



**Make the next chapter of your life  
the best chapter!**



# 2017 Annual Report

# SAIL Quick Facts

In the past year:

**2** full-time staff and **2** part-time worked with **3** contractors and **105** volunteers. They responded to **1250** friendly and helpful services, including mattress flipping, shredding, rides, handyman services, rise and shine wake up calls, and home visits.

**12** committees and groups run by members met on a regular basis

**191** SAIL events took place

**500** people were SAIL members

## From the Executive Director



What an honor it is to lead such a vibrant and evolving organization! I'm pleased to say that in spite of the higher than expected attrition rate in 2016, we actually performed well in 2017 with respect to service delivery, membership retention, and overall finances. In fact, this year we experienced a \$12,089.11 revenue over expense which helps us enter 2018 on a very positive note!

Some of our 2017 highlights this year included new products and special member groups designed by and for members. These include the new "Tech Tutoring 4 You" member benefit, "EZ Smartphone" product, "Your Story" program, and the "90's Breakfast." These were all developed in response to feedback shared by members in last year's survey and a previous strategic planning session that included members, staff, and volunteers. We continue to work on building membership on Madison's east side, as well as connecting communities, thanks to a three-year grant from the Madison Community Foundation. We also created a new membership for professionals working with older adults in our community.

We're looking forward to a great 2018 and the work we will do to combat loneliness, prepare better for emergencies or other unexpected life events, and spread the word about SAIL! All three of these initiatives are supported by grants to SAIL and will be led by a combination of staff and member volunteers. As always, we support "independence through connections!" On behalf of staff members, Laura Adell, Peggy York, and Sue Stenzel, I wish to thank all members, volunteers, donors, service providers, and other community partners for supporting "independence through connections!"

Sincerely,

A handwritten signature in cursive script that reads "Ann Albert".

SAIL Executive Director



Sharing Active Independent Lives (SAIL) is a program of AgeBetter, Inc., a nonprofit organization whose members include Attic Angel Association and Oakwood Village. The organization is supported in part by the Madison Community Foundation.





# SAIL's 2017 Programs

SAIL is an incredibly active organization! Both independently and in partnership with other local organizations, SAIL connected members with nearly 200 events in 2017, including activities focused on education, health, in-home support, socializing, technology, and volunteer opportunities! Below are just a few of the great events SAIL members were able to participate in during 2017.

## Education:

- Attic Angel Lecture Series
- "Understanding Stroke Prevention"
- Brain Health Workshop
- "Toasting Wisconsin's Historic Taverns"
- SAIL Vendor Fair
- "Understanding Today's News"

## Social Activities:

- Midsummer Celebration
- Book Club
- Men's Roundtable
- Lunch Bunch
- "On Our Own"
- Holiday Tea

## Technology:

- Monthly tech tutoring
- Intro to managing digital photos
- "Is a smartphone right for you?"
- Courses on YouTube and Gmail
- Internet security class

## In-Home Support:

- Mattress flipping
- "Two Men Without A Truck"
- Free Shredding
- Winterization Car Check
- Minor maintenance support
- Pre-screened vendor list

## Health and Wellness:

- Attic Angel Health and Safety Fair
- Intro to Mindfulness and Meditation
- Memory Screening
- "Only Leaves Should Fall"
- "No More Spring Breaks" with UW Pharmacy School
- Partnership with Edgewood Nursing Students

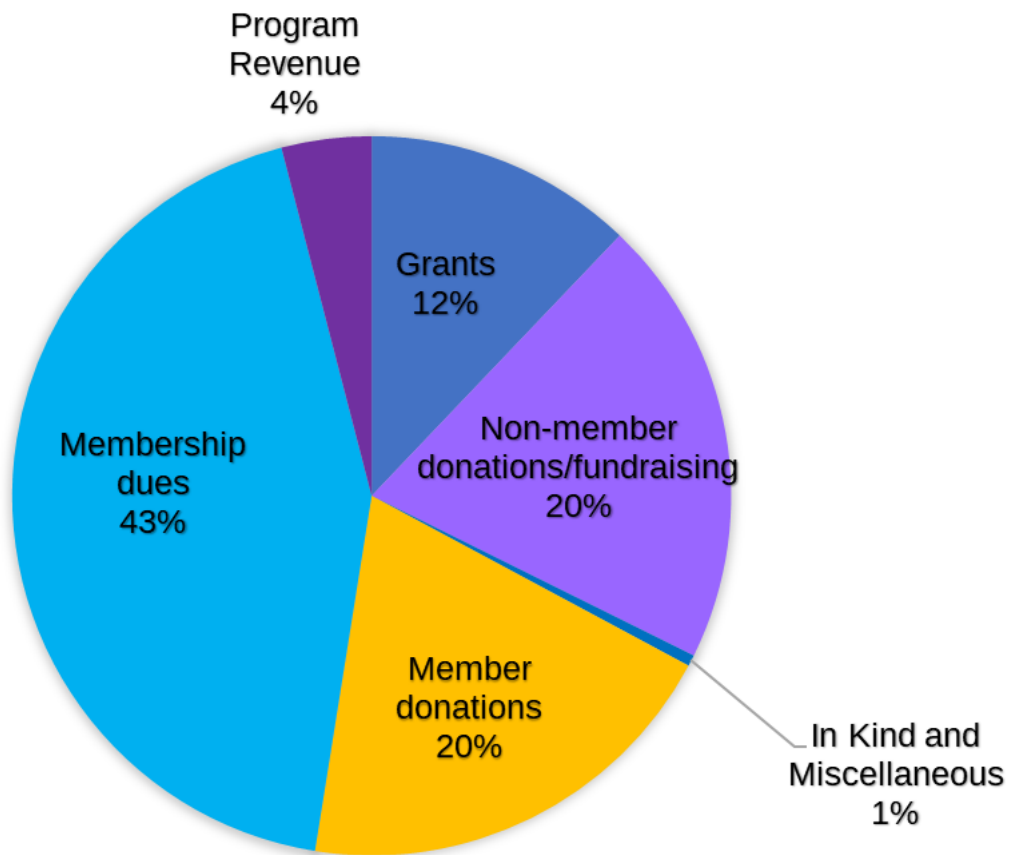
## Volunteer Activities:

- Birthday calls to fellow members
- Giving rides to fellow members
- Assisting in the office
- Handyman (and woman!) support
- Patient advocacy for fellow members

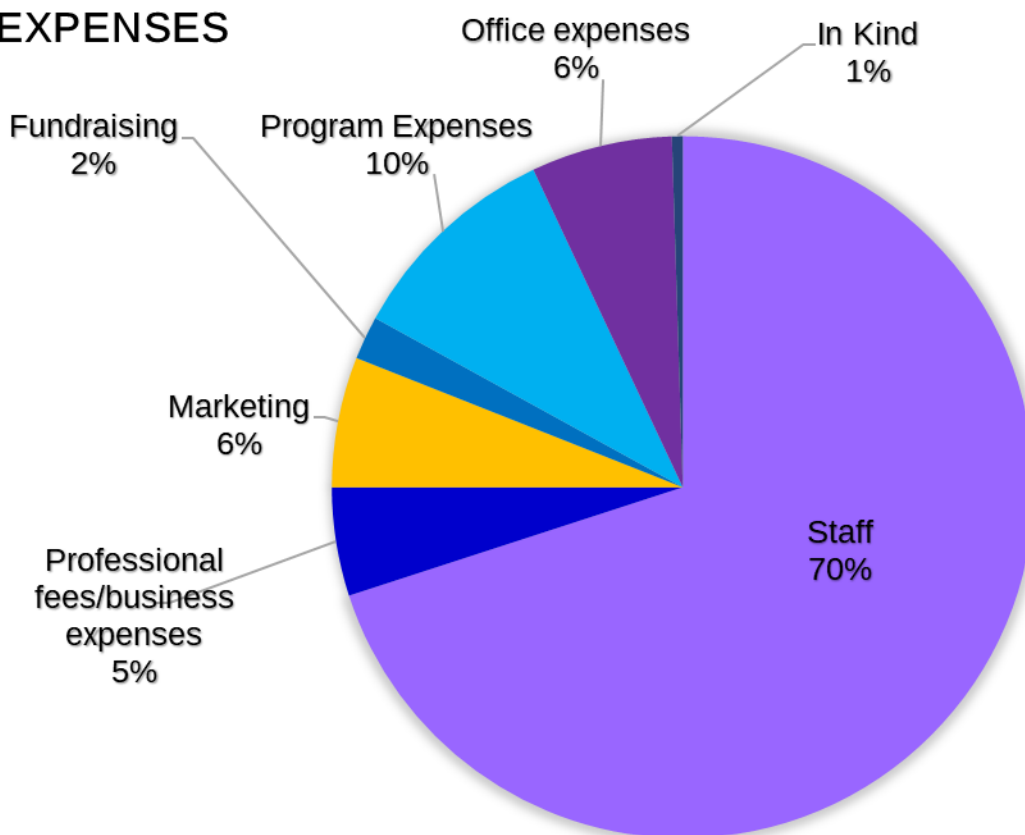


# SAIL's 2017 Financials

## INCOME



## EXPENSES



# SAIL's 2017 Financial Notes

TOTAL INCOME: \$259,677.45

TOTAL EXPENSES: \$247,588.34

INCOME OVER EXPENSES: **\$12,089.11**

ENDOWMENT FUND BALANCE: \$36,470.97

**Staff:** SAIL staff, which includes two full-time and two part-time workers, facilitate services and programs provided by SAIL, including volunteer coordination, organizing rides and services, developing and implementing social programs, forming partnerships with other local organizations, managing SAIL's funds, connecting with and listening to member needs, keeping abreast of what's happening in the senior community, and more. Staff work is inspired by members and directly related to programming and the services of the organization.

**In Kind:** In Kind refers to services and materials provided to SAIL at free or discounted rates. These include legal advice and services provided to SAIL as well as space donated by various locations for programs and office functions.

*SAIL thanks Attorney John Mitby for fourteen years of in-kind legal services!*





# Creating memories for a lifetime

## Member Spotlight: Bob Topel



Bob helping SAIL Charter member Joan Box with some work around her house.

Most SAIL members know Bob Topel as the mattress flipping guy or the guy who showed up to change that light bulb they just could not reach. Bob is delighted to be that fix-it person who gets to meet fellow SAIL associates. He finds true joy in providing real help to his companion members. His eyes light up as he tells stories about the special happiness that comes from volunteering.

Many people don't know that Bob had a career in the Airforce. He has been on the ground in 63 countries around the world, having spent nearly two years in Taiwan when it was changing its place in the world. He traveled with congressmen and the military, fulfilling that life dream of wanting to see the world.

*"SAIL offers so many things to do that I can only scratch the surface. The most important thing that SAIL does is help people stay in their home as long as possible. I love my home and I am delighted to be a part of that!" - Bob*

