

ANNUAL REPORT



2023

AGING & DISABILITY RESOURCE CENTER OF BROWN COUNTY

Grounded Café was built on the belief that all people have value. Within everyone are possibilities, given the right opportunities to succeed. Partnering with local agencies, school districts, and volunteers, Grounded Café was born to break down stereotypes and ageism. To shine a light on the strengths and abilities of seniors and persons with disabilities.

COFFEE
 | \$1.00
 | \$1.50

ESPRESSO DRINKS
 HOT || 12 OZ OR 16 OZ
 COLD || 16 OZ

Americano, Breve, Cappuccino, Latte, Caramel Macchiato, Chai Latte, Mocha

CHECK OUT OUR FRESH BAKERY AND DAILY SPECIALS!



THURSDAY

Drink Specials

- Pumpkin Spice Latte
- Peppermint Mocha
- Hot Apple Cider
- Latex Energy Refresher

Bakery

- Jalapeño Cheddar Scone
- Blueberry Scone w/ lemon filling
- Orange Cranberry Muffin
- Ames Miso Breadroll
- Chocolate Chip Cookie





Celebrating innovative partnerships as we emerge in a post-pandemic world

These past few years were an accelerator of change. Healthcare pivoted, agencies shut their doors, businesses failed, people isolated. It also prompted innovations in new business, new systems of care, and new grants emerging to reach people at most risk. Partnerships took root as a major device to lift us from 3 years of struggle. The government also responded with dollars - dollars to save organizations, public benefits, small businesses, and people.

So much innovation happened in 2023, too much to list - this Annual Report is a collection of how committed communities come together to try new things, great new partners working together to impact the changing community conditions.

ADRC can reflect on the work that happened as we kept people safe, capitalizing on the flexible dollars and policies allowed through government initiatives. We were able to serve carryout meals, avoid a home delivered meal waitlist, increase caregiver grants, and start a new pilot project - granting dollars directly to individuals for services that would keep them at home longer. We have seen our numbers grow, requests for assistance grow, meals radically increase, programs delivered in virtual and hybrid fashion, staff deployed differently, and yet quality of service continues.

Enjoy perusing the pages of the wonderful projects, programs, new initiatives, and connections we established with our partners, our customers, and each other. So much yet to do - but the future is bright. We are optimistic that Brown County will continue shining as a leader in this network. This is a new landscape, and we can't go back - forward is our future with so many goods things to come. We will stay in touch, celebrate, and push for continued growth in our community - join us!

~ *Devon Christianson*

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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.

“ To make a difference in someone’s life you don’t have to be brilliant, rich, beautiful or perfect. You just have to care.”

~ Mandy Hale



The 3-Year ADRC/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 continue to focus on through 2024. You can read the full report on our website: 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 older adults in Brown County.
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 to accomplish 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.



2023 was a year jam-packed with new initiatives, incredible community collaborations, and exciting opportunities. In addition to the amazing work our staff do every day, we launched our fully accessible food truck, hosted StoryCorps, and so much more. We're excited to reminisce on the past and 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



Long-term Care Programs



In-Home Services



Public Benefits

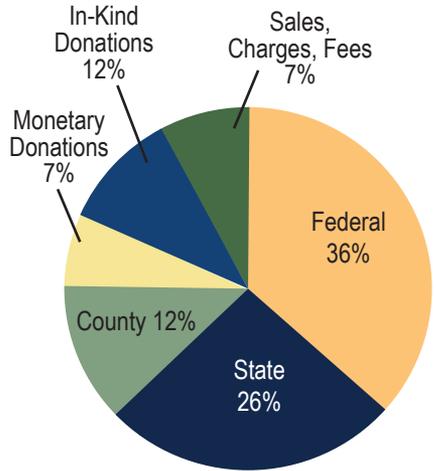


Housing



Referral for Private Pay Options

REVENUE SOURCES



PROGRAMMING

1,699 Events || 15,337 Attendees



MEALS SERVED



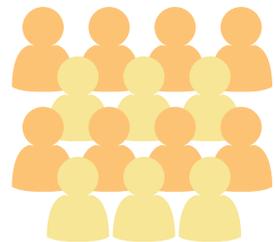
24,518
Community Dining



763
On the Go Meals



123,309
Home Delivered



2,581 Total People Served

CUSTOMER CONTACTS

With over 31,400 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. Whether that's by phone, email, in person, in your home, or even online - staff are available to help you out.



27,863
Phone Calls



1,916
Home Visits



5,169 Emails/
Electronic
Communication



3,396
Office Visits

"The senior citizens of Brown County are very fortunate to have this agency. Staff are very helpful. We are getting meals now that are very good and well-balanced. We signed up for other services, too. This is a wonderful service for the community."

~ 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 \$7 million for county residents through education,



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

ADRC SPECIALISTS

In 2023, our ADRC Specialists have developed a number of innovative process improvements and programs. One of these programs is the Independent Living Support Program (ILSP). To pilot this program, we added 2.5 staff dedicated to connecting customers. ILSP was created to help Wisconsin residents remain in their homes longer. The program gives short-term (up to 1 year), flexible help for older people and people with disabilities who meet certain requirements, helping them stay in their own homes longer.

230+

Added to the
interest list

35

Receiving services
as of 12/31/23

ADRC SPECIALISTS, CONT.

We currently have three bilingual individuals on staff who speak Spanish and Hmong. Between them, they've provided over 300 hours of translation services and have helped create new connections in the community!

"Lorraine (ILSP Specialist) was awesome. She helped us so much. She had us laughing and understanding what my father's needs are. She talked to him to see if he understood and what his thoughts and feelings are. She does a wonderful job. She is a great fit."

~ ADRC Customer

CAREGIVERS

The National Family Caregiver Support Program (NFCSP) and the Alzheimer Family Support Program (AFCSP) are designed to help family caregivers access community services and funding for goods and services.



96
New Caregivers



160+
Families Helped
Through Funds
Supporting Caregivers



\$165,600+
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 has tripled since 2021! In 2023, we had 188 attendees with an average of 16 participants each month. We also had 33 caregivers complete our Powerful Tools for Caregivers workshop.

DEMENTIA

Our Dementia Care Specialist (DCS) not only meets with customers to discuss dementia tools and resources, but she is also involved with a number of community projects.

In 2023, we had a lot of amazing "firsts" within our organization and the community. In addition to the English Memory Screens, this year, we were able to offer them in Spanish, something only one other county in the state does.



206 Memory Screens

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

It was also the first time in many years that Memory Cafés were offered throughout the entire year for the county. Memory Cafes are a wonderful way for those living with the early stages of dementia and their caregivers to get together, socialize, or do fun projects.

DEMENTIA, CONT.

The Longest Day: Raising Awareness for Dementia event was held for the first time in June 2023. Throughout the week of June 17, ADRC and community partners held events, presentations, and provided education to the public regarding dementia. It was a great opportunity for community members to learn something new and have fun while doing it!



PREVENTION

Our prevention programs educate and empower older adults and adults with disabilities in our communities to stay active and healthy. With over 220 events throughout the year and over 2,500 attendees, we're teaching community members about a range of subjects including fall prevention, managing diabetes, advance directives, and so much more.

"Seniors can gain strength at any age, prevention is much better than recovery. Thank you for offering this program, great combination of speakers, I learned a lot!"

~ Freedom from Falls Participant

GROUNDÉD CAFÉ

Grounded Café plays a huge part in helping us spread our mission further into the community. In 2023, we went through a lot of changes to improve the look, taste, and efficiency of our kitchen!

Beginning in July, the café temporarily closed down so we could create a new layout and add new adaptive equipment to the kitchen. To finish it off, a fresh coat of paint was applied and new signage created.



When we re-opened, not only did the kitchen get a refresh, but so did our menu! We wanted to venture back to our roots and make sure we are serving fresh and local items - as well as bring back some old favorites.



26
Trainees



22
Volunteers

Through a job skills training program, Grounded Café provides opportunities to breakdown stereotypes of "old" and "disabled" individuals. By coming together, we focus on strengths and abilities!

GROUNDING ON THE GO: FULLY ACCESSIBLE FOOD TRUCK

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 allowed us to collaborate with local companies to build a completely customized, and fully-accessible, food truck for Grounded Café and ADRC.

With help from local organizations, we were able to prepare the food truck for our staff and the public. UWGB Philanthropy Class and Brown County graciously awarded us grants to help with finishing touches, Options for Independent Living provided guidance and suggestions to make the inner workings of the truck fully accessible, and A&J Mobility installed the stairs and electric lift for easy access - we truly couldn't have completed this truck without support from the community!

At the end of July 2023, we officially launched Grounded on the Go: Mission in Motion. With great pride, at our very first event we provided lunch for the board of the David L and Rita E Nelson Family Fund within the Community Foundation for the Fox Valley Region. After this, the rest was history - we participated in 29 events from August through October 2023, bringing our mission (and tasty food) out into the community.



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



GIVE BIG GREEN BAY

ADRC & Grounded Café were chosen to participate in the 6th Annual Give BIG Green Bay event held by the Greater Green Bay Community Foundation and the Green Bay Packers. Give BIG Green Bay is an online 24-hour giving day that highlights the important work of local nonprofits.



Our theme for 2023 was “Illuminating Your Journey” - shining a spotlight on all of the ways we

can help through everyone’s journey through life. We also hosted the Let Your Abilities Shine Cooking Contest with four teams of café trainees and local chefs.



Thanks to our amazing community, we raised over \$32,000! This allowed us to continue providing resources and guidance for older adults, adults with disabilities, and their caregivers.

STORYCORPS MOBILE TOUR

In 2023, we were honored to host the StoryCorps Mobile Tour. What is StoryCorps? From their website ([storycorps.org/about](https://www.storycorps.org/about)), “StoryCorps is committed to the ideas that everyone has an important story to tell and that everyone’s story matters.” They’ve been collecting stories since 2003 and their collection has grown to be “the largest single collection of human voices ever gathered.”



The StoryCorps Mobile Tour is an Airstream that has been converted into a recording studio that travels across the country, stopping in different communities to collect their stories. They stopped in Green Bay, WI from August through September. Throughout their four weeks here, they recorded 110 conversations.



FOUNDATIONS

ADRC and Foundations Health & Wholeness are collaborating to offer counseling services in person at ADRC. In 2023, the therapist on-site was able to meet with 61 clients, providing services in a private and comfortable environment.

CASA ALBA MELANIE & SAGE

In April, ADRC joined Casa ALBA Melanie and SAGE to offer an opportunity for elders from the Hispanic community to come together and create a variety of art in a multitude of mediums. After the four weeks of working on their pieces, the artwork was showcased at SAGE to the public.



Photos provided by Chris Rugowski, The Chicken or the Egg Photography

This program was to help not only share the stories and culture of the participants, but also give them a space to socialize and be creative.

PURPLE ANGEL TRAINING

A total of 18 trainings took place in 2023, bringing the total number of Purple Angel Trained Businesses/Organizations in Brown County to 165! That's over 2,700 people across multiple organizations who are trained on creating a welcoming and safe environment for people with dementia and their caregivers.

Visit adrcofbrowncounty.org/purple-angel to see all of the area businesses and organizations that are Purple Angel Trained!



DEMENTIA FRIENDLY COMMUNITY COALITION

Dementia Friends is a global movement to change the way people think, act, and talk about dementia. With 16 Dementia Friend Trainings throughout the year and 3 new Dementia Friend Champions, we gained 292 new Dementia Friends throughout Brown County in 2023!





At the end of 2024, additional government ARPA dollars we had been receiving will stop, but people's needs will not. As the only nonprofit ADRC in the state, we have a unique challenge and opportunity to explore more ways to integrate social innovation into our planning - Grounded Café was one such initiative.

Finding ways to integrate business principles into social programs for sustainable outcomes is our future. We can no longer rely solely on government allocations to meet the need. It is a foundation we build upon, counting on community support, donor engagement, legacy giving, grants, and foundations to help us meet the complex needs that only our local communities can address.

LEGACY GIVING

You can make an impact on future generations and leave a legacy. By including a gift to ADRC of Brown County in your will, you are ensuring your children and grandchildren will benefit from ADRC services, too.

Wisconsin's aging population will continue growing - and we'll need all the help we can get to keep up. In Brown County, it's expected over 81,000 individuals 60 and older will reside in our community by 2040.

WAYS TO GIVE:



TIME

- *Volunteering*



TALENT

- *Knowledge / experience*



TREASURE

- *Donations*

Every gift we receive goes back to the people - by giving to us, you're giving to your community!

CENTRAL KITCHEN

Our dream for a large central kitchen is gradually becoming reality. With the expected increase in older individuals in the future, we hope to expand our meal program by 40% - serving up to 1,000 meals a day! Investing in ADRC's nutrition program allows older adults to remain healthier at home, avoiding more costly healthcare services.

CORPORATE PARTNERS

Fostering a mutually beneficial relationship.



Volunteer opportunities



Meeting spaces and catering options



Employee resources: caregiving, insurance, retirement, etc.



VOLUNTEER IMPACT 2023



VOLUNTEERS



340+

Amazing, active volunteers

VALUE



\$897,063

Value of in-kind services

TIME & TRAVEL



30,373 &

hours

35,906

miles

Our volunteers play an important role in helping seniors and individuals with disabilities in our community remain independent. This held true especially in 2023 as our volunteers tirelessly continued to deliver our services to those in the community.

2023 VOLUNTEER WEEK:

Volunteers Make the World Go 'Round Volunteer Appreciation Event



VOLUNTEER HIGHLIGHTS:



In 2023, we had our highest number of registered volunteers since the pandemic! We truly wouldn't be able to do what we do without them.



A number of area businesses organized groups of volunteers to lend a hand for the day. They helped in the nutrition program, in the café, and anywhere else we could use an extra hand.



DONOR IMPACT 2023

DONORS



950+

Incredible donors

VALUE



\$535k+

 Total dollars donated

\$369k+

 Program donations

\$166k+

 Additional donations

Over \$369k 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 (\$166k in 2023) allow flexibility and help us stretch our budget further. These generous donations provide a unique opportunity to expand resources and programs to the community.

THANK YOU!

YOUR DONATIONS HAVE GONE TOWARDS:



Keeping our health and wellness programs affordable. These programs include our daily exercise classes, prevention workshops, and evidence-based classes.



Supporting the Grounded Café mission, allowing us to focus on training, purchasing accessible equipment, and helping us take on the expansion of adding a new Food Truck - coming to your neighborhood soon!



Serving more meals - helping us reduce food insecurity, isolation and loneliness, and provide hot, nutritious meals to those 60 and older in our community.





ADRC 2023 BOARD OF DIRECTORS

ADRC serves a wide range of individuals and our board members are the voices 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.

THANK YOU!



Robert Johnson
(Chair)



Teresa Gulyas
(Vice Chair)



Michael
Conley-Kuhagen
(Treasurer)



Dennis Rader
(Secretary)



Amy Barhite



Amy Bushman



Jose Garcia
Chevrestt



Patrick Hopkins



Eileen Littig



Jessica Nell



Amy Payne



Jim Pecard



Marvin Rucker





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