



VINTAGE HOUSE
CONNECT. EXPLORE. BELONG.



2019

ANNUAL
REPORT

A Message from Priscilla Call Essert & Paul Chakmak



*“Age is an issue of
mind over matter.
If you don’t mind,
it doesn’t matter.”*

~MARK TWAIN

To our Members, Volunteers, and Supporters:

We are pleased to share with you our 2019 Annual Report. Looking back, there is so much we accomplished together, and looking at where we are today, it is hard to grasp all that has changed in these past several months. We are grateful to every one of you for being a part of the Vintage House community and for engaging with us in so many different ways—as volunteers, teachers, members, donors, and more.

Last year marked the rollout of our new logo and brand identity. With that came new publications, programs, events, community outreach activities, an updated website, and a whole new energy felt here at “the House” inspired by our tagline, **Connect, Explore, Belong**.

Perhaps the single largest theme of 2019 was **partnership**. While Vintage House has collaborated with other organizations over the years, 2019 saw the launch and expansion of several innovative partnerships that allowed us to introduce new programs and services. **We have shared some highlights of these new and fruitful collaborations on pages 6-7 of this report.**

While our objective for this publication is to share highlights from last year, we would be remiss to not talk about 2020 and the changes it brought to Vintage House and to our community—locally and globally. 2020 is a year we certainly will not soon forget. It has been a year of ongoing change and uncertainty but the one constant we could count on was you—our community. While the future may still remain unclear, let’s not lose sight of the fact that we are in this together.

We hope you will enjoy this look back at 2019, and let’s all remain hopeful for a brighter 2021.

Priscilla Call Essert
Executive Director

Paul Chakmak
Board President



OUR MISSION

The mission of Vintage House is to help support, preserve, and enhance the quality of life for residents of Sonoma Valley as they age.

STAFF

—

Priscilla Call Essert

Executive Director

Katie DeJongh

Food Coordinator

Jade Filippi

Operations & Program Manager

Linda Gavron

Facilities & Events Manager

Christin Hayes

Accounting & HR Manager

Susan Holzer

Community Resources Coordinator

Moira McGovern

Database and IT Manager

Mike Muller

Facilities Assistant

Denise Wilbanks

Transportation
& Volunteer Coordinator

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—

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COVID-19


OUR RESPONSE

2019 was a year filled with new and exciting changes at Vintage House, but 2020 ushered in a string of major challenges for our community, our country, and for the world at large. Between the rise in racial tensions and political divide in our nation, massive wildfires, and frequent power shutoffs in California and the West, and of course the global COVID-19 pandemic, 2020 will be a year for the record books.

How Vintage House Moved into Action to meet the needs of our community.

In March, as community members adapted to a new concept called “shelter-in-place,” Vintage House rolled out new services to meet the vital needs of seniors so that they could shelter safely in their homes.



 We launched **Vintage House Delivers** which provides free grocery shopping and prescription pick-up and delivery services for seniors across Sonoma Valley. This initiative helps to keep seniors safely at home and brings much-needed support to vulnerable elders in our community.

“I am not sure what we would do without Vintage House. Thank you!”

~BARBARA AMES

 We shifted our food program due to our forced closure in mid-March and began delivering **free meals to seniors** in need (up to 2,500 meals per week at its peak). As restaurants began opening up and our volunteer chefs went back to work, our meal delivery slowed but continued at 300 meals per week. With newly secured funding, we are now ramping up for increased meal service in preparation for the winter months when we anticipate more and more seniors will once again be sheltering safely at home and will need our support.

*“We don’t
grow older,
we grow
riper.”*

~PEARL S. BUCK



Knowing that the isolation brought on by the shelter-in-place mandate was escalating the crisis of social isolation amongst seniors, Vintage House launched **CareCalls** to over 2,000 Sonoma Valley seniors. These check-in calls were meant to assess how folks were doing—physically and emotionally—and what if anything they needed that we might be able to assist with. The outpouring of support that came our way as a gesture of appreciation for the calls was very touching. Today, eight months after the shelter-in-place mandate, **CareCalls** continue on a daily basis for those seniors who request to receive them. For many, we are their only connection to the community and we are glad that we can be spirit-lifters for those who need it most.



Virtual and hybrid classes: Like most organizations and businesses, Vintage House quickly became adept at Zoom and all that it offers, and began transitioning many of our most popular classes to the virtual platform. While not the same as gathering in person, participants were grateful to see their friends and interact via zoom and to continue with the routines they had grown to look forward to.



Some months after launching virtual zoom classes, we were granted approval from the County Area Agency on Aging to host indoor classes of no more than 9 students plus one teacher in a socially distanced setting. We have done this both indoors and out, and we will be transitioning some of these classes to a hybrid model with some students participating in-person and others participating from home.

We hope that you have felt our love and concern for all of you during this stressful and confusing year and that you know that Vintage House cares. We're here to help.

“I am stunned at the generosity of Vintage House. I didn’t realize how ready the organization is to help seniors so quickly. Thank You!”

~MARY DIXON

www.vintagehouse.org

“One thing 2020 has taught all of us is that we have to be able to pivot with the ever-changing times and conditions.”

~PRISCILLA CALL ESSERT

CONNECT

2019 WAS AN EXCITING YEAR

for Vintage House. It was a year of change including introducing a new brand identity and logo, creating new programs, taking chances, seizing opportunities, building relationships, and collaborating with a host of individuals and businesses to grow our offerings, spread our wings, and better meet the needs of the growing population of seniors in Sonoma Valley.

Our myriad programs and services came to life thanks to the dedication of our small yet mighty staff and our extended team that includes more than 250 committed volunteers, dozens of teachers and presenters, and community partners—local businesses, service groups, and nonprofit organizations—that help us deliver a rich array of classes, programs, services, and events.

We salute all of our partners from 2019 and are pleased to share just a few highlights of these fruitful collaborations.

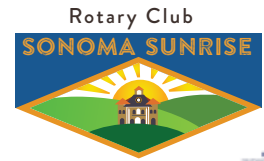
“To find joy in work is to discover the fountain of youth.”

~PEARL S. BUCK



Partnering with the **Sonoma Jazz Society** we introduced the popular Jazz at the House concert series, bringing Jazz greats to our very own Stone Hall.

ESTABLISHED 2018
SONOMA CALIFORNIA • DISTRICT 5130



Through collaborating with **Rotary Sonoma Sunrise**, we assisted seniors with a wide variety of home-based repair projects, helping to keep them safe in their homes.

Working with **SHARE Sonoma County** we introduced the concept of co-housing to Sonoma Valley older adults and helped connect local seniors with affordable housing opportunities.



PARTNERS



4 Our partnership with **Bolt Staffing** allowed us to support seniors who were looking to re-enter the workforce but needed some help with their resumé or to connect with local job opportunities.



5 Working with **Care Partners Initiative**, we hosted a widely attended, free half-day forum on dementia caregiving skills.



6 And, by partnering with the **Council on Aging**, residents in Sonoma Valley that are living with dementia had a place to come—twice a week—for socialization and fun. Equally as important, their local family member-caregivers received much-needed respite.



I'm deeply touched and enlightened with Vintage House's enormous community support and abundant, generous services provided for so many in need. That's really ALL of us!"

~ LINDA LISCOM

2019 HIGHLIGHTS

YOU ASKED. WE LISTENED.

In 2019 we expanded our programming, offering over 60 diverse classes and activities per week. New additions that met with much enthusiasm included cooking classes, a community drumming circle, dance lessons, and sound healing, just to name a few.

We also organized some great outings that were enjoyed by many of our members including an excursion to the Oakland Museum to see *No Spectators: The Art of Burning Man*; a local tour of Sonoma's secret gardens featuring some of the most diverse and beautiful private gardens throughout the Valley; and a getaway to San Francisco to see the critically acclaimed Broadway show, *Hamilton*, at the Orpheum Theater.

“Age is no barrier. It’s a limitation you put on your mind.”

~JACKIE JOYNER-KERSEE



CONNECT. EXPLORE. BELONG.

We are proud to share with you some highlights from last year. Thank you for supporting us and for being a part of Vintage House.



1 Provided over **5,000 rides to Sonoma Valley seniors** in-need through our myRide program.



2 Served up a hearty bowl of connection and delicious soup to an average of 100 seniors per week through our popular **Soup's On!** program.



3 Added a wide variety of **new classes and events** to our program schedule.



4 Expanded **Wednesday Night Out** to include **Supper's On!**, serving an early dinner to an average of 75 attendees per week.

5 Benefited from the dedicated support of more than **250 volunteers**.

6 Through collaborating with **Rotary Sonoma Sunrise**, we assisted seniors with a wide variety of home-based repair projects, helping to keep them safe in their homes.



7 Won the top prize of **\$10,000** in the national GIVE65 Fundraising challenge.

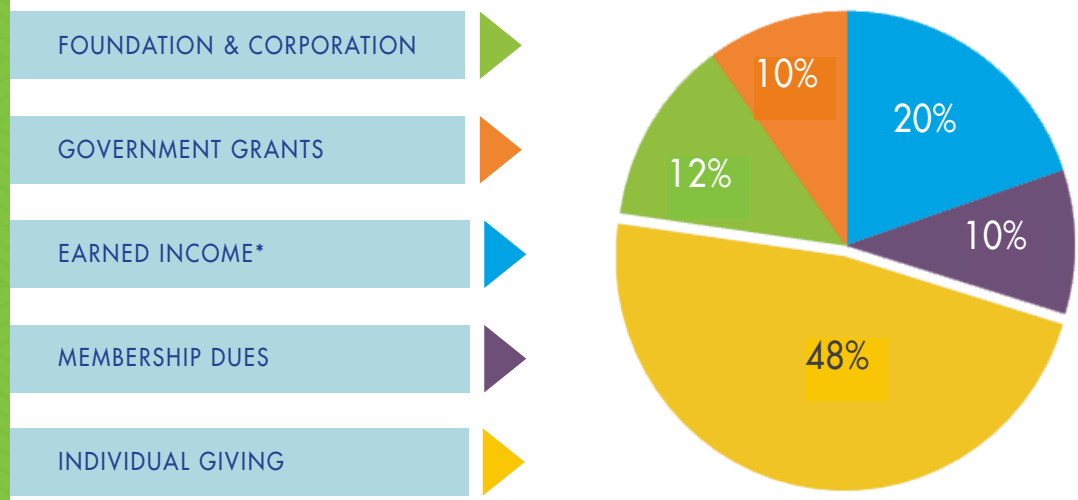
8 Launched our first-holiday pop-up shop which raised **\$5,000** for VH programs.

“There is a fountain of youth: it is your mind, your talents, the creativity you bring to your life and the lives of people you love. When you learn to tap this source, you will truly have defeated age.”

~SOPHIA LOREN

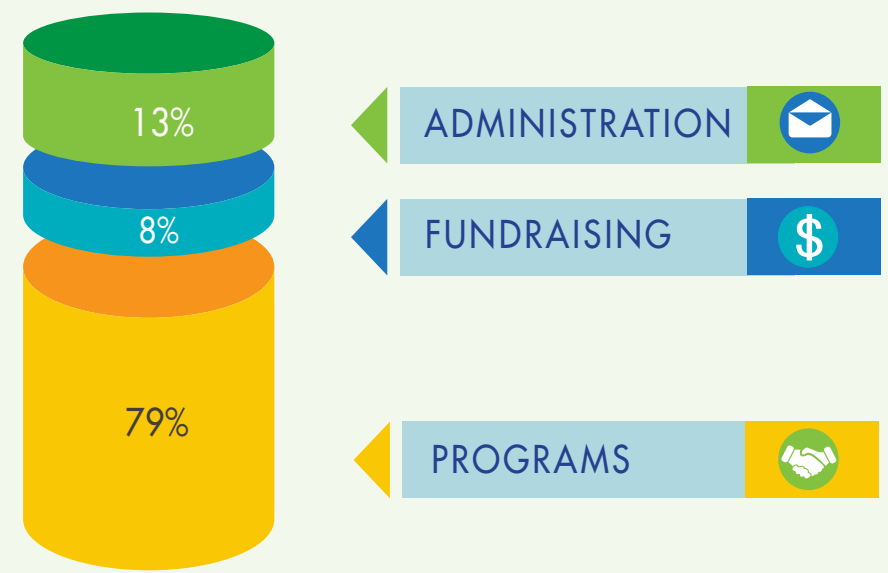
2019

WHERE THE MONEY COMES FROM



*earned income includes revenue from class and program fees, facility rentals and our holiday shoppe

WHERE THE MONEY GOES



TOTAL REVENUE: \$899,519 TOTAL EXPENSES: \$1,205,831

“Philanthropy lies at the heart of human greatness.”

~PATRICK J. RYAN

THANK YOU TO OUR GENEROUS 2019 SUPPORTERS

PRIVATE DONORS, FOUNDATION GIVING, AND SPONSORS

\$50,000 AND ABOVE

Anonymous

Impact 100

P. Lynn Woodward

\$10,000-49,999

City of Sonoma
Carolyn Stone
Community Foundation Sonoma County
County of Sonoma

CSAA Insurance Group
Diane Elan Wick
Harriet Derwingson
Home Instead Senior Care Foundation

Tom and Julie Atwood
Vadasz Family Foundation
Wells Fargo Private Bank

\$1000 – 9,999

Arleen Curry and Ann Weeks
Barbara Hughes and Greg DiPaolo
Betsy and Ken Niles
Birgitta and Domenic Paino
Bob and Marilyn Albright
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Carole and Don McLain
Carrie and Richard Fogg
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Susan and Richard Idell
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The Hulda V Eylders Family Trust
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Thank you to all of our supporters who made gifts of less than \$1,000.00. We couldn't do what we do without your support.

*“We are so grateful
for the generous
support from our
2019 donors in
Sonoma Valley
and beyond.
Thank you for
showing seniors in
our community
that you care.”*

~PRISCILLA CALL ESSERT

LET'S STAY CONNECTED.

THERE ARE SO MANY WAYS TO CONNECT WITH VINTAGE HOUSE, even during these challenging times. To learn more about volunteer opportunities, membership, our in-person and virtual classes, upcoming events, our free meal and grocery shopping services and more, visit us at www.vintagehouse.org.

We are all in this together, and we look forward to continuing to serve Sonoma Valley's vibrant and growing 55+ community for decades to come.



SONOMA VALLEY'S
SENIOR CENTER

264 1st Street East
Sonoma, CA 95476



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