocktail Brownie w/PButter Frosting MO - Hummus/Pita	14 Taco Pasta Casserole Broccoli, Cauliflower Pineapple Frosted Chocolate Cake MO - Rice and Beans	15 Greek Chicken Pasta Carrot Raisin Salad 4 Bean Salad, Orange Rainbow Sherbet Cup MO - Greek Veg Pasta	16 *Meatballs in Gravy Mashed Potatoes California Blend Tropical Fruit, Apple Crisp MO - Veggie Meatballs	17 Tuna Salad Sandwich Tomato Soup, Fruit Cup Blueberry Pound Cake MO - Egg Salad
20 Sloppy Joe Kidney Bean Salad Mixed Vegetable, Banana Frosted Strawberry Cake MO - Chickpea Joe	21 Lemon Dill Baked Fish Baked Potato, Fruit Cup Sugar Cookie MO - Hummus Wrap	22 Meat Sauce Spaghetti Noodles Wax Beans, Mixed Greens Peaches, Brownie MO - Marinara Sauce	23 Honey Baked Chicken Broccoli, Yams, Pears Dreamsicle Whip MO - Veggie Honey Baked Chicken	24 *Italian Sausage Oven Roasted Potatoes Stewed Tomatoes, Orange Chocolate Ice Cream Cup MO - Veggie Dog
27 Sweet and Sour Chicken Brown Rice, Peas Banana, Rice Pudding MO - Veggie Sweet and Sour	28 *BBQ Pulled Pork Chickpea Salad, Carrots Diced Melon Fruit Mix Lemon Bar MO - Tomato/Cheese Sand.	29 Chicken Stew Broccoli, Tropical Fruit Strawberry Jell-o w/ Mandarin Oranges MO - Veggie Stew	30 Egg Salad Coleslaw, Pickled Beets Frosted White Cake	31 Chicken and Gravy Carrots, Green Beans Orange, Carnival Cookie MO -Veggie Chicken /Gravy

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GET INVOLVED - VOLUNTEER

For more information, contact David Wilson at (608) 512-0000 Ext. 2006 or DavidW@newbridgemadison.org

Our organization and the older adults in our community rely on the power of volunteers to provide quality services to those in need especially during this time of uncertainty.

Bridge Buddy Callers

DESCRIPTION—Volunteers are matched with older adults to do daily safety check calls and/or weekly friendly calls. No person to person contact!

TIME COMMITMENT—Flexible

IMMEDIATE NEED—20+ volunteers

Food Bridge Delivery Drivers

DESCRIPTION—Delivery food pantry items from The River Food Pantry and/or St. Vincent de Paul and/or Middleton Outreach Ministry Food Pantry drive-through pick up to an older adults front door. No person to person contact!

Flexible for your schedule. From the comfort and safety of your own car.

TIME COMMITMENT—2-4 times per month

IMMEDIATE NEED—20+ volunteers



LAWN MOWING VOLUNTEERS NEEDED!

Help an older adult stay independent by volunteering to mow their lawn for the 2020 summer season





Summer Concerts

at Warner Park



Summer Concerts On Hold

The June and July concerts have been cancelled. Phase 2 of the *Forward Dane* guidelines imposed by Dane County restricts the number of people allowed at outdoor gatherings to 100. In Phase 3 of *Forward Dane* up to 250 people are allowed to gather together outdoors. Because our concerts typically draw between 350-600 people we are not permitted to hold the concerts at the Warner Park Shelter. NewBridge is working on alternative ways to hold the concerts in hope that you may still be able to enjoy the concerts in the coming months.

We appreciate your understanding and will keep you posted.

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GS3218 3/28/2018



MORE INFO ABOUT NEWBRIDGE REOPENING

The following NewBridge services/ programs will reopen beginning in July (unless otherwise noted):

- Our Case Managers will begin home visits as necessary beginning Wednesday, June 17, with everyone required to wear necessary protective equipment. However, preferred contact will continue by phone or email.
- Foot Clinics will open up gradually beginning Wednesday, June 17, with everyone required to wear the necessary protective equipment. Call the office for more details or for more information, see page 14.
- In-home, Home Chore services may resume gradually with everyone required to wear the necessary protective equipment.
- Some NewBridge small groups/ activities will gradually resume but are limited to 10 or less participants with everyone required to wear the necessary protective equipment. Consult our website and Facebook page for more details.
- The NewBridge loan closet at 4142 Monona Dr. will resume with everyone required to wear the necessary protective equipment.

- Volunteer Guardian/Representative Payee volunteers may resume home visits, with everyone required to wear the necessary protective equipment. However, preferred contact will continue by phone or email.

The following NewBridge services/ programs will remain closed during Phase 2:

- All congregate meal sites remain closed.
- All exercise classes, the monthly Cultural Diversity groups, and group activities with more than 10 people will remain suspended. NewBridge is offering some on-line classes and programs. For more information, see page 10. Consult our website and Facebook page for more details.
- No large group activities and events, including the Summer Concert Series at Warner Park.
- NewBridge offices remain closed to the public, except for the loan closet, until Phase 3. Our phones are staffed Monday-Friday, 8 am to 4 pm. NewBridge is limiting the amount of staff in our offices during Phase 2 to 50% of capacity.

NewBridge is committed to promoting the health and safety of our participants and staff.

Senior Farmers' Market Vouchers and Distribution

Due to COVID-19, distribution of farmers' market vouchers will be predominantly through mail.

The Area Agency on Aging of Dane County offers vouchers to seniors for use in purchasing \$25 worth of fruit, vegetables or herbs at farmers' markets and roadside farm stands in Wisconsin during the 2020 season (June to October).

The vouchers are distributed on a first come/first serve basis to those 60 or older, who have gross incomes under \$23,606 per year (or \$1,968/month) for a one person household and \$31,894 (or \$2,658/month) for a two person household, and live in Dane

County. One set of vouchers per household regardless of household size.

Past participants will receive an application in the mail along with instructions for this year's program. For those who have never participated in the program and wish to apply, contact AAA Dietitian Alyce Miller (608) 261-5678. Vouchers and applications will be distributed via mail.

For the most current information on farmers' market vouchers, contact NewBridge at (608) 512-0000 or Alyce Miller at (608) 261-5678. Updates will also be made on AAA website.



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This project was supported, in part by grant number 90MPPG0041-01-00, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201.

➤ Reach the Senior Market
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CONTACT

Duane Budelier to place an ad today!
dbudelier@4LPi.com or (800) 950-9952 x2525




ONLINE CLASSES & ACTIVITIES & SERVICES

For more information, contact Deenah Givens at (608) 512-0000 Ext. 3002 or DeenahG@newbridgemadison.org



NewBridge is currently offering Zoom classes: Yoga, Exercise, Bingo and a Women's Storytelling Group and we share links to other programs on our website too. If you have ideas for Zoom programs please share with Deenah.

Need help with Zoom so you can participant? We are offering one-on-one technology help with Sharon! Contact Deenah Givens to sign up. (608) 512-0000 Ext. 3002.



ZOOM BINGO!

Friday, July 17, 1:00-2:00 pm

Join us for our very first Zoom Bingo with caller Diana! See NewBridge website for registration information.

www.newbridgemadison.org



EASY YOGA PLUS CLASS

Wednesday, 10:00-11:00 am

Friday, 1:00-2:00 pm

With instructor Ellen Millar via Zoom.

Donations are appreciated. For details and to register please visit

www.thewonderofyoga.com.

SENIOR STRETCH & STRENGTH

Mondays & Wednesdays

9:00-10:00 am

Join Becky Ott-Forde for an hour of gentle stretch and strengthening exercises via Zoom. See NewBridge website for registration information.

www.newbridgemadison.org

TECHNICAL ASSISTANCE WITH ZOOM

Tuesdays, July 7, 14, 21, 28

9:00-10:00 am

By appointment only via Zoom with Sharon. Contact Deenah (608) 512-0000 Ext. 3002 to set up an appointment.

WOMEN STORYTELLERS GROUP

Please join us on this journey as we gather with other women to tell our stories and use our common knowledge to navigate and understand this new world we live in, renewing our strength and energy as we move forward. To learn more and/or to register, contact Deenah (608) 512-0000 Ext. 3002.

LOCAL ONLINE CLASSES

YOGA IN THE PARK

Class day and time will be announced a week in advance for “good-weather” Join us in a wide-open space where we can social distance but also get a chance to be present with each other. Bring your mat, a folding chair, and a drink. We can gather after class for a sandwich. Bring your own sandwich. Registration is required. Instructor Ellen Millar.

For more information contact Ellen Millar at (608) 444-4058 and leave a message or use the contact form on the website www.thewonderofyoga.com.

LGBTQ MEET UPS for 50+

To learn more about these Meet Ups please email info@lgbtq50plusalliance.org

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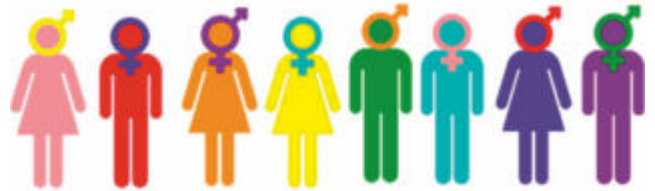
1st and 3rd Thursday, 1:00-3:00 pm

Gay, Gray and Beyond—via Zoom

2nd & 4th Thursdays, 1:00-3:00 pm

Coffee, Tea, or Smoothie Time—via Zoom

Every Other Monday afternoon, 2:00 pm



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ONLINE CLASSES AND ACTIVITIES SURVEY

We are working to make our classes and activities available online.
Would you attend? Please fill out this survey to help us as we plan.
You might also get a call from one of our volunteers as we gather data.

For questions and submission, please contact Deenah Givens, Program Coordinator
Phone: (608) 512-0000 Ext. 3002 / Email: DeenahG@newbridgemadison.org
Mail: 1625 Northport Dr. #125 Madison 53704 / Website: newbridgemadison.org

Do you have access to a personal computer/tablet? Yes ___ No ___

Do you have internet access? Yes ___ No ___

If not, do you use a library or other community resource for computer use? Yes ___ No ___

Do you have a smart phone? Yes ___ No ___

If yes, is it an Apple or Android? Apple ___ Android ___

Are you interested in learning basic skills? Yes ___ No ___

Would you be interested in learning more about:

___ Connecting with health care providers via telehealth

___ Setting up and learning how to use MyChart

___ Connecting with family or friends via social media

___ Setting up an email account ___ Basic computer skills

___ Using video conferencing like Zoom. ___ Other:

Are you open to online learning? Yes ___ No ___

Name: _____

Phone: _____

Email: _____

COMMUNITY RESOURCES

WiFi Resources

The Dream Bus bookmobile is now operating as a mobile WiFi hotspot. It will be parked at the following locations Monday through Thursday. *Please observe social distancing guidelines.*

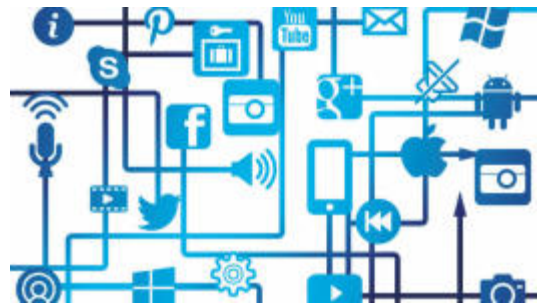
- 10:00 am-12:00 pm: Close to the corner of Monterey Dr. and Trailway St. near Warner Park
- 1:00-3:00 pm: Allied Drive Learning Center, 2237 Allied Dr.

WiFi network: IBR600B-fe2
Password: 44306fe2

The Internet and Phone Helpline
(608) 267-3595

Callers can get help:

- Finding internet service and discounts
- Determining eligibility for a discount on voice or bundled voice and data service through the Lifeline program
- Finding locations where emergency WiFi has been made available





WE'RE HIRING AD SALES EXECUTIVES



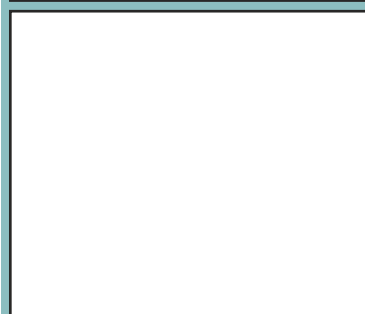
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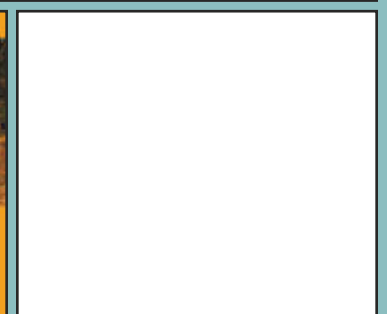


➤ Reach the Senior Market

ADVERTISE HERE

CONTACT

Duane Budelier to place an ad today!
dbudelier@4LPi.com or (800) 950-9952 x2525





NewBridge is partnered with Registered Nurse Gail Owens and Nail Technician Susan Hasey to provide foot care for older adults 60+. We offer non-diabetic and diabetic clinics.

The cost is \$20 for non-diabetic and \$25 for diabetic and we ask that you bring two towels.

Appointments are required and should be made in advance by calling (608) 512-0000.

Due to COVID-19, our clinics will slowly reopen when we are prepared to do so. We currently have one clinic open. For updates check our website, Facebook page or give us a call at (608) 512-0000.

EAST MADISON

Monona United Methodist Church
606 Nichols Road, Monona
Tuesday, July 14, 9:30-11:45 am
Tuesday, July 28, 9:30-11:45 am

New Procedure for Foot Clinics:

- Clients will sit in their car until the volunteer comes out to call them in.
- Clients are required to wear a face make. If you do not have one, we will provide you with one.

MEDICAL EQUIPMENT LOAN CLOSET

NewBridge provides equipment to check out such as walkers, raised toilet seats, commodes, crutches and more at the East Madison/Monona location, 4142 Monona Dr.

Loan closet items are available to City of Madison and Monona residents. Donations are welcomed.

Call NewBridge to ask if the item you need is available (608) 512-0000 Ext. 2000. The loan closet is open Monday-Thursday 9:00 am-3:00 pm and closed on Fridays.

We ask that you please wear a mask when you pick up or donate equipment.

We are currently accepting in-kind donations of these items: shower chairs, tub transfer benches, and four-wheel walkers with seat and brakes.



Free COVID-19 Community Testing Site

- Alliant Energy Center: 1919 Alliant Energy Center Way, Madison, WI 53713
- Monday-Saturday, 8:00 am-4:00 pm



Anyone and everyone can get a free COVID-19 test at the Alliant Energy Center.

Cualquier persona puede hacerse la prueba COVID-19 gratis en Alliant Energy Center.

Txhua tus neeg thiab txhua tus tuaj yeem kuaj dawb xwb nyob ntawm Alliant Energy Center.

publichealthmdc.com/covid19testing

5/12/20 

- No appointments or pre-registration necessary
- Drive-thru, bike-up, or walk-up
- Free
- No ID is needed and you won't be asked for your immigration status
- Spanish and Hmong translators are available onsite
- Anyone Can Be Tested

**This site will be open until at least August 7, please call Public Health before going to make sure this site is still testing after August 7 (608) 266-4821*

Coordinated by the Wisconsin Department of Health Services and National Guard



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COMMUNITY RESOURCES

Transportation and Delivery Options

Dane County Department of Human Services Transportation is providing a variety of services:

- Group Access Service: Group Grocery Shopping.

These trips to the grocery store are usually in a group but now the program is transporting a maximum of two passengers at one time. If you live in Madison, Monona or Middleton call Transit Solutions directly (608) 294-8747.

- Rides to essential doctor appointments
- *Dane County Delivers: Senior Grocery Solutions* - Grocery Shopping and Delivery. Food pantry pickups are also available.

For more information, contact the Transportation Call Center at (608) 242-6489 or email at transportationcallcenter@countyofdane.com



Community Food Resources

As things are changing daily be sure to call the site first to make sure food distribution is still occurring.

General COVID-19 emergency service questions, call 211 or (877) 947-2211 available 24 hour a day.

Catholic Multicultural Center

1862 Beld St, Madison, (608) 661-3512
Monday-Friday 4-5 pm and Saturday and Sunday 11 am-12 pm

Goodman Community Center

149 Waubesa St, Madison (608) 241-1574
Tuesday 9:30 am-12 pm, Wednesday 6-8 pm, Thurs. 12:30-3 pm

Middleton Outreach Ministry, 3502

Parmenter St., Middleton, (608) 836-7338
Tuesday 12-1:30 pm Thursday 12-1:30 pm and Sat. 10 am-12 pm

River Food Pantry, 2201 Darwin Road,

Madison, (608) 442-8815
Tuesday-Thursday 10 am-5 pm and Friday, 10 am-6 pm

Society of St. Vincent de Paul, 2033 Fish

Hatchery Rd, Madison, (608) 257-0919
Monday, Tuesday and Friday 10:30 am-2:30 pm, Thursday 2:30-6:30 pm and Saturday 9:30-11:30 am.

WELCOME CASE MANAGER INTERN, MIRANDA!



My name is Miranda O'Rourke and I have just finished my undergrad at the University of Wisconsin-Whitewater.

I was a part of the Social Work Student

Organization (SWSO) as well as in Alpha Gamma Delta sorority. While I enjoyed all of my social work classes, I was particularly interested in the

Psychology Lifespan Development and Psychology of Women&Gender classes.

Starting in August, I will be pursuing my Master of Social Work degree at UW-Milwaukee. In the past, I have volunteered with Meals on Wheels in my home town and really enjoyed that experience!

Something that I enjoy in my free time is spending time with my pets and hanging out at the lake. I am looking forward to my summer internship at NewBridge!



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COMMUNITY RESOURCES

Monona Senior Center Virtual Activities:

For more information (608) 222-3415

COFFEE GROUP

Every Wednesday, 10:00 am

CHAIR BASED EXERCISE CLASS “MINDFUL MOVEMENT”

Tuesday and Thursday

SENIOR NUTRITION/FARMERS MARKET VOUCHER PROGRAM

Wednesday, July 1, 11:30 am

With NewBridge Case Manager, Gretchen and Dane County Registered Dietician & Healthy Aging Coordinator, Alyce Miller, They will be discussing farmers market vouchers, the importance of a healthy diet and what that looks like, staying hydrated in the summer, and an update on our nutrition program. *Contact Monona Senior Center if interested for the Zoom link and register.*



Elder Abuse Hotline

The Elder Abuse Hotline was announced to the public on May 11, 2020 by Attorney General Josh Kaul and the purpose of the hotline is to make sure that elders who are experiencing abuse have a place to turn in order to find the right resource in their community.

The Elder Abuse Hotline website is www.reportelderabusewi.org.

Individuals are also able to report elder abuse on the website under the Report Elder Abuse tab or by calling the Hotline at 1-833-586-0107.

**Protect Wisconsin's Seniors,
Report Elder Abuse.**

Elder Abuse can be verbal, physical, emotional, sexual or financial. It can also be intentional or unintentional neglect. Unfortunately, Elder Abuse is a growing problem in Wisconsin, negatively impacting the lives of our senior citizens and their families.

In fact, Wisconsin's population of seniors 65 and older is projected to increase by more than 70% in the next 20 years. That's why all Wisconsinites share the responsibility to help protect our senior citizens by recognizing and reporting any signs of Elder Abuse.

If you feel that you are a victim of Elder Abuse or you believe it has been inflicted upon someone you know or love, **REPORT IT!**



Call the Wisconsin Elder Abuse Hotline

1-833-586-0107

or visit ReportElderAbuseWI.org

Tip #1

Help Yourself to Better Health

Stand Up

Sitting all day is bad for your health. Reducing your sitting time can improve your strength and balance while reducing your risk for chronic diseases. Try to stand up for 1-2 minutes every 30 minutes.



Tip #3

Help Yourself to Better Health

Stay Connected

Loneliness can sneak up on you when you're isolated. So take steps to maintain your mental and emotional health. Connect with people when you can't be together. Call. Connect online and via social media. **Stay together, while staying apart.**



Tip #2

Help Yourself to Better Health

Caregiving? Take Care of Yourself Too!

Taking care of a family member can be both fulfilling and demanding. Taking time for yourself and finding resources can ease the physical, financial and emotional challenges that come with caregiving.



Tip #4

Help Yourself to Better Health

Exercise Your Brain

Engaging in activities that are mentally stimulating can benefit your brain, so take steps to keep your mind active. Learn a new skill – or teach one. Read. Work or volunteer. Do puzzles and play games. Start or revive a creative hobby. **Do something that challenges you – and your brain.**



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*Wisconsin Department of Health Services Options Scorecard data for IRIS Consultant Agencies, July 2019

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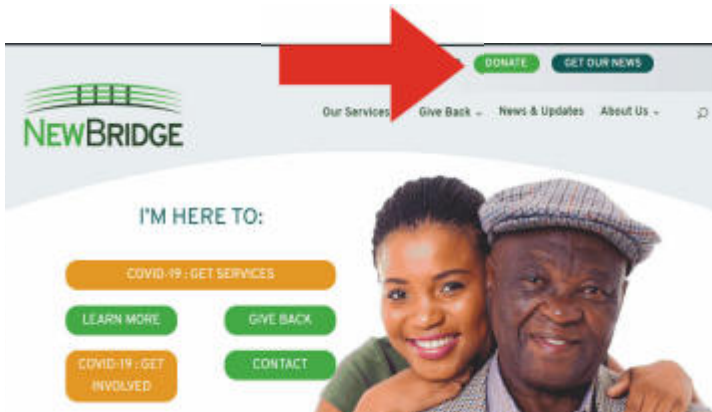
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GET INVOLVED - DONATE

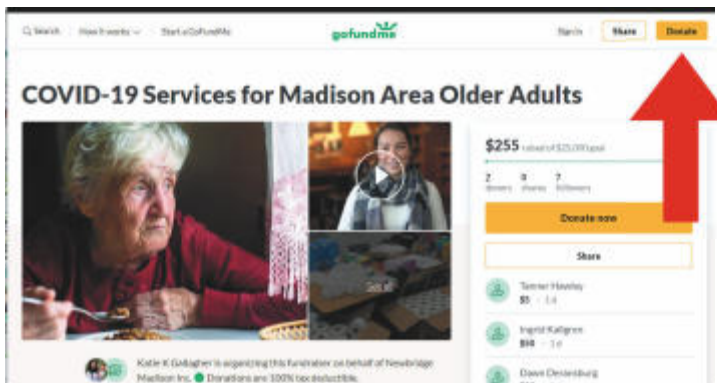
Did you know we have over 19,500 older adults living in Madison WI? These are the people who are being hit hardest by COVID-19 and are unable to leave their home. We know they are going to need our help through this.

Our organization and the older adults in our community rely on the power of donors to provide quality services to those in need especially during this time of uncertainty. **There are a variety of ways you can donate today:**

- Financial donation via our website newbridgemadison.org



- Financial donation via Go Fund Me gofundme.com/covid-19-services-for-older-adults



- Financial donation mailed to our main office at 1625 Northport Dr. #125 Madison 53704
- Cleaning supply and hygiene product donations for our Necessity Kits. Accepted Mondays 10:00 am-Noon at our west office, 5724 Raymond Rd.
- Select NewBridge Madison, Inc. as your charity to receive donations from eligible Amazon purchases! On your first visit to AmazonSmile (smile.amazon.com) search for NewBridge Madison, Inc. and select our agency. Then start shopping, it's that easy. Amazon will automatically send NewBridge your donations!

Because of your generous support, as of mid-June we have received over \$96,000 in donations to support our COVID-19 services. Thank you!

Incentives to Donate

Did you know, the CARES Act (Coronavirus Aid, Relief, and Economic Security) encourages charitable giving from both individuals and corporations?

Individuals can deduct up to \$300 of donations, even if they don't itemize on their tax return. This means that a lot more people can receive a tax benefit from making charitable contributions.

Elimination of cash donation cap for individuals. Individuals can now contribute 100% of their adjusted gross income (AGI) in 2020 to public charities if they want. For more information visit forbes.com

TO OUR COVID PARTNERS... THANK YOU!!

We wouldn't be able to help our older adults through this pandemic without our following partners:

- American Family Insurance-DreamBank
- Area Agency on Aging-Dane County
- City of Madison
- City of Monona
- Dane County Department of Human Services Transportation Programs
- Dane County Mask Makers
- Doundrins Distilling
- Edgewood College students
- FEED Kitchens
- Gallagher Tent and Awning
- Kavanaugh's Esquire Club
- League of Women Voters

- LJ's Sports Tavern and Grill
- Madison Community Foundation
- Middle Outreach Ministry Food Pantry
- Messiah Lutheran Church
- Monona Senior Center
- Mt. Zion Baptist Church
- Northside Business Association
- RSVP of Dane County
- Schlecht Family Foundation
- SSM Health at Home-Meals on Wheels
- St. Vincent de Paul Food Pantry
- The River Food Pantry
- Transit Solutions
- United Way of Dane County
- Willy St. Co-Op
- Our HUNDREDS of VOLUNTEERS and DONORS

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REGULAR SERVICES AND ACTIVITIES

Case Management

“Your connection to community resources”

Provides older adults support needed to live independently by identifying resources and coordinating services. Information, referrals, and advocacy provided through case management home visit assessments of each older adult’s individual needs. Both short-term information and ongoing support available. Free for eligible Madison/Monona older adults (60+). Private Pay Case Management available.

Home Chore

“Your connection to helping hands”

Matches Case Management clients who need basic household chore help with individual volunteers/volunteer groups who provide assistance and friendly visitation. Free for eligible Madison/Monona older adults (60+).

Food Bridge

“Your connection to wholesome groceries”

Offers monthly food pantry delivery for Case Management clients at nutritional risk throughout Madison and Monona. This service is a collaboration between NewBridge Madison, the River Food Pantry, and RSVP of Dane County. Free for eligible Madison/Monona older adults (60+).

Bridge Buddies

“Your connection to a friendly caller”

Offers weekly friendly chats or daily reassurance calls for Case Management clients. Free for eligible Madison/Monona older adults (60+).



Nutrition Sites

“Your connection to nutritious meals”

Serves nutritious weekday meals and provides socialization for older adults at multiple Madison/Monona locations. Details listed in monthly newsletter and website. Cost for older adults (60+) is an anonymous donation. Cost for 60 and under, full cost of meal. Transportation available through Transit Solutions with donation. 24-hour advance reservations required for meal and transportation.



Representative Payee & Guardianship Service

“Your connection to trained volunteers”

Connects vulnerable older adults with trained volunteers who serve as payees or guardians. The volunteer manages the social security benefits for the older adult and ensures the older adult’s basic needs are met. Free for Dane County older adults. Representative Payee (60+), Guardianship (50+).

Medical Equipment Loan Closet

“Your connection to health equipment”

Provides health equipment items to check out. Equipment available may include wheel chairs, walkers, canes, shower chairs, and more. Available to City of Madison or Monona residents for a donation.

Cultural Diversity Activities

“Your connection to your peers”

Activities for African American and Latinx older adults to help reduce isolation and connect older adults to community services. Activities focus on socialization and health education. Latinx activities offered in Spanish only. Free for African American and Latinx Dane County older adults (60+).



Classes & Activities

“Your connection to golden opportunities”

Social, educational, and exercise classes at various community sites. Details listed in monthly newsletter and website. Free or low cost for older adults (60+) with scholarships available.

LED Activities (Living Every Day)

“Your connection to enjoyable experiences”

Activities for the young at heart who have a sense of energy and enthusiasm. These activities include educational, social, and fitness opportunities. For older adults (55+) who live in Madison and Monona. Any expenses are paid for by the participant.

COVID-19 Specific Services on page 4.

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Additional Name: _____

Address: _____

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How would you like newsletter? Mail Email Both None



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- \$ 25 Individual Friend (1 Card)
- \$ 30 Family Friend (2 Cards)
- \$ 50 Silver Friend (2 Cards)
- \$ 100 Golden Friend (2 Cards)
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Office Use:

Check # _____

Cash _____

Amount \$ _____

Initials _____

Letter Sent _____

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Initials _____

Mail the form & payment to NewBridge, 1625 Northport Dr. #125, Madison 53704.

You can also purchase a friendship on our website at newbridgemadison.org. **Dues will be renewed annually.**

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