

From: [Emily Cayer](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com; [Committee On Aging](#)
Subject: ***REINSTATE \$277,970 to NewBridge***
Date: Wednesday, October 16, 2024 8:07:51 PM

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NewBridge is a giant asset to the aged in the area, and these cuts will be absolutely devastating to that population. The difference NewBridge makes in the lives of those involved is unparalleled and truly needs to be preserved in its financial entirety.

Dear Committee on Aging,

I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison.

Bringing in 7 agencies that have not received funding for older adult services before is concerning on two levels. First, the entire city budget for older adult services is only \$838,000. How can 7 non-profit agencies be expected to adequately provide case management, culturally relevant activities, independent living support and outreach & information and referral services for all older adults in Madison who need assistance with that paltry amount?

Second, NewBridge supports the idea of funding other agencies and expand our reach so that the Madison community can better meet the needs of older adults and especially those from BIPOC and other marginalized communities such as the Southeast Asian community who we do not serve directly. However, to do this all at once without additional funding and to pull funds from NewBridge, whose work has significant impact on thousands of older adults each year, only shifts the problem.

Many of these agencies have minimal experience and expertise providing services for older adults. This is not something that just anyone can jump in and do. A couple of the agencies are requesting significant funds compared to the amount of people they will serve in their programming. We believe that offering more activities in neighborhoods can be very positive but it will take more time and resources than the current funding recommendations allow.

NewBridge is concerned the amount of funding requested/ proposed for these new agencies will severely restrict what they can do and have minimal impact. We are particularly concerned about how reducing funding for NewBridge will impact Hispanic older adults in Madison. NewBridge has helped them to become a community and they are like family to one another. Yet they are very spread out in Madison and the majority don't have peers living close by.

Wouldn't it make more sense to gradually bring in other agencies over the course of the next few funding cycles, restore some funding for NewBridge and advocate for additional funding in the meantime?

The NewBridge funding restoration request to the Committee on Aging will allow NewBridge to maintain our case management, home chore and volunteer guardian programs at the same level and not have to institute a case management waitlist again. If funding for our volunteer guardian program is not restored, who will serve the older adults in need of these services in Madison? Funding is also being proposed for resource and referral programming that seems very similar to services offered at the ADRC.

From: lkprue@charter.net
To: [Committee On Aging](#)
Subject: 2025 budget cut for NewBridge
Date: Monday, October 21, 2024 5:20:52 PM

You don't often get email from lkprue@charter.net. [Learn why this is important](#)

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To Whom it may concern,

I'm e-mailing with a request for the Committee On Aging to restore the proposed \$277,970 cut in 2025 funding to NewBridge.

Funding provided by the City of Madison is NewBridge's second-largest source of revenue. My understanding is that the organization cannot absorb a cut of this size. If enacted, it will result in reduced services to 3500 Madison older adults who need help to live independently.

The activities and services that will be cut, due to the lack of funding, are for older adults in our community. As it is, this population is frequently underserved.

I am concerned that the cut in services from NewBridge will impact the quality of life for several hundred older adults in the Madison area.

Please oppose the funding cut slated for NewBridge.

Regards, Lucinda K Prue

From: [Maureen Quinlan](#)
To: [Committee On Aging](#)
Subject: Agenda 85308 - virtual mtg 10/23/24
Date: Monday, October 21, 2024 1:20:18 PM

You don't often get email from maureenq@newbridgemadison.org. [Learn why this is important](#)

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I am writing to ask that you work to restore the \$277,970 proposed cut to NewBridge Madison. NewBridge provides essential services to older adults in our area. Many of our older adults face increasing struggles in maintaining housing, accessing needed supports and maintaining mental health through activities and socialization. As our population ages it is only becoming a greater need. NewBridge works to assist people in maintaining their independence and avoiding more costly services provided in facilities. While increasing the number of service providers is a positive move, it makes little sense to remove funding from a successful service organization. Thank you for your consideration.

Maureen Quinlan

--

Maureen Quinlan, MSSW

Case Manager

Pronouns: *she/her/hers*

NewBridge Madison, Inc.

West Madison Location

5724 Raymond Rd.

Madison, WI 53711

P: (608) 512-0000 Ext. 4003

F: (608) 299-0700

newbridgemadison.org

Find us on [Facebook](#), [Instagram](#), and [Twitter](#)

I will make every effort to respond to your message as soon as possible. Please allow up to three business days for a response



NewBridge provides older adults a bridge to successful aging.

Funded by Dane County, City of Madison, City of Monona, United Way of Dane County, and

private donors.

Proud partner with United Way of Dane County.

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From: [Nicole Kibble](#)
To: [Committee On Aging](#)
Subject: Agenda 85308 budget cuts
Date: Monday, October 21, 2024 8:55:40 PM

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Dear Committee on Aging,

I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison. We need to continue to support a group that often falls off the radar of non-profits and fundraisers. NewBridge is a long-standing agency with a strong reputation and a diverse set of services.

Bringing in 7 agencies that have not received funding for older adult services before is concerning on two levels. First, the entire city budget for older adult services is only \$838,000!!! How can 7 non-profit agencies be expected to adequately provide case management, culturally relevant activities, independent living support and outreach & information and referral services for all older adults in Madison who need assistance with that paltry amount?

Second, NewBridge supports the idea of funding other agencies and expand our reach so that the Madison community can better meet the needs of older adults and especially those from BIPOC and other marginalized communities such as the Southeast Asian community who we do not serve directly. However, to do this all at once without additional funding and to pull funds from NewBridge, whose work has significant impact on thousands of older adults each year, only shifts the problem.

Many of these agencies have minimal experience and expertise providing services for older adults. This is not something that just anyone can jump in and do. A couple of the agencies are requesting significant funds compared to the amount of people they will serve in their programming. We believe that offering more activities in neighborhoods can be very positive but it will take more time and resources than the current funding recommendations allow.

NewBridge is concerned the amount of funding requested/ proposed for these new agencies will severely restrict what they can do and have minimal impact. We are particularly concerned about how reducing funding for NewBridge will impact Hispanic older adults in Madison. NewBridge has helped them to become a community and they are like family to one another. Yet they are very spread out in Madison and the majority don't have peers living close by.

Wouldn't it make more sense to gradually bring in other agencies over the course of the next few funding cycles, restore some funding for NewBridge and advocate for additional funding in the meantime?

The NewBridge funding restoration request to the Committee on Aging will allow NewBridge to maintain our case management, home chore and volunteer guardian programs at the same level and not have to institute a case management waitlist again. If funding for our volunteer guardian program is not restored, who will serve the older adults in need of these services in Madison? Funding is also being proposed for resource and referral programming that seems very similar to services offered at the ADRC.

Sincerely,

Nicole Kibble

From: [Kathleen Dare](#)
To: [Committee On Aging](#)
Subject: Agenda Item 85308
Date: Wednesday, October 23, 2024 8:29:50 AM

[You don't often get email from tkdare@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

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I am writing this morning in opposition to the proposed funding cut to NewBridge. I do not support cutting their funding to divert their funds to new organizations that do not have the proven experience and expertise in providing older adult services.

The community supported by the services of NewBridge are often single adults living isolated lives without support from family and friends. NewBridge brings dignity to their lives as they try to navigate the many challenges of aging alone with multiple physical and mental health issues.

I ask that you support NewBridge by maintaining their current level of funding.

Kindly,
Kathleen Dare

From: [Subach, Alison](#)
To: [Committee On Aging](#)
Subject: Budget Cut to New Bridge funding
Date: Wednesday, October 23, 2024 8:44:54 AM

You don't often get email from alison.subach@unitypoint.org. [Learn why this is important](#)

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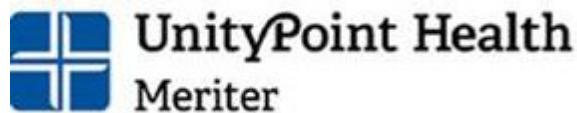
Good morning,

I'm emailing to request that you please reconsider the 40% budget cut to New Bridge Funding for the next budget year. I am an RN Care Coordinator at Unity Point – Meriter and work with our aging population in the community. New Bridge funds are used to provide **necessary** support for our older adults who otherwise would not be able to receive case management, in-home volunteer services, and assistance with financial management. I strongly recommend that you reconsider this decision as it would be detrimental to the many older adults in our community.

Thank you!
Alison

Alison Subach, BSN, RN, GERO-BC
RN Care Coordinator

Unity Point Health – Meriter Middleton Clinic
7780 Elmwood Ave, Suite 201
Middleton, WI 53562
608-417-3451 office
608-417-8458 fax
alison.subach@unitypoint.org



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From: [Rita Baldacchino](#)
To: [Committee On Aging](#); cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com
Subject: Budget Cuts for Newbridge
Date: Tuesday, November 5, 2024 9:26:00 AM

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Dear Committee Members,

Please do not approve the proposed cuts to the Newbridge budget.

While it is admirable that the city wants to fund other agencies, it is NOT a good plan to reduce funding for an agency with a proven track record.

Such services have proven to be lifelines for seniors in need and for their families. As a taxpayer, I am grateful for the city allocating funds to Newbridge.

The city should explore alternatives for funding those new agencies that intend to provide services to their communities.

Sincerely yours,

Rita Cairns

Sent from my iPhone

From: [Judith Bradshaw-Rouse](#)
To: [Committee On Aging](#)
Subject: Budget cuts New Bridge
Date: Monday, September 30, 2024 2:40:36 PM

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Hello

I'm 71 years old and I have visited most of the senior centers in Dane County. Newbridge services a low income population who have a critical need food and services.
Judith Bradshaw-Rouse

From: [Judith Bradshaw-Rouse](#)
To: [Committee On Aging](#)
Subject: Budget cuts
Date: Monday, October 21, 2024 3:22:36 PM

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I'm 71 years old and I need more and more time energy to take care of basic needs.

Cutting the Newbridge budget is criminal.

Most if not all of the clients of Newbridge live on limited incomes. The services provided are essential including meals, case management, support for care providers, simple exercise routines.

Newbridge is the poor sister
of the other Senior centers in Dane County.

Basic support for Newbridge is a good investment.

Judith Bradshaw-Rouse

From: [Tami B](#)
To: [Committee On Aging](#)
Subject: Budget cuts
Date: Tuesday, October 22, 2024 12:04:33 AM

You don't often get email from tami.bucholtz@gmail.com. [Learn why this is important](#)

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Please don't do budget cuts to new bridge. It helps my mom who is a low income senior citizen.

Thanks,
Tami Bucholtz

From: [Francine FinleyStrong](#)
To: [Committee On Aging](#)
Subject: Committee on Aging 85308 Recommendation on Older Adults services funding 2024
Date: Wednesday, September 25, 2024 3:39:11 PM

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My name is Francine Finleystrong

I'm new to speaking on behalf of programs helping the aging adults I've been a participant in the Creator's Cottage and I've also been a participant of New Bridge the majority of my time is spent at the Creator's Cottage. I thought I sign up to speak but that's something I need more experience with. The Creator's Cottage has taught me so many amazing skills in sewing, art, writing journals, women health. I wish things in government were for the people by the people and that is older people which is growing by leaps and bounds I know it's hard for services to keep up with the ever rising older population. I'm not sure how to express how important program like this are for us please consider all as best as you can.

From: [Greg Bell](#)
To: [Committee On Aging](#)
Subject: Consideration
Date: Wednesday, October 23, 2024 3:28:37 PM

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Dear Committee Members:

I turned 83 this summer and am living on a fixed income along with some serious health challenges as is my wife who is 81. Together we have paid school taxes for 56 years here in Madison. This covers our children's generation 1969 thru 1990 and our grandchildren's generation 2000 to 2024. Since we think we did our share for schools, I would like to see our city honor its Senior Citizens over 80 years old with a seniors discount on their school taxes. Do not be concerned about the "loss" of some seniors taxes to a discount; we are still spending that money on health care, food, donations to good causes and other taxes. Furthermore, the growth of our city population will easily make up for our small contributions. So, for all of us over 80 in Madison, I beg you to consider this "Madison senior's discount". Yes, a "MSD". T. Greg Bell

--

T. Greg Bell 11 Court of Brixham Madison, WI 53705 tgregbell@tds.net 608-836-9547

From: bonnie.rothenberg
To: [Committee On Aging](#)
Subject: Cuts to NewBridge
Date: Thursday, September 26, 2024 6:05:34 PM

You don't often get email from rothenbergbonnie@gmail.com. [Learn why this is important](#)

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Dear Sir/Madam,

The Community Development Division has recommended a cut to NewBridge's budget by 44% -\$277,970. If enacted, these cuts would lead to over 3,500 older adults served by NewBridge losing access to the services they need to live independently. These substantial cuts included in the Community Development Division's Older Adults Services Funding Recommendations would:

- Completely eliminate City of Madison funding for the Older Adult Program \$138,887. This program serves over 2,000 (16,000 duplicated) older adults annually and provides opportunities for community connection, health education, exercise classes, health screenings and clinics to avoid disease, and recreational and intergenerational activities to reduce social isolation.
- Reduce critical case management services funding by \$102,000, which will result in the elimination of 1.5 case management staff and lead to the return of an 8-10 week case management waiting list. This means 80-100 older adults will be waiting for services that include - housing/homelessness, home chores, benefit applications, food insecurity, and transportation.
- Reduce home chore funding by \$20,563, which will likely lead to the elimination of 0.4 staff that recruits volunteers who provide basic household chores for 378 older adults - 35% of whom are from marginalized and BIPOC communities. This program already carries a waitlist of 8-12 weeks with 50 older adults, which will only grow with these cuts.
- Completely eliminates City of Madison funding for volunteer guardian services \$16,125. This will lead to NewBridge suspending volunteer guardian services in the City of Madison, impacting 33 older adults who will no longer have a volunteer to assist them with critical financial and medical decisions.

While NewBridge is being cut by \$277,970, the city has proposed providing a total of \$388,039 to eight organizations that have not previously been funded. NewBridge supports funding new older adult services programming but believes the city should add more funding to the older adult services budget instead of cutting existing organizations.

NewBridge has been instrumental in providing me with services and information, allowing me to lead a productive and independent life at 76 years old. The cuts in services would be catastrophic to me and the thousands of others relying on their services. I strongly advise you NOT to make cuts to the NewBridge budget. It will cost the city far more in expenses in the long run if people like myself cannot receive assistance from NewBridge.

Yours sincerely, Bonnie Rothenberg

From: [Rita Baldacchino](#)
To: [Committee On Aging](#)
Cc: [Info@NewBridgeMadison.org](#); [Jim Krueger](#); [KatieG@newbridgemadison.org](#); [DeenahG@newbridgemadison.org](#)
Subject: Defunding NewBridge Budget at the tune of 44%
Date: Thursday, September 26, 2024 6:16:33 PM

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Dear Members of the Committee on Aging,

NewBridge is the most important Agency on the NorthEast side of Madison when it comes to providing senior citizens like me with services that assist us in living our final years with dignity and purpose. From coordinating a multitude of public services, to offering socialization and learning activities, which studies have shown to reduce or prevent depression, I exhort you insist that the city provide additional funding to NewBridge, rather than cut their budget by 44%.

My understanding is that this diversion of funds will help create funding to eight new additional organizations.

However, if the city cannot find funding to expand programs to new organizations, perhaps the city could provide free transportation via their city buses to anyone not residing on the NorthEast side, so they too can benefit of NewBridge's long standing and successful aging programs.

"Chipping away" at something that is working extremely well by diverting funds currently allocated to their budget does not sound like a good decision.

Please do all you can to defeat this proposal. You may even want to pay a visit to NewBridge to see how well the agency is run, and how thankful seniors are for such a haven.

Thank you,

Rita Cairns

From: [Shelly Godar](#)
To: [Committee On Aging](#); [Guequierre, John](#)
Subject: Fully Fund NewBridge of Madison for 2025
Date: Saturday, October 5, 2024 12:18:06 AM

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Dear Alder Guequierre,

I am reaching out to ask that you oppose the proposed \$277,970, or 44%, funding cut to NewBridge Madison, Inc.

I am a client of one of New Bridge's private donors.

NewBridge currently serves 3,500 older adults in the City of Madison. This includes a case management program that provides 1,100 older adults with the support needed to live independently by identifying resources and coordinating services related to housing, home chore, public benefits, food insecurity, and transportation. Support provided through

case management can be as serious as securing housing for an older adult who is about to be evicted or helping them apply for energy assistance to keep their electricity on or Home Delivered Meals to make sure they get proper nutrition.

NewBridge also assists with basic household chores to 378 older adults - 35% are BIPOC - through its home chore program, which already carries a waitlist of 8-12 weeks with 50 older adults, and assistance with critical financial and medical decisions to 33 older adults through its volunteer guardianship program. If enacted, the proposed funding cut will likely lead to the return of the 8-10 week waitlist for case management services, a reduction in home chore staff right as we enter the winter season, and the potential end of volunteer guardianship program services to City of Madison

residents.

It is my understanding that NewBridge's budget is being cut to provide funding to eight additional organizations. **If the City wishes to expand older adult services, they need to provide additional funding in the budget instead of cutting funding from one organization.** NewBridge has been serving older adults in Madison for nearly 50 years and has a proven track record. Please oppose the proposed cuts to NewBridge's budget.

Sincerely,

Shelly Godar

6522 Offshore Dr.

Madison, WI 53705

From: [Alicia Rheal](#)
To: [Committee On Aging](#)
Cc: [Sparkman Catrina](#); [Dr Fabu Carter](#)
Subject: Funding for IP Ministries, Memory Collectors Storytelling Project- Fighting Alzheimer's with Art
Date: Tuesday, October 22, 2024 1:21:19 PM

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Hello to the folks on the Committee On Aging,

I would like to voice my whole hearted Support for the IP Ministries program, The Memory Collectors Storytelling Project- fighting Alzheimer's through Art.

I have been an active member of this program for the last year, and I can honestly say it has changed my life!

I recently retired from my work. This group of wonderfully diverse folks, keep me active, engaged, and supported, in a way no other organization has. The work they are doing, the education they are providing, and the community support that has come from it... Is invaluable!

Please Consider Fully Funding this Program,

Sincerely,

Alicia Rheal
1010 Colby St
Madison

Sent from my iPad

From: [Katherine L Lovenberg](#)
To: [Committee On Aging](#)
Subject: Funding for NewBridge - Request
Date: Monday, September 30, 2024 3:50:03 PM

You don't often get email from klovenberg@madison.k12.wi.us. [Learn why this is important](#)

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Dear Alder Wehelie:

I am reaching out to ask that you oppose the proposed \$277,970, or 44%, funding cut to NewBridge Madison, Inc.

I am the granddaughter of someone who uses this service weekly. This service provides my Grandmother with household chores and companionship from someone outside of the family and neighbors. This program is so important to so many families, including ours. Our Grandmother looks forward to her weekly time with her NewBridge helper because it's a chance to communicate with someone outside of her small circle. My Grandmother is 93 years young, but without the household chores support, her environment would definitely suffer and she would be living in a way that none of us would want for her.

NewBridge currently serves 3,500 older adults in the City of Madison. This includes a case management program that provides 1,100 older adults with the support needed to live independently by identifying resources and coordinating services related to housing, home chore, public benefits, food insecurity, and transportation. Support provided through case management can be as serious as securing housing for an older adult who is about to be evicted or helping them apply for energy assistance to keep their electricity on or Home Delivered Meals to make sure they get proper nutrition. NewBridge also assists with basic household chores to 378 older adults - 35% are BIPOC - through its home chore program, which already carries a waitlist of 8-12 weeks with 50 older adults, and assistance with critical financial and medical decisions to 33 older adults through its volunteer guardianship program.

If enacted, the proposed funding cut will likely lead to the return of the 8-10 week waitlist or case management services, a reduction in home chore staff right as we enter the winter season, and the potential end of volunteer guardianship program services to City of Madison residents.

It is my understanding that NewBridge's budget is being cut to provide funding to eight additional organizations. If the City wishes to expand older adult services, they need to provide additional funding in the budget instead of cutting funding from one organization.

NewBridge has been serving older adults in Madison for nearly 50 years and has a proven track record. Please oppose the proposed cuts to NewBridge's budget.

Sincerely,

Katherine Lovenberg
3125 Bradbury Road
Madison, WI
53719

--

Katherine Lovenberg
Special Education Teacher
Vel Phillips Memorial High School
608-571-7657 (voice and text)
[Special Ed Parental and Student Rights](#)

Preferred Pronouns - she, her, hers
Do What's Best For Kids

From: [Ilene](#)
To: [Committee On Aging](#)
Subject: Fw: Proposed 277,970 budget cut, NewBridge 2025
Date: Thursday, November 7, 2024 12:48:57 PM

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----- Forwarded Message -----

From: "Ilene" <kooky4kinsey@yahoo.com>
To: "district15@cityofmadison.com" <district15@cityofmadison.com>
Sent: Thu, Nov 7, 2024 at 12:36 PM
Subject: Proposed 277,970 budget cut, NewBridge 2025

Hello, I am a very senior woman who lives at E. Lakeview Ave. In your district and am asking for your help.

I have been a very blessed client of NewBridge, formerly East Madison Monona Coalition (EMMCA) for almost 20 years and they have enabled me to stay in my home of 35 years.

I will try to list all the ways:

Referred me to Energy Services who sends MG&E payment annually towards my heat/light bill.

Arranged for leaf raking (I have 2got LARGE silver maples in back yard)

Arranged for volunteers to wash my many windows, inside and out.

Got me a volunteer with a lawn mower to mow my lawn.

Got me a volunteer to shovel my driveway, as needed.

Got me a wonderful young woman (volunteer) who has come to vacuum for me (back pain) AND Visit with me once every 2 weeks for 6+ years, we are really good friends now

Provide a delivered thanksgiving dinner yearly.

And so much more....

Please do not cut their funding as is proposed.

Thank you for your consideration, have a good weekend.

Ilene Bright
608 422-3700

kooky4kinsey@yahoo.com

[Yahoo Mail: Search, Organize, Conquer](#)

From: [Melvin Arendt](#)
To: [Committee On Aging](#); cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com
Subject: Homeless Veteran
Date: Tuesday, November 12, 2024 8:02:43 AM

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We have homeless people everywhere and you plan to cut funding to help people who have nothing, no job or a place to lay their head at night. Do the right thing. Help people not corporate greed. Shame on all of you if you choose to let people suffer instead of helping those in need.

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From: [Amy Starobin](#)
To: [Committee On Aging](#)
Subject: I think to cut new Bridge is not realistic with many poor elderly without case management ability to handle their finances
Date: Monday, October 7, 2024 7:52:21 AM

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The meal, the case management referral for other medical professional no other referrals has

Without such services I or others could become elderly homeless

And that would probably be deadly for some like me

From: [Gail Brooks](#)
To: [Committee On Aging](#)
Subject: IMPORTANT: Reinstatement of \$277,970 to NewBridge Madison
Date: Tuesday, October 22, 2024 9:32:14 AM

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Dear Committee on Aging:

I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison.

Bringing in 7 agencies that have not received funding for older adult services before is concerning on two levels. First, the entire city budget for older adult services is only \$838,000. How can 7 non-profit agencies be expected to adequately provide case management, culturally relevant activities, independent living support and outreach & information and referral services for all older adults in Madison who need assistance with that paltry amount?

Second, NewBridge supports the idea of funding other agencies and expand our reach so that the Madison community can better meet the needs of older adults and especially those from BIPOC and other marginalized communities such as the Southeast Asian community who we do not serve directly. However, to do this all at once without additional funding and to pull funds from NewBridge, whose work has significant impact on thousands of older adults each year, only shifts the problem.

Many of these agencies have minimal experience and expertise providing services for older adults. This is not something that just anyone can jump in and do. A couple of the agencies are requesting significant funds compared to the amount of people they will serve in their programming. We believe that offering more activities in neighborhoods can be very positive but it will take more time and resources than the current funding recommendations allow.

NewBridge is concerned the amount of funding requested/ proposed for these new agencies will severely restrict what they can do and have minimal impact. We are particularly concerned about how reducing funding for NewBridge will impact Hispanic older adults in Madison. NewBridge has helped them to become a community and they are like family to one another. Yet they are very spread out in Madison and the majority don't have peers living close by.

Wouldn't it make more sense to gradually bring in other agencies over the course of the next few funding cycles, restore some funding for NewBridge and advocate for additional funding in the meantime?

The NewBridge funding restoration request to the Committee on Aging will allow NewBridge to maintain our case management, home chore and volunteer guardian programs at the same level and not have to institute a case management waitlist again. If funding for our volunteer guardian program is not restored, who will serve the older adults in need of these services in Madison? Funding is also being proposed for resource and referral programming that seems very similar to services offered at the ADRC.

Sincerely,

Gail Brooks, Case Management Coordinator

Colonial Club Senior Activity Center

301 Blankenheim Lane

Sun Prairie, Wisconsin 53590

Phone: 608 837-4611, Ext. 127

Email: gbrooks@colonialclub.org

Fax: 608 837-9302

Website: www.colonialclub.org

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From: [Sharon Walk](#)
To: [Committee On Aging](#)
Subject: Letter in Support of Funding IP Ministries (Memory Collectors Storytelling Project)
Date: Tuesday, October 22, 2024 11:35:48 AM
Attachments: [MC Support Letter Oct. 2024.pdf](#)

You don't often get email from 56swalk@gmail.com. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Attached please find my letter in support of complete funding of Memory Collectors Storytelling Project: Fighting Alzheimer's with Art.

Thank you for your consideration.

Sharon A Walk
5108 Rustling Oaks Lane
McFarland, WI 53558
608-535-2203

From: [Melanie Lucas](#)
To: [Latimer Burris, Amani](#); [Committee On Aging](#)
Subject: Letter of Support for complete funding of Memory Collectors Storytelling Project: Fighting Alzheimer's with Art
Date: Monday, October 28, 2024 2:21:12 PM

Some people who received this message don't often get email from mel.lucas518@gmail.com. [Learn why this is important](#)

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To: Alders Amani Latimer Burris, and Committee On Aging

I am writing to ask you to vote to fully fund IP Ministries and the Memory Collectors Storytelling Project for 4 years. It is Agenda Item #85308.

As a 60 year old Black woman and caregiver for my 83 year-old mother who has dementia, the Memory Collectors Project has become my dementia support group. It is essential to my well-being.

In this group we not only talk about Alzheimer's/dementia, brain health, and healthy lifestyle, we are actually taking specific actions to prevent dementia, and preserve the memories of our loved ones. And I'm able to do it alongside my mother. That is part of what makes the Memory Collectors Project unique, and I urge you to vote to fully fund it.

Melanie Lucas
Madison, WI



REINSTATE \$277,970 to NewBridge

Dear Committee on Aging,
I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison.

Bringing in 7 agencies that have not received funding for older adult services before is concerning on two levels. First, the entire city budget for older adult services is only \$838,000. How can 7 non-profit agencies be expected to adequately provide case management, culturally relevant activities, independent living support and outreach & information and referral services for all older adults in Madison who need assistance with that paltry amount?

Second, NewBridge supports the idea of funding other agencies and expand our reach so that the Madison community can better meet the needs of older adults and especially those from BIPOC and other marginalized communities such as the Southeast Asian community who we do not serve directly. However, to do this all at once without additional funding and to pull funds from NewBridge, whose work has significant impact on thousands of older adults each year, only shifts the problem.

Many of these agencies have minimal experience and expertise providing services for older adults. This is not something that just anyone can jump in and do. A couple of the agencies are requesting significant funds compared to the amount of people they will serve in their programming. We believe that offering more activities in neighborhoods can be very positive but it will take more time and resources than the current funding recommendations allow.

NewBridge is concerned the amount of funding requested/ proposed for these new agencies will severely restrict what they can do and have minimal impact. We are particularly concerned about how reducing funding for NewBridge will impact Hispanic older adults in Madison. NewBridge has helped them to become a community and they are like family to one another. Yet they are very spread out in Madison and the majority don't have peers living close by.

Wouldn't it make more sense to gradually bring in other agencies over the course of the next few funding cycles, restore some funding for NewBridge and advocate for additional funding in the meantime?

The NewBridge funding restoration request to the Committee on Aging will allow NewBridge to maintain our case management, home chore and volunteer guardian

programs at the same level and not have to institute a case management waitlist again. If funding for our volunteer guardian program is not restored, who will serve the older adults in need of these services in Madison? Funding is also being proposed for resource and referral programming that seems very similar to services offered at the ADRC.

Sincerely,

Heather Sims

From: bonnie_rothenberg
To: [Committee On Aging](#); +cdaniel@safercommunity.net; +district14@cityofmadison.com;
+jmorton@capricommunities.com; +kathypoi@charter.net; +kathwhitt@yahoo.com;
+district4@cityofmadison.com; +yachen007@gmail.com
Date: Sunday, November 10, 2024 11:03:50 AM

You don't often get email from rothenbergbonnie@gmail.com. [Learn why this is important](#)

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Dear Alders:

I am reaching out to ask that you oppose the proposed \$277,970, or 44%, funding cut to NewBridge Madison, Inc.

My name is Bonnie Rothenberg. I am 76 years old and have been a client at NewBridge for almost four year now. I have benefited greatly from my case worker Susan Watson at NewBridge. She informed me of various services and grants, helped to fill out applications where needed and submitted forms for me. As a result I received a Section 8 Choice Voucher and a grant from the Independent Living Support Pilot Program from which I received a gym membership and a motility vehicle. Without Susan I would have not known about NewBridge's services or these grants which have been life changing.

NewBridge currently serves 3,500 older adults in the City of Madison. This includes a case management program that provides 1,100 older adults with the support needed to live independently by identifying resources and coordinating services related to housing, home chore, public benefits, food insecurity, and transportation. Support provided through case management can be as serious as securing housing for an older adult who is about to be evicted or helping them apply for energy assistance to keep their electricity on or Home Delivered Meals to make sure they get proper nutrition. NewBridge also assists with basic household chores to 378 older adults - 35% are BIPOC - through its home chore program, which already carries a waitlist of 8-12 weeks with 50 older adults, and assistance with critical financial and medical decisions to 33 older adults through its volunteer guardianship program.

If enacted, the proposed funding cut will likely lead to the return of the 8-10 week waitlist or case management services, a reduction in home chore staff right as we enter the winter season, and the potential end of volunteer guardianship program services to City of Madison residents.

It is my understanding that NewBridge's budget is being cut to provide funding to eight additional organizations. If the City wishes to expand older adult services, they need to provide additional funding in the budget instead of cutting funding from one organization.

NewBridge has been serving older adults in Madison for nearly 50 years and has a proven track record. Please oppose the proposed cuts to NewBridge's budget.

Sincerely,

Bonnie Rothenberg

4620 Frey Street, Apt. 211

Madison WI 53705

From: [Katie Gallagher](#)
To: [Knox Jr., Isadore](#); [Charlie Daniel](#); jmorton@capricommunities.com; [Kathleen Poi](#); [Whitt, Kathy](#); [Committee On Aging](#); [Ya Chen](#); [Verveer, Michael](#)
Subject: Map of NewBridge Clients and Participants
Date: Tuesday, October 22, 2024 7:09:22 PM
Attachments: [City of Madison Maps.png](#)
[City of Madison Maps.pdf](#)

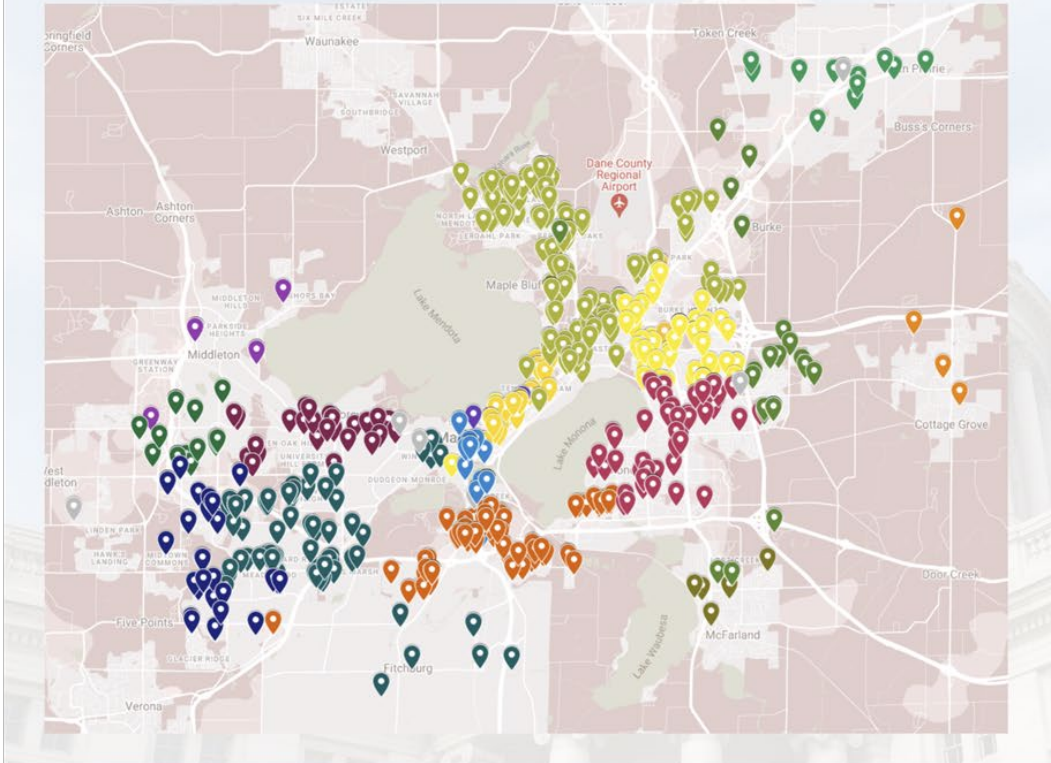
You don't often get email from katieg@newbridgemadison.org. [Learn why this is important](#)

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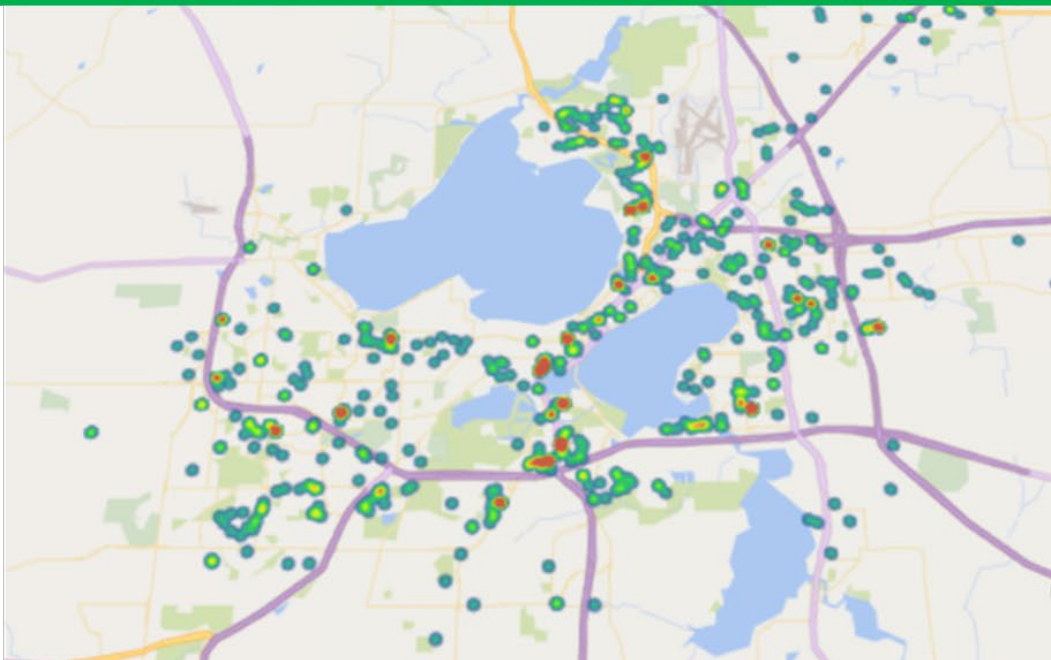
Good Evening Committee on Aging Members,
I have included two separate maps as a visual of where our clients and participants live throughout the City and where we serve as we meet most of our clients where they live. This is not a comprehensive map as there are a few programs that are not included but we did our best. I hope this is a better representation of the neighborhoods where we have an impact. The second map is a heat map - the higher concentrations are green, yellow, then red.

Please reach out if you have any questions.

Client and Programming Data - Per Zip Code



Client and Programming Data - Heat Map





Funded by Dane County, City of Madison, City of Monona, United Way of Dane County, and private donors.

Proud partner with United Way of Dane County.

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October 22, 2024

Mayor Satya Rhodes-Conway - mayor@cityofmadison.com

Alder Verveer – district4@cityofmadison.com

Alder Knox – district14@cityofmadison.com

Re: Letter of Support for complete funding of Memory Collectors Storytelling Project:
Fighting Alzheimer's with Art

Dear Mayor Rhodes-Conway, Alder Knox, and Alder Verveer:

As a member of the Creator's Cottage Memory Collectors Storytelling Project, I would like to express my full commitment for the Memory Collectors Storytelling Project: Fighting Alzheimer's with Art. Specifically, I fully support their application for funding by the City of Madison older adult services through their nonprofit, IP Ministries.

I became part of Memory Collectors in October 2023. A friend mentioned that Artistic Director Catrina Sparkman was seeking help with the creative portion of the project. Having been a quilter for over 20 years, I was eager to share my love of quilting with others.

My own mother-in-law suffered from Alzheimer's, so I have first-hand experience living with and caring for someone with this cruel condition. Over time, she changed from an independent woman who ran a mom-and-pop lumber business with her husband to someone who couldn't dress herself or perform other basics tasks. It was sad to watch a vibrant person become a shell of herself. I often wonder what her cognitive abilities would have been like if she had had the opportunity to be part of a group like Memory Collectors.

Art (in any form) is expression. It can express love, joy, fear, or frustration. It can be simple or complex. Expression through art forces us to use our minds, to think outside the box, to ponder new ideas, and to explore talents we may not even realize we possess.

While the focus of Memory Collectors is geared toward women of color, all women have been enthusiastically welcomed by Catrina. Her ability to bridge gaps and guide us toward knowing ourselves and others better cannot be ignored. The opportunity to join these women in pursuit of a more fulfilling life cannot be understated. I am so thankful to have found this group. However, it is no secret that it takes funds to continue this important work. Your support of full funding is greatly appreciated.

Sincerely,

Sharon A. Walk

Sharon A. Walk

5108 Rustling Oaks Lane

McFarland, WI 53558

608-535-2203

From: [Fabu Carter](#)
To: [Committee On Aging](#)
Subject: Memory Collectors
Date: Wednesday, September 25, 2024 2:55:29 PM

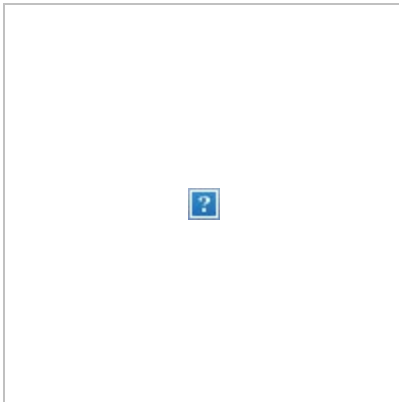
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This email is in support of Memory Collectors and a grant to serve older adults. We just celebrated our first year. This is an excellent program and needs the support of the city of Madison, especially with more grant money.

Thank you,
Fabu Carter

Poet Fabu, Literary Artist, Innovative Educator and Culture Columnist



www.artistfabu.com

Pushcart Prize nominee in Poetry, 2013 & 2014

Madison Poet Laureate (2008-2012)

REMEMBER ME: MARY LOU WILLIAMS IN POETRY, 2015

Poems, Dreams and Roses, 2009

In Our Own Tongues, 2011

Journey to Wisconsin: African American Life in Haiku, 2011

Outstanding Achievement in Poetry, Wisconsin Library Association Literary Awards

From: [Judith Bradshaw-Rouse](#)
To: [Committee On Aging](#)
Subject: Budget cuts New Bridge
Date: Monday, September 30, 2024 2:40:36 PM

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Hello

I'm 71 years old and I have visited most of the senior centers in Dane County. Newbridge services a low income population who have a critical need food and services.
Judith Bradshaw-Rouse

From: [Francine FinleyStrong](#)
To: [Committee On Aging](#)
Subject: Committee on Aging 85308 Recommendation on Older Adults services funding 2024
Date: Wednesday, September 25, 2024 3:39:11 PM

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My name is Francine Finleystrong

I'm new to speaking on behalf of programs helping the aging adults I've been a participant in the Creator's Cottage and I've also been a participant of New Bridge the majority of my time Is spent at the Creator's Cottage. I thought I sign up to speak but that's something I need more experience with. The Creator's Cottage has taught me so many amazing skills in sewing, art, writing journals, women health. I wish things in government were for the people by the people and that is older people which is growing by leaps and bounds I know it's hard for services to keep up with the ever rising older population. I'm not sure how to express how important program like this are for us please consider all as best as you can.

From: bonnie.rothenberg
To: [Committee On Aging](#)
Subject: Cuts to NewBridge
Date: Thursday, September 26, 2024 6:05:34 PM

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Dear Sir/Madam,

The Community Development Division has recommended a cut to NewBridge's budget by 44% -\$277,970. If enacted, these cuts would lead to over 3,500 older adults served by NewBridge losing access to the services they need to live independently. These substantial cuts included in the Community Development Division's Older Adults Services Funding Recommendations would:

- Completely eliminate City of Madison funding for the Older Adult Program \$138,887. This program serves over 2,000 (16,000 duplicated) older adults annually and provides opportunities for community connection, health education, exercise classes, health screenings and clinics to avoid disease, and recreational and intergenerational activities to reduce social isolation.
- Reduce critical case management services funding by \$102,000, which will result in the elimination of 1.5 case management staff and lead to the return of an 8-10 week case management waiting list. This means 80-100 older adults will be waiting for services that include - housing/homelessness, home chores, benefit applications, food insecurity, and transportation.
- Reduce home chore funding by \$20,563, which will likely lead to the elimination of 0.4 staff that recruits volunteers who provide basic household chores for 378 older adults - 35% of whom are from marginalized and BIPOC communities. This program already carries a waitlist of 8-12 weeks with 50 older adults, which will only grow with these cuts.
- Completely eliminates City of Madison funding for volunteer guardian services \$16,125. This will lead to NewBridge suspending volunteer guardian services in the City of Madison, impacting 33 older adults who will no longer have a volunteer to assist them with critical financial and medical decisions.

While NewBridge is being cut by \$277,970, the city has proposed providing a total of \$388,039 to eight organizations that have not previously been funded. NewBridge supports funding new older adult services programming but believes the city should add more funding to the older adult services budget instead of cutting existing organizations.

NewBridge has been instrumental in providing me with services and information, allowing me to lead a productive and independent life at 76 years old. The cuts in services would be catastrophic to me and the thousands of others relying on their services. I strongly advise you NOT to make cuts to the NewBridge budget. It will cost the city far more in expenses in the long run if people like myself cannot receive assistance from NewBridge.

Yours sincerely, Bonnie Rothenberg

From: [Rita Baldacchino](#)
To: [Committee On Aging](#)
Cc: [Info@NewBridgeMadison.org](#); [Jim Krueger](#); [KatieG@newbridgemadison.org](#); [DeenahG@newbridgemadison.org](#)
Subject: Defunding NewBridge Budget at the tune of 44%
Date: Thursday, September 26, 2024 6:16:33 PM

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Dear Members of the Committee on Aging,

NewBridge is the most important Agency on the NorthEast side of Madison when it comes to providing senior citizens like me with services that assist us in living our final years with dignity and purpose. From coordinating a multitude of public services, to offering socialization and learning activities, which studies have shown to reduce or prevent depression, I exhort you insist that the city provide additional funding to NewBridge, rather than cut their budget by 44%.

My understanding is that this diversion of funds will help create funding to eight new additional organizations.

However, if the city cannot find funding to expand programs to new organizations, perhaps the city could provide free transportation via their city buses to anyone not residing on the NorthEast side, so they too can benefit of NewBridge's long standing and successful aging programs.

"Chipping away" at something that is working extremely well by diverting funds currently allocated to their budget does not sound like a good decision.

Please do all you can to defeat this proposal. You may even want to pay a visit to NewBridge to see how well the agency is run, and how thankful seniors are for such a haven.

Thank you,

Rita Cairns

From: [Shelly Godar](#)
To: [Committee On Aging](#); [Guequierre, John](#)
Subject: Fully Fund NewBridge of Madison for 2025
Date: Saturday, October 5, 2024 12:18:06 AM

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Dear Alder Guequierre,

I am reaching out to ask that you oppose the proposed \$277,970, or 44%, funding cut to NewBridge Madison, Inc.

I am a client of one of New Bridge's private donors.

NewBridge currently serves 3,500 older adults in the City of Madison. This includes a case management program that provides 1,100 older adults with the support needed to live independently by identifying resources and coordinating services related to housing, home chore, public benefits, food insecurity, and transportation. Support provided through

case management can be as serious as securing housing for an older adult who is about to be evicted or helping them apply for energy assistance to keep their electricity on or Home Delivered Meals to make sure they get proper nutrition.

NewBridge also assists with basic household chores to 378 older adults - 35% are BIPOC - through its home chore program, which already carries a waitlist of 8-12 weeks with 50 older adults, and assistance with critical financial and medical decisions to 33 older adults through its volunteer guardianship program. If enacted, the proposed funding cut will likely lead to the return of the 8-10 week waitlist for case management services, a reduction in home chore staff right as we enter the winter season, and the potential end of volunteer guardianship program services to City of Madison

residents.

It is my understanding that NewBridge's budget is being cut to provide funding to eight additional organizations. **If the City wishes to expand older adult services, they need to provide additional funding in the budget instead of cutting funding from one organization.** NewBridge has been serving older adults in Madison for nearly 50 years and has a proven track record. Please oppose the proposed cuts to NewBridge's budget.

Sincerely,

Shelly Godar

6522 Offshore Dr.

Madison, WI 53705

From: [Katherine L Lovenberg](#)
To: [Committee On Aging](#)
Subject: Funding for NewBridge - Request
Date: Monday, September 30, 2024 3:50:03 PM

You don't often get email from klovenberg@madison.k12.wi.us. [Learn why this is important](#)

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Dear Alder Wehelie:

I am reaching out to ask that you oppose the proposed \$277,970, or 44%, funding cut to NewBridge Madison, Inc.

I am the granddaughter of someone who uses this service weekly. This service provides my Grandmother with household chores and companionship from someone outside of the family and neighbors. This program is so important to so many families, including ours. Our Grandmother looks forward to her weekly time with her NewBridge helper because it's a chance to communicate with someone outside of her small circle. My Grandmother is 93 years young, but without the household chores support, her environment would definitely suffer and she would be living in a way that none of us would want for her.

NewBridge currently serves 3,500 older adults in the City of Madison. This includes a case management program that provides 1,100 older adults with the support needed to live independently by identifying resources and coordinating services related to housing, home chore, public benefits, food insecurity, and transportation. Support provided through case management can be as serious as securing housing for an older adult who is about to be evicted or helping them apply for energy assistance to keep their electricity on or Home Delivered Meals to make sure they get proper nutrition. NewBridge also assists with basic household chores to 378 older adults - 35% are BIPOC - through its home chore program, which already carries a waitlist of 8-12 weeks with 50 older adults, and assistance with critical financial and medical decisions to 33 older adults through its volunteer guardianship program.

If enacted, the proposed funding cut will likely lead to the return of the 8-10 week waitlist or case management services, a reduction in home chore staff right as we enter the winter season, and the potential end of volunteer guardianship program services to City of Madison residents.

It is my understanding that NewBridge's budget is being cut to provide funding to eight additional organizations. If the City wishes to expand older adult services, they need to provide additional funding in the budget instead of cutting funding from one organization.

NewBridge has been serving older adults in Madison for nearly 50 years and has a proven track record. Please oppose the proposed cuts to NewBridge's budget.

Sincerely,

Katherine Lovenberg
3125 Bradbury Road
Madison, WI
53719

--

Katherine Lovenberg
Special Education Teacher
Vel Phillips Memorial High School
608-571-7657 (voice and text)
[Special Ed Parental and Student Rights](#)

Preferred Pronouns - she, her, hers
Do What's Best For Kids

From: [Amy Starobin](#)
To: [Committee On Aging](#)
Subject: I think to cut new Bridge is not realistic with many poor elderly without case management ability to handle their finances
Date: Monday, October 7, 2024 7:52:21 AM

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The meal, the case management referral for other medical professional no other referrals has

Without such services I or others could become elderly homeless

And that would probably be deadly for some like me

From: [Fabu Carter](#)
To: [Committee On Aging](#)
Subject: Memory Collectors
Date: Wednesday, September 25, 2024 2:55:29 PM

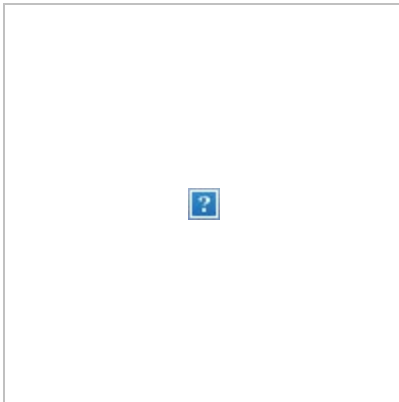
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This email is in support of Memory Collectors and a grant to serve older adults. We just celebrated our first year. This is an excellent program and needs the support of the city of Madison, especially with more grant money.

Thank you,
Fabu Carter

Poet Fabu, Literary Artist, Innovative Educator and Culture Columnist



www.artistfabu.com

Pushcart Prize nominee in Poetry, 2013 & 2014

Madison Poet Laureate (2008-2012)

REMEMBER ME: MARY LOU WILLIAMS IN POETRY, 2015

Poems, Dreams and Roses, 2009

In Our Own Tongues, 2011

Journey to Wisconsin: African American Life in Haiku, 2011

Outstanding Achievement in Poetry, Wisconsin Library Association Literary Awards

From: [Carol Walker](#)
To: [Committee On Aging](#)
Subject: New Bridge funding cuts
Date: Wednesday, October 2, 2024 1:24:58 PM

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From my brother, William Marsh

Good Morning!

I am writing to oppose cuts to the support for NewBridge Senior Center, While I live in Texas now, I grew up in Madison, graduating from West High and UW. My father, William Marsh, was the last principal of Central High and President of the Board of Madison Neighborhood Center.

Madison has been a community that cared for its people. My sister, Carol Marsh Walker, regularly participates in the NewBridge Activities. She is almost totally blind, but finds activities that stimulate her, including Drum Circle, Chair Yoga, lunches with friends, and calling bingo.

From Carol Walker

Mr. Amani Latimer Burris

I learned to day that New Bridge at Warner Park may have severe financial challenges from the city of Madison program cuts. Some of the city concern is people of color in activities which has already happened. But the city wants more. New Bridge has attended city meetings/hearings for this.

I have attended activities via formally NESCO North Eastside Senior Coalition which is now New Bridge. I learned about Sherman Glen via New Bridge from asking participants about Sherman Glen. Everyone said that they like it. So here I am!

I have lived in District 12 for almost two years. Formerly I owned a home on N. Fair Oaks Ave. in the city of Madison. I am 73 years old and New Bridge needs a participant to be sixty years old. I started out by attending bingo at Rhythm And Booms (fireworks at Warner Park). I make a point of treating everyone fairly.

If the funding situation requires it, I would be happy to contribute financially to an activity. I am a New Bridge member.

The activities that I enjoy on a weekly basis are Drum Circle, Chair Yoga, lunches with friends, bilingual bingo and calling bingo. Euchre via Trickstercards is from New Bridge. This has been my life since the 1990s. I purchased my home on N. Fair Oaks in 1993.

In addition, I am visually impaired and I am Caucasian. All of my life but especially at New Bridge, I have many friends of color Hispanic, Black, Japanese, and other. I am very socially conscious. I have no time for criticism either racially or other. A friend assists me with calling bingo. I call the balls and the friend puts the balls on the ball tray. The bingo players like me calling even with assistance. People are accepting and thank me.

I sincerely hope that my email is helpful for you.

From: [Allison Bartz](#)
To: [Committee On Aging](#)
Subject: NewBridge Budget Cuts
Date: Thursday, September 26, 2024 3:01:46 PM

You don't often get email from allison.bartz1@gmail.com. [Learn why this is important](#)

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Good afternoon,

I am emailing to oppose the proposed budget cuts to the NewBridge program. I am a volunteer and donor to NewBridge and I see in my work how the organization provides MUCH NEEDED services for low income adults in Madison. There are so few options for low income adults, please don't remove one of them.

Thank you,
Allison Bartz

From: [Kathleen Howe](#)
To: [Committee On Aging](#)
Subject: Newbridge funding
Date: Monday, September 30, 2024 12:45:58 PM

You don't often get email from kmhowe@yahoo.com. [Learn why this is important](#)

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Dear Sir/Madame,

Please reject the CDD's proposed budget cuts to Newbridge.
Newbridge provides vital services to our aging population.

Best,

Kathleen Howe

From: [Judith Bradshaw-Rouse](#)
To: [Committee On Aging](#)
Subject: Newbridge needs a larger budget not a budget cut.
Date: Wednesday, September 25, 2024 1:06:14 PM

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Newbridge funding:

There are few options for seniors who need everything from case management to meals. Seniors have worked, paid taxes and volunteered to help other seniors.

Any sort of budget cut is reprehensible.

Groups like SAIL (Senior Active Independent Living) require a yearly membership fee.

Madison Senior Center is not in a convenient location and there is limited parking.

Verona and Cottage Grove seniors centers are too far away to drive to on a regular basis.

Middleton Senior Center has a health budget and serves Middleton and Madison seniors.

NewBridge serves low income seniors who need healthy meals, case management and other services.

Judith Bradshaw-Rouse, Age 71.

904 Arden Ln

Madison 53711

--

Judith Bradshaw-Rouse

From: [vmzwickey](#)
To: [Committee On Aging](#)
Subject: Newbridge
Date: Thursday, September 26, 2024 10:28:43 PM

You don't often get email from vmzwickey@yahoo.com. [Learn why this is important](#)

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Dear members;

Cutting such a large percentage of funds from Newbridge is outrageous!

End of story! If this goes through you might see a bunch of folks with white hair, canes, walkers and bad knees making a lot of fuss in front of city hall!!!

Think of your parents or grandma when voting,

Thank you, Virginia Zwickey

[Sent from Yahoo Mail for iPhone](#)

From: [John Beeman](#)
To: [Committee On Aging](#)
Subject: NewBridge
Date: Tuesday, September 24, 2024 2:01:07 PM

You don't often get email from jbeeman53715@gmail.com. [Learn why this is important](#)

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NewBridge provides useful services to older, low-income people like me. I ask that its current level of funding be maintained in the City budget. Thank you.

John Beeman
Romnes Apartments



OLDER ADULT SERVICES FUNDING RECOMMENDATIONS

Community Development Division

[Overview](#)

This document outlines the programs that received funding recommendations from the Community Development Division through the 2024 Older Adult Services RFP process

Community Development Division

Community Resources



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Older Adult Services Funding Recommendation Considerations

The criteria for funding recommendations is outlined throughout the RFP as well as in other supplemental documents including the Application Instructions and the Evaluation Scoring Rubric. All of these documents were provided to applicants via CDD’s funding website and highlighted during the required applicant workshops that they attended. In addition, CDD’s commitment to include factors beyond application scores is described in the Forward Community Investment Funding Process Study Report, and EQT by Designs final report which was shared widely also made available on the CDD website. The following is a list of criteria taking into consideration for funding recommendations.



Target population

Programs and services focus on low-income residents, women and those that are Black, indigenous, people of color, immigrants and/or individuals who identify as LGBTQ+. This criteria also includes organizations being connected to or having a history of working with these populations. This criteria applies across the group of applications, rather than just the score or information regarding target population identified in a single application, as CDD seeks to fund programs that have a specific focus on one or more of these identified populations.

Partnerships, Collaborations and Coordination

This criteria centers around the City’s efforts to build a comprehensive older adult support system amongst service providers and other key stakeholders. Partner linkage is critical and recommendations are based upon applicants having existing partnerships or having at least initiated the process of building relationships.



Location of service area – Equity Priority Areas

One of the challenges that many older adults face in accessing services is the lack of mobility. Recommendations include those that demonstrate connections to specific communities and/or geographic areas, herein referred to as “Equity Priority Areas”, in which there are high concentrations of Black, Indigenous, People of Color (BIPOC), and low-income older adults. This information and specific neighborhoods are listed on page 12 of the RFP. An agency does not need to reside within an equity priority area; however, the recommended applicants addressed any programming, pertinent relationships and/or partnerships with existing agencies within or near these identified areas.

Program Need

Recommended programs are prioritized based on their ability to address critical gaps in services for older adults within the community. This includes a focus on areas where services are currently lacking or underserved, particularly for marginalized populations such as low-income older adults, and LGBTQIA+ & BIPOC communities. Proposals demonstrated a clear understanding of the community context and provided data to substantiate the need for their services were given priority consideration.

CDD’s recommendations include funds for 13 of the 15 agencies that applied for funding, 7 of which would be new to CDD’s older adult services portfolio.

Strength of the proposal

Based on the proposal criteria table, which was outlined in the RFP on page 14, and the Evaluation Scoring Rubric. Proposal score was not the determining factor, nor was it written anywhere in the RFP materials that funding would be awarded solely based on scores.

EQT by Design - Social Justice and Racial Equity & Older Adult Services

EQT by Design brought forth a comprehensive set of findings and recommendations which outlined targeted areas for improvement in the City’s approach to determining recommendations within the older adult services funding cycle.

1. Culturally Relevant Programming

Advocate for the investment and expansion of programming and services that are culturally relevant to the BIPOC and LGBTQIA+ communities.

2. Staff Diversity

Prioritize efforts to diversify City and program staff, ensuring representation that better reflects the demographics of the communities served.

3. Support Providers Serving BIPOC/LGBTQ+

Of the 7 recommended agencies new to older adult services funding, 5 are led by and serving people of color and other marginalized populations.



Provide support to service providers catering to BIPOC and LGBTQ+ communities, recognizing the unique challenges faced by these groups.

4. Transportation Challenges

Collaborate with relevant stakeholders to help address transportation challenges faced by older adults, emphasizing the importance of a coordinated and comprehensive approach.

5. Language Access

Invest in language access design and resources to ensure that language is not a barrier for older adults in accessing services.

6. LGBTQIA+ Services

Commit to continuous learning and growth in providing services that are inclusive and sensitive to the needs of the LGBTQIA+ community.

7. Information Distribution Networks

Improve information distribution networks to older adults, ensuring that vital information reaches them through accessible and effective channels.

CDD's recommendations include funding 14 of the 15 agencies that applied for funding, 8 of which would be new to CDD's older adult services portfolio, and of which, 5 are led by and serving people of color and other marginalized populations.

Case Management Services:

Case managers serve as advocates, assisting clients in accessing essential resources and coordinating various aspects of their care. Case management Services not only meet immediate needs but also foster long-term stability and empowerment for those facing challenges in our community.

Funding Recommendations

After reviewing program proposals, applicable data, and priority areas while centering equity, reviewers summarized, and proposed funding recommendations as follows:

Experience in case management: Established experience in providing case management and addressing the unique needs of older adults

Community focus: Deep roots in serving the older adult population, with a specific focus on the Bayview community

Alignment with RFP: Strong alignment with RFP requirements, indicating a clear understanding of the needs of older adults

Community Development Division

Community Resources



Detailed and effective proposal: Well-structured and organized program design, demonstrating effective planning and execution of services

Agency	Program Name	Justification for recommendation
Bayview Foundation	Older Adult Support and Case Management Services	Experience in providing case management, addressing unique need, Deep roots in assisting the older adult population. The new building and expanded resources allow them to continue and grow their work to serve the unique needs of the Bayview community.
NewBridge Madison	Case Management	Strong alignment with RFP, detailed proposal, and effective program design. Well-structured and organized with a clear understanding of older adult needs.

Culturally Relevant Services

Culturally Relevant services aim to address disparities through targeted interventions and support catered to the specific wants, needs, and desires of the targeted population.

Funding Recommendations

After reviewing program proposals, applicable data, and priority areas while centering equity, reviewers summarized, and proposed funding recommendations as follows:

Focus on specific communities:

- African immigrant community
- Hmong communities
- BIPOC and Latinx populations
- LGBTQIA+ community

Equity priority area: Programs designed with an emphasis on addressing unique needs of underrepresented populations (African immigrants, BIPOC, LGBTQIA+, Black and Hmong older adults)

Community Development Division

Community Resources



Cultural responsiveness: Culturally relevant and responsive programming tailored to the needs of specific racial, ethnic, and LGBTQIA+ communities

Established community ties and partnerships: Organizations noted for strong partnerships, community involvement, collaborations and seen as trusted entities within the community with deep roots

Program consistency and impact: Proven success and consistency in delivering programs to older adults.

Geographic focus: Targeted services in specific neighborhoods and proximity to communities they serve, many of which reside within or near equity priority areas.

Diverse staffing and leadership: Programs demonstrate a diverse staff composition, and programs are led by staff with shared lived experiences with participants

Programming variety and accessibility: Range of services and activities offered, often with consistent availability (e.g., Monday through Friday programming). Additional focus on accessibility and engagement within local communities

6 of the 11 recommended program proposals for Culturally Relevant Services are from agencies new to older adult services funding

Agency	Program Name	Justification for recommendation
African Center for Community Development	Baobab Senior Circle	Only applicant with African immigrant focus. Unique gap addressed.
Bayview Foundation	Bayview Healthy Aging	History of service to older adults, addressing unique need, consistency in programming, Equity priority area with an emphasis on accessibility for nearby neighborhoods. Strong program that serves an important population with great partnerships and family engagement.
Bridge Lake Point Waunona Neighborhood Center	Older Adult Program	Targeted equity priority area, history of providing programming to BIPOC and Latinx Population. Well-established program within the community, with resources and plans to continue offering programming and a trusted entity within the community.

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Freedom, Inc	Freedom Elder Program	Culturally responsive activities. focuses on expanding much-needed programming for Black and Hmong communities.
Goodman Community Center	Goodman Older Adult Programming	High quality programming with demonstrated success in programming to older adults, numerous collaborations. Established organization with strong community ties.
IP Ministries	Memory Collectors Storytelling project: fighting Alzheimer’s with art	The program tells a success story from its pilot phase, showing its impact. Creating arts-based programming for older Black women is highly valued.
Neighborhood House Community Center	Older Adult Programs	The organization is well-established in the community; opportunities to grow in a new space. Has previous experience in offering older adult programming and includes a diverse range of programs. Strong partnerships are also noted.
Outreach, Inc	LGBTQ+ older adult services	Staff and volunteers have lived experiences and value community support for LGBTQIA+ older adults. The organization is the only one focused on LGBTQIA+ individuals and includes an LGBTQ+ Elder Advocate, with half the staff being LGBTQ+ People of Color (POC).
Southeast Asian Healing Center, Inc	Southeast Asian Seniors Services	Programs led by staff with shared experiences. Offer programs in neighborhoods where participants reside. Provides assistance to meet clients' needs in nontraditional settings, including their homes. Understands the traditions of the Hmong population and knows how to reach the older populations.
The Hmong Institute	Hmoob Kaj Siab	The program meets a need in the Hmong community with access to services, engagement, and activities Monday through Friday. Strong

Community Development Division

Community Resources



		consistency in programming and a number of partnerships
Urban Triage	Supporting Healthy Elders	Programming centers around Black and vulnerable elders, focusing on South and North Madison.

Independent Living Support Services

Assistance with tasks such as housekeeping, meal preparation, and errands, which can become increasingly challenging for individuals with limited mobility or other health issues can help individuals age in place safely and comfortably, reducing the need for more costly institutional care options and promoting overall health and well-being.

Funding Recommendations

After reviewing program proposals, applicable data, and priority areas while centering equity, reviewers summarized, and proposed funding recommendations as follows:

Effective in addressing needs: Programs are designed to effectively address the needs of the target population

Community involvement: Good level of community engagement and involvement in program design and implementation

Partnership building: Emphasis on building and maintaining partnerships to enhance program impact

Agency	Program Name	Justification for recommendation
NewBridge Madison	Home Chore and Volunteer Guardian Services	Aligns well with RFP and has a well-structured, detailed proposal. Effective in addressing needs and building partnerships.
RSVP of Dane County	Community Connections and Telephone Reassurance	Low-cost, effective engagement and socialization program. Detailed and well-organized proposal with good community involvement

Outreach, Information & Referral Services

Outreach and Information services provide culturally competent and linguistically accessible information and assistance, referral, and system navigation services to individuals and households who need assistance with appropriate service providers and provide information

Community Development Division

Community Resources



about agencies and organizations that offer services.

Funding Recommendations

After reviewing program proposals, applicable data, and priority areas while centering equity, reviewers summarized, and proposed funding recommendations as follows:

Focus on underserved populations: Applicants express specific focus on the communities they serve and address a unique gap of service delivery in Madison.

Equity priority area: Programs target equity priority areas, with a focus on addressing the needs of underrepresented populations

Culturally relevant approaches: Culturally responsive programming tailored to the communities served

Community connections: Strong connections with the communities they serve, enhancing program effectiveness

Agency	Program Name	Justification for recommendation
African Center for Community Development	Community ElderConnect	Only applicant with African immigrant focus. Unique gap addressed. 1 of 2 programs within Outreach, Resource Referral priority area.
Bridge Lake Point Waunona Neighborhood Center	Older Adult Resource and Referral Program	Strong connection within Equity priority area. Culturally relevant approaches and strong connections with the communities they serve.

Community Development Division

Community Resources



Funding Recommendations

Agency	Program Name	Current Funding	Request	Recommendation
African Center for Community Development	Baobab Senior Circle	0	\$6,520	\$ 6,520.00
African Center for Community Development	Community ElderConnect	0	\$6,520	\$ 6,520.00
Bayview Foundation	Older Adult Support and Case Management Services	0	\$20,000	\$ 20,000.00
Bayview Foundation	Bayview Healthy Aging	0	\$26,600	\$ 26,600.00
Bridge Lake Point Waunona Neighborhood Center	Older Adult Program	0	\$66,800	\$ 62,000.00
Bridge Lake Point Waunona Neighborhood Center	Older Adult Resource and Referral Program	0	\$40,000	\$ 40,000.00
Freedom, Inc	Freedom Elder Program	\$61,813	\$70,000	\$ 40,000.00
Goodman Community Center	Goodman Older Adult Programming	\$12,030	\$30,000	\$ 30,000.00
IP Ministries	Memory Collectors Storytelling project: fighting Alzheimer's with art	0	\$120,000	\$ 45,000.00
Neighborhood House Community Center	Older Adult Programs	0	\$12,000	\$ 12,000.00



Community Development Division

Community Resources

NewBridge Madison	Home Chore and Volunteer Guardian Services	\$120,563	\$136,688	\$ 100,000.00
NewBridge Madison	Case Management	\$352,359	\$352,394	\$ 250,000.00
Outreach, Inc	LGBTQ+ older adult services	\$12,030	\$20,000	\$ 20,000.00
RSVP of Dane County	Community Connections and Telephone Reassurance	0	\$20,000	\$ 19,399.00
Southeast Asian Healing Center, Inc	Southeast Asian Seniors Services	0	\$115,000	\$ 55,000.00
The Hmong Institute	Hmoob Kaj Siab	\$61,813	\$100,000	\$ 60,000.00
Urban Triage	Supporting Healthy Elders	0	\$150,000	\$ 45,000.00
			Total	\$838,039



Program Proposals Not Recommended for Funding

After reviewing the proposals, several areas for potential growth were identified among the agencies not recommended for funding in this cycle:

- Opportunities to provide clearer program details, including specific activities and service scope.
- Potential to enhance and define collaborations and partnerships.
- Development of more robust data tracking and outcome measurement strategies.
- Efforts to increase diversity among staff, board members, and volunteers to enhance program inclusivity.
- A chance to improve budget transparency and strengthen staff capacity to effectively execute the program.

Program Type	Agency	Program	Request
Case Management	African Center for Community Development	Community ElderCare	\$11,960
Case Management	Bridge Lake Point Waunona Neighborhood Center	FRC Older Adult Program	\$30,400
Culturally Relevant Services	FOSTER of Dane County	We Still Matter	\$50,000
Culturally Relevant Services	Lussier	Senior Lunch	\$12,712
Culturally Relevant Services	NewBridge Madison	Older Adult Program	\$138,887
Culturally Relevant Services	RSVP of Dane County	Group Projects and Homeworkers, Foster Grandparent	\$65,670
Case Management	The Hmong Institute	Hmoob Kaj Siab (Case Management)	\$75,000

From: [Barb Crist](#)
To: [Committee On Aging](#)
Subject: Opposition
Date: Thursday, September 26, 2024 7:33:34 AM

You don't often get email from bcris@clconnections.org. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hi

I am a volunteer guardian with New Bridge. I oppose the budget cuts that will effect New Bridge and the services that they provide. I ask that the budget cuts will not occur.

Barb Crist (she/her/hers)
Community Support Manager
Community Living Connections
6515 Watts RD STE 200
Madison, WI 53719
608.219.9344

[Confidentiality Statement:](#)

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From: [Lisa Braeger](#)
To: [Committee On Aging](#)
Subject: Opposition statement
Date: Wednesday, September 25, 2024 5:56:35 PM

[You don't often get email from braegerkl@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

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I am writing to give my comments on Newbridge proposed budget cuts. Agenda #85308. I am a nurse who works with a large healthcare system in Madison area. The Newbridge program gives support and resources to many elderly in need for food, basic living expenses, transportation, navigating the healthcare system. For our low income seniors , this is a critical loss for support to them in the community. Please reconsider the severe budget cut, I am in opposition.

Thanks, Lisa Braeger RN Care Manager

From: sandi@firelightgroup.com
To: [Committee On Aging](#)
Subject: Please don't cut Senior Services!
Date: Tuesday, October 1, 2024 8:45:53 AM
Attachments: [image002.png](#)

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I am a neighbor and person with a mother in need of their services.

Please reject any cut to their budget. They provide a needed service in our community!

Sincerely,

Sandi

Sandra Daniel
President & CEO, FIRE Light Group
Wisconsin Meetings & Events
Past Chair, Incentive Research Foundation (theirf.org)
1035 Williamson Street
Madison, WI 53703
608-441-FIRE (3473), ext 25
@incentivegal
www.firelightgroup.com
www.wimeetings.com



From: [Uchenna Jones](#)
To: [Committee On Aging](#)
Subject: Please Reject CDD's proposed cuts to NewBridge
Date: Thursday, September 26, 2024 2:43:49 PM

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To Whom It May Concern,

I am writing on behalf and in support of Newbridge keeping their funding as they have been faithfully serving older adults. For those of us who are fortunate to grow old this wonderful organization provides invaluable resources to our older population in whom many have a lot of life to live.

While I understand that the city budget is experiencing a deficit please seriously consider not cutting Newbridge funding almost in half. What message are you sending to the community who are all gradually getting older. Many of our older adults are dealing with loneliness, isolation and loss of loved ones. Newbridge is a bridge for older adults to have thr support and the connection they need as they continue to age gracefully.

So please reconsider cutting Newbridge's budget by the suggestion amount and find another way.

Thank you for reading my email. Remember one day you will be an older adult in need of support and I would like to think that you will be well cared for by Newbridge. Help us keep them in the service of providing care to older adults.

Thank you,

Uchenna Jones

From: [mary hebbe](#)
To: [Committee On Aging](#)
Subject: Reject the CDD's proposed Cuts to Newbridge
Date: Saturday, October 5, 2024 2:34:37 PM

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Dear Sirs:

I hope I have reached the correct organization. I am an older person who has used the cuts that are proposed for Newbridge. Please reconsider these proposals. I would be lost without them.

Reject CDD's proposed Cuts to Newbridge, please

Thank you,

Mary Hebbe

From: [Carol Walker](#)
To: [Committee On Aging](#)
Subject: New Bridge funding cuts
Date: Wednesday, October 2, 2024 1:24:58 PM

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From my brother, William Marsh

Good Morning!

I am writing to oppose cuts to the support for NewBridge Senior Center, While I live in Texas now, I grew up in Madison, graduating from West High and UW. My father, William Marsh, was the last principal of Central High and President of the Board of Madison Neighborhood Center.

Madison has been a community that cared for its people. My sister, Carol Marsh Walker, regularly participates in the NewBridge Activities. She is almost totally blind, but finds activities that stimulate her, including Drum Circle, Chair Yoga, lunches with friends, and calling bingo.

From Carol Walker

Mr. Amani Latimer Burris

I learned to day that New Bridge at Warner Park may have severe financial challenges from the city of Madison program cuts. Some of the city concern is people of color in activities which has already happened. But the city wants more. New Bridge has attended city meetings/hearings for this.

I have attended activities via formally NESCO North Eastside Senior Coalition which is now New Bridge. I learned about Sherman Glen via New Bridge from asking participants about Sherman Glen. Everyone said that they like it. So here I am!

I have lived in District 12 for almost two years. Formerly I owned a home on N. Fair Oaks Ave. in the city of Madison. I am 73 years old and New Bridge needs a participant to be sixty years old. I started out by attending bingo at Rhythm And Booms (fireworks at Warner Park). I make a point of treating everyone fairly.

If the funding situation requires it, I would be happy to contribute financially to an activity. I am a New Bridge member.

The activities that I enjoy on a weekly basis are Drum Circle, Chair Yoga, lunches with friends, bilingual bingo and calling bingo. Euchre via Trickstercards is from New Bridge. This has been my life since the 1990s. I purchased my home on N. Fair Oaks in 1993.

In addition, I am visually impaired and I am Caucasian. All of my life but especially at New Bridge, I have many friends of color Hispanic, Black, Japanese, and other. I am very socially conscious. I have no time for criticism either racially or other. A friend assists me with calling bingo. I call the balls and the friend puts the balls on the ball tray. The bingo players like me calling even with assistance. People are accepting and thank me.

I sincerely hope that my email is helpful for you.

From: [BJ Obermeyer](#)
To: [Committee On Aging](#)
Subject: New Bridge Funding
Date: Monday, October 21, 2024 1:54:57 PM

You don't often get email from obermeyer32@yahoo.com. [Learn why this is important](#)

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Dear Committee Members,

I was very sorry to hear about the funding cuts for New Bridge programs. I had to use New Bridge when the house I owned became too expensive for me thanks to property tax increases. I am not talking about today, but in 2021. I needed help finding an apartment I could afford.

From: [Annie Sunby](#)
To: [Committee On Aging](#)
Subject: New Bridge Madison
Date: Thursday, November 21, 2024 8:30:37 PM

You don't often get email from 1208annabel@gmail.com. [Learn why this is important](#)

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Dear Committee on Aging:

I am writing to you to show my support of the New Bridge Organization.

I hope it continues to serve the aging population in our great city, which will only be increasing in the years to come. The social workers are superb.

Maureen Q. has been an amazing support to my older sister, Marti, for the past decade or longer. I am extremely grateful for her and her organization.

I am a lifelong Madison resident and am so fortunate for the support New Bridge has given to my sister, who has mental health challenges and is now terminally ill at age 72.

She has had housing, financial and health challenges that may have destroyed her without the help of this wonderful agency.

I hope Madison continues to help New Bridge stay afloat, because it has offered the most amazing support to my challenged older sister. Marti doesn't have a lot of family, so she really needed the help of this wonderful organization. I had many commitments with my own family, and have been spread quite thin. I was incredibly grateful that New Bridge existed in Madison.

I just wanted to write and commend the New Bridge Organization and hope they stay around for many years to come.

Sincerely, Annabel Dapin Sunby

From: [Allison Bartz](#)
To: [Committee On Aging](#)
Subject: NewBridge Budget Cuts
Date: Thursday, September 26, 2024 3:01:46 PM

You don't often get email from allison.bartz1@gmail.com. [Learn why this is important](#)

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Good afternoon,

I am emailing to oppose the proposed budget cuts to the NewBridge program. I am a volunteer and donor to NewBridge and I see in my work how the organization provides MUCH NEEDED services for low income adults in Madison. There are so few options for low income adults, please don't remove one of them.

Thank you,
Allison Bartz

NewBridge By the Numbers

NewBridge Madison	2023 (12 months)	2024 (9 mos)	2023 (12 months)	2024 (9 mos)	2023 (12 months)	2024 (9 mos)
Program	Older Adults Served	Older Adults Served	Number of Activities	Number of Activities	Service Hours	Service Hours
Case management	3094	2364	N/A	N/A	12514	10,836
Older adult activities	15553	11709	1219	826	1976	1145
Home Chore	345	281	N/A	N/A	3567	1901
Volunteer Guardian	68	72	N/A	N/A	3885	2550

From: [Kathleen Howe](#)
To: [Committee On Aging](#)
Subject: Newbridge funding
Date: Monday, September 30, 2024 12:45:58 PM

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Dear Sir/Madame,

Please reject the CDD's proposed budget cuts to Newbridge.
Newbridge provides vital services to our aging population.

Best,

Kathleen Howe

From: [Ardis Hempel](#)
To: [Committee On Aging](#)
Subject: NewBridge funding
Date: Tuesday, October 22, 2024 9:13:13 AM

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Caution: This email was sent from an external source. Avoid unknown links and attachments.

Please restore the 2025 funding of over 277,000 for the many needed programs to assist our elderly population!

From: [Uchenna Jones](#)
To: [Committee On Aging](#)
Subject: NewBridge Funding-Please reconsider
Date: Monday, October 21, 2024 12:49:08 PM

You don't often get email from uchennanajones@gmail.com. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hi there,

Please restore \$277,970 funding to NewBridge. The services they provide to older adults are invaluable. Is this we will show our children how we care for older adults in Madison? We have to do better than this.

Let us not forget that with each passing second we too are getting older. Not all of us age gracefully. Many of us need support and help. NewBridge provides that help and support.

I am pleading with you to reconsider.

Thank you for your time.

Uchenna Jones

From: [Heather Sims](#)
To: [Committee On Aging](#); cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#)
Subject: NewBridge Madison Budget Cuts
Date: Monday, October 21, 2024 12:57:01 PM
Attachments: [Letter to the Committee on Aging.docx](#)

You don't often get email from heathers@newbridgemadison.org. [Learn why this is important](#)

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Letter Enclosed.

Please give the older adults we serve continued support to live their lives in their homes so they have quality and not just quantity of life.

I have never worked for any business or organization that so firmly supports and believes in the work they are doing and that is willing to collaborate more than NewBridge.

The knowledge my co-staff has to help these adults is priceless. We are continually sharing resources, skills, and genuine concern for each person on our caseloads and waiting lists.

Please help make those lists shorter and not longer.

--

Heather Sims, BSW

Case Manager

Pronouns: *she/her/hers*

NewBridge Madison, Inc.
1625 Northport Dr. #125, Madison, WI 53704
5724 Raymond Rd. Madison, WI 53711
5700 Pheasant Hill Rd. Monona, WI 53716
P: (608) 512-0000 Ext. 3004
F: (608) 299-0700
newbridgemadison.org
Follow us on [Facebook!](#)

Sometimes the things that we go through are not so that we can suffer, but so that we can be saved.

NewBridge provides older adults a bridge to successful aging.

Funded by Dane County, City of Madison, City of Monona, United Way of Dane County, and private donors.

Proud partner with United Way of Dane County.

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I will make every effort to respond to your email as quickly as possible, but please allow up to 3 business days for a response. Thank you.

From: [Judith Bradshaw-Rouse](#)
To: [Committee On Aging](#)
Subject: Newbridge needs a larger budget not a budget cut.
Date: Wednesday, September 25, 2024 1:06:14 PM

You don't often get email from judyrouse2064@gmail.com. [Learn why this is important](#)

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Newbridge funding:

There are few options for seniors who need everything from case management to meals. Seniors have worked, paid taxes and volunteered to help other seniors.

Any sort of budget cut is reprehensible.

Groups like SAIL (Senior Active Independent Living) require a yearly membership fee.

Madison Senior Center is not in a convenient location and there is limited parking.

Verona and Cottage Grove seniors centers are too far away to drive to on a regular basis.

Middleton Senior Center has a health budget and serves Middleton and Madison seniors.

NewBridge serves low income seniors who need healthy meals, case management and other services.

Judith Bradshaw-Rouse, Age 71.

904 Arden Ln

Madison 53711

--

Judith Bradshaw-Rouse

From: [Judith Bradshaw-Rouse](#)
To: [Committee On Aging](#); cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#)
Subject: Newbridge provides economical and efficient services to low income families
Date: Thursday, November 21, 2024 11:27:44 AM

Some people who received this message don't often get email from judyrouse2064@gmail.com. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I'm a senior. Newbridge provides critical services to the low income populations of Madison. I feel like it would be criminal to cut their budget.

We know from the election that most people in the US are suffering because of the cost of groceries, medications, housing and other essentials.

Newbridge provides services needed by this population in an efficient economical way.

Judith Bradshaw-Rouse

.

-Judith Bradshaw-Rouse

From: [John Beeman](#)
To: [Committee On Aging](#)
Subject: NewBridge
Date: Tuesday, September 24, 2024 2:01:07 PM

You don't often get email from jbeeman53715@gmail.com. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

NewBridge provides useful services to older, low-income people like me. I ask that its current level of funding be maintained in the City budget. Thank you.

John Beeman
Romnes Apartments

From: [vmzwickey](#)
To: [Committee On Aging](#)
Subject: Newbridge
Date: Thursday, September 26, 2024 10:28:43 PM

You don't often get email from vmzwickey@yahoo.com. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear members;

Cutting such a large percentage of funds from Newbridge is outrageous!

End of story! If this goes through you might see a bunch of folks with white hair, canes, walkers and bad knees making a lot of fuss in front of city hall!!!

Think of your parents or grandma when voting,

Thank you, Virginia Zwickey

[Sent from Yahoo Mail for iPhone](#)

From: [Karen Matteoni](#)
To: [Committee On Aging](#); cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#)
Subject: No Cuts to Services for Elderly
Date: Thursday, November 21, 2024 10:10:10 AM

Some people who received this message don't often get email from karenahome@gmail.com. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I was surprised to read that the City of Madison is considering cutting programs for the elderly. I voted for your tax increase so that programs such as NewBridge would not be cut or eliminated. Now you are considering cutting these valuable services to seniors. Taxpayers helped the City of Madison you are still considering cutting valuable programs. Why should taxpayers believe you next time you want a tax increase to prevent service cuts?

NewBridge has provided valuable information to seniors like me. When an elderly friend was having difficulties, she was able to contact a case manager to help with her issues. The case manager has helped her deal with several serious problems caused by her age and disabilities.

Sincerely,
Karen Matteoni
1710 Yahara Place
Madison, Wi. 53704



OLDER ADULT SERVICES FUNDING RECOMMENDATIONS

Community Development Division

[Overview](#)

This document outlines the programs that received funding recommendations from the Community Development Division through the 2024 Older Adult Services RFP process

Community Development Division

Community Resources



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Older Adult Services Funding Recommendation Considerations

The criteria for funding recommendations is outlined throughout the RFP as well as in other supplemental documents including the Application Instructions and the Evaluation Scoring Rubric. All of these documents were provided to applicants via CDD’s funding website and highlighted during the required applicant workshops that they attended. In addition, CDD’s commitment to include factors beyond application scores is described in the Forward Community Investment Funding Process Study Report, and EQT by Designs final report which was shared widely also made available on the CDD website. The following is a list of criteria taking into consideration for funding recommendations.



Target population

Programs and services focus on low-income residents, women and those that are Black, indigenous, people of color, immigrants and/or individuals who identify as LGBTQ+. This criteria also includes organizations being connected to or having a history of working with these populations. This criteria applies across the group of applications, rather than just the score or information regarding target population identified in a single application, as CDD seeks to fund programs that have a specific focus on one or more of these identified populations.

Partnerships, Collaborations and Coordination

This criteria centers around the City’s efforts to build a comprehensive older adult support system amongst service providers and other key stakeholders. Partner linkage is critical and recommendations are based upon applicants having existing partnerships or having at least initiated the process of building relationships.



Location of service area – Equity Priority Areas

One of the challenges that many older adults face in accessing services is the lack of mobility. Recommendations include those that demonstrate connections to specific communities and/or geographic areas, herein referred to as “Equity Priority Areas”, in which there are high concentrations of Black, Indigenous, People of Color (BIPOC), and low-income older adults. This information and specific neighborhoods are listed on page 12 of the RFP. An agency does not need to reside within an equity priority area; however, the recommended applicants addressed any programming, pertinent relationships and/or partnerships with existing agencies within or near these identified areas.

Program Need

Recommended programs are prioritized based on their ability to address critical gaps in services for older adults within the community. This includes a focus on areas where services are currently lacking or underserved, particularly for marginalized populations such as low-income older adults, and LGBTQIA+ & BIPOC communities. Proposals demonstrated a clear understanding of the community context and provided data to substantiate the need for their services were given priority consideration.

CDD’s recommendations include funds for 13 of the 15 agencies that applied for funding, 7 of which would be new to CDD’s older adult services portfolio.

Strength of the proposal

Based on the proposal criteria table, which was outlined in the RFP on page 14, and the Evaluation Scoring Rubric. Proposal score was not the determining factor, nor was it written anywhere in the RFP materials that funding would be awarded solely based on scores.

EQT by Design - Social Justice and Racial Equity & Older Adult Services

EQT by Design brought forth a comprehensive set of findings and recommendations which outlined targeted areas for improvement in the City’s approach to determining recommendations within the older adult services funding cycle.

1. Culturally Relevant Programming

Advocate for the investment and expansion of programming and services that are culturally relevant to the BIPOC and LGBTQIA+ communities.

2. Staff Diversity

Prioritize efforts to diversify City and program staff, ensuring representation that better reflects the demographics of the communities served.

3. Support Providers Serving BIPOC/LGBTQ+

Of the 7 recommended agencies new to older adult services funding, 5 are led by and serving people of color and other marginalized populations.



Provide support to service providers catering to BIPOC and LGBTQ+ communities, recognizing the unique challenges faced by these groups.

4. Transportation Challenges

Collaborate with relevant stakeholders to help address transportation challenges faced by older adults, emphasizing the importance of a coordinated and comprehensive approach.

5. Language Access

Invest in language access design and resources to ensure that language is not a barrier for older adults in accessing services.

6. LGBTQIA+ Services

Commit to continuous learning and growth in providing services that are inclusive and sensitive to the needs of the LGBTQIA+ community.

7. Information Distribution Networks

Improve information distribution networks to older adults, ensuring that vital information reaches them through accessible and effective channels.

CDD's recommendations include funding 14 of the 15 agencies that applied for funding, 8 of which would be new to CDD's older adult services portfolio, and of which, 5 are led by and serving people of color and other marginalized populations.

Case Management Services:

Case managers serve as advocates, assisting clients in accessing essential resources and coordinating various aspects of their care. Case management Services not only meet immediate needs but also foster long-term stability and empowerment for those facing challenges in our community.

Funding Recommendations

After reviewing program proposals, applicable data, and priority areas while centering equity, reviewers summarized, and proposed funding recommendations as follows:

Experience in case management: Established experience in providing case management and addressing the unique needs of older adults

Community focus: Deep roots in serving the older adult population, with a specific focus on the Bayview community

Alignment with RFP: Strong alignment with RFP requirements, indicating a clear understanding of the needs of older adults

Community Development Division

Community Resources



Detailed and effective proposal: Well-structured and organized program design, demonstrating effective planning and execution of services

Agency	Program Name	Justification for recommendation
Bayview Foundation	Older Adult Support and Case Management Services	Experience in providing case management, addressing unique need, Deep roots in assisting the older adult population. The new building and expanded resources allow them to continue and grow their work to serve the unique needs of the Bayview community.
NewBridge Madison	Case Management	Strong alignment with RFP, detailed proposal, and effective program design. Well-structured and organized with a clear understanding of older adult needs.

Culturally Relevant Services

Culturally Relevant services aim to address disparities through targeted interventions and support catered to the specific wants, needs, and desires of the targeted population.

Funding Recommendations

After reviewing program proposals, applicable data, and priority areas while centering equity, reviewers summarized, and proposed funding recommendations as follows:

Focus on specific communities:

- African immigrant community
- Hmong communities
- BIPOC and Latinx populations
- LGBTQIA+ community

Equity priority area: Programs designed with an emphasis on addressing unique needs of underrepresented populations (African immigrants, BIPOC, LGBTQIA+, Black and Hmong older adults)

Community Development Division

Community Resources



Cultural responsiveness: Culturally relevant and responsive programming tailored to the needs of specific racial, ethnic, and LGBTQIA+ communities

Established community ties and partnerships: Organizations noted for strong partnerships, community involvement, collaborations and seen as trusted entities within the community with deep roots

Program consistency and impact: Proven success and consistency in delivering programs to older adults.

Geographic focus: Targeted services in specific neighborhoods and proximity to communities they serve, many of which reside within or near equity priority areas.

Diverse staffing and leadership: Programs demonstrate a diverse staff composition, and programs are led by staff with shared lived experiences with participants

Programming variety and accessibility: Range of services and activities offered, often with consistent availability (e.g., Monday through Friday programming). Additional focus on accessibility and engagement within local communities

6 of the 11 recommended program proposals for Culturally Relevant Services are from agencies new to older adult services funding

Agency	Program Name	Justification for recommendation
African Center for Community Development	Baobab Senior Circle	Only applicant with African immigrant focus. Unique gap addressed.
Bayview Foundation	Bayview Healthy Aging	History of service to older adults, addressing unique need, consistency in programming, Equity priority area with an emphasis on accessibility for nearby neighborhoods. Strong program that serves an important population with great partnerships and family engagement.
Bridge Lake Point Waunona Neighborhood Center	Older Adult Program	Targeted equity priority area, history of providing programming to BIPOC and Latinx Population. Well-established program within the community, with resources and plans to continue offering programming and a trusted entity within the community.

Community Development Division

Community Resources



Freedom, Inc	Freedom Elder Program	Culturally responsive activities. focuses on expanding much-needed programming for Black and Hmong communities.
Goodman Community Center	Goodman Older Adult Programming	High quality programming with demonstrated success in programming to older adults, numerous collaborations. Established organization with strong community ties.
IP Ministries	Memory Collectors Storytelling project: fighting Alzheimer’s with art	The program tells a success story from its pilot phase, showing its impact. Creating arts-based programming for older Black women is highly valued.
Neighborhood House Community Center	Older Adult Programs	The organization is well-established in the community; opportunities to grow in a new space. Has previous experience in offering older adult programming and includes a diverse range of programs. Strong partnerships are also noted.
Outreach, Inc	LGBTQ+ older adult services	Staff and volunteers have lived experiences and value community support for LGBTQIA+ older adults. The organization is the only one focused on LGBTQIA+ individuals and includes an LGBTQ+ Elder Advocate, with half the staff being LGBTQ+ People of Color (POC).
Southeast Asian Healing Center, Inc	Southeast Asian Seniors Services	Programs led by staff with shared experiences. Offer programs in neighborhoods where participants reside. Provides assistance to meet clients' needs in nontraditional settings, including their homes. Understands the traditions of the Hmong population and knows how to reach the older populations.
The Hmong Institute	Hmoob Kaj Siab	The program meets a need in the Hmong community with access to services, engagement, and activities Monday through Friday. Strong

Community Development Division

Community Resources



		consistency in programming and a number of partnerships
Urban Triage	Supporting Healthy Elders	Programming centers around Black and vulnerable elders, focusing on South and North Madison.

Independent Living Support Services

Assistance with tasks such as housekeeping, meal preparation, and errands, which can become increasingly challenging for individuals with limited mobility or other health issues can help individuals age in place safely and comfortably, reducing the need for more costly institutional care options and promoting overall health and well-being.

Funding Recommendations

After reviewing program proposals, applicable data, and priority areas while centering equity, reviewers summarized, and proposed funding recommendations as follows:

Effective in addressing needs: Programs are designed to effectively address the needs of the target population

Community involvement: Good level of community engagement and involvement in program design and implementation

Partnership building: Emphasis on building and maintaining partnerships to enhance program impact

Agency	Program Name	Justification for recommendation
NewBridge Madison	Home Chore and Volunteer Guardian Services	Aligns well with RFP and has a well-structured, detailed proposal. Effective in addressing needs and building partnerships.
RSVP of Dane County	Community Connections and Telephone Reassurance	Low-cost, effective engagement and socialization program. Detailed and well-organized proposal with good community involvement

Outreach, Information & Referral Services

Outreach and Information services provide culturally competent and linguistically accessible information and assistance, referral, and system navigation services to individuals and households who need assistance with appropriate service providers and provide information

Community Development Division

Community Resources



about agencies and organizations that offer services.

Funding Recommendations

After reviewing program proposals, applicable data, and priority areas while centering equity, reviewers summarized, and proposed funding recommendations as follows:

Focus on underserved populations: Applicants express specific focus on the communities they serve and address a unique gap of service delivery in Madison.

Equity priority area: Programs target equity priority areas, with a focus on addressing the needs of underrepresented populations

Culturally relevant approaches: Culturally responsive programming tailored to the communities served

Community connections: Strong connections with the communities they serve, enhancing program effectiveness

Agency	Program Name	Justification for recommendation
African Center for Community Development	Community ElderConnect	Only applicant with African immigrant focus. Unique gap addressed. 1 of 2 programs within Outreach, Resource Referral priority area.
Bridge Lake Point Waunona Neighborhood Center	Older Adult Resource and Referral Program	Strong connection within Equity priority area. Culturally relevant approaches and strong connections with the communities they serve.

Community Development Division

Community Resources



Funding Recommendations

Agency	Program Name	Current Funding	Request	Recommendation
African Center for Community Development	Baobab Senior Circle	0	\$6,520	\$ 6,520.00
African Center for Community Development	Community ElderConnect	0	\$6,520	\$ 6,520.00
Bayview Foundation	Older Adult Support and Case Management Services	0	\$20,000	\$ 20,000.00
Bayview Foundation	Bayview Healthy Aging	0	\$26,600	\$ 26,600.00
Bridge Lake Point Waunona Neighborhood Center	Older Adult Program	0	\$66,800	\$ 62,000.00
Bridge Lake Point Waunona Neighborhood Center	Older Adult Resource and Referral Program	0	\$40,000	\$ 40,000.00
Freedom, Inc	Freedom Elder Program	\$61,813	\$70,000	\$ 40,000.00
Goodman Community Center	Goodman Older Adult Programming	\$12,030	\$30,000	\$ 30,000.00
IP Ministries	Memory Collectors Storytelling project: fighting Alzheimer's with art	0	\$120,000	\$ 45,000.00
Neighborhood House Community Center	Older Adult Programs	0	\$12,000	\$ 12,000.00



Community Development Division

Community Resources

NewBridge Madison	Home Chore and Volunteer Guardian Services	\$120,563	\$136,688	\$ 100,000.00
NewBridge Madison	Case Management	\$352,359	\$352,394	\$ 250,000.00
Outreach, Inc	LGBTQ+ older adult services	\$12,030	\$20,000	\$ 20,000.00
RSVP of Dane County	Community Connections and Telephone Reassurance	0	\$20,000	\$ 19,399.00
Southeast Asian Healing Center, Inc	Southeast Asian Seniors Services	0	\$115,000	\$ 55,000.00
The Hmong Institute	Hmoob Kaj Siab	\$61,813	\$100,000	\$ 60,000.00
Urban Triage	Supporting Healthy Elders	0	\$150,000	\$ 45,000.00
			Total	\$838,039



Program Proposals Not Recommended for Funding

After reviewing the proposals, several areas for potential growth were identified among the agencies not recommended for funding in this cycle:

- Opportunities to provide clearer program details, including specific activities and service scope.
- Potential to enhance and define collaborations and partnerships.
- Development of more robust data tracking and outcome measurement strategies.
- Efforts to increase diversity among staff, board members, and volunteers to enhance program inclusivity.
- A chance to improve budget transparency and strengthen staff capacity to effectively execute the program.

Program Type	Agency	Program	Request
Case Management	African Center for Community Development	Community ElderCare	\$11,960
Case Management	Bridge Lake Point Waunona Neighborhood Center	FRC Older Adult Program	\$30,400
Culturally Relevant Services	FOSTER of Dane County	We Still Matter	\$50,000
Culturally Relevant Services	Lussier	Senior Lunch	\$12,712
Culturally Relevant Services	NewBridge Madison	Older Adult Program	\$138,887
Culturally Relevant Services	RSVP of Dane County	Group Projects and Homeworkers, Foster Grandparent	\$65,670
Case Management	The Hmong Institute	Hmoob Kaj Siab (Case Management)	\$75,000

From: [Virginia Wilcox](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#); [Committee On Aging](#)
Subject: Older Adults need Effective Service Providers - Fully Fund NewBridge
Date: Thursday, October 17, 2024 11:53:07 AM

You don't often get email from virginiaw@newbridgemadison.org. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Committee on Aging,

Social isolation is a paramount issue for older adults and a public health concern. Cutting funding for NewBridge's social programming, which is very successful in addressing this community health need for social outlets for seniors to stay healthy and involved in their community. NewBridge deserves to maintain this funding. (And more!!!) Services at NewBridge have been proven to be effective to meet the needs of the community. Why make cuts that undermine and undervalue the needs of older adults in Dane County?

I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison.

Bringing in 7 agencies that have not received funding for older adult services before is concerning on two levels. First, the entire city budget for older adult services is only \$838,000. How can 7 non-profit agencies be expected to adequately provide case management, culturally relevant activities, independent living support and outreach & information and referral services for all older adults in Madison who need assistance with that paltry amount?

Second, NewBridge supports the idea of funding other agencies and expand our reach so that the Madison community can better meet the needs of older adults and especially those from BIPOC and other marginalized communities such as the Southeast Asian community who we do not serve directly. However, to do this all at once without additional funding and to pull funds from NewBridge, whose work has significant impact on thousands of older adults each year, only shifts the problem.

Many of these agencies have minimal experience and expertise providing services for older adults. This is not something that just anyone can jump in and do. A couple of the agencies are requesting significant funds compared to the amount of people they will serve in their programming. We believe that offering more activities in neighborhoods can be very positive but it will take more time and resources than the current funding recommendations allow.

NewBridge is concerned the amount of funding requested/ proposed for these new agencies will severely restrict what they can do and have minimal impact. We are particularly concerned about how reducing funding for NewBridge will impact Hispanic older adults in Madison. NewBridge has helped them to become a community and they are like family to one another. Yet they are very spread out in Madison and the majority don't have peers living close by.

Wouldn't it make more sense to gradually bring in other agencies over the course of the next few funding cycles, restore some funding for NewBridge and advocate for additional funding in the meantime?

The NewBridge funding restoration request to the Committee on Aging will allow NewBridge to maintain our case management, home chore and volunteer guardian programs at the same level and not have to institute a case management waitlist again. If funding for our volunteer guardian program is not restored, who will serve the older adults in need of these services in Madison? Funding is also being proposed for resource and referral programming that seems very similar to services offered at the ADRC.

Home Chore is especially essential in keeping older adults with mobility issues from becoming homeless or having to move into assisted living. The wait list for Home Chore is already massive, the need is so great. Home Chore needs MORE funding and support to meet the need of the community, not LESS!!!

Kindly revise the budget to fully-fund NewBridge....for older adult activities, case management, homechore/foodbridge and volunteer guardian. The loss of this funding for our older adults is honestly unfathomable, it will be so excruciatingly painful for them.

Let's take care of our older adults with effective services and funding to meet their needs.

Thank you for reading.

Warmly,
Virginia

From: [candice duffek](#)
To: [Committee On Aging](#)
Subject: Oppose budget cuts to NewBridge
Date: Monday, October 14, 2024 8:19:31 PM
Attachments: [NewBridge Oppose Cuts Letter.pdf](#)

You don't often get email from candicezd@gmail.com. [Learn why this is important](#)

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I am reaching out to you to ask that you **OPPOSE** the proposed \$277,970, (44%), budget cut recommendation for Newbridge, and reverse the funding to NewBridge in the 2025 operating budget. It is crucial to recognize and support Newbridge in its valuable role of serving the population aged 60 and older. NewBridge currently serves 3,500 older adults in the City of Madison.

Thank you for your consideration,
Candice Duffek

From: [Barb Crist](#)
To: [Committee On Aging](#)
Subject: Opposition
Date: Thursday, September 26, 2024 7:33:34 AM

You don't often get email from bcrist@clconnections.org. [Learn why this is important](#)

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Hi

I am a volunteer guardian with New Bridge. I oppose the budget cuts that will effect New Bridge and the services that they provide. I ask that the budget cuts will not occur.

Barb Crist (she/her/hers)
Community Support Manager
Community Living Connections
6515 Watts RD STE 200
Madison, WI 53719
608.219.9344

[Confidentiality Statement:](#)

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From: [Lisa Braeger](#)
To: [Committee On Aging](#)
Subject: Opposition statement
Date: Wednesday, September 25, 2024 5:56:35 PM

[You don't often get email from braegerkl@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I am writing to give my comments on Newbridge proposed budget cuts. Agenda #85308. I am a nurse who works with a large healthcare system in Madison area. The Newbridge program gives support and resources to many elderly in need for food, basic living expenses, transportation, navigating the healthcare system. For our low income seniors , this is a critical loss for support to them in the community. Please reconsider the severe budget cut, I am in opposition.

Thanks, Lisa Braeger RN Care Manager

From: [Jacqui Shanda](#)
To: [Committee On Aging](#)
Subject: Opposition to Budget Cuts
Date: Wednesday, October 23, 2024 11:03:18 AM

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I am opposed to the proposed budget cuts aimed at Newbridge services.

I am 70+ years old and participate in programs through the Goodman Community Center and have done so for a numbers of years. The twice weekly yoga classes are of great health benefit to both me and my wife.

Please vote to keep these programs going.

Thanks

John Shanda
Sent from my iPad

From: [Mary Mink](#)
To: [Committee On Aging](#)
Cc: [Fred Matt](#)
Subject: Opposition to New Bridge cuts
Date: Thursday, October 24, 2024 6:49:19 PM

You don't often get email from marymink332@gmail.com. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Please restore the proposed \$277,970 cut in 2025 funding to NewBridge. These activities and services are so important to me, my husband and my extended family members living in our community. Removing these activities and services from NewBridge would cancel activities important to my physical and social well-being plus impact/affect several hundred older adults in the Madison community.

Mary Mink & Fred Matt

From: sandi@firelightgroup.com
To: [Committee On Aging](#)
Subject: Please don't cut Senior Services!
Date: Tuesday, October 1, 2024 8:45:53 AM
Attachments: [image002.png](#)

You don't often get email from sandi@firelightgroup.com. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I am a neighbor and person with a mother in need of their services.

Please reject any cut to their budget. They provide a needed service in our community!

Sincerely,

Sandi

Sandra Daniel
President & CEO, FIRE Light Group
Wisconsin Meetings & Events
Past Chair, Incentive Research Foundation (theirf.org)
1035 Williamson Street
Madison, WI 53703
608-441-FIRE (3473), ext 25
@incentivegal
www.firelightgroup.com
www.wimeetings.com



From: [Susan Fuszard](#)
To: [Committee On Aging](#)
Subject: Please REINSTATE \$277,970 to NewBridge
Date: Wednesday, October 23, 2024 8:35:52 AM

You don't often get email from sfuszard@sbcglobal.net. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Committee on Aging,

I am requesting that the Committee on Aging reinstate \$277,970 in funding to NewBridge Madison.

For twenty-three years I was an employee assistance professional at State agencies and UW-Madison. In that role, I met with employees and family members to provide consultation and problem solving. I had to be up-to-date on community resources and in particular, I researched those who stood out due to the services offered, their responsiveness, and the quality of their staff. I referred many individuals to NewBridge over the years. It was like a welcoming, one-stop shop for people needing help to remain independent, a place to gather and socialize or share a meal, and a hub for resources on elder care and caregiver issues.

My parents first used the exercise facilities at Warner Park Community Center (prior to it becoming part of NewBridge). Then Dad was diagnosed with Alzheimer's and we were in need of much more to help with that journey - learning about area resources to support both of them, as well as our family. The friends they had made at NewBridge were always there for socialization, activities, and friendship. Then the staff provided information, referral and support. During the pandemic, Deenah provided a lifeline to the outside world by delivering books for a book club. We received information about how to get meals delivered for Mom, which greatly improved her nutrition and also provided social contact. Those relationships continue today with Executive Director Jim Krueger, members of his staff, my mother and our family. People we would not otherwise have met, became dear friends and family members.

NewBridge serves a population that was diverse not only in its demographics, but in its services to meet its clientele's needs. I understand that more agencies are up for consideration for funding, that may provide similar services.

I know that NewBridge supports the idea of funding other agencies and expanding their reach so that the Madison community can better meet the needs of older adults - and especially those from BIPOC and other marginalized communities. I personally believe NewBridge has a successful, efficient model. They have proven success and to cut their funding significantly will have an impact on vulnerable, older adults. For example, funding cuts for NewBridge will directly impact Hispanic older adults in Madison. NewBridge has helped them to form a community, yet they are geographically spread out in Madison and the majority do not have peers living close

by. What will happen to that community with funding cuts? And that is just one example.

I know that NewBridge provides case management, home chore and volunteer guardian programs. If funding for the volunteer guardian program is not restored, who will continue to serve the older adults in need of these services in Madison? I understand that funding is also being proposed for resource and referral programming that seems very similar to services offered at other agencies, such as the Aging and Disability Resource Center (ADRC). They stand out in my mind as a model in WI county aging resource networks, without a need for duplication. But I'm biased - I have referred people to them for years and have used their services myself.

I will admit that I am somewhat ignorant of the budget process and know that tough decisions have to be made. However, I am asking you on behalf of my parents, myself, my family and the many, many friends we have made at NewBridge over the years to **restore funding** to this jewel of a resource on Madison's north side. And for the many people we have never met, who may have greater need for NewBridge services than ever before, please allow them to continue the work they do with passion and competence. I am convinced that lives depend upon it.

Thank you for your careful consideration.

Kind regards,

Susan Fuszard, MS, CEAP

From: [S Moritz](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com; [Committee On Aging](#)
Subject: Please reinstate \$277,970 to NewBridge
Date: Wednesday, October 16, 2024 4:18:07 PM

Some people who received this message don't often get email from stefmrtz@gmail.com. [Learn why this is important](#)

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Dear members of the Committee on Aging,

I am writing to express my support for the services to older adults provided by NewBridge Madison. I have volunteered for NewBridge for the past four years, delivering groceries to five older Madison residents living in various parts of the city through their FoodBridge program. These clients rely heavily on the support provided by their case managers and, if funding is cut, their lives would be negatively impacted. Not only that, others who are not yet signed up for services would encounter wait lists and they are not in a position to have to navigate the social services system by themselves. NewBridge has a proven track record and I sincerely hope that you will restore the \$277,970 so that they can continue successful operations. No, I am not a Madison resident but I do have personal experience with NewBridge and I hope that you will place a high value on their services to the community as I do.

Thank you for your time.

Stefanie Moritz
Middleton, WI

From: [noreply](#)
To: [Web Team](#)
Subject: Web feedback: Meeting Registration
Date: Wednesday, October 23, 2024 8:52:08 AM

Page Title
Meeting Registration

Page URL
<https://www.cityofmadison.com/city-hall/committees/meeting-schedule/register>

Was this page helpful to you?

Yes

Why or why not?

This funding for older adults services is Extremely important!!!! Ellen's Adult yoga class has been Extremely Important and Valuable to me, allowing me to recover from injuries and regain mobility and fitness. I can't afford to pay much as my pension is tiny, and groceries are still terribly overpriced since the pandemic. Please Keep Goodman's Older Adults Services funded— Many people rely on this!!!!

From: [ROSEMARIE CARBINO](#)
To: [Committee On Aging](#)
Subject: PLEASE restore 2025 budget cuts to NewBridge!
Date: Tuesday, October 22, 2024 12:09:45 PM

You don't often get email from rcarbino@wisc.edu. [Learn why this is important](#)

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Dear City of Madison Committee on Aging,

I don't know if you are also aging constituents, like me at 83, but I hope you are truly seniors at least, to understand what budget losses would mean to us.

Let me give you one example of how NewBridge affects me and 30+ other seniors in our yoga class at Goodman Center: our instructor, also a senior, is supported by New Bridge to offer an in-person Easy Yoga class that we gratefully and regularly attend. We get good exercise and learn balance, breathing, and healthy living! If services like these are cut, it immediately impacts our health and well-being. So NewBridge is **important** to our very lives.

I beg of you to restore the proposed \$277,970.00 cut in 2025 funding to NewBridge.

good wishes,

Rosemarie Carbino

From: [Kristen Huber](#)
To: [Committee On Aging](#)
Subject: Please restore the money that you are taking away from NewBridge!
Date: Wednesday, October 23, 2024 8:26:38 AM

You don't often get email from kristenh0502@gmail.com. [Learn why this is important](#)

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Greetings COA Members,

I am writing on behalf of the older adults of the city of Madison and myself as I am also in my 60's. When you look at the age demographics of our city, it's clear that people over 60 are the fastest growing age group. NewBridge, previously the 4 coalitions of aging, has been a key organization in connecting people with services for almost 50 years. They have an established network throughout the city and help people of all colors (I know because I see and talk to them at activities and their meal sites). The slide show that was presented at one of your previous meetings didn't even begin to show the areas of the city that are covered. I remember feeling quite shocked on one of the slides that only showed TWO dots for areas where NewBridge has a presence. They have offices at Warner Park, offices on Raymond Road and an office on the East side (where the medical equipment loan closet is). Their case managers go all over the city to meet people where they are at to help them, so this was a very poor representation of NewBridge's services.

I totally get that you want some new players to be able to jump in, but why pit all these organizations against each other for funding? It would make way more sense to allocate more money overall to the funds for supporting our aging residents, rather than slashing the budget of the organization that's been helping the most people in the most cost efficient way because of their years of experience.

Sincerely,

Kristen Huber

From: [David Meyer](#)
To: [Committee On Aging](#)
Cc: [Myadze, Charles](#); [Latimer Burris, Amani](#)
Subject: Please review possible severe cuts to NewBridge in 2025 !!
Date: Friday, October 18, 2024 7:25:53 AM

[You don't often get email from dma@chorus.net. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

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Good morning,

I'm a 66 year old semi-retired Northsider and for years I've have heard great things about NESCO and now NewBridge.

In the next year I plan on moving more towards fully retired status.

I've read about possible cuts to the NewBridge budget of almost 50% and I can't believe this is seriously being considered.

NESCO and NewBridge have a many decades record of serving older adults on the Northside and now city wide.

Moving a large amount of funding from NewBridge to a group of nascent organizations is a horrible approach at this very uncertain point in time.

Over the years, I've been involved in several grant processes with everything from corporate to city to federal fund sources.

Time and time again I've seen large amounts of funds delivered to groups not ready for it with horribly wasteful results. This path casues a drastic reduction of services and harm to many people.

NewBridge has well-established programs in place related to helping hundreds and hundreds of seniors with basic home chores and support with very critical housing, food and transportation needs.

This week I attended a NewBridge social event at the Warner Park Center and I was the fittest and youngest person there by 5-10 years.

I listened to these seniors talk about their lives and needs, and felt worried for many of them.

Does your committee support and endorse this move to cut this funding?

Regardless of the upcoming referendum result, please keep these NewBrdige funds in the operating budget for '25.

David Meyer
Calypso Road
Madison

From: [Sandra L. Freeman](#)
To: [Committee On Aging](#); [Newbridge Susan Watson](#)
Subject: Please, hear me
Date: Monday, November 11, 2024 8:09:44 AM

You don't often get email from slmfreeman1961@gmail.com. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Good Morning, Everyone -

As this is my attempt at maintaining a life tether, I will be brief - yet quite direct.
You are taking away from seniors, I will now only speak for myself, a community resource, which has provided for me the assistance to acquire:

Please take note -

Paratransit Transportation

Section 8 Housing

My current, safe, lovely and free from pests, and parasites Home

A loaned computer

Immeasurable support and general guidance

Items from their free locker

The intangibles exist; however, you are looking for the results - the nuts and bolts of this amazing program and my Indescribably Supportive and Resonsive Case Manager

I will close by being myself and being quite frank with you all -

YOU NEED TO PULL UP YOUR BIG GIRL AND BOY AND PANTS AND DO THE RIGHT THING FOR SENIORS - COMPLETELY FUND NEWBRIDGE

I will thank you when you've accomplished this task

Most sincerely,

Sandra L Freeman

From: [Janis Reek](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#); [Committee On Aging](#)
Cc: katieg@newbridgemadison.org; [Deenah Givens](#)
Subject: Re: Funding for Newbridge
Date: Thursday, October 17, 2024 1:01:22 PM

Some people who received this message don't often get email from janisreek@gmail.com. [Learn why this is important](#)

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Hi, Committee Members,

I would like to add the following information to my email from today. We have been benefiting from the SPARK Memory Cafe since last year. It is a joint program of Newbridge and Arts for All. This program is invaluable to families dealing with dementia illnesses. It provides fun, happiness, brain stimulation, and community building through its monthly programs. This program has been of such benefit for us and others, who return consistently to enjoy its benefits. Please keep this essential program.

Thanks for your consideration,

Jan Reek

2214 Lakeland Ave, Madison, WI 53704

On Thu, Oct 17, 2024 at 10:24 AM Janis Reek <janisreek@gmail.com> wrote:

Hi, Committee Members,

I am writing to ask you to reconsider the funding cut OF \$277,970 proposed for Newbridge. My partner has Alzheimer's, and we participated in a number of activities at Warner Park Neighborhood Center that have enriched our lives. Being a caregiver for a loved one whose health is declining is hard, but participating weekly in the Drum Circle and monthly in the Trip Down Memory Lane art class have provided socialization, mental stimulation, and fun. While at the Drum Circle, we made new friends, including a very upbeat blind woman who structures her daily life around the Newbridge activities.

I believe that Newbridge evolved out of the old neighborhood planning councils, which were seen at one point being a duplication of services albeit with a geographic focus, but then of course redundant in administrative and executive functions. Why fragment the system again by bringing in new groups? Why not work with Newbridge to provide these groups an opportunity to serve their core constituents? Newbridge

already has robust programming for Hispanic and Black seniors, and more could be done for marginalized groups within the Newbridge organization.

I have so looked forward to reading the monthly newsletter/catalog of activities and thinking wow, there's SOMETHING FOR US TO DO to relieve the isolation of caring for a partner with dementia.

Please don't take it away!

Jan Reek
2214 Lakeland Avenue
Madison, WI 53704

From: [Sandra L. Freeman](#)
To: [Committee On Aging](#); [Newbridge Susan Watson](#)
Subject: Re: Please, hear me
Date: Monday, November 11, 2024 8:22:52 AM

You don't often get email from slmfreeman1961@gmail.com. [Learn why this is important](#)

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And other things . . .

My Phenomenal Case Manager also signed me up for the ILSP Program, which will provide for me necessary personal items, things for my home, and an expensive pair of prescription glasses, etc.

She also connected me with the WISE Program. From this I've found a lovely "volunteer Spot" where I am flourishing and earning a bit of money each month

Again, I challenge you to meet this moment and to do the Right Thing - Follow your Better Angels and Fulfill the Promise that you made to the Members of this city - If you remember that at all?

In other words,
DO YOUR JOB

Sincerely,
Sandra L. Freeman

On Mon, Nov 11, 2024 at 8:09 AM Sandra L. Freeman <slmfreeman1961@gmail.com> wrote:

Good Morning, Everyone -

As this is my attempt at maintaining a life tether, I will be brief - yet quite direct.

You are taking away from seniors, I will now only speak for myself, a community resource, which has provided for me the assistance to acquire:

Please take note -

Paratransit Transportation

Section 8 Housing

My current, safe, lovely and free from pests, and parasites Home

A loaned computer

Immeasurable support and general guidance

Items from their free locker

The intangibles exist; however, you are looking for the results - the nuts and bolts of this amazing program and my Indescribably Supportive and Resonsive Case Manager

I will close by being myself and being quite frank with you all -

YOU NEED TO PULL UP YOUR BIG GIRL AND BOY AND PANTS AND DO THE RIGHT THING FOR SENIORS - COMPLETELY FUND NEWBRIDGE

I will thank you when you've accomplished this task

Most sincerely,

Sandra L Freeman

From: [diane gould](#)
To: [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Tuesday, October 22, 2024 2:17:35 PM

You don't often get email from dianelgould@yahoo.com. [Learn why this is important](#)

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Dear Committee on Aging, I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison. Bringing in 7 agencies that have not received funding for older adult services before is concerning on two levels. First, the entire city budget for older adult services is only \$838,000. How can 7 non-profit agencies be expected to adequately provide case management, culturally relevant activities, independent living support and outreach & information and referral services for all older adults in Madison who need assistance with that paltry amount? Second, NewBridge supports the idea of funding other agencies and expand our reach so that the Madison community can better meet the needs of older adults and especially those from BIPOC and other marginalized communities such as the Southeast Asian community who we do not serve directly. However, to do this all at once without additional funding and to pull funds from NewBridge, whose work has significant impact on thousands of older adults each year, only shifts the problem. Many of these agencies have minimal experience and expertise providing services for older adults. This is not something that just anyone can jump in and do. A couple of the agencies are requesting significant funds compared to the amount of people they will serve in their programming. We believe that offering more activities in neighborhoods can be very positive but it will take more time and resources than the current funding recommendations allow. NewBridge is concerned the amount of funding requested/proposed for these new agencies will severely restrict what they can do and have minimal impact. We are particularly concerned about how reducing funding for NewBridge will impact Hispanic older adults in Madison. NewBridge has helped them to become a community and they are like family to one another. Yet they are very spread out in Madison and the majority don't have peers living close by. Wouldn't it make more sense to gradually bring in other agencies over the course of the next few funding cycles, restore some funding for NewBridge and advocate for additional funding in the meantime? The NewBridge funding restoration request to the Committee on Aging will allow NewBridge to maintain our case management, home chore and volunteer guardian programs at the same level and not have to institute a case management waitlist again. If funding for our volunteer guardian program is not restored, who will serve the older adults in need of these services in Madison? Funding is also being proposed for resource and referral programming that seems very similar to services offered at the ADRC.

Newbridge is a great organization. They provide services for aging individuals. I have attended many classes/support groups. I will be having a knee replacement surgery in about 4 weeks and then in February 2025. They are going to provide equipment I will need to help me after I return home from the surgery. I

would ask that funding be reinstated so they can help others aging across the city. Thank you for your consideration. Diane L. Gould

From: [Monica Gunderson](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com; [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Sunday, October 20, 2024 7:15:05 PM
Attachments: [Outlook-ck3sf4iv.png](#)
[Outlook-axu2bkhq.png](#)

You don't often get email from monicagunderson@actioncoach.com. [Learn why this is important](#)

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Dear Committee on Aging,

My Grandmother and Grandfather were recipients of the excellent services that NewBridge Madison offers. My Grandmother's quality of life was enhanced in her later years through activities she was able to participate in and the friends she made. I personally would get her ready for the activities and I promise you that these were her best days. My Grandfather utilized the Case Management services and also thrived through having someone he could trust. The case management helped our family as the outside perspective was one my Grandfather was open to and he was a better person because of the guidance, support, and love he received through the program.

Please read my ask below that aligns with the NewBridge Madison.

I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison.

Bringing in 7 agencies that have not received funding for older adult services before is concerning on two levels. First, the entire city budget for older adult services is only \$838,000. How can 7 non-profit agencies be expected to adequately provide case management, culturally relevant activities, independent living support and outreach & information and referral services for all older adults in Madison who need assistance with that paltry amount?

Second, NewBridge supports the idea of funding other agencies and expand our reach so that the Madison community can better meet the needs of older adults and especially those from BIPOC and other marginalized communities such as the Southeast Asian community who we do not serve directly. However, to do this all at once without additional funding and to pull funds from NewBridge, whose work has significant impact on thousands of older adults each year, only shifts the problem.

Many of these agencies have minimal experience and expertise providing services for older adults. This is not something that just anyone can jump in and do. A couple of the agencies are requesting significant funds compared to the amount of people they will serve in their programming. We believe that offering more activities in neighborhoods can be very positive but it will take more time and resources than the current funding recommendations allow.

NewBridge is concerned the amount of funding requested/ proposed for these new agencies will severely restrict what they can do and have minimal impact. We are particularly concerned about how reducing funding for NewBridge will impact Hispanic older adults in Madison. NewBridge has helped them to become a community and they are like family to one another. Yet they are very spread out in Madison and the majority don't have peers living close by.

Wouldn't it make more sense to gradually bring in other agencies over the course of the next few funding cycles, restore some funding for NewBridge and advocate for additional funding in the meantime?

The NewBridge funding restoration request to the Committee on Aging will allow NewBridge to maintain our case management, home chore and volunteer guardian programs at the same level and not have to institute a case management waitlist again. If funding for our volunteer guardian program is not restored, who will serve the older adults in need of these services in Madison? Funding is also being proposed for resource and referral programming that seems very similar to services offered at the ADRC.

I am confident that NewBridge Madison is an INCLUSIVE organization that brings together the COMMUNITY. As a board member, I know the focus on ensuring everyone feels like they belong. Please take careful consideration in the impact of reducing funding to NewBridge Madison on the older adult population - the fastest growing and most vulnerable that are depending on you and me.

In abundance,
Monica



Monica GUNDERSON

ActionCOACH | Senior Partner

Gund-Zinger, Inc. | Founder & CEO

Certified Coach | Executive, Leadership, & Business

"Empowering Business Leaders to Thrive!"

M | 608-673-7711

W | www.chiselactioncoach.com

L | [LinkedIn.com/in/MonicaGunderson](https://www.linkedin.com/in/MonicaGunderson)

C | [Schedule Exploratory Call](#)

A | 5920 Exchange St. #1
McFarland, WI 53558

From: [Easy Yoga Plus](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#); [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Friday, October 18, 2024 11:17:45 AM

Some people who received this message don't often get email from thewonderofyoga@gmail.com. [Learn why this is important](#)

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Dear Committee on Aging,
I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison.

New Bridge sponsors a program of yoga developed for older adults which I teach. The program is a safe yoga practice that helps with flexibility, balance and helps those with limitations and chronic pain. Many have drastically improved their conditions which has enriched life for them. It would be a horrific disaster for this type of program to be eliminated and will negatively impact my students. Programs for this population are essential to make life easier and enjoyable for them.

Bringing in 7 agencies that have not received funding for older adult services before is concerning on two levels. First, the entire city budget for older adult services is only \$838,000. How can 7 non-profit agencies be expected to adequately provide case management, culturally relevant activities, independent living support and outreach & information and referral services for all older adults in Madison who need assistance with that paltry amount?

Second, NewBridge supports the idea of funding other agencies and expands our reach so that the Madison community can better meet the needs of older adults and especially those from BIPOC and other marginalized communities such as the Southeast Asian community who we do not serve directly. However, to do this all at once without additional funding and to pull funds from NewBridge, whose work has significant impact on thousands of older adults each year, only shifts the problem.

Many of these agencies have minimal experience and expertise providing services for older adults. This is not something that just anyone can jump in and do. A couple of the agencies are requesting significant funds compared to the amount of people they will serve in their programming. We believe that offering more activities in neighborhoods can be very positive but it will take more time and resources than the current funding recommendations allow.

NewBridge is concerned the amount of funding requested/ proposed for these new agencies will severely restrict what they can do and have minimal impact. We are particularly concerned about how reducing funding for NewBridge will impact Hispanic older adults in Madison. NewBridge has helped them to become a community and they are like family to one another. Yet they are very spread out in Madison and the majority don't have peers living close by.

Wouldn't it make more sense to gradually bring in other agencies over the course of the next

few funding cycles, restore some funding for NewBridge and advocate for additional funding in the meantime?

The NewBridge funding restoration request to the Committee on Aging will allow NewBridge to maintain our case management, home chore and volunteer guardian programs at the same level and not have to institute a case management waitlist again. If funding for our volunteer guardian program is not restored, who will serve the older adults in need of these services in Madison? Funding is also being proposed for resource and referral programming that seems very similar to services offered at the ADRC.

From: [Kim Sprecher](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#); [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Friday, October 18, 2024 11:16:27 AM

Some people who received this message don't often get email from kkruise747@gmail.com. [Learn why this is important](#)

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I have been teaching chair yoga with NewBridge at Warner Park for over 6 years. We meet once a week and I have an average of 30-50 participants each week. Benefits include: improved balance, confidence, range of motion, improved breathing, flexibility and a feeling of community. I can see this program continuing to grow! Losing this program and others would be a huge loss for our community! We need to support aging adults!

Kim Sprecher
608-345-6340

Dear Committee on Aging,

I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison.

Bringing in 7 agencies that have not received funding for older adult services before is concerning on two levels. First, the entire city budget for older adult services is only \$838,000. How can 7 non-profit agencies be expected to adequately provide case management, culturally relevant activities, independent living support and outreach & information and referral services for all older adults in Madison who need assistance with that paltry amount?

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From: [Jess Lex](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#); [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Friday, October 18, 2024 8:04:15 AM

You don't often get email from jesslex@kw.com. [Learn why this is important](#)

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Committee on Aging,

My name is Jess Lex, and I recently got introduced to NewBridge at the end of 2023. I have been impressed by the focus and clarity NewBridge has around their mission of helping older adults. For that reason, I started volunteering in the Home Chore program and have had the privilege of assisting a man named Melvin with tasks around his apartment once a week. We both look forward to our time together every week.

I found that NewBridge is such a well-run organization with such a clear mission and proven track record that I also recently joined the board. Their employees work efficiently and strategically to make sure that the organization runs smoothly and can use their funds to help as many older adults as possible.

Given their track record of success, I am requesting that the Committee on Aging REINSTATE \$277,970 to NewBridge Madison.

Bringing in 7 agencies that have not received funding for older adult services before is concerning on two levels. First, the entire city budget for older adult services is only \$838,000. How can 7 non-profit agencies be expected to adequately provide case management, culturally relevant activities, independent living support and outreach & information and referral services for all older adults in Madison who need assistance with that paltry amount?

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Jess Lex

From: [Hannah Morgan](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#); [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Thursday, October 17, 2024 1:19:53 PM

You don't often get email from hannahm@newbridgemadison.org. [Learn why this is important](#)

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Dear Committee on Aging,

My name is Hannah Morgan and I am a Case Manager at NewBridge Madison. I am proud to work alongside the population that I do and serve older adults daily representing NewBridge. Every day, I see and assist my clients with fighting systemic barriers that make it difficult for them to age with peace, grace, and dignity. As a Case Manager, I assist clients with housing, transportation, nutrition, and connecting to other resources our community has to offer. Along with these tasks that are in my job description, I am also a support system, a confidant, an advocate, and a shoulder to cry on. Many clients that we work with experience a great amount of loss. Many lose friends, and family members, and disconnect socially once aging limits certain aspects of their independence. This work is both fulfilling and demanding, but these clients make challenges of funding worth advocating for. Older adults have lost so much whether that is mentally, physically, financially, etc. Removing funding from NewBridge takes away opportunities from the older adults in the Madison community that we have the honor of serving with classes, programs, case management, home chore, rep-payee services, and more!

I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison.

Bringing in 7 agencies that have not received funding for older adult services before is concerning on two levels. First, the entire city budget for older adult services is only \$838,000. How can 7 non-profit agencies be expected to adequately provide case management, culturally relevant activities, independent living support, and outreach & information, and referral services for all older adults in Madison who need assistance with that paltry amount?

Second, NewBridge supports the idea of funding other agencies and expanding our reach so that the Madison community can better meet the needs of older adults especially those from BIPOC and other marginalized communities such as the Southeast Asian community who we do not serve directly. However, to do this all at once without additional funding and to pull funds from NewBridge, whose work has a significant impact on thousands of older adults each year, only shifts the problem.

Many of these agencies have minimal experience and expertise in providing services for older adults. This is not something that just anyone can jump in and do. A couple of the agencies are requesting significant funds compared to the amount of people they will serve in their programming. We believe that offering more activities in

neighborhoods can be very positive but it will take more time and resources than the current funding recommendations allow.

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Wouldn't it make more sense to gradually bring in other agencies throughout the next few funding cycles, restore some funding for NewBridge, and advocate for additional funding in the meantime?

The NewBridge funding restoration request to the Committee on Aging will allow NewBridge to maintain our case management, home chore, and volunteer guardian programs at the same level and not have to institute a case management waitlist again. If funding for our volunteer guardian program is not restored, who will serve the older adults in need of these services in Madison? Funding is also being proposed for resource and referral programming that seems very similar to services offered at the ADRC.

Thank you for taking the time to read and listen!
Best,

Hannah Morgan

Case Manager

Pronouns: *She/her/hers*

NewBridge Madison, Inc.
1625 Northport Dr. #125, Madison, WI 53704
5724 Raymond Rd. Madison, WI 53711
5700 Pheasant Hill Rd. Monona, WI 53716
P: (608) 512-0000 Ext. 3011
F: (608) 299-0700
newbridgemadison.org
Follow us on [Facebook!](#)

NewBridge provides older adults a bridge to successful aging.

Funded by Dane County, City of Madison, City of Monona, United Way of Dane County, and private donors.

Proud partner with United Way of Dane County.

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I will make every effort to respond to your message as soon as possible. Please allow up to three business days for a response

From: [Arielle Holt](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#); [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Thursday, October 17, 2024 9:10:29 AM

You don't often get email from arielleh@newbridgemadison.org. [Learn why this is important](#)

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(We recommend adding a personal story on what NewBridge means to you.)

Dear Committee on Aging,

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very similar to services offered at the ADRC.

From: [Barbara J. Arnold](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#); [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Thursday, October 17, 2024 7:44:55 AM

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Dear Committee on Aging,

I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison.

The NewBridge services and resources have been important to me for many years. The continuing education classes have been enriching. The staff have helped me connect with agencies for assistance in a timely manner.

Bringing in 7 agencies that have not received funding for older adult services before is concerning on two levels. First, the entire city budget for older adult services is only \$838,000. How can 7 non-profit agencies be expected to adequately provide case management, culturally relevant activities, independent living support and outreach & information and referral services for all older adults in Madison who need assistance with that paltry amount?

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Thank you for your consideration of these requests.

Sincerely,

Barbara J . Arnold
525 Dapin Rd, Madison, WI 53704
Barbarajarnold74@gmail.com

From: [Jessica Bishop](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com; [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Wednesday, October 16, 2024 10:22:51 PM

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JB

Sent from my iPhone

From: bonnie_rothenberg
To: cdaniel@safercommunity.net; Knox Jr., Isadore; jmorton@capricommunities.com; kathypoi@charter.net; Whitt, Kathy; Verveer, Michael; Ya Chen; Committee On Aging
Subject: REINSTATE \$277,970 to NewBridge
Date: Thursday, October 17, 2024 11:21:37 AM

Some people who received this message don't often get email from rothenbergbonnie@gmail.com. [Learn why this is important](#)

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Dear Committee on Aging,

My name is Bonnie Rothenberg. I am 76 years old and have been a client at NewBridge for the past three years. I have benefited greatly from my Case Worker Susan Watson at NewBridge. She informed me of various services and grants, helped to fill out applications where needed and submitted forms for me, as a result of which I received a Section 8 Choice Voucher, a grant from the Independent Living Support Pilot Program and help with house chores; all services and grants I would not have not known about and have been life changing. NewBridge also provided me with a safety net in the form of advocacy to different agencies in Madison for supportive home care and food deliveries in the event of an accident or illness.

I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison.

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in the meantime?

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Thank you for your attention. Yours sincerely, Bonnie Rothenberg

From: [Cecelia Schieve](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#); [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Wednesday, October 16, 2024 10:06:19 PM

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Dear Committee on Aging,
I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison.

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Thank you for your consideration,
Cecelia Schieve

From: [Bill Marsh](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#); [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Wednesday, October 16, 2024 9:08:34 PM

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Dear Committee on Aging,
I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison.

My sister is 95 pct blind and cannot participate in many Madison community activities. She has found a home at Newbridge and feels supported and valued. Newbridge can only provide this support with adequate funding.

Bringing in 7 agencies that have not received funding for older adult services before is concerning on two levels. First, the entire city budget for older adult services is only \$838,000. How can 7 non-profit agencies be expected to adequately provide case management, culturally relevant activities, independent living support and outreach & information and referral services for all older adults in Madison who need assistance with that small amount?

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William Marsh, Jr

From: [Rita Baldacchino](mailto:Rita_Baldacchino)
To: cdaniel@safercommunity.net; Knox Jr., Isadore; jmorton@capricommunities.com; kathypoi@charter.net; Whitt, Kathy; Verveer, Michael; yachen007@gmail.com; [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Wednesday, October 16, 2024 8:31:09 PM

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Dear Committee on Aging,

As a former benefit specialist, I am well aware of the value that services provided by agencies who serve the elderly bring to seniors.

As a long time Agency with many years of experience, Newbridge has done and continues to do an excellent job in all areas of service they provide, including care management for frail individuals who are struggling to put a care plan together for themselves (or their family, who are often unaware of the many resources available); also, important home chore services, which allow seniors to age in place.

And, the guardianship program is very important to safeguard seniors who are no longer able to take care of their own finances, or may be at risk being financially abused without a guardian being appointed for them.

For all these beneficial reasons, I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison.

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adults in need of these services in Madison? Funding is also being proposed for resource and referral programming that seems very similar to services offered at the ADRC.

I thank the Committee on Aging for considering all these important reasons into your decision making.

Sincerely Yours,

Rita Cairns

From: [Pamela Brown](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com; [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Wednesday, October 16, 2024 6:15:46 PM

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Thank you, Pamela Brown
Sent from my iPad

From: [Kathleen W.](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com; [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Wednesday, October 16, 2024 6:05:50 PM

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(We recommend adding a personal story on what NewBridge means to you.) Dear Committee on Aging, I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison. Bringing in 7 agencies that have not received funding for older adult services before is concerning on two levels. First, the entire city budget for older adult services is only \$838,000. How can 7 non-profit agencies be expected to adequately provide case management, culturally relevant activities, independent living support and outreach & information and referral services for all older adults in Madison who need assistance with that paltry amount? Second, NewBridge supports the idea of funding other agencies and expand our reach so that the Madison community can better meet the needs of older adults and especially those from BIPOC and other marginalized communities such as the Southeast Asian community who we do not serve directly. However, to do this all at once without additional funding and to pull funds from NewBridge, whose work has significant impact on thousands of older adults each year, only shifts the problem. Many of these agencies have minimal experience and expertise providing services for older adults. This is not something that just anyone can jump in and do. A couple of the agencies are requesting significant funds compared to the amount of people they will serve in their programming. We believe that offering more activities in neighborhoods can be very positive but it will take more time and resources than the current funding recommendations allow. NewBridge is concerned the amount of funding requested/ proposed for these new agencies will severely restrict what they can do and have minimal impact. We are particularly concerned about how reducing funding for NewBridge will impact Hispanic older adults in Madison. NewBridge has helped them to become a community and they are like family to one another. Yet they are very spread out in Madison and the majority don't have peers living close by. Wouldn't it make more sense to gradually bring in other agencies over the course of the next few funding cycles, restore some funding for NewBridge and advocate for additional funding in the meantime? The NewBridge funding restoration request to the Committee on Aging will allow NewBridge to maintain our case management, home chore and volunteer guardian programs at the same level and not have to institute a case management waitlist again. If funding for our volunteer guardian program is not restored, who will serve the older adults in need of these services in Madison? Funding is also being proposed for resource and referral programming that seems very similar to services offered at the ADRC.

From: [Kathleen Howe](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#); [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Wednesday, October 16, 2024 5:19:00 PM

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Dear Committee on Aging,
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The NewBridge funding restoration request to the Committee on Aging will allow NewBridge to maintain our case management, home chore and volunteer guardian programs at the same level and not have to institute a case management waitlist again. If funding for our volunteer guardian program is not restored, who will serve the older adults in need of these services in Madison? Funding is also being proposed for resource and referral programming that seems very similar to services offered at the ADRC.

Sincerely,

Kathleen Howe

From: [Barbara Bailly](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#); [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Wednesday, October 16, 2024 4:48:59 PM

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(We recommend adding a personal story on what NewBridge means to you.)

Dear Committee on Aging,

I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison.

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Madison? Funding is also being proposed for resource and referral programming that seems very similar to services offered at the ADRC.

I have also written an advocacy letter to my Alder Tag Evers.

Sincerely,
Barbara Bailly
Romnes Apartments

From: [Virginia Pfluger](mailto:virginia@pfluger.org)
To: cdaniel@safercommunity.net; Knox Jr., Isadore; jmorton@capricommunities.com; kathypoi@charter.net; Whitt, Kathy; Verveer, Michael; Ya Chen; Committee On Aging
Subject: REINSTATE \$277,970 to NewBridge
Date: Wednesday, October 16, 2024 4:43:31 PM

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(We recommend adding a personal story on what NewBridge means to you.)

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very similar to services offered at the ADRC.

From: [Ardis Hempel](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com; [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Sunday, October 20, 2024 6:01:24 PM

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(We recommend adding a personal story on what NewBridge means to you.)

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Sent from my iPad

From: [Martha Fisher](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com; [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Wednesday, October 16, 2024 3:55:05 PM

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This email is to encourage the funding NOT be cut to The New Bridge Program. This program benefits so many elderly, diverse and disabled members of our community. My husband and I benefit greatly and see many others also benefit on the North Side of Madison. It would be devastating to cut anything at all and in fact the city should be adding to programs such as this.. Why is it that the less fortunate are normally the first to lose out. We all pay the increasing dollar amount of property taxes, but somehow, that doesn't matter. Thank you.

Dear Committee on Aging,
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From: [Shirley Short](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com; [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Wednesday, October 16, 2024 3:49:07 PM

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Some of the elderly and disabled individuals in the community really rely on services that organizations such as Newbridge provides, for some, losing those services would have a huge negative impact on their lives. I want you to think about your family or friends, what if someone close to you relied on these services and they were suddenly taken away, how would that make you feel.

Dear Committee on Aging,

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Many of these agencies have minimal experience and expertise providing services for older adults. This is not something that just anyone can jump in and do. A couple of the agencies are requesting significant funds

Shirley Short
Independent living specialist
608-716-7205

In 2023, Access to Independence staff moved to a 4-day workweek.
My work schedule is Tuesday – Friday.

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From: [Nick](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com; [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Wednesday, October 16, 2024 3:47:28 PM

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Dear Committee on Aging,

I am requesting that the Committee

Bringing in 7 agencies that have not received funding for older adult services before is concerning on two levels. First, the entire city budget for older adult services is only \$838,000. How can 7 non-profit agencies be expected to adequately provide case management, culturally relevant activities, independent living support and outreach & information and referral services for all older adults in Madison who need assistance with that paltry amount?

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Regards,

Nick Nepokroeff
4129 Council Crest
Madison WI, 53711

From: [Sammy Azuma](#)
To: [Committee On Aging](#)
Subject: Reinstate \$277,970 to NewBridge
Date: Monday, October 21, 2024 3:15:22 PM

You don't often get email from sammya@newbridgemadison.org. [Learn why this is important](#)

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Dear Committee on Aging,

I am requesting that the Committee on Aging reinstates \$277,970 to NewBridge Madison. I am a case manager at NewBridge, but also a resident of the City of Madison. I care deeply about my community and am very passionate about my work, which is why this proposed budget cut is very concerning to me.

Another area that I am very passionate about is better serving BIPOC community members. I think it is imperative for City to put a spotlight on the unique needs of our marginalized community members, but I am concerned with the unintended consequences that may come from cutting the budget for NewBridge.

NewBridge has procedures and systems already set up and running to serve older adults. I do believe we can learn more about better serving marginalized communities and that we need to be constantly striving to improve, which is why I would rather see a partnering of agencies. This would allow us at NewBridge to use our expertise and help create better systems for helping people, especially BIPOC older adults.

I always try to think of a bigger picture when I think about decisions being made, whether that be in my personal or professional life. Bottom line, I truly believe that passing these budget cuts will cause a negative impact on older adults in our community.

Please consider thinking about the true consequences of this budget cut; splitting up and redistributing these funds without thinking of these consequences will be a huge disservice to older adults in Madison.

Thank you,

Sammy Azuma
3741 Clover Lane
Madison, WI 53714

Sammy Azuma, MSW
Associate Supervisor
Pronouns: *She/her/hers*

NewBridge Madison, Inc.
1625 Northport Dr. #125, Madison, WI 53704
5724 Raymond Rd. Madison, WI 53711
5700 Pheasant Hill Rd. Monona, WI 53716
P: (608) 512-0000 Ext. 1005
F: (608) 299-0700

newbridgemadison.org

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NewBridge provides older adults a bridge to successful aging.

Funded by Dane County, City of Madison, City of Monona, United Way of Dane County, and private donors.

Proud partner with United Way of Dane County.

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I will make every effort to respond to your message as soon as possible. Please allow up to three business days for a response

From: [Laura Stein](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com; [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Tuesday, October 22, 2024 5:27:33 PM

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Dear Committee on Aging,

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very similar to services offered at the ADRC.

I am a former board member of NewBridge and have seen the critical positive impact the organization has had on the community.

Sincerely,

Laura Stein

Sent from my Galaxy

From: [Martha Fisher](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com; [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Wednesday, October 16, 2024 3:55:05 PM

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From: [Dingee, Jessica E.](#)
To: cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com; [Committee On Aging](#)
Subject: REINSTATE \$277,970 to NewBridge
Date: Thursday, November 7, 2024 9:50:58 AM

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Dear Committee on Aging,

I am requesting that the Committee on Aging REINSTATES \$277,970 to NewBridge Madison.

As a social worker, I work with older adults on a daily basis. They need for supportive senior services and cohesive management of those services is imperative to their ability to maintain independence and safety.

Bringing in 7 agencies that have not received funding for older adult services before is concerning on two levels. First, the entire city budget for older adult services is only \$838,000. How can 7 non-profit agencies be expected to adequately provide case management, culturally relevant activities, independent living support and outreach & information and referral services for all older adults in Madison who need assistance with that paltry amount?

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Sincerely,

Jessica Dingee, MSW, LCSW (*she / her / hers*)
Ambulatory Social Worker, Population Health

UnityPoint Health – Meriter
7780 Elmwood Ave. Suite 201
Middleton, WI 53562
608-417-5627 office
608-417-8458 fax
[Available on Microsoft Teams for Phone or Chat](#)

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unitypoint.org

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From: [mary hebbe](#)
To: [Committee On Aging](#)
Subject: Reject the CDD's proposed Cuts to Newbridge
Date: Saturday, October 5, 2024 2:34:37 PM

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Dear Sirs:

I hope I have reached the correct organization. I am an older person who has used the cuts that are proposed for Newbridge. Please reconsider these proposals. I would be lost without them.

Reject CDD's proposed Cuts to Newbridge, please

Thank you,

Mary Hebbe

From: [Joyce Williams](#)
To: [Committee On Aging](#)
Subject: Restore 2025 Funding to NewBridge
Date: Wednesday, October 23, 2024 8:28:53 AM

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Being a senior citizen that utilizes the many services available to me through NewBridge is very important to me. Not only is it important to me but to many other senior citizens that participate in the services that NewBridge offers. Please we need you to restore the \$277,970 funding to Newbridge's 2025 budget so that they can continue to provide the much-needed services that we senior citizens enjoy. These services (i.e. senior lunch, case management, transportation to senior events, trips, continued education, food pantry, etc). help me and others to have a better quality of life, socialization with our peers and to remain in our homes due to their volunteer home chore services.

The funding you provide to NewBridge is crucial for it allows them to continue to improve and provide the above services to the senior citizens community. We all would appreciate your reconsideration to our requests to not cut Newbridge's funding, thank you.

Joyce Williams
NewBridge Member

From: [Bill Monkemeyer](#)
To: [Committee On Aging](#); cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com
Subject: Restore Funding to NEWBRIDGE
Date: Thursday, November 21, 2024 10:01:51 AM
Attachments: [Outlook-BSP PRIVAT](#)

You don't often get email from bill.monkemeyer@bankofsunprairie.com. [Learn why this is important](#)

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NewBridge Madison is so vital to the seniors in our community who have contributed to make Dane County what it is today. The funding cuts proposed will significantly affect their health and wellbeing after they have given so much to us. I respectfully request that you restore their funding to ensure they continue to provide the valued services that they have partnered with the City on for many years.

Thanks,

Bill Monkemeyer
Private Banker
NMLS# 2525543
bill.monkemeyer@bankofsunprairie.com
608-467-1740 Direct
608-576-5048 Cell

To apply for a mortgage or home equity click here - [Bank Of Sun Prairie - William H Monkemeyer \(mymortgage-online.com\)](#)

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From: [Heather Sims](#)
To: [Committee On Aging](#); cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#)
Subject: Restore Funding to NEWBRIDGE
Date: Thursday, November 21, 2024 8:54:37 AM

You don't often get email from heathers@newbridgemadison.org. [Learn why this is important](#)

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Good Morning,

I am writing to you today about the money that has been approved to be voted on for disbursement by your committee on 12/4/24.

I implore you to vote to use part, if not all, of the funds to further support NewBridge Madison.

We have a history of successful older adults receiving the support and services they need to live their best possible lives.

Without this funding, specifically to Case Management services, we will be forced to let someone go. The impact of losing a Case Manager will be felt by not only our employees, but to each client that NewBridge serves as we're forced to increase case load sizes, further stretching resources and employee time that is already stretched as far as it can go.

Thank you for your time and consideration.

Heather Sims

--

Heather Sims, BSW

Case Manager
Pronouns: *she/her/hers*

NewBridge Madison, Inc.
1625 Northport Dr. #125, Madison, WI 53704
5724 Raymond Rd. Madison, WI 53711
5700 Pheasant Hill Rd. Monona, WI 53716
P: (608) 512-0000 Ext. 3004

F: (608) 299-0700

newbridgemadison.org

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Sometimes the things that we go through are not so that we can suffer, but so that we can be saved.

NewBridge provides older adults a bridge to successful aging.

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I will make every effort to respond to your email as quickly as possible, but please allow up to 3 business days for a response. Thank you.

From: [Helene McDowell](#)
To: [Committee On Aging](#); cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#)
Subject: Restore Funding to NEWBRIDGE
Date: Thursday, November 21, 2024 11:04:17 AM

Some people who received this message don't often get email from mcdowellhe@gmail.com. [Learn why this is important](#)

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Dear Aging Committee Members,
Please keep the funding for NewBridge services at the level needed to enable them to support the underserved aging and special needs populations in Madison.

We are increasingly becoming a city of those that have and those that have not. The defunding of organizations like NewBridge will further this divide and result in more Madisonians living with chronically unmet basic needs.

Thank you for your consideration.
Helene McDowell

From: [H. Carol Murphy](#)
To: [Committee On Aging](#); cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#)
Cc: [Susan Watson](#); [Katie Gallagher](#)
Subject: Restore Funding to NEWBRIDGE
Date: Thursday, November 21, 2024 3:00:40 PM

Some people who received this message don't often get email from nanacarol200@gmail.com. [Learn why this is important](#)

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Dear Committee Members:

I am writing to you on behalf of NewBridge, where I have received case management services for many years.

It is astonishing to me that at a time when the senior population is growing, and financial hardship is increasing, you would consider decreasing funding for services to this same population. What would be your rationale for such a move?

I am an 88-year old great-grandmother, retired RN, who thought I had done all the things required to have a secure retirement situation. The crash in 2008 completely wiped out all my resources, leaving me with no idea as to how to cope with my new reality.

NewBridge has provided me with the necessary help in finding needed resources, advocating for me, explaining things, guiding me through the application processes, meet deadlines, correct my mistakes, and assist on phone calls with various agencies. My case worker has been available and reliable. Why would you want to take that away from me? Or from anyone? Why would you redirect funds from a known, successful agency to a new entity that would have to start my case all over, from scratch? What do you think will happen to folks like me without these services?

I am asking that you maintain NewBridge, with adequate funding, including reinstating their original funding level (before the proposed cuts). It is extremely stressful to me to think I will have nowhere to go when I need help.

Thank you for your consideration,
Carol Murphy
Madison, Wi 53703

From: [Tom Heine](#)
To: [Committee On Aging](#); cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#)
Subject: Restore Funding to NEWBRIDGE
Date: Wednesday, November 20, 2024 2:56:41 PM

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Hello

My name is Tom Heine. I have worked with NewBridge and formerly the South Madison Coalition for the Elderly as a Landlord (Quaker Housing) and a Board member for 20+ years. We merged 4 separate agencies to increase efficiency and save money with help of the City, County and United Way. We helped hundreds and hundreds of seniors through our food programs, Guardian Program (I Volunteered) and direct social work services.

It's a shame that those seniors with the least voice are losing funding for meeting their multiple needs at this time. I urge you to restore NewBridge funding now.

Thank you

Tom Heine

From: [Kathy Howe](#)
To: [Committee On Aging](#)
Subject: Restore Funding to NEWBRIDGE
Date: Wednesday, November 20, 2024 3:06:14 PM

You don't often get email from kmhowe@yahoo.com. [Learn why this is important](#)

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This is such a valued and needed resource for our community.

There needs to be more and more community resources for our older citizens, not less.

One day you, too will be one of the vulnerable. Please keep the pursestrings open for them.

Sincerely,

Kathleen Howe

From: [Rita Baldacchino](#)
To: [Committee On Aging](#); cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com
Subject: Restore Funding to NEWBRIDGE
Date: Wednesday, November 20, 2024 4:38:44 PM

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Dear Committee on Aging Members,

Newbridge does very important work for Madison's Northside elder population.

The Northside is likely to be one of the most diverse communities in Madison, serving a large proportion of African Americans, Hispanic and Hmong populations.

Rather than cutting their funding, the city should be focusing on increasing funds for NewBridge - as well as finding new funding for those new agencies that the city wants to support by diverting a portion of NewBridge's current funding.

Thank you for fully supporting NewBridge.

Sincerely yours,

Rita Cairns

Sent from my iPhone

From: [Gabriella Castaneda](#)
To: [Committee On Aging](#); cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); yachen007@gmail.com
Subject: Restore Funding to NEWBRIDGE
Date: Wednesday, November 20, 2024 2:40:30 PM

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Hello COA,

As a member of the Madison community, it is imperative you know the importance of aging resources for our elder adult community members. Cutting budgets from a team that puts their heart and soul into advocating for the livelihood of these adults will damage our city. These adults are dependent upon these resources to not only live with basic necessities but to grow and develop to have lives independent of social work. Please reconsider your proposed cuts as life is important no matter the age. We will lose history and stories from these people as their ability to participate in society will be cut. Don't forget, if you are lucky enough to reach an older age, you will regret the decision to cut this funding as these lovely programs will no longer be available to you.

A committed member of Madison,
Gabriella

From: [Rosa Amador](#)
To: [Committee On Aging](#)
Subject: Restore Funds for the Elderly
Date: Wednesday, October 23, 2024 8:23:01 AM

You don't often get email from rosaa@newbridgemadison.org. [Learn why this is important](#)

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My name is Rosa Amador and I am a case manager with NewBridge. My love for working with older people started because my grandparents took care of me as a child. I spent five days a week with them as a toddler and preschooler. Even as a grown up I have not forgotten the wonderful time I spent with them and as I have grown I have tried to help them age the same way they cared for me. We can only be so lucky to age but people do not realize the hardships and difficulty involved until they themselves get to that bridge and realize they have to cross it. And suddenly their mobility is gone and they cannot ask for help because they do not know how to use their phone anymore. This is why showing up to people's homes is so important. The work NewBridge does is just the tip the the iceberg, as we know there are many more people in Dane County that could be reached. The idea of cutting the budget when it does not even begin to cover the amount of assistance for people we know need it is astounding to me. Case management aside, my grandmother does not live in Madison, but I have fought for better representation and funding abroad for her as well. Everyone deserves to age knowing that even if they en up alone, that they will have a resource that centers them and is willing to go to them to do so. I urge you to consider what such cuts will do for your loved ones and for yourself in the future if we continue to undermine the importance of these resources.

Rosa Amador

Bilingual Case Manager

Pronouns: she/her/hers

NewBridge Madison, Inc.

1625 Northport Dr. #125, Madison, WI 53704

5724 Raymond Rd. Madison, WI 53711

5700 Pheasant Hill Rd. Monona, WI 53716

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you.

From: wayne_prophet
To: [Committee On Aging](#); cdaniel@safercommunity.net; [Knox Jr., Isadore](#); jmorton@capricommunities.com; kathypoi@charter.net; [Whitt, Kathy](#); [Verveer, Michael](#); [Ya Chen](#)
Subject: Restore+Funding+to+NEWBRIDGE
Date: Wednesday, November 20, 2024 3:00:05 PM

Some people who received this message don't often get email from wrprophet@gmail.com. [Learn why this is important](#)

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I am writing to encourage you to continue your support of NewBridge, Madison's popular and productive program that provides our senior citizens with so many beneficial opportunities and activities in our city. This support for seniors aids them at a time in their lives that they most need help.

Please encourage everyone you know to contact our city leaders and demand proposed funding cuts to NewBridge be restored.

Thank you.

Wayne Prophet
206 Green Lake Pass
Madison WI 53705

e your

From: [Tim Conroy](#)
To: [Committee On Aging](#)
Subject: Reverse Budget Cuts
Date: Monday, October 21, 2024 12:22:40 PM

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Greetings,

I am asking you to restore the proposed \$277,970 cut in 2025 funding to NewBridge.

I am a board member and also someone who works caring for older adults. The funding is very important for residents of Madison.

The cuts were done in a way that will hurt more people than it will help. We serve a diverse population and the other groups identified do as well. The issue is the cuts will mean a growing population will be underserved now. That is a mistake.

Please fix it in this meeting.

Thank you.

Tim Conroy
1006 Stonebriar Dr, Verona, WI 53593
(City of Madison address)

From: [Susan Hel](#)
To: [Committee On Aging](#); [+cdaniel@safercommunity.net](#); [+district14@cityofmadison.com](#);
[+jmorton@capricommunities.com](#); [+kathypoi@charter.net](#); [+kathwhitt@yahoo.com](#);
[+district4@cityofmadison.com](#); [+vachen007@gmail.com](#)
Subject: Senior citizens budget
Date: Tuesday, November 5, 2024 12:35:12 PM

You don't often get email from suehelgesen61@gmail.com. [Learn why this is important](#)

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In 6 weeks I will be 63. It is very wrong to cut the senior citizens budget. They need money for housing and a lot of other things like there are more health problems as we get old. Some people have addiction problems with alcohol, smoking, loss of parents and more other loved ones in our age group. We need support, fun, chair yoga because we can't stand as well. I am mainly writing for new bridge. My options and community living also has many seniors that eat at Goodman center. I pray for these groups.

I do chair yoga with new bridge. We hate to see cuts please forward to my alder. I am 53704-3556.

From: [Mary Wells](#)
To: [Committee On Aging](#)
Subject: Support for IP Ministries and Memory Collectors
Date: Tuesday, October 22, 2024 10:23:48 PM

You don't often get email from mary537199@gmail.com. [Learn why this is important](#)

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Dear County Board Members,

I am writing to you today to express my unwavering support for the funding of IP Ministries, specifically the Memory Collectors storytelling project. This initiative has had a profound impact on my life, and I firmly believe that it is a program that should continue to receive funding for the next four years.

The Memory Collectors project, being approved recently through the older adult services program, is a unique and invaluable resource that has brought immeasurable benefits to many individuals, including myself. As a participant in this project over the past year, I have experienced firsthand the power of storytelling in preserving memories and connecting with others in a meaningful way.

The Memory Collectors project not only serves as a platform for older adults to share their life stories and experiences but also fosters a sense of community and belonging. Through the act of storytelling, participants are able to reflect on their past, share their wisdom, and leave a lasting legacy for future generations.

Moreover, the Memory Collectors project has been shown to have numerous cognitive and emotional benefits for participants. Engaging in storytelling has been proven to improve memory, stimulate creativity, and enhance emotional well-being. By continuing to fund this project, we are not only investing in the well-being of our older adult population but also promoting intergenerational understanding and appreciation.

In light of the positive impact that the Memory Collectors project has had on my own life and the lives of many others, I urge you to ensure that the funding for IP Ministries, specifically the Memory Collectors project, continues as originally planned for the next four years. This program is a valuable resource that deserves ongoing support and recognition for the profound impact it has on individuals and the community as a whole.

I strongly believe that by investing in programs like the Memory Collectors project, we are not only enriching the lives of our older adult population but also preserving our collective history and heritage for future generations. Thank you for considering my perspective, and I hope that you will continue to support funding for this important initiative.

Sincerely,

Mary Wells

From: [FABU PHILLIS CARTER](#)
To: [Committee On Aging](#)
Subject: Support for keeping the funding the same amounts
Date: Tuesday, October 22, 2024 2:48:36 PM
Importance: High

You don't often get email from fpcarter@medicine.wisc.edu. [Learn why this is important](#)

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Committee Members,

I regret that there is only \$800,000 to fund grants this year. I am sorry for cuts for every organization. I do not support cutting the budgets of smaller organizations to fund a larger one. Please vote "No." African, African Americans and Hmong organizations deserved to be supported by the City with grant money.

Thank you,
Dr. Fabu Carter

Fabu Phillis Carter, PhD
Senior Program Manager for Recruitment and Retention
Recruiting for
African Americans Fighting Alzheimer's Disease in Mid-Life

Wisconsin Alzheimer's Disease Research Center
University of Wisconsin School of Medicine and Public Health
3330 University Avenue, Suite 200
Madison, WI 53705
Campus Mail Code: 9210
Working Remotely

From: [noreply](#)
To: [Web Team](#)
Subject: Web feedback: Meeting Registration
Date: Wednesday, October 23, 2024 8:46:31 AM

Page Title
Meeting Registration

Page URL
<https://www.cityofmadison.com/city-hall/committees/meeting-schedule/register>

Was this page helpful to you?
Yes

Why or why not?
A budget cut is just wrong

From: [Jim Krueger](#)
To: [Committee On Aging](#)
Subject: What happens if some of NewBridge funding is restored
Date: Tuesday, October 22, 2024 8:46:06 AM
Attachments: [NewBridge By the Numbers .pdf](#)

You don't often get email from jimk@newbridgemadison.org. [Learn why this is important](#)

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Hello Committee on Aging Committee Members,

As you prepare to discuss the city staff funding recommendations I have a few more pieces of information as you consider how to allocate the funding for 2025.

For years, funding to provide older adult services in our community has been allocated by specific categories of need. NewBridge received small amounts of funding to provide services specifically for Black and Hispanic older adults. We also received a larger sum to provide programming for all older adults. We hosted monthly multi-cultural activities but most everything else was separated out. The past few years our Older Adult Activities program staff has revamped our approach, in response to numerous requests from older adults, to place more emphasis on activities that bring all cultures together while maintaining opportunities and culturally relevant programming for Black and Hispanic older adults. We collaborate with dozens of service providers and businesses across Dane County. But we have never had the resources to reach all of the older adults in neighborhoods across the city.

I have attached a spreadsheet showing the impact, by numbers, for each of the NewBridge older adult programs proposed to be cut by Community Development Division staff. We are on track to meet or exceed almost all of last year's goals. This includes our older adult activities program which will provide over 1,000 activities despite having one less staff person than last year.

So, what is our plan if NewBridge gets some of our funding restored? If partial funding is restored for our older adult activities we will market/offer our experience to assist new agencies receiving funding and continue limited programming for those outside of the target areas. If no funds are restored to this program the number of activities would be reduced by 50%. Our remaining funding for this program is to serve Black and Hispanic adults across Dane County. Critical services like foot care and a variety of weekly programs like free exercise classes, mental health and wellness classes and numerous socialization opportunities would be greatly reduced or eliminated. These programs are so critical to the health and wellness of older adults and in fighting off social isolation.

If partial funding is restored for case management services, we have begun discussions with one of the new agencies to provide services as needed for older adults in their target area. If no funding is restored we would seek local corporate and foundation funding or federal grant monies, however this is a very competitive process and typically limited-term. It takes a number of years to cultivate these relationships and find ones committed to supporting older adults.

If funding is not restored for the home chore or volunteer guardian program we will seek to market these programs to local businesses/foundations. Our annual and year-end fundraiser's might raise enough funds to cover the deficits for these two programs.

NewBridge has been providing quality services for 49 years. Last year we received an Aging Forward Champion award at the Madison Senior Center's 40th Anniversary Celebration for our outstanding work in the community. Having these services available from one agency makes it easier for older adults versus having to work with multiple agencies. We understand that you may want to spread the money out across more agencies. But to make such a steep cut to NewBridge will be devastating to thousands of older adults in the community. I ask for your support in restoring some funding for the vital programs provided by NewBridge.

Thank you,

Jim Krueger
Executive Director
Pronouns: he/him/his

NewBridge Madison
1625 Northport Drive #125, Madison, WI 53704
5724 Raymond Rd. Madison, WI 53711
505 Cottage Grove Rd. #200, Madison, WI 53716
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newbridgemadison.org

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From: [Jim Krueger](#)
To: [Committee On Aging](#)
Subject: Why should proposed cuts to NewBridge be restored?
Date: Saturday, October 19, 2024 2:07:55 PM
Attachments: [Impact of Proposed NewBridge Funding Cuts on Madison Older Adults.pdf](#)
[NewBridge BIPOC Programming and Staff Diversity.pdf](#)

You don't often get email from jimk@newbridgemadison.org. [Learn why this is important](#)

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Hello Committee on Aging Members,

I have attached a couple handouts that discuss the significant impact the cuts to NewBridge Madison (proposed by Community Development Division (CDD) staff) will have on older adults in Madison.

The \$277,970 in proposed cuts by the city of Madison CDD staff is NOT for new programming but for programming we CURRENTLY provide. **The impact of these cuts is very significant. A thousand (or more) older adults will be without programming because they don't live in, or near, one of the areas targeted by the city. Older adults in Madison** are spread out throughout the community and often not within walking distance (a couple blocks) of a neighborhood center. They don't typically have a group of peers near them they can hang out with and will not have access to transportation.

Completely cutting the NewBridge older adult activities program, means the elimination of 1.5 full time staff positions. Those living on the north and southwest side of town who currently benefit from our health and wellness activities will have little to no accessible activities. **It will once again isolate individuals we worked diligently to engage in activities and who depend on them each week.** The older adults who participate in our activities have developed a strong trust with our organization and know we look after them and don't want to change. They hate starting all over again, it stresses them out, and **many will simply give up, isolate and be unhappy again. They will sit around more and their health will deteriorate more rapidly.** This year we have significantly increased the weekly programming (available on the north and west sides of Madison) available for the 120 + older adults in our Hispanic program. We will have to reduce the programming by half. We also have an accessible bus to help us transport participants and are scheduled to get a second bus this winter. If our budget is totally cut there will be no second bus. They are very upset by the impact this will have on them.

The proposed cut to our case management program will force NewBridge to lay off one or more case managers. This will mean **80-100 lower income older adults facing difficult situations will not get the timely help they need (if at all)** each year. NewBridge works with low income clients, for as long as they need, to help them access essential resources and services. The number and severity of needs and the complexity of these issues is not something just anyone can handle. The majority of these individuals don't have anyone able to help them. Having to wait for help or only receiving limited-term assistance adds lots of stress and worry for those who already feel a loss of control over their lives.

Please vote to restore funding to NewBridge Madison, at the October Committee on Aging meeting, for these two essential programs (older adult activities, case management). that the Madison CDD has proposed be cut from our budget,

Feel free to contact me if you have additional questions or would like more information.

Thank you,

Jim Krueger
Executive Director
Pronouns: he/him/his

NewBridge Madison
1625 Northport Drive #125, Madison, WI 53704
5724 Raymond Rd. Madison, WI 53711
505 Cottage Grove Rd. #200, Madison, WI 53716
P: (608) 512-0000 Ext. 3005

F: (608) 299-0700

newbridgemadison.org

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NewBridge provides older adults a bridge to successful aging

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