Put to the test, we Aced it!

What a crazy hand of cards was dealt to us all last year! The worldwide covid-19 pandemic seriously shuffled reality through lockdowns, face masks and vaccinations. Standing on our 130+ years of health care reputation, Attic Angel Community was a leader in setting stringent protocols for the health and safety of our residents, staff and volunteer Angels. You could say, in more ways than one, that we played our cards right!

Attic Angel’s 2020-21 operating budget hadn’t anticipated a pandemic or the huge need for surgical masks, plastic gowns, hand sanitizer, testing kits, additional staffing, house-wide screening tools and all-staff training to be certified in knowledge about the virus.

A rearranged budget, government grants and the generosity of donors helped meet these demands with a focus on quality of care and quality of life. More than 200 new donors joined our mission and helped to cover additional costs, and we finished the year (March 31, 2021) within budget. Thank you to all staff and donors who made this happen!
Creativity was King!

Not a solitary day went by without ingenuity at work by staff and Angels to keep life interesting for our residents while also meeting enhanced safety protocols and boosting morale amid the pandemic.

Activities and wellness programs were restructured for TV access in resident rooms; additional socialization took place door to door, in the hallways, at windows and online by video conference. It often felt like a zoo!

In addition to resourcefulness that enhanced the daily life within Attic Angel, our volunteer Angels poured out their hearts to serve in new ways as well, including beautiful chalk art on the grounds, cards and letters delivered to residents and personal phone calls to engage residents and help them to remain sharp socially.

The Angels helped family members set up video chats with their loved ones, and they provided safety-protocol oversight for in-person visits that took place on both sides of a Plexiglas barrier to prevent virus transmission. The Angels’ Continuing Education program took a twist as well, emerging as an online presentation.
Quality of life Reigns supreme

High-quality care for both body and soul were top priorities last year – as always – but 2020’s “wild card” challenges showed us it’s definitely our strong suit. For example, we launched the Elevate Health program of natural therapies and education to the Attic Angel Community of residents, staff and Angels. It supplements existing health regimens and builds a solid foundation to expand as a service to the public.

Donors Barbara and Norm Berven empathized with the restrictions placed by the health care lockdowns, donating a virtual reality system for our memory care residents. The gift allows them to “travel,” whether to a zoo or to countries around the world. The headsets were a way to beat the covid lockdown at its own game!

For the times when residents could and did venture outdoors, the beautiful new resident-nurtured prairie on the southeast side of our campus offered a large dose of nature, accompanied by the uplifting resting spot (shown above) on the southwest side.
Jacks of all trades forge a team

2020-21 saw teamwork at its best. Staffing was challenged by restrictions as to who could enter the building, the need for a temporary covid-19 isolation wing and by staff who fell ill. The situation required all hands on deck, regardless of job title. Staff played new roles, from delivering meals and mail to screening/testing employees and residents to making plastic gowns to be used by those working in the quarantine unit.

As a result of what felt, on some days, like a chaotic game of 52-card pickup, the whole community grew more appreciative of the genuine care that lives within the Attic Angel family.

In appreciation, the dedicated staff members were paid back in spades. The Angels and other donors catered meals, provided gift cards and offered messages of gratitude inside and around the facility grounds. The Association Board authorized incentives for frontline staff to fill the urgent health care needs of Attic Angel Place. And residents and families gave a record $72,000 to reward hourly staff members such as nurses and support staff.
A royal straight!

Like the best possible poker hand (a royal straight), Attic Angel Management Services is also our ace in the hole. Our not-for-profit service-for-hire company is the proverbial card that expands Attic Angel’s impact for the benefit of other senior living facilities.

In 2020-21, AAMS enjoyed the following growth opportunities:

1) Relocated 48 seniors whose home at Segoe Garden (formerly Attic Angel Tower) was closing on short notice.

2) Entered negotiations to manage Olympic Village of Sun Prairie, a life-lease condo-style neighborhood.

3) Partnered with Forward Development Group to plan and manage Oakmont Senior Community in Verona, which will open October 2021 for 55+ independent living.

Your support makes everyone a winner!

Count me in as part of Attic Angel Association’s historic winning hand!

- [ ] Cash
- [ ] Check
- [ ] Credit Card (online only)
- [ ] $50
- [ ] $100
- [ ] $500
- [ ] Other __________

Name ____________________________
Address __________________________
City _____________________________
State/ZIP _________________________
Phone ____________________________
Email ____________________________

Your gift is tax-deductible to the extent allowed by law. Attic Angel Association is a 501(c)(3) organization.

Tear here and mail your gift to:
Attic Angel Association
640 Junction Road
Madison WI 53717
Fundraising during the pandemic relied as much on creative new plans as on the luck of the draw. When the Attic Sale, the Association’s largest fundraising event, had to be canceled, the Angels gambled on new ideas, and they won!

An online auction service allowed for a public sale while email marketing to staff, residents and volunteers generated additional revenue. Reduced-crowd options allowed the Classic Clothing Sale to go on in smaller scale.

$379,546 was the total for contributions and fundraising in 2020-21.

Events to celebrate Angels and other donors were similarly challenged to reinvent themselves. Somewhat akin to a magic card trick, the Angels’ Fall Luncheon became a virtual “now you see it” gathering of participants on a digital screen. 30 Angels received Halo Awards to recognize a total of 77,198 hours of volunteer service. While the event was virtual, the overflowing pride, generous donations and auction proceeds were real!

Likewise hosted online, the Legacy donor recognition event included 135 dinners lovingly prepared and boxed for pickup or delivery to be enjoyed at home in that most unusual year.
A Game of Hearts

Life is a Playground!

Such was the theme of our 130th birthday party, honoring playfulness for all ages. As part of that 2019 celebration, Attic Angel Association held a special fundraiser that just bore its fruit in 2021.

The fundraiser, over and above the Angels’ usual grants to community each year, raised nearly $75,000 to build a sensory playground to help children affected by life trauma and other challenges.

Since 1889, Attic Angel Association continues to win the hearts and minds of the greater community.
Attic Angel Community was on various levels of lockdown for the entire fiscal year, which ran from April 1, 2020, through March 31, 2021. The constraints shuffled reality and challenged the ability of Angels to raise funds for the greater community and to fully participate in the life of Attic Angel residents. The pandemic forced our hand, causing us to think differently and to do things differently. Aside from fewer grants, turns out the exercise strengthened relationships and improved our processes – a win-win for all!

- **$873,532** value of service to the greater community (4.3% of revenue)
- **$265,293** value of community outreach (much by virtual meeting)
- **$73,332** given to nonprofit partners (no community grants were awarded)
- **$105,875** municipal payment in lieu of taxes
- **$119,704** resident aid given to seniors who outlive their resources
- **343** residents
- **282** staff
- **516** Angels
- **11,462** volunteer service hours, including 5,514 for the greater community
- **$806,237** additional costs in wages and supplies related to covid-19
- **9,897** grocery and special deliveries made to residents’ doors
- **26,552** total face masks (procedure and N95)
- **2,326** virtual visits arranged for residents to see family
- **2,250** meals provided by donors for staff appreciation

www.AtticAngel.org/annualreport