



Hello!

Welcome to our annual newsletter for 2021. We started out strong and hopeful with getting vaccinated, saw a decline in COVID numbers but also had some setbacks with variants. Yet despite all this, the human spirit is strong and carries on, finding new ways to adjust, adapt, and tweak again as we navigate through this crazy maze. At Eastside Senior Services, we have seen a major boom in our numbers, surpassing pre-COVID times. This can be attributed to several factors: 1) Some previous clients who paused outings in 2020 felt more comfortable going out in 2021, 2) new clients who joined because they felt more safe traveling with us rather than using public transportation, 3) Shorewood being added to our coverage area, 4) word of mouth from others in learning about our services. We've also seen a rise in short term, regularly scheduled appointments for folks who ordinarily are independent but are needing temporary help for things such as eye surgeries, knee replacements, and cancer treatments.

Volunteer numbers have doubled as well since pre-COVID, and we've gained more age variety than I think we've ever seen. Despite the increase however, for every one volunteer that joins us, client requests triple! We are ALWAYS on the lookout for new volunteers - tell your friends and consider it yourself if you've been on the fence. It's flexible, and I often hear how much our volunteers LOVE what they do.

In 2021, we organized a Yoga in the Park fundraiser which is featured later in this newsletter - what fun! We also sold Bayside Garden Center gift cards for the second year in a row. We are excited to announce the return of our very popular Mother's Day flower basket sale in 2022 that some of you have been asking about. We also have another trick up our sleeve for the summer or fall that we are planning - so stay tuned for that.

We conducted a year-end appeal in 2021 for the first time in a while, and we are humbled by the response of our donors. We received a few larger donations, and many smaller, touching donations that ranged between \$10- \$25 from folks who cannot afford much. All those donations contributed to nearly \$10,000, and we are so very thankful that you believe in what we do and help keep us doing what we are doing. Our regular sponsors also contributed their usual amount as well during a time when income has been so volatile for many. We do not take your support lightly and strive to do the best with the dollars we are gifted with.



We are so very thankful for all of you, and are excited to see what 2022 brings! May you have a beautiful year ahead.

Sincerely,  
*Melissa Meier*, Executive Director

## Eastside Senior Services

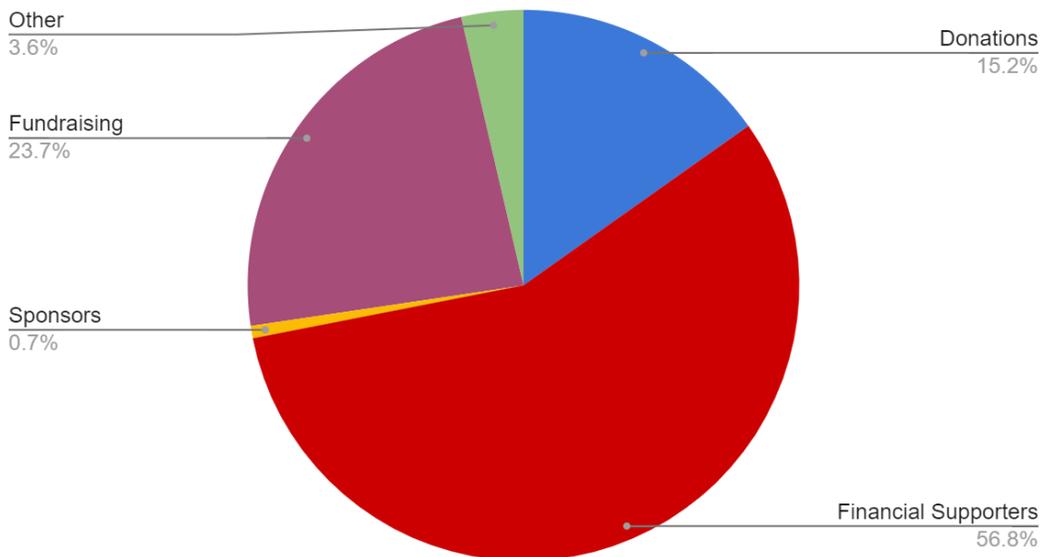
Our mission is to “*help adults aged 60 and older live independently and stay connected to their community on the east side and Shorewood.*” With two part-time staff and 96 volunteers, we’ve served 193 clients in 2021. All services are FREE, but donations are always welcome. We operate on 100% donations, with 12 primary supporters listed at the end of this newsletter. The majority of tasks are provided by our volunteers. Staff help with advocacy, information/referral, and coordination of services. Our loan closet offers gently used medical equipment such as wheelchairs, shower chairs, and walkers for FREE to those who need it, either temporary or permanent. We also are always looking for donated items that you may have around your home that you no longer use.

In 2021, we provided over:

3000 rides to appointments and errands  
200 shopping trips  
150 light home chores, repairs, and outdoor cleaning  
1000 home and telephone visits  
Hundreds of information, assistance and advocacy services  
200 birthday cards sent to area older adults  
Dozens of medical equipment loan closet items

In 2021, we received \$69,134 of income the following ways:

### ESS Income



## Living Her Best Life

We first talked with Mary last year when she requested a ride to the Humane Society to adopt a furry feline companion. After several hours of paperwork and processes, Mary took her precious Wunderland home with her to begin their life together. Since then, volunteers have helped Mary go to a variety of locations, including the pet store, Boswell Books, the hardware store, library, post office, grocery store, pharmacy, the bank, and more. When Mary calls, we can sometimes hear Wunderland purring in the background or her chatting with Wunderland, confirming her thoughts and plans with her beloved kitty.

Mary's lived on the eastside now for over 20 years. Raised in Greenfield, she had four siblings. Her family is at higher risk of cancer with a gene present, and her brother passed away at the age of 51 from a tumor. Mary herself has had colorectal cancer and is disabled. She does not have a car, and the bus can sometimes be burdensome with bus transfers and her large cart. Volunteers help ease this burden by taking her to several stops in one ride. Mary is so grateful to our volunteers and stressed several times how kind, generous, and wonderful they all are. "I am so impressed by the volunteers, they go beyond the call of duty," Mary glowed. She talked about one volunteer who tells about different places and stories as they pass by landmarks, and then talked about another volunteer who sometimes brings his pet with him while driving.

Mary receives medical rides from another source, but she is so thankful she can rely on Eastside Senior Services for some of the other places that enhance her quality of living. It is a great privilege to offer these types of services so Mary can enjoy her pet, a good book, or a special treat from the store.

## Kelly Glostott, Program Coordinator Shares Moving Stories

We have so many moving service moments we see on a regular basis and thought we'd share a few of them with you. "Donna" received her first ride with us in August 2021. Pleased with that



experience, she called for help with packing up her house to move. She was excited to move to Madison, but it was a big change as she had lived in her home for several decades. "Donna" was able to handle most of the packing, but needed a little extra help with packing up some extra items and taking them to Goodwill. She was thrilled with the energy and organization of our volunteer who tackled the job and got it done well in record time! "Donna" finished her move to Madison, but like many moves, it took some time to adjust to her new community. Since she was still on ESS's call list, she received a holiday call from a volunteer who took the time to chat with her and help her feel less lonely during the holidays.

“Amy” called us in March 2021 for a ride to get the COVID vaccine. She had just lost her husband recently, and her adult children had just returned to their homes after settling his affairs. “Amy” felt reassured by her ride with our volunteer who was able to take her to the Shorewood Health Center the same day to get her vaccine. She received occasional other rides until she had to go to the hospital for health issues leading to her needing dialysis. “Amy” had to wait a few weeks until the county ride program could start giving her rides to dialysis from her home, so ESS volunteers stepped up to help fill the gap. After providing a few more rides in the next few months, ESS was saddened to hear of “Amy's” passing. We are grateful that we were able to support her in so many ways in her last year of life and truly enjoyed her stories she’s shared with us.

## Partnering with Social Development Commission and the Senior Companion Program

The Social Development Commission (SDC) contracts with Senior Corp and partners with Eastside Senior Services to provide the Senior Companion Program to a few of our clients. Senior Companions must be 55 or older and unemployed or retired. Senior Companions receive a small tax-free stipend, dedicating typically 10-20 hours per week to provide companionship, household assistance, and/or transportation to adults 60 and older. Companions also receive mileage reimbursement, paid time off, and monthly paid training.



Toni has been a Senior Companion now for over ten years with Eastside Senior Services. Toni helps clients who are homebound, providing visits, outings, and home help. Toni used to help her grandmother in the past and wanted to continue that tradition by helping others once she passed. Some clients she helped had no family. She feels that not only did she help change their lives for the better, they changed hers equally. “The impact is major, and you can’t help but to cling to those who appreciate you,” said Toni. She often thinks of those who passed away, missing them and the fun they had. “We were there for each other, and my troubles would go away when I visited them.” Toni has so many great memories that are a part of her thanks to her participation in the Senior Companion Program.

### Volunteers Needed

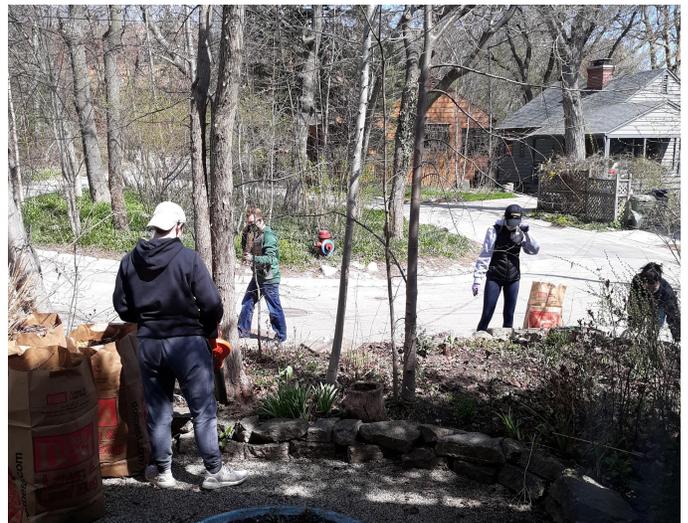
■ We are only able to do the good work we do because of our volunteers. *Without them, we would not be here.* It's rewarding and so much appreciated. We can work with you, regardless of your schedule! You define the amount of time and when you are able to help. Contact us today!

## Make a Difference Day

In the fall and spring, UW-Milwaukee (UWM) coordinates a free yard cleanup day for anyone 60 or older living in Milwaukee County. Engaging over 500 UW students in the fall and 350 in the spring, they also work with Marquette University and other corporate partners to create one powerful volunteer force. In the fall, typically 100 homes receive help from UWM volunteers while the spring has less demand with about 75 homes. Clearing out leaves and brush, weeding, trimming bushes, sweeping, and moving outdoor furniture are just a few of the tasks performed. UW-Milwaukee teams up with Eastside Senior Services and ERAS Senior Network to provide these invaluable services to area seniors.

Zachary Garrity, Program Manager from UW-Milwaukee Center for Community-Based Learning, Leadership, and Research leads the Make a Difference Day efforts. He was proud to say that UWM has held Make a Difference Day for about 20 years and is a solid tradition with the university. UWM organizations, sports groups, and individuals anticipate being involved and enthusiastically sign up with minimal recruitment effort. When asked about what he finds satisfying about coordinating Make a Difference Day, he said he loves to see students meet eastside residents. For many students, being involved with this event is the first exposure of volunteering at UWM and is a starting point in their service journey.

The Center for Community-Based Learning, Leadership and Research department also coordinates a variety of other programs related to the university's civic mission such as service learning, community based internships, disaster response, virtual tutoring, Big Brothers Big Sisters, service trips and other recurring volunteer programs. Their department also has a program to record student service hours and can provide a university issued certificate of service hours to each student.



At Eastside Senior Services, Zachary has also linked us with student volunteers to help with tasks and students who have made cards and written letters to area elders. We are so very thankful to have such an engaged community partner, linking students with older adults in our community, helping establish a positive habit that could develop into a lifelong service mission for alumni.

**SIGN UP FOR THE NEXT MAKE A DIFFERENCE DAY!** April 23, 2022 from 9am - 1pm.  
RSVP by Saturday, April 2, 414-210-5881 or email us at [essmilw@gmail.com](mailto:essmilw@gmail.com)

## Shorewood's Dementia Awareness Workgroup

Eastside Senior Services proudly participates in the Shorewood Dementia Awareness Workgroup, or affectionately abbreviated as “DAWG”. Led by Sue Kelley, DAWG has conducted educational sessions for the community. Topics have included Resources for Caregivers, Legal and Financial Planning, Research Developments, Dementia 101, Brain Health and Prevention, How to be a Dementia Friend, etc. Most DAWG members have now been trained as “Dementia Friends Champions” in order to conduct community presentations and expand our reach. DAWG helps with the Shorewood Memory Café and helps facilitate the “Coffee and Conversation for Caregivers” support group. DAWG also conducts outreach to increase awareness of dementia and to share resources.



DAWG is planning additional outreach activities in 2022 centered around expanding the number of Dementia Friends presentations held in Shorewood. Additional activities to support caregivers through a resource panel and to sponsor films related to dementia will also be considered as the Work Group seeks additional opportunities to increase awareness about dementia in our community, provide education on specific topics related to dementia, and provide information and resources for people living with dementia and their caregivers.

If you would like to learn more about DAWG or be included in future communications, please visit <https://www.villageofshorewood.org/642/Shorewood-Connects> or feel free to contact Eastside Senior Services to chat more about it.

## Susan Shares Her Experience as a Friendly Visitor

When Susan retired from teaching, she decided to invest in volunteering. With the loss of her mother at a young age, she thought it would be lovely to connect with her mother’s generation by helping an older adult. Susan began volunteering about ten years ago, helping one client for about eight months, then another for over three years. She took a little break, but agreed to connect with Elizabeth whom she visited with for over five years until Elizabeth passed away in 2021.

Helping Elizabeth added so much light into Susan’s life. Elizabeth was determined, feisty, opinionated, and most of all delightful. Susan’s friends would often ask about how Elizabeth was doing, and she would always have a fun story to share. One of her friends even decided to help at a similar agency because of the joy Susan found in helping. She recalled a few of those stories to share with you as well!...

Elizabeth always hunted the ads for items that were on sale, regardless of store. If they weren't on sale at a particular price, she didn't buy them - even if she really needed the item. But when they were on sale, she stocked up! She had a few vices - Diet Cherry Pepsi and M&M's. Susan recalls one time when the Diet Cherry Pepsi was on sale, she filled her motorized cart with them. She loved to share her M&M supply with her postal carrier and Meals on Wheels driver, portioning 10-12 of them out in a baggie and giving it to them weekly. She discovered Susan enjoyed peanut M&M's and would buy them for her when she found that great sale. Another vice was flavored creamers, even though she did not care for coffee. Nearly every afternoon, she would fill her coffee cup with a quarter of instant coffee, and the rest with creamer!



Elizabeth and Susan discovered they lived in the same cities at one point - Thiensville and Oconomowoc. They took a drive to Thiensville and showed one another the home they lived in and reminisced about the area. Once Elizabeth had moved back to her childhood home on the Eastside after her parents passed away, it was her greatest desire to remain independent and in the home she grew up in. She faced challenges with stairs but found ways to overcome those obstacles by modifying the way she took the stairs. Susan also helped make that dream a reality for Elizabeth, helping nurture her and provide things she needed in order for her to live how she wanted to live. Elizabeth had children that helped her a lot as well, but most lived out of town, so Susan was a true blessing and regularly gave them updates on how their mom was doing. Even after Elizabeth's sudden passing, Susan still talks with her children who are so very grateful for all she did.

Susan gave of herself, and she gained love, relationships, and lasting memories through her act of kindness in volunteering. She went out to make a difference - and in turn, so much difference and impact was made within her. Volunteering gives back in so many tremendous ways, and she made such a deep impact in Elizabeth and her family's life that they were so entirely grateful for.

## Yoga in the Park

On Saturday, August 21 we held a lovely Yoga in the Park event at Hubbard Park.

Overlooking the river on a sunny warm day, our participants enjoyed a yoga session led by Marquita Edwards. Marquita donated Outpost gourmet sandwiches and chips, while Juiced! donated delicious bottled juice cleanses.

Other refreshments were provided as well in addition to several gift card giveaways.

Cornerstone Caregiving generously sponsored our fundraiser. Such a fun event, and wonderful to gather outdoors in a safer environment! Thank you to all who participated and contributed!



## Clients Beyond Our Service Area

Eastside Senior Services serves within these boundary areas:

- North to Glendale Avenue
- South to Wisconsin Avenue
- East to Lake Michigan
- West to Holton Street and the Milwaukee River

If you know someone in need beyond these borders - never fear! Eras is the service provider for the remainder of Milwaukee County outside of our boundaries. Call 414-488-6500.

Of course - we will take volunteers residing anywhere!!

## Are You A Senior Seeking for a Place to Connect?

COVID has left many of us feeling lonely and isolated and some of us are especially craving human contact. If you are not quite ready to venture out yet, Eastside Senior Services can help by providing a phone friend or an in-person companion, give us a call if you're interested. If you are ready to venture out and socialize, many groups are starting up again in the community! Check a few of these GREAT social opportunities and reconnect with others:

**Senior Centers:** Classes are going on now, in person! Nearby senior centers include the Clinton & Bernice Rose Senior Center located at 3045 N MLK Drive, 414-263-2255; and Washington Park Senior Center at 4420 W Vliet Street, 414-933-2332. You can find more information on the Serving Older Adults website at [www.servingolderadults.org](http://www.servingolderadults.org). If you live in Shorewood, the Shorewood Senior Resource Center has a lot to offer. 3920 N Murray Avenue, 414-847-2727, <https://www.villageofshorewood.org/168/Senior-Resource-Center>

**Older, Wiser, Local (OWL):** Located in Riverwest at the Jazz Gallery Center for the Arts, 926 E Center Street, OWL offers arts and crafts workshops as well as informative lectures and demonstrations on a wide variety of topics. In-person meetings happen when COVID numbers are manageable, with an ongoing radio show on Riverwest Radio, 104.1 FM. Call 414-374-4722 for more information, or visit at <https://jazzgallerycenterforarts.org/community>

**Riverwest Elders:** A fun, supportive social senior group located in Riverwest. For more information, read their monthly article in the Riverwest Currents newspaper.

**Milwaukee Recreation:** If you haven't been paying attention to what the recreation department offers, you should be! They have some great programming, some geared toward seniors. To learn more, visit <https://milwaukee recreation.net/>, or call 414-475-8180.

These are just a few resources in our community. We pride ourselves in keeping you informed on resources in the area. If you are excited about a community group you're involved in, let us know! We love to tell others about great opportunities that are available. Need a ride to any of these opportunities? Let us know, and we can help you!



# FREE Spring Cleanup Assistance Available

*Are you or is someone you know over age 60 and needs help with yard cleanup?*

*Contact Eastside Senior Services to request FREE help!*



In collaboration with UW-Milwaukee students and area higher education communities, students volunteer to help our community with spring cleanup, such as picking up debris, old leaves, and prepping garden areas.

How it works:

- Call Eastside Senior Services by April 2 to RSVP
- Provide your name, address, and phone number
- Let us know the work needed done, your approximate lot size, and whether or not you have tools available for tasks requested
- Eastside Senior Services will contact you a few days prior to service and confirm
- A student team will arrive at your home between 9am to 1pm on Saturday 4/23

## **Make a Difference Day**

Saturday, April 23, 2022

9 am to 1 pm

### ***Interested?***

Contact Eastside Senior Services

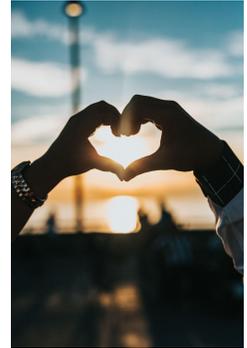
414-210-5881, [kelly.essmilw@gmail.com](mailto:kelly.essmilw@gmail.com)

*Eastside Senior Services helps adults 60 and older live independently and stay connected to their community on Milwaukee's eastside and Shorewood. Free services are provided by the generosity of our volunteers, and can include transportation, visits, grocery shopping, minor home repairs and outdoor chores.*

*Visit us on Facebook or visit [www.essmilw.org](http://www.essmilw.org)*

## THANK YOU to Financial Supporters

Eastside Senior Services wouldn't be able to do what we do without the incredible support of our partnering supporters. Because we are 100% donation based, every dollar counts. Aside from monetary donations, these partners champion us, help us find volunteers, allow us to represent ESS in ministry events, provide space in church communications, and more. Our office space at St. Mark's Episcopal is generously donated through the church as well. We are so abundantly blessed by community organizations that believe in our mission, and for that we cannot say thank you enough. The following are our primary supporters:



Cathedral of St. John the Evangelist  
Immanuel Presbyterian Church  
Lake Park Lutheran Church  
Old St. Mary Catholic Church  
Our Lady of Divine Providence Catholic Parish  
Plymouth United Church of Christ  
Saint John's On The Lake  
St. Mark's Episcopal Church  
SS Peter and Paul Catholic Church  
Shorewood Senior Resource Center  
Suminski Family Funeral Homes  
Three Holy Women Catholic Parish

## Facebook



Like us on Facebook where we provide the latest on agency and area interests for older adults. Also, if you shop on Amazon, consider linking us to Amazon Smile - for every purchase you make, a small donation will be made to ESS!

## Lastly, a Final Request...

If Eastside Senior Services has resonated with you in some way and you would like to be considered a partner with us, please consider offering a donation. No offering is too small. We appreciate all your support!



Eastside  
Senior  
Services

serving seniors since 1974

2618 N Hackett Avenue  
Milwaukee, WI 53211

**April/May: Annual Mother's Day Flower Fundraiser!**

[ssmilw@gmail.com](mailto:ssmilw@gmail.com)

**Saturday, April 23:** UW-Milwaukee will provide FREE Spring Yard Cleanup for community members over the age of 60! RSVP by April 2, 414-210-5881 or

## UPCOMING EVENTS:

Eastside Senior Services "helps adults aged 60 and older live independently and stay connected to their community on the east side and Shorewood." With two part-time staff and an army of volunteers, we provide FREE services including transportation, shopping assistance, errands, chores, light repairs, and companionship. Staff help provide advocacy, information, and referrals. Our loan closet offers gently used medical equipment such as wheelchairs, shower chairs, and walkers for FREE to those who need it, either temporary or permanent.