

# LAUNCH

## 2021 ANNUAL REPORT

316-686-4500

EmpoweredSenior.org  
A 501(c)3 charitable organization



Dear Friends of Empowered Senior,

This is the first Empowered Senior annual report. There is so much to celebrate and share.

Our vision has expanded in a monumental way. We successfully obtained 501(c)(3) status as a Not For Profit corporation effective May 1, 2021. That milestone was not something imagined in the beginning.

Recently, we've learned that ours is a common origin story for a Nonprofit. A creative, energetic, unique offering fills a gap and begins to serve a community. As it grows, often about three years later, there is a realization that what they've actually created is a **charitable organization** with a larger mission to address.

The launch of the Empowering Seniors mission was not accomplished alone. Brilliant and dedicated community partners contribute at every step. It's been a privilege to collaborate and build vital relationships that benefit local Seniors and caregivers.

Our efforts have been blessed and inspired by many across the country addressing the overwhelming tasks and plight of aging in our modern world. The support of cross-disciplinary colleagues, expert panelists, television guests and friends have made our mission possible. We are humbled and amazed by all that have cheered our efforts.

What began as a simple monthly lecture series with solutions to address complex senior living decisions for mature homeowners has evolved with a few surprising developments since our first seminar in January 2019. One being the remarkable opportunity to take our topics to a television audience.

We've now completed three years of seminars. In October we celebrated 2021 with a garden party on the Terrace at Botanica. Attendees enjoyed an 8 piece jazz band and a delicious sponsored lunch. We were blessed with perfect Autumn weather. Amazing!! In addition, we had a special surprise visit from the Mayor, Brandon Whipple, who officially recognized our work as a contribution to the city!!

Last summer, we accomplished our first field trip! Parade of Patio Homes - a luxury bus tour of 55+ lifestyle communities - a big hit!

## OUR TEAM

**Katelyn Weber**

*Marketing & Communications*

**Chelsea Metoyer**

*Creative Design/Brand manager*

**Randy Ambrose**

*Senior Transitions, Consultant  
Seminar Co-Host*

**Donette Biggs**

*Senior Move Manager®*

**Samantha Blunck**

*Senior Move Manager®*

**Cindy Kegley**

*Community Education Specialist*

**Allen Atha**

*Director, PBS Kansas*

**Delno Ebie**

*Event Photography*

**Greg Alexander**

*Event Video Production*

**Chelsea French**

*Grant Writer (2022)*

## BOARD

**Katherine Ambrose** CSHP®, CSDC®

*President*

*kambrose@kw.com | 316.807.5079*

**Nicole Easton**

*Treasurer*

**Dee Haskins**

*Secretary*

**Brian Speer**

*Board Member (2022)*

**Teryl (Terri) L. Brooks**

*Board Member (2022)*

The global pandemic made the commitment of completing 22 television episodes for Season 2 personally and professionally daunting. Happily, it was a wrap before the holidays!

An ambitious decision to create a miniseries addressing Dementia for Season 3 meant we were also simultaneously taping interviews for that production since Summer. We have filmed segments for this passion project all across Kansas, from the Colorado border to Missouri. Notably, we were the first media granted access inside the KU Medical Center in Kansas City since the 2020 outbreak. Simply incredible!

Our biggest blessing for the miniseries production is that Teepa Snow came to Wichita for four days to film with us. Teepa is the world renowned expert on Dementia Care training. The role-play discussion on camera and on-set conversation promises lasting positive influence.

Late-life issues are overwhelming for most. Opportunities to be proactive and strategic often are missed. Far too many critical life decisions are made in urgent, crisis mode resulting in unfavorable outcomes.

Our professional platform informs and educates professionals nationally on how better to serve the needs of our aging population.

Our community platform provides education, resources and services for mature adults facing challenging life transitions. Our events, speakers and programs inspire reflection, familial communication, and professional interaction.

We stand to equip and empower mature individuals, couples and families to:

- ★ **Make timely, informed choices**
- ★ **ALWAYS prepare for a Plan B**
- ★ **Take positive ACTION to improve quality of life**

On a personal note, the Empowered Senior journey is a gift and honor that I take seriously. Afternoons spent as a nursing home “candy striper” in 7th and 8th grade left an indelible impression on my heart. I’m so grateful that my life has come full circle. I KNOW that this path is where I am intended to be.

Many thanks to every viewer, seminar attendee, workshop & field trip participant, client, volunteer and donor that have shown up for us and engaged in our programs. Your referrals, encouraging words, thoughtful notes, handholding, smiles and hugs have had the greatest impact on our dedication to equip, educate, and empower Seniors. ***This organization exists because of YOU!***

Thank you for standing with us.



*Katherine pictured with the first two Empowered Senior Seminar Series attendees, Jan. 10th 2019.*

*Katherine Ambrose*

**Katherine Ambrose**  
Founder & President  
Empowered Senior



*Mayor, Brandon Whipple, bestowed Certificate of Recognition from The City of Wichita for outstanding service, excellent leadership, dedication to providing resources for Senior Citizens and continued volunteerism to better our community. Nov 2021*

## SEMINAR SUCCESS



**EMPOWERED  
SENIOR SERIES**



**Candid conversations on every aging topic that you can imagine!** Since the inception of the Empowered Senior Seminar Series we have served 1,121 unique attendees! In fact, we added 25% MORE first time attendees in 2021.

Our goal is to ALWAYS provide the opportunity to attend in-person events. Socialization & community is the heart of our outreach! Additionally, we livestream, record and publish events as often as possible on EmpoweredSenior.org and recently added a professional videographer to our team.

**WELCOME NEW 2022 EDUCATION PARTNERS!**



## DOWNSIZERS CLUB

**Downsizers Club is our “#1 deliverable” for 2022.** This workshop offering has been discussed and planned since early 2020. It is appropriate for mature adults of any age wishing to organize and simplify their home; reduce stress; and enhance overall quality of life. It is designed as a monthly workshop with course materials, homework, and a supportive small group setting. **It will inspire reflection, create direction, and get participants into ACTION!!**



## SENIOR MOVE MANAGEMENT®

Credentialed ★ Heart-Centered ★ Educators



In our commitment to helping Seniors with overwhelming mature life tasks we have joined the National Association of Senior & Speciality Move Management (NASMM) for professional guidance, affiliation, and defined standards of practice.

This Empowered Senior service is a retail offering that is providing revenue for our 501(c)3. Services include Certified Senior Downsize Coaching® and Senior Move Management.® We provide consulting, pre-move preparations (sort, organize, pack), A-Z moving and liquidating coordination, coordinate home repairs/updates & contractors; and help getting unpacked + resettled...making the new place truly home.

Senior Move management® involves emotional, logistical and strategic support. We operate from a nurturing perspective providing much more than physical labor.

**Dedicated to helping clients go from Overwhelmed to Overjoyed!**

## OUR 1ST FUNDRAISER: CHARITY SMOKE

How is it that an organization that serves Seniors would select a Cigar & Wine Pairing Dinner as it's first major fundraiser? Well, as luck would have it, one of our board members, Brian Speer, has expertise as a Boutique Cigar Broker. He has the passion, vision and connections to make this a world class event so it was an easy YES!

**We know a great fundraising opportunity has revealed itself and we are a GO!**



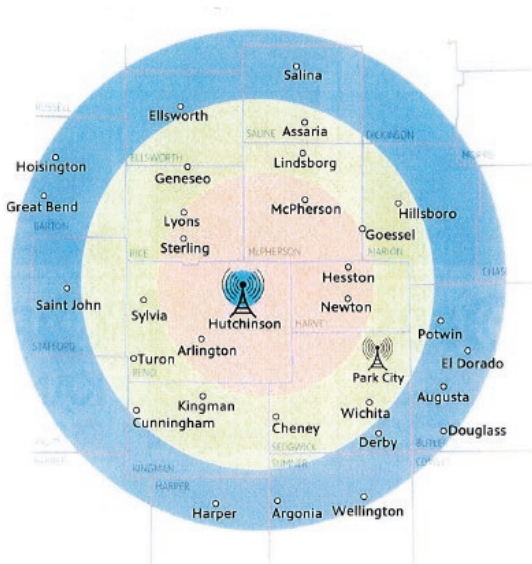


# LIGHTS, CAMERA, ACTION

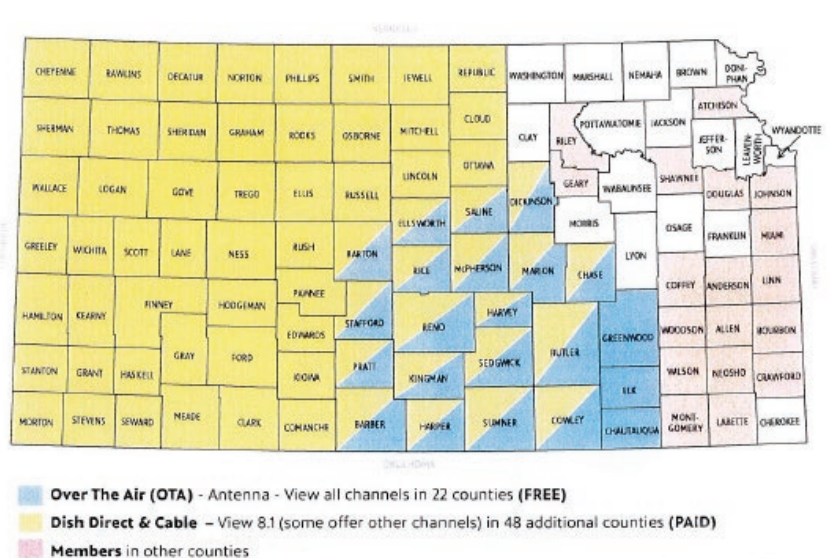
Season two aired as a weekly, prime time program with 22 episodes completed. Season three has been in simultaneous production since August 2021 with 22 episodes slated to air in 2022 [www.kpts.org/programming/empowering-seniors/](http://www.kpts.org/programming/empowering-seniors/)

350,000 households tune into PBS Kansas each month:

## PBS Air Coverage



## Ways to Watch PBS in Kansas



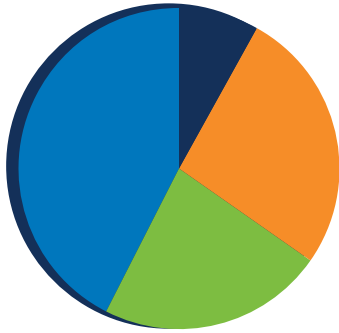
Teepa Snow and her team on location with Katherine.



Katherine interviewing local television legend, Larry Hatteberg.

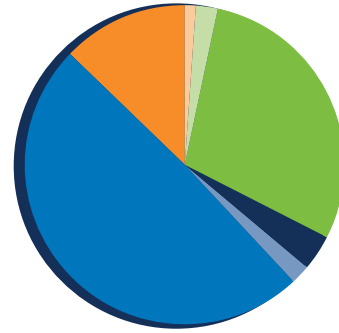
## EMPOWERED SENIOR FINANCIAL REPORT 2021

**2021 Revenue \$30,859**  
(5/1/2021 - 12-31-2021)



- Donations -\$2,500
- Seminar-Educ. Partners -\$8,300
- In-kind Service Income -\$7,000
- Move Mgmt Income -\$13,059

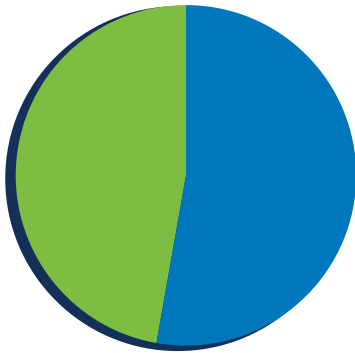
**2021 Expenses \$23,840**  
(5/1/2021 - 12-31-2021)



- Marketing -\$308
- Continuing Ed - \$499
- In-kind Service Expense - \$7,000
- General Office - \$868
- Legal/Professional - \$400
- Move Mgmt. Exp. - \$11,765
- Rental-Event space - \$3,000

## TELEVISION FUNDING

**Total \$61,355.79**



Our weekly primetime television program is produced and hosted by Katherine Ambrose.

- Corporate Sponsors - \$33,460
- Grant: Lewis H. Humphreys Charitable Trust - \$27,895.79

*\*All funds raised were paid directly to PBS Kansas*



## PROUDLY SPONSORED BY:



## THANK YOU TO ALL 2021 SPONSORS



Emotional, physical & logistical support...  
... from start to finish!

## You've Got People!



Equip. Educate. Empower.

EmpoweredSenior.org A 501(c)3 charitable organization

Call or Text Us: (316) 686-4500