



2020 Annual Report

Improving quality of life for seniors to live independently.

Message from the Chairman of the Board

On behalf of the Board of Trustees and the Gillette family, I'm pleased to share the 2020 Baldwin Society Annual Report.



ROB GILLETTE

This year seniors needed our help more than ever and we were there to adapt and respond. During the first few months of COVID, we provided almost \$14,000 in COVID relief, supporting grocery delivery, cleaning supplies, toiletries, and PPE to hundreds of homebound seniors.

We established a partnership with Habitat for Humanity chapters throughout Michigan and learned that 350 people are homebound because they need a ramp. We agreed to work together to end this wait list. We call the project RampUp! And we are seeking \$1 million to meet this critical need. We hope to partner with other local foundations and donors to raise this capital over the next 12 to 18 months.

When our largest fundraiser, Dignity & Hope, was cancelled last May, we were concerned about our ability to continue serving. By working together with staff from our marketing team and volunteers from Bloomfield Hills Cable TV we hosted our first ever virtual event in October and raised more than \$142,000!

Our volunteers delivered 1,300 Holiday Hope care packages and shared socially distant smiles and waves. We launched our first Senior Advisory Council with Baldwin House residents who shared insight and ideas. And we safely engaged more volunteers than ever before. We served more than 3,000 SENIORS and VETERANS. And while we raised fewer dollars than 2019, we are grateful for those who cared enough to step up and serve.

Our heartfelt thanks to all our staff, residents, families and vendors for their time, donations, and commitment this year. And for the leadership provided by our Board of Trustees Dale Watchowski, Joe Schwartz, Dr. Peter Lichtenberg, Dr. Thomas Jankowski, Pat Simasko, Karon Bohlender, Robert Runco, Teresa Bailey, Ted Spicer, Samantha Eckout, and Tina Abbate Marzolf.

OUR VISION FOR 2021:

- Partner to distribute more than 300 emergency grants
- Support monthly fresh fruit and vegetables for 100+
- Build 100+ ramps for seniors/veterans on Habitat for Humanity wait lists
- Engage more older adults: Seniors Helping Seniors Campaign
- Engage more youth: Live and Learn Campaign
- Build a better tomorrow through research
- Continue to respond to the changing needs of seniors and Veterans

2020 BY THE NUMBERS

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.

\$200,000

raised

\$80,000

senior emergency needs

\$27,900

to Wayne State University Research

\$13,600

COVID Relief

3,147 Seniors Served

15 Non-profit partners

WHAT WE DO

Outreach



Kimberly who is on a fixed income needed to replace the roof on her home. As she was making monthly payments for the roof replacement, she fell behind in her utility bill and faced shut off. With the help of AHF

her bill was paid in full and now that her roof is paid for, she is once again able to keep up on her bill.

After a serious fall in the bathroom, Mrs. W received physical therapy. The therapist recommended grab bars be installed in her shower and near her toilet to help prevent another fall. He also recommended a handrail near the garage entry. Total cost \$1,325.

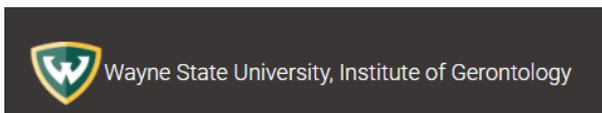


Mr. H is on Medicare but does not have supplemental coverage. So he doesn't go to the doctor often. He needed some emotional support in October but was

hesitant to get care because he was worried about the cost. The AHF covered \$193.60 of his counseling care costs so he could get the help he needed.



Research



We support research that helps older adults and families avoid and recover from financial abuse and exploitation. Visit www.olderadultnestegg.com.

- 4746 older adults and caregivers touched
- 111 professionals trained
- 54 older adults and caregivers received 1:1 financial coaching from SAFE Director Latoya Hall
- 761 new certifications for professionals on olderadultnestegg.com
- 903 new assessments of older adults on olderadultnestegg.com

FINANCIALS

Baldwin Society Balance Sheet

As of December 31, 2020

	Dec 31, 20	Dec 31, 19
ASSETS		
Current Assets		
Checking/Savings		
Merrill Lynch	109,464.70	171,703.14
PayPal Account	22.95	12.50
Total Checking/Savings	109,487.65	171,715.64
Other Current Assets		
Grants Given		
Adult Well Being Services	2,270.32	3,398.38
Area Agency on Aging in Pasco-P	5,041.36	3,553.35
Berry Foundation	2,741.68	2,995.02
Friendship Center	0.00	3,980.00
Hannan Foundation	5,000.00	-4,292.68
Henry Ford Health Systems	20,000.00	0.00
Lighthouse of Oakland County	8,265.21	3,285.06
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	3,028.07
The Information Center	3,478.89	5,848.44
The Senior Alliance	6,416.92	1,796.27
The Senior Neighbors	10,277.49	12,559.43
UDM - Dental	15,000.00	15,000.00
Valley Area Agency on Aging	2,635.29	3,635.29
Grants Given - Other	35,264.29	35,264.29
Total Grants Given	125,039.79	96,652.71
Total Other Current Assets	125,039.79	96,652.71
Total Current Assets	234,527.44	268,368.35
Other Assets		
Endowment - FMV	29,191.96	0.00
Other Assets	2,490.04	2,490.04
Total Other Assets	31,682.00	2,490.04
TOTAL ASSETS	266,209.44	270,858.39
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
Employee Benefits	2,476.52	2,261.17
Payroll Taxes Credit	2,865.85	0.00
Total Other Current Liabilities	5,342.37	2,261.17
Total Current Liabilities	5,342.37	2,261.17
Total Liabilities	5,342.37	2,261.17
Equity		
Unrestricted Net Assets	268,597.22	144,485.60
Net Income	-7,730.15	124,111.62
Total Equity	260,867.07	268,597.22
TOTAL LIABILITIES & EQUITY	266,209.44	270,858.39

The Baldwin Society is a 501(c)(3) organization dedicated to supporting low income older adults who need help, and to pioneering research for a better tomorrow.

Learn more and support our mission at:

www.baldwinsociety.org

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