

# 2021

# A Little Help Annual Report



*Connecting neighbors  
to help older adults thrive*

Our 2021 Annual Report celebrates 15 years of continued growth, and all we accomplished amidst the second year of a global pandemic.

[www.alittlehelp.org](http://www.alittlehelp.org)

# CELEBRATING 15 YEARS IN 2021



*A Little Help celebrated fifteen years of impact in 2021!*

And that's not all- we engaged new older members, volunteering neighbors, donors, and partners, while fostering connections among our entire community of supporters.

## 2021 METRICS AT A GLANCE

A Little Help fostered community to meet our mission of connecting neighbors to help older adults thrive

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### Older Members

- We added 500+ older members to finish the year impacting more than 1,600 older neighbors

### Volunteering Neighbors

- We onboarded 675+ background-checked Helpers and engaged more than 1,200 event volunteers

### Services

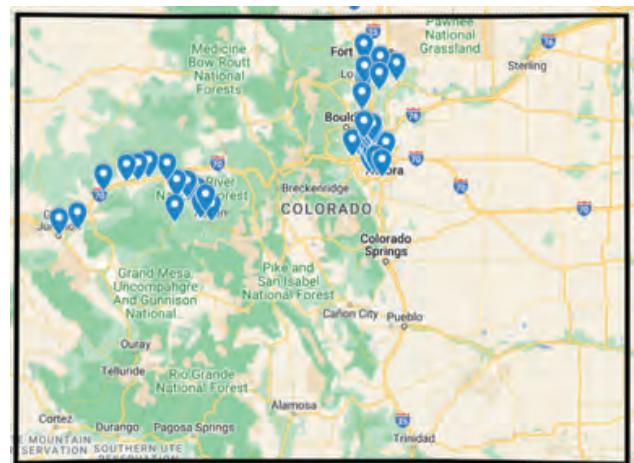
- We provided more than 7,000 services, totaling 18,500+ service hours to support our members

### Events

- We hosted 120+ in-person and virtual events, including three picnics, 20 Kindness Days, and 14 virtual events (Little Talks, art classes, tech talks)
- We were able to safely resume Service Saturdays in Fall 2021, hosting seven events across the state

### Communities

- ALH built intergenerational connections in 12 Colorado counties and 40 Colorado communities, as far west as Grand Junction, as far east as Greeley, as far north as Fort Collins, and as far south as Centennial. We launched services and programming in Grand Junction in November 2021, as our largest outpost on the Western Slope.



## FINANCIAL HIGHLIGHTS

**Revenue: \$1,058,469**

Individuals: 10%

Fundraising: 1%

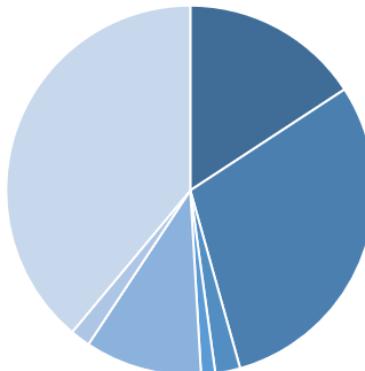
Foundations: 30%

Government: 16%

Business: 2%

Member contributions: 2%

In-kind: 39%



**Expenditures: \$897,043**

Programs: 86.6%

Administration: 7%

Fundraising: 6.4%



# A LETTER FROM OUR EXECUTIVE DIRECTOR



Fifteen years! It's hard to believe it has been that long since a group of neighbors gathered around a coffee table in Denver's Washington Park neighborhood, inspired by the simple, yet profound idea that good neighbors could support and empower their older adult neighbors in aging, interdependently, in their own homes, and on their own terms.

From three neighbors, to three neighborhoods, to now three distinct locations, our scrappy nonprofit has adapted, evolved, and matured to have a significant impact on the quality of life of older Coloradans.

A Little Help accomplished so much in 2021, including raising more than \$1M to make our vital work possible in communities across Colorado.

In addition, we invested substantive energy behind the scenes, to improve our organization's ability to meet our ever-growing mission. Our 2021 investments in the future included:

- Welcoming new staff members to increase our capacity and sustain our growth while maintaining our local focus.
- Enhancing our Help Connect system to make signing up to volunteer even easier.



- Launching A Little Appreciation to continue to recognize the valuable contributions volunteers make to our organization.
- Expanding partnerships to serve our older neighbors more holistically.
- Continuing to adapt to the fluctuating realities of the COVID-19 pandemic by creating new programming to increase opportunities for social connection and community.
- Reviewing internal roles and processes to become a more mature organization.

None of this would have been possible without the support of our donors, our members, our volunteers, our communities, and our staff. Please accept our heartfelt gratitude for your continued support. We could not impact so many lives without each of you.

Hilary Simmons, MPH

## 2021 Board of Directors

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# STRENGTHENING A LITTLE HELP & OUR COMMUNITY

In 2021, our second year of the pandemic, it became more apparent than ever that we needed to combine the new programs and events we put in place in the heart of the pandemic with the new normal and finding safe connections as best we could.

## Vaccine Help

As COVID-19 vaccines were emerging in February of 2021, A Little Help got to work. Our staff spent hours researching, gathering, and sharing necessary information to help our members get vaccinated. We also lined up volunteers to drive our members to immunization appointments.



## Technology Help

We continued supporting our members through technology skills acquisition in 2021. A Little Help provided regular technology talks, covering topics that ranged from device setup to food ordering to avoiding email scams. Some of our technology savvy volunteers helped individuals over the phone. And through our newsletter, we shared information about online resources including libraries, exercise classes, art classes, and other opportunities for connection and learning.

## Spring Little Kindness Days

With physical distancing safety protocols in mind, we created Little Kindness Days as a way to continue connecting neighbors to support older adults. Through technology improvements to our website, we were able to virtually dispatch small groups of volunteers to complete outdoor projects that complied with physical distancing requirements. In all, 300 volunteers helped 115 homes accomplish vital outdoor tasks between April and June.

## Little Talks

Our "Tough Talks" were renamed "Little Talks" in 2021. (Life was giving all of us too much of the tough stuff.) These Little Talks were held exclusively online- a practice that evolved out of 2020's physical distancing requirements. Our 2021 Little Talk topics included Proactive Planning, Household Finances, Spring Clarity, Animal Companions, and a three-day program on Health, Wellness and Technology in December.



## Kindness Kits

To spread cheer, volunteers assembled and delivered off Kindness Kits to members. Smiles and waves were exchanged on front porches. Volunteers and members both enjoyed the exchanges, as we reminded older neighbors we're here for them.

## Connecting with Higher Education and Young Professionals

A Little Help's internship program thrived in 2021. We hosted three interns in the spring, two over the summer, and three more in the fall. And two of our 2021 interns joined our team as full-time staff members.

## Service Saturdays! Returned

We were excited to gather again for Service Saturdays in the fall of 2021. Our Kindness Days continued to meet the needs of our older adults, but bringing back Service Saturdays in the fall, where volunteers could gather together on Saturday morning before going out and raking leaves and helping with other outdoor work, brought back the community concept that A Little Help is always striving to attain.

# THE VILLAGE MOVEMENT

A Little Help is part of the Village Movement, an undertaking that supports aging well, in community, throughout the country. 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. A Little Help, and these villages, were built on the simple, yet vital premise of neighbors helping neighbors.

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 our founding 15 years ago, A Little Help has innovated upon the village model to help older adults thrive in their homes and communities. A Little Help has become more intentionally intergenerational, bringing the gifts of each generation together to make our communities a better place for everyone. 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.



# INVESTING IN A LITTLE HELP

A Little Help is funded through contributions from generous individuals, foundations, businesses, special events, and government grants, with our amazing communities coming together to provide grassroots support. Each donation helps us bridge gaps, expand into new neighborhoods, and recruit and engage more volunteers, all of which help us realize our vision of creating strong, united, intergenerational communities.

## Colorado Gives Day



ALH raised \$47,969 through Colorado Gives Day in December of 2021, marking its 10th year of participating in this statewide annual event, and more than doubling what it received in its first year of

participation. The number of new donors supporting ALH through Colorado Gives in 2021 increased by 25 percent over 2020.

In total, ALH raised more than \$90,000 during December 2021 through the halo effect.

## Business Support

Local businesses are the backbone of our communities, and we strive to connect with companies in every community we serve. During 2021, local businesses engaged in volunteer work days with ALH, providing yard work and delivering Kindness Kits among other impactful tasks.

OtterCares employees wrote monthly birthday cards; Hall & Evans hosted a tech-coaching day; Project Our Town made holiday kits; and Colorado Mountain College nursing students conducted Care Calls with our members.



## Individuals

The majority of ALH's donors (80 percent) in 2021 contributed less than \$500. These donors hailed from 19 states across the country. We are truly grateful to every individual who contributes to further our mission, including donations large and small.

## Sponsorships

We worked hard to provide safe, high-quality engagement activities throughout 2021 including welcome visits, birthday celebrations, and educational programs. We are grateful to United Healthcare for generously sponsoring our Little Talk series in 2021.

We are also grateful to local business partners including Alcorn Construction, Raabe Dentistry, Hall & Evans, and Davis Manufacturing for stepping up with support when our largest in-person fundraising Soiree had to be transformed to a smaller, virtual event.

I knew it would be nice to get out of the office for the day, but it turned out to be so much more!

I met some new neighbors, felt the power of giving back, and now we visit weekly!"

# GRANTS AND DONORS



## Grants

Developing and delivering high quality new programming was of the utmost importance as our membership numbers skyrocketed during the pandemic. We received dozens of grant awards, totaling \$773,629, to sustain this work.

## THANK YOU, 2021 GRANTORS

City of Fort Collins: \$20,000

A.V. Hunter Trust: \$17,500

Easterseals Colorado: Colorado Respite Coalition \$15,300

Community First Foundation: \$15,000

Comprecare Fund (via The Denver Foundation): \$7,500

Bohemian Foundation: \$7,500

Berthoud Community Fund of the Community Foundation of Northern Colorado: \$5,000

Caring for Community Fund at Aspen Community Foundation: \$5,000

Johnson Foundation of the Rockies: \$1,250

Harmes C Fishback Foundation: \$10,000

Guber Family Giving Fund: \$5,000

## Endowment Fund Launched

A Little Help (ALH) leadership formed a planned giving committee in 2021 with the goal of establishing policies and procedures to accept planned gifts and determine the best course of action for ALH's long term financial stability. As a result, an endowment fund with the Community Foundation of Northern Colorado was established with a \$10,000 anonymous donation. This fund, which will produce investment returns and annual operating support for ALH, will allow donors to contribute today to have a lasting impact on future generations.

## Special thanks to our major donors:

- Anonymous
- Leo Kropywiansky
- Steve and Karmen Davis
- Montgomery | Amatuzio | Chase | Bell | Jones LLP
- Dan Lemke
- All Aboard America! Holdings, Inc.





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## CELEBRATING 15 YEARS!

Fifteen years ago, one neighbor reached out; one older adult opened their heart to receive; and a group of southeast Denver neighbors laid the groundwork for our mission. Since that very first day, we have strengthened neighborhoods, forged friendships, and adapted our offerings to empower older adults to thrive in their own homes.

We are optimistic about what the future holds. We are looking forward to expanding in Colorado. We hope to form fresh bonds with funders; and we hope to broaden our support for older adults with innovative programming and events.

To you, all of our friends, thank you!

## ANNUAL REPORT 2021



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