

THE VINTAGE VOICE

ISSUE NO. 2

CONNECT. EXPLORE. BELONG.



FEATURED STORY

Aging in Place in the Valley of the Moon

By Terri Miller

Living in Sonoma Valley we know just how fortunate we are. Just 40 miles north of the Golden Gate Bridge, the region provides the “perfect blend” of a friendly, small-town, wine-country community with a rich history and access to exceptional parks, local food, art, and cultural activities. No wonder so many choose to retire here.

Life in Sonoma Valley is dreamy for many but it is anything but for the growing number of local seniors that are struggling to make ends meet and are living on a fixed income, relying on meager savings, social security, and government assistance programs.

According to www.bestplaces.net, 25% of the population of the Sonoma Valley


is age 65+ and that number jumps to 38% in the city of Sonoma. Living in a region where the overall cost of living is anywhere from 131% to 530% of the national average, it begs the question, “how do local seniors living on a fixed income get by?”


As reported in our Spring/Summer 2019 issue of The Vintage Voice, our Impact100 funded research study confirmed what we already suspected. A growing number of Sonoma Valley seniors need access to more services in order to make ends meet. Vintage House has launched new and innovative partnerships to address the two leading factors— income and


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From the Desk of Priscilla Call Essert, Executive Director



—“*Vintage House is always striving to improve and enhance our offerings.*

Things change quickly as talented folks find their way to us and offer up something interesting that we just know many of you will enjoy.”

The Halls are Alive!

Long shadows grace our parking lot, with chilly morning air and warm afternoon breezes whisking people into our lobby. Friends gather around the front desk and grab a cup of coffee. Lively conversations get underway as people head off to one of our many classes or activities. Our hallway arches are decorated with colorful and playful masks made by a local artist. The halls are alive at Vintage House— alive with fresh offerings for older adults of all ages, made possible by our innovative partnerships with a myriad of organizations and accomplished professionals who want to share their wisdom and talents.

Are you interested in health and wellness? Then keep a lookout for another three-part series titled Planning Ahead, designed by Sonoma Valley Hospital that will cover the topic of navigating change, including financial and legal issues, and hospice. Have some bad habits you would like to kick? There will be a health and wellness panel that will get you on the road to breaking them. For those who have been wanting a morning meditation class, we have added this to our schedule and now offer meditation classes in the morning and evening.

Do you need some support? Safe driving classes, support groups, and tax assistance will continue, and we have added new services we would like to highlight. Vintage House has partnered with the Alzheimer’s Association, Sonoma Valley Hospital, and a new, local grassroots group called Care Partners Initiative to bring more resources and support to Sonoma Valley caregivers of those living with memory loss. The partnership presented an all-day seminar on October 5th at Vintage House with more than 85 in attendance. We learned that there is a tremendous need for caregiver support here in the Valley, and this demand will only grow as our senior population continually increases.

Perhaps a new class isn’t what you’re looking for but you would like to have a comfortable place to hang out and meet other people? You can do that here at Vintage House. You can also come and learn how to play Mah Jong! Do you enjoy sharing a meal with others? In addition to Soup’s On! each Friday at Vintage House, we will be offering a

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The Halls are Alive! (continued from page 2)

community meal as a part of Wednesday Night Out (see page 6). And, our weekly morning hike on the Overlook trail is another excellent way to connect with others and make new friends.

Are you a lover of books, art, or music? Three local authors—Simon Blattner, Nancy Martin, and Rae Lewis— will be hosting book readings at Vintage House. Ann Wiklund will be returning with a class on impressionism. And, **Jazz at the House** will be returning in January with a series of four concerts that will be making the walls of Stone Hall sing in unison with all of the tapping toes.

Perhaps you rarely walk through the doors of Vintage House to take advantage of all that we have to offer, yet you are a valued supporter. Two ways you can show your support this holiday season are by contributing to our #GivingTuesday campaign. #GivingTuesday is a day of national giving and will take place this year on December 3rd. More detail to follow in our upcoming eBlasts.



And, for the first time, Vintage House is hosting a pop-up Holiday Shoppe in the Sonoma Marketplace beginning in November. We have quite an amazing collection of holiday decorations for sale, and all monies raised will support vital services for seniors, such as our free ride program, **myRide**. Who knows, you might even decide to adopt one of the adorable kittens that Pets Lifeline will have in the shop!

To avoid missing out on important announcements, subscribe to our weekly eBlast, follow us on Facebook, and keep an eye out for our new and improved website coming soon.



Our 2019 Donors

Thank you to our generous supporters January 1– September 30, 2019.*

*Please accept our sincere apologies if you made a donation which was inadvertently excluded from this list.

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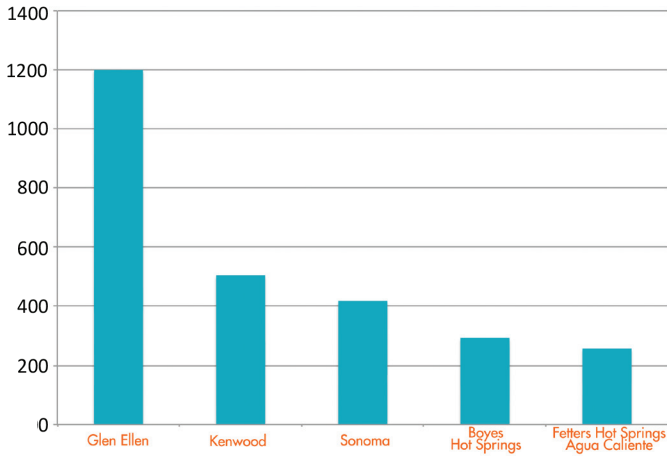
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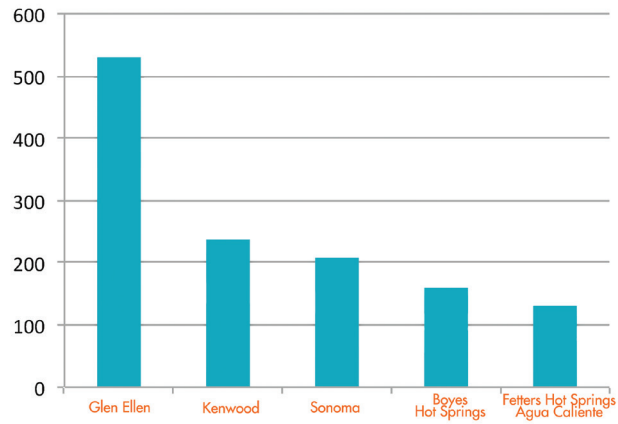
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HOUSING COSTS IN SONOMA VALLEY AS A PERCENTAGE OF THE NATIONAL AVERAGE



OVERALL COST OF LIVING IN SONOMA VALLEY COMPARED TO THE NATION



Source: sonomachamber.org/sonoma-valley-community-profile.html

Aging in Place in the Valley of the Moon (continued from page 1)

housing affordability—impacting the ability for many seniors to age in place in the Valley of the Moon.

Vintage House is helping Seniors in need of extra income find work through JobConnect. A growing number of Sonoma Valley seniors are struggling to make ends meet. For some, they must choose between paying their rent, mortgage, or utilities and buying food or prescription medications. Increasingly local seniors are seeking part-time employment to supplement their income but many have no idea how to begin to look for work. That’s why we launched **JobConnect**.

Vintage House is teaming up with local employers that have part-time positions available and who are interested in employing local seniors. Through **JobConnect**, Vintage House is screening interested candidates for open positions and connecting qualified individuals with local employers. **JobConnect helps seniors, employers, and our entire community.**

“Whole Foods is thrilled to partner with Vintage House and is excited to hire Sonoma Valley seniors who are seeking part-time employment. Keeping seniors active and involved in our community is a win-win for everyone.” —Matt M. Associate Store Team Leader, Whole Foods Sonoma Valley

Connecting Seniors with Housing Resources: Vintage House is teaming up with SHARE Sonoma County (Shared Housing and Resource Exchange), a program that works to provide affordable, attainable housing so that local seniors can “age in place.” What many don’t realize is that a growing



number of seniors are being pushed out of their homes due to rising rents, and others who may own homes can no longer afford to meet the ongoing costs of maintaining them.

SHARE facilitates secure home sharing situations for homeowners and renters who are currently stressed financially, experiencing life transitions, looking for companionship, or needing basic assistance (which can be a service exchange) to help them thrive and remain safely at home.

Vintage House is providing office space for the local SHARE Housing Coordinator on the second and fourth Friday of each month. If you, or someone you know is in need of housing assistance and may be interested in exploring co-housing solutions, please contact Susan Holzer, Vintage House Community Resources Coordinator at susan.holzer@vintagehouse.org

At Vintage House, we are committed to serving the needs of all seniors in Sonoma Valley. Like me, I am sure you are grateful to live here, and not only because of the beautiful landscape and all that the Valley has to offer, but because of the people in our community that make Sonoma Valley so special. Now that’s a reason for us all to give thanks.



Vintage House Wins Big in #GIVE65 National Fundraising Challenge



When all the donations were counted, Vintage House cheered after being notified by the Home Instead Senior Care Foundation that the organization came up on top and would be awarded \$5,000 in matching funds and an additional \$10,000 in prize money as the top fundraiser in its class. We want to thank all of our supporters who contributed to this campaign and helped us raise \$30,000 to support **myRide**, our free transportation program.

Wednesday Night Out is Back!

We are excited to announce **Wednesday Night Out**—made possible through the generous support of CSAA and Impact100 – is back!

We have expanded our 60+ weekly programs by extending our hours to 7pm on Wednesdays, which will include a broad range of new food, music, and services. **Wednesday Night Out** was met with great enthusiasm when we first piloted the program last fall and we are thrilled to be bringing it back.

We will be offering cooking classes on the first Wednesday of each month, a community drumming circle the second Wednesday (no experience required), live music the third Wednesday, and a community “supper” on the fourth



Wednesday. Along with these new offerings, we will continue to host meditation classes, Zumba Gold, and other interesting activities that come our way. If you are looking for something fun to do on a Wednesday night, come on down and see what’s happening at the House.

*“We are so excited to be bringing **Wednesday Night Out** back! Creating another opportunity—in addition to *Soup’s On!*—for local seniors to share a meal together and to participate in evening activities helps to alleviate social isolation and create a sense of belonging.” —Marie Koller, Program Manager*



Your Legacy. Our Future.

As a Vintage House member and supporter, you have demonstrated your commitment to providing for the needs of older adults in the Valley of the Moon and you've helped us to assist seniors at every life stage to enjoy a better quality of life as they age in place in the community.

Whether you are still working or are retired, planned giving can benefit you and your loved ones while helping to ensure that the organizations you care about most will continue to benefit from your support for generations to come.

There are many types of planned gifts—certain gift types have an impact now, while others benefit the recipient after your lifetime.

What are the 3 basic types of planned gifts?

- First, *outright gifts* that use appreciated assets as a substitute for cash;
- Second, *gifts that return income or other financial benefits* to the donor in return for the contribution such as charitable annuities and charitable remainder trusts;
- Third, *gifts payable upon the donor's passing*.

What are the tax benefits of planned gifts?

- Donors can contribute appreciated property, like securities or real estate, receive a charitable deduction for the full market value of the asset, and pay no capital gains tax on the transfer.
- Donors who establish a life-income gift receive a tax deduction for the full, fair market value of the assets contributed, minus the present value of the income interest retained; if they fund their gift with appreciated property they pay no upfront capital gains tax on the transfer.
- Gifts payable to charity upon the donor's death, like a bequest or a beneficiary designation in a life insurance policy or retirement account, do not generate a lifetime income tax deduction for the donor, but they are exempt from estate tax.

Regardless of the size of your estate, you can make a lasting impact here in Sonoma Valley and a lasting impact for Vintage House and the growing number of older adults who count on us year after year by making a legacy gift.

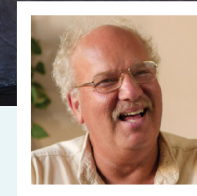
To find out more about the benefits of having an estate plan, or to create or amend an existing plan to ensure you have made provisions to support the needs of seniors in Sonoma Valley for generations to come, talk to your financial advisor, accountant, or estate planning attorney.

Have you already named Vintage House in your estate plan? We'd appreciate knowing so that we can include you in our legacy circle. Please contact Executive Director, Priscilla Call Essert at priscilla.call.essert@vintagehouse.org.

Q & A WITH

Will Acker:

Vintage House member



Q: What inspired you to become a member of VH?

A: We all need community more and more as we age. Vintage House provides that. There are so many opportunities to get involved—classes, concerts, events or just to hang out. I love coming down to have lunch on Friday's at **Soup's On!** It's a great way to connect with others.

Q: What do you see as the most important role that VH plays in the community?

A: VH creates a place of belonging for the elders of our tribe. The organization is at the epicenter of lifelong learning and community engagement. It is so inspiring to be a part of.

Q: What would you share with others about why you support VH?

A: What is happening at VH is so important for our community. The organization is providing an enhanced quality of life for Sonoma Valley residents as we age, and everyone is welcome at Vintage House! I can't think of a better reason to support the organization.



SONOMA VALLEY'S
SENIOR CENTER

264 1st Street East
Sonoma, CA 95476

THE VINTAGE VOICE

FALL/WINTER 2019 | ISSUE 2

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UPCOMING EVENTS

NOV 16 **THRU DEC 22:** Holiday Shoppe at Sonoma Marketplace—All proceeds support Vintage House.

DEC 03 #GivingTuesday: Mark your calendars and make a donation to kick off the season of giving.

DEC 20 Holiday Open House at VH—Join us for a free community lunch with live entertainment 11:30-1:30.

DEC 20 Annual Member Meeting
1:30-2:00 PM at Vintage House.

JAN 04 Jazz at the House featuring Brian Nova, guitarist and vocalist. Doors 6:00 PM. Show 7:00 PM.

For more information, or to register for events, please visit us at
www.vintagehouse.org/events