

# 2023 Annual Report

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**AMAC Foundation**

Supporting & Educating America's Seniors





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# About Company

The AMAC Foundation provides valuable education and insight into Social Security benefit options to its constituency. Operation of the Social Security Report and Medicare Report websites provide breaking news on critical issues as a service to Congressional offices and concerned citizens, along with questions and answers on a variety of Social Security issues. In addition, the Foundation's staff now boasts seven accredited Social Security Advisors to provide research and counseling.

The Foundation's target constituency includes mature Americans age 50 and over, of all income and education levels. In addition, this audience includes anyone needing to have a complete understanding of Social Security and its related programs to help them achieve the maximum benefit to which they are or will be entitled. Demographically, the Foundation's target constituency is characterized by a set of statistics that fit well with the mission of service to mature Americans. Consider:

- 55.8 million Americans are 65 or older (16.8% of the US population; 2020 Census)
- 123 million Americans are ages 50+ (published Oct 2023 IBISWorld; sourced from US Census Bureau & IBISWorld)
- 2 million Americans age 55 and older are long-term unemployed
- 10.9% of Americans age 65 and over are below the poverty line (US Census estimate 2022)



# Vision And Mission



## Vision

AMAC Foundation conducts programs of general and specific interests that benefit mature Americans. We provide services for any population segment having a need for guidance on issues potentially affecting their well being.

## 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.

Rusty, Thank You!!! I so appreciate your thorough explanation of how things will look for my daughter Annie, and her family as time goes on. I passed your email on to her this morning and she now has some "peace of mind" and we both have a better understanding of her SS Survivor Benefits. She wanted me to tell you she is very grateful for you passing your knowledge on to her. As always, I am very thankful for your good work! 😊 Scott W., Mar 2023

# Meet Our Team



**JOLEEN TENINTY**  
EXECUTIVE DIRECTOR

As AMAC Foundation’s Executive Director, Joleen has a clear mission to continue the Foundation’s growth in support of America’s Seniors and Veterans. With wide-ranging understanding of training and development, she maintains focus on advancing the Foundation’s brand and growth. Joleen’s academic background (MBA; BS-Biology), years of hands-on experience assisting in the professional career development of others, teaching and tutoring skills, and event planning /organization, she continues to identify ways to expand community outreach and project development. She achieved her National Social Security Advisor (NSSA) accreditation at the end of 2022.



**GERRY HAFER**  
SOCIAL SECURITY ADVISOR, FVOP LEAD

As Executive Director, Emeritus, Gerry Hafer has graciously continued to provide direction and support across the board, from Social Security advisement, leading the Foundation Veteran Outreach Program, mentorship, and grant writing. Engaged in content writing, events, and information sessions, Gerry continues to embrace his dedication to America’s Seniors and Veterans.

**PAULETTE MCBRIDE**  
EXECUTIVE ADMINISTRATIVE ASSISTANT

**SHARON KLEZCKA**  
SOCIAL SECURITY ADVISOR, BOOKKEEPER

**RUSS GLOOR**  
SOCIAL SECURITY ADVISOR, “ASK RUSTY”

**EILEEN COOK**  
SOCIAL SECURITY ADVISOR (MEDICARE)

**ARLENE SHARP**  
SOCIAL SECURITY ADVISOR, SOCIAL MEDIA

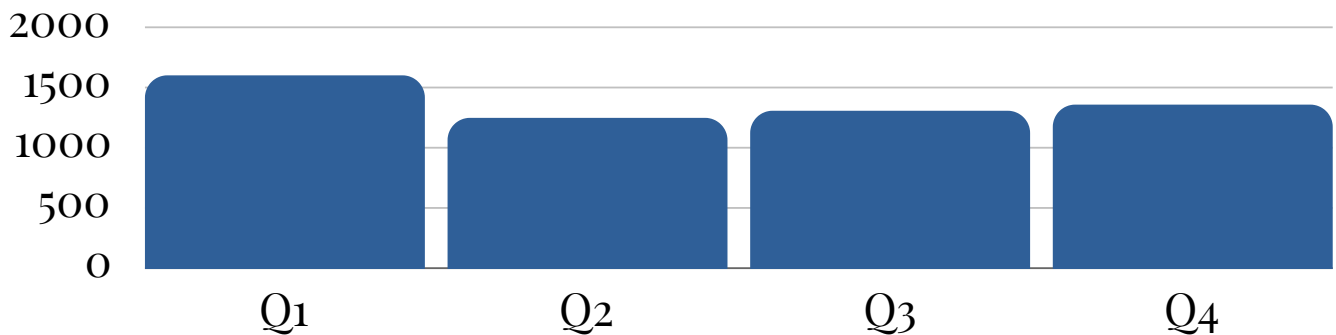
**KEN BARON**  
SOCIAL SECURITY ADVISOR

Thank you so much for your thorough answer! It exceeded my expectations and I now feel fully informed. Carolyn J., Jan 2023

# Social Security Advisory Service



Since 2016, the Social Security Advisors touched the lives of over 32,000 people nationwide with their Social Security questions. In 2023, the team assisted America's Seniors navigate the system by responding to their 5, 514 inquiries.



The advisors stay up to date on training, certifications, and knowledge regarding Social Security and related topics that affect current and future retirees. Through websites, articles, social media, webinars, events, and more, the Social Security Advisory Service continuously delivers information, responses, and resources nationwide. Providing a 1 to 2 business day turnaround time, these topnotch advisors receive excellent ratings through surveys and inquirer testimonies.

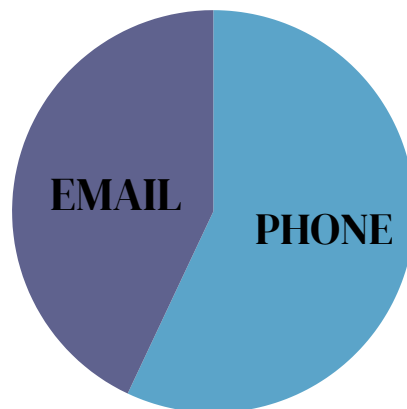
Timely Response Received



Question Answered Satisfactorily



Advisor Was Knowledgeable in  
SS and Your Inquiry Topic



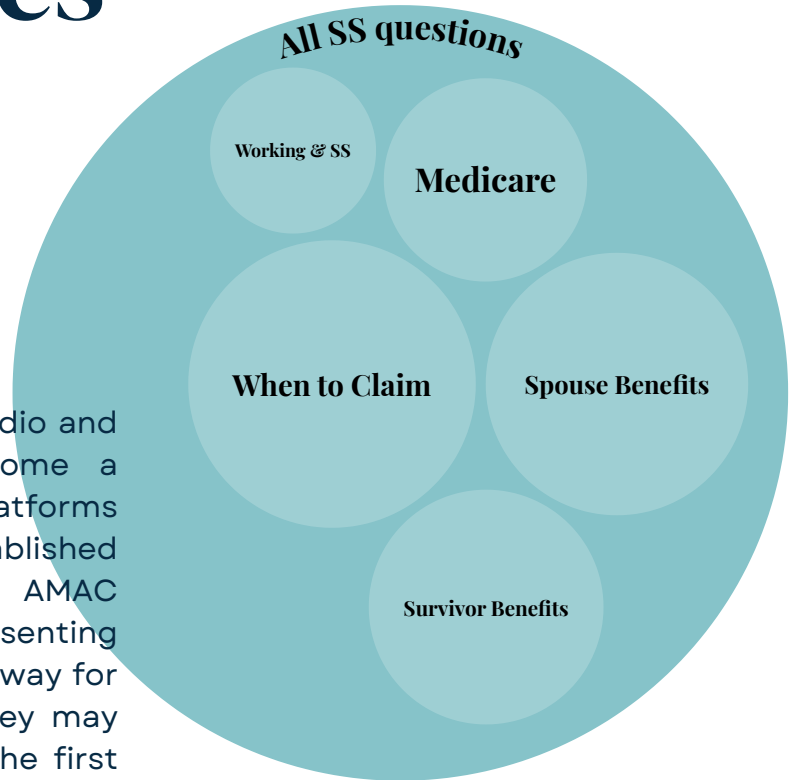
The advisors handle an average of 460 inquiries per month. Inquiries can be sent directly to the advisors by calling 888.750.2622 or via email at [ssadvisor@amacfoundation.org](mailto:ssadvisor@amacfoundation.org).

Thank you so much for your clear, concise reply. I now understand what levels of benefits my wife could receive in the future. Thank you and your team members for all you and they do.  
Bruce Z., Apr 2023

# Social Security Resources



With extended presence via audio and articles, Ask Rusty has become a common sight across platforms nationwide. In 2023, we established “Encore Ask Rusty” on the AMAC Foundation website, re-presenting popular topics and updates - a way for people to engage in things they may have missed when published the first time around.



**“Please know that your [Ask Rusty] weekly column remains one of the most read items in our newspaper here!” writes Tim, an editor of media outlet [www.thepaper24-7.com](http://www.thepaper24-7.com)**

## Web Presence

The AMAC Foundation team maintains 3 websites on a daily or weekly basis. Articles and resources are available and span topics of interest to America’s Seniors and Veterans.

[amacfoundation.org](http://amacfoundation.org)

[socialsecurityreport.org](http://socialsecurityreport.org)

[medicarereport.org](http://medicarereport.org)

Thank you for all of your information and advice on my Medicare problems. I successfully applied for and received my Part A Medicare this past month with no problems. You helped so much, more than words can say. Terre C., Sep 2023

# Looking Out For Seniors & Veterans



In 2023, AMAC Foundation reached 400+ participants at events covering:

- Sudden Death - end of life, estate, and emergency planning
- Mental Health & Self-Care
- Dementia / Alzheimer's
- Aging at Home / Aging in Place

Information and resources posted on the Foundation's website, spanned topics:

- Fraud & Scams (Senior / Elder focus)
- Business Owners
- Weather-Related Needs / Disaster Preparedness

**“The AMAC Foundation Veteran Outreach Program (FVOP) is establishing a vision and culture that works to support and improve the quality of life of the Veteran community.” - Keith Keifer, National Commander, NAAV**

In coordination with collaborators of organizations and individuals nationwide, FVOP aims to support the following objectives:

- Encouraging patriotic service
- Veteran suicide prevention
- Veteran transition to civilian life
- Veterans in small business (training and opportunities)



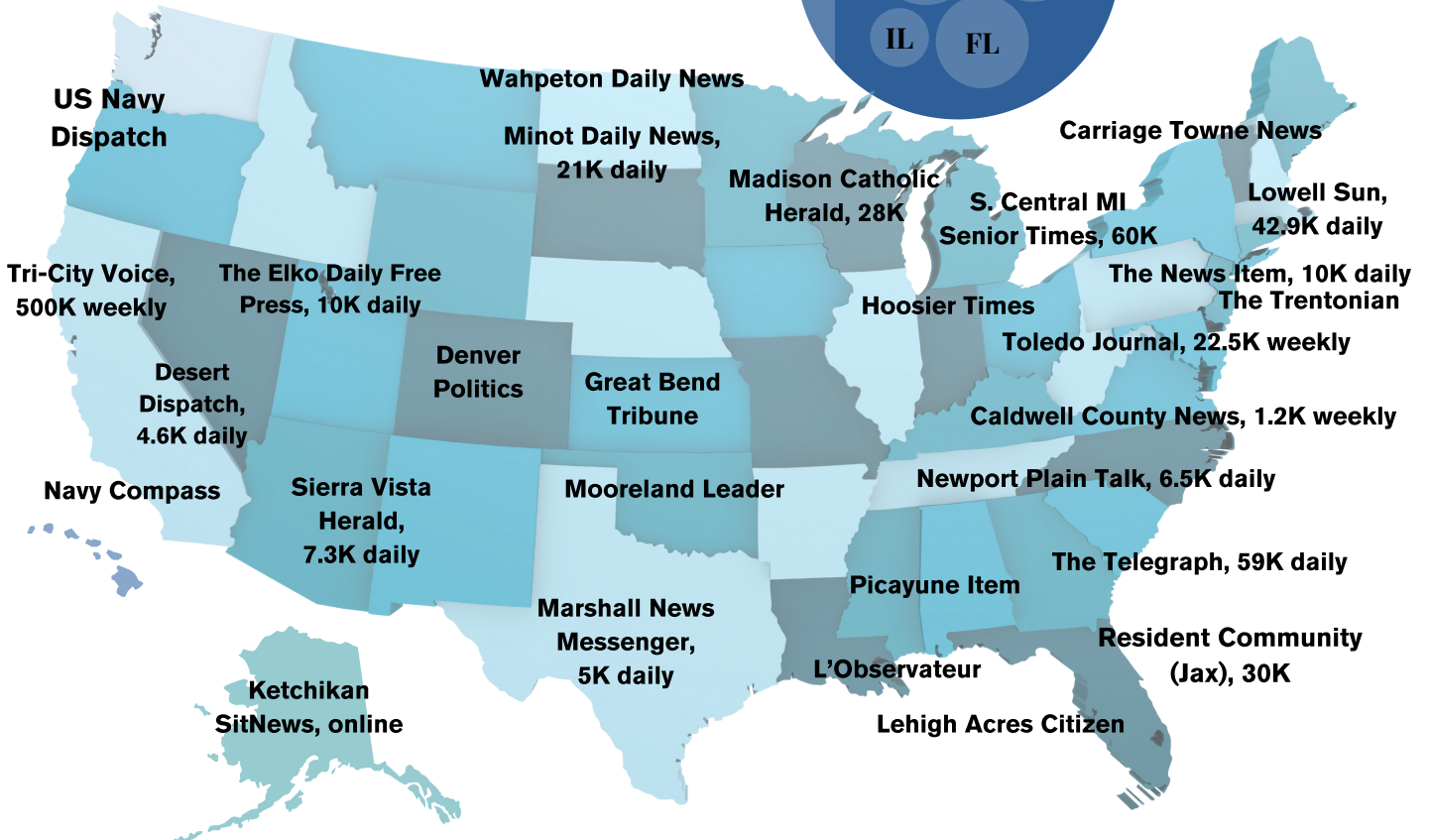
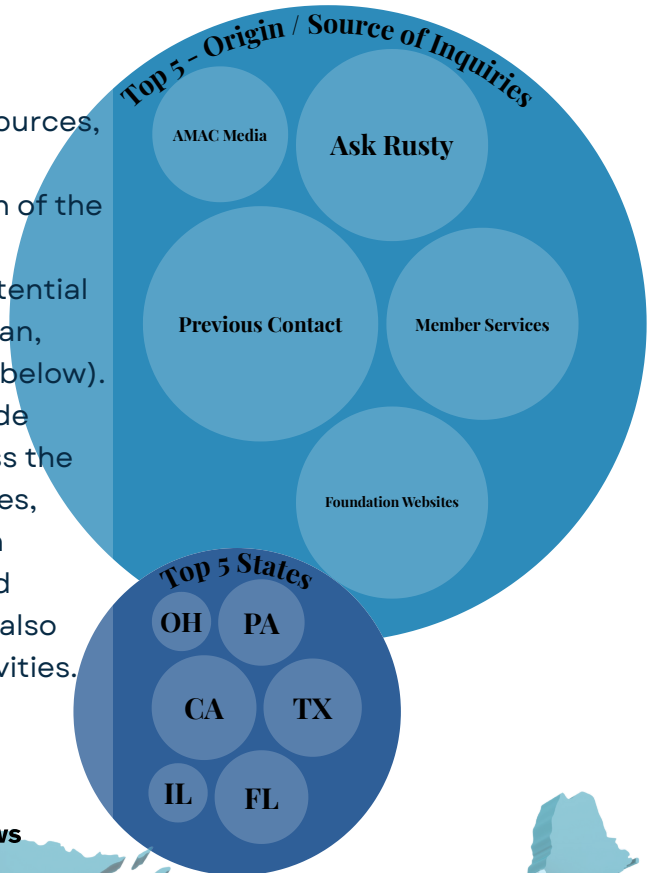
AMAC Foundation works daily to maintain a searchable Veteran Resources database with over 2500 articles, regulations, services, and more. The goal is to have 1 landing spot for a Veteran, family member, or caregiver to find information that meets their needs.

Thank you so much for your assistance! You have made my life just little bit easier. Bruce B.,  
Dec 2023



# Our Reach

Based in Central Florida, our services, resources, and presence extends across the US and beyond. Calculating the known circulation of the Ask Rusty articles alone, Social Security information reaches well over 1 million potential readers within the US, and extends to Japan, Rajasthan, and India (US snapshot shown below). In 2023, the team looked at ways to provide resources that reached many areas across the US. The 2024 goals will expand the services, further connecting the AMAC Foundation nationwide on Social Security matters and issues important to Seniors. This goal will also extend to our Veteran resources and activities.



# Financial Overview

	2022	2023
Revenue / Contributions	\$255,453	\$360,942
Expenses	\$414,332	\$480,022
Net Assets / Equity & Liability	\$259,518	\$180,598

Responding to a common theme of increased costs due to inflation and decreased donations across non-profits nationwide, AMAC Foundation leadership analyzed operational costs and expense reductions for 2023 and 2024.

Throughout 2023, the executive team sought out agencies that would understand the vision and mission of the AMAC Foundation in anticipation of partnering on fundraising campaigns in 2024. Changes for 2024 will also include office relocation to reduce overhead and operational costs and an analysis of program and fundraising manhours.

The AMAC Foundation in-house team will continue to expand the Social Security Advisory Service, Senior services, and Veteran outreach through nationwide webinars, resource creation, and informational sessions. Consideration will also be given to increasing time spent on grant writing and internal donation campaigns.

Thank you to all of our donors who have graciously given to the organization throughout the year, as well as the organizations that provided support through contributions and other giving efforts.

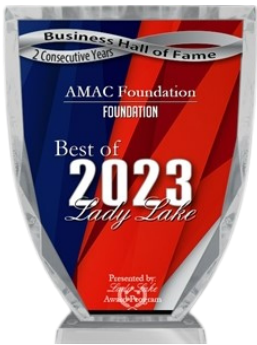
Thank you so much for responding back so quickly and wording the information so that I could understand. I should have asked you these questions back in September. I had asked this question to SS. If I make over their limit, would I receive a larger monthly check later. Their answer was not half as clear as yours was. If so, I would have continued working to increase my monthly income at full retirement age! So very important to know "all" the rules when playing the game! Carl C., Dec 2023

# One Year Review



As a 501(c)(3), the AMAC Foundation saw a need in 2022 for a donor management system. In 2023, they tested and implemented ELEO, which serves for donor management, event coordination, and more. The system proved useful in reaching over 35,000 individuals through mail and/or email during the 2023 annual campaign that was run by in-house personnel.

SSAS advisors began to break down the bewildering Social Security system into smaller topics for virtual presentations that will be delivered throughout 2024. "Ask Rusty - Gen X Spotlight" series was recorded and launched, introducing the world of Social Security to America's future retirees.



AMAC Foundation team members acknowledge the importance of collaboration and interaction to meet community needs. Thank you to our supporters and the opportunities to come together to help our Seniors and Veterans:

- VITAS Healthcare, Lake County, FL
- Lake and Sumter County Library Systems
- Chamber of Commerce - Lady Lake, Sumter, and Leesburg
- Lake County , Lake County Sheriff, and Sumter County Sheriff Departments
- Florida Attorney General's Office
- Florida Dept. of Elder Affairs
- American Constitutional Rights Union (ACRU)
- FVOP Collaborators
- American Legion / Sons of the Legion Post 347



Recognizing the importance of giving back, AMAC Foundation donated to:

- American Legion #347 Charity for Children and Youth
- Wreaths Across America



Thank you for the excellent analysis on the 3 scenarios discussed and especially your time on Friday. This will help my wife and I make our decision when it comes to taking Social Security. I will certainly donate as promised to AMAC. Robert B., Oct 2023

# Contact Us



888-750-2622



[info@amacfoundation.org](mailto:info@amacfoundation.org)



<https://amacfoundation.org/>

The AMAC foundation is a 501(c)(3) nonprofit organization.

All Foundation services and programs are free of charge, and are supported by public donations. Your donation is tax deductible as allowable by law. No goods or services are provided to you in return for your contribution. Once accepted by the Foundation, contributions are nonrefundable.

The Foundation is not affiliated with the Social Security Administration and does not provide legal, accounting, financial, or tax services. Please contact a licensed professional for such advice.