

ANNUAL REPORT 2021

WE CAN DO BETTER.

REPORT BY TINA MARZOLF

By investing in community outreach and aging research we provide immediate resources for people in need today, while investing in research to eliminate social disparities for tomorrow's older adults.



YEAR 1

www.baldwinsociety.org



A MESSAGE FROM ROB GILLETTE, CHAIRMAN OF THE BOARD

On behalf of the Board of Trustees and the Gillette family, I am pleased to share the 2021 Annual report.

Last year was a big one for me personally and professionally. I moved into a new role as owner, and Chief Executive Officer, of Baldwin House Senior Living. As part of my transition, we also changed the name of our philanthropic arm, and rebranded it Baldwin Society Supporting Older Adults (formerly American House Foundation). Our name change became official in July 2021. We believe our new name better reflects our desire to impact the quality of life for older people. Our motto is We Can Do Better!

The philanthropic world has neglected the needs of older adults. We want to change that! Since July, we have been busy reorganizing to a smaller, but equally mighty, charity. Our goal is to grow each year, and we believe we have the team in place to help us do it.

Please check out our new website at <https://baldwinsociety.org/>.

We have also created our first video, which is posted on the homepage. Please be sure to check it out and share it with your family, friends, colleagues and social networks.

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We Can Do Better!


We lost about 80% of staff donors and 80% of vendor support when we became Baldwin House. Despite this setback, we still managed to raise just over \$95,000 this year. Our 2022 priorities include rebuilding our employee and vendor donations with Baldwin House Senior Living and with Bob's Original American House Senior Living

Sadly, we also lost our ALL of our Facebook followers and had to create an entirely new Facebook page. We also lost a significant number of our LinkedIn audience. Shireen Kaakarli joined the team as an intern and is working with Dana Drew to build our social presence. We are asking friends and supporters to please follow, 'like' and share our posts when you feel so inclined. Every single one of those actions is a quick, simple and FREE way to spread the word on the very important work we do.

While we lost many of our volunteers, for the first time in our 13 year history we engaged our Baldwin House residents to help us pack (and deliver) more than 1,100 Holiday Hope care packages. The packages were filled with twenty-one essential items including cleaning supplies, kitchen supplies, personal care items, and a few games and treats to enjoy during the holiday season. Our small troop of volunteers, delivered packages throughout Michigan, including 380 to W. Michigan, fifty to N. Michigan, seventy-five to Flint, and the majority to Detroit/Wayne County and the Pontiac area.




A FEW GRANT RECIPIENT STORIES




After a terrible bug infestation resulted in all her furniture to be destroyed, Ms. B found herself unable afford replacing it. A \$1,113 grant provide her with a mattress, sofa, and a recliner so her home felt like a home again.

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After becoming a victim of crime in her home, Ms. G was afraid she would have to move. We worked with a victim's advocacy group to install the \$279 security cameras to deter future events and keep Mrs. G safe and in her long-time home.

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Ms. C lives alone and needed a shower chair and grab bars to help ensure she does not slip and fall. Traditional Medicare does not cover these devices. So, we granted \$195 to make her safer.

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Mr. B has had a tough year. He recently suffered several health issues and then fell behind on utility bills. His power was turned off and he was living with a generator when he was not in the hospital. We paid \$2,000 to get Mr. B's lights turned back on and arranged for a regular payment plan.

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THERE ARE SO MANY OTHER LOW-INCOME SENIORS IN MICHIGAN THAT FIND THEMSELVES IN SIMILAR SITUATIONS EACH YEAR.

PLEASE CONSIDER DONATING TODAY.

IMPACT STATEMENT 2021

70/30

Seventy percent of funds raised go toward outreach services, and 30 percent goes to research of Alzheimer's, dementias and other age-related research.

1,713

Financial Vulnerability surveys completed either by professionals, caregivers or the older adults themselves.

673

Professionals certified to administer the OANE vulnerability tools in 2021.



OLDER ADULT NEST EGG HAS GONE INTERNATIONAL!

OANE is now being used in 5 countries and rapidly growing in both England and Australia!

LOOKING FORWARD TO 2022

In 2022, look for us to build a better tomorrow by investing in research for:

- Olderadultnestegg.com to eliminate the most common form of elder abuse impacting one out of every 20 older adults in the U.S. The average victim of financial exploitation loses an average of \$80,000 to \$186,000. Almost half of these crimes are committed by someone the older adult knows and trusts, like a relative or caregiver.
- RampUp! a movement to develop a sustainable way to eliminate the long waiting lists for low-income people who need a ramp and/or lift to get in and out of their homes. This is a partnership with Habitat Michigan.

Thank you to the volunteers and supporters who helped us to continue our mission as the Baldwin Society Supporting Older Adults. Since 2008, we've raised approximately \$1.9 million to help low income older adults and Veteran's.

Together, **We Can Do Better!**

Balance Sheet

As of December 31, 2021

	<u>Dec 31, 21</u>	<u>Dec 31, 20</u>
ASSETS		
Current Assets		
Checking/Savings Merrill Lynch	106,148.23	120,206.57
PayPal Account	229.56	1,149.50
Total Checking/Savings	106,377.79	121,356.07
Other Current Assets		
Grants Given		
Adult Well Being Services	330.21	2,270.32
Area Agency on Aging in Pasco-P	217.26	5,041.36
Berry Foundation	305.68	2,741.68
Hannan Foundation	4,610.00	5,000.00
Lighthouse of Oakland County	4,458.55	6,504.81
Macomb Habitat	1,601.79	1,601.79
Senior Services of Will County	5,000.00	5,000.00
Southwest Economic Solutions	2,046.55	2,046.55
The Information Center	5,385.72	3,478.89
The Senior Alliance	4,535.46	6,416.92
The Senior Neighbors	5,000.00	9,352.49
UDM - Dental	0.00	5,000.00
Valley Area Agency on Aging	7,593.31	2,635.29
Total Grants Given	41,084.53	57,090.10
Total Other Current Assets	41,084.53	57,090.10
Total Current Assets	147,462.32	178,446.17
Other Assets		
Endowment - FMV	44,994.07	29,191.96
Other Assets	0.00	2,490.04
Total Other Assets	44,994.07	31,682.00
TOTAL ASSETS	192,456.39	210,128.17
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
Employee Benefits	0.00	2,476.52
Payroll Taxes Credit	3,028.20	2,865.85
Total Other Current Liabilities	3,028.20	5,342.37
Total Current Liabilities	3,028.20	5,342.37
Total Liabilities	3,028.20	5,342.37
Equity		
Other Comprehensive Income	0.00	3,692.16
Unrestricted Net Assets	201,093.64	223,332.93
Net Income	-11,665.45	-22,239.29
Total Equity	189,428.19	204,785.80
TOTAL LIABILITIES & EQUITY	192,456.39	210,128.17

THANK YOU

Special thanks to our Board of Trustees who helped us navigate the seas of change this year:

Joe Schwartz, Dr. Peter Lichtenberg, Dr. Thomas Jankowski, Pat Simasko, Karon Bohlender, Robert Runco, Teresa Bailey, Tina Abbate Marzolf, and our newest member, Karen McDonald, Oakland County Prosecutor.

And to our volunteers and Team members: Dana Drew, Kari Gillette, Lauren Gillette, Shireen Kaakarli (Intern), Barbara Barrel, Debbie Adams and Danielle Bruce.

**THE BALDWIN SOCIETY SUPPORTING OLDER ADULTS IS A 501(C)
(3) ORGANIZATION DEDICATED TO INVESTING IN COMMUNITY
OUTREACH AND AGING RESEARCH.**

**TO MAKE A DONATION GO TO BALDWINSCOCIETY.ORG OR
CONTACT US AT: SUPPORT@BALDWINSCOCIETY.ORG.**