

THE OPPORTUNITY



Younger people
need more caring adults in
their lives to help
them get and stay on a
path to adult success.



Older people
have time and
experience to share and
are hard-wired to
pass it on.



Join Us!

**Schools & youth
organizations**
need human talent
to expand their reach
and impact.

On November 17, 2016
Encore.org connected these
vital elements in a new,
five-year campaign called
Generation to Generation.
The campaign will mobilize
1 million people over 50 to
show up for kids, support
innovative pilots to bring
generations together
in ways that make lives
better for all, and amplify
a positive conversation
about intergenerational
collaboration in America.
Most importantly, Generation
to Generation will change
millions of lives.

THE CAMPAIGN WILL OPERATE ON THREE LEVELS:

A large-scale mobilization will **activate 1 million people 50+ to get involved** and find opportunities with local, regional and national youth-serving organizations.

A network of nonprofit organizations and geographic communities will act as learning lab, **demonstrating powerful innovations at the ground level** and sharing best practices to engage experienced talent in youth-serving roles.

Narrative change efforts will **elevate a powerful cultural story of generational interdependence**, with a particular emphasis on older people investing in the next generation. Original research, individual stories and media attention will draw attention to this storyline.

The Challenges

For the first time in history, many American adults believe the next generation will be worse off than their parents. One in five children in the U.S. grows up in poverty. Half of all children in our public schools are part of low-income families. Kids in low-income communities typically start kindergarten 60 percent behind their more affluent peers. And over 5 million people age 16-24 say they're disconnected from school or work.

The Promise

There is another story to tell. Our surveys show that 32 million adults 50+ are eager to devote their time and energy to help young people thrive. Millions of experienced adults are already doing this. And there are intergenerational "bright spots" all over the country - innovative initiatives bringing the generations together for mutual benefit.

The Solution

Generation to Generation will tell the stories of those already improving the lives of young people and will mobilize more adults 50+ to do the same through paid or volunteer roles. The campaign will work with a coalition of partner organizations who are already doing youth-focused work and could benefit from an infusion of experienced talent - organizations like Playworks, Jumpstart, the Boys & Girls Club of America, MENTOR: The National Mentoring Partnership, Big Brothers Big Sisters of America, and Strive for College. Community-wide efforts to create intergenerational impact zones are planned in Los Angeles, San Jose, Boston, Seattle and elsewhere. As the campaign gathers steam, the list of partner organizations and communities will grow.



CAMPAIGN LAUNCH:

Since launching on November 17th, the Generation to Generation campaign message has reached an estimated 10 million people through coverage in major publications including Forbes, Washington Post, The Wall Street Journal, and many more. We released a national study on intergenerational relationships titled "Generation 'War'? Survey Finds Few Takers," the campaign website is drawing thousands of individuals interested in finding volunteer opportunities, our launch video has been viewed more than 25k times, and we continue to see phenomenal support on social media and in newsletters from partners and individuals who believe in our mission to mobilize 1M adults 50+ to help young people thrive.

Campaign funders include the David and Lucile Packard Foundation, the Einhorn Family Charitable Trust, The Eisner Foundation, the John Templeton Foundation and the May & Stanley Smith Charitable Trust.

Want to bring generations together in ways that make lives better for all?

JOIN THE CAMPAIGN TODAY

GenerationtoGeneration.org

POWERED BY
ENCORE.org