



Investing in Our Community



*Sharing Life Experience to
Engage and Impact Community*

2021 Annual Report

Contents

2021 President's Message03

About Us04-05

Financial Report06-08

Awards.....09

Star Volunteers10

Timeline of Volunteer Activities11-12

Ongoing Projects13-19

Investing in Members' Education.....20

Wisdom Keeper 2021 Program.....21-22

Thank You to Program Partners.....23

Connect with Us.....24

Board of Directors25

Thank You to Community Partners.....26

President's Message



Peter Claymore

It is our pleasure to report on another remarkable and rewarding year for Wisdom Project 2030. We succeeded in meeting both challenges and opportunities to wind up the year better than we started!

At the beginning of the year, we welcomed six new Members on our Board. All of them are excellent, knowledgeable, and energetic. The Board has provided prudent guidance during uncertain times and kept our membership, activities, and financial position strong and growing.

A newly established Fundraising Committee successfully raised nearly \$10,000 in funds for specific projects and some of our organizational needs. These funds and individual efforts on specific projects kept us moving forward on the *Mental Health First Aid Initiative*, the *Giving Pantry and Library*, and the *Green House Homes*.

We also saw striking progress as a result of well written and organized action proposals in the *Affordable Housing* and *Age-Friendly Community* projects. The *Flowery Branch History Project* was completed with the assistance of a professional graphic designer and presented to the city. A ribbon cutting is planned for 2022.

Organizationally, we continue to grow our video library about projects and their community impact. These help us explain to both potential Wisdom Keepers and project partners what can be accomplished with the knowledge and experience of Wisdom Keepers in the partnership.

Wisdom Keepers supported ad hoc and ongoing volunteer opportunities available through the *United Way, North Georgia Works!*, and other community organizations, which gave our members more ways to contribute than ever before. Wisdom Keeper volunteer work in 2021 resulted in Wisdom Project 2030 receiving the *United Way of Hall County's "Volunteer of the Year Award,"* which we are very proud to have earned!

Vaccines and safety protocols opened the way to resume the Wisdom Project Program in 2021, after a year's hiatus. At the conclusion of eight interesting and productive sessions led by Wisdom Keepers, we joyfully welcomed the Class of 2021 in November. They are 23 enthusiastic persons who have already identified and started several new community projects that you will be hearing about in the coming year!

Our monthly Member Meetings continued using Zoom until we could safely return to in-person meetings in August. It was wonderful to reconnect with people face-to-face and enjoy each other's company in "real time." We continue to monitor conditions and will meet in person whenever it can be done safely. We recognize and value the community benefits that come from personal interaction and networking among our members.

We hope you will enjoy this review of our accomplishments for the year. We are excited about how they have prepared us to make even greater community contributions in 2022!

About Us

Wisdom Project 2030 is a **non-profit organization** focused on meaningful engagement and well-being for our members **ages 55+**



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



The program was developed to connect our members to the needs of our community to improve Hall County through action and advocacy.

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

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.



- Graduates of the Program become "**Wisdom Keepers.**"
- Wisdom Keepers meet bi-monthly to continue learning about opportunities to join their life experience with community needs.
- Wisdom Keepers engage in specific projects, advocate on specific issues, or offer leadership to community organizations.
- Fellowship and networking among Wisdom Keepers leads to stronger outcomes and lasting friendships.

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. The 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

Wisdom Project 2030, Inc: Wisdom Project 2030 captures the wisdom of Hall County residents 55 and older for the good of our community. Our members are graduates of the Wisdom Project Program and are known as Wisdom Keepers.

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 changed to match the fiscal year beginning January 1, 2021. Member dues are \$50 per year (75 members in 2021 and 89 members for half year in 2020).

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. Wisdom Project 2030 hosted a new program in the Fall of 2021 with twenty-three graduates.

Member Meetings: Monthly meetings offer education and fellowship among Wisdom Keepers. During Covid-19, Member meetings, as well as Project 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.

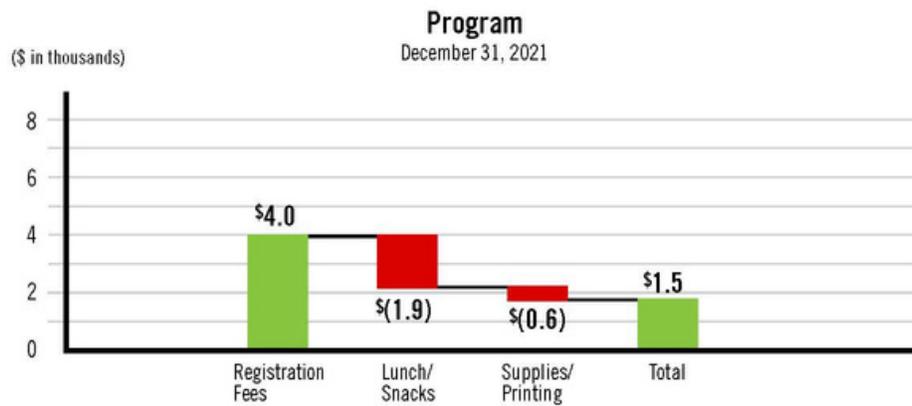
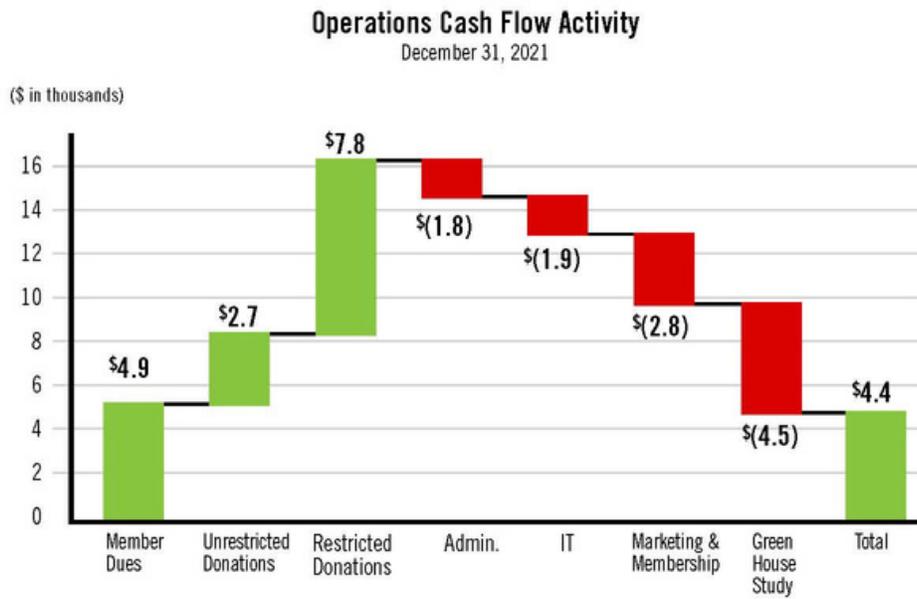
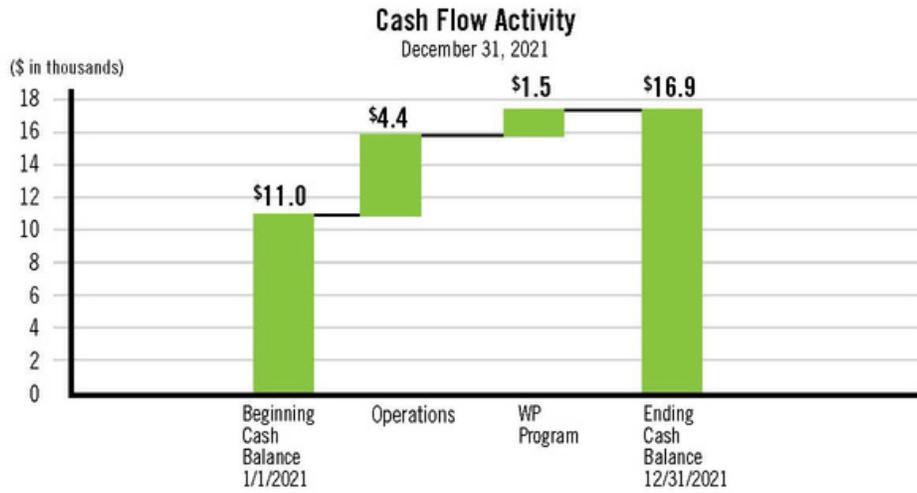
Financial Report, continued

Wisdom Project 2030, Inc.

CASH FLOW STATEMENT: December 31, 2021

	<u>2020</u>	<u>2021</u>
Opening Cash Balance	\$ 6,074	\$11,007
Cash received		
Operations:		
Member dues	\$ 2,246	\$ 4,897
Donations	\$ 165	\$ 2,750
Unrestricted		\$ 7,758
Restricted		
WP Program:		
Fees	\$	\$ 4,041
Donations	\$	\$
Symposium:		
Fees	\$ 7,420	\$
Donations	\$10,000	\$
Member Meetings:		
Fees	\$ 1,093	\$
Donations		
Transferred in	<u>\$ 6,167</u>	<u>\$</u>
Cash Available	<u>\$33,165</u>	<u>\$30,453</u>
Cash Paid		
Operations		
Admin	\$ 1,769	\$ 1,826
IT	\$ 1,954	\$ 1,921
Professional Fees	\$ 715	\$
Marketing and Membership	\$ 1,107	\$ 2,809
Green House Study	\$	\$ 4,500
One-time expenses	\$	\$
WP Program	\$	\$ 2,492
Member Meetings	\$ 1,093	\$
Symposium	\$ 13,520	\$
Community Support	<u>\$ 2,000</u>	<u>\$</u>
Total Cash paid	<u>\$22,158</u>	<u>\$13,548</u>
Ending Cash available	<u>\$ 11,007</u>	<u>\$16,904</u>
Change in Cash Position	\$ 4,933	\$ 5,897

Financial Report, continued



Awards

WISDOM PROJECT 2030 RECEIVES UNITED WAY AWARD!



In 2021, the United Way of Hall County awarded Wisdom Project 2030 its *Volunteer of the Year Award* for our work with them on:

- Spearheading **The Giving Pantry and Library Project**
 - Researching **Affordable Housing** efforts through *One Hall*
- Starting the **Mental Health First Aid Training Program**
 - Coordinating the “**Reach Out and Write**” campaign to isolated seniors
- Supporting area families by making **masks** and preparing **supplies** during COVID



Wisdom Keeper **Julie Ferguson** was named the United Way of Hall County’s *Volunteer of the Year* for 2019–2020. Julie played a role in several programs and projects during that period, including cutting and sewing more than 1,000 masks, establishing the free Mental Health First Aid program, and others as part of the United Way’s “Reach Out” campaign.

Jessica Dudley, United Way President and Chief Professional Officer, calls Julie a “doer,” noting that, “if she sees a need, she steps up consistently.”

Our Volunteer Stars!

We have always been proud of our Wisdom Keepers and their contributions to our community. This year, we began formally recognizing them and highlighting their work through a quarterly “Star” program. Please meet our “Stars” of 2021!



Linda Stacy coordinated the “**Reach Out and Write**” campaign resulting in delivery of over 2000 letters to isolated seniors during the pandemic.



Nan Carvell lead the development and implementation of a new neighborhood resource available from the United Way: **The Giving Pantry and Library**.



Sue Davis Westmoreland was trained as a **Mental Health First Aid** facilitator and committed to training 500 persons in Hall County as part of the United Way’s Reach Out promotion.



Jennifer Stowell and **Amy Youngblood** spearheaded a very successful **2021 Wisdom Project Program** and documented the procedures for future programs and graduations.

Volunteer Activities and Projects in the Community

This 2021 Timeline provides highlights of our involvement in the community this year. Many of the activities and projects are ongoing monthly and will continue in 2022.

2021 TIMELINE OF VOLUNTEER ACTIVITIES

- Wisdom Keepers continued to support the "hALL IN" Initiative
- Wisdom Keeper Volunteers cut out & sewed masks for the Hall County United Way





JANUARY

- Wisdom Keepers spearheaded the development of a YouTube video to introduce Wisdom Project to the community
- Reach Out and Write volunteers delivered over 2,000 letters from school children to isolated seniors during the pandemic




FEBRUARY

- Wisdom Keeper volunteers painted boxes for Giving Pantries and Libraries Project, spearheaded by Nan Carvell
- Wisdom Keepers assisted with review and ranking for North Georgia Community Foundation's Scholarship Grants




MARCH

- Gainesville City Council adopted a Resolution to apply for the designation of the AARP's Age-Friendly Community, initiating a new Wisdom Keeper volunteer project
- Wisdom Keepers supported and promoted the United Way of Hall County Food Pantry Drive
- Wisdom Keepers partnered with the United Way to start the Mental Health First Aid Initiative; Wisdom Keeper Sue Davis Westmoreland trained as an instructor





APRIL

- Wisdom Keeper Volunteers tagged Rubber Duckies for Boys and Girls Club of Lanier Duck Race
- Wisdom Keepers prepared meals for men living in transitional work development facility at North Georgia Works!




MAY

- United Way of Hall County presented Wisdom Keeper Julie Ferguson with the 20-21 Volunteer of the Year Award
- Wisdom Keepers participated in UNG's Generation to Generation project, developing relationships between multiple generations




JUNE

Community Collaboration, continued

- NGHS added a fillable *Plan in a Can* Medical Information Brochure, a past Wisdom Keeper project, to its Advance Care Planning Website
- Wisdom Keepers painted bowls to support the Georgia Mountain Food Bank Empty Bowl Luncheon
- Wisdom Keepers answered phones at United Way's Compass Center



JULY

- Wisdom Keeper Linda Stacy began donating her book proceeds to Family Promise of Hall County
- Giving Pantries installed and stocked at Salvation Army and Midtown Villages at Melrose
- Wisdom Keeper's President Peter Claymore gave a presentation about WP2030 to the Rotary Club of Dawson County
- Wisdom Project 2030 received the Hall County United Way 20-21 Community Volunteer Award



AUGUST

- Wisdom Keeper Phillippa Lewis Moss offered Facilitator Virtual Training Workshops to the community
- Phillippa Lewis Moss was a Keynote Speaker for Virtual Event at Brenau University Gold Series



SEPTEMBER

- Wisdom Keeper Bill Wittel presented a Lunch and Learn for the Beyond Dementia Coalition
- Wisdom Keepers represented Wisdom Project 2030 at Cresswind Volunteer Fair



OCTOBER

- Wisdom Keeper Class of 2021 graduated with twenty-three new members who became Wisdom Keepers, ready to serve the community
- Wisdom Project 2030 became a liaison between the Beyond Dementia Coalition, Red Cross and NGHS to develop disaster comfort kits for dementia patients, initiating another Wisdom Keeper project



NOVEMBER

- Wisdom Keepers, alongside a volunteer professional graphic artist, developed Flowery Branch History panels and presented them to the new City Clerk. A ribbon cutting will be planned for 2022



DECEMBER

... AND ON TO 2022!

Ongoing Projects

Wisdom Keepers remained very active in 2021, starting four new projects during the year and continuing two advocacy projects. Projects are how Wisdom Keepers work to improve our community and are initiated from learning about problems or opportunities from community leaders. Working together with community organizations ensures sustainable results.



Mental Health First Aid Program

Affordable Housing Project

Green House Homes Project

Age Friendly Community Project

Beyond Dementia Coalition Project

Giving Pantries & Libraries Program

More information about each follows on the next few pages.

Ongoing Projects

Mental Health First Aid Program

United Way of Hall County and Wisdom Project 2030, in partnership with grants from Cresswind Community Fund and Jackson EMC, continue to offer Mental Health First Aid Trainings free to the public. The 8-hour training course is designed to help participants recognize mental health risk factors and warning signs as well as teach strategies on how to assist someone in getting professional help.

Wisdom Keeper Sue Davis Westmoreland and her business partner, daughter **Crystal Hannah**, volunteered as trainers for this program. Their goal is to train 500 people.

Over 200 persons were trained in 2021 and more workshops, virtual and in person, are scheduled for 2022.

Encourage others to participate in these free trainings in 2022.

Ongoing Projects

Affordable Housing Project

Wisdom Keepers are working through the United Way of Hall County's One Hall Financial Stability Committee to expand affordable housing and help lower-income families, who would not otherwise qualify to buy their first home.

Project Chair **Duane Schlereth**, along with **Robert Horne** and other Wisdom Keepers, are exploring the use of a Community Land Trust Program, which shows that 58% of first-time Trust homeowners go on to buy a home at market rates.



The team focus now is on building community support for the Trust concept.

Ongoing Projects

Green House Homes Project

Finding and bringing alternatives to nursing home options in Hall County and encouraging adoption of innovative models of person-centered care is the goal of the Green House Committee.

Headed by Wisdom Keeper **Carol Hanlon**, the group has focused on learning about the person-centered model of long-term care offered by the Green House Project and exploring ways to bring this care to Gainesville/Hall County residents.



In May, the group submitted a proposal to be chosen as a legislative priority of the Georgia Coalition on Aging's Co-Age advocacy efforts. The proposal, which was adopted by Co-Age in August, seeks passage of a bill by the Georgia Legislature to form a Study Committee to consider possible changes to state regulations and practices that will encourage and support innovative models of person-centered care. Collaborative work during the autumn through Co-Age with state and national organizations has been preparing Co-Age to seek a legislative sponsor for the bill.

The group also secured grants to fund a preliminary Hall County Green House Skilled Nursing Market Analysis by PMD Advisory Services. The results show growing demand for skilled nursing care in the area that would support the addition of a high-quality and innovative facility such as the Green House model.

You can support the Green House Committee's efforts by joining Co-Age as a voting member.

Ongoing Projects

Age Friendly Community Project

In April 2021, the Gainesville City Council adopted a Resolution to apply for the AARP designation as an “Age-Friendly Community”. This program is a locally determined and directed effort to make the community more livable and better able to support people of all ages. This Resolution formally initiated the partnership of Wisdom Project 2030 with the University of North Georgia’s Institute for Healthy Aging, the Gainesville–Hall County Community Service Center, and Legacy Link for this project.



Wisdom Keepers **Pamela Effenbein**, **Phillippa Lewis Moss**, and **Robert Horne** researched the concept with AARP representatives and developed the partnership engagement plan after recognizing that Gainesville could build on the solid plans already in place with Vision 2030’s Big Ideas, the Comprehensive Plan for Gainesville–Hall County, and the Gainesville 2030 Community Assessment Strategic Goals.

Efforts will focus on eight domains of livability: housing, transportation, outdoor spaces and buildings, communication and information, civic participation and employment, respect and social inclusion, health services and community support, and social participation.

An organizational meeting is scheduled in January 2022 to lay out the work plan. Work groups will be formed to review existing government and community plans, assess age-friendly gaps, and identify fulfilling policies, programs, and services in coordination with local government goals and initiatives.

Ongoing Projects

Beyond Dementia Coalition Project

Communities across the nation are taking action and becoming “dementia-friendly” communities that are informed, safe, and respectful of individuals with dementia and their families. The community strives to provide supportive options to foster quality of life.

Wisdom Keeper **Bill Wittel** has organized a project with the Red Cross to prepare disaster comfort kits specifically designed for dementia patients. This is part of an effort to restart Hall County’s Beyond Dementia Coalition activities post-COVID.



Once prepared, the Comfort Kits will be distributed through partner agencies, including Northeast Georgia Health Systems’ “Plan in a Can,” (a past Wisdom Keeper project), to individuals and senior residences.

Look for ways to support this project in 2022.

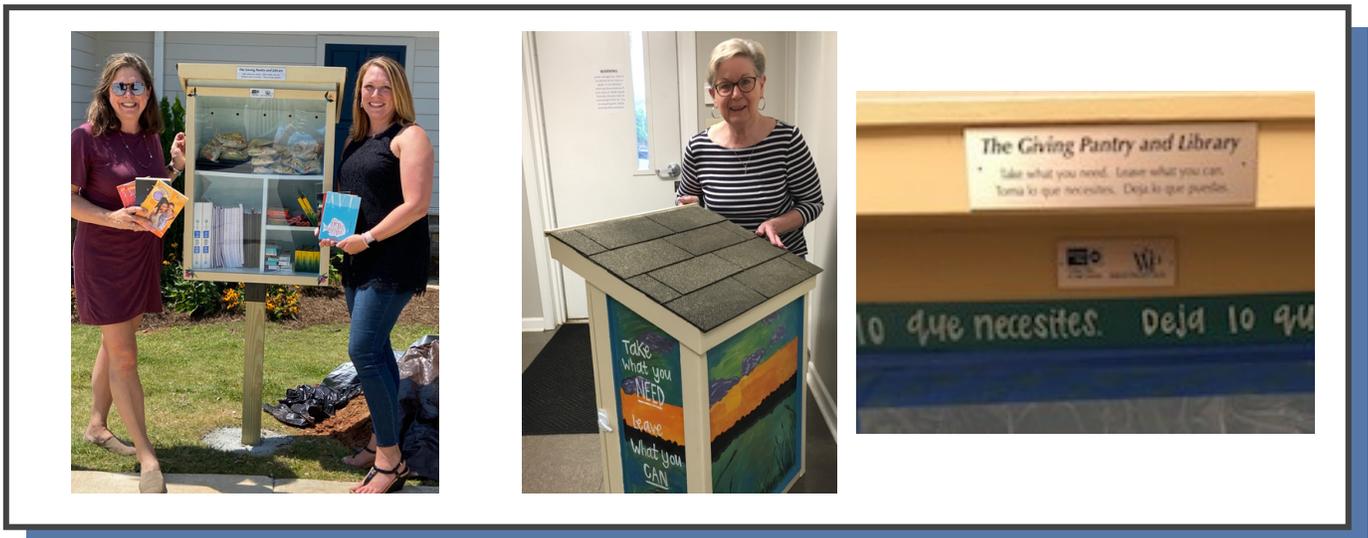
Ongoing Projects

Giving Pantries & Libraries Program

The Giving Pantry and Library is a little house-like “box” that offer free books and non-perishable food supplies to neighborhoods with residents in need.

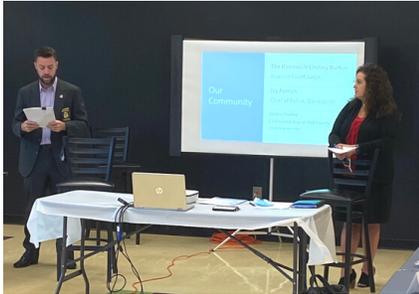
Wisdom Project 2030 is proud to partner with the United Way of Hall County and proud of Wisdom Keeper Project Chair **Nan Carvell** for spearheading this project!

After she obtained funding for materials, Nan enlisted the help of two carpenters (one being her brother-in-law) to build a prototype and coordinated volunteers to prep and then decorate, including Sara Oakley of the Art Colony, who donated her time and talent to create artwork for a pantry.



Contact the United Way of Hall County to donate non-perishable food and hygiene items to keep the Pantries stocked.

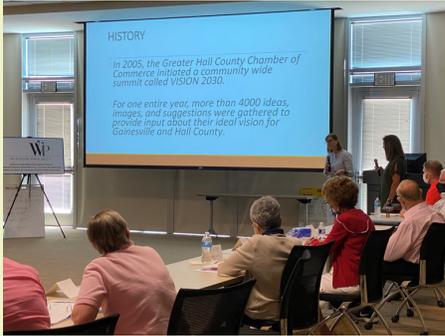
Investing in Members' Education



We are very appreciative for the generosity of time and knowledge from the following organizations. Their presentations help Wisdom Keepers learn more about the community, stay current on community needs, and find opportunities to contribute towards those needs.



Wisdom Keeper 2021 Program



We were able to have an in-person program with the assistance of the Covid-19 vaccine, social distancing, masks, and open-air programs when available. We graduated 23 new Wisdom Keepers from our 2021 Wisdom Project Program. The participants expressed tremendous enthusiasm for all that is available in Hall County, generated several outstanding new project ideas, and made many new friendships.

We want to say “Thank you” to the Wisdom Keepers who coordinated each session of the 2021 Wisdom Project Program. Their work included setting session themes and agendas, finding and scheduling speakers, and arranging venues. Each session was carefully crafted to give participants an opportunity to maximize their learning and interaction on the topic and we are grateful for their efforts to successfully achieve these outcomes.

Opening Session: **Jolinda Martin** and **Phillippa Lewis Moss**
 Government Session: **Phillippa Lewis Moss** and **Joyce Beverly**
 Arts and Entertainment Session: **Carol Ann Armstrong**
 Social Services Session: **Duane Hinshaw**
 Business Session: **Amy Youngblood** and **Cathy Sexton**
 Healthcare Session: **Mike Freeman**
 Education Session: **Beverly Nordholtz**
 Closing Session: **Julie Ferguson** and **Jennifer Stowell**

Wisdom Keeper 2021 Program, continued

When asked what they thought was the best part of the program, one 2021 participant replied:

"Being in a room with people who have a heart for learning more about our community and the willingness to serve and meet its needs."



Thank You to Wisdom Project Program Partners

Gainesville Administrative Building
University of North Georgia
Boys and Girls Club of Lanier
Gainesville–Hall Senior Life Center
The Arts Council
Elachee Nature Science Center
Gainesville Poultry Lab
Learning Lab at Lanier Park
Gainesville Public School Hub
Jackson EMC

Other Contributors

The Greater Hall County Chamber of Commerce
City of Gainesville WEGO
Community Council on Aging
Chris Burress
Richard Osborne
David Stewart

Connect with Us!



Website:

wisdomproject2030.org



Facebook:

facebook.com/wisdomproject2030



Instagram:

instagram.com/wisdomproject2030



YouTube:

[youtube.com/wisdom project 2030](https://youtube.com/wisdomproject2030)



Email:

info@wisdomproject2030@gmail.com

2021 Board of Directors



Peter Claymore
President



Jolinda Martin
Vice President



Jerry Butler
Secretary



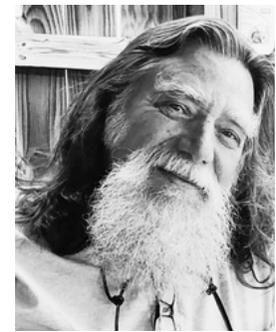
Amy Youngblood
Treasurer



Carol Hanlon
Ex Officio



Julie Ferguson



Duane Hinshaw



Robert Horne



Phillippa Lewis Moss



Jennifer Stowell

Thank You to Our Community Partners





*Sharing Life Experience to
Engage and Impact Community*

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

www.wisdomproject2030.org
info@wisdomproject2030.org

A 501(c)(3) Nonprofit Corporation

