

# *Annual Report 2022*



**Aging & Disability Resource  
Center of Brown County**



### Table of Contents:

Mission, Vision, Values.....	3
3-Year Aging Plan.....	4
Year in Review.....	5
Our Impact.....	6
Futuring.....	9
Community Partnerships.....	12
Volunteers.....	13
Donors.....	14
Board of Directors.....	15

At ADRC, we like to spend time with our heads in the clouds but also with our feet on the ground. We must dream big, keep growing, and keep pace with the changing populations in our community while listening and learning from the people we serve today.

It's important for us to explore, evaluate, and understand our programs, services, and community in 2023, but we can't let what we know now limit our ability to create the future.

The fastest growing population, within older adults and adults with disabilities, is the Hispanic/Latino population, followed by Indigenous and Asian populations. What we know is that persons of color face health disparities that are undeniable. Social determinants of health can be pointed to for this disparity. Issues that are faced by our white neighbors are accelerated in those who are non-white. Issues of isolation and loneliness, diabetes, housing insecurity, food insecurity, and caregiver stress are just a few.

*What is the future we want to build together?*  
How do we harness the power of technology to connect us, increase access to programs and services, deliver programs and engage communities where people feel the most comfortable? How do we capitalize on new retirees looking for a second career or who are wanting to volunteer to provide intergenerational opportunities? How do we work creatively and collaboratively with other partners to change the path we are on?

"Belonging" in our community will take all of us extending a hand, sharing resources, and thinking generationally - we can create a community where all people are valued, celebrated, and connected to a life of possibilities!

~ Devon Christianson

## ***Our Mission:***

Empower and enrich the lives of older adults, adults with disabilities, and their caregivers.

## ***Our Vision:***

All people are valued, celebrated, and connected to a life of possibilities.

## ***Our Values:***



**We Put People First** - Every story matters.  
We work to elevate each other.

**Cultivate Joy** - We live our passion and share gratitude in everything we do.



**Build Connected Relationships** - We foster partnerships through meaningful sincere interactions, together we are stronger.

**Inspire Innovation** - We disrupt the status quo to envision and create our future.



**Ignite Action** - We drive change that we want to see in our community. We are the spark that lifts people and ideas off the ground. We are a catalyst for change.

*“You cannot go through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make.”*

*~ Jane Goodall*

The 3-Year Aging Plan was created from data collected in 2021 through surveys, small focus groups, and presentations. Once everything was compiled and organized into one report, we created five main goals that we will focus on through 2024. You can read the full report on our website: [adrcofbrowncounty.org/who-we-are](https://adrcofbrowncounty.org/who-we-are)

1. Family caregivers receive the support they need, in the manner that they wish, so they can be at their best during their personal caregiver journey.
2. Increase understanding of Medicare options, coverage, and access to health services. Educate customers on tools and opportunities to advocate for change. Have a voice in shaping the future of health care.
3. Reinvent the Nutrition Program with improved meal quality and increased access, to best meet the nutritional needs of all Brown County older adults.
4. ADRC and Grounded Café will reach, engage, and serve underserved populations with use of a mobile Grounded Café.
5. Reduce isolation and loneliness among older adults.

In addition to these five goals, we brainstormed actions we can take to meet these goals.

- Explore needs identified in the community, especially for underserved populations.
- Provide education.
- Empower caregivers on their journeys.
- Provide opportunities to the public to learn how to advocate for yourself or others.
- Create new volunteer opportunities - harnessing people's talents and passions to help us achieve our goals.
- Partner with local resource centers and ethnic restaurants to provide a more robust scope of service.
- Translate our menu and resources into a variety of languages.



2022 is worth celebrating! From the 50th anniversary of the nutrition program, to our amazing volunteers who keep things running smoothly, to hitting new milestones at Grounded Café (including an awesome new parklet), we're excited to reminisce on the past but still look towards our future. Keeping our 3-Year Aging Plan top of mind, diversity, inclusion, and community are what drives us forward each year. Together we're building a brighter future!

## Top 5 Topics for Contact



Public Benefits



In-Home Services



Housing

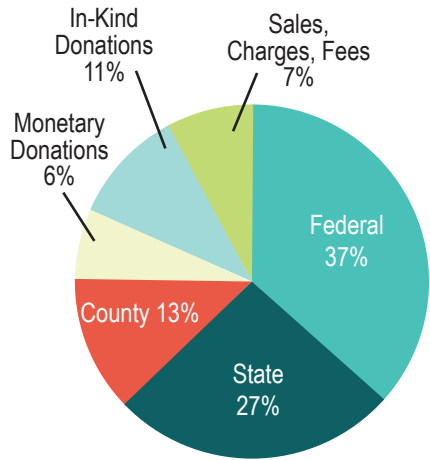


Health



Food

## Revenue Sources



## Programming

1,543 Events || 10,948 Attendees



## Meals Served



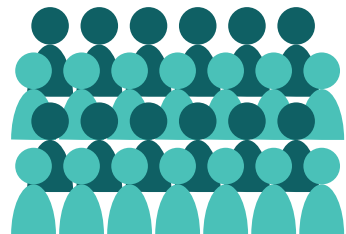
18,962  
Community Dining



1,453  
Carry-Out Dining



136,501  
Home Delivered



2,056 Total People  
Served

## Customer Contacts

With over 29,700 phone calls coming in to our agency throughout the year, we're proud to boast an over 99% answer rate! That means chances



are good that when you give us a call, you'll be greeted by Molly or Angela at our Welcome Center. This

is just one way we provide top-notch customer service. Our staff are committed to assisting members of the community by listening to their needs and getting them connected with the right services and resources.

As word spreads, we want you, the community, to know that we're here for you in whatever way works best for you. Whether that's by phone, email, in person, in your home, or even online - staff are available to help you out.



**3,161 Office Visits**  
56% increase from 2021



**1,641 Home Visits**  
36% increase from 2021

*"When we left our appointment - while still nervous, we were also hopeful, we had a plan, a list of resources and promise of support for us all as we needed it. It was a priceless gift."*

~ ADRC Customer

## Benefit Specialists

Our Benefit Specialist team members are masters of all things benefits: Medicare, insurance, public programs, and more.

Looking towards retirement? New to Medicare? Unsure about everything you may qualify for? They're here to answer all of your questions.

They have saved over \$9 million for county residents through education,



advocacy, and by connecting customers to money saving benefits and programs.

## Information & Assistance Specialists

Our Information & Assistance (I&A) Specialist team members are the "jacks of all trades." They're here to answer your questions about housing, transportation, caregiving, dementia, and so much more.

In 2022, I&A staff were available at all Saturday Farmers Markets during the Grounded Cafe hours. They were here to answer questions, inform the community about local resources, and introduce new people to why we're here and what we do. This will continue into 2023!

We currently have two bilingual individuals on staff who speak Spanish and Hmong. Between the two, they've provided 190 hours of translation services and have helped create new connections in the community!



*"I knew of Brown County ADRC, called explained the situation we were in. We were matched with ADRC employee, Robin. I am so glad that happened. She gave us lists of helpful information so we did not have to keep searching a phone book. She told us her experience with aging relatives, where everything was done that was best for them, but still unexpected happened. Her sharing her story helped ease our guilt. We are not perfect, we are just trying."*

~ ADRC Customer

## Caregivers

In 2022, we opened up a Caregiver Specialist Assistant position in order to help expand the caregiver program and meet the growing need for family caregiver assistance.



**100+**

New Caregivers



**160+**

Families Helped  
Through Funds  
Supporting Caregivers



**\$162,900+**

Awarded to Caregivers

## Caring for the Caregivers

The Mug Club for Family Caregivers is a social support group that meets once a month - the group meets both in-person as well as online to help fit the needs of all who attend. Yearly attendance more than doubled between 2021 and 2022! Between the two meeting times, we had 138 attendees, compared to 58 from the previous year. We also had 23 caregivers complete our Powerful Tools for Caregivers workshop.



## Dementia

Our Dementia Care Specialist (DCS) is a busy bee. In addition to meeting with customers to discuss dementia tools and resources, she is also involved with a number of community projects, including the Yesteryear Village Project and providing guidance for new DCS roles throughout Wisconsin.

## 189 Memory Screens



Helping individuals create a baseline for their memory to monitor future changes

## Grounded Café

Grounded Café plays a huge part in helping us spread our mission further into the community. Throughout 2022, we've seen a huge boom in customers, trainees, and volunteers!



**5 DVR &  
46 Student  
Trainees**

**11 Long-Term  
& 3 Mentor  
Volunteers**



In July, we refreshed and rebranded our menu, including tasty new dishes and incredible community partnerships. We also got to “test drive” a hydroponic indoor lettuce growing unit! The unit was provided and set up by Extension Brown County, and in a few weeks’ time, we were able to harvest delicious, fresh lettuce to use in our lunch entrées.



## First Fully Accessible Food Truck: Coming Soon!

Delayed in 2022 after seeing an increase in cost and demand of supplies, our truck is in its final touches. As we start ramping things up (literally, we will be adding our ramp in May!) we hope to be out and about for the 2023 summer season. If you missed it from the previous year, we were gifted an amazing opportunity from the **David L. and Rita E. Nelson Family Fund within the Community Foundation for the Fox Valley Region**. This incredible grant is allowing us to work with local companies to build a completely customized, and fully-accessible, food truck for Grounded Café and ADRC. Keep your eyes peeled (it'll be hard to miss) for the food truck in 2023!





## ADRC Nutrition Program: Celebrating 50 Years



**SENIOR NUTRITION PROGRAM**  
CELEBRATE • INNOVATE • EDUCATE

March 2022 marked the 50th anniversary of the Older Americans Act (OAA) Nutrition Program - which includes our Homebound Meal and Community Café Programs. In 1972, the OAA was amended to include a national nutrition program for seniors 60 and older. For 50 years now, the nutrition program has provided support and independence for the country's senior population.

Here at ADRC, we're so proud to serve over 600 meals a day to our homebound recipients as well as our diners at our Community Café. We know that this is more than just a meal; not only does it provide balanced nutrition, but also socialization, a daily check-up, and support for our homebound recipients to remain independent in their homes. Our goal is to reduce isolation and loneliness and provide education and resources to residents of Brown County.

We wouldn't be able to do what we do without our amazing volunteers who help package and deliver the meals, as well as those who donate their time decorating meal bags and cards for our customers.

Sources: [acl.gov](https://www.acl.gov), [mealsonwheelsamerica.org](https://www.mealsonwheelsamerica.org)

***"I really enjoy delivering Meals on Wheels. I must! I have been delivering MOW every Wednesday for the last 21 years in the Pulaski area of Brown County. After the first four years of driving alone, my wife Pam joined me to form our team... We have no thoughts of stopping any time soon."***

***~ Rock***



***"I enjoy being a volunteer driver for the ADRC Meals on Wheels program because I know I truly make a difference in the lives of our clients."***

***~ Michael F.***

THANK YOU FOR BEING AN AMAZING  
VOLUNTEER. YOUR CHEERFULNESS AND  
CARING MEAN THE WORLD TO ME



Toni



## Central Kitchen

ADRC's Nutrition Program is designed to meet the nutritional and social needs of older adults in our community. It is supported by federal, state, and local funds as well as through fees and donations. Growing this program will help to improve nutrition and health needs as well as reduce social isolation and loneliness within our community. As we begin to explore our options in meeting customer needs through our Nutrition Program, we're meeting with consultants to assess, research, evaluate, and develop a strategic plan to find new and innovative ways to reach our goal.



***"Thank you so much.  
You always make my day."  
~ Home Delivered Meal  
Customer***

## Current Nutrition Snapshot

Currently, 1/3 of our nutrition customers live below the federal poverty level, contributing to food insecurity, and the number of meals we serve has increased +30% since the pandemic.



### 1/3 of Nutrition Customers

Live below the federal poverty level

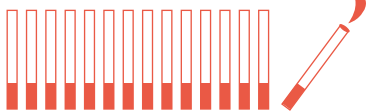
In addition to everything the pandemic affected, we know that there has been an increased burden on family caregivers and the situation has exasperated the issue of isolation and loneliness among older adults. 55% of our meal recipients live alone.



### Live Alone

Many times, the meal delivery volunteer is the only person they see during the day.

### 15 cigarettes per day



has the same negative impact on a person's health as being isolated and lonely.

*"As a daughter of someone that gets meals each day, I can't express my appreciation enough for the time you give to bring meals to our family. It brings some peace of mind each day I have someone checking on my dad and he gets a warm meal for lunch. Thank you so much!!"*

## Growing Community & Need for Space

In Brown County, there are 58,600 residents 60 and older. That number is expected to increase to 81,600 residents 60 and older in 2040. Right now, our maximum capacity for our nutrition program is 600 meals a day. With the expected increase in older individuals in the future, we know that expansion is necessary to fill the need. With more physical space, not only would we hope to expand by 40% (serve up to 1,000 meals a day!), but we could also extend our reach out into the rural communities we are unable to serve at this time.

### Capped at

**600 Meals**

per day

Unable to increase meal capacity due to limited physical space.

## Looking to the Future

This future goal has us reaching for the stars! An expansion of this size would positively impact our community as a whole. Investing in ADRC's nutrition program allows older adults to remain healthier at home, avoiding more costly healthcare services. Funding this project is like investing \$48.67 into each of the 58,670 60 and older residents of Brown County!



*"In the past 2 years, I've had 3 major procedures. You have made them easier for me to bear. As we age, somehow loneliness creeps in! Not only did you bring me a wonderful hot meal, but you also brought a warm smile, hope and kind words! I can pay for the meal, but the rest is priceless and greatly appreciated! Thank you!"*

*~ Home Delivered Meal Customer*



We deeply value the partnerships, collaborative projects, and coalitions our agency and staff are involved in.



• **UWGB TimeSlips TeleStories Project**

- This project connected UWGB students with older adults in the community. The goal was to foster connections, create greater understanding, and reduce isolation and loneliness. At the end of the project, the students presented each participant with an art project created from weekly phone conversations.



*"For four weeks, two UWGB students spoke to my husband, Ken, via phone, encouraging him to share with them stories of his life. This connection invited him to reflect on the positive events in his lifetime and brought him a respite from the feelings of isolation that dementia can create. The sincere interest that Abby and Grace portrayed, gave Ken feelings of self-worth and dignity. This is a win-win situation, as the students used their creativity to encapsulate their experience in a thoughtful and meaningful expression through art. Timeslips is a tribute to connecting the experience of our elderly to the exuberance and education of our youth."*

*~Timeslips Participant*

- **Medical College of Wisconsin (MCW) Partnership**
  - Two student interns completed the Boost Your Balance screenings for community members. They gained experience for use in their medical practice while assisting customers prevent a fall.

*"When I learned about the efforts of the ADRC in trying to prevent these devastating falls from occurring altogether, I knew there was an opportunity to make a big difference in someone's life."*

*~Brooke (MCW Student)*

- **Dementia Friendly Community Coalition**
  - Continued virtual education opportunities to participate in the Dementia Friends presentations. 7 sessions were held in 2022, reaching 133 individuals.
  - In total, there are 960 Dementia Friends in Brown County.
- **Purple Angel: Dementia Training for Businesses/Organizations**
  - Throughout the year, 15 new businesses/organizations were Purple Angel trained, another 4 held refresher trainings.
  - There are now 149 Dementia Friendly locations throughout Brown County!
- **UWGB & Civic Scholars Program**
  - A student intern focused on Advance Directives for Healthcare education, reaching over 150 young adults, including the Somali population.



## Volunteer Impact 2022

### VOLUNTEERS



# 300+

Amazing, active volunteers

### VALUE



# \$709,590

Value of in-kind services

### TIME & TRAVEL



# 25,461 & 40,161

hours miles

Our volunteers play an important role in helping seniors and individuals with disabilities in our community remain independent. This held true especially in 2022 as our volunteers tirelessly continued to deliver our services to those in the community.

### 2022 Volunteer Week:

#### BREAKING NEWS



Breaking News: We have the best volunteers around - ADRC staff were literally shouting from the rooftops for Volunteer Week! Come rain or shine, our volunteers are working diligently to help us provide crucial services to the community.



Grounded Café's incredible volunteers were nominated for the WPS Volunteer Awards!



## Donor Impact 2022

### DONORS



# 950+

Incredible donors

### VALUE



# \$422k+

Total dollars donated

## \$345k+

Program  
donations

## \$77k+

Additional  
donations

Over \$345k of our revenue is generated through donations in exchange for services (meals, workshops, caregiver support, etc.) which help offset the cost of the programs' operations. Our funding sources are funneled very specifically, so the remainder of our donations (\$77k in 2022) allow flexibility and help us stretch our budget further. These generous donations allow us to provide and expand resources and programs to the community. ***Thank you!***

### What your donations have gone towards:



Keeping our health and wellness programs affordable. These programs include our daily exercise classes as

well as our prevention workshops.



Increase our marketing efforts to improve our reach to the soon-to-retire population in our community. Our goal

is to let people know that we're here when they need us.



Supporting the Grounded Café mission, allowing us to focus on training, purchasing accessible

equipment, and will help us take on the expansion of adding a new Food Truck into the mix!



Serve more meals - helping us to reduce food insecurity, isolation and loneliness, and be able to provide a

hot, nutritious meal to a 60 and older community resident.

## ADRC 2022 Board of Directors

ADRC serves a wide range of people and our board members are the voice of the people we serve. They play a critical role in guiding the agency's actions and initiatives and have many responsibilities, including:

- Assisting with planning, monitoring, and developing services
- Advocating for customers
- Administering funds

In other words, we would not be able to do what we do without them.

We'd like to extend a special thank you to Randy Johnson, our 2022 Board Chair. His term ended at the end of 2022, but we know he will continue to support our mission and assist with upcoming projects.

*Thank you!*



Randy Johnson  
(Chair)



Robert Johnson  
(Vice Chair)



Dennis Rader  
(Secretary)



Michael  
Conley-Kuhagen  
(Treasurer)



Amy Barhite



Megan  
Borchardt



Amy Bushamn



Teresa Gulyas



Patricia Lassila



Eileen Littig



Debi Lundberg



Jessica Nell



Amy Payne



Marvin Rucker



## **Aging & Disability Resource Center of Brown County**

300 S. Adams Street

Green Bay, WI 54301

(920) 448-4300

[adrcofbrowncounty.org](http://adrcofbrowncounty.org)

[bc.adrc@browncountywi.gov](mailto:bc.adrc@browncountywi.gov)

