

# 2024



# Annual Report



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# LOOP IN THE With Laurie

A while back, I was asked to be part of a panel for an intro-to-business

class for middle school students to learn more about types of jobs they may be interested in and what employers are looking for in employees. Each one of us was asked to introduce ourselves to the class by sharing one piece of advice that we wanted to leave with them. I felt it was important to keep my message simple and direct. My reply was—“Show Up.”

Certainly, these two words can mean different things depending on whom you are talking to. Personally, I think of being present, whether emotionally, physically, or figuratively. Other descriptors that come to mind are making an effort, actively participating, and being supportive of those around us. It didn't occur to me that a different generation might associate these words with embarrassing someone or revealing things folks don't want to bring up.

Starting over... Showing Up is just the first step, and in most cases, we must do more than just

show up. Contributions can come in different ways. For some, it might be volunteering their time or trying out multiple jobs to see what they like best. I have always shared with my children that if you just show up, you never know what connections you will make that will lead to good things in the future.

Looking forward to 2025, what does it look like to show up in the world of aging services? It could mean advocating for increased funding for services such as senior nutrition and other supportive services that empower older adults to be active, healthy, and engaged in their communities. It could mean helping to deliver meals for a Meals on Wheels delivery route on a regular basis or just occasionally. It could mean engaging in a conversation with an older adult at the grocery store and making a point to check in on an older neighbor occasionally.

The best part about showing up is that we get to choose how we do it!

*Laurie Brownell, SEMAAA Executive Director*

*Pictured: Minion: Laurie Brownell, SEMAA ED. The Groovy One: Annie Avery, SLL Call Center Manager*



# 2024 Meals by the Numbers



149,766 Home Delivered Meals



150,294 Congregate Meals



300,060 Total Meals Served



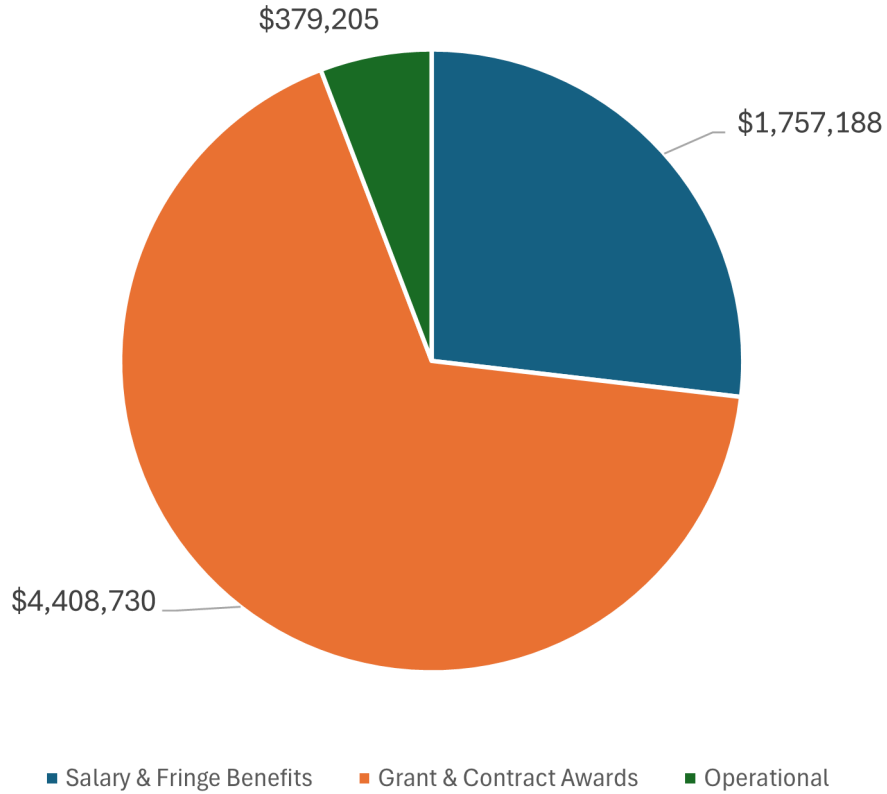
3,562 Total Unduplicated Clients Served

## 2024 Financial Summary

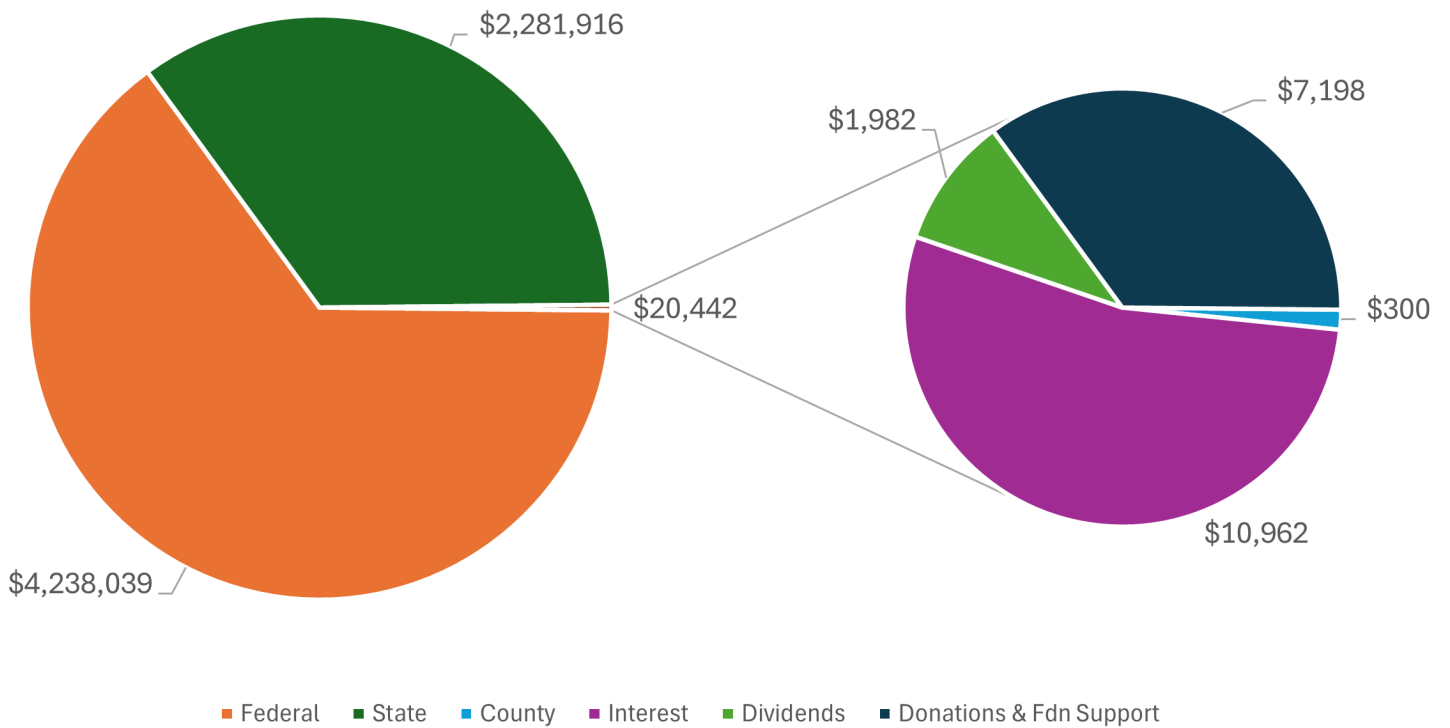
Support and Revenue		*all figures unaudited
	Federal	\$ 4,238,039
	State	\$ 2,281,916
	County	\$ 300
	Interest	\$ 10,962
	Dividends	\$ 1,982
	Donations & Fdn Support	\$ 7,198
<b>Total Revenue</b>		<b>\$ 6,540,397</b>
Expenses		
	Salary & Fringe Benefits	\$ 1,757,188
	Grant & Contract Awards	\$ 4,408,730
	Operational	\$ 379,205
<b>Total Expenses</b>		<b>\$ 6,545,123</b>
<b>Revenue Over Expenses</b>		<b>\$ (4,726)</b>



## 2024 Expenses: \$6,545,123



## 2024 Support & Revenue: \$6,540,397



# 2024 Snapshot of Covid Funding American Rescue Plan (ARP)

**Family Service Rochester**—ARPB funded for Home Modifications, Visiting, and Assisted Transportation. During 2024, 20 home modification projects, 490 visits, and 1,948 one-way rides were provided.

**Neighbors in Action La Crescent**—ARPB funded for Chore, Homemaker, and Assisted Transportation. During 2024, 235 chore hours, 1,292 homemaker hours, and 130 one-way rides were provided.

**Winona State (Bridges)**—ARPB funded for non-evidence based Health Promotion and Telephone Reassurance. During 2024, 696 non-evidence based health promotion hours and 132 telephone reassurance calls were provided.

**Family Service Rochester**—ARPB funded for Rice County Chore and Homemaker. During 2024, 229 chore hours and 398 homemaker hours were provided.

**City of Winona**—ARPB funded for Chore. During 2024, 570 chore hours were provided.

**Red Wing Faith in Action**—ARPB funded for Assisted Transportation. During 2024, 3,105 one-way rides were provided.

**Three Rivers Community Action**—ARPB funded for Chore, Homemaker, and Assisted Transportation. During 2024, 270 chore hours, 101 homemaker hours, and 16 one-way rides were provided.

**Elder Network**—ARPB funded for Technology. During 2024, technology support was provided to 62 older adults.

**Family Service Rochester**—ARPB funded for Mental Health Counseling. During 2024, 415 mental health counseling sessions were provided.

**Mower County Seniors**—ARPE funded for Caregiver Respite and Support Groups. During 2024, 108 respite hours and 140 support group sessions were provided.

**Family Service Rochester**—ARPE funded for Caregiver Counseling, Respite, and Public Information in Rice County. During 2024, 55 hours of counseling, 383 hours of respite, and 63 public information activities were provided.

**Elder Network**—ARPE funded for Out of Home Day Respite and Caregiver Training. During 2024, 2,681 hours of out of home day and 32 hours of caregiver training were provided.

**Semcac**—ARPE funded for Caregiver Assistance – Rural Expansion. During 2024, 551 contacts were provided.

**Elder Network**—ARPD funded for PEARLS evidence based mental health program services.

**Winona Friendship Center**—ARPD funded for PEARLS evidence based mental health program services.

**Family Service Rochester**—ARPD funded for Matter of Balance evidence based falls prevention program services.

**m** MINNESOTA  
2024 SENIOR LINKAGE LINE

SEMAAA I&A staff took **3,105** calls from the beginning of October-December 7.

Many of the calls were related to **Medicare Open Enrollment** to help Medicare beneficiaries make informed decisions about their health care options.

The statewide SLL team took **25,154** calls during this time.

Staff helped consumers save **\$2,323,573** in drug costs.

*“Thank you!! The information I received was so helpful, and the person I spoke to was such a sweetheart! I feel I got more information from SLL than I did my insurance broker.”*

*“Thank you for helping me find exactly what I was looking for! The specialist made it easy!  
THANKS!*

*“I appreciate how patient the specialist was. He explained things to me in detailed ways that weren’t confusing.”*

*“The specialist I spoke with was outstanding!”*



# RESOURCE COORDINATION RECAP 2024

Resource Coordinators connect older adults with services and supports so they can stay in their home or move home from a health care facility. We help by assessing their needs, developing a plan, and following up.

Temporary & One-Time Assistance to 272 individuals

Ongoing follow along to 412 individuals

Received 429 referrals

"Thank you so much for holding my hand and walking me down this twisted path of aging."

Education to 281 individuals

"I can't even imagine going through all this without having someone like you."

Connected to 1311 individuals

*"It's reassuring to know we have people like you who can help us navigate my mother's return to independent living!"*

53% of referrals accepted services

*"Since you and I have started working together, things have just improved about 25,000%!"*

**"You sure made some sunshine in my day!"**

"Thank you for the help you gave us, just what we needed when we needed it!"

"An amazing resource, this is a difficult stage with so much that happens we aren't prepared for."

"You provided great assistance and made everything much easier in what ended up being the last of mom's days. It was so much better knowing I had you & all the support. You're greatly appreciated!"

Handled 9468 phone calls

The Resource Coordination Team is fortunate to consist of experienced, well-trained individuals with backgrounds in nursing, occupational therapy and social work. Resource Coordinators, Jay Hall, Sara Kohrs, Emily Lorenz, Jen McLaughlin and Supervisor, Lori Wacek, make up the Senior LinkAge Line Resource Coordination Team.



## Let's Talk Transportation for All in Northfield

### AFN Transportation Team Lyft Project Update

Age-Friendly Northfield's (AFN) Transportation Team spent several months researching transportation services in the Northfield Community. Information was collected through reviewing surveys conducted by AFN, the City of Northfield, and Carleton College's Interfaith Social Action Group and ISAIAH Faith in Action's Transportation Listening Sessions. Participants expressed interest in finding options that had increased flexibility, individual rides over shared rides, on demand options, and options that that would serve both the City of Northfield and the surrounding community.

AFN's Transportation Team discovered that Lyft has been a solution in several rural parts of the State. We shared what we learned and continued to gather information by meeting with St. Olaf and Carleton Colleges and holding community presentations and discussions in November through January. Those attending the meetings told us they have needs for rides to and from medical appointments within Northfield as well as into Minneapolis, St. Paul, Faribault and Rochester. Transportation is also needed to go shopping for groceries, clothing etc., eating out with friends, going to work or school, and getting to and from the MSP Airport. The appeal of considering Lyft was related to its flexible timing, on demand options and support towards individuals becoming active and engaged community members.

#### **Next steps in the Lyft development process are:**

- Meet with local Lyft drivers who are in the Northfield area to learn about their experiences with the driver application process and better understand the types of rides they are providing.
- Determine drivers' interest in helping recruit and train new drivers for the program.
- Select dates, times and location for driver training and promote these opportunities to the community.
- Continue sharing our findings and updates with the community as we progress.

If you have questions or would like more information, please feel free to contact one of the following AFN Transportation Team Members.

**Nan Just**—[justzyx1@gmail.com](mailto:justzyx1@gmail.com) 651-734-3796

**Chris Johnson**—[chrisj@semaa.org](mailto:chrisj@semaa.org) 507-288-6944

**Christine Sartor**—[csartor@northfieldretirement.org](mailto:csartor@northfieldretirement.org) 507-664-3480

## SEMAAA Board

**Marie Hlava**, *Chair* - Wabasha County  
**Maggie Cook**, *Vice-Chair* - Goodhue County  
**Brad Lohrbach**, *Treasurer* - Dodge County  
**Marge Fuller**, *Secretary* - Fillmore County  
**Linda Lares** - Freeborn County  
**Linda McPeak** - Houston County  
**Peggy Schlinger** - Olmsted County  
**David Beimers** - Rice County  
**Rachel Boyum** - Winona County  
**Lynda Ru** - Member At-Large  
**OPEN** - Mower County  
**OPEN** - Steele County

## SEMAAA Staff

**Laurie Brownell** - Executive Director  
**Anna Thomson** - Office Manager  
**Kim Voth** - Finance Director/Grants Manager  
**Patti Schad** - Finance Assistant  
**Laurie Marreel** - Grants Administrator  
**Dan Conway** - Lead Eldercare Developer  
**Chris Johnson** - Eldercare Developer  
**Annie Avery** - SLL Contact Center Manager  
**Nicole Cummings** - SLL Resource Specialist  
**Starla Inman** - SLL Resource Specialist  
**Tambi Lokken** - SLL Resource Specialist  
**Laurie Magnus** - SLL Resource Specialist  
**Jerry Roberts** - SLL Resource Specialist  
**Chad Wojchik** - SLL Resource Specialist  
**Amy White** - SLL Resource Specialist  
**Lori Wacek** - SLL Resource Coordination Supervisor  
**Jay Hall** - SLL Resource Coordinator  
**Sara Kohrs** - SLL Resource Coordinator  
**Emily Lorenz** - SLL Resource Coordinator  
**Jen McLaughlin** - SLL Resource Coordinator  
**Susanna Marjanovich** - APS Community Coordinator