

ANNUAL REPORT 2025



*Sharing Life Experience to
Engage and Impact Community*

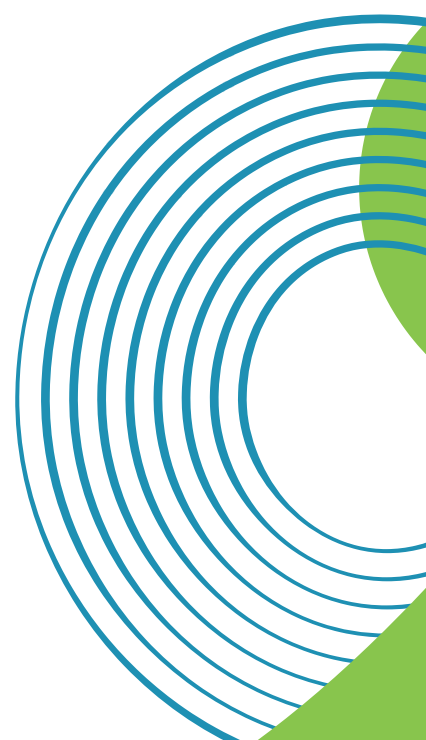


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PRESIDENT'S MESSAGE



The year 2025 marked another successful chapter for Wisdom Project and this annual report highlights what our members do best, serving the Hall County community. Membership continued to rise and Wisdom Project members participated in new and existing projects, contributed several thousand hours in volunteer work, attended member meetings and social events including a full day community symposium at the picturesque Lake Lanier Boathouse.

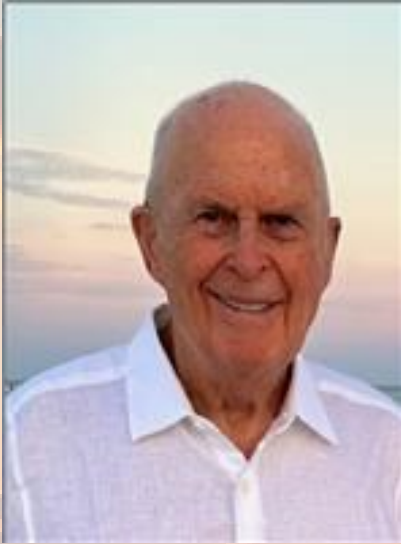
Wisdom Project also honored 18 new graduates who completed the annual program and we recognized a couple of project initiatives that went on to achieve 501(c)(3) nonprofit status. Wisdom Project 2030 is undoubtedly a unique organization dedicated to engaging our local senior adults for the purpose of connecting with community, sharing their skills and experience to benefit others, and fostering new friendships. To my knowledge, there isn't another organization, similar, that makes such a significant impact on community through thousands of volunteer hours and a broad array of project initiatives. In fact, neighboring counties have shown interest in replicating our model.

For myself, being involved with the Wisdom Project has been a life-changing experience. Through this program, I've developed stronger ties to my community, met individuals I might never have met otherwise, and gained a deeper awareness of the needs around me. For the past three years, I've served on the Wisdom Project board, working alongside outstanding people and seeing just how much dedication, skill, and effort go into our organization. Our board and committee members ensure that everything runs smoothly—managing technology, marketing, accounting, and organizing events and socials. I'm incredibly grateful to everyone who serves on our board and committees, and especially thankful to all our members who tirelessly dedicate so many volunteer hours to making our community a better place to live. I truly know it all comes from the heart!

We encourage you to look through this annual report and see how our members have helped shape and develop Wisdom Project 2030. If you're not yet a Wisdom Keeper and want to learn more, please feel free to reach out to us.

-Susan Moss

In Memory of



Robert Horne

7/10/1936-6/28/2025

Robert Horne, a devoted family man, accomplished chemical engineer, and dedicated public servant, passed away peacefully, surrounded by his family, at the age of 86. Born in Haslingden, Lancashire, England, Robert lived a life marked by curiosity, leadership, and a deep commitment to family, innovation, and community. In 1967, Robert and his wife, Elizabeth, immigrated to the United States and eventually made their home at Lanier Village Estates in Gainesville, GA.

Robert went through the Wisdom Project Program in 2014. He attended the American Society on Aging National Conference in 2015 with several other Wisdom Keepers. They gave the presentation on the Wisdom Project -- the presentation where an attendee asked "Are you going to franchise this?" He then attended the 2016 National ASA Conference and gave an updated presentation.

Robert was the first WP representative on the Chamber of Commerce's Vision 2030 Board for two 3-year terms. He participated in United Way's Financial stability, with an interest in affordable housing. Duane Schlereth, WP chair of Affordable Housing Project, says he always appreciated Robert's insights. He remained active and always full of endless ideas! A life well-lived, Robert will be remembered for his intellect, warmth, humility, and unwavering commitment to progress and community. A celebration of life was held at the chapel of Lanier Village Estates, 4000 Village View Drive, Gainesville, GA 30506.

Our Beginning

Wisdom Project 2030 is a non-profit, educational and senior leadership organization in Hall County. We began in 2012 under the *Vision 2030 Initiative* of the *Greater Hall County Chamber of Commerce* and formally incorporated as a 501(c)(3) non-profit organization in 2019.

Our Mission:

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

Our Vision:

Wisdom Project 2030 will be a national model for senior engagement, leadership and community improvement.

Our Values:

Wisdom Project 2030 incorporates the following values in all dealings with members, partners in public and local governments:

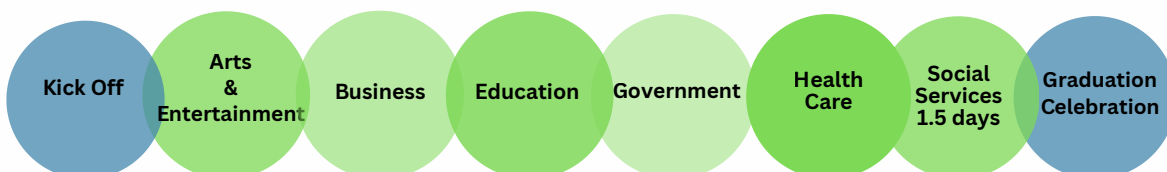
- Integrity
- Transparency
- Innovation
- Collaboration
- Inclusiveness

We Believe In:

- Service to Community
- Advocacy for Identified Community Issues & Needs
- Connectedness
- Fun/Friendships

Our Program:

The Wisdom Project 2030 Program was developed to connect our members to the needs of our community and to improve Hall County through action and advocacy. The program schedules seven full-day and three half-day sessions that lead to a Class Graduation and Celebration. Sessions are normally held between August and November and are designed to provide dynamic, informational interactions with individuals and leaders throughout the Hall County area. Sessions educate and inform participants about the concerns expressed by community leaders and encourage participants to think about ways to improve our community.



At a Glance: 2025 Highlights

In addition to providing various projects for our community, Wisdom Project 2030 also serves as a conduit to let our members know of specific needs of many local organizations and non-profits. Our members may become volunteers with these organizations or help with occasional events and programs in an informal “as-needed” capacity. In addition, Wisdom Keepers give presentations at local meetings and volunteer fairs to inform our community about Wisdom Project 2030 and invite Seniors Age 55+ to join us! Below are some of this year’s highlights.

Organizational Strength

New Wisdom Keeper Graduates this year: 18

Total Graduates Since 2012: 305

Active Members in 2025: 127

Total Projects Completed Since 2012: 34

Contributions to Our Community

	LIFT THE LIVES OF ELDERERS	STRENGTHEN COMMUNITY	GROW OUR ECONOMY	EMPOWER YOUTH
COMPLETED PROJECTS		<p><i>GOOD NEWS at NOON COMMUNITY GARDEN</i></p> <p><i>NORTH GEORGIA WORKS MEAL PROGRAM</i></p>	<p><i>GAINESVILLE! WHO KNEW? PODCAST</i></p>	<p><i>KENDLE’S KREW</i></p> <p><i>YOUTH DEVELOPMENT HIRING FAIR</i></p>
ACTIVE PROJECTS	<p><i>COMMUNITY-BASED WELFARE CALLING TREE - THRIVE</i></p>	<p><i>WISDOM PROJECT REPLICATION</i></p> <p><i>IJOB ASSISTANCE FOR ASSIMILATION</i></p>	<p><i>SEASONAL ICE SKATING RINK</i></p>	<p><i>SISU NEW PLAYGROUND</i></p>
VOLUNTEER ACTIVITIES	<p><i>PLAN in a CAN PROGRAM with NGHS</i></p>	<p><i>STREET EXIT for the UNHOUSED</i></p> <p><i>FAMILY CONNECTION RESOURCE FAIR with NGHS</i></p> <p><i>CLOTHING with a PURPOSE</i></p>		<p><i>HIRING FAIR and CAREER EXPO at the HUB</i></p> <p><i>BASICS PROGRAM with UNITED WAY of HALL COUNTY and INK</i></p>

2025 COMMUNITY SYMPOSIUM

Every other year, Wisdom Project 2030 co-hosts a community symposium on aging and well-being with the University of North Georgia's Institute for Healthy Aging. 2025 was our 4th symposium and focused on "Living Your Best Life After 55." Over 150 persons participated in the event from more than ten counties across north Georgia.





LIVING YOUR BEST LIFE AFTER 55

Community Symposium

Meaning and purpose evolve through life stages. Join us to hear Dr. Riley Moynes discuss finding meaning and purpose in retirement.

Like the concept of happiness, meaning and purpose are not specific destinations, but journeys. Come hear Chris Greene offer strategies for a successful journey.

Buffet Lunch

Live Music

Sweet Tooth Reception

Beautiful Lakefront Venue

Guest Speakers



RILEY E. MOYNES
Best-Selling Author
TEDx Speaker



CHRISTOPHER GREENE
Innovator
Educator

MARCH 27, 2025
9:30 AM - 4:00 PM



Register Now \$45



Register now and receive complimentary copy* of Riley Moynes' national best-selling book "The Four Phases of Retirement" *while supplies last

In partnership with



PRESENTING SPONSOR

GOLD SPONSORS

SILVER SPONSORS



2025 Projects

Projects are how Wisdom Keepers work to improve our community. Our members initiate projects after learning about problems or opportunities from community leaders. Working together with community organizations ensures sustainable results.

Wisdom Project's TOTAL HOURS spent volunteering in active projects in 2025 was over 3,000 hours, our largest total hours recorded to date! In addition, this total does **not** include an individual Wisdom Keeper's work outside of active projects, including volunteer activities, collaborations, chairperson's time, or new class time developing project ideas.

We are proud of the following projects that were completed in 2025 and the projects that are still active and will continue in 2025. We extend our thanks to all Wisdom Keepers who give their time and efforts to improve our community! More information about each project follows.

Objective: Strengthen Community

Completed Project #1: *Good News at Noon Garden, 20205*

Wisdom Keepers Jean Mason and Lisa Brown coordinated with the Hall County Extension Coordinator, a Master Gardener, and the Good News at Noon Community Coordinator to develop a community garden at Good News at Noon. In addition to building lifestyle skills for residents, classes encouraged their involvement in the garden and provide Good News at Noon with a variety of fresh vegetables.



Completed Project #2: *North Georgia Works Meal Program*

Wisdom Keeper Gary Vogel led a group to kickstart a meal program for the men at North Georgia Works, an organization that houses from 30 to 40 men without homes who are working towards self-sufficiency to become contributing members of our community. The team contacted local restaurants and business leaders to solicit their assistance to provide one meal a month for the NGW residents.



Objective: Empower Youth

Completed Project #3: *Kendle's Krew*

Wisdom Keeper Bob Kutchback started Kendle's Krew to honor his late granddaughter and held the first Krazy kickball tournament in Hall County at Alberta Banks Park. We had 6 teams with a total of nearly 70 participants. We raised over \$12,000 and granted \$6,000 to four Hall County organizations: Puzzle Piece Pastries, Georgia Mountains YMCA, SISU, and Hall County Parks Field of Dreams.

The day was filled with fun and joy celebrating what would have been Kendle's 15th birthday. Kendle touched so many lives in the short time she was with us. She continues to touch lives in the special needs community.

To learn more about Kendle's Krew we invite you to go to KendleKrew.com

Kendle's
Krew



Completed Project #4: *Youth Development Hiring Fair*

Under the leadership of Wisdom Keepers Caroline Colonna and Michael Lipsitt, the Career Fair and Expo started as a Gainesville High School youth development project. The goal was to have students apply for jobs and get an interview scheduled at the event. More than 46 Hall County businesses participated with Wisdom Keepers on hand to assist over 260 students in completing applications, rehearse for interviews, and apply for jobs that matched each student's abilities or interests. Plans are in place to hold another fair in 2026 before transitioning it to the Gainesville High School's HUB.



Objective: Grow Our Economy

Completed Project #5: *Gainesville! Who Knew?*

Inspired by their participation in the 2024 Wisdom Project Program, Lauren Price and Andy Waterman developed a dynamic storytelling platform that shines a spotlight on Gainesville’s history, culture, and people. They call it hidden gems, untold stories, and quirky facts about Gainesville. They even have an entire episode focused on the Wisdom Project.

Lauren serves as the podcast’s host, while Andy brings each episode to life as the producer and engineer. Together, they’ve published biweekly professional-quality episodes. The podcast is easy to find and simple to subscribe to through their website: gainesvillewhoknew.com.



Objective: Strengthen Community

Active Project #1 Job Assistance for Assimilation

Inspired by a Wisdom Keeper who is the son of immigrants, this project offers a helping hand to new immigrants as they navigate the path to meaningful employment. By sharing practical guidance on how to find and secure jobs, the initiative supports newcomers as they build stability, connect with the community, and successfully assimilate into life in Hall County.



Active Project #2 Wisdom Project Replication

A team of Wisdom Keepers has launched a project to create a practical “how-to” guide for communities interested in starting their own Wisdom Project programs. The guide will capture the key elements that have made the program successful, including building partnerships, recruiting participants, designing the learning experience, and supporting community projects. By sharing these lessons and best practices, the project will provide a clear roadmap for other communities that want to engage experienced adults in meaningful civic leadership. The goal is to extend the impact of the Wisdom Project model and help more communities harness the power of experience, connection, and service.



Objective: Empower Youth

Active Project #3 SISU Playground

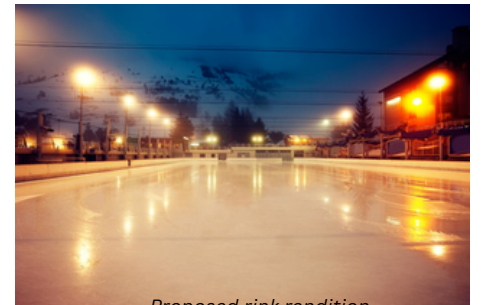
After visiting SISU during the 2025 Program's Education session, Susan Fowler was moved to action when she saw unused playground equipment sitting on concrete without proper padding or fencing. She quickly formed a committee of fellow Wisdom Keepers to help Sisu raise funds and, with help from a local construction company offering near-cost pricing, the project is now within reach. The goal is \$30,500, and \$8,500 has already been raised with the hope to complete the playground by the start of SISU's fall term.



Objective: Grow Our Economy

Active Project #4 Ice Skating Rink

Downtown has been revitalized and we currently have higher visits in the summer than the winter. Current winter activities include the Holly Trolley, Jingle Mingle, and the Christmas Parade. A seasonal skating rink will bring more consistent winter traffic downtown. We expect growth in restaurant and hotel revenue as the rink becomes a regional attraction. So far a high-level budget for the project has been prepared based on the City of Greenville. We have interviewed two different ice-skating vendors and requested one proposal with a goal to launch for the 2026-27 season.

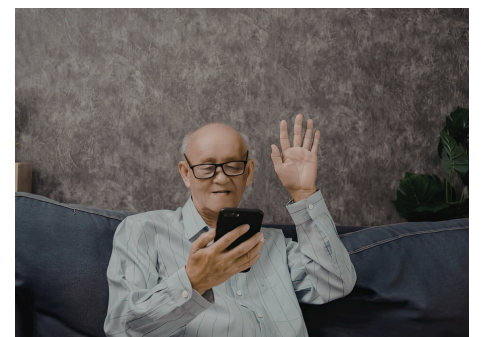


Proposed rink rendition

Objective: Lift the Lives of Elders

Active Project #5 Thrive

A team of Wisdom Keepers has launched a project to create a neighborhood-based calling tree to check in daily on residents who live alone, helping ensure their safety and connection to others. Volunteers will make brief calls to confirm each participant's well-being while also providing friendly contact that reduces isolation. The team will begin with a pilot program to refine the process and identify best practices. As part of the project, they will develop documentation and tools so the program can be easily replicated in other neighborhoods. The goal is to create a scalable model that strengthens community connections and ensures that neighbors look out for one another.



Our 2025 Volunteer Stars!

We have always been proud of all our Wisdom Keepers and their contributions to our community. During the year, the Board recognizes individuals for their work and volunteer hours. Through our “Star Program,” we highlight these Wisdom Keepers on our website, newsletters, and social media.



Joy led the successful Hearing Loop project in 2024, presenting the need for this technology with empathy and enthusiasm. She met with representatives from potential site locations and, with Beverly Nordholz's help, secured Gainesville High School's Theater as the first installation site. Joy continues to connect others with the hearing loop system and vendors to expand its reach. Beyond her leadership on the Hearing Loop project, Joy has contributed as a writer for the Wisdom Project 2030 newsletter. Her articles offer engaging insights into various projects, their progress, and how others can get involved. Each piece reflects her unique ability to blend information with entertainment, making her writing a "joy" to read.

Volunteer Star Award for the 2nd Quarter Honoring Exceptional Contributions to Our Technology Transition

We are excited to highlight four outstanding volunteers who played a pivotal role in enhancing our organization's technology: Jerry Butler, Secretary of the Wisdom Board and an experienced tech resource for nonprofits; Mike Hill, a professional consultant and developer whose strategic approach and problem-solving skills ensured a smooth transition; Barbara Hill, brought a fresh, clean look to the Wisdom Project website in a user-friendly way; Carol Hanlon, Marketing Chair who was instrumental in developing the website's content. Together, this talented team made a lasting impact, improving engagement and enhancing our digital presence.



Our 2025 Volunteer Stars!

THIRD QUARTER WISDOM PROJECT STARS Lauren Price and Andy Waterman



Gainesville! Who Knew?

Inspired by their participation in the 2024 Wisdom Project Program, Lauren and Andy developed a dynamic storytelling platform that shines a spotlight on Gainesville’s history, culture, and people. They call it hidden gems, untold stories, and quirky facts about Gainesville. They even have an entire episode focused on the Wisdom Project.

Lauren serves as the podcast’s host, while Andy brings each episode to life as the producer and engineer. Together, they’ve already published 11 professional-quality episodes. The podcast is easy to find and simple to subscribe to through their website: gainesvillewhoknew.com.

We applaud Lauren and Andy for their creativity, dedication, and the powerful way they continue to share the spirit of the Wisdom Project with a wider audience.

FOURTH QUARTER WISDOM PROJECT STAR Julie Goodin

Julie devotes nearly 40 hours a week — often in her hot garage with neighbors and fellow Wisdom Keepers sorting beside her — to fill contractor-sized bags of clothing and deliver them to local charities.

Through Clothing with a Purpose, donations are distributed to organizations such as Good News at Noon, My Sister’s Place, the Salvation Army, North Georgia Works, the HUB at Gainesville High School, and more. The mission is clear: to give people clean, dignified clothing for work, school, church, and everyday life — a step toward a better future.



Investing in Members' Lunch and Learn Meetings & Socials

Thank you to Wisdom Keeper **Cindy Staszak** for planning and coordinating each meeting. We are very appreciative of the generosity of time and knowledge from individuals and organizations who speak at our Member Meetings and Luncheons. These presentations help Wisdom Keepers learn more about the community, stay current on community needs, and find opportunities to contribute towards those needs.

January Lunch & Learn: Wisdom Keeper Susan Moss introduced our graduates from the Wisdom Project Class of 24. Wisdom Keeper Duane Hinshaw presented five projects proposed by the new graduates' and facilitated break-out groups between seasoned Wisdom Keepers and the new committees.

March Community Syposium: Wisdom Project 2030 partnered with the University of North Georgia to host it's 4th community symposium "Living Your Best Life After 55+" at Lake Lanier's Olympic Park The Boathouse. The day featured inspirational speakers, a buffet lunch, a dessert social, and live entertainment

April Social: Members and their guests enjoyed a visit to Hopewell Farm to learn about regenerative farming and enjoy a delicious lunch - all on a beautiful spring day!

May Lunch & Learn: We had over 50 guests attending to hear Tommy Howard, President/CEO of Norton Brokerage Services, speak on the Economic Outlook for Gainesville. His presentation "Real Estate Reimagined" went over the economic growth in Hall County and the latest industry trends. Over lunch, members discussed what Wisdom Keepers could do to help with the current disparity between the median income and the median house price causing so many to be unable to afford a home.

June Community Seminar: Symposium speaker, Christopher Greene from the University of North Georgia returned to explain Artificial Intelligence (AI) for Everyday Life. What AI is, how it's shaping our world and how you can use it in everyday life. The seminar was open to the community.

September Social: Our fall social gave Wisdom Keepers a chance to mingle with participants in the 2025 Program, catch up with old friends, support their favorite teams, and support Wisdom Keeper vendors offering their goods.

October Wisdom Project Program Healthcare Day for all Wisdom Keepers: Wisdom Keepers joined participants in the 2025 Program for an engaging look at the future of healthcare in our community. Physicians and healthcare leaders from Northeast Georgia Medical System shared how innovation, technology, and new approaches to treatment are bringing cutting-edge, personalized care closer to home. Attendees gained valuable insight into programs and breakthroughs improving care for families and neighbors.

November: The 18 participants of the 2025 Wisdom Project Program graduated to become Wisdom Keepers. The graduation ceremony and celebration were held at Habitat for Humanity's new building on Main Street.

December's Annual Meeting included Board elections, organizational business, and time to catch up with friends over lunch.

Wisdom Project Socials

Spring Social: Hopewell Farms



Fall Social: Junior League of Gainesville



2025 Program

Program sessions began in August and culminated with the Class Graduation in early November. Thank you to Wisdom Keeper Tracy Lees-Grant, **Chair**, for spearheading a successful 2025 Program and to the **Program Committee** for their creativity, organization, and countless behind-the-scenes hours given to the eight full-day sessions.

Each **Session Leader** designed a day to give participants an opportunity to maximize learning about Hall County. The many responsibilities included: creating working session themes and agendas, finding and scheduling speakers, arranging venues, and coordinating a myriad of details. Thank you to:

Kick Off: Tracy Lees-Grant

Social Services Session: Ann Dresher

Government Session: Phillippa Lewis Moss

Healthcare Session: Jolinda Martin

Education Session: Beverly Nordholz

Business/Industry/Ag Session: Michael Lipsitt

Arts and Entertainment Session: Tracy Troutman

Round Up Session: Michael Lipsitt

Graduation: Cindy Staszak

Program Committee members also supported each class and kept each day running smoothly. Marsha Lehr helped set up and clean up, and Dana Vandiver placed directional signs. Candace Lovell ensured all agendas and contact lists were printed and ready for participants. Amy Youngblood managed payment for the program's supplies and lunches.

Wisdom Project

2025 Program Graduates

Program Graduates become "**Wisdom Keepers.**" Wisdom Keepers may engage in specific projects, advocate on specific issues, volunteer with, or offer leadership to community organizations. After graduation, bi-monthly meetings and lunches enable members to continue learning about opportunities and to use their life experiences for community needs. Participation encourages fellowship and networking among Wisdom Keepers and often leads to stronger project outcomes, social opportunities, and lasting friendships. We are excited to welcome the graduates of our 2025 Program!

2025 WISDOM KEEPER CLASS



Haydee Anderson, Rick Birtwistle, Valerie Butts, Barbara Conley, Jenny Emerson, Susan Fowler, Ron Grant, Kathy Flora, Roy Herman, Kevin Johnson, Cathy McLendon, Sally McTish, Barbara Norvell, Susan Selman, Greg Troutman, Amy Van Doorn, Kathryn Williamson, Ann Marie Young

These 18 engaged adults received 60 hours of learning over eight and a half days, featuring 77 speakers and representatives from 68 organizations.



Wisdom Project 2030 Partners, Sponsors, and Contributors

We extend our thanks and appreciation to these organizations and individuals for making our new 2025 Wisdom Project Program Class and Graduation possible.

Partners:

University of North Georgia Institute for Healthy Aging
Northeast Georgia Health Systems
Quinlan Visual Arts Center

Food Sponsors:

Jaemor Farms
Northeast Georgia Health Systems

Individual Sponsors:

Richard Osborne
David Stewart



Presenters and Sponsors of our 2025 Class Program

We appreciate the organizations, businesses, industries, and individuals for giving their time to the Wisdom Project Program. Their presentations, tours, and discussions enable our participants to learn about Hall County and identify community needs and potential Wisdom Keeper projects.

Kick Off Session

UNG – Institute for Healthy Aging
NGHS - Advanced Directive Department
and Plan in a Can
Wisdom Project 2030 Projects:
Gainesville! Who Knew?
Green House
Ice Skating Rink
Mental Health First Aid
Beyond Dementia Coalition
Hall In for Hearing
Gardens for Good News at Noon

Session 1: Social Services Day

Beyond Dementia
BLOOM
Boys & Girls Clubs of Lanier
CASA
Center Point
Family Promise
Gainesville Housing Authority
Gainesville Housing and Special Projects
Good News at Noon
Hispanic Alliance
Legacy Link
MOW Senior Community Center
Ninth District Opportunity
North Georgia Community Foundation
North Ga Food Bank
Salvation Army
Sunshine Seniors
United Way of Hall County

Session 2: Government Day

City of Gainesville
Gainesville City Clerk
Gainesville-Hall County
Georgia Mountain Regional Commission
Hall County Administrator
Hall County Government
Inclusive Leadership Strategists

Session 3: Health Care Day

Georgia Council on Recovery
HOPE for Georgia Moms State Maternal
Health Innovation Program
Northeast Georgia Health System:

- President and CEO
- Hernia Center
- Lung Nodule Program
- Histotripsy & Hepato-Pancreato-Biliary
Surgical Oncology
- Research and Clinical Trials
- Endocrine Surgery & Parathyroid Disease
- Interventional Neurology
- Robotic Cardiac Surgery
- Robotics

NE Georgia Rehab Institute
NGHS Auxiliary & Volunteers
NGHS Patient Ambassadors
Northeast Georgia Medical Center Cancer
Treatment & Research

Session 4: Education Day

Brenau University - BULLI
Gainesville City School System
Gainesville High School
Hall County School System
Lakeview Academy
Lanier Technical College
SISU, Integrated Early Learning
University of North Georgia

Session 5: Business, Industry, and Agriculture Day

Abigail Guzman-Restaurateur
Carroll Daniel Construction
The Fudgery
Georgia Poultry Federation
Greater Hall Chamber of Commerce
Hopewell Farms, Phil Bonelli
Jaemor Farms
Norma Hernandez Business Services
Pro Touch Landscapes
Puzzle Piece Pastries
Round Table Advisors
Vivre Interiors

Session 6: Arts and Entertainment Day

The Arts Council
Davinci School
Elachee Nature Center
Explore Gainesville
Gainesville History Center
Gainesville Parks and Recreation Foundation
Gainesville Theater Alliance
Gainesville High School Theater
Hall County Chamber of Commerce Vision 2030
Jarrad - Burch Foundation
Lakeview Academy Theater
Master Gardeners
North Hall High School Theater
Public Art Gainesville
Quinlan Arts Center
Vision 2030

2025 Board of Directors



Susan Moss
President



Mike Hill
Vice President



Cathey Sexton
Secretary



Amy Youngblood
Treasurer



Jolinda Martin



Kim Melton



Beverly Nordholz



Ann Dresher



Strother Randolph



Gary Vogel



Jerry Butler



Tracy Lees-Grant

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. Wisdom Project 2030 is incorporated as a 501(c)(3).

Descriptions:

Wisdom Project 2030, Inc: Wisdom Project 2030 captures the wisdom of Hall County residents, age 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 are \$55 per year.

Wisdom Project Program: The Wisdom Project Program builds a multi-faceted and dynamic view of Gainesville and Hall County. Six of the sessions are designed to identify ways participants may apply their skills and follow their interests while contributing to our community. In the **Fall 2025** Program, Wisdom Project 2030 graduated 24 participants who presented seven project ideas and who volunteered throughout the community.

Member Meetings: Monthly meetings offer education and fellowship among Wisdom Keepers. During the 2025 year, we held lunch meetings at various locations in Gainesville.

Platinum
Transparency
2026

Candid.

We're proud that our organization once again earned the Platinum Seal of Transparency offered by GuideStar, the world's leading source of nonprofit information. The Platinum Seal indicates that Wisdom Project 2030 shares clear and important information with the public on our non-profit profile about our goals, strategies, capabilities, and achievements.

Financial Report, continued

Wisdom Project 2030, Inc.
Income Statement

	December 31,	
	2025	2024
Revenues		
Contributions/Grants		
Unrestricted	\$ 2,912	\$ 2,501
Restricted		
Membership Dues/Income	8,602	7,384
Symposium	5,445	
Registration Fees (UNG collected)	-	
Registration Fees	-	
Donations Restricted (Symposium 2025, 2024)	7,000	9,500
Program Fees	4,145	4,778
Wisdom Keeper Meetings	2,568	1,795
Total Revenues	\$ 30,672	\$ 25,958
Expenses		
Operations Expenses		
Admin/Other	\$ 3,420	\$ 2,770
IT (Web Hosting, Drop./Cognito/IP regist.)	2,677	1,745
Profession Fees	-	-
Marketing and Membership	3,286	2,206
Program	4,935	6,076
Symposium (See Note for details)	14,993	3,242
Wisdom Keepers Meetings	2,562	1,659
Total Expenses	\$ 31,873	\$ 17,698
Net Income	\$ (1,200)	\$ 8,260

Continued...

Financial Report, continued

Wisdom Project 2030, Inc.**Cash Flow Statement**

	December 31,	
	2025	2024
Opening Cash Balance	\$ 32,754	\$ 24,494
Cash received		
Operations		
Member Dues & Assessments	\$ 8,602	\$ 7,384
Donations: Unrestricted	2,912	2,501
Restricted		
WP Program		
Fees & Donations	4,145	4,778
Symposium		
Registration Fees- UNG Collected	5,445	
Registration Fees		
Donations - Restricted	7,000	9,500
Member Meetings:		
Fees & Donations	2,568	1,795
Total Cash Available	\$ 63,426	\$ 50,453
Cash Paid		
Operations		
Admin/Other	\$ 3,420	\$ 2,770
IT	2,677	1,745
Professional Fees	-	-
Marketing and Membership	3,286	2,206
Member Meetings	2,562	1,659
WP Program	4,935	6,076
Symposium (see Note for details)	14,993	3,242
Total Cash paid	\$ 31,873	\$ 17,698
Ending Cash available 12/31/	31,554	\$ 32,754
Change in Cash Position	\$ (1,200)	\$ 8,260

Continued...

Notes:

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Descriptions:

General --The financial statements have been prepared under the cash basis accounting -- Revenues and expenses are recognized at the time cash is received or paid out.

Wisdom Project 2030 is a 501 (C) (3) non-profit organization.

Operations -- Management of activities such as insurance, IT and marketing.

Member dues are \$55 per year (127 members in 2025 and 103 members in 2024).

Marketing is directed to the community and potential Wisdom Keepers. Restricted donations are made for a specific purpose by the donor.

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 interest while contributing to our community.

The Program is hosted once a year.

Member Meetings - Monthly meetings offer education and fellowship among Wisdom Keepers.

During 2025, meetings were hosted at various locations in Gainesville.

Symposium - Wisdom Project 2030, Inc. and the UNG Center for Healthy Aging, hosted a community symposium "Living Your Best Life After 55" on March 27, 2025.

A symposium type event will be hosted every other year.

Symposium Financial summary 2025/2024:

Revenue:

Donations	Received in 2024	\$	9,500
	Received in 2025		7,000

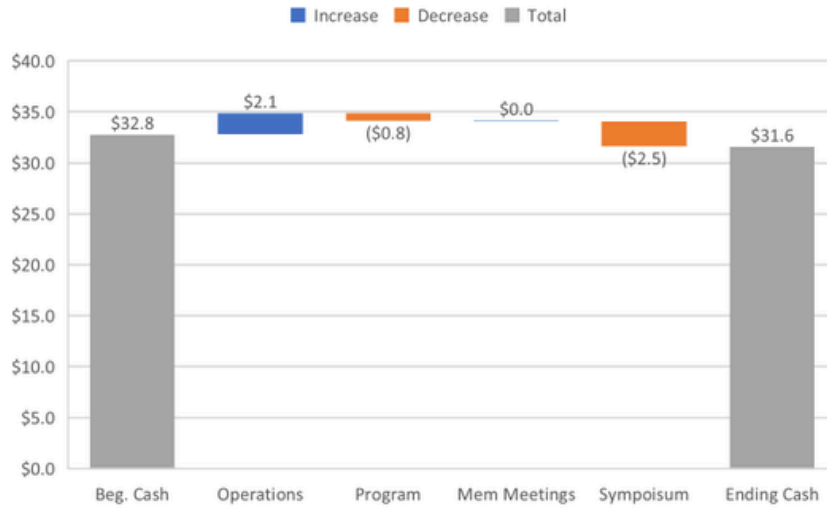
Registration

	Fees collected		5,445
Total Revenue		\$	21,945

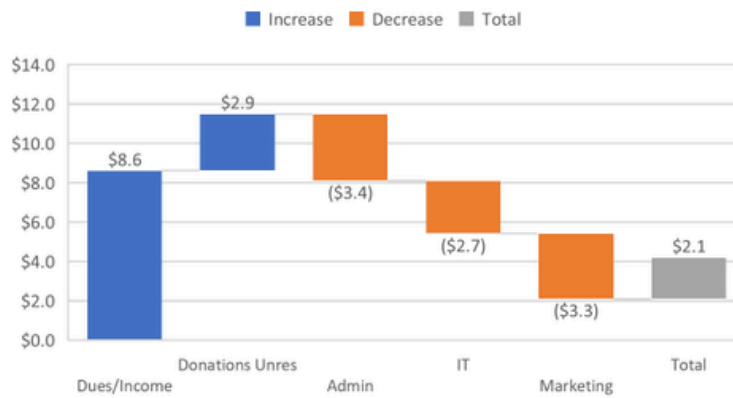
Expenses:

	Professional Fees	\$	5,429
	Catering		5,682
	Marketing/Printing		1,450
	Admin/Venue/Other		5,674
Total Expenses		\$	18,235
Net results		\$	3,710

SUMMARY



OPERATIONS



Thank You to Our Community Partners

Wisdom Project 2030 Organization extends our gratitude to these organizations who play a key role in supporting our growth and development:



STRONGER WORKFORCE. **EXCEPTIONAL** QUALITY OF LIFE.
THRIVING ECONOMY.



*Sharing Life Experience to
Engage and Impact Community*

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A 501(c)(3) Nonprofit Corporation