



NewBridge

YOUR CONNECTION TO SUCCESSFUL AGING

BY MARCIA HENDRICKSON

On January 1, 2019, NewBridge officially came into existence as a nonprofit organization serving older adults in Madison and Monona. Though a new organization, it has a long history of service. NewBridge formed from the merger of the four Madison Senior Coalitions (East Madison/Monona Coalition of the Aging, North/Eastside Senior Coalition, South Madison Coalition of the Elderly, and West Madison Senior Coalition). Each of these

senior coalitions has provided service for over 40 years.

In 2015, the directors of the four Madison Senior Coalitions began conversations about sharing resources, integrating services, and reducing administrative redundancy. This led to three years of planning with representatives of each of the four Madison coalitions. The result is a new agency that will be a single, strong voice for older

adults in Madison and Monona. By maximizing our resources and integrating services and administration, NewBridge will more effectively address the issues of race and poverty and better serve the rapidly growing population of older adults in our communities.

Over the next five years, NewBridge will work to increase the total number of older adults they serve by 20 percent. In each of the

past few years, over 5,000 seniors have worked with one of the four Madison Senior Coalitions. NewBridge anticipates that by 2022, over 6,000 area seniors will work with the new agency each year. Serving more seniors is critical because of the dramatically increasing number of older adults. Those ages 60+ are currently the fastest growing demographic group in Dane County. This is due to the large number of baby boomers reaching their 60s and to increases in life expectancy.

In addition to the rapidly growing senior population, the challenges older adults face are increasingly complex. Issues such as outliving retirement savings, lack of family support, deteriorating mental health, addiction struggles, and lack of transportation combine to make life for older adults difficult. Unfortunately, these growing challenges come at a time when there is a decrease in resources available through city, county, state, and federal programs to help seniors who are living at risk. NewBridge provides a variety of programs and services for these older adults to ensure longer, safer, and healthier independent lives.

NewBridge services include:

Case Management—connects case managers to seniors who need assistance accessing resources, such as food, transportation, affordable housing, energy assistance, and benefits.



Nutrition Sites—provide socialization and meals to seniors throughout Madison and Monona.

Home Chore Program—connects volunteers to seniors who need assistance with household chores so they can remain in their homes.

By merging into one agency, NewBridge can integrate these core programs to provide high-quality service citywide with reduced wait times. In addition, they will expand current programs that serve one portion of Madison into the whole city of Madison and Monona. Moving forward, NewBridge will have the infrastructure in place to develop new programs to respond to new issues affecting older adults.

NewBridge is connected to the past but going toward the future.

Photographs provided by NewBridge.

Marcia Hendrickson is the executive director of NewBridge Madison, Inc. She is the former executive director of the South Madison Coalition of the Elderly. Her goal is to create a strong foundation of outstanding services, programs, activities, and events that have been provided to residents of Madison and Monona for the past 40 years by the exceptional staff and volunteers.



We've Merged!

North/Eastside Senior Coalition emmca South Madison Coalition of the Elderly West Madison Senior Center

~ are now ~

NEWBRIDGE

The Madison Senior Coalitions have merged to create NewBridge, providing case management, older adult activities, meals, volunteer home chore program and more!

(608) 512-0000 NewBridgeMadison.org

Your Connection to Successful Aging