

Annual Report 2019 - 2020



WISDOM PROJECT 2030[®]

*Sharing Life Experience to
Engage and Impact Community*

www.wisdomproject2030.org
info@wisdomproject2030.org

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President's Message, 2019-20

We are pleased to share with you this first annual report for Wisdom Project 2030, Inc., which includes activities since our April 2019 incorporation as a non-profit.

Amid the ongoing and unique challenges everyone has faced this year, we feel it is important, as “55 and wiser” individuals, to recognize and celebrate the achievements which result from our resilience, flexibility and adaptability.

Much Board and Committee effort in 2019-20 was spent establishing operating plans and tools to support our organization into the future.

We also entered into a collaboration for delivery of the Wisdom Project Program with the University of North Georgia’s Center for Healthy Aging, which can be a platform for collaboration on future activities.

We started 2020 with the handover of the “Plan in a Can” project to Northeast Georgia Health Systems’ Advanced Directive Program, enabling the availability of this important tool to communities across north Georgia in time for the pandemic.

In early March, we held our signature community symposium, “Disrupting Aging,” co-sponsored with the University of North Georgia’s Center for Healthy Aging and the Georgia Division of Aging Services.

Organizational and hosting efforts of 26 Wisdom Keepers gave the more than 130 participants an opportunity to share and learn from 17 speakers at keynote speeches and workshops.

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President's Report, continued

After those “Good Old Days” came “Unprecedented Times.”



It would have been easy to shut in and shut down, but Wisdom Keepers chose to stay engaged, employing virtual tools to keep connected and productive.

Taking on new engagement in a climate of isolation has required creativity, flexibility and adaptability as we learn to use new tools and methods. We are proud of how our Wisdom Keepers connected with the community to identify and respond to emerging needs.

We hope you agree with this as you review our 2020 projects, volunteer activities, and continued connectivity with each other and our community under the “New Normal.”

While we were unable to hold our annual Wisdom Project Program this past year or welcome new Wisdom Keepers, we hope to resume the Program in 2021.

We recently launched some new projects which you will hear more about in the year ahead and we will continue to support and seek opportunities to respond to community needs.

As we enter 2021, we are ready to “Embrace the Future.”

Sincerely,

Carol

Carol Hanlon

Financial Report

The financial statements are prepared under cash basis accounting -- revenues and expenses are recognized at the time cash is received or paid out. In 2019 we changed our fiscal year to a standard year ending on December 31. 2020 funds transferred in represent the remaining balance of the program's resources transferred from Brenau University to Wisdom Project 2030 after incorporation as a 501(c)(3).

Descriptions:

Operations: Management activities such as insurance, IT and marketing. Member dues collected in 2020 were \$25 to represent a half year membership from July to December; in 2020 our membership year has changed to match the fiscal year beginning January 1, 2021. Member dues are \$50 per year (60 members in 2019 and 89 members for half year in 2020). One-time expenses in 2019 are start-up costs related to our incorporation as a non-profit.

Wisdom Project Program: Over eight sessions, the Wisdom Project Program builds a multi-faceted and dynamic view of Gainesville and Hall County. Sessions are designed to help participants identify ways to apply their skills and follow their interests while contributing to our community. In 2020, due to COVID-19 no program was held.

Member Meetings: Monthly meetings offer fellowship among Wisdom Keepers. During Covid-19, Member meetings, as well as Committee meetings, became "virtual" on Zoom.

Symposium: Wisdom Project 2030, Inc., the UNG Center for Healthy Aging and the Georgia Division of Aging Services hosted a community symposium, "Disrupting Aging," on March 6-7, 2020. A symposium type event is planned for every other year.

Community Support: Wisdom Project 2030, Inc. responded to COVID-19 needs in the community by donating funds generated by the community symposium or community activities to the United Way of Hall County, the Community Council on Aging, the Northeast Georgia History Center, and the Northeast Georgia Health System Foundation.

Financial Report, continued

CASH FLOW STATEMENT

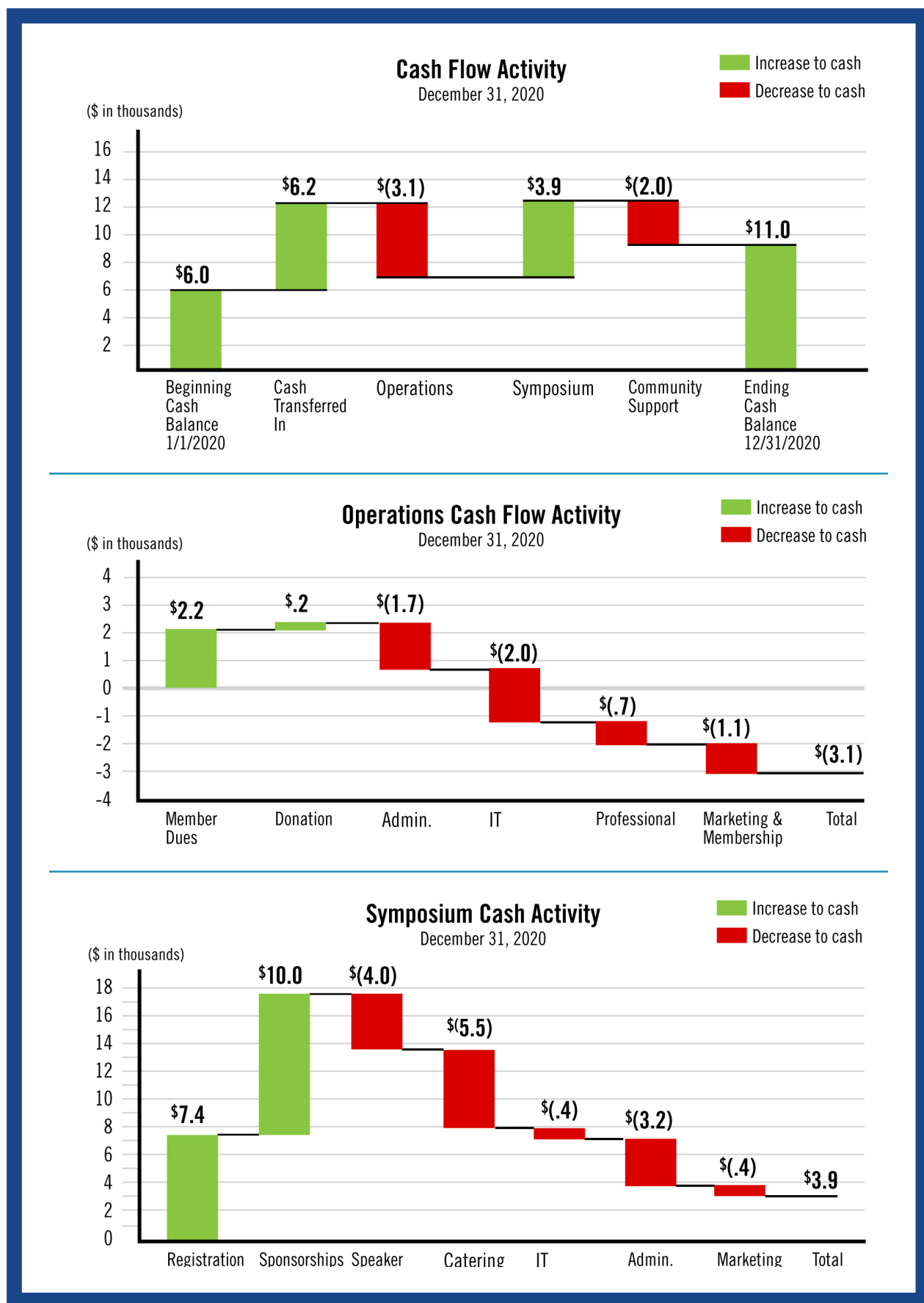
	December 31,	
	<u>2019</u>	<u>2020</u>
Opening Cash Balance	\$ 6,024	\$ 6,074
Cash received		
Operations:		
Member dues	\$ 3,350	\$ 2,246
Donations	\$ 1,025	\$ 165
WP Program:		
Fees	\$ 3,675	
Donations	\$ 2,500	
Symposium:		
Fees		\$ 7,420
Donations		\$10,000
Member Meetings:		
Fees	\$ 2,470	\$ 1,093
Donations		
Transferred in		<u>\$ 6,167</u>
Cash Available	<u>\$19,044</u>	<u>\$33,165</u>
Cash Paid		
Operations		
Admin	\$ 1,834	\$ 1,769
IT	\$ 778	\$ 1,954
Professional Fees	\$ 550	\$ 716
Marketing and Membership		\$ 1,107
One-time expenses	\$ 3,140	
WP Program	\$ 3,162	
Member Meetings	\$ 2,551	\$ 1,093
Symposium	\$ 955	\$13,520
Community Support		<u>\$ 2,000</u>
Total Cash paid	<u>\$12,970</u>	<u>\$22,158</u>
Ending Cash available	<u>\$ 6,074</u>	<u>\$11,007</u>

Note:

Wisdom Project 2030, Inc. captures the wisdom of Hall County residents who are 55 and older for the good of our community.

Our members are graduates of the Wisdom Project Program and are known as "Wisdom Keepers."

Financial Report, continued



Symposium




Wisdom Project 2030, Inc., the UNG Center for Healthy Aging, and the Georgia Division of Aging Services hosted "Disrupting Aging" on March 6-7, 2020. The symposium used three pathway themes to present 17 speakers, drawing more than 130 community participants to UNG's Gainesville Campus.



Completed Projects



1. Plan in a Can

Using recycled tennis cans, “Plan in a Can” provides Hall County residents with an inexpensive, functional tool to improve the transition of patient care in emergency situations and to improve communication between patients, relatives and medical staff. The project was a collaborative effort with the North Georgia Health System and was formally adopted and integrated into the NGHS Advance Directive Program in January 2020.



Linda Stacy and Candace Hart
Co-chairs

The Objective:
To provide Hall County residents with a simple, inexpensive, do-it-yourself health care resource. Emergency Care Givers will use the information and forms to provide immediate care. Understanding and completing an **Advance Care Directive** is a primary focus of the initiative.

Deliverables:
Project inventory transferred to NGHS on **1/10/2020** included:

- Comprehensive project documentation (Label, Manual, PowerPoint, Leader Guide)
- Medical Information Sheet in English/Spanish
- 2305 **completed cans** (860 “undressed” cans ready for hospital volunteers)
- Trained/tested at **8 sites**; presented at **4 Expos/Events**
- Established tennis can recycling centers/program
- Nine Wisdom Keepers invested 888 **volunteer hours**, drove 1,678 **miles**; enlisted \$5,870 **in-kind donations**
- Several newspaper articles; WP partnership noted on each can

Completed Projects

2. *CASA*

Wisdom Project 2030's CASA Project Committee worked with the Hall-Dawson CASA (Court Appointed Special Advocates for Children) Program to increase the number of CASA volunteers who advocate for children who are experiencing foster care.



CASA Volunteers

(Court Appointed Special Advocates for Foster Children)

Roy Smith, Chair

Objective:

To help CASA develop their growth and action plan for increasing number of volunteers.

- Conducted a **brainstorming session** that generated 134 ideas.
- Resulted in justification and Board approval for a new full-time recruiting and volunteer **position**.
- 121 **volunteer** hours, **honorable mention** at *CASABLANCA Fundraiser*, and **article** in the *Gainesville Times*.

Completed

Ongoing Projects

1. *Affordable Housing*

To help solve the serious problem of affordable housing in Hall County, Wisdom Project 2030's Affordable Housing Committee contributes to the United Way of Hall County's "One Hall" Financial Stability Housing Committee. Wisdom Project members are working to:

- *identify long-term housing needs*
- *supply and define enabling rules and regulations*
- *develop community education on the issues.*

Affordable Housing, Phase 2 Advocacy

Duane Schlereth, Chair

Objective:

To raise awareness for the need for more **affordable housing units** in Hall County.

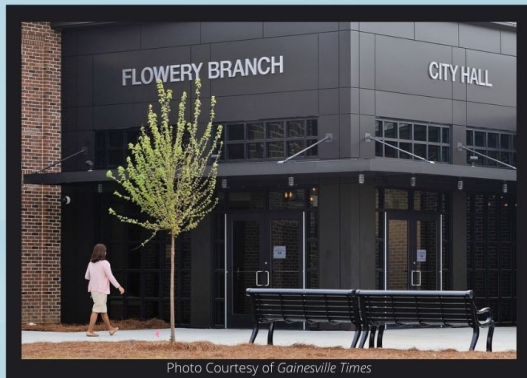
- Presented "*Homelessness, Temporary, and Affordable Housing Report*" which was completed May 31, 2019 to various influential legislative and community groups.
- Helped draft an implementation plan for **United Way's One Hall Initiative**, based on the Urban Land Institute final report on housing issues in Hall County. Determined it best to join forces with *One Hall* to implement our recommendations.
- Because of **Duane's** expertise and contributions, he was appointed **co-chair** of One Hall Financial Stability.
- Continued **research** into other community solutions. Extensive research on **Community Land Trusts** was completed.
- Attended in person meetings and online retreat for **Georgia Initiative for Community Housing**.
- 487 **volunteer hours**

Ongoing

Ongoing Projects

2. Flowery Branch History

Wisdom Project 2030's Flowery Branch History Project Committee plans to complete research of local historical records and resources, including those at the Northeast Georgia History Center, to develop a display of the hidden gems of Flowery Branch's history.



Flowery Branch History

Wilson Golden, Chair

"Seized the opportunity to share the city's rich history because a good story deserves to be told!"

Objective:

To research the history of Flowery Branch and develop story boards to be displayed in the Flowery Branch City Hall lobby.

- Research conducted by **reviewing** documents, **visiting** cemeteries, and **interviewing** local citizens.
- Secured an **intern** from the University of North Georgia with graphic design experience to help with **design** of the story boards.
- Approximately 50+ **volunteer** hours

Ongoing

Ongoing Projects

3. Green House Homes

Wisdom Project 2030's Green House Committee is committed to bringing "Green House" homes to Hall County. "Green House" homes offer a significantly different model of skilled nursing services and long-term care that are conducive to a better quality of life. Care is given based on the philosophy of "what would you do at home?" so residents can continue to grow, live a meaningful life, and enjoy spontaneity that capitalizes on their abilities.

Green House Homes Improve Nursing Home Options

Carol Hanlon, Chair

Objective:

Wisdom Project 2030's Green House Committee is committed to bringing "**Green House**" homes to Hall County. This will offer a significantly different model of skilled nursing services and long-term care that are conducive to a better quality of life. Progress includes:



- Brought together key persons from the Northeast Georgia Health System (NGHS) and the Green House Project to discuss financing and operations of Green House homes. *Delayed by COVID-19.*
- Dialogue with The Georgia Council on Aging (GCOA), AARP Georgia and Georgia state legislators to explore ways to encourage more person-centered long-term care in Georgia.
- Assisting a local Green House operator to identify possible financing options in Hall County to build a Green House home in Cleveland, GA.

Ongoing Projects

4. Reach Out & Write

The United Way of Hall County, as part of their focus this year on the mental health of our community, asked Wisdom Project 2030 to participate in a project to connect older adults and young people. United Way and Forum Communications are marketing this ongoing campaign and enlisted students who are willing to send homemade cards or letters to senior adults, including cards written in other languages. Wisdom Project 2030 implemented a project to identify locations and deliver the greetings to senior adults.

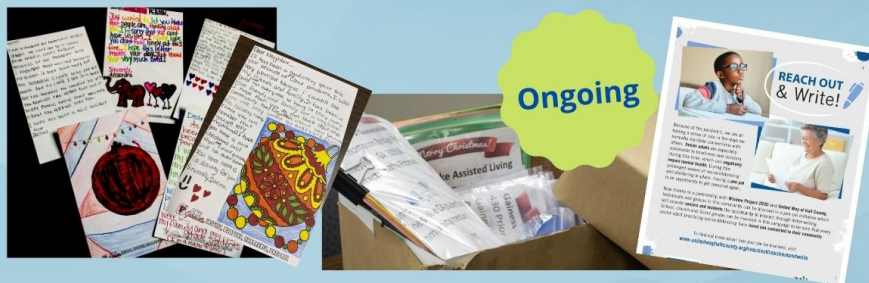
Reach Out & Write

Linda Stacy, Chair

Objective:

To support the Hall County United Way's *Reach Out & Write Program* by identifying senior adults who are lonely and/or feeling the weight of social isolation.

- Contacted agencies serving senior citizens
- Identified senior adults who meet the criteria of the program
- Coordinated with Gainesville City Schools to pick up student cards
- Delivered over 1000 cards to seniors in Gainesville



Volunteering During Covid-19

While wearing masks, maintaining social distancing, and/or working from home, Wisdom Keepers assisted the United Way of Hall County's efforts to provide face masks and hand sanitizer for school children in need. Members also cooked and delivered homemade Sunday evening meals to the clients at "North Georgia Works!" in Gainesville and participated in the Coat Drive for the Good News Clinic.



Connecting Members During Covid-19

Monthly meetings offer an opportunity for fellowship among Wisdom Keepers. During Covid-19, Member meetings, as well as Committee meetings, became “virtual” on Zoom. Members also stay connected through our monthly e-newsletter and on our new Wisdom Project 2030 public and private social media sites.



Education

From “Boomers” to “Zoomers!” The Wisdom Project 2030 Program Committee offered programs about the community impacts of COVID-19 and provided us with opportunities to bring our life experience to meet new needs. Through Zoom, members also attended virtual seminars, panel discussions, and community events.

Join Us!

“Mental Health in the Time of Covid”
Zoom Presentation
**This Friday,
August 14
11 a.m.**

Jessica Dudley, United Way
Marie Davis, Center Point

Thank you to...

Carli Jones
Jaemor Farms

Kay Backstock
Executive Director

Belinda Dickey
Director

We appreciate your joining us on Zoom and your insightful presentations of the impact of COVID-19 on farms, our food supply, and people living with food insecurity.

Join Us
ON ZOOM

October 9 • 11:00 a.m.
COVID-19 And Long-Term Care

Two interesting presentations and discussions on aspects of long-term care in the time of Covid-19.

with

Pam Clayton,
Vice President of Quality
Advancement and
Regulatory Affairs for the
Georgia Health Care
Association (GHCA).

Susan Ryan,
Senior Director,
The Greenhouse Project.

Healthy Aging Virtual Expo: September 16th, 2020

A Simple Tool to Be Prepared

PLAN IN A CAN

- Community Involvement
- Wisdom Keepers
- Recycled Tennis Cans
- Benefit to EMS
- Benefit in Transitions of Care

Members of WP 2030 presented a webinar
“Promoting Meaningful Engagement and Well-Being”
at the 2020 GA Gerontology Society Annual
Conference. The presentation features ITN Lanier
and the Brenau Art Gallery Docent Program, as well
as a brief overview of our Wisdom Keeper program.

2020 GGS Virtual Conference
August 4th - October 1st

6th Anniversary
Elect to Age Your Way:
From Vision to Action

WISDOM KEEPERS
WP
WISDOM PROJECT 2030

Virtual Fall Prevention Workshop

**Fighting
Fear of Falling:
Let’s start the
conversation**

SAVE THE DATE: September 25, 2020 10:30am - 11:30am via Zoom

Join the *Northeast Georgia Fall Prevention Coalition* for this virtual workshop to explore fear of falling and ways to better manage this fear. We invite community members and those who work with older adults to attend.

To register for this **FREE** workshop:
Go to: <https://www.eventbrite.com/e/115917035975>
Or call: 470-248-5914

REACH OUT you're not alone.

**Safely Navigating
COVID-19**

Balancing mental and physical
wellbeing while social distancing

November 5, 2020 | Noon
Facebook Live

Wisdom Keepers
Carol Hanlon and Phillipa Lewis-Moss
were two of the guest panelists today!

REACH OUT you're not alone.

You're Not Alone
Community Resources Available
for those Struggling in Florida
November 12, 2020 | Noon
Facebook Live

REACH OUT you're not alone.

2020 Reboot

How to Reset Expectations,
Reframe the Holidays, and Cope
with feelings of Grief/Loss

November 19, 2020 | 4 pm
Facebook Live

Connecting with Future Wisdom Keepers

While we had to cancel the 2020 Wisdom Project Program due to COVID-19 safety concerns, we continue to engage with nearly 80 people interested in becoming Wisdom Keepers in Hall County.



Reaching out through email, we invited these potential Wisdom Keepers to learn more about us on our expanded website, follow us on our social media channels, and participate in our first virtual information session about the Program held in October.

We hope 2021 COVID safety protocols will permit holding two Program sessions with our partner, the University of North Georgia Institute for Healthy Aging.

Please continue to check for updates on our website and social media.

About Us

We formed in 2012 under the Vision 2030 Initiative of the Greater Hall County Chamber of Commerce.

In 2019, we formally incorporated as a 501(c)(3) non-profit organization.

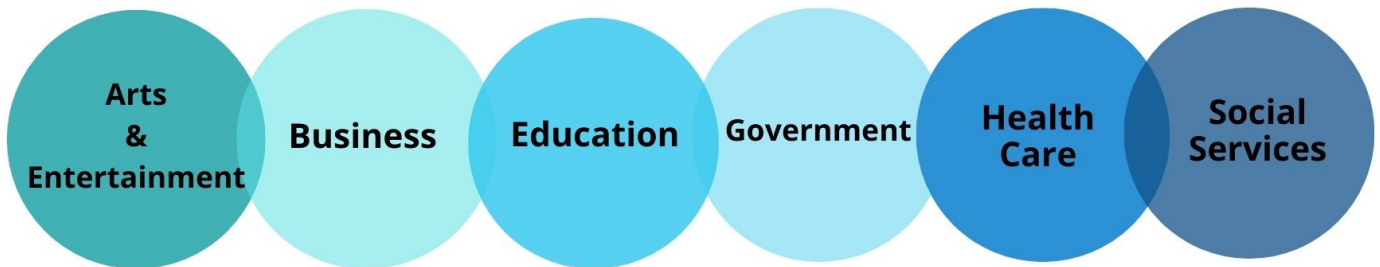


- **Wisdom Project 2030** was developed to connect our members to the needs of our community to improve Hall County through action and advocacy.
- We are a **non-profit organization** focused on meaningful engagement and well-being for our members **ages 55 and over**.

About Us, continued

The Wisdom Project Program

- **Eight full day** sessions providing dynamic, informational interactions with individuals throughout Hall County
- Sessions **educate** and **inform** about concerns of community leaders, as well as provoke thinking about ways to improve our community
- Designed to help you **discover opportunities** to apply your skills and follow your interests in our **community**



in partnership with



About Us, continued

OUR

Mission:

The Wisdom Project 2030 model leverages the skills, expertise and initiative of seniors ages 55+ for meaningful, personal involvement and impactful community improvement.



OUR

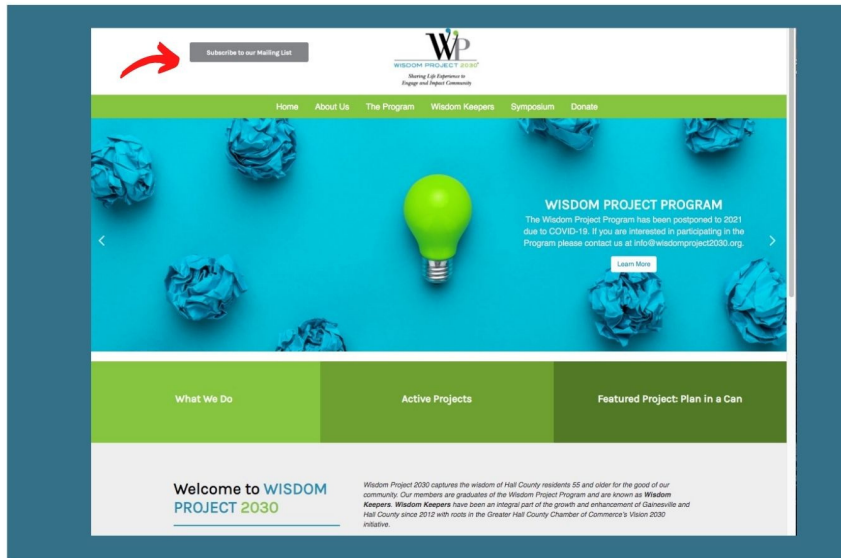
Vision:

*Wisdom Project 2030 will be a nationally recognized **model** for senior leadership and community improvement.*

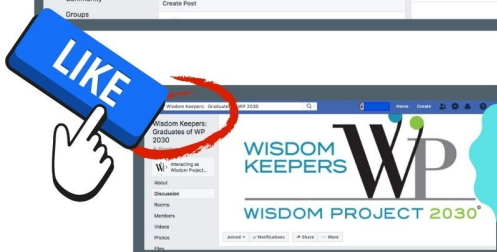
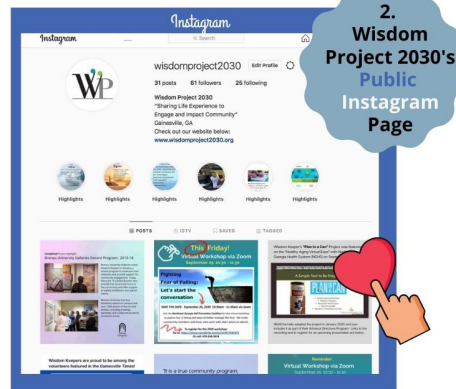


Our Website & Social Media

Explore our website: www.wisdomproject2030.org



Help Us Keep Our Social Media Posts Active!



Click "Like" on our Facebook post or a ❤️ on Instagram. Your **comments** also help keep our Social Media accounts active and visible!

Board of Directors

2019 - 2020 Board:

Brad Baucom

Robert Byrne, *Secretary*

Peter Claymore

Julie Ferguson

Carol Hanlon, *President*

Robert Horne

Jan Miller

Roy Smith, *Treasurer*

Sandra Williams, *Vice President*

Dick Osborne, *Ex Officio*

2021 Board:

Jerry Butler, *Secretary*

Peter Claymore, *President*

Julie Ferguson

Duane Hinshaw

Robert Horne

Phillippa Lewis Moss

Jolinda Martin, *Vice President*

Jennifer Stowell

Amy Youngblood, *Treasurer*

Carol Hanlon, *Ex Officio*

Thank You to our Community Sponsors & Partners





*Sharing Life Experience to
Engage and Impact Community*

Wisdom Project 2030, Inc.
P.O. Box 581
Gainesville, GA 30503

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