

**SAIL 2015 Annual Report:**  
*Independence Through Connections*





## INTO THE NEXT DECADE

**For ten years**, the staff and members of SAIL have worked to create an organization that is unique and beneficial for the elder community. It has learned from experience and from its members what is most needed by people seeking healthy, vitalizing support as they move into their retirement. Whether the choice is to remain in their own homes of many years or to choose a different kind of collective living, SAIL is there to magnify the assets of the Madison community as well as the contributions of its members in personal and specifically unique ways.

In the celebration of this first-decade anniversary, SAIL reveals its evolution. It stands today as more than its dedicated staff, more than its interested members. It stands as a community that is vital and organized to be robustly present for those people aging into the fullness of their lives. The following member teams are taking this vision into the next decade of development:

- **Marketing and Outreach** – expanding the community across the entire city of Madison and surrounding areas
- **Vendors** – continually assessing needs and value of service for SAIL members
- **Product** – creating those products uniquely valuable to members
- **Development** – finding the most appropriate ways to support the expanding needs of the organization
- **Finance** – keeping a keen eye on the financial stability and health of SAIL

*SAIL is “our” organization, and it is our members working together that have made us a success. We are robust, vital, and have successfully taken steps to begin growing on our own. That is thanks to our staff, more importantly our members for their financial support but also for the “sweat equity” and the vision of healthy, independent living that we all hold together.*

*– Fred Ross, SAIL President*

While the organization core strengthens internally, the energy of the activities expands externally with new, worthwhile courses presented throughout the year by members as well as community experts. New activities for fun and relaxation are always on the horizon; and SAIL is exploring product savings for members, such as reduced-cost cell service. Because SAIL is a family community, it is also addressing key issues on aging directly, such as advanced directives, falls prevention, and developing life plans.

*SAIL, vitalized by its growing membership, is dynamically embracing the next decade of growth.*

**Recognizing  
Our Founders  
and Governing  
Organizations**





## LOIS CURTISS

*Super Ager, Lois Curtiss Celebrates 10 years with SAIL*

A vibrant, active community is one of the best foundational supports for a new phenomenon called “Super Agers.” Lois Curtiss, at 95 years alive, is definitely a person that exemplifies those characteristics of high-performing persons in their 80s, 90s, and 100s. As a charter member of SAIL, Lois credits the program with providing her with a social network, cognitive stimulation, and active engagement, like helping SAIL become the dynamic program it is today.

Ten years ago, Lois and her husband, Charles, determined that they wanted to stay in the home that they had lived in since 1972. They were concerned about how to do that, thinking about the safety and security issues that arise as one ages. They saw an article in the paper and decided to attend some meetings to discuss a new idea of building community while staying in the home they loved. And the rest is history; the history of the first decade of SAIL.

Charles was a retired professor of Physical Chemistry at UW, and Lois had supported him as a linotype operator through graduate school into teaching and while beginning a family. The family loved Wisconsin, and the three sons helped build their cabin and out buildings near Boulder Junction. Today Lois’s home is decorated with beautiful driftwood sculptures and delightful art celebrating birds. She is surrounded by her cherished family memories and their love of nature.

When Charles died two years after joining SAIL, Lois found her SAIL community to be a life-line of social activities and learning opportunities. A regular attendee of the Connections meetings, Lois has helped form the program with her ideas and commentary. Connections meetings and all SAIL programs are open to every member. They provide ways to engage in the

***“Epidemiological studies show that people with a lifetime of cognitively stimulating activities and social connections are much less at risk for cognitive decline as they age,” said University of Miami neuro-psychologist David Loewenstein.***

program and also learning and problem-solving activities that help put the “super” in aging.

A favorite service of Lois’s is the Rise and Shine. Each morning she puts on her glasses and calls in. She was relieved to discover that the one time she forget to call in, she arrived back home from an errand to find a SAIL staff member carefully checking her home and taking care of her puppy that needed a short outside break. “All the SAIL staff members are so compassionate and caring,” Lois remarked, saying that it gives her such a feeling of security because someone is there actively watching out for her.

***With SAIL as her community, Lois looks toward more benefits and good times until the next decade celebration.***



# A YEAR CELEBRATING A DECADE OF EVOLUTION

On March 1, 2015, SAIL reached a milestone. We celebrated a decade of service to older adults living in the Madison area. In 2004 SAIL was a concept paper created by the visionary leaders of Oakwood Village and Attic Angel Association — the result of several visionary people coming together to address the future challenges of a rapidly growing population of older adults and the million-dollar question: “How can people stay in their own living space and remain vibrant and active throughout the aging process?” The earlier predictions have started to materialize – our expanding senior population has to confront the limitations of an existing fragmented social structure, decreasing resources, and the customary responses to aging that we had established as a society. Staying in one’s own home is the preference for most older adults; and yet isolation is a significant risk factor as we age, resulting in decline of both mental and physical health. SAIL, a blend of a social service and business model, offered a viable solution to ensure healthy, active aging on one’s own terms. In 2005 the idea of community as a village was just dawning in the United States, and Madison was the second city in the country that stepped up with creative solutions. What was learned here has become the foundation for almost 200 village communities across the country. SAIL has been a leader and visionary partner with these communities as part of what is now known as the Village Movement.



Our special Ten Year Anniversary logo stands as a reminder of what has been achieved in these years. Innovative solutions arising from the experience and hard work of involved SAIL members and a dedicated team of staff members have combined with the inspired support of the community at large to create a sustainable “village” for our elder Madison population. With tireless effort SAIL has gained the financial support and trust of many organizations and individuals who were able to see the substantial value of SAIL through the first hard years of making this community a reality.

Now, ten years more experienced, SAIL celebrated this anniversary by establishing the Acorn Endowment Fund at the Madison Community Foundation — truly symbolic of our increasing sustainability and future promise. This endowment fund, along with a dynamically growing membership, ensures that SAIL will have the ability to flourish over the coming years.

## 2015 has been a wonderfully productive year for SAIL, and some of the highlights are also evidence of how SAIL continues to grow and evolve:



• A \$25,000 grant from the Madison Community Foundation kicks off expansion of SAIL into East Madison. Now there will be a growing community for East-side residents.



• Attic Angel Association surprised SAIL with a special anniversary gift of \$50,000. The large gift underscores understanding the need for SAIL and the vital and supporting partnership of our community friends.



• Heading Home, a pilot program created for people transitioning from Oakwood Village and Attic Angel Place or rehab back home, was established with a \$10,000 grant from the Oakwood Foundation. Member volunteers designed the program with staff and provide support to daily participants such as rides and phone calls.

- The second annual Vendor Fair, introducing quality vendors to SAIL members, an event where member needs meet screened and caring providers.
- The first ever Golf Fundraiser at the Meadows of Sixmile Creek Golf Course was held on June 16, 2015. While raising \$6,000, members and patrons enjoyed a dinner, raffle and silent auction at the end of a full day of fun and activities. This event took many hours of planning and work by members and volunteers.

**SAIL has officially demonstrated continuity and growth. It is SAILing powerfully into the next decade.**

# LEADING ACTIVE LIVES...

# AND HAVING FUN!

**Regular monthly activities invite people to learn and play by pursuing favorite activities.**

- There is the SAIL Men's Round Table where current issues and topics of group interest or significance are explored.
- The SAIL Book Club keeps minds actively engaged in reading and discussing books with timely areas of interest.
- The Lunch Bunch explores local eateries with members sharing stories and camaraderie over good food with good company.
- For the heart pumping crowd, there are regular bike rides around our fair city at a pace that everyone can enjoy. The rides are coordinated by Fred Ross, SAIL member and volunteer.
- The Birthday Club honors a year of life with fun and good fellowship for all the members with birthdays in that month.
- Connections, a meeting of staff and members to evaluate and plan new activities, welcomes everyone to voice an opinion and join in the creation of the continually evolving community.
- Explorer trips led by volunteer Peggy York, daughter of SAIL member Winnie Shea, offers interesting adventures. An outing to Ski Hi fruit farm to enjoy sampling some of the great Wisconsin apple crop was a favorite.

In addition to the SAIL-sponsored activities, members are continually connected through the website and the newsletter to many other programs of interest and usefulness throughout the community. SAIL is always on the lookout for those learning experiences that will most benefit its members.

***In SAIL, ACTIVE means there are always friends, new and old, who enrich your time, your learning, and your play!***



Members enjoy interesting lectures and events, meals out with friends and even dancing the night away.



# COMMUNITY FOCUSED

**SAIL ensures the health of the community by focusing in two ways. First, special programs are offered throughout the years. In 2015 these are some of the events that brought delight into the way our community embraces living full lives:**

- A group of member neighbors established their own small community that they dubbed “Wildthings SAIL Neighborhood” to invite those living right in their neighborhood for food and conversation. SAIL provides a way of connecting neighbors to explore new friendships and shared interests.
- Sometimes new friends do not live next door. In September SAIL hosted a wine and cheese pairing for new members. These types of events expand the social circle of all members.
- SAIL participates in six to seven health fairs each year so members can easily encounter the new information and services that keep them healthy and energetic in their lives.
- The AARP Smart Driver Course was taught by member Dorit Bergen. Our members help each other stay sharp and safe in a variety of important ways.
- **Eldertree** is a free website for older adults in Wisconsin to avoid isolation and learn together and from each other in the safety of their homes. SAIL partnered with this new, exciting organization and formed its own SAIL group for easy online community sharing. Members have access to the entire Wisconsin community, but also protected access to the SAIL community for special communications.



*I am in SAIL mainly for the camaraderie. I really enjoy the programs and the people, but I also found a person that repaired my screen and did a great job through their services.*

– Kay Liddicoat, member

- In January, SAIL teamed up with SW Madison TRIAD to offer updates on keeping seniors safe. Lieutenant Mike Hanson from the Madison Police Department and Nancy Saiz, the City of Madison Neighborhood Resource Team Leader, discussed how local police, social service agencies, and others are reaching out to help repeat offenders “go straight.”
- The member survey completed at the end of 2014 continues to influence the programming directions and decisions as we go forward.
- SAIL staff and members are active in many Madison community organizations including the Westside Kiwanis Club, the Madison Senior Center, Catholic Charities and its Positive Healthy Aging Conference, and the Dane County Falls Prevention Task Force. These connections ensure that SAIL remains an integral expanding part of the fabric of the Madison community at large.

***In SAIL, LIVES mean members can live life to the fullest supported by their village community.***



*In 2015 John Porto received a special “Spirit of SAIL” award as a result of the accolades of SAIL members for his handyman and lawn service business. John has been a friend of SAIL members for eight years and represents the quality of service that we strive to provide in support of our members.*

**The second way SAIL supports independent living is to help ensure that the service people we bring into our homes to help out are safe, reputable vendors that understand senior living needs and consistently deliver quality service.**

Laura Adell, SAIL Member Services and Business Manager, spends her time finding and vetting vendors that will meet those criteria and go above and beyond for our senior community. Laura expanded the SAIL vendor directory in 2015. She has recruited vendors to cover all the major service needs from lawn care and snow removal to heating and air and fireplace cleaning. Members wanted computer support and personal assistance, and so reliable vendors were found. SAIL members are the evaluators of our vendors, and they also drive the recruiting efforts. There is a complete, up-to-date directory on-line as well as paper copies for easy reference.

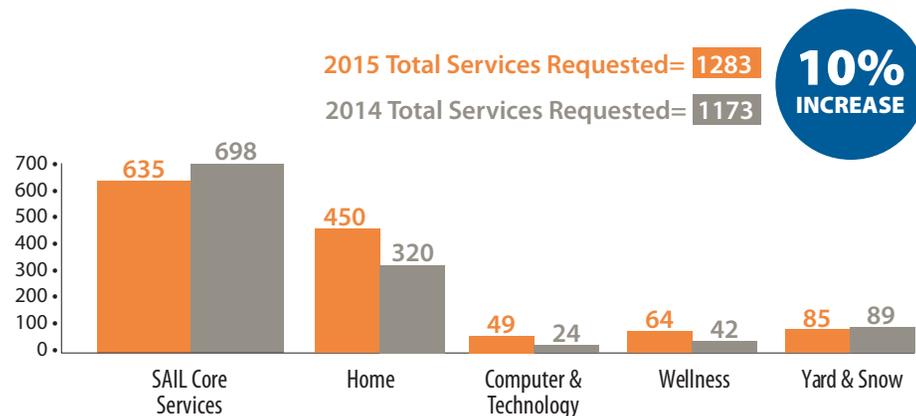
***With SAIL, INDEPENDENT means you are never alone as you pursue your unique goals!***

*“The mission of SAIL is not only good for the community it builds, but it is also a great way to meet interesting people of diverse backgrounds.”*

– Ken Martin, Handyman Volunteer

## PROVIDING SERVICES

SAIL assists members in finding trustworthy, high-quality service providers by recruiting and vetting providers, coordinating services, and following up with members to ensure their satisfaction.

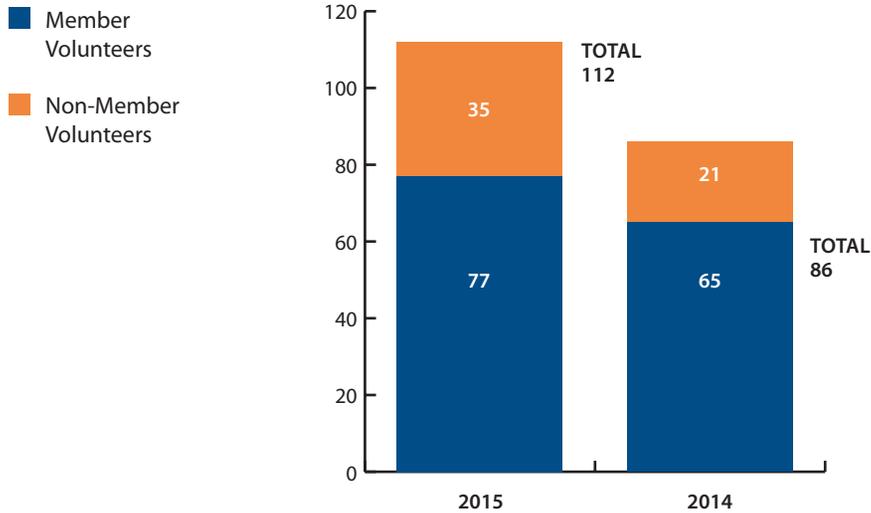


In 2015 SAIL responded to **1283 requests** for service, **up 10%** from 2014. The most significant changes that reflect our membership needs are an increase of **104% in computer services, 52% in wellness services, and 41% in Home Services.**

The Core Services are provided by staff or volunteers:  
*Staff* – Rise & Shine, house checks, information & referral.  
*Volunteers* – Volunteer home service, special projects and transportation for other members continue to be the heartbeat of the service members enjoy.



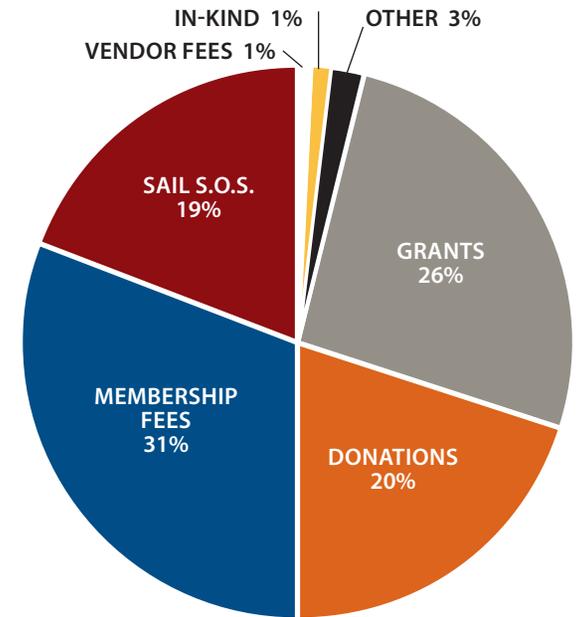
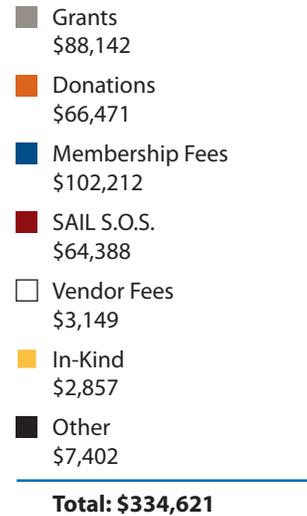
## SAIL Volunteers 2015



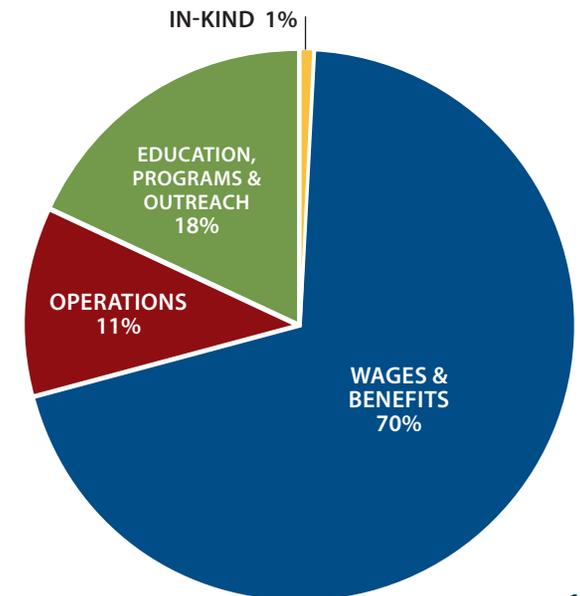
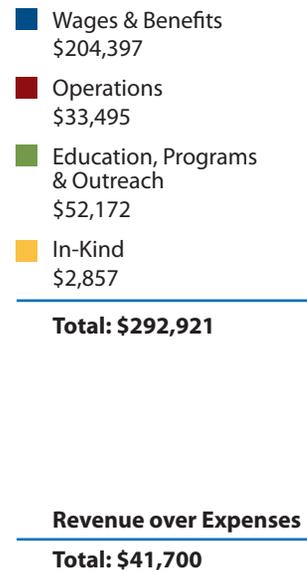
The number of volunteers **increased 30%** in 2015. While people in the community at large expand their interest in SAIL, the greatest number of volunteers continues to come from members. SAIL members make a difference in one another's lives through friendship and service to each other. It is a value of "family."



## SAIL Revenues 2015



## SAIL Expenses 2015



# OUR THANKS

"...a strong organization that is prepared to meet the growing needs of older adults and to assure that those with low incomes have the support needed to live healthy and safe lives today..."

We all know there are hundreds, if not thousands, of deserving organizations seeking donor support here in Madison and nationally. SAIL's donor program is relatively new, and we are proud to see a steady growth in donor support. Building a strong organization that is prepared to meet the growing needs of older adults and to assure that those with low incomes have the support needed to live healthy and safe lives today, is a formidable goal and one that is thankfully embraced by an increasing number of SAIL members, community supporters, businesses, and local foundations.

## A Huge Thank You

for the in-kind support from Attorney John Mitby of Hurley, Burish and Stanton S.C. He continues to provide on-going legal advice throughout the year.



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## It Takes A Village

SAIL is a member of a growing network of community organizations throughout the nation called the Village to Village Network. The "village movement" began with Boston's Beacon Hill Village and now includes almost 200 nonprofit membership organizations aimed at helping people remain healthy, safe, and connected while they age in the homes they love. SAIL is considered one of the earliest villages and assisted several other communities to create their own villages throughout the past nine years. Today, SAIL and other villages exchange ideas and information on a daily basis through this well-established network. Annual conferences have been a terrific way to meet fellow "villagers." Feel free to visit the network's link on the SAIL website and learn more!



*To enable members over 55 to live secure,  
engaged lives on their own terms.*

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