



Behind the Wheel

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AgeWell COVID-19 Response

From Pentwater to Jenison and all the points in between, AgeWell Services works tirelessly to ensure aging adults in West Michigan receive the care they need to maximize their independence, maintain dignity, and stay connected. The pandemic certainly tested our best practices and forced our team to think outside of the box. We expanded our networks and found help to support a completely different food delivery system, continue life-saving rides to medical appointments, educated thousands on the latest financial exploitation scams, and kept people moving and connected through social media.

In the height of COVID-19 (Between March 16 through May 20), our team provided services to 13,830 people representing almost DOUBLE our typical annual impact.



- 1,064 lifesaving rides to 40 participants, ensuring they reach dialysis and cancer treatment facilities regularly.
- Approximately 10,612 aging adults received 76,877 meals at home and on the curb!
- The Wellness Center Facebook Page has grown by 178 people. The exercise videos have been viewed up to 5,000 times.
- Hundreds of wellness calls made to our participants in every single program.
- 3,000 COVID Scam flyers were sent to warn seniors about financial scams during the pandemic.



Our work represents strong partnerships, many worth calling out. We owe a debt of gratitude to our friends at the YMCA Veggie Van. When our team developed the idea to distribute frozen and non-perishable meals through a safe drive-up system, we were challenged with proper refrigeration. The YMCA came to the rescue with their refrigerated truck but also brought a host of YMCA team members from Muskegon, Grand Haven and Kent County. These new friends became part of our AgeWell family. Together, our passion to increase food access was supported by the locations who hosted the Senior Curbside Meal Distributions. Every location provided space and volunteers. In every community local law enforcement offered a presence to help direct traffic. Along with us were volunteers from Mercy Health's Community Health Project, LifeCircles PACE, the SafeSeniors Task Force, city officials, Osteopathic Foundation of West Michigan and community volunteers.

(Continued on next page)

Letter from the Director



Dear Friends,

We all have a new language of buzz words which includes ESSENTIAL, UNPRECEDENTED, and PIVOT. We've also changed our habits. Our routines. We discuss "a new normal" with friends and family and reminisce about times before COVID-19 arrived. Our world has changed. Thanks to your generosity, AgeWell Services is able to pivot and change in these unprecedented times in ways we never imagined.

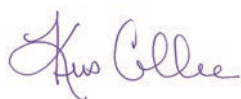
AgeWell Services continues providing vital services to as many aging adults as possible. Along with grocery store clerks, we never imagined ourselves to be essential. We altered services in operations to ensure the health and safety of our team members in innovative ways. While we miss our conversations when we drop-off a meal or hugging our participants at our meal sites and the Wellness Center, everyone is protected. Our work is possible due to the generous donations we received from you! Altering our models added expenses, higher food costs and kept our AgeWell Services Team members busy. In addition to your generosity, AgeWell Services was able to secure a PPP Loan from Shelby State Bank to keep our team employed during this difficult time. We are so grateful for this opportunity which helped us meet the increased demand for services and retain our talented, caring workforce. The people making all of this happen are ESSENTIAL.

Among the generosity felt at AgeWell Services, we received our largest donation from the Women's Division Chamber of Commerce from the 2020 Dancing with the Local Stars proceeds: \$15,000! The announcement of this donation came to AgeWell Services and over 40 community partners amidst the height of the pandemic. It was needed desperately by the food pantries and supper houses in West Michigan. A special thanks to this group of amazing women leaders whose dance teams raised the most ever in the history of this fundraiser. Talk about UNPRECEDENTED.

We are sad to officially cancel our annual Heels for Meals event that was scheduled for last April. However, we have secured the Muskegon Country Club to host our event on April 17, 2021. Please mark your calendars to join us.

In closing, saying thank you is not enough. You donated. You volunteered time handing out meals at our curbside locations. You drove seniors to medical appointments during a very scary time. You sewed masks. You donated freezer and refrigerator space. Packed food boxes. Shared our stories of impact and important announcements on Facebook. Wrote articles about our COVID-19 response. Picked up meals for a loved one or friend. Packaged Hershey Kisses into Ziploc bags to share and show love and care. Donated meals to our crew. Called seniors to make sure they were okay. You made a coloring sheet to keep people busy. You were there to share space. To keep people safe. Together, we defined the term PIVOT.

On behalf of our entire Board of Directors and Team, THANK YOU!



Kris Collee
Executive Director

(COVID-19 Response Continued)

We received a generous donation and creative activity sheet designed by our friends at the Lakeshore Museum Center. The City of Norton Shores provided funding from the Community Development Block Grant (CDBG) CARES funding and their municipality's share of Muskegon County Senior Millage Funding to underwrite the cost of meals to their residents. The Osteopathic Foundation of West Michigan provided emergency funding for meals and supplies. Senior Resources of West Michigan and CALL 2-1-1 of the Lakeshore helped us navigate the overwhelming need. The Families First Coronavirus Relief Act and CARES Act both provided additional funding for meals through Senior Resources. We received emergency response grants from United Way of the Lakeshore, Community Foundation for Muskegon County, Muskegon County Senior Millage, and Meals on Wheels of America.



Match Day 2020 held by the Community Foundation for Muskegon County on June 3, 2020 was an astounding day of philanthropy in Muskegon. Match Day was an opportunity to donate to Muskegon area nonprofits and have donations matched. \$578,453 was raised in 24 hours. You and 1,800 individual donors gave \$450,000, which was matched by \$115,000 in funding from the Community Foundation for Muskegon County, United Way of the Lakeshore and private donors. AgeWell received a total of \$15,787 from 77 donors, with gifts ranging from \$10 to \$1,000.

It takes a village and purposeful collaboration to create lasting impact. Our donors, volunteers and community partnerships are key to the success by numbers through the heart of our mission. We are simply overwhelmed and relieved by the generosity of our communities.

Thank you for giving to our COVID-19 Emergency Fund

We sent out a Special Edition Newsletter in April 2020 and your generosity was overwhelming and humbling. Thank you for your financial gift supporting the needs of seniors during this UNPRECEDENTED time.

You donated \$149,913. Wow! PIVOT!

Here is how you gave gifts:

- Special Edition Behind the Wheel Newsletter \$36,227
- Miscellaneous and Online Donations \$59,474
- Match Day June 3, 2020 \$14,462
- Grants \$39,750
- Total \$149,913**

Grant Awards were given by these organizations: Delta Dental Foundation, Community Foundation for Oceana County, Muskegon County Senior Millage, Meals on Wheels America, Osteopathic Foundation of West Michigan and United Way of the Lakeshore/Community Foundation for Muskegon County (CFFMC)Partnership.

Many of you also had your gifts matched by employers. Thank you for doubling your gift.

Your gifts provide ESSENTIAL Services to seniors.

You also made masks and gave other in-kind donations and services, too numerous to mention here.

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Mission Statement
AgeWell Services invites you to redefine age! We provide vital connections to keep you nourished, active, learning and living independently.

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www.facebook.com/awswellness



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PLEASE HELP KEEP YOUR RECORD UP TO DATE!

Is your name and mailing address correct?

Please contact Heather Delimata with any changes:

Email: heatherd@agewellservices.org

Phone: (231) 412-7966

Thank you!

Wish List

If you'd like to make a difference but not sure what to donate browse our Wish List until you find an item(s) you want to support.

- Provide **Project Fresh Coupons** to seniors to purchase \$20 of fresh fruit and vegetables from some local farmers markets. **\$20 each.**
- Five each of the following, 48 qt., 30 qt. and 16 qt. **hot and cold coolers** to deliver meals to homebound seniors and Lunch and Activity Centers in Oceana County. **\$325**
- **Replace 7 desktop computers with laptops** and upgrade equipment to be compatible with current Windows operating system. **\$1,000 per computer.**
- **Feed a senior for 1 year.** A friendly Meals on Wheels driver delivers nutritious meals to the door. The driver checks on the health and safety so the senior continues to live at home with dignity. **\$1,500**
- **Connect the Senior Medical Transportation office to the Tanglewood Park generator** during power outages. Volunteer drivers will then be able to drive seniors to medical appointments. **\$4,380**
- Purchase a **gently used van** to deliver meals to homebound seniors and Lunch and Activity Centers in Ottawa County due to increasing demand. **\$18,000**
- **Replace 12 year old dual compartment convection steam oven** in the commercial kitchen at Tanglewood Park to cook vegetables daily in a shorter time. **\$20,000**

To make a wish come true contact Diane Smith, Advancement Director 231-683-2651. Thank you.