

From: [Jim Krueger](#)
To: [Finance Committee](#)
Subject: Concerns About Proposed 2025 Older Adult Services Budget and Impact on NewBridge Services
Date: Sunday, October 27, 2024 5:33:20 PM

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Facts to Consider Before Voting on a \$270,000 Cut to New Bridge Services

Fact: 72% of survey respondents were White/Euro-American who have a computer. Most of them are financially secure and not needing these services. These does not adequately represent the lower income older adults in Madison we work with who do not have access to a computer or are unable to grasp how to use a computer. The sample size of older adults needing older adult services reached in this survey appears to be quite low. (pg.19 EQT By Design Older Adult Services Engagement Analysis Jan. 2024).

Fact: During COVID, NewBridge had to connect with hundreds of older adults by phone, and still do, because they don't want a computer, can't afford or are unable to grasp how to use a computer.

Fact: Despite this underrepresentation in the EQT By Design engagement analysis, NewBridge was listed as an agency that is close in proximity and provides relevant programming by the African American/Black focus group and the Latinx/Hispanic focus group (pg.11 EQT By Design Older Adult Services Engagement Analysis Jan. 2024).

Fact: NewBridge has increased our number of culturally relevant services, in our older adult programming, available for African American/Black older adults and Latinx/Hispanic since 2020. The Community Development Division (CDD) has recommended the entire \$138,887 currently funding our Older Adult Program be cut. This is NOT new funding. Bringing in new agencies to serve BIPOC older adults will help hundreds BUT it will ALSO significantly harm hundreds of older adults, currently receiving services, who will not have access to these new services.

Fact: We have four staff for our Older Adult Program. One staff is responsible for providing older adults activities across the city of Madison for all lower income and isolated older adults age 60+. Much of this program is attended by older adults from various cultures. In addition, we have three Black and Hispanic staff providing culturally relevant programs and activities for Black and Hispanic older adults in Madison AND all of Dane County. Additional funding is received from Dane County for culturally relevant programming, but is not sufficient.

Fact: NewBridge has developed dozens of collaborations/partnerships to help increase our reach. We cannot reach everyone who would like programs and activities because of limited resources (staffing, transportation, funding) and limited time to conduct outreach.

Fact: We have a new 12 passenger, wheelchair accessible bus in 2024. This has allowed us to have more programs at a better cost. We would add another one in 2025 if some of the NewBridge older adult activities program budget **IS** restored to the Community Development Division budget. These buses have more space than those used to transport youth/teens.

Fact: Even if older adult programming becomes heavily neighborhood center based, there will be a significant number of older adults (living in that area) who will not attend activities because mobility/health issues prohibit them from walking or driving even a short distance.

Fact: Cutting \$100,000 from NewBridge case management services will impact between 80-

100 lower income older adults who will be put on a waitlist. This will impact the timeliness of services received, could impact their ability to remain independent and lead to homelessness or increased health and financial concerns and add a great deal of stress to their lives.

Fact: A 44% cut in Madison funding to NewBridge will significantly impact programs and services for **hundreds of BIPOC and non-BIPOC older adults** in Madison. NewBridge is NOT able to absorb the entire \$138,887 cut out older adult program. Some critical services and activities that address social isolation will be eliminated. **Question:** How much impact can **six** agencies receiving between \$12,000 - \$45,000 have with such a limited amount? From experience I can tell you, it doesn't allow them to do much especially if staffing is covered by the funding. Another concern is their limited experience working with older adults. **Would it be more impactful to fund 3 of these agencies for this budget cycle and restore some of the proposed NewBridge cut?**

Fact: In 2020 there were 108,920 older adults in Dane County. By 2040 that is expected to reach 153,070 or 25% of the population. Social isolation is a significant issue among older adults. It affects as many as 17% to 43% of older adults in the United States. 25% of older adults in Wisconsin are socially isolated. According to a SCAN survey (2017) of older adults, 82% of older adults know at least one person who is lonely. More funding is needed, as soon as possible, for older adult services.

If you would like additional information or to discuss further please contact me on my cell phone (608) 220-1380.

Thank you for your consideration.

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

**Funded by Dane County, City of Madison, City of Monona, United Way of Dane County.
Proud partner with United Way of Dane County.**

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From: [Sandra L. Freeman](#)
To: [Finance Committee](#); [Newbridge Susan Watson](#)
Subject: HOW CAN YOU TRULY LIVE WITH YOURSELVES
Date: Monday, October 28, 2024 10:13:58 AM

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My name: Sandra L. Freeman. I live in Madison, WI.

You are randomly and without any serious thought or consideration, gutting the budget of the Newbridge Agency.

Have you considered this.

The mayor may have her absolutely outlandish, over-budgeted, and not useful bus craziness - but I am left with no assistance from my KIND, SUPPORTIVE, GOAL-ORIENTED, SUCCESSFUL WITH RESULTS FOR ME, COMPASSIONATE, STRONG MINDED AND ON AND ON.

YOU ARE SO IRRESPONSIBLE TO THE CITIZENS OF THIS CITY/COUNTY.

GET, PLEASE, YOUR ACT TOGETHER AND PRIORITIZE. NO ONE NEEDED THAT BUS SYSTEM. NO ONE. BUT THE mayor FORCED IT DOWN EVERYONE's THROAT AND LOOK WHERE WE ARE TODAY.

YOU SHOULD BE ASHAMED OF YOURSELVES FOR TAKING ADVANTAGE OF SENIORS.

I AM ASHAMED TO CALL YOU MY CITY COUNCIL, YOU ARE NOT WORTHY OF THIS TITLE.

NEWBRIDGE FEEDS SENIORS.

BECAUSE OF MY CASE MANAGER, SHE HAS CONNECTED ME WITH WORK (THE WISE PROGRAM), THE PARATRANSIT BUS, MY NEW, SAFE HOUSING, MY TAX LOCATION, FOOD FROM FOOD PANTRIES, A COMPUTER - WHICH IS LIFE AFFIRMING - SOME THINGS FROM THEIR PANTRY CLOSET

I AM GUESSING THAT YOUR DECISION IS BAKED IN, BUT WITH THAT I WILL COME TO YOUR OFFICES, AND ASK YOU ALL TO PROVIDE HOUSING, PULLUPS, A COMPUTER, SUPPORT IN WHATEVER REASONABLE WAY THAT I WILL NEED SUPPORT.

AND I LOOK FORWARD TO YOU ALL STEPPING UP TO PROVIDE ME WITH EVERYTHING THING THAT NEWBRIDGE HAS PROVIDED FOR ME OVER THE LAST FIVE TO SIX YEARS.

I WILL BE KNOCKING ON YOUR DOORS. TRUST ME.

MOST SINCERELY, AND WITH GREAT HOPE THAT YOU PULL YOUR BIG GIRL AND BOY PANTS ON AND DO THE DECENT THING,

SANDRA L FREEMAN

From: [Tim Conroy](#)
To: [Finance Committee](#)
Cc: [Duncan, John](#); [Currie, Jael](#); [Rummel, Marsha](#); [Verveer, Michael](#); [Madison, Sabrina](#); [Mayor](#); [Evers, Tag](#); [Figueroa Cole, Yvette](#)
Subject: Monday's Meeting: Restore Funding for NewBridge 2025
Date: Friday, October 25, 2024 2:40:45 PM

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Hello,

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. NewBridge serves 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 by restoring the budget to NewBridge.

Thank you.

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

From: [Allison Bartz](#)
To: [Finance Committee](#); [+district16@cityofmadison.com](#); [+district6@cityofmadison.com](#);
[+district4@cityofmadison.com](#); [+district17@cityofmadison.com](#); [+mayor@cityofmadison.com](#);
[+district13@cityofmadison.com](#); [+district10@cityofmadison.com](#)
Subject: Restore Funding to NEWBRIDGE
Date: Monday, October 28, 2024 3:45:33 PM

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Good morning,

Please restore funding to NewBridge. Madison is facing a future where there are almost zero services to low income older adults in our community.

This could be expensive on our healthcare system, as these adults may not have any other method of support for remaining in their homes. Also, allowing low income adults to remain in their homes with the services NewBridge provides allows them an amount of dignity that they may not get to experience in a place like a nursing home.

Please stop the \$277,970 budget cut to NewBridge. This is important to people's lives.

Thank you,
Allison Bartz, Madison resident & NewBridge volunteer

From: [Heather Sims](#)
To: [Finance Committee](#); [+district16@cityofmadison.com](#); [+district6@cityofmadison.com](#); [+district4@cityofmadison.com](#); [+district17@cityofmadison.com](#); [+mayor@cityofmadison.com](#); [+district13@cityofmadison.com](#); [+district10@cityofmadison.com](#)
Subject: Restore Funding to NEWBRIDGE
Date: Monday, October 28, 2024 2:33:41 PM

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Committee Members,

Please do not take the funding away from NewBridge to give to other agencies.

By doing so you will effectively do the opposite of what you intend to accomplish in making the change.

De-funding current programming that has made an impact and works for hundreds of older adults in Dane County each month is not how positive change is made.

In order to support the other programming and have the desired effect of the committee, which from my understanding is creating space for the newer agencies to support the growing population of the older adults, funds should be added to those agencies as they learn how to do the work they have aspired to do.

In this way we can continue to collaborate with the newer agencies and expand the inclusive environment, using the skills and knowledge of each program's team so that all adults are given the best possible opportunities and outcomes for support.

Thank you,
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.

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: [Jess Lex](#)
To: [Finance Committee](#); [+district16@cityofmadison.com](#); [+district6@cityofmadison.com](#); [+district4@cityofmadison.com](#); [+district17@cityofmadison.com](#); [+mayor@cityofmadison.com](#); [+district13@cityofmadison.com](#); [+district10@cityofmadison.com](#)
Subject: Restore Funding to NEWBRIDGE
Date: Friday, October 25, 2024 8:55:32 PM

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Dear Finance Committee,

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

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.

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,

Jess Lex

--



Jess Lex
Owner | Real Estate Agent
Jess Lex Homes - Keller Williams Realty

- [608-571-6868](tel:608-571-6868)
- jesslexhomes.com
- jesslex@kw.com
- [555 Zor Shrine Pl, Ste 100, Madison, WI 53719](https://www.kw.com/agent/jess-lex-homes)



From: [Patty Witte](#)
To: [Finance Committee](#); [+district16@cityofmadison.com](#); [+district6@cityofmadison.com](#); [+district4@cityofmadison.com](#); [+district17@cityofmadison.com](#); [+mayor@cityofmadison.com](#); [+district13@cityofmadison.com](#); [+district10@cityofmadison.com](#)
Subject: Restore+Funding+to+NEWBRIDGE
Date: Friday, October 25, 2024 7:27:35 PM

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Dear Finance Committee

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

I am a burned-out family medicine physician going for a second career. I have been with NewBridge for over a year, first as an intern and now as a case manager. From the time I first heard about NewBridge, I was extremely impressed with their services. The Community Development map of influence is misleading. As an intern and case manager, I have met with clients in their homes all over town as well as at the Beacon and the Dane County Job Center. Clients don't have to come to us unless they want to.

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.

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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,

Patricia Witte, MD

1022 Midland St.

Madison WI 53715

From: [Kathleen Howe](#)
To: [Finance Committee](#); [Currie, Jael](#); [Rummel, Marsha](#); [Verveer, Michael](#); [Madison, Sabrina](#); [Mayor](#); [Evers, Tag](#); [Figueroa Cole, Yannette](#)
Subject: Restore Funding to NEWBRIDGE
Date: Friday, October 25, 2024 3:42:33 PM

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Dear Sir/Madame,

Please restore funding to Newbridge. So many vintage folk in the North Side access them for activities and services.

Respectfully,

Kathleen Howe

From: [Sonya Lindquist](#)
To: [Finance Committee](#); [Currie, Jael](#); [Rummel, Marsha](#); [Verveer, Michael](#); [Madison, Sabrina](#); [Mayor](#); [Evers, Tag](#); [Figueroa Cole, Yannette](#)
Subject: Restore Funding to NewBridge
Date: Monday, October 28, 2024 3:26:15 PM

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Dear Mayor Rhodes-Conway and members of the Finance Committee,

I am emailing to express my support for NewBridge and to encourage the Finance Committee to restore funding to this agency for the 2025 fiscal year. Of particular concern is cutting funding for the Case Management and Home Chore/Food Bridge programs for seniors in Madison. The fastest growing demographic segment in Madison and in all of Dane County is the population aged 65 and older. Between 2010 and 2022 that population increased by 72.2%. In this fast growing demographic, NewBridge reaches out and provides services to low income seniors. NewBridge connects these seniors to housing, food, and health care resources.

Finding affordable housing or accessing subsidized housing are challenging processes, accessing and renewing FoodShare on a semi-yearly basis is a cumbersome process, applying for Medicare and understanding the health care system are challenging processes. Older adults do not always have adult children or other family members available to help them navigate these complex systems. NewBridge case managers work with low income seniors to help them navigate these social service systems and access the resources they need to live independent lives. The investment in helping seniors live independently is more cost effective than the expense of having seniors live in assisted living facilities.

I work with seniors who are low income and need to go back to work because they lack the financial resources to purchase food, pay rent, and pay for their utilities. Many of the seniors served in the WISE program have come to the WISE program because they were referred by their NewBridge case manager. On several occasions, seniors in the WISE program have told me that they have tried to access other community resource services and those agencies have not responded, but the NewBridge case manager responded and did the work needed to help the senior connect to vital services. Cutting funding to a proven service provider that serves the fastest growing demographic group in the city of Madison seems ill-advised.

Sonya Lindquist
WISE Program Coordinator



Employment & Training Association, Inc.
1819 Aberg Avenue
Madison, WI 53704
Cell phone 608-228-8093
Email: SLindquist@EATA.org