Our Response to COVID-19

Our offices will continue to be closed for the month of May but we’re working harder than even from our homes for Madison area older adults.

We’ve suspended some our programming but have expanded and created new programs to help meet the needs of our most vulnerable.

This issue includes our COVID-19 services along with our regular programming so once we do open, you are aware of all of the services we provide.

As always, check our website and Facebook for updates or give us a call and leave a general message (608) 512-0000.

We are in this together and NewBridge is here to help!
GENERAL INFORMATION

MISSION
Providing older adults a bridge to successful aging.

VISION
A Community Where All Older Adults Live Their Best Life.

A LETTER FROM THE DIRECTOR…

As I sit in my home office I reflect on what has transpired during COVID-19. NewBridge staff has been busy checking on older adults and coordinating delivery of meals and essential supplies. I am happy that none of our staff has contracted the virus. I am impressed how our community is taking social distancing seriously. It has saved lives. But I am saddened for those who have lost family members during this time. There is a light at the end of the tunnel but I am not quite sure what to expect. When we return to our NewBridge offices it will feel different. There will be a new normal. Wearing masks and not shaking hands will take getting used to. How long will social distancing be in place? How long before older adults are comfortable returning to a dining site? Or exercise class? When will we gathering with friends or attend an outdoor event? One thing is for sure our lives will be different.

Wishing you good health,

[Signature]

CONTACT US
Phone: (608) 512-0000  
Fax: (608) 299-0700  
Email: info@newbridgemadison.org  
Website: newbridgemadison.org  
Office Hours: Monday-Friday, 8:00 am-4:00 pm

MAIN OFFICE
1625 Northport Dr. #125, Madison, WI 53704

EAST MADISON
4142 Monona Drive, Madison, WI 53716

WEST MADISON
5724 Raymond Road, Madison, WI 53711

Follow us! NewBridge Madison

BOARD OF DIRECTORS

- TIM CONROY - Executive Director, Capitol Lakes Community
- AMY DEVINE - Attorney, Haskins Short & Brindley LLC
- ERIN FABRIZIUS - Public Affairs Counselor, Blumenfeld and Associates
- CEDRIC JOHNSON - Community Relations Manager, Madison Gas & Electric
- TIM RYAN - CFO, Monona Bank
- LAURA STEIN - Human Resources Advisor, American Family Insurance
- SARAH VALENCIA - Director of Population Health, UnityPoint Health Meriter, Adjunct Instructor, UW School of Social Work

Thank you to our NewBridge Funders:

[List of logos]

Friends of NewBridge

Housing Partner:
Sherman Glen Apartments
NEWBRIDGE STAFF

- JIM KRUEGER, Executive Director Ext. 3005
- KATIE GALLAGHER, Marketing Director Ext. 4001
- DEB TEMERBEKOVA, Executive Assistant Ext. 4000
- JOE NEUMAIER, Administrative Assistant Ext. 2000
- EBONIE BROOKS, Case Manager Ext. 3006
- GLEN THOMMSEN, Case Manager Ext. 2005
- GRETCHEN SCHADEBERG, Case Manager Ext. 1009
- JENN GARCIA-LUDOLPH, Case Manager Ext. 1003
- JENNIFER BROWN, Case Manager Supervisor Ext. 2003
- JODIE CASTANEDA, Case Manager Supervisor Ext. 1004
- KAYLEIGH COLOSO, Case Manager - español Ext. 2004
- MAUREEN QUINLAN, Case Manager Ext. 4003
- MEGAN KULINSKI, Case Manager Ext. 3004
- RACHEL OKERSTROM, Case Manager Ext. 4002
- SAMMY AZUMA, Case Manager Ext. 1005
- STEPHANIE AGUILERA, Case Manager - español Ext. 1007
- STEPHANIE BRANDSMA, Case Manager Intern Ext. 2008
- SUSAN WATSON, Case Manager Ext. 1006
- DAVID WILSON, Marketing Manager Ext. 2006
- DEENAH GIVENS, Program Coordinator Ext. 3002
- ERICKA BOOEY, Cultural Diversity Program Coord. Ext. 2007
- JEANETTE ARTHUR, Volunteer Coordinator Ext. 4007
- KATIE BRIETZMAN, Community Outreach Spec. Ext. 1002
- KEISHA FURNISS, Volunteer Coordinator Ext. 3008
- RUTH HELLENBRAND, Program & Event Coord. Ext. 3012
- VALENTINA FLORES, Cultural Diversity Program Coord. Ext. 3009
- ARETHA RICHMOND, Nutrition Coordinator —
- BOB BURNS, Nutrition Coordinator —
- CANDICE MARTIN, Nutrition Manager Ext. 4006
- FAITH SWINBURNE, Nutrition Coordinator —
- KRISTEN HUBER, Assistant Nutrition Manager Ext. 2001
- MARY HENNING, Nutrition Coordinator —
- NANCY THOMPSON, Nutrition Coordinator —

All services and programs are offered without regard to race, gender, religion, color, creed, disability, sexual orientation, political beliefs, marital status, national origin, ancestry, age (where applicable), or any other basis prohibited by applicable law. Clients, participants, and volunteers are encouraged to report any discrimination relating to service delivery by NewBridge to the Executive Director or Board President, in writing.

ID Statement: The May (issue 5) of “NewBridge News” newsletter is a monthly publication that is mailed free of charge to NewBridge Friends and clients. Madison and Monona residents may pick up an issue at their local library. This newsletter contains at least 25% non-advertising.

The NewBridge main office is located at 1625 Northport Dr. #125, Madison, WI 53704.
COVID-19 SERVICES

Case Management
“Your connection to community resources”
Social workers are available by phone (608) 512-0000 and by email info@newbridgemadison.org to help older adults and connect them to resources.

Food Bridge Delivery
“Your connection to wholesome groceries”
Groceries are delivered to the door by a volunteer from a food pantry and continued when needed.

Necessity Kit Delivery
“Your connection to cleaning and hygiene products”
Necessity kits will be delivered to the door by a volunteer. Kits may contain depending on availability: toilet paper, soap, sanitizing wipes, toiletries, etc. Funded in part by Madison Community Foundation.

Bridge Buddies
“Your connection to a friendly caller”
Volunteers are matched with older adults to do safety check calls and/or social friendly calls.

Take-Out Meals
“Your connection to nutritious meals”
Meals are available to pick up at the following locations. While there is no charge for these meals, donations will be accepted via mail to NewBridge West, 5724 Raymond Rd. Participants will be given a pick-up time when they order. Call to order Monday-Friday, 8:00 am-4:00 pm. Orders are due by 10:00 am the Thursday the week prior.

- LJ’s Sports Tavern and Grill, 8 N. Patterson St.
  Friday between 3:00-4:00 pm
  2 Meals – Hot Fish Fry and Cold Meal to Reheat
  Order with Candice (608) 512-0000 Ext. 4006

- NewBridge West Office, 5724 Raymond Rd.
  Wednesday between 3:00-4:00 pm - 2 meals
  Order with Candice at (608) 512-0000 Ext. 4006

- Kavanaugh’s Esquire Club, 1025 N. Sherman Ave.
  Wednesday between 3:00 4:00 pm - 2 meals
  Order with Candice at (608) 512-0000 Ext. 4006

- Gallagher Tent and Awning, 809 Plaenert Dr.
  Wednesday between 3:00-4:00 pm
  Order with Candice at (608) 512-0000 Ext. 4006

- Meal Delivery for HOME BOUND ONLY
  For participants who do not have a car and do not have a proxy
  Friday between 3:00-4:00 pm - 2 Meals
  Order with Kristen at (608) 512-0000 Ext. 2001

LED Activities
Meet the LED participants via Zoom. They meet on Wednesdays, 5:00-6:00 pm and Saturdays from 11:00 am-12:00 pm. If you’d like to join email LED@newbridgemadison.org to get the link.
<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>04 Cheese Tortellini Bake</td>
<td>05 Chicken a la King</td>
<td>06 Pot Roast with Gravy</td>
<td>07 Traditional Meatloaf</td>
<td>08 *Sausage Egg Bake</td>
</tr>
<tr>
<td>Spinach, Mandarin Oranges</td>
<td>Brown Rice, Green Beans</td>
<td>Mashed Potatoes, Carrots, Orange Juice</td>
<td>Sweet Potato/Butter</td>
<td>Fruit Cup, Mini Biscuit</td>
</tr>
<tr>
<td>Blueberry Crisp</td>
<td>Corn Salad, Banana</td>
<td>Frosted White Cake</td>
<td>Broccoli, Apple Juice Cup</td>
<td>Spiced Apples, Coffee Cake</td>
</tr>
<tr>
<td>MO – Cheese Tortellini Bake</td>
<td>Raspberry Sherbet</td>
<td>MO – Black Bean Burger</td>
<td>Tapioca Pudding</td>
<td>MO – Cheesy Eggs</td>
</tr>
<tr>
<td>11 Chicken Strips</td>
<td>12 *Ham &amp; Potato</td>
<td>13 *BBQ Chicken Breast</td>
<td>14 Stuffed Pepper Soup</td>
<td>15 Enchilada Casserole</td>
</tr>
<tr>
<td>Roasted Brussel Sprouts</td>
<td>Casserole</td>
<td>Baked Sweet Potato</td>
<td>Mixed Greens, Crackers</td>
<td>Fiesta Corn, Pinto Beans</td>
</tr>
<tr>
<td>Coleslaw, Fruit Cup</td>
<td>California Blend, Orange</td>
<td>Tropical Fruit</td>
<td>Spiced Apple Slices</td>
<td>Oranges, Churro Cake</td>
</tr>
<tr>
<td>Peanut Butter Cookie</td>
<td>Chocolate Banana Cake</td>
<td>Butterscotch Ice Cream</td>
<td>MO – Cheese/Tomato Sand.</td>
<td>MO – Red Beans and Rice</td>
</tr>
<tr>
<td>MO – Pita and Hummus</td>
<td>MO – Veg &amp; Potato Cass.</td>
<td>MO – Multigrain Burger</td>
<td>Salad – 7 Layer</td>
<td>Salad – Chix Cranberry</td>
</tr>
<tr>
<td>18 *Brat</td>
<td>19 Baked Chicken on Bone</td>
<td>20 Tomato Bean Soup</td>
<td>21 Tuna Casserole</td>
<td>22 Turkey in Gravy</td>
</tr>
<tr>
<td>Green Beans, Fruit Cocktail</td>
<td>Italian Vin. Pasta Salad</td>
<td>Mixed Greens, Peaches</td>
<td>Stewed Tomatoes</td>
<td>Rice, Corn, Cranberry, Fruit</td>
</tr>
<tr>
<td>Marinated Cucumbers</td>
<td>Roasted Baby Carrots</td>
<td>Chocolate Chip Cookie</td>
<td>Pickled Beets, Banana</td>
<td>Brownie w/PB Frosting</td>
</tr>
<tr>
<td>Apple Crisp</td>
<td>Mixed Fruit, Marble Cake</td>
<td>MO – Veg Tomato Bean Soup</td>
<td>Lime Sherbet</td>
<td>MO – Egg Salad</td>
</tr>
<tr>
<td>MO – Veggie Hot Dog</td>
<td>MO – Garden Burger</td>
<td>25 Taco Pasta Casserole</td>
<td>26 Greek Chicken Pasta</td>
<td>27 *Meatballs in Gravy</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Broccoli, Cauliflower</td>
<td>Carrot Raisin Salad</td>
<td>Mashed Potatoes,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pineapple, Strawberry Cake</td>
<td>4 Bean Salad, Orange</td>
<td>California Blend, Fruit</td>
</tr>
<tr>
<td>MO – Bean and Cheese</td>
<td>Rainbow Sherbet Cup</td>
<td>Blueberry Crisp</td>
<td>MO – Veggie Meatballs</td>
<td>Mixed Vegetable, Banana</td>
</tr>
<tr>
<td>Burrito</td>
<td>MO – Egg Salad</td>
<td></td>
<td></td>
<td>Strawberry Swirl Ice Cream</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>MO – Hummus Wrap</td>
</tr>
</tbody>
</table>

**Finally Ready To Sell Your Home?**

- No Repairs
- No Realtors
- No Cleaning Whatsoever
- No Uncertainty – Close When You Want

We Can Buy Your House As-Is!

What other Madison homeowners say about us:

"...Their teamwork made everything run smooth from start to finish. They were very professional and always explained and answered my questions." - Wanda W.

- Inquire today to receive your no-obligation cash offer
- (608) 713-8029
- MadisonHB.com

**Point Place Apartments**

**COMING APRIL 2020**

877-302-6228  
pointplace@commonbond.org

**AFFORDABLE HOUSING IN YOUR NEIGHBORHOOD**

1, 2, and 3 Bedroom Apartment Homes For Rent

Specializing in Affordable Housing for Seniors, People with Disabilities, and Families

MADISON ● MONONA ● MIDDLETON ● SUN PRAIRIE ● MCFARLAND ● COTTAGE GROVE

online at meridiangroupinc.net ● Toll Free 1.800.236.6262

For ad info. call 1-800-950-9952 ● www.4lpi.com  
New Bridge, Madison, WI  
B 4C 01-2049
COVID-19 GET INVOLVED - VOLUNTEER

For more information, contact David Wilson at (608) 512-0000 Ext. 2006 or DavidW@newbridgemadison.org

Our organization and the older adults in our community rely on the power of volunteers to provide quality services to those in need especially during this time of uncertainty.

Bridge Buddy Callers
DESCRIPTION—Volunteers are matched with older adults to do daily safety check calls and/or weekly friendly calls. No person to person contact!  
TIME COMMITMENT—Flexible  
IMMEDIATE NEED—20+ volunteers

Food Bridge Delivery Drivers
DESCRIPTION—Delivery food pantry items from The River Food Pantry and/or St. Vincent de Paul and/or Middleton Outreach Ministry Food Pantry drive-through pick up to an older adults front door. No person to person contact! Flexible for your schedule. From the comfort and safety of your own car.  
TIME COMMITMENT—2-4 times per month  
IMMEDIATE NEED—20+ volunteers

Sewing Volunteers
DESCRIPTION—Sew masks for our older adults, staff and volunteers. Pattern provided. Materials are not.  
TIME COMMITMENT—Flexible

LAWN MOWING VOLUNTEERS NEEDED!

Help an older adult stay independent by volunteering to mow their lawn for the 2020 summer season
Get your ticket today! Only 50 available! Call Ruth (608) 512-0000 Ext. 3012

Want to save energy?
Make mge.com your first stop
- Get easy, low-cost ways to save energy
- Use calculators to estimate your savings
- View energy-saving brochures
- Learn about Focus on Energy
Did you know we have over 19,500 older adults living in Madison WI? These are the people who are being hit hardest by COVID-19 and are unable to leave their home. We know they are going to need our help through this.

Our organization and the older adults in our community rely on the power of donors to provide quality services to those in need especially during this time of uncertainty. There are a variety of ways you can donate today:

- Financial donation via our website newbridgemadison.org

- Financial donation via Go Fund Me gofundme.com/covid-19-services-for-older-adults

- Financial donation mailed to our main office at 1625 Northport Dr. #125 Madison 53704

- Cleaning supply and hygiene product donations for our Necessity Kits. Accepted Mondays 10:00 am-Noon at our west office, 5724 Raymond Rd.

- Select NewBridge Madison, Inc. as your charity to receive donations from eligible Amazon purchases! On your first visit to AmazonSmile (smile.amazon.com) search for NewBridge Madison, Inc. and select our agency. Then start shopping, it’s that easy. Amazon will automatically send NewBridge your donations!

Because of your generous support, as of mid-April we have received over $29,000 in donations to support our COVID-19 services. Thank you!

Incentives to Donate

Did you know, the CARES Act (Coronavirus Aid, Relief, and Economic Security) encourages charitable giving from both individuals and corporations?

Individuals can deduct up to $300 of donations, even if they don’t itemize on their tax return. This means that a lot more people can receive a tax benefit from making charitable contributions.

Elimination of cash donation cap for individuals. Individuals can now contribute 100% of their adjusted gross income (AGI) in 2020 to public charities if they want.

For more information visit forbes.com
Help care for those who have cared for us

Now Hiring Caregivers
- Flexible Hours
- Training Provided
- Great Team
Apply Today 608-729-5365
www.seniorhelpers.com/wi/madison

228 W. Main Street • Sun Prairie
608-837-5059
www.sunprairiehc.com

Live well, feel safe, we've got you covered.
- Rehabilitation Services
- Skilled Nursing Care
- Assisted Living
- Independent Living

We are your choice for Long-Term Care for Seniors and adults with disabilities.
Helping you remain safe, independent, and active in your community.
1-877-489-3814 • www.mychoicefamilycare.org

Concerned about Medicare fraud?
Give us a call...

PROTECT your personal information
DETECT suspected fraud, abuse, or errors
REPORT suspicious claims or activities

Toll-free Helpline: 888-818-2611
Email: smp-wi@gwear.org
gwear.org/senior-medicare-patrol

This project was supported, in part by grant number 90MPPG0041-01-00, from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201.

Rehabilitation Services • Skilled Nursing Care • Assisted Living • Independent Living
Our office was closed to the public Wednesday, March 18 and NewBridge staff have been working remotely. We’ve been able to help hundreds of local older adults and we continue to see needs increase as we are isolated in our homes.

**Week of March 23-27:**
- 191 General Voicemails
- 88 Case Management Calls
- 125 Older Adults receiving Food Bridge Deliveries
- 125 Necessity Kit Deliveries
- 270 Take Out Meals

**How Older Adults are Coping…**
- Doing well and being very strong.
- Appreciate someone to talk to.
- Concern about voting.
- Food insecure.
- Anxiousness and fear.
- Isolated, lonely, scared, concerned.

**Week of March 30-April 3:**
- 129 General Voicemails
- 80 Case Management Calls
- 175 Older Adults receiving Food Bridge Deliveries
- 72 Necessity Kit Deliveries
- 9 Pet Food Deliveries
- 268 Take Out Meals

**How Older Adults are Coping…**
- Needing a lot of reassurance.
- Miss having in-person interaction.
- Anxiety, fear, isolation.
- Very afraid to leave the home.
Williamstown Bay

Beautiful and Spacious 1 and 2 Bedroom Apartments Available for those age 55+

913 Acewood Blvd.
Madison, WI 53714

Call (608) 819-6288

www.bmcmadison.com

Amenities:
- Storage, Parking
- A/C & Dishwasher Included
- Same Floor Laundry
- Pets Welcome
- Some Restrictions Apply
- Community Room and Resident Activities
- On Bus Line
- Intercom / Key Entry

Professionally managed by Oakbrook Corporation

Senior Living ... Redefined

Aster

Well-Designed Apartments - Chef-Prepared Meals - 24-hour Care
Medication Management - Laundry & Housekeeping
Transportation - Exciting Social Events & Outings - Memory Care

To learn more and schedule a tour, call (608) 333-9306 today!
111 & 139 E. Reynolds St., Cottage Grove, WI 53527 | AsterSeniorCommunities.com

NEW Senior Care from Agrace
Now it's easier to stay at home

Age at Home
by Agrace

(608) 327-7456

www.bmcmadison.com
(608) 222-1981 #3

Senior the Madison, Stoughton, Oregon, Brooklyn and other neighboring communities' housing needs for more than three decades.

FREE AD DESIGN WITH PURCHASE OF THIS SPACE. 800-950-9952
THANK YOU TO OUR PARTNERS

We wouldn’t be able to help our older adults without our partners:

- Area Agency on Aging-Dane County
- City of Madison
- City of Monona
- United Way of Dane County
- Madison Community Foundation
- Dane County Department of Human Services Transportation Programs
- SSM Health at Home-Meals on Wheels
- The River Food Pantry

- St. Vincent de Paul Food Pantry
- Middle Outreach Ministry Food Pantry
- RSVP of Dane County
- Willy St. Co-Op
- American Family Insurance-DreamBank
- Edgewood College students
- Transit Solutions
- FEED Kitchens
- LJ’s Sports Tavern and Grill
- Messiah Lutheran Church
- Gallagher Tent and Awning
- Our HUNDREDS of VOLUNNEERS and DONORS
Senior Farmers’ Market Vouchers and Distribution

Due to COVID-19, distribution of farmers’ market vouchers will begin July 1.

The Area Agency on Aging of Dane County offers vouchers to seniors for use in purchasing $25 worth of fruit, vegetables or herbs at farmers’ markets and roadside farm stands in Wisconsin during the 2020 season (June 1-October 30).

The vouchers are distributed on a first come/first serve basis to those 60 or older, who have gross incomes under $23,606 per year ($1,968/month) for a one person household and $31,894 ($2,658/month) for a two person household, and live in Dane County. One set of vouchers per household regardless of size of household. Vouchers cannot be mailed.

By filling out and signing the State application you are self declaring that you are eligible to receive vouchers.

If you need someone to pick up vouchers for you, an application needs to be completed and signed by you. It then must be brought along when your designee picks up the vouchers for you. To receive an application prior to pick up dates, contact your local senior services center or Alyce Miller at (608) 261-5678.

Vouchers will be handed out at various locations throughout Dane County. If you received vouchers last year, you will be sent a letter mid May with the distribution location and times. No appointment necessary.

We are monitoring the situation as COVID-19 continues. For more information contact Alyce Miller at (608) 261-5678.
2020 SUMMER CONCERT LINE UP

Our Summer Concert Series has been pushed back to July and August. We hope you can make it!

Summer Concerts
at Warner Park

MONDAY’S 6:00-7:30 PM
FREE & ALL WELCOME!

July 13: Universal Sound
July 20: Soggy Prairie Bands
July 27: The North Westerns

August 10: The Gomers
August 17: Ladies Must Swing
AND Volunteer Appreciation

Limited Transportation Provided for Older Adults.
To become a sponsor, contact Jim Krueger
(608) 512-0000 Ext. 3005
2020 FRIENDS OF NEWBRIDGE ENROLLMENT FORM

Name: ____________________________________________

Additional Name: __________________________________

Address: __________________________________________

City: _____________________________________________ State: __________________ Zip: ________________

Email Address: __________________________________

How would you like newsletter?    □ Mail    □ Email    □ Both    □ None

$ 15 Older Adult Friend (1 Friendship Card)
$ 25 Individual Friend (1 Card)
$ 30 Family Friend (2 Cards)
$ 50 Silver Friend (2 Cards)
$ 100 Golden Friend (2 Cards)
$ ____ Additional Donation

Mail the form & payment to NewBridge, 1625 Northport Dr. #125, Madison 53704. You can also purchase a friendship on our website at newbridgemadison.org. Dues will be renewed annually. Donations may be tax deductible to the extent of the tax code.

Office Use:
Check # ________
Cash ________
Amount $ ________
Initials ________
Letter Sent ________
Card Sent ________
Initials ________

When life offers the gift of time...
how will you spend it?

We’ll help you every step of the way.
Offering a continuum of care for seniors:
> Independent Living  > Assisted Living
> Memory Care  > Rehabilitation

Call 608-663-8600 or email madisonsales@oakparkplace.com
718 Jupiter Dr., Madison, WI 53718
oakparkplace.com/madison

Monona Meadows
A Retirement Housing Foundation® Community
250 Femrite Drive, Monona, WI 53716
608-221-4422
Call for your personal tour today!

For ad info. call 1-800-950-9952 • www.4lpi.com New Bridge, Madison, WI 6 4C 01-2049
Case Management
“Your connection to community resources”
Provides older adults support needed to live independently by identifying resources and coordinating services. Information, referrals, and advocacy provided through case management home visit assessments of each older adult’s individual needs. Both short-term information and ongoing support available. Free for eligible Madison/Monona older adults (60+). Private Pay Case Management available.

Home Chore
“Your connection to helping hands”
Matches Case Management clients who need basic household chore help with individual volunteers/volunteer groups who provide assistance and friendly visitation. Free for eligible Madison/Monona older adults (60+).

Food Bridge
“Your connection to wholesome groceries”
Offers monthly food pantry delivery for Case Management clients at nutritional risk throughout Madison and Monona. This service is a collaboration between NewBridge Madison, the River Food Pantry, and RSVP of Dane County. Free for eligible Madison/Monona older adults (60+).

Bridge Buddies
“Your connection to a friendly caller”
Offers weekly friendly chats or daily reassurance calls for Case Management clients. Free for eligible Madison/Monona older adults (60+).

Nutrition Sites
“Your connection to nutritious meals”
Serves nutritious weekday meals and provides socialization for older adults at multiple Madison/ Monona locations. Details listed in monthly newsletter and website. Cost for older adults (60+) is an anonymous donation. Cost for 60 and under, full cost of meal. Transportation available through Transit Solutions with donation. 24-hour advance reservations required for meal and transportation.

Representative Payee & Guardianship Service
“Your connection to trained volunteers”
Connects vulnerable older adults with trained volunteers who serve as payees or guardians. The volunteer manages the social security benefits for the older adult and ensures the older adult’s basic needs are met. Free for Dane County older adults. Representative Payee (60+), Guardianship (50+).

Medical Equipment Loan Closet
“Your connection to health equipment”
Provides health equipment items to check out. Equipment available may include wheel chairs, walkers, canes, shower chairs, and more. Available to City of Madison or Monona residents for a donation.
Cultural Diversity Activities
“Your connection to your peers”
Activities for African American and Latinx older adults to help reduce isolation and connect older adults to community services. Activities focus on socialization and health education. Latinx activities offered in Spanish only. Free for African American and Latinx Dane County older adults (60+).

Classes & Activities
“Your connection to golden opportunities”
Social, educational, and exercise classes at various community sites. Details listed in monthly newsletter and website. Free or low cost for older adults (60+) with scholarships available.

LED Activities (Living Every Day)
“Your connection to enjoyable experiences”
Activities for the young at heart who have a sense of energy and enthusiasm. These activities include educational, social, and fitness opportunities. For older adults (55+) who live in Madison and Monona. Any expenses are paid for by the participant.

COVID-19 Specific Services on Pages 4 and 5.
The merger of four agencies in 2019 presented some financial challenges for NewBridge. Some significant financial decisions were approved that projected NewBridge at a $63,000 budget deficit for 2019. One decision was to retain all staff from the four coalitions and provide a financial allotment for staff to access benefits. Some salaries varied a great deal for staff with similar jobs and adjustments were implemented to close the disparity. Another decision was to maintain four locations across the city. It was agreed that NewBridge would likely need to use agency reserves to cover the deficit. Once the year began NewBridge incurred other unanticipated expenses related to the merger that were necessary or critical in establishing our agency during the first year.

From a revenue perspective NewBridge did well in 2019. Thanks to the Friends of NewBridge, our major funders and our other community supporters NewBridge attained 99% of our budgeted goal for revenue. However, operating expenses and staff salaries related to the merger were much higher than anticipated and NewBridge expenses finished at 105% of budget. Looking ahead to 2020. Despite a difficult year financially in 2019 NewBridge remains on solid financial ground with adequate reserves remaining.
BRAT FEST POSTPONED

As the world experiences widespread concern and changes related to COVID-19, we recognize there is significant uncertainty both for business and our communities. Our first priority is the safety of our staff, volunteers and guests. As we prepare for the future we hope to be able to continue our festival at a later date.

Our current plan is to host the World's Largest Brat Fest August 28-30.

Choose Self-Direction in Long-Term Care?

Choose TMG, Wisconsin’s top-rated IRIS Consultant Agency.*

Let us help you find your Norwegian roots!

- Expert genealogical research assistance for beginners and advanced researchers
- Stellar collection of books, microfilms, documents, and research materials
- Translation Services • Classes • Tours
- Web resources explained

Call or email for an appointment nagcnl.org

Norwegian American
Genealogical Center & Naeseth Library
415 West Main Street • Madison, WI 53703-3116
Phone 608-255-2224
Website nagcnl.org • Email genealogy@nagcnl.org
Open Monday - Friday • 10:00 a.m. to 4:30 p.m.

WALK-IN BATHTUB SALE!

FREE!
Savings include an American Standard Right Height Toilet FREE! ($500 Value)

✔ Backed by American Standard’s 140 years of experience
✔ Ultra low entry for easy entering & exiting
✔ Patented Quick Drain® Technology
✔ Lifetime Warranty on the bath AND installation, INCLUDING labor backed by American Standard
✔ 44 Hydrotherapy jets for an invigorating massage

Limited Time Offer! Call Today!
844-889-2321
Or visit: www.walkintubinfo.com/safety

American Standard® Walk-In Tub

Choose Self-Direction in Long-Term Care?

Choose TMG, Wisconsin’s top-rated IRIS Consultant Agency.*

tmgwisconsin.com

Local. Experienced. Resourceful.

*Wisconsin Department of Health Services Options Scorecard data for IRIS Consultant Agencies, July 2019

Contact Dennis Thompson to place an ad today!
dthompson@4LPi.com or (800) 950-9952 x2470

For ad info. call 1-800-950-9952 • www.4lp.com

New Bridge, Madison, WI

I 4C 01-2049
Transportation and Delivery Options

Dane County Department of Human Services Transportation is providing a variety of services:

- Group Access Service: Group Grocery Shopping.
  These trips to the grocery store are usually in a group but now the program is transporting a maximum of two passengers at one time. If you live in Madison, Monona or Middleton call Transit Solutions directly (608) 294-8747.

- Rides to essential doctor appointments
- **Dane County Delivers: Senior Grocery Solutions** - Grocery Shopping and Delivery. Food pantry pickups are also available.

For more information, contact the Transportation Call Center at (608) 242-6489 or email at transportationcallcenter@countyofdane.com.
Several Internet Service Providers are offering free or low-cost internet access options in response to the COVID-19 health emergency.

Contact providers in your area to see what is available, as there may be daily updates. Providers who have already put emergency access programs in place include:

- AT&T
- Astrea Connect
- Baldwin LightStream
- Bertram Internet
- Bug Tussel Wireless
- CenturyLink
- Cellcom
- Charter Communications
- Cirrinity/Wittenberg Telephone Company
- Comcast
- Grantsburg Telcom
- MHTC
- Mosaic Telecom
- Northwest Communications
- NSight Telservices
- Sprint/T-Mobile
- TDS
- U.S. Cellular
- Verizon
- WiConnect Wireless

In addition, the Public Service Commission of Wisconsin (PSC) is keeping an updated list on its website: https://psc.wi.gov/Pages/Programs/BroadbandEmergencyInternetResources.aspx
Free Friendship Hotline for Older Adults (800) 971-0016

The Friendship Line is a 24-hour hotline provided by the Institute on Aging. It offers friendship and support for the older adults who may be lonely, isolated, grieving, depressed, anxious and/or thinking about death or suicide. It may also be used by caregivers and/or younger disabled adults.

Trained staff and volunteers make and receive calls to and from individuals who are either in crisis or just in need of a friend.

NewBridge also provides a very similar program called “Bridge Buddies,” Check out page 6 for more information.

Pets for Life Program

Dane County Humane Society’s Pets for Life Program is here to support our pets in their loving homes.

The program philosophy promotes the understanding that a lack of financial or accessible means does not equate to a lack of love felt for and provided to a pet.

Everyone’s lives can be enhanced by a pet, and those who choose to should have the opportunity to experience the unconditional love and meaningful relationship a pet brings.

The Pets for Life (PFL) Program offers free spay/neuter, vaccines, and wellness care, as well as pet food, supplies, flea and tick medication, and any other information.

PFL is currently exclusive to residents of the 53713 zip code and Allied Dr. community.

For more information and to receive support from our PFL program please call or text Abbi at (608) 513-4262.
Utility Rules Suspended Temporarily
*By the GWAAR Legal Services Team*

Governor Evers has suspended several utility-related administrative rules due to the COVID-19 public health emergency. In response, the Public Service Commission of Wisconsin (PSC) directed regulated utilities in the state to take the following actions for the duration of the emergency:

1. Stop utility disconnection for nonpayment for all customers, including commercial, industrial, and farm accounts. Previously this applied to residential accounts only;
2. Cease assessing late fees to customer accounts;
3. Halt the practice of requiring deposits for reconnection of service;
4. Allow deferred payment agreements for all customers who request them;
5. Remove any administrative barriers for customers establishing or reestablishing utility service; and
6. Authorize water utilities to provide budget billing arrangements to customers. Electric and natural gas utilities are allowed to do this under current rules.

If you have questions or concerns about your utility service, call Consumer Affairs (800) 225-7729 or (608) 266-2001. Information available at: https://psc.wi.gov/Pages/NewsEvents/UtilityCOVID19Resources.aspx

Community Food Resources

As things are changing daily be sure to call the site first to make sure food distribution is still occurring.

General COVID-19 emergency service questions, call 211 or (877) 947-2211 available 24 hour a day.

**Catholic Multicultural Center**
1862 Beld St, Madison, (608) 661-3512
Monday-Friday 4-5 pm and Saturday and Sunday 11 am-12 pm

**Goodman Community Center**
149 Waubesa St, Madison (608) 241-1574
Tuesday 9:30 am-12 pm, Wednesday 6-8 pm, Thurs. 12:30-3 pm

**Middleton Outreach Ministry, 3502**
Parmenter St., Middleton, (608) 836-7338
Tuesday 12-1:30 pm Thursday 12-1:30 pm and Sat. 10 am-12 pm

**River Food Pantry, 2201 Darwin Road,**
Madison, (608) 442-8815
Tuesday-Thursday 10 am-5 pm and Friday, 10 am-6 pm

**Society of St. Vincent de Paul, 2033 Fish Hatchery Rd, Madison, (608) 257-0919**
Monday, Tuesday and Friday 10:30 am-2:30 pm, Thursday 2:30-6:30 pm and Saturday 9:30-11:30 am.
NEWBRIDGE
Your Connection to Successful Aging

1625 Northport Dr. #125
Madison, WI 53704

NON-PROFIT ORGANIZATION
U.S. POSTAGE PAID
MADISON, WI
PERMIT #1410

ALL PROCEEDS GO TO FUNDING PROGRAMS FOR MADISON AREA OLDER ADULTS

10.6.20
SAVE THE DATE
6 pm - 9 pm

BLACK TIE BINGO

INDIVIDUAL TICKET $100 | TABLE OF 8 $750
FRIEND OF NEWBRIDGE TICKET $50

www.newbridgemadison.org