



A Year Like No Other

Twists, Turns, Heartfelt Help and Resourceful Solutions

ANNUAL REPORT 2020

*Connecting Neighbors
to Help Seniors Thrive*

www.alittlehelp.org



A LITTLE HELP

TWISTS AND TURNS

A Little Help's 2020 began like any other year, with volunteer Open Houses, Kindness Gatherings, and planning for our Spring Soiree and Spring Service Saturdays. By early March, however, the path forward, at A Little Help and across the country, was changing.

In this Year Like No Other, we scrambled, we were overwhelmed, and we found our way forward – bringing on more volunteers than ever before, supporting more members than ever before, helping our members become more tech savvy, pivoting to digital programming and continually working to keep our members and volunteers safe.



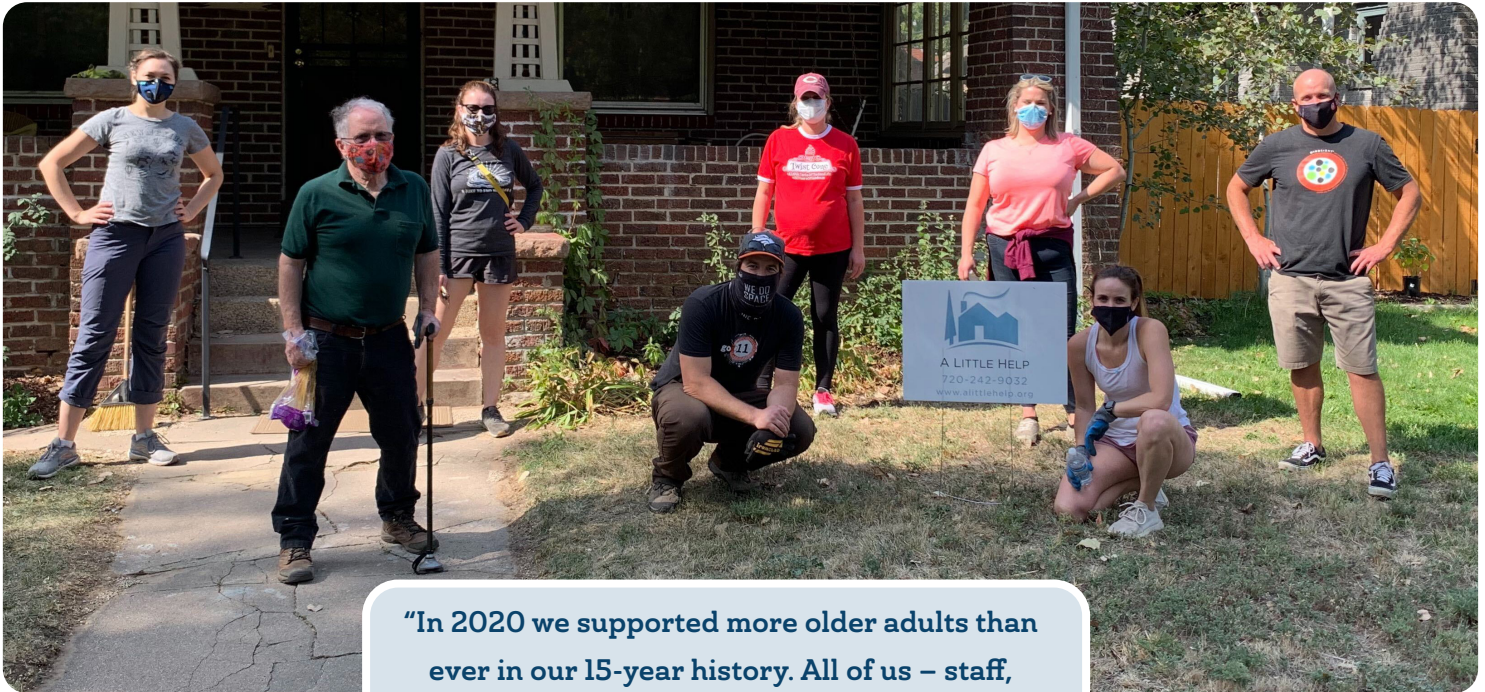
The World Health Organization declared COVID-19 was a global pandemic on March 11th. By March 17th, Colorado Governor Jared Polis had ordered the closure of dine-in services, gyms, casinos and theaters. On March 26th, Colorado went into a stay-at-home order that lasted for the next month.

Within days, A Little Help began pivoting to help our older neighbors adjust to this new reality. Volunteer applications soared. Membership applications increased. And over the course of the next nine months, we changed how and where we did most everything.



DRAFT HILARY LETTER

A sentence from our April 2020 Newsletter summed up 2020 pretty well. "We're navigating Covid-19 together – figuring out our new reality." Little did we know how long that reality would last.



"In 2020 we supported more older adults than ever in our 15-year history. All of us – staff, volunteers, members and financial supporters – worked together to meet unanticipated challenges in new and innovative ways."

In the sixteen days between March 12th and 28th of 2020, as Colorado and the United States were inching toward a shutdown due to the COVID-19 pandemic, A Little Help received 490 new volunteer applications – an average of 30 per day. By year end, across Colorado, we had added more than 1,000 background-checked volunteers and more than 500 members to our organization.

To say that we were overwhelmed in the early days of the pandemic would be an understatement. With the needs of our vulnerable older members in mind, our staff shifted into high gear to match volunteers with members to provide essential grocery/medicine/errand runs and make check-in phone calls. We coordinated this unprecedented response to unprecedented need while working from home, adapting to new technologies and methodologies almost daily.

By July 2020, we, and the world, were beginning to figure out how to navigate forward. A Little Help began taking outdoor yard work requests, assigning volunteers to help with minor

household needs on a case-by-case basis, and significantly ramping up our volunteer capabilities to help members

become more adept with technology – something we recognized would be essential to staying connected in this new normal. We continued to emphasize technology skills to members throughout 2020 and beyond.

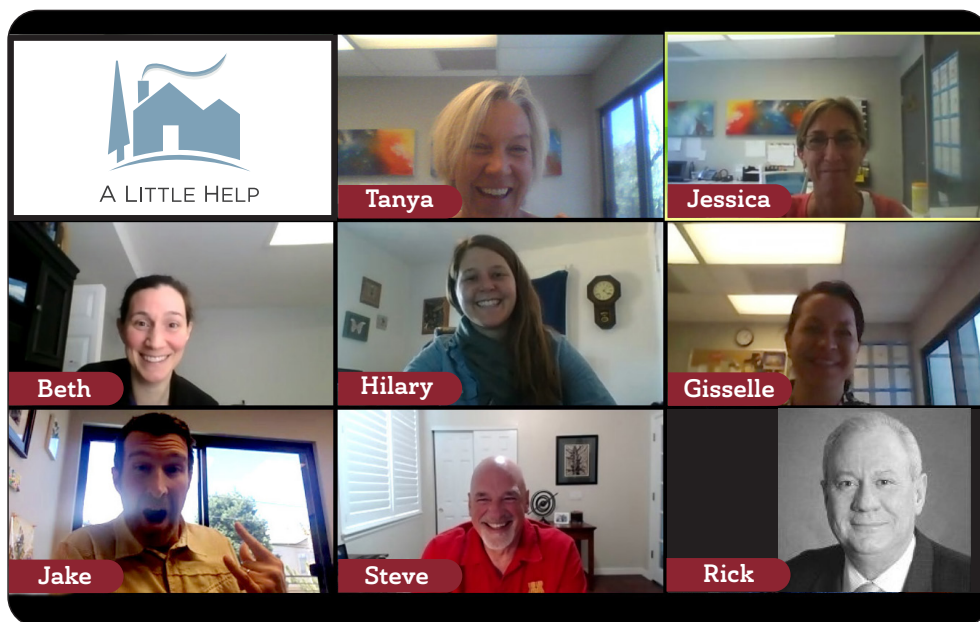
Throughout this report, you'll see the shifting and innovating A Little Help accomplished to rise to the challenges of 2020 – from streamlining essential services and making more care calls than ever before, to developing safety protocols, to creating new programs, like Little Kindness Kits and virtual/phone in Tough Talks.

I'm proud of our "small but mighty" organization. And I was humbled, touched and amazed by the stories of neighborly connection and resilience we saw in our community during 2020. No matter how you were involved with A Little Help in 2020, thank you for your role in making it a year we will always remember.

CONNECTING – 2020 STYLE

To maintain connection with our volunteers and members, we significantly changed how we operated. New words and phrases entered our vocabulary – including “socially distant”, “zoom” and “virtual”.

We adapted existing member programs, transitioning our tough talks to online gatherings, creating Little Kindness Days to help with outdoor work, and holding our first ever virtual holiday party. And we introduced technology support to help members navigate online connection.



Helping Neighbors with Critical Needs

As Colorado went into a stay-at-home order, A Little Help mobilized to match volunteers with our older members to help them with activities deemed critical under the stay-at-home order, including:

- Obtaining food, household necessities and medicine
- Seeking medical care
- Caring for dependents and/or pets
- Caring for vulnerable persons in other locations (?)

Stepping Up our Technology Game

- In July, we started asking members about technology. Introduced new technology to help members navigate online connection. Individual and company volunteers provided tech support to members.
- Thursday Technology Talks: In November and December and continuing into 2021, on Thursdays from 6-7 pm, we offered online help with technical issues. These talks were hosted by Clint Carlson, Program Manager of Digital Education at University of Colorado. Once a month, from 7-8pm we added an hour to discuss internet privacy, phone scams, computer safety and more.

EVENTS AND FUNDRAISING: 2020 STYLE

A Little Connection & Cocktails – In August of 2020, our community gathered around their computers to share our first-ever virtual fundraiser, A Little Connection and Cocktails. In videos from our supporters, we heard just how vital our work was during this challenging time. When it came time to recognize the volunteers who made our year successful and memorable, our staff agreed that in 2020, every volunteer was our Volunteer of the Year.



Little Kindness Days –

In the fall of 2020, we hosted Little Kindness Days – a spin on Service Saturdays that allowed us to help older neighbors accomplish important outdoor tasks before winter while maintaining COVID 19 safety protocols. When all was said and done, 350 volunteers across Colorado helped at the homes of 150 older members – raking leaves, trimming bushes, cleaning gutters and tackling a host of other needs.



A Little Community –

Our A Little Community program is a way companies and organizations can give back, strengthen their work community and support the independence of older adults by helping them with yard tasks and other projects.



In November, A Little Help hosted A Little Lunch, a virtual presentation for members of our A Little Community Program. Presenters discussed the past, present and future of Colorado's

demographic and economic trends. As business leaders continue to explore how to build community, both professionally and personally during a pandemic, A Little Help offers options with our A Little Community opportunities.

Zoom Holiday Party:

– In December, we hosted our first-ever virtual holiday gathering after Colorado Gives Day (?).



Tough Talks –

We transitioned our Tough Talks to online gatherings, holding our first-ever such gathering in July. Additional topics included Self-Care in Isolation and protecting against scams and fraud. In December we hosted a holiday-themed “not-so-tough” talk that included recipe ideas provided by a local chef.



Summer Events –

We met up in person over the summer for summer picnics in each of our regions. And we created “Reverse Ice Cream Socials” where volunteers brought ice cream and cookies to members.



Caregivers Support Group –

Our Caregivers Support Group, run faithfully by Hal Goldberg, transitioned to online gatherings and continued to meet.



UNPRECEDENTED GROWTH AND FUNDRAISING

1. Growth

a New Members and Number of members served:

- supported more than 1000 older adults including 500 new members. (supported more adults than ever in our 15 year history.)

b New volunteers

- Onboarded and engaged more than 1000 new volunteers
- Between March 14 and April 1, A Little Help received 233 applications from volunteers. In fact, we received 60 applications the first weekend after the order went into effect.
- New Neighborhoods: expanded into new neighborhoods in Northern Colorado, Metro Denver and the Roaring Fork Valley

2. Grew Staff Capacity: Grew staff capacity to accommodate growing impact

3. Financial highlight

a Fundraising Events:

- Raised more than \$85,000 through Colorado Gives Day.
- Giving Tuesday May 5.
- A Little Connection and Cocktails August 11

b Partners (?)

- Brothers Redevelopment
- Colorado Senior Lobby (mentioned in October)
- A Word of Thanks, Kyle Clark, Channel 9 News, \$14,000 from 720 contributors.
- Project Our Town: Father's Day Cards and Masks

c Grantors \$797,877 in Grants from 44 Grantors

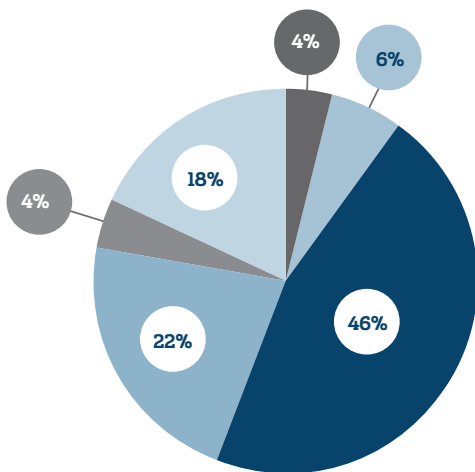
- Daniels Fund
- Next 50 Initiative
- Anshutz Family Foundation
- DRCOG TWO GRANTS? (Transportation)
- Benefits Data Trust and SNAP
- A.V. Hunter Trust
- Larimer County Human Services COVID Fund

d Revenue

- Individual donations
- Foundation grants
- Government grants
- Fundraising
- Business
- Membership

e Expenses

- Programming
- Fundraisers
- Administrative



Revenue \$662,119

- Individual Donation = 46%
- Foundation Grants = 22%
- Government Grants = 4%
- Fundraising = 18%
- Business = 4%
- Membership = 6%

THE VILLAGE MOVEMENT

The Village Movement

A Little Help is part of the Village Movement, an undertaking that supports aging well, in community. Built on the simple, yet vital premise of neighbors helping neighbors. The Village Movement comprises more than 350 autonomous 'villages' in the U.S. and around the world that coordinate services to help older adults remain independent in their homes.

The Village Movement began as a grassroots experiment in Boston's Beacon Hill neighborhood two decades ago. Susan McWhinney-Morse invited a group of neighbors to her home (much as our own founders did in their Washington Park neighborhood), encouraging them to put their heads together and figure out how to take control of their own futures so that they might remain rooted in their own neighborhoods and homes, rather than moving away as they aged. "I don't want a so-called expert determining how I should be treated or what should be available to me," McWhinney-Morse said in a 2006 *New York Times* article.

Since its founding nearly 15 years ago, A Little Help has innovated upon the village model to help older adults thrive in their homes and communities, becoming more intentionally intergenerational and bringing the gifts of each generation together to make our communities better. We created Service Saturdays!™ to support older neighbors

with seasonal yard and home chores by engaging the whole community in a morning of service and celebration. We professionalized operations by recruiting high-quality, caring staff and by developing and implementing robust impact tracking through our proprietary Help Connect system. These improvements have enabled A Little Help to take the village model to the next level to become one of the largest and most successful villages in the country. All while maintaining our local neighborliness.

As we've learned and continued to expand, our work and our experiences are rippling throughout the Village Movement. Hilary Simmons serves as Vice President of the Board of Directors of the Village to Village Network, the national nonprofit organization connecting villages and resources. In this capacity, Hilary shares A Little Help's successes and challenges with peer organizations, helping them to reimagine the strength of the village model so that more older Americans can thrive with the support of their neighbors.

Thank you to these people who served on our Board of Directors in 2020: _____

VOLUNTEER HIGHLIGHTS?

Denver: Reeves Brown, Betsy Kummer, Kevin and Jackie Keller, Darrel Ruby, Katie Wrigley.

NoCo:

Roaring Fork:

2020 Board of Directors

Alan Walker, Chair	Steve Davis
John Chase, Esq., Vice Chair	Shannon Love
Marcy Greenslit, CMC, Treasurer	Sean McBride, CPA
Katheryn Stewart, Secretary	Jonathan Mueller
Bob Brocker	Dr. Paul Leon Ramsey
Rio Chacon	Hilary Lenz, MPH, Executive Director

A Little Help Builds Reciprocal Relationships

We've always suspected that A Little Help's model benefits our volunteers as much as it benefits our members. These messages confirmed that:

"... Oh what a delightful lady! We talked on the phone for 40 minutes. I thought I was calling to brighten her day, and she totally brightened mine instead. She talked nonstop, laughed, told stories, etc. She seems to be doing just fine." – Jen, Roaring Fork Valley

"I'm just glad I am able to help out. And they are definitely lovely to speak with. I actually started helping an elderly woman out a few years back who just likes being around someone and being able to get out of her home. So what y'all do is definitely super beneficial!" – Xavier, Berthoud

*"... I asked the member if it would be okay to call her once a week to make sure she is doing well. She laughed and said it would be lovely. And then she asked if she could call me to make sure I am ok too."
– Denver volunteer*



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