

2024 ANNUAL REPORT



300 S Adams St Green Bay, WI
54301

920-448-4300

BC.ADRRC@browncountnywi.gov
www.adrcofbrowncounty.org

ADRC of Brown County is a 501c3 nonprofit.



WELCOME

We are proud to continue our mission of serving the community with dedication and care. This report reflects our ongoing commitment to enhancing the lives of those we serve, and we're excited to share the impact we've had over the past year.

You may notice that this annual report looks a little different than in previous years. As part of a statewide transition in ADRC reporting, we have shifted our focus from tracking the number of customer contacts to measuring the amount of time spent with customers. This change aims to provide a deeper understanding of the full spectrum of services we offer while monitoring the quality of our services.

You'll also find something new this year — videos! Throughout the report, you'll see opportunities to click and watch short videos that highlight the stories, people, and programs behind the numbers. These snapshots showcase the heart of our work and the impact we make every day. You can also view the full playlist at adrcofbrowncounty.org/2024report.

We are confident that this new approach will further improve our ability to meet the needs of the community and ensure that every individual receives the support they deserve.

Thank you for your continued support as we work together to create a more accessible, inclusive, and empowering environment for all.

ADRC SPECIALISTS

The ADRC Specialists at the ADRC are dedicated professionals who connect people to the resources they need to live well and stay independent. Whether answering questions about aging, disability services, caregiving, housing, or benefits, they provide free, unbiased guidance tailored to each person's unique situation. By taking the time to listen, educate, and explore options, ADRC Specialists empower customers to make informed decisions and access the support they need—when they need it most.

ADRC Specialists serve as a trusted source of information, helping individuals navigate complex systems and access the support they need. From exploring long-term care options to understanding public benefits, they present clear, unbiased information so people can confidently make decisions that fit their unique situations. By offering a person-centered approach, ADRC specialists ensure that each individual has the knowledge and resources to maintain independence and quality of life.



2024 Highlights



29,449 calls
in to the Welcome Center



38,461
total contacts



5,149 Unique
Customers Served



95.09%
live answer rate

ELDER & DISABILITY BENEFIT SPECIALISTS

Elder Benefit Specialists (EBS) and Disability Benefit Specialists (DBS) at the ADRC help individuals navigate complex public and private benefit programs. EBS assist adults 60+ with Medicare, Social Security, Medicaid, and more, helping them understand their entitlements, apply for benefits, and address denials or overpayments. DBS support adults 18-59 with disabilities, providing guidance on programs like SSDI, SSI, Medicaid, and FoodShare, as well as assistance with applications and appeals.

Both EBS and DBS are committed to empowering individuals by providing unbiased information and support, enabling them to make informed decisions about their benefits and services. Their expertise and advocacy play a vital role in enhancing the well-being and independence of the individuals they serve.

2024 Highlights



**\$17.4
million**

Savings generated by ADRC in 2024
through reduced hospital usage



\$5.60

Return on Investment

*\$1 of tax payer money invested
in ADRC creates \$5.60 in return*



385

Customers
served during
Open Enrollment
appointments

64

Customers
received mailed
or emailed plan
comparisons

12

Classes offered
to community &
partner agencies

NUTRITION PROGRAMS

The ADRC's Nutrition Program provides healthy, balanced meals to support older adults through Home-Delivered Meals and Congregate Dining. Home-delivered meals offer nutritious food and a friendly check-in for seniors who have difficulty preparing meals on their own, helping them maintain independence. Congregate Dining brings seniors together at community dining sites, providing both nutritious meals and opportunities for social connection. Both programs promote health, well-being, and a sense of community.

In addition to providing meals, the Nutrition Program emphasizes education and wellness. Participants receive information on healthy eating, and many dining sites offer nutrition-related activities or social programs. By addressing both nutritional and social needs, the program supports older adults in maintaining their health and independence.

2024 Highlights



26,935

Community Café
Meals Served



116,252

Meals delivered to
home-bound adults



2,602

Customers served



1st

Cultural congregate meal event hosted in December 2024 in partnership with members of the Hmong community

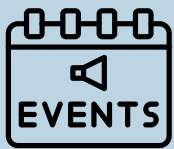


PROGRAMS & PREVENTION

The ADRC's prevention and social classes empower individuals to take charge of their health and well-being. From fall prevention and chronic disease management to fitness and social engagement, these programs provide practical tools and support to help participants maintain independence and improve their quality of life.

Beyond health benefits, these classes create opportunities for meaningful social connections. Participants learn together, share experiences, and build a sense of community that reduces isolation and enhances overall well-being. By investing in prevention and connection, the ADRC continues to support a healthier, more engaged community.

2024 Highlights



1,670
Events hosted



17,451
Event attendees



Most attended classes & programs

**Excluding weekly events*

1. Walk with Ease
2. Veterans Lunch with Neville Public Museum
3. Destination Medicare: ABCDs of Medicare
4. Stepping On
5. Ukulele for Beginners
6. Supporting Your Diabetes Diagnosis

DEMENTIA CARE SPECIALIST

The ADRC's Dementia Care Specialist (DCS) provides personalized support for individuals living with dementia, their families, and caregivers. They offer education, connect families to local resources, and help develop strategies to navigate the challenges of dementia. By promoting early detection and person-centered care, the DCS enhances the quality of life for those affected and ensures they have access to the support they need.

Beyond individual support, the DCS plays a key role in fostering a more dementia-friendly community. As an active member of the Dementia Friendly Community Coalition, they provide training to local businesses and organizations, equipping them to better serve and support people living with dementia. Through advocacy, education, and community partnerships, the DCS helps create a more inclusive and understanding environment for all.

2024 Highlights



30 Newly-trained
Purple Angel
businesses



4 Refresher trained
Purple Angel businesses



303 Employees
Received
Purple Angel Training



158 Memory Screens
performed

CAREGIVER SUPPORT

Caring for a loved one can be both rewarding and challenging, and the ADRC is here to support family caregivers every step of the way. Through our caregiver support programs, we provide personalized consultations, educational workshops, respite resources, and connections to local services. Whether someone is new to caregiving or has been providing care for years, we help them navigate their journey with confidence and support.

In partnership with Wisconsin's Family Caregiver Support Programs, we offer resources like the National Family Caregiver Support Program and the Alzheimer's Family and Caregiver Support Program, which provide respite care, financial assistance, and specialized support for those caring for individuals with dementia. By equipping caregivers with the tools they need, the ADRC helps them provide the best care possible while maintaining their own well-being.

2024 Highlights



134

Families supported by
NFCSP & AFCSP Grants



8,178

Caregiver Support
Emails Sent



24

Mug Club Support
Events hosted

GROUND CAFÉ & FOOD TRUCK

Grounded Café serves as more than just a dining venue; it's a community hub that fosters inclusivity and supports individuals of all abilities. Established in 2017, the café provides job skills training for adults with disabilities, offering hands-on experience in various roles within the food service industry. Trainees engage in all aspects of café operations, from food preparation to customer service, building confidence and discovering their strengths. This program has successfully empowered numerous individuals, with many securing employment in the broader community upon completion.

Expanding its reach, Grounded on the Go is one of the first accessible food trucks in our community, designed to bring café offerings directly to various locations. Equipped with an electronic lift and accessible kitchen features, it ensures that employees and volunteers using mobility aids can participate fully. This initiative not only provides convenient access to our menu but also promotes community engagement and showcases the talents of our trainees.

2024 Highlights



24
Café Student Trainees



25
Café volunteers



3,021.75
Hours of volunteer &
trainee contribution



52
Food Truck events

ADRC VOLUNTEERS & DONORS

Volunteers and donors are at the heart of the ADRC's mission. Each day, individuals share their time, talents, and resources to help older adults and people with disabilities stay connected, supported, and independent. From delivering meals and greeting guests to making financial gifts that sustain our programs, every act of generosity—big or small—makes a meaningful impact. At the ADRC, we value and encourage all forms of giving: time, treasure, and talent.

In 2024, the generosity of our community—through volunteer hours, financial contributions, and shared expertise—helped us reach more people and offer more support than ever before. These gifts filled critical gaps, strengthened our programs, and brought comfort, connection, and care to those who need it most. We are deeply grateful for everyone who gives of themselves to move our mission forward.

2024 Highlights



369

Unique volunteers



29,504.5

hours volunteered



\$920,168

Value of volunteered time &
in-kind giving (mileage, rent, etc)



\$170,991.60

Donations given to ADRC



\$334,253.66

Contributions made
by program participants

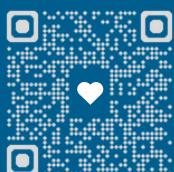


2024 in photos





THANK YOU



All videos linked in this report can be found by visiting:
<https://adrcofbrowncounty.org/2024report>
 or scanning the QR code.

