



**AMAC Foundation**

Supporting & Educating America's Seniors

## 2020 Annual Report



*Supporting and Educating America's Seniors*



# AMAC FOUNDATION

## 2020 Annual Report

### Seven Years of Service to America’s Seniors

#### Contents

About the Foundation and its Mission .....	1
The Legacy of Our Founder, Dan Weber .....	1
Realizing our Mission—A Quick Recap .....	1
Foundation Leadership .....	2
Board of Directors.....	2
Foundation Administration.....	3
Building Brand Awareness .....	3
AMACFoundation.org Website.....	3
Social Security Report and Medicare Report Websites.....	4
A Major Branding Advancement.....	5
Website Analytics .....	5
Our Online Newsletter.....	6
Social Media Presence .....	7
Foundation Major Programs.....	7
Social Security Advisory Service.....	7
Public Seminars – 2020.....	11
The Virtual Seminar Approach .....	13
Public Seminars – Planned for 2021 .....	13
Other Seminars and Workshops Being Planned.....	14
AMAC “Veterans 2021 Project” .....	14
A Word on Partnerships.....	15

Foundation Finances .....	16
2014-2020 – Seven Years of Operation .....	16
Year-end 2020 Financials .....	16
2021 Operating Budget.....	16
Looking Ahead.....	17
Exhibits A - I.....	18
Exhibit A—The Legacy of Our Founder, Dan Weber.....	19
Exhibit B—AMAC Press Release – “Veterans 2021 Project” .....	21
Exhibit C—AMAC Foundation Board Members; Foundation Administration .....	23
Exhibit D—AMAC Foundation Blog Page Example .....	28
Exhibit E—AMAC Foundation Newsletter Sample.....	29
Exhibit F—Press Release – “Ask Rusty: What’s So Hard About Social Security?” .....	30
Exhibit G— Social Security Advisory Service – Magazine Coverage (5 Pages) .....	31
Exhibit H— EOY 2020 Financial Results (3 Pages) .....	36
Exhibit I— Foundation 2021 Operating Budget.....	39



# AMAC FOUNDATION

## 2020 Annual Report

### About the Foundation and its Mission

#### The Legacy of Our Founder, Dan Weber

Our seventh full year of operation is behind us, and in many respects, it was another great year for our Foundation as we continued to grow in our commitment to America's Seniors. But the year just completed wasn't an easy one...we were all stunned and deeply saddened by the loss early in the year of our Founder and friend, Dan Weber. A visionary we all cherished and a leader whose influence will remain with all of us going forward, Dan's loss to the Foundation and to the larger AMAC Family is immeasurable.

The success of the AMAC Foundation is without question a major part of Dan Weber's legacy. Indeed, while his formation of the Association of Mature American Citizens (AMAC) represented a mission to provide Americans an honest, active, and conservative alternative to other 50+ organizations, his focus also centered squarely on providing service to enrich the lives of Seniors. That's the premise on which our Foundation was created, and that's the basis for everything we do. For those who may not have had the opportunity to know him personally, we feel the words of his daughter and successor as our Foundation President, Rebecca, provide a moving tribute to his life. Rebecca included these words in the April edition of the AMAC Magazine, and we've included them here (Exhibit A). We encourage readers to reflect on them.

#### Realizing our Mission—A Quick Recap

Over our seven-year history, the Foundation's attention to its mission "to help protect and ensure the financial security, health, safety, and social lives of current and future mature Americans, and to help Americans navigate the bewildering array of decisions they need to make" has not wavered. Our pride in being able to deliver service to our constituency with a relatively modest, but strongly committed staff, is evident in everything we do.

Our focus throughout 2020 centered on the Foundation's highly-acclaimed Social Security Advisory Service, the program through which we've touched the lives of over 14,000 Seniors since its 2016 launch. Coincidentally, our Social Security Report and Medicare Report websites provided a steady stream of timely and critical information to the public, serving to continually update our constituency on areas vital to them and their families.

Our third major service area—our well-established public seminar series—did not fare as well for us in the past calendar year, with the Coronavirus pandemic crushing our ability to conduct live seminars and forcing us to resort to virtual approaches to serve a public eager to be informed of general enrichment topics. We shifted appropriately, although the use of computer-based delivery did not appear to be as well-received by our constituency as we had hoped.

In terms of new initiatives, 2020 saw the Foundation become a substantial partner in the expansion of AMAC’s (the Association of Mature American Citizens) Veteran support commitment. As announced in AMAC’s December 4 press release (Exhibit B), our Foundation is playing a key role in shaping this major initiative on behalf of the Veteran Community, with our various resources pledged to help communicate in a variety of ways with America’s Veterans.

With all of our projects and initiatives, the fundamental objective is to continue to brand the Foundation as a substantial, responsive asset for America’s seniors. We believe the progress we’ve made during our seven-year history is evidence of this, and we look forward to continuing to build our presence for the years ahead. As will be explained later in this report, our work in 2020 included a major effort to broaden brand awareness for who we are and what we do, taking advantage of a significant grant-funded online marketing opportunity.

This report recaps the AMAC Foundation’s accomplishments during 2020, and provides a glimpse of what’s planned for the road ahead. As a public benefit corporation, we accept the responsibility of providing services seniors need, and we depend on feedback from those touched by these services; accordingly, we encourage any and all thoughts and suggestions for improvements that can help us provide responsible quality services for our seniors.

## Foundation Leadership

### Board of Directors

Following the passing of our Founder and Board President, Dan Weber, we implemented several changes to our Board of Directors. Effective April, 2020, the membership of our governing body now stands as:

Board of Directors	
Rebecca Weber – President	Mary Parker Lewis - Director
Judith Weber – Vice President	Sandra Sinagra - Director
David Weber - Treasurer	Maureen Otis - Director
Kurt Meyer - Secretary	M. Favi West - Director
John Caffrey - Director	George Spangler - Director
John Grimaldi - Director	

Background information on all Foundation Board members is presented in Exhibit C.

## Foundation Administration

Day-to-day coordination, operation, and administration of Foundation activities are in the hands of two key individuals:

Foundation Administration	
Gerry Hafer, Executive Director	Eileen Cook, Executive Assistant

Their respective backgrounds are also presented in Exhibit C.

## Building Brand Awareness



Establishing and maintaining an online presence is critical for any 21<sup>st</sup> century organization, and especially for one still relatively new to the world of philanthropical organizations. At the AMAC Foundation, we recognized this early, and have focused a fair amount of attention on building a solid online presence and, correspondingly, a broader audience for what we do in support of Seniors. A major part of our motivation here is the simple fact that studies have shown that seniors are more connected to the digital world than ever before, and their hesitancy to embrace online communication technologies is steadily waning. In fact, this excerpt from a Pew Research Center study report<sup>1</sup> puts a pretty fine point on how Seniors today are adapting to technology:

“Once online, most seniors make the internet a standard part of their daily routine. Roughly three-quarters of older internet users go online at least daily, including 17% who say they go online about once a day, 51% who indicate they do so several times a day and 8% who say they use the internet almost constantly.”

Our online presence has enabled a fairly high degree of interaction with the community we serve and is continuing to grow along with us. Presently, the components of this presence are:

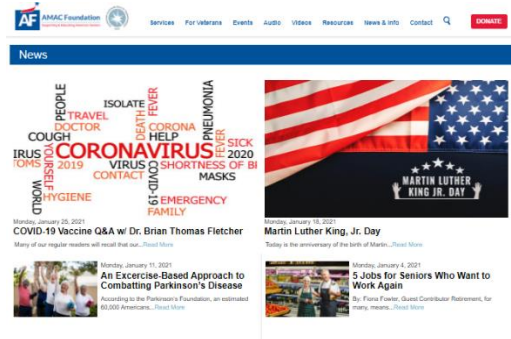
### AMACFoundation.org Website

Our primary online portal, [www.AMACFoundation.org](http://www.AMACFoundation.org), is a multi-faceted, responsive website designed to convey the spirit of the Foundation. The original version was activated in mid-2014 and served us well for its two and a half-year life. Its 2017 rebranding enables us to achieve a more modern appearance, including a more simplistic logo and a fresher, easier-to-navigate and easier-to-maintain website.



<sup>1</sup> <https://www.pewresearch.org/internet/2017/05/17/barriers-to-adoption-and-attitudes-towards-technology/>

Our website’s pages have proven to be popular with our constituency, particularly the “Events” page where we advertise upcoming seminars and workshops and provide specific registration instructions. The “News and Interesting Information” page is also of growing interest to our site visitors, delivering blog-type articles of genuine importance to seniors. In 2020, a total of 72 new articles were posted, covering a range of topics from internet security to caregiver burnout, and covering human interest stories, health-related advice, aging-in-place assistance, and many other informative subjects. A screen shot of the blog page format is shown in Exhibit D.



During the latter part of the year, we installed a major new feature on our site—the addition of a “For Veterans” clearinghouse of reference sources for our country’s military Veterans. This website feature is part of the Foundation’s involvement in a major AMAC Veterans 2021 initiative, and is discussed in greater detail later in this report.

Like most of today’s internet portals, our site is designed for access via multiple technology platforms, including laptop/desktop computers, tablets, and “smart phones.” The site provides access to Foundation publications, as well as a separate, secure page to accept contributions from Foundation supporters.

## Social Security Report and Medicare Report Websites

The following paragraphs will outline the major on-line reference sites currently operated by the AMAC Foundation:

### Social Security Report

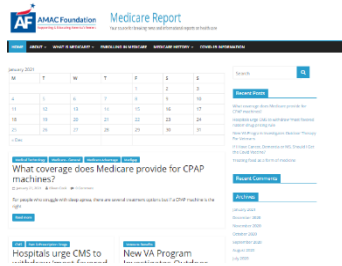
The Social Security Report website is a resource for anyone interested in the state of the Social Security program in the United States. The website includes:

- daily news feeds on major breaking news and legislative developments affecting the program
- questions and answers relevant to topics of interest to the public;
- a resource ‘toolkit’ presenting helpful aids in decision-making;
- an archive of documents on key Social Security issues; and
- a link to AMAC’s proposal for prototype Social Security legislation.



Designed originally as a service for Congressional Aides and their Senators and Representatives to stay abreast of developments and projections on Social Security and its related programs, the site has evolved to be a critical resource for the general public. Through 2020, nearly 15,000 separate Social Security-related and retirement-related news articles have been channeled through the site.

## Medicare Report



The Medicare Report website, launched in 2014, was developed to provide Americans with a strong understanding of their benefits and obligations as they participate in this critical program. In addition to key background information, the site presents daily newsfeeds about all facets of Medicare and Healthcare in general culled from a broad range of media sources on developing information. In addition to the daily updates, the site features a wealth of in-depth research covering the full scope of Medicare and its components.

## A Major Branding Advancement

During the third quarter of 2020, the Foundation began participation in the “Google for Non Profits” program, through which grants are made to eligible organizations to take advantage of online ads. Google Ads, of course, are the on-screen pop-up ads that appear during internet searches and are used to alert users to products and services related to the subject they are researching. With strategic placement of these ads, we are now calling attention to our Social Security Advisory Service, our webinar and seminar events, and the content of our various information websites.

The start-up phase of our Google for Non Profits/Google Ads project began in late September, and through year-end has been producing a marked upswing in the traffic to our primary websites. In fact, through the first three months of this program, we placed over 125,000 individual ads (impressions in Google terminology), with almost 10,000 of these ads enabling the viewer to take action (conversions). The Click Through Rate (CTR) was 7.73 during this period, well above the mandatory rate required to retain the grant funding.

The success of this branding effort relies on the content quality of our websites, and is ultimately measured in the continued growth in demand for our Social Security Advisory Service.

## Website Analytics

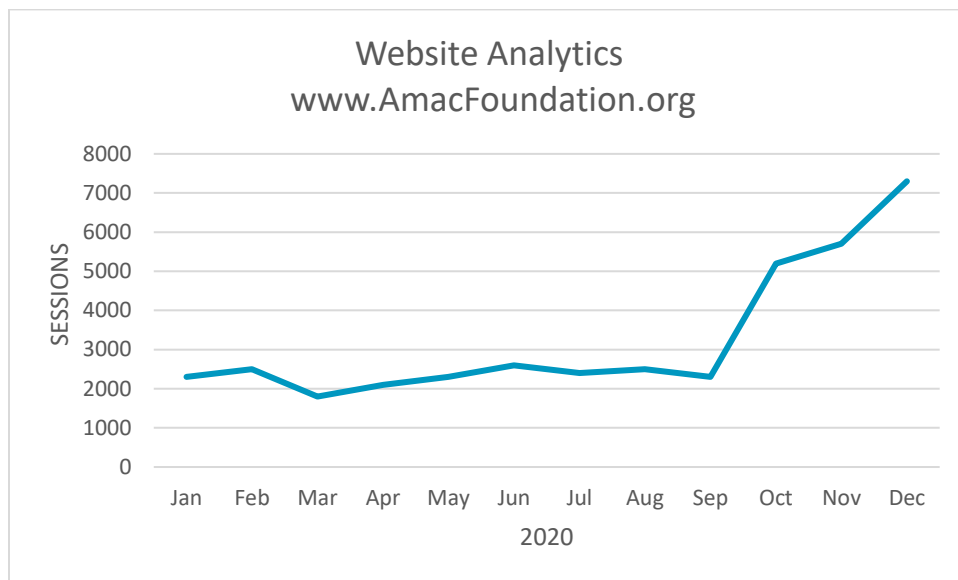
As our activities have grown, so too has our online reach, as indicated by the website activity levels presently being experienced across our three sites. Likewise, our participation in the Google Ads project mentioned above has greatly expanded the level of traffic to our websites.



The following chart, produced via our Google Analytics account, show the average monthly level of activity across the primary websites we operate:

Website Address	Avg. Site Users Per Month	Avg. Sessions Per Month
AmacFoundation.org	2750	3250
SocialSecurityReport.org	4833	5750
MedicareReport.org	408	525

And, to illustrate the impact of the Google Ads project discussed above, take a look at this graph showing the 2020 month-by-month access pattern for the Foundation’s primary website:



### Our Online Newsletter

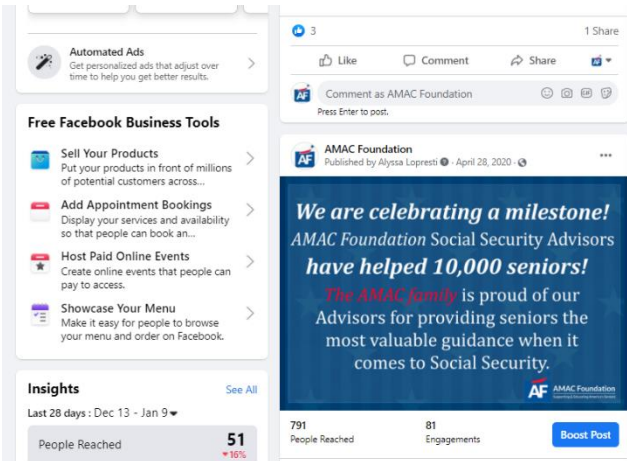
Our monthly newsletter continued throughout 2020, bringing our subscribers a steady update on the major initiatives underway at the Foundation. We continue to produce the newsletter with an eye toward brevity, with each edition limited to three key items.



The topics typically represent the key items we need to communicate to our readers, including announcements of upcoming seminars and workshops, reports on our Social Security Advisory Service, updates on the Foundation’s staff development, and much more.

A sample newsletter is shown in Exhibit E.

## Social Media Presence



As promised in our last Annual Report, we “stepped up our game” in 2020 with respect to the use of Social Media to reach our growing Foundation audience. During the year, we posted over 50 separate items on our Facebook page, covering upcoming events and seminars/webinars, acknowledging Holidays, and delivering general information on activities underway at the Foundation. To the left is an image representing our expanded use of social media communication.

## Foundation Major Programs

### Social Security Advisory Service

Our Foundation’s Social Security Advisory program continued to grow in popularity as we concluded our fifth full year of service to America’s Seniors. 2020 was the most active year on record for us, with over 5,000 service requests handled by our accredited—and highly talented—staff. As you can see in the Social Media excerpt shown above, we hit a milestone early in 2020 with the handling of our 10,000<sup>th</sup> request, and the momentum just continued, reaching over 14,000 by year-end.

While the steady growth in volume is an indicator of our reach across the Senior community, we are also gratified by accolades from an appreciative public. To ensure that our constituency remains satisfied, during 2020 we launched a follow-up process to measure our effectiveness, issuing brief surveys to those we’ve served. This survey process yielded a 50% response rate, with 98% of the responses indicating complete satisfaction with their response from us. 100% of the respondents were satisfied with the timeliness of our response to them, while 99% indicated they would recommend the service to others.

Our Advisory Staff now features six trained and accredited professionals available to respond to email and telephone inquiries from folks needing rescue from the state of confusion they’ve fallen into as a result of the program’s massive collection of rules and regulations. As in prior years, the questions we handle continue to cover a broad range of topics, from simplicity (What is my full retirement age?) to the more complex (How does my foreign retirement income affect my



Eileen Cook



Sharon Kleczka



Russ Gloor



Gerry Hafer



Arlene Sharp



Ken Barron

Social Security benefit?) Although we track inquiries across more than a dozen categories, the most frequently addressed topics were:

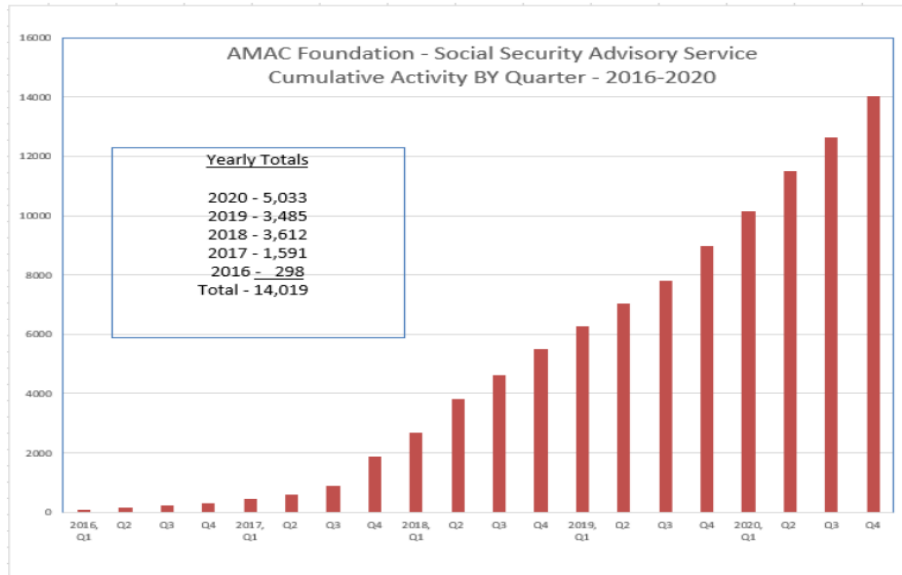
- When to Claim Benefits
- Spousal Benefits
- Survivor Benefits
- Windfall Elimination Provision (WEP)/Government Pension Offset (GPO)
- Disability and Social Security
- Working while drawing benefits (the “Earnings Test”)

### *Operating the Service During the Pandemic*

Recognizing the critical nature of what we do and its importance to those we serve, our Advisory Service took steps at the outset of the COVID-19 pandemic restrictions to maintain the continuity during disruption that swept the country. By re-deploying our accredited Advisors to work at home and providing the necessary communication equipment to receive and respond to requests, we are able to remain seamlessly available to those who need us as they navigate the complexities of Social Security. Since the lockdown quickly led to government offices being closed, the availability of our service was a comfort to many during this troubled time, and remained so throughout the year. We alerted the public to our availability during the pandemic via a post on our Foundation website’s “News and Interesting Information” page, and a similar notice was posted on AMAC, Inc.’s website (AMAC.us).

### *Promoting Growth for our Service*

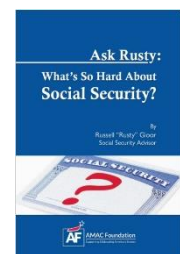
As the graph below illustrates, the activity level in our Advisory Service has grown substantially over the 2016-2020 period, owing largely to increased promotion of the program. One of the key aspects of this promotion was the late-2016 launch of our “Ask Rusty” weekly Social Security Q&A news release, published to more than 7,000 media outlets across the country. Based on the feedback we’ve received, we know that hundreds of newspapers, blogs, and websites regularly reprint the release, which presents a question about Social Security—based on actual questions we’ve received—and a thoroughly researched answer.



As an added aspect of this service, in the latter part of 2020 we implemented an audio version of the weekly “Ask Rusty” publication, and made this version available to radio stations for use in their daily programming. We subsequently added these audio versions to our Foundation website for access by the public, and this has proven to be a valuable addition to our public outreach. These audio editions complemented the audio recordings from our 2019 radio program “Senior Talks: Deciphering the Social Security Maze” carried as a drive-time program on WFX in the Washington, D.C. metropolitan area from March through October. The 100+ radio programs were recorded and subsequently added to our website’s “Audio” page for on-demand access by the public.

**“Ask Rusty” Print Publications**

In 2018, we published a bound collection of our “Ask Rusty” releases, and in 2020, we took the concept to a new level with the publication of our book, “Ask Rusty: What’s So Hard About Social Security?” In some respects, it was an update of the 2018 bound collection, but with a totally different approach--essentially an instructive, almost textbook like publication, with each section presenting, in understandable terms, Social Security’s rules followed by actual “Ask Rusty” Q&A publications illustrating real-life examples of the rules in action. The total publication is slightly over 300 pages and was produced in hard copy book form for sale to the public. It was also made available for eBook purchase.



As a public service, a copy of the “Ask Rusty: What’s So Hard About Social Security?” book was provided to all Congressional offices, with copies sent to each Representative and Senate office, along with an explanation of our Social Security Advisory Service and how their staff members can take advantage of our services on behalf of their constituents.

In October of 2020, as part of the announcement of the book release, AMAC.us carried a press release written by Foundation Board Member and AMAC correspondent John Grimaldi. The press release is included in this report as Exhibit F.

### *Advisory Service Coverage in the AMAC Media*

During 2020, our Social Security Advisory Service continued to be a key part of the AMAC Magazine, with Foundation staff materials featured in every edition. This presence in a prominent, widely distributed medium helped further expand public awareness of the Foundation and its programs, and particularly the Social Security Advisory Service. Each magazine edition featured an “Ask Rusty” reprint, with additional content covering Social Security-related topics. Copies of these articles are presented in Exhibit G.

The Foundation was also featured twice on televised “AMAC Weekly News” programs produced and moderated by radio and cable television talk show host Ben Ferguson in 2020. Foundation representatives joined the Weekly News Lineup twice to discuss the Advisory Service and its growth to meet the needs of a public anxious to learn more about Social Security or in need to assistance in their decision-making process. The image at left is an excerpt from the July 24 edition of the “AMAC Weekly News.”



### *A New Initiative – The Social Security Advisory Concierge Service*

To expand on what we’re already doing, our team has been developing a new service targeted at small to medium companies that do not have on-staff resources familiar with the intricacies of Social Security. Our design approach is to offer the service on-site at a company’s location, featuring a “packaged” approach with the following components:



- A complete and focused seminar on Social Security, from basics to details (about a four- to six-hour session)
- Focused discussions on items pre-selected for the audience (e.g., spousal benefits, survivor issues, calculation of benefits, filing strategies, rules for government retirees, etc.)
- Individual appointment-based sessions to discuss questions, personal situations, etc. like:
  - Break-even strategies
  - Specific questions that people are not inclined to discuss in open forum
- Foundation publications ("Ask Rusty" collections, "Who's Who in Social Security," article reprints)

At year-end, development of the materials for this program were nearing completion, and preparation of a marketing approach was underway. It is hoped that an initial launch of the

program can be done in early 2021, although COVID-19 restrictions might hamper that objective.

### *Meeting the Demand for Service*

As mentioned in our preceding Annual Report, dealing with the continued and growing demand for our Advisory Service presents a challenge for the Foundation—but it’s a challenge we welcome and deal with to continue responding to requestors with a service level that meets their needs. In 2020, we served over 5,000 individual requests and, to handle this demand, we moved ahead with a staff addition to bring our total in-house roster of accredited Advisors to six. Looking ahead, we’ll be keeping a close eye on our staffing level and our ability to maintain the quality level of service our constituency has come to expect, and will take action as necessary to stay ahead of this demand. In fact, our service level goal is to respond to most questions immediately or within 24 hours, and all questions within 48 hours, depending on the amount of research required. This goal is of particular importance to those seeking service, many of whom are anxious to make a decision and needing to know the implications of these decisions.

### **Public Seminars – 2020**

Throughout its seven-year operating history, our Foundation has operated a seminar series designed to bring valuable information to our Senior constituency. Our plans to continue this very active part of our service to the community started out on pace for another very active year, only to be abruptly stopped by the COVID-19 pandemic. As warnings and mandates began to evolve in February and March, we were faced with the need to suspend our live seminars, although we were able to deliver a few just before closing the program. Here’s a brief recap of our public information programs for 2020:

#### Aging at Home Exposition

On January 29, 2020, we hosted an exposition covering a variety of topics, products, and services available to support seniors desiring to live out their lives in the familiar surroundings of their homes. We selected this topic because this desire has been growing, and is reported to be the preference of more than 90% of today’s seniors.

The format for the Exposition included seminar speakers covering specific topics related to the aging at home concept, and featured over a dozen exhibitors covering what folks need to know, what steps they need to take to achieve this goal, and what services are available to them as they pursue the peace of mind of aging at home. Our Exposition was held in conjunction with a local Wellness Fair, making the day an opportunity for the public to do “one-stop shopping” for information critical to Seniors’ present and future well-being.



With respect to seminars, the following topics were covered during the Exposition:

- **Senior Safety at Home**, featuring representatives from the Lake County, FL Sheriff’s Office
- **In-Home Senior Care Services**, featuring remarks from representatives of Seniors Helping Seniors
- **ABCs of Dementia**, led by the founders of Coping with Dementia, LLC
- **Veterans Benefits**, featuring VITAS Healthcare’s Veterans Liaison

The one-day event was a tremendous success, providing essential information to an estimated 1500 Exposition attendees.

#### Sudden Death—Are You Prepared?

Our plan for 2020 was to offer this highly acclaimed program quarterly, and we completed our 22<sup>nd</sup> edition of this program in February. As a result of the COVID-19 pandemic, we were forced to cancel the next planned edition (originally scheduled to begin in April) and hold the reservations in reserve until the program could be resumed. This program, conducted in three separate parts, walks participants through identifying what needs to be considered in end-of-life planning, assembling the material in an accessible format, and developing an approach to maintaining the material so that it remains current. The result is a physical roadmap—formatted into a “Survivor’s Notebook” —designed to be of immeasurable value to survivors.

In addition to a financial services partner (Raymond James & Associates), presenters from aging lifecare professionals; hospice and palliative care services; and representatives from local legal services firms and funeral services firms address specific topics during the workshop sessions. The schedule calls for the sessions to be presented across a three-week period. As an alternative to the live program, and recognizing the intense interest in these topics, we elected to have the key presenters tape their

presentation materials. The recorded versions of this material were posted on our Foundation website for on-demand viewing.

### **The Virtual Seminar Approach**

As mentioned earlier, our plans for delivery of important information were derailed as a result of the pandemic restrictions imposed through most of the year. As an alternative, we shifted (as most of the world did) to the use of a virtual seminar approach to continue at least at some level. Using Zoom’s cloud-based video conferencing platform, we stayed somewhat engaged with our constituency by offering several “webinars” covering the following topics:

- New to Medicare: What You Need to Know
- Understanding Early Dementia
- Understanding the PPE World
- Stress Management During the Pandemic
- Improving Communication Skills during COVID-19
- Understanding Reverse Mortgages
- Hydration and Its Importance During the Pandemic
- Understanding Advance Directives

The “New to Medicare” educational venture was presented on three separate occasions, with one of the sessions dedicated to the deaf community and featured close captioning to deliver the information.

Although not an ideal situation for Seniors, the use of virtual technologies allowed us to continue our education plans, but with only limited interest from the public we serve. Unfortunately, until restrictions are lifted, online webinars will likely continue to be our delivery method. Hopefully, 2021 will see us able to return to the classroom, so to speak.

### **Public Seminars – Planned for 2021**

Much of our educational outreach planning for 2021 is constricted by the uncertainty of the COVID-19 pandemic and its restrictions on public contact. We do plan to repeat offerings of some of our popular programs from prior years, and augment our offerings with new topics of interest to our constituency.

An updated version of our popular Women and Social Security program is scheduled for the January-February timeframe. This workshop is planned as a four-part webinar program to begin January 20, with all sessions recorded and added to our website’s video library. As has been the case in prior releases of this program, the material is refreshed to include the rules and parameters in place for the current year.





Another definite item on the books going into 2021 is our annual Social Security Update seminar, a program designed for folks aging into Social Security eligibility and structured as a complete overview of the program's key components. All of our Social Security Advisors play a role in presenting this program, and all are available at the conclusion to handle questions from attendees. The unknown at this writing is whether the seminar will be a live presentation or a virtual webinar. The actual format will depend on local restrictions, although we are planning on presenting it in mid-March.

### Other Seminars and Workshops Being Planned

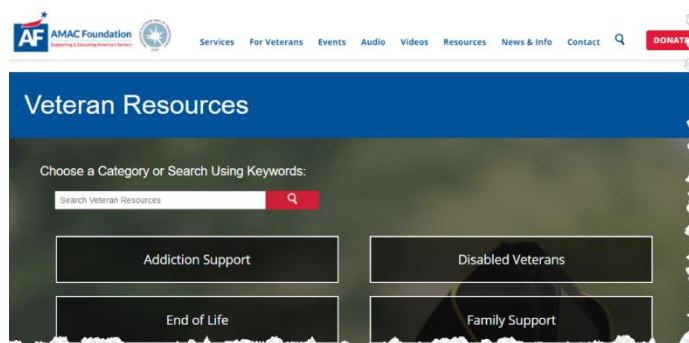
Our planning processes are continually in motion, and as we look to the months ahead in 2021 and beyond, we are always on the lookout for topics that we believe will be interesting and helpful for the folks we serve. Here are some of the specific areas we're researching at present, with plans to build seminars for them in the next few months:

- "So you got a Smart Phone...Now What?" (Learning the Functions of a Smartphone)
- Keeping Up with the Grandkids (Learning the Newer Gadgets)
- Sign language basics
- Financial Planning for Seniors

This is just a point-in-time list...we'll be adding to it as new items are suggested.

### AMAC "Veterans 2021 Project"

The Association of Mature American Citizens (AMAC) launched an expansion to its ongoing Veterans support efforts during 2020. Of particular note, the AMAC Foundation is playing a key role in shaping this initiative, with several members of our Board of Directors, along with Foundation staff members, serving as contributing participants in this project. Central to this role is the "For Veterans" segment of the Foundation's website, where Veterans and their families can be linked to hundreds of reference items and information sources assembled to aid their search for helpful support.



The "For Veterans" page was implemented in late 2020, and contains a compendium of information sources applicable to the Veteran Community. The hundreds of resource entries will be displayed in categories, and will be accessible via keyword search, identifying a variety of material addressing the needs and interests of

Veterans, with individual entries sorted alphabetically within each category.

The Foundation is also designated as the point of contact on operating agreements and partnerships executed with several major organizations:

- President’s Roadmap to Empower Veterans and End a National Tragedy of Suicide (PREVENTS)
  - An inter-agency Task Force to lead the development and implementation of a national, comprehensive roadmap to change how our nation treats mental health and understands suicide prevention.
- Hiring Our Heroes, A Program of the U.S. Chamber of Commerce Foundation
  - Hiring Our Heroes connects the military community with civilian companies to create economic opportunity and a strong and diversified workforce.
- Lone Survivor Foundation
  - Lone Survivor Foundation restores, empowers, and renews hope for wounded service members, veterans and their families through health, wellness, and therapeutic support.

### **A Word on Partnerships**

Our Foundation has prided itself on maintaining a lean staff, indicative of our conservative approach to ensuring that our services are delivered with a strong nod toward efficiency and effectiveness. With this as a guiding operating principle, we sought early on to develop partnerships with like-minded organizations wherever possible, and to leverage these working relationships to deliver services based on expertise already existing in other organizations. An example is the very excellent rapport we’ve built with VITAS Healthcare, through which we are able to make use of their expertise to deliver quality content to our seminar attendees. Another great example is our relationship with the Lady Lake Library, where many of our seminars in the past have been held. Other examples include working agreements with organizations like Lake County Sheriff Department, Lady Lake Chamber of Commerce, Florida Dept. of Elder Affairs, Senior Medicare Patrol, Coping with Dementia LLC, and the many partners participating in our “Sudden Death: Are You Prepared” notebook series offering, to name just a few. Over the past few years, we’ve also built a relationship with The Villages Homeowners Association, and have benefitted tremendously from the service they provide us in promoting upcoming educational offerings.

During the latter part of 2020, we also began the development of a working relationship with One Senior Place in Central Florida, with an intent to partner with them and their affiliates in responding to Social Security information requests and exchanging seminar/webinar invitations in the months and years ahead. Our work on the “Veterans 2021 Project” also opens the door to working agreements with a number of governmental agencies, something that will add greatly to the broadening of our service to a major population segment.

## Foundation Finances

### 2014-2020 – Seven Years of Operation

Funding for the Foundation's projects and activities continued in 2020 to rely on contributions from AMAC, Inc. members and the general public, with a process that offers new and renewing AMAC members, as well as the public at-large, the opportunity to contribute to what we knew would be a successful venture in support of older Americans. Included in this, of course, are the many folks our Advisory Service has helped throughout its 5-year run.

The process was created during our first year of operation, and called for AMAC's Membership Services Representatives (MSRs) to close out their initial sign-up and renewal discussions with a brief chat about the Foundation and its mission. This conversation, which is also extended to general callers, includes an invitation to consider a contribution to help defray the Foundation's operating expenses. This process was immediately successful, raising nearly \$48,000 during its first three full months. Since that initial launch, the process has resulted in over \$1 million in contributions, enabling the Foundation to undertake initiatives described in this and previous Annual Reports.

We know that this type of support is dependent on the generosity of members, and we also know that it is not necessarily a guaranteed funding stream; accordingly, we continue to focus on other sources of funding needed to broaden the Foundation's programs. During past years, we prepared several grant requests seeking funding from potential sponsors; unfortunately, none of these proposals produced positive results, and so the search process will continue in the years ahead.

### Year-end 2020 Financials

As shown in Exhibit H, the Foundation concluded its most recent fiscal year with an asset base of approximately \$266,000, primarily attributable to contributions from AMAC members as described above, contributions from gratified recipients of our Social Security Advisory Service, and conservative approaches to the services we provide. As noted in the "Profit and Loss" statement (also in Exhibit H) the Foundation's income over expenses in the most recent year produced a positive result for the most recent fiscal year of approximately \$112,000.

The reports shown in Exhibits H have been generated directly from the Foundation's QuickBooks records, and are open to any questions about the origin or classification of specific entries.

### 2021 Operating Budget

The 2020 Operating Budget (Exhibit I) adopted by the Foundation Board at its February special meeting, assumes continuation of the contributions discussed earlier, but adjusted to a more conservative level. The income projection also includes modest revenue attributable to the sale

of our “Ask Rusty: What’s So Hard About Social Security” publication and the Advisory Concierge program we plan to launch in 2021.

The 2020 operating budget also includes in-kind labor and facilities contributions to reflect the value of services provided by AMAC, Inc., employees who provide direct assistance on many of our Foundation projects. These in-kind items are “off the books” so to speak, and are essentially contributions from AMAC.

Consistent with our comments in our previous Annual Report, we have omitted from our 2021 budget the cost of a dedicated, professional Executive Director to guide the Foundation to the next level in its quest to serve Seniors on a national level. We’ve done well so far, and we’ve built a solid and respected base, but we all know the time is nearing for moving to a higher platform. We recognize that realization of the Foundation’s broader mission requires the availability of a full-time professional Executive Director, and we have committed to a search for a candidate with the caliber we need. If we are able to locate such an individual in 2021, we will accordingly adjust the current year operating budget.

As in the case of our financial records from the first six years, the details in support of the 2021 Operating Budget are open to inquiry.

## Looking Ahead

In our previous Annual Report, we recognized that those of us affiliated with the AMAC Foundation share a bond of optimism and dedication to a mission that we see as crucial to America’s seniors. This has not changed...in fact, it’s been strengthened by the feedback we receive from those we serve, and amplified further by the support of a solid and competent Board of Directors. Our first seven full years of operation have shown us time and time again that there is a need for the services we are providing and that we plan to provide in the future, and we are confident that we’re on the right path to making this happen.

Confidence aside, however, we are equally aware that we remain a relatively unknown entity in the world of philanthropy. Accordingly, we know that we face an uphill battle to establish our presence in the eyes of major donors. With the limited resources available to us, we’ve been able to demonstrate our capabilities, but we know that much more work is ahead of us to expand the level of service that our constituency is seeking and that is aligned with our Foundation mission. We may not be where we’d like to be yet, but we are confident that we’re making progress in the right direction.



# AMAC FOUNDATION

2020 Annual Report

**Exhibits A - I**

## Exhibit A—The Legacy of Our Founder, Dan Weber



In 2006, when my father retired from running his local insurance agency, a company he had formed some 30 years earlier, I asked him what he planned to do next. My mother was excited at the thought of spending more time with her husband of nearly 50 years, and she could barely wait to spend the winter months in the warmer Florida weather.

“I am going to form AMAC,” he said. “How do you like the sound of that?” Dan loved to pique my curiosity, loved to challenge others’ thoughts, and loved to learn and then share that newfound knowledge.

“AMAC? What does that stand for?” I asked. “Association of Mature Americans Club, or Association of Mature American Citizens.” Dan chose the latter, and there you have it. On that day, AMAC was born!

I marveled at how my father, with a moderate income and not much savings, poured his thoughts and actions into coming up with ways to build and lead an organization that was meant to compete with AARP. So, I asked him one afternoon in early 2007, “How do you do it, Dad? How do you commit to building, and how do you envision leading an organization with currently no members?” Dan was chuckling. “Seriously, Dad, how do you gain this kind of confidence? What makes you think people will join?”

He said, “Rebecca, I draw my confidence from God. God gave me everything I have, and God will give or take away according to His will.” Dan went on, “People can build us up or tear us down, but when I go to God, He gives me everything I need.”

Today, AMAC is nearly 2.5 million members strong. I know how fortunate I was to have worked these last 14 years by my father’s side, learning and growing, watching him defy the odds.

Dan Weber formed AMAC to help save the America he loves. Dan believed that people deserve an organization with the courage to stand up for the values upon which this country was built—values that are under constant attack. Dan promised to fight for our individual freedoms, to stand against excessive and out-of-control government spending. Today, AMAC is ever watchful and standing guard. AMAC’s commitment to help unite citizens and to stand for those whose voice hasn’t been heard is unwavering. We promise to carry “the good fight” forward.

On February 3, 2020, the world lost a great American patriot, visionary, and leader. A man with an infectious smile, a warm heart, and a deep caring for others. A man who led with strong conviction. I can hear my father quietly reminding me that God was writing the pages before we had a name. I am reminded of where we wouldn’t be without Him. I thank God for the life of Daniel Charles Weber.

I thank God for blessing AMAC and for allowing us to become one of the strongest voices in Washington.

Rebecca Weber  
Chief Executive Officer & Editor in Chief

## AMAC’s Veterans 2021 Project – A Synchronized Commitment to a Cause

Posted Friday, December 4, 2020 | By The Association of Mature American Citizens

---

Share

Tweet

Email



The Association of Mature American Citizens (AMAC) has long held the support of our country’s armed forces Veterans to be a priority, having through the years endorsed a number of initiatives aimed at improving the lives of millions and millions of citizens who have answered the call to serve. Initiatives like those designed to improve the quality of health care for Veterans, address the growing challenge of homelessness affecting Veterans, and aid Veteran-owned small businesses are but a few of the areas where AMAC has pledged support, all with a common theme of honoring those who have defended our freedoms and our way of life.

Now, in a move to take its Veteran-support commitment to a higher level, AMAC has launched its “Veterans 2021 Project,” a multifaceted blueprint for organizing an approach on several coordinated levels. Working in conjunction with a variety of established organizations providing assistance and guidance to Veterans and their families, the “Veterans 2021 Project” will expand AMAC’s reach into the Veteran



community. It will provide a number of specific new programs intended to make a material contribution to the benefit of this large and growing community of American Heroes.

Target areas for the “Veterans 2021 Project” are focused on building alliances with Veteran Support Organizations and major organizations dedicated to supporting the Veteran community. The intent will be to serve in a liaison capacity between support providers and the Veterans and Veteran families needing assistance and guidance across the many services available to them. The project will work through partnerships with the U.S. Veterans Administration, the Hiring Our Heroes affiliate program of the U.S. Chamber of Commerce Foundation, the Lone Survivor Foundation, and other formal support organizations to foster the mutual exchange of assistance and information, all to the benefit of the Veterans Community.

On a more granular level, the “Veterans 2021 Project” proposes to track and disseminate detail about legislative initiatives introduced in Congress on matters relating to the Veteran community, and will operate a clearinghouse of programs, information sources, and resources available to fill specific needs and interests of the Veteran community. The clearinghouse is housed and maintained in databases carried on AMAC’s computer network and will be available on-demand for search by interested parties.

The “Veterans 2021 Project” is a coordinated effort involving input from AMAC, Inc., AMAC Action, and the AMAC Foundation in a concerted effort to help meet the needs of the Veteran community in America. AMAC Action President Bob Carlstrom will serve as primary spokesman for the project, coordinating the activities of a project team committed to the cause.

## Exhibit C—AMAC Foundation Board Members; Foundation Administration

The following individuals are AMAC Foundation Board Members of record as of the end of the 2020 fiscal year:

### Rebecca Weber, President

Rebecca Weber is a Chartered Property Casualty Underwriter (CPCU). Along with her substantial career involvement in the insurance industry, she has been able to apply her strong sense of values to the formation and development of the Association of Mature American Citizens (AMAC). With AMAC, Rebecca in 2007 spearheaded the development of a local merchant network program, working with third-party vendors to offer exclusive discounts, benefits, and services for AMAC Members. Also through Rebecca's efforts, AMAC members are able to take advantage of discount insurance rates with various insurance carriers for life, auto, home, long-term care, and ancillary insurance products. In 2011, Rebecca formed AMAC Senior Resources Network, Inc. as a vehicle to offer AMAC members guidance and choice with their health-care insurance options. Rebecca is Editor in Chief of the AMAC Advantage, the magazine of The Association of Mature American Citizens, and spearheads AMAC's business development and employee training initiatives. Her strength of character and sense of commitment are driving forces in AMAC's rapidly-developing success.

### Judith Weber, Vice President

As a co-founder of AMAC, Judy Weber has worked alongside her husband in the creation and development of the AMAC organization. Sharing both Dan's beliefs and his commitment, Judy has been a key participant in the growth and stability of AMAC. With her extensive background in financial planning and financial management, she has been instrumental in managing the Foundation's fiscal operations. Applying her skills in a hands-on environment, she has created a solid financial platform that has enabled the organization to successfully navigate the start-up waters. Judy's organizational and administrative skills will be instrumental as the Foundation develops and as services are deployed.

### David Weber, Treasurer

Dave Weber is one of the key driving forces behind the Association of Mature American Citizens. Since 2007, he has labored passionately to build the foundation of what has emerged as a leading advocate for America's older citizens, and has made enormous personal commitments to AMAC's mission. A large part of Dave's present role with AMAC includes acting as Chief Marketing Officer, creating new benefits for members, such as AMAC's Roadside Assistance and Auto Insurance programs, and developing and maintaining

relationships with AMAC's business and service partners. Dave also leads the efforts of AMAC's Membership Services and Information Technology teams, both of which are key to the organization's thriving operation. Dave's work with AMAC, coupled with his belief in the free enterprise system, has helped position the organization in the forefront of advocacy for America's seniors.

#### Kurt A. Meyer, Secretary

Kurt Meyer is Vice President of Strategic Partnerships & Membership Services for AMAC, and in this role coordinates much of the interaction between AMAC and external entities seeking to establish business ventures with the organization. With 25 years of corporate management experience in the defense, finance, and dental insurance sectors, Kurt has progressed through a variety of management and executive positions during the development of a career rich in entrepreneurial spirit and business leadership. During his career, Kurt has held executive positions at Grumman Aerospace Corporation, Chase Manhattan Bank, Union Bank of Switzerland, Brighton Credit Corporation, ArcLoan.com, and EDP Dental Plan before forming the Strategic Business Network, Inc, a management consulting company, in 2006. He is a 1984 graduate of C.W. Post Campus of Long Island University.

#### Sandra Sinagra

Sandra brings with her a wealth of experience in the non-profit environment, most recently concluding a 15-year tour of duty with Kingston, New York's Health Alliance Foundation. Her final position at the Foundation was that of Director of Foundation Relations, where she was responsible for a wide variety of administrative duties, including special event coordination, program development, board communication support, and a host of related administrative functions. In her position at Health Alliance Foundation, Sandra coordinated communications between a variety of offices and related contact points, interacting regularly with Alliance personnel in multiple locations. She also served as the AMAC Foundation's Executive Assistant from 2016 until her retirement in 2020.

#### John Caffrey

John Caffrey, CFP® certificant, has worked in the financial services industry since May of 1985. He is a graduate, Cum Laude, from the State University of New York Oswego with a Bachelor of Science Degree in Accounting and a Minor in Economics. John is the owner of Castle Financial Advisors, LLC and Castle Asset Management, LLC an independent, SEC regulated investment advisory firm. He has dedicated his career to furnishing a full range of services and products with a proven record to his clients. Thorough and innovative, John has helped hundreds of professionals, high net worth individuals and business owners

attain financial independence. John is a CERTIFIED FINANCIAL PLANNER™ certificant. He received his designation through study with the College of Financial Planning in Denver, Colorado in July of 1988. John is a member of the Financial Planning Association. He is a registered representative of Purshe Kaplan Sterling Investments. John is one of the Founders and currently sits on the Board of Directors, of Empire National Bank, located in Islandia, NY.

#### George Spangler

George Spangler graduated from Indiana University in 1962 with a major in Philosophy. He was hired by the Social Security Administration in anticipation of Medicare passing, and subsequently joined Cummins Engine Company as a writer in the Sales Literature Department. At age 36 he became Director of Marketing Services for Mercury Marine, and eventually went out on his own specializing in helping two types of business enterprises: new startups, and existing businesses seeking to regain their footing. After retiring, he was introduced to Dan Weber, who was establishing the Florida office of AMAC, Inc., and subsequently joined the AMAC organization.

#### Maureen Otis

Maureen Otis is the president and co-founder of American Caging, Inc. (ACI). ACI specializes in providing caging, data entry, escrow/accounting, fulfillment and file maintenance services to for-profit and non-profit organizations, their professional fund raisers and consultants. As president, Maureen is responsible for all company operations. Additionally, she provides legal assistance in matters related to fund raising and contract review. Maureen also provides legal representation for corporate formation; preparation and filing of applications for exemption from Federal income taxes; contract preparation; and assistance with written and verbal disclosure requirements. Additionally, the law firm provides assistance with other types of fund raising-related registration including the Combined Federal Campaign and America's Charities.

#### Mary Parker Lewis

Mary Parker Lewis is a political consultant who most famously served as Chief of Staff to Dr. Alan Keyes, candidate for President of the United States in 1996 and 2000. In addition to running both presidential campaigns for Dr. Keyes, she ran the statesman's historic campaign for the U.S. Senate from Illinois against Barack Obama in 2004. Early in her career, Lewis served as a staffer with the Free Congress Foundation and the Hoover Institution. She became special assistant to the U.S. Secretary of Transportation and confidential assistant to William Kristol, Chief of Staff to U.S. Secretary of Education William Bennett. Ms. Lewis was Executive Director of the Declaration Foundation, a grassroots organizations founded

by Dr. Keyes to advocate the basic principles and core values of the conservative movement in the United States.

#### John Grimaldi

John Grimaldi began his career as a reporter for the Associated Press and subsequently joined the pioneering public relations firm of Carl Byoir & Associates in New York where he was a group Vice President. He served for a period as part of the first non-partisan communications department in the New York State Assembly (he was Press Secretary to the Speaker for Membership Affairs). Subsequently, Mr. Grimaldi became a member of the Board and Executive Vice President of the Braun & Company, a leading international business and public relations consultancy. He is a founding member of the Board of Directors of Priva Technologies, Inc. and he has served for more than thirty years as a Trustee of Daytop Village Foundation, which oversees a worldwide drug rehabilitation network.

#### M. Favil West

Favil West is a co-founder and President of The Foundation Assisting Seniors, a Henderson, Nevada-based organization. In addition to his Foundation efforts, Mr. West has extensive experience in the non-profit world, having served as President of Rotary and as a member of the Rotary Foundation and a director of the KM Foundation, Kiwanis Foundation, and Bravo Ministries. As a Rotarian, he has been recognized as a Paul Harris Fellow. Mr. West's civic activities include extensive participation in the Sun City Anthem Community Association, where he served as President of the Board of Directors from 2003 to 2007. He is a recipient of the Henderson Chevrolet Shining Star Award (2013) and the Acts of Kindness Award (2014) and was named Nevada Senior Citizen of 2015. His civic work also included stints as Vice Chairman of the Nevada Commission of Common Interest Communities and Condominium Hotels, Chairman of the Clark County Committee on Helicopter Noise, Chairman of the Anthem Oversight Committee, Chairman of S.H.O.U.T., and membership on multiple City of Henderson Committees.

### Foundation Administration

Day-to-day operation and administration of the AMAC Foundation is carried out by the following individuals:



#### Gerry Hafer, Executive Director


After earning his A.S. Computer Science degree from Pierce College in Philadelphia, Gerry began what would be a 30-year career in the Electric Utility Industry in Pennsylvania and New Jersey. Along the way, he completed his Bachelor's degree in Business Administration at Alvernia University in Reading, Pennsylvania, graduating Magna Cum Laude in 1992. Retiring in 1997 as Information Technology Director for the utility, he served as Development Director for a manufacturing consortium in Pennsylvania, and then embarked on a second career as Business Manager for a regional law firm in southeast Pennsylvania. In Florida, he has served as a Consultant and Adjunct Instructor at Lake-Sumter State College and the College of Central Florida. In addition, he served as a Consultant at Sumter Electric Cooperative, handling a variety of management training, professional development, and technical responsibilities. Since 2012, he's been providing consulting and professional services to the AMAC organization and the AMAC Foundation. He is an accredited Social Security Advisor, having achieved NSSA credentials in 2016.

#### Eileen Cook, Executive Assistant


While earning her B.S. Health Service Administration from Providence College in Providence, Rhode Island, Eileen worked in various positions in the health care industry. Her career features over thirty years of experience in health care, ranging from clinical-side in the home health care industry to financial-side in two leading non-profit multi-hospital systems, and including a tour of duty as a pricing specialist/negotiator at a Blue Cross & Blue Shield health insurance company. In Florida, Eileen worked in a multi-hospital health care system, eventually returning to positions that offered her more opportunity for analytical work. Her current position includes work as Health Care Research Analyst for AMAC, Inc. as well as administration coordination for the AMAC Foundation, Inc. She is an accredited Social Security Advisor, having achieved NSSA credentials in 2016.

## Exhibit D—AMAC Foundation Blog Page Example




Services For Veterans Events Audio Videos Resources News & Info Contact  [DONATE](#)


### News




Monday, November 16, 2020  
**Space heaters and “space bubbles” are latest COVID-19 concern**  
Restaurants have struggled to stay in business during the...[Read More](#)




Wednesday, November 11, 2020  
**Proclamation on Veterans Day, 2020**  
America's veterans have fought to defend our country, its...[Read More](#)




Wednesday, November 11, 2020  
**Veterans Day – A Time to Celebrate, and a Time for Concern**  
Recognizing the patriotism of those who have served in...[Read More](#)




Wednesday, November 11, 2020  
**Thought for today – Veterans Day**  
In the flurry of modern politics, remembering Veterans Day...[Read More](#)




Monday, November 9, 2020  
**Introducing: Lone Survivor Foundation**  
This week is Veterans Week, with Wednesday celebrated as...[Read More](#)



Monday, November 2, 2020  
**Life is Pretty Much Online These Days...But Who's Watching You?**  
For most of us, the COVID-19 pandemic has radically...[Read More](#)




Monday, October 26, 2020  
**Let's Get the Facts Straight...**  
We're nearing the end of a tumultuous presidential election...[Read More](#)



Monday, October 19, 2020  
**The Sneaky Side of Caregiver Burnout**  
As many of our followers know, the AMAC Foundation...[Read More](#)

## Exhibit E—AMAC Foundation Newsletter Sample

July 2020 Forward | View in Browser



# AMAC Foundation Newsletter

---

### Social Security Advisory Service QA program Now In Gear

In late May, we launched a "Quality Assurance Monitoring" effort for our Social Security Advisory service. Although we know from random feedback that those we serve rate the service highly, we felt it important to conduct a regular sampling of completed requests to ensure that we're continuing on the right track.

During the third week of May, we began issuing follow-up four-question surveys to those we've been able to get email addresses for. In keeping with industry practices, these are not blind surveys, since we advise folks in advance that we'll be contacting them for feedback. Here are the questions we're asking on the surveys and an indication of how the responses are trending through June:

- Was your question(s) answered satisfactorily? Completely 97%; Partially 3%
- Did you receive your response in a timely manner? ABSOLUTELY- 100%
- Was the Advisor knowledgeable in the area of Social Security you inquired about? COMPLETELY 84%; PRETTY GOOD 5%; NOT SO GOOD 1%
- Would you recommend the AMAC Social Security Advisory Service to others? YES - 98%; NO 2%

Here's a sampling of the comments we've received:

*"When I called the Social Security Administration, their auto attendant told me the wait time was 60 minutes. When I called AMAC, Sharon answered my call in less than 5 seconds. Outstanding! Sharon answered all of my questions. She was*

*knowledgeable, professional and friendly. She also followed up by sending me additional information. Information about Social Security is so important to senior citizens, and AMAC members are fortunate that knowledgeable people like Sharon are taking our calls."*

*"I have had conversations on three different occasions with social security with varying answers that left me confused. I finally feel like I know for sure what direction I need to go in that will be most beneficial for me. THANK YOU!!"*

*"We are preparing to apply for Social Security and will, I am sure, have many questions. We will definitely use AMAC Foundation's Social Security Advisory Service again! Thank you!"*

Our response rate on the surveys so far, 52%, is lower than we're hoping for going forward, but still much better than industry norms for follow-up surveys of this type.



**"Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work."**

Vince Lombardi

#### AmazonSmile Can Help the Foundation!

Many of our readers are aware of Amazon Smile, the online retailing giant's approach to generating revenue for charitable organizations. In fact, some

#### Zoom Virtual Seminars Are Here!

Our first venture into the world of online seminars is behind us, and it went fairly well. Our guest presenter, Peggy Bargmann, did an outstanding job in the hour-long

members of our constituency have used the program as part of their online purchasing process, and our Foundation has recently been the benefactor of a small donation through the program, recently receiving a check from Amazon in the amount of \$18.29 for purchases Amac Foundation followers made during the January-March 2020 period.

OK...we know that's not a big deal in the overall scheme of things, but to be honest we've sort of dropped the ball by not promoting this fundraising program for those who are familiar with what we do. So, we're now shining a light on this opportunity by doing whatever we can to make folks aware of it. We're not actually advertising on behalf of Amazon—we don't do that for any vendor—but for those who shop on Amazon anyway, it's a painless way to support our Foundation.

AmazonSmile - You shop. Amazon gives. When you shop at smile.amazon.com, Amazon donates to your favorite charity.

Simply use this link--  
<https://smile.amazon.com/ch/32-0312372>—when you shop at Amazon, and they'll do the rest, contributing 0.5% of the purchase price to our Amac Foundation.

**Support  
Amac Foundation Inc.**

When you shop at [smile.amazon.com](https://smile.amazon.com),  
Amazon donates.

Go to smile.amazon.com

**amazonsmile**

discussion on "Understanding Early Dementia," with 17 attendees joining the seminar. There were some mix-ups in the registration process, though, since some who RSVPed via the Foundation website did not register for the actual seminar. We attribute this at least in part to the ZOOM requirement that all attendees establish a Zoom account, since without an account the registration process hits a wall. Also, our prior approach of taking RSVPs via the Foundation website introduced a multi-step process to gain access to the webinar.

We're working on streamlining the registration process by establishing a better link from the Foundation website to the Zoom seminar, and we're also discussing the account requirement with the Zoom folks as a way to simplify the process further. We certainly hope to have a clarified and improved process in place for the next webinar.

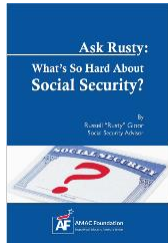
And speaking of our next webinar, it has been set for Thursday July 9, and the topic will be "New to Medicare: What you need to know!" For details on this one, check it out on our website's "Events" page.





## Exhibit F—Press Release – “Ask Rusty: What’s So Hard About Social Security?”

*(Foundation Board Member and noted journalist John Grimaldi prepared the following press release to commemorate the official release of our most recent publication.)*



WASHINGTON, DC, Oct 23 -- The AMAC Foundation has published “a comprehensive, easy-to-understand” layman’s guide to help America’s population of senior citizens understand the ins and outs of Social Security. The book is called “Ask Rusty: What’s so hard about Social Security.” Russell “Rusty” Gloor, whose weekly column on the topic is published by several hundred news outlets across the country, is the primary author.

Gloor is an accredited Social Security Advisor with a knack for explaining the complicated provisions of the Social Security Administration in a simple and easy to understand manner, according to Gerry Hafer, Executive Director of the AMAC Foundation, the nonprofit arm of the Association of Mature American Citizens. The foundation is focused on the needs of senior citizens. “The broad-based popularity of Rusty’s column in which he answers questions about Social Security prompted us to encourage him to pen a comprehensive manual for those already receiving benefits and those who are nearing the age of enrollment.” says Hafer. The Foundation operates a call-in and email service that answers hundreds of questions monthly about Social Security issues from AMAC members and the public at large. “Seniors are the fastest growing segment of the population and the complexity of the rules, and the resulting difficulty people have interpreting those rules relative to their individual situations, are what drive folks to contact us. Often, there are rules that countermand rules, qualifications that make some of the rules misleading. It’s the reason we publish our Ask Rusty column each week and why we published this book,” Gloor explains.

Gloor added that “the AMAC Foundation is committed to supporting America’s seniors, and helping them navigate Social Security’s myriad rules, and applying those rules to their personal circumstances, is a big part of what we do. We’ve helped thousands of seniors develop a better claiming strategy and made them aware of Social Security options they didn’t even know they had, and that is especially gratifying to each of our Advisors. Sharing our collective knowledge in this book fits perfectly into The Foundation’s overall mission.”

To order a print copy of the book, send an email request to [info@amacfoundation.org](mailto:info@amacfoundation.org). Price of the printed version is \$19.95 (plus tax), with free shipping. An email request will result in a return invoice to the requestor, and the book will be shipped immediately upon receipt of payment.

An eBook copy of “What’s So Hard About Social Security?” can be ordered on either Amazon or Apple eBooks for \$9.95.

SOCIAL SECURITY UPDATE

CLOUDS ARE BUILDING ON THE SOCIAL SECURITY AND MEDICARE FRONTS

All eyes are on the US economy's unprecedented COVID-19 consequences, and the near-term effects are clearly catastrophic. But there is another aspect beyond the pandemic's immediate impact on Americans' livelihood that is catching the eyes of economists: What will it do to our already troubled Social Security system?

The most recent Social Security Board of Trustees report reiterated that the retirement program's financial reserves are likely to be depleted by 2034, forcing an across-the-board 24% cut in retirement benefits. When Disability Insurance fund reserves are included, the picture improves marginally, but the Medicare Trustees report an even more dire scenario—reserves reaching depletion by 2026. But that's not the whole story.

The Social Security and Medicare Trustees Reports both included this daunting warning: "Projections in

2020 Report Do Not Reflect the Potential Effects of the COVID-19 Pandemic." In other words, what has ravaged the economy in the first half of 2020 is not reflected in the already gloomy projections, and that's a concern that weighs heavily on Social Security and Medicare.

Consider that ballooning unemployment, for example, is severely limiting the main income stream supporting these programs—the payroll tax revenue paid by workers and employers. Add in the projections for limited employment opportunities for this year's crop of 4 million college graduates. Then, factor in the historically low interest rates, diminishing the investment income typically received into trust funds (\$77.9 billion in 2019, for example).

Finally, consider the continuing decline in the number of workers providing payroll tax revenue, and you have a clear four-part view of the

hurdles facing these critical senior support programs.

The urgency of this problem cannot be understated. The longer it takes to achieve meaningful reform, the grimmer the consequences and the more severe the future impact on beneficiaries will be. AMAC understands this urgency and, for example, has been at the frontlines advocating a solution via its Social Security Guarantee (see [amac.us/social-security](http://amac.us/social-security)), a legislative framework offering a solution to the solvency problem without the need for additional tax levies on the workforce.

A solution will require congressional attention. Rest assured that AMAC will continue to represent America's seniors in the fight for a resolution to this critical problem. ★

Gerry Hafer

# ENRICHING AMERICAN LIVES ONE STEP AT A TIME

The AMAC Foundation plays a vital role in helping build the services that support and educate American seniors.

**DONATE**  
You can help build the Foundation!

Make your donation at  
[AMACFoundation.org](http://AMACFoundation.org)  
Thank you!

The AMAC Foundation, Inc.  
312 Teague Trail, Lady Lake, FL 32159  
888-750-2622 | [info@amacfoundation.org](mailto:info@amacfoundation.org)

The AMAC Foundation is a 501(c)(3) nonprofit organization.  
Your donation is tax deductible as allowable by law.

Volume 14 Issue 4 • 11

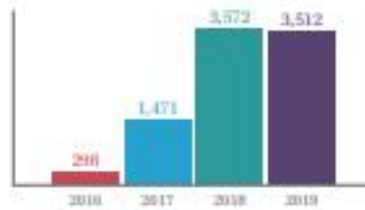
## OUR SOCIAL SECURITY ADVISORY SERVICE IS A VALUABLE PUBLIC BENEFIT!

**W**ith four years of service now in the books, the AMAC Foundation's highly acclaimed Advisory Service continues to draw accolades from an appreciative public. We've now helped nearly 9,000 seniors navigate the Social Security maze, often rescuing them from the state of confusion they've fallen into as a result of the program's massive collection of rules and regulations.

Our Advisory Staff now features five trained and accredited professionals available to respond to email and telephone inquiries from folks needing to understand the rules and how they apply to their individual situations. And these questions cover a broad range of topics, from the simple (What is my full retirement age?) to the more complex (How does my foreign retirement income affect my Social Security benefit?). Although we track inquiries

across more than a dozen categories, the most frequently addressed topics continue to be spousal benefits, when to retire, and the relationship between Social Security and Medicare.

AMAC Foundation SS Advisory Service Activity Levels 2016-2019



As the graph illustrates, the activity level of our Advisory Service has grown substantially over the past two years, owing largely to increased promotion of the program. One of the key aspects of this promotion was the 2017 launch of our "Ask Rusty" weekly Social Security Q&A news release,

published to over 7,000 media outlets across the country. This informative column includes a hypothetical question about Social Security—based on actual questions we've received—and a thoroughly researched answer. We've even recently published a bound collection of these "Ask Rusty" releases, which is now available from the Foundation office.

As our reputation continues to expand, and as Social Security's looming financial problems garner increased public scrutiny, we know that demand for this important service will grow even more. But the Foundation's Social Security Advisory Staff stands ready to meet that demand, continuing to fulfill our commitment to America's seniors.



Gerry Hafer

# ENRICHING AMERICAN LIVES ONE STEP AT A TIME

The **AMAC Foundation** plays a vital role in helping build the services that support and educate American seniors.

**DONATE**  
You can help build the Foundation!

Make your donation at:  
**AMACFoundation.org**  
Thank you!

The AMAC Foundation, Inc.  
312 Teague Trail, Lady Lake, FL 32159  
888-750-2622 | info@amacfoundation.org

The AMAC Foundation is a 501(c)(3) nonprofit organization  
Your donation is tax deductible as allowable by law.

**AF** AMAC Foundation  
Supporting & Empowering America's Seniors

Volume 14 Issue 1 • 19

## YOU'RE NOT JUST A NUMBER TO OUR SOCIAL SECURITY ADVISORY SERVICE!

The AMAC Foundation's Social Security Advisory Service is well into its fifth year of operation. In that time, our accredited Advisors have responded to more than 10,000 requests for assistance from a constituency that's hungry—and at times desperate—for reliable information to make critical financial decisions. To many, a credible and clear interpretation of Social Security's complexities is a source of comfort as they face irrevocable decisions that will impact them for the remainder of their lives.

All of us at the Foundation welcome the opportunity to clear up the confusion so often confronting those seeking to understand Social Security. And we are elated at the feedback we receive from those we've served. From comments like a simple "Thank you!" to effusive praise like "AMAC should

be the government!" all the feedback we get tells us that folks appreciate what we do.

The questions we handle cover many facets of Social Security. Spousal benefits, for example, account for the largest single category of questions we receive. And we know from our interaction with the public that it's an area where the rules are often explained unclearly—and sometimes incorrectly—by the official sources.

One of our more memorable cases involved incorrect information conveyed to the recently widowed Louise Zander, who sought clarification from us on direction from the local SSA office. Citing inconsistencies in the information sent to her by SSA, Louise contacted our Advisory Service for help. After reviewing her situation,

we explained to her what her surviving spouse benefits should be and suggested a new visit to the office. She returned armed with our information, and the result was a benefit amount roughly \$400 higher than what the SSA had initially told her. Her appreciation is clear from her comment: "Thank you so much for what you do, helping so many people with honest and correct info. God bless you for that. You make a real difference in people's lives. I just wanted to give you my heartfelt thanks."

All in a day's work, perhaps? But not really. This is the reason we do what we do. And it's the embodiment of the Foundation's mission of supporting and educating America's seniors.★

Gerry Hafer

# ENRICHING AMERICAN LIVES ONE STEP AT A TIME

The AMAC Foundation plays a vital role in helping build the services that support and educate American seniors.



**DONATE**  
You can help build the Foundation!


Make your donation at:  
**AMACFoundation.org**  
Thank you!

The AMAC Foundation, Inc.  
312 Teague Trail, Lady Lake, FL 32159  
888-750-2622 | info@amacfoundation.org

The AMAC Foundation is a 501(c)(3) nonprofit organization.  
Your donation is tax deductible as allowable by law.

**AF** AMAC Foundation  
Supporting & Educating Americans 65 and Older

Volume 14 Issue 3 • 19



# Social Security: Now and the Future

**W**hen the 117th United States Congress gets set for its January 3, 2021, start, it's expected that one of the key areas of focus will be the future of our country's most successful social insurance program—our Old-Age, Survivors, and Disability Insurance (OASDI) program, more commonly known as Social Security. Often referred to as the number one anti-poverty program in America, Social Security has been the subject of steadily growing media attention for the past few years, and as the program's Board of Trustees' reports have warned for more than a decade, it's facing an uncertain future.

The most recent Trustees' report projects that this coming year will see Social Security's costs exceed its income for the first time since 1982. As a result, ongoing payouts to current beneficiaries—more than 64 million retirees, survivors, and disabled recipients—will force the retirement and disability program to dip into its accumulated reserves... a cushion that had been built up to nearly \$3 trillion by the end of last year.

So, while the program will be able to continue paying benefits even with a net deficit, the clock is ticking toward the point where the reserves are fully depleted. The Trustees projected this would happen in 2035, triggering a substantial reduction in monthly benefits across the board—more than 20 percent, in fact.

## But It's Worse Than That

While the Trustees' projections are dire on their own, it's no secret that the COVID-19 pandemic and the resulting devastation of the US economy in mid-2020 renders them understated. In fact, authoritative sources like the Bipartisan Policy Center have speculated recently that the old-age trust fund could dry up as soon as 2030 and the disability trust fund even sooner. The unknowns facing the economy in the shadow of the pandemic make it anybody's guess what lies ahead for Social Security.

On top of that, the effects of increased early retirements and demographic changes in the workforce—in the 1940s, for example, there were more than 40 workers for each beneficiary, while today there are fewer than three—mean there are substantially fewer workers supporting each beneficiary, while longer life expectancies mean many more years of benefits being taken out. And then, there's the financial markets' historically low interest rates and the resulting diminished investment income (\$77.9 billion last year) expected for the trust funds as the funds are used in the years ahead.

It's certainly not a rosy picture but is one that cries out for legislative action.

## What's Likely to Happen?

The direction for Social Security in the years ahead will necessarily involve balancing the long term

financial picture, either by increasing program revenue, by incorporating formula-based adjustments limiting the benefit payouts allocated to higher earners, or a combination of both. In fact, legislation pending in the form of the "Social Security 2100 Act" (H.R. 860) and a related Senate bill (S.269), both encompass many of the more popular ideas for reforming Social Security.

For example, H.R. 860, introduced by Rep. John Larson (D-CT) and carrying over 200 supporters at last count, calls for application of payroll tax to incomes above \$400,000 instead of the current Social Security Wage Base at \$137,700. Further, H.R. 860 calls for a gradual increase in the payroll tax rate—a combined 12.4 percent paid equally by workers and employers—with the eventual rate leveling off at an equally-shared 14.8 percent.

On the other side of the ledger—improved benefits—some of the legislative proposals awaiting the incoming Congress call for improved benefits, many targeted toward low-income households. For example, H.R. 860 as currently proposed includes an across-the-board increase of about two percent in monthly benefits, an increased minimum benefit designed to reduce the number of retiree households falling below federal poverty limits, a more senior-favorable annual cost-of-living adjustment (COLA) calculation, improved benefits for surviving spouses in lower income households, and reduction or elimination of federal income taxes on Social

Security benefits for many seniors. The Windfall Elimination Provision (WEP) and Government Pension Offset (GPO) presently housed in Social Security are also apt to come back under scrutiny, primarily due to their unpopularity among government employees displeased with the curtailed benefits.

What remains to be seen is whether Social Security reform measures will seek to change the program's very nature from a universal benefit for all to more of a welfare-oriented system. Some proposals passing through Congress have advocated further "means testing"—something already baked into the calculations to some degree—to reshape the distribution of benefits, and future reform measures will likely revisit this notion.

The 117th Congress will have its work cut out for it regarding Social Security reform, with some combination of these adjustments likely to shape the outcome. Legislators will be able to draw on similar bills already active in Congress, and AMAC has long weighed in with its "Social Security Guarantee," a proposed legislative framework designed to preserve Social Security for generations to come. Most notably, AMAC's proposal would avoid an increase in payroll taxes. Learn more about AMAC's proposal at [AMAC.us/Social-Security](https://AMAC.us/Social-Security).

Overall, seniors should expect congressional action to produce a somewhat stabilized future for Social Security. AMAC's advocacy arm, AMAC Action, will be playing a key role in ensuring that seniors' interests are protected as reform unfolds.★

## Gerry Hafer

*Gerry Hafer is an accredited member of the AMAC Foundation Social Security Advisory Service, and oversees the Foundation's operations.*

## ASK RUSTY: WHAT'S SO HARD ABOUT SOCIAL SECURITY?

Since its launch in 2016, the AMAC Foundation's Social Security Advisory Service has served well over 12,000 seniors, and it has distinguished itself as an invaluable



source of guidance for individuals struggling to make the right choices for their retirement security. Our five accredited Advisors have fielded questions covering virtually all of the program's major areas, from the very

basic to the obscure (some would say cryptic) regions of the rulebooks. Along the way, we've compiled an extensive body of knowledge that has become the reference library we use to serve our constituency.

Many of our readers are familiar with the initiative we launched a few years ago called "Ask Rusty," through which we provide a weekly Q&A item taking a real-life question and explaining the Social Security rules governing that situation. We publish each "Ask Rusty" to over 7,000 media outlets across the country and include one of the publications in each *AMAC Magazine*, and the response has been incredible. Based on the interest we've seen, we elected two years ago to publish a compendium of the first 80 "Ask Rusty" issues, further showcasing the value of our Advisory Service.

Now, with our newest Foundation publication, we're expanding the circulation of our "Ask Rusty" series with an updated book that not only includes the Q&A concept, but also adds an instructional element providing insight into the logic behind the rules. The approach we've taken with this book is different, in that we've made it instructive, almost

textbook-like, with understandable terms. We've grouped the major Social Security policies into categories and supplemented each category with a selection of actual "Ask Rusty" Q&A publications illustrating real-life examples of the rules in action.

As a follow-on to this project, we plan to provide the book to each Congressional Office, along with an explanation of our Social Security Advisory Service and how their staff members can take advantage of our services on behalf of their constituents.

The publication is slightly over 300 pages and is available for at a relatively modest price, either in hard copy or as an eBook. Contact the Foundation office at 888-750-2622 or via email at [info@AmacFoundation.org](mailto:info@AmacFoundation.org) for purchase instructions.★

Gerry Hafer

# ENRICHING AMERICAN LIVES ONE STEP AT A TIME

The **AMAC Foundation** plays a vital role in helping build the services that support and educate American seniors.



## DONATE

You can help build the Foundation!

Make your donation at:  
[AMACFoundation.org](http://AMACFoundation.org)  
Thank you!

The AMAC Foundation, Inc.  
312 Teague Trail, Lady Lake, FL 32159  
888-750-2622 | [info@amacfoundation.org](mailto:info@amacfoundation.org)

The AMAC Foundation is a 501(c)(3) nonprofit organization.  
Your donation is tax deductible as allowable by law.



Volume 14 Issue 5 • 13

Exhibit H— EOY 2020 Financial Results (3 Pages)

Amac Foundation, Inc

PROFIT AND LOSS

January - December 2020

	TOTAL
Income	
43446 Books	2,673.31
43450 Contributions	
43450-1 Individual Contributions	25,532.01
43450-3 AMAC Member Donations	318,512.05
<b>Total 43450 Contributions</b>	<b>344,044.06</b>
46400 Other Types of Income	0.00
<b>Total Income</b>	<b>\$346,717.37</b>
<b>GROSS PROFIT</b>	<b>\$346,717.37</b>
Expenses	
60900 Business Expenses	
60920 Business Registration Fees	4,524.67
60931 Membership Fees	75.00
<b>Total 60900 Business Expenses</b>	<b>4,599.67</b>
62100 Contract Services	70,413.57
62800 Facilities and Equipment	
62800-5 Repair & Maintenance	52.50
<b>Total 62800 Facilities and Equipment</b>	<b>52.50</b>
65000 Operations	
65000-2 Education	2,131.50
65000-4 Postage, Mailing Service	5,474.74
65000-5 Printing and Copying	25,620.12
65000-7 QuickBooks Online	767.99
65000-8 Website	93.99
65000-9 Insurance - Liability, D and O	3,846.80
65001-1 Advertising/Promotional	2,346.70
65001-2 Office Supplies	303.44
65001-3 Email Service	225.00
65001-4 Publishing	259.00
<b>Total 65000 Operations</b>	<b>41,069.28</b>
65050 Software Expenses	6,570.91
65070 Programs & Workshops	1,648.93
65100 Other Types of Expenses	59.99
65100-1 Bank Fees	29.17
65100-4 Pay Pal Transaction Fees	214.23
65100-5 Other Costs	504.24
65100-9 Meals and Entertainment	450.49
65200-1 Shipping Supplies	825.97
<b>Total 65100 Other Types of Expenses</b>	<b>2,084.09</b>

# Amac Foundation, Inc

## PROFIT AND LOSS

January - December 2020

	TOTAL
66000 Payroll Expenses	
66000-1 Taxes	23,140.99
66000-2 Wages	81,595.29
66000-4 Processing Fees for Paychex	3,340.33
<b>Total 66000 Payroll Expenses</b>	<b>108,076.61</b>
67000 Employee Benefits	186.78
68000 Travel	
68000-1 Travel Meals	151.62
68000-3 Travel	73.60
<b>Total 68000 Travel</b>	<b>225.22</b>
Uncategorized Expense	0.00
<b>Total Expenses</b>	<b>\$234,927.56</b>
<b>NET OPERATING INCOME</b>	<b>\$111,789.81</b>
<b>NET INCOME</b>	<b>\$111,789.81</b>



## Balance Sheet

As of December 31, 2020

	Total
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
10000 United Southern Bank - Checking	220,384.35
<b>Total Bank Accounts</b>	<b>220,384.35</b>
<b>Accounts Receivable</b>	
11000 Accounts Receivable (A/R)	38,005.35
<b>Total Accounts Receivable</b>	<b>38,005.35</b>
<b>Other Current Assets</b>	
12000 Undeposited Funds	3,688.50
<b>Total Other Current Assets</b>	<b>3,688.50</b>
<b>Total Current Assets</b>	<b>262,078.20</b>
<b>Other Assets</b>	
18600 Other Assets	
18601 Prepaid Expense - Business Registration	4,000.00
<b>Total 18600 Other Assets</b>	<b>4,000.00</b>
<b>Total Other Assets</b>	<b>4,000.00</b>
<b>TOTAL ASSETS</b>	<b>\$266,078.20</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
20000 Accounts Payable	5,951.21
<b>Total Accounts Payable</b>	<b>5,951.21</b>
<b>Other Current Liabilities</b>	
Florida Department of Revenue Payable	187.57
<b>Total Other Current Liabilities</b>	<b>187.57</b>
<b>Total Current Liabilities</b>	<b>6,138.78</b>
<b>Total Liabilities</b>	<b>6,138.78</b>
<b>Equity</b>	
30000 Opening Balance Equity	31,271.50
32000 Unrestricted Net Assets	116,878.11
Net Income	111,789.81
<b>Total Equity</b>	<b>259,939.42</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$266,078.20</b>

## Exhibit I— Foundation 2021 Operating Budget

### Amac Foundation, Inc 2021 Budget (Tentative) January - December 2021

	<b>Budget</b>
<b>Income</b>	
Book sales	2,000
Concierge Service	5,000
Contributions	
Individual Contributions	29,500
AMAC Member Donations	364,000
<b>Total Contributions</b>	<b>395,500</b>
<b>Total Income Budget</b>	<b>402,500</b>
<b>Expenses</b>	
Business Registration & Membership Fees	4,700
Contract Services	104,300
Facilities and Equipment	500
Books, Subscriptions, Reference	500
Education	2,200
Postage, Mailing Service, Shipping costs	4,000
Printing and Copying	15,000
QuickBooks Online	800
Insurance	3,900
Advertising	2,500
Supplies	700
Email Service & Publishing	500
Software Expenses	7,000
Programs & Workshops	5,000
Bank Fees	100
PayPal Fees	100
Other Expenses (Mtg expenses, misc.)	1,000
Payroll Expenses	102,900
Scholarship	5,000
Travel	5,000
<b>Total Expenses</b>	<b>265,700</b>
<b>Projected Budget Surplus</b>	<b>136,800</b>
<b>In-Kind Labor Contribution (AMAC, Inc.)</b>	
Facilities	18,600
Labor	75,000