



Annual Report

2022–23

July 19, 2023

Seaglass Village, which opened December 1, 2021, is a community of seniors in Marblehead, Nahant, and Swampscott helping each other maintain their independence. Our **mission** is to reimagine *aging* and community for older adults by supporting independent living in the places we call home. Our volunteers and members come together for events and celebrations, building new friendships, and supporting each other through the journey of getting older.

We operate according to five **core values**:

- **Community**—using a member-driven mindset of developing strong internal Village relationships and external community relationships
- **Inclusiveness**—welcoming members of diverse cultures, faiths, genders, orientations, and abilities
- **Mutual care**—supporting and caring for each other
- **Service**—providing necessary services, enjoyable activities, and outside referrals to enable our members to age happily and safely in place
- **Sustainability**—managing the organization with fiscal responsibility and discipline

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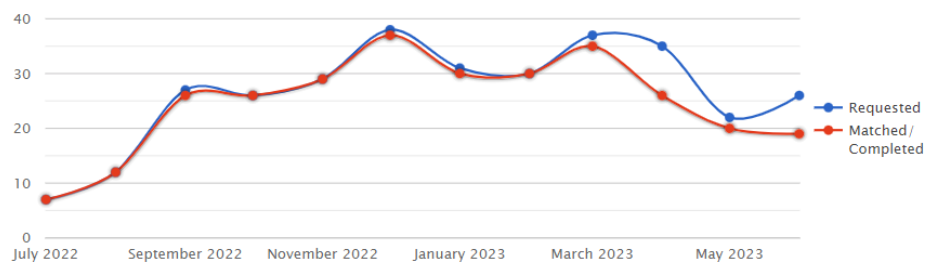
President's Report

Ninety-nine members and 69 volunteers are creating friendships and addressing our global isolation pandemic with each friendly call, essential ride, and social gathering thanks to all of us who make up Seaglass Village. Words cannot express the excitement and gratitude I feel to all of you who have made this possible. There are numerous reports from the executive director, Alyce Deveau, as well as other board members that address membership, volunteers, outreach, website, and events. These reports are much more extensive and so I hope you take time to read them.

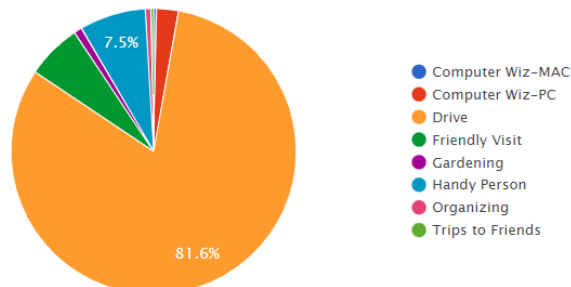
I'd like to recognize the hard work of all our volunteers and especially the leadership of Alyce Deveau. Alyce has staffed our office over the past year and coordinated office volunteers, the phone, the database, and managed to address 295 services that were provided. (At least those that were documented.)

SERVICE REQUESTS

NUMBER OF SERVICES



SERVICES COMPLETED BREAKDOWN



The charts speak for themselves. But what they don't share are the friendships that have been created through a huge variety of events, the recognition of our vulnerabilities as we learn to ask for and receive help, and the sense of purpose volunteers receive as we help each other.

We began this year with 90 members and ended with 99. A huge cheer to the outreach team, who has made Seaglass Village a household word. My greatest wish is that our members ask for more help! We have volunteers who want to do more! As I step down from the position of president, I am thrilled knowing that we have a very strong and diverse group of dedicated, brilliant, and passionate directors as well as volunteers and members to continue to grow Seaglass Village.

I want to extend my greatest thanks to all the board members – both the founding members who really never formally met that first year and those who have since joined us. If a picture is worth one thousand words, these two pictures speak volumes.

About our creation via ZOOM!



And having fun!

This was our very first in-person board meeting.

A very special thanks to Judy Gates and Anne Waymouth for all their contributions since our early Zoom days. Seaglass Village would never have been the same without all your hard work and dedication.

Respectfully submitted with peace and grace,
Heidi Whear

Executive Director's Report

Seaglass Village is a 501 (c) 3 nonprofit community of seniors in Marblehead, Nahant and Swampscott helping each other maintain their independence while aging in place.

Seaglass is one of over 300 villages in the country, the first which opened in Beacon Hill over 20 years ago. The Swampscott for All Ages Community Needs Assessment of 2019 recommended establishing a regional Village to meet the need for coordinated, affordable aging in place services for older adults. It was obvious that a need existed and so in June of 2020 a steering committee of residents from Swampscott and Marblehead began to work on establishing a village.

Seaglass Village had a “soft” opening in October 2021 and in December, 2021 the office officially opened for business. Our office is located here at First Church Congregational with office hours 9-1 Monday-Friday. There is only one paid employee, the Executive Director, Alyce Deveau. At this time we began taking Service Requests from our members. Service requests can run from transportation needs, light household maintenance, friendly visits, short term support with meals, pet care, chores and errands, and technology help, to mention a few.

We have three tiers to our membership. A Full membership is \$360 for a single and \$540 for a household for the year. This membership allows full participation in all of our services and programs. Our Social or Supporting membership is \$120 for the year. This membership allows participation in all our events. Our third tier is a Subsidy Membership. These subsidy memberships are funded from grants from First Church Congregational and Marblehead Women's Humane Society. The subsidy members are allowed full-service membership with a cost to the member of \$5.00 per month.

We have an established Board of Directors to oversee the running of Seaglass Village. There are currently 9 members on the Board which includes a President, Vice President, and Treasurer. The Board Members are Heidi Whear, Joan McCormack, Anne Waymouth, Doreen Hodgkin, Izzi Abrams, Catherine Doherty, Linda Garber, Judy Gates, Betsy Morris, and Penny Stratton. The Board rotates on three-year terms.

As of May 31, 2023, we have 90 members and 69 volunteers. Many of our members are volunteers as well, in fact 33% of our members are also volunteers. We have 4 subsidized members and this is a number that we are trying to increase. We have reached out to all the subsidized housing units in the three towns to make them aware of our services, but interest has been slow in developing.

We have provided over 250 service requests this year which seems to be an amazing number for our fledgling organization. Of these requests 79% are for rides. Transportation is very difficult for our seniors and Seaglass seems to answer their needs fairly well.

We have established committees to help us provide the services that are needed and to spread the word about Seaglass Village. We have an Outreach Committee which does many speaking engagements throughout the towns and provides newsletters, flyers and much information to prospective members. They are a presence wherever they feel it would be appropriate: Farmer's Markets, town meetings, town gatherings, Care Givers Conference and the like.

Our Events Committee has provided over 75 programs and activities for our members. We host a weekly Pickleball program, a Bocci program and a monthly book group. These three programs are well attended, with over 20 members.

Overall Seaglass Village is a thriving organization that is very grateful for the support that we have received from Reverend Ian Holland and First Church Congregational. We hope to continue to provide our aging population in the three towns aid and support to age in place.

Alyce Deveau

Treasurer Report

We are in very good shape financially and have a solid road map for tracking and budgeting thanks to our former Treasurer Anne Waymouth. Anne served on the board for several years and recently resigned to pursue other interests, luckily for us she remains our pickle ball pro!

Seaglass Village closed FY 2022 with a net of \$7439 thanks to watchful spending and over \$9000 in donations and sponsorships. Our 2023 budget reflects an aggressive goal to add more members (we are 101 with a goal of 140). We continue to watch expenses so that YTD June 2023 we continue to have a net surplus of \$7296 and \$31,554 in the bank!!

Membership dues reflect a little over half of our revenue. People often ask why we have dues when our services are delivered by volunteers. Our membership fees support our basic operations: We have liability insurance for volunteers to go into homes, we have office expenses including the salary for the part-time Executive Director, our website fees, phone, accountant and bookkeeper. We are very fortunate to have the donation from First Church of office space, internet and utilities. We want to make membership accessible to everyone and are now up to 5 subsidized members using the scholarship money from First Church in Swampscott and the Female Humane Society in Marblehead. We recently added a bookkeeper.

We have gone after some grants and will continue to look for additional funding to expand the services. We have received several donations from individuals. Thank you to our sponsors, including the Rotary Clubs of Marblehead Harbor, Marblehead and Swampscott, Right at Home and First Light Home Care, The law office of Harry Christenson and Glovsky Counselors at Law, Atlantic Hearing Care, Realtor Emily Gaffney, and most recently the National Grand Bank in Marblehead.

Joan McCormack

Seaglass Village Inc

Budget vs. Actuals: Seaglass 2022 - FY22 P&L

January - December 2022

	TOTAL		
	ACTUAL	BUDGET	OVER BUDGET
Revenue			
Donations	9,205.00	500.00	8,705.00
Grants		2,000.00	-2,000.00
Memberships	13,335.00	16,160.00	-2,825.00
Total Revenue	\$22,540.00	\$18,660.00	\$3,880.00
GROSS PROFIT	\$22,540.00	\$18,660.00	\$3,880.00
Expenditures			
Bank Charges & Fees	63.00	120.00	-57.00
Committee Expenses	2,804.50		2,804.50
Committee-Brochures	687.65	1,200.00	-512.35
Committee-Events	377.25	1,200.00	-822.75
Committee-Member Appreciation		300.00	-300.00
Committee-Outreach	568.04	600.00	-31.96
Committee-Volunteer Appreciation		300.00	-300.00
Total Committee Expenses	4,437.44	3,600.00	837.44
Credit Card/Paypal fees	11.40		11.40
Insurance	2,571.00	2,470.00	101.00
Legal & Professional Services	600.00	1,200.00	-600.00
Office Supplies	1,099.85	1,320.00	-220.15
Other Business Expenses		1,500.00	-1,500.00
Payroll Expenses	630.62	624.72	5.90
Taxes	2,236.63	4,147.20	-1,910.57
Wages	16,420.00	17,280.00	-860.00
Total Payroll Expenses	19,287.25	22,051.92	-2,764.67
Software Usage Fees	1,487.38	1,351.00	136.38
Taxes & Licenses	35.00	150.00	-115.00
Utilities	611.09		611.09
Total Expenditures	\$30,203.41	\$33,762.92	\$ -3,559.51
NET OPERATING REVENUE	\$ -7,663.41	\$ -15,102.92	\$7,439.51
NET REVENUE	\$ -7,663.41	\$ -15,102.92	\$7,439.51

Seaglass Village Inc
Statement of Financial Position
As of June 30, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Eastern Treasury	31,554.47
Total Bank Accounts	\$31,554.47
Accounts Receivable	
Accounts Receivable (A/R)	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Credit Card Receivables	27.00
Payroll Corrections	0.00
Undeposited Funds	0.00
Total Other Current Assets	\$27.00
Total Current Assets	\$31,581.47
TOTAL ASSETS	\$31,581.47
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Direct Deposit Payable	0.00
Payroll Liabilities	
Federal Taxes (941/944)	0.00
Federal Unemployment (940)	47.40
MA Income Tax	187.09
MA Paid Family and Medical Leave	17.05
MA Unemployment Tax	214.79
Total Payroll Liabilities	466.33
Total Other Current Liabilities	\$466.33
Total Current Liabilities	\$466.33
Total Liabilities	\$466.33
Equity	
Opening Balance Equity	580.95
Owner's Investment	-580.95
Restricted Retained Earnings	6,025.00
Retained Earnings	17,873.40
Net Revenue	7,216.74
Total Equity	\$31,115.14
TOTAL LIABILITIES AND EQUITY	\$31,581.47

Seaglass Village Inc
Budget vs. Actuals: 06-30-23 YTD
January - June 2023

	Total		
	Jan- June 23 Actual	Jan- June 23 Budget	Jan- June 23 Variance
Revenue			
Business Sponsor Donations	\$ -	\$ 2,400.00	\$ (2,400.00)
Donations	\$ 3,893.00	\$ 600.00	\$ 3,293.00
Grants	\$ -	\$ 1,000.00	\$ (1,000.00)
Memberships	\$ 18,215.00	\$ 24,897.00	\$ (6,682.00)
Restricted Donations Earned	\$ 375.00	\$ 825.00	\$ (450.00)
Sales - T-shirts (to be sold)	\$ (403.71)	\$ -	\$ (403.71)
Total Revenue	\$ 22,079.29	\$ 29,722.00	\$ (7,642.71)
Gross Profit	\$ 22,079.29	\$ 29,722.00	\$ (7,642.71)
Expenditures			
Ask My Accountant	\$ -	\$ -	\$ -
Bank Charges & Fees	\$ 0.01	\$ 30.00	\$ (29.99)
Bookkeeper	\$ 742.50	\$ 1,500.00	\$ (757.50)
Cori Fees	\$ -	\$ 498.00	\$ (498.00)
Credit Card/Paypal fees	\$ 287.02	\$ 30.00	\$ 257.02
Insurance	\$ 184.60	\$ -	\$ 184.60
Legal & Professional Services	\$ -	\$ -	\$ -
Mailchimp Expense	\$ 140.80	\$ -	\$ 140.80
Office Supplies	\$ 377.13	\$ 750.00	\$ (372.87)
Payroll Expenses	\$ -	\$ -	\$ -
Taxes	\$ 853.22	\$ 2,073.60	\$ (1,220.38)
Wages	\$ 8,860.00	\$ 8,640.00	\$ 220.00
Total Payroll Expenses	\$ 9,713.22	\$ 10,713.60	\$ (1,000.38)
Program-Annual Event	\$ -	\$ -	\$ -
Program-Appreciations	\$ -	\$ 300.00	\$ (300.00)
Program-Brochures	\$ 831.12	\$ 1,400.00	\$ (568.88)
Program-Events Committee	\$ 1,031.76	\$ 600.00	\$ 431.76
Program-Outreach Committee	\$ 46.74	\$ 300.00	\$ (253.26)
Program-Promotional Items	\$ -	\$ 600.00	\$ (600.00)
Software Usage Fees	\$ 832.30	\$ 900.00	\$ (67.70)
Taxes & Licenses	\$ -	\$ -	\$ -
Utilities	\$ 675.35	\$ 690.00	\$ (14.65)
Total Expenditures	\$ 14,862.55	\$ 18,311.60	\$ (3,449.05)
Net Operating Revenue	\$ 7,216.74	\$ 11,410.40	\$ (4,193.66)
Net Revenue	\$ 7,216.74	\$ 11,410.40	\$ (4,193.66)

Outreach Report

NEWSLETTER

The Seaglass Village newsletter continues to go out (by email and/or snail mail) on the 20th of each month. Highlights of every issue include thanks to our individual donors, news of the SV organization, list of up-coming events, articles of interest to our members and prospective members, and often interviews with members, volunteers, and/or members of committees. New column is “Caregivers’ Corner.” And... always a cartoon. Beginning with the June 2023 newsletter, there are now Part One (news) and Part Two (event calendar).

MARKETING MATERIALS

Besides our banners, signs, car signs, and brochures (for prospective members and for volunteers), we now have:

- Jar openers
- Refrigerator magnets
- T-shirts
- Bags

PRESENTATIONS

- Farmers’ Markets – Marblehead and Swampscott
- Nahant COA
- JCC
- GLSS
- Swampscott Rotary
- Marblehead Rotary
- Marblehead Harbor Rotary
- Marblehead Housing (Roads School)
- Lutheran Church, Marblehead
- St. Michael’s Church, Marblehead
- Marblehead Mental Health Task Force
- Nahant Community Breakfast
- Marblehead Chamber of Commerce

- Community Resource Fair at the Swampscott Housing Authority
- First Church Congregational, Swampscott - Annual Meeting

MEDIA

- TV – Marblehead TV, Swampscott TV
- Press – Marblehead Current, Lynn Item

Betsy Morris

Events Report

Event Attendance

	Q4 2021 (3 months)	Q1-Q4 2022 (12 months)	Q1-Q2 2023 (6 months)
Events	6	52	44
Attendees	34	623	380
Avg. Events	2/mo	4/mo.	7/mo.

Milestones

Fall 2021: Tried various events, had small attendance.

Spring 2022: Survived successfully during COVID. All but 2 events were via ZOOM.

Fall 2022: Reimagining Retirement Party in September first event > 100 attendees.

Winter 2022: First joint events with Swampscott CoA and First Church.

Summer 2023: Nahant native garden walk highest attendance since opening (134). Created interest and recognition of SGV in Nahant.

A Sampling of Our Past Events

- Breakfast/Lunch/Dinner Out with Friends, various times/days
- Early evening beach socials at local beaches: Devereau, Fisherman's, Preston, Nahant Short Beach
- Pickleball
- Book Club
- North Shore Navigators Baseball & BBQ, Marblehead Little Theater performances, House of 7 Gables Tour
- Table Talks - small group chats on any topic, including member/volunteer feedback with Board Member & Event Committee Members as hosts
- Summer back yard garden socials

Upcoming Seaglass Village Events

- July 23** North Shore Navigators All-Star Baseball & Fireworks
- July 27** Back Yard/Garden Social (Swampscott)
- July 28** Table Talk: Member/Volunteer Feedback
- July 31** Beach Social at Fisherman's, Beach
- August 3** Lunch Out with Friends @ Mission on the Bay
- August 9** Table Talk: "Let's Talk About Your Gardens" by Lauren Shaw/Sherry Smith
- August 10** Back Yard/Garden Social (Marblehead)
- August 15** Table Talk: "Family History & Genealogy" by Penny Stratton
- August 16** Back Yard/Garden Social (Swampscott)
- August 17** Beach Social at Chandler Hovey Lighthouse, Marblehead Neck
- September 8** Seaglass Village Gala at Marblehead Little Theater
- Tuesday mornings** Pickleball



Event Committee Members

July 2023

Lauren Shaw

Marylou Harvey

Pat Fried

Sherry Smith

Linda Garber, Chair

Linda Garber

Website Report

During the past year, we have made changes to our website to reflect our transition from a brand-new organization to an active, thriving one.

A website committee—comprising Alyce Deveau, Emily Gaffney, Joan McCormack, Betsy Morris, and myself—has reviewed the home page and key portions of the site. We reviewed suggestions and comments culled from Members and Volunteers, and we looked at sites of other Villages throughout the country, selecting several home pages that were particularly clear and inviting. Emily made particularly helpful suggestions regarding wording, for example, moving us away from using the somewhat tired phrase “aging in place” toward using phrases such as “independent living” and “growing older.”

Many of these suggestions have been implemented, so that now our lead photo shows Members and Volunteers in action rather than photos of the three towns we serve. Boldface, clear text welcomes the site visitor and summarizes our mission. Further, there are clear links to becoming a Member or Volunteer, followed by links to our latest Newsletter and to upcoming events. As a result, the home page is a very good outward-facing page that portrays a dynamic, active organization. Our next step is to ensure that information and navigational paths are clear for those who are already Members and Volunteers.

Plans for the upcoming year:

- Implement further recommendations.
- Request a customized stylesheet from Helpful Village.
- Hold one or more table talks or focus groups to assess how Members and Volunteers navigate the site.

Penny Stratton

Board Members

2022–23

Heidi Whear, President
Joan McCormack, Vice President,
Doreen Hodgkin, Secretary
Anne Waymouth, Treasurer, *thru 5/23*
Izzi Abrams

Catherine Doherty
Linda Garber
Judy Gates, *term ending*
Betsy Morris
Penny Stratton

2023–24

Joan McCormack, President
Doreen Hodgkin, Vice President
Heidi Whear, Past President
[Secretary and Treasurer TBA]
Izzi Abrams
Cliff Boggis, *new member*

Catherine Doherty
Linda Garber
Betsy Morris
Bob Powell, *new member*
Penny Stratton

New Members



Cliff Boggis of Marblehead. Cliff graduated from Marblehead High School (1969) and Bates College (1973). He became a banker, working for Century Bank, Baybank, Malden Coop, and retiring from Salem Five. He not only played baseball but also coached both baseball and soccer locally. He and his wife live in downtown Marblehead. They have a grown daughter.



Bob Powell of Swampscott. Bob is a certified financial planner and journalist specializing in retirement and aging issues. He is a founding chair of the Swampscott for all Ages Committee, which initiated the formation of Seaglass Village. He is currently the chair of the Swampscott Council on Aging Board of Directors. He has been involved with many boards, including the Swampscott Retirement Board, Jewish Journal North, Swampscott Little League, and Lynn Youth Hockey. Bob lives in Swampscott with his wife, Amy. They have triplet sons and a daughter.