

ENCORE TAMPA BAY – GENERATION TO GENERATION CAMPAIGN



[Generation to Generation](#) is a new, five-year national campaign to mobilize 1 million people over 50 to stand up for kids, support innovative pilots to bring generations together in ways that make lives better for all, and advance the national conversation on what can be accomplished when generations come together. Most important, Generation to Generation will change millions of lives.

OVERALL GOALS FOR THE NATIONAL CAMPAIGN:

- Connect the large willing pool of talent to youth serving organizations and to reach a greater number of vulnerable kids.
- Demonstrate the value of a targeted approach to expanding encore opportunities in social purpose organizations. (what we learn can be applied to other segments of the population)
- Shift the cultural narrative about aging and reinforce the reality that age is an asset, that experience gains value with time and there exists a growing experience dividend to be tapped.

ABOUT THE ENCORE GENERATION CAMPAIGN IN TAMPA BAY:

The goal of the campaign is harness and embed the talent and experience of Tampa Bay's 50+ population and bring it to scale as a human capital strategy for our communities' most pressing social problems. This pilot Campaign will partner with youth-serving organizations working to close the opportunity gap and mobilize encore talent to support their human capital needs. By focusing on nonprofits working with children and youth, our recruitment of partner organizations and 50+ adults will be strategically targeted and will leverage the concurrent national Encore Generation to Generation campaign. The success of bringing encore talent into youth-serving roles will enable us to test scaling approaches, demonstrate impact, promote learning and create a prototype we can expand to other areas of community need. The pilot will build on the anticipated advantages of immediate impact, reduced turnover and intergenerational benefits.

FOUR CRITICAL ELEMENTS FOR THE CAMPAIGN:

1. INTERGENERATIONAL IMPACT ZONE/ LOCAL CAMPAIGN SITE

- a. Encore Tampa Bay takes the lead in setting up a local campaign and building a coalition of a Steering Committee using the collective

impact model(Community Foundation, AARP, United Way, 4Generations Institute.)

2. OUTREACH (LOCAL RECRUITING) PARTNERS :

- a. Organizations that would play a part in implementing the campaign by assisting with mobilizing and recruiting encore talent. (AARP, RSVP, Florida Blue, United Way , Corporate Employers, Senior & Community Centers, Faith Organizations, College alumni etc.,)

3. YOUTH SERVING AGENCIES (YSO”S):

- a. 5 selected local youth serving agencies that are qualified and committed to tapping into the talent of experienced volunteers will be selected (Big Brothers Big Sisters, Boys and Girls Club, Metropolitan Ministries, United Way Suncoast and R Club)

4. FUNDERS:

- a. Corporate Foundations, Community Foundations, Organizations, Individual donors who are committed to bringing all generations together in ways that make better lives for all.

OVERALL OUTCOMES OF THE CAMPAIGN:

- IMPROVED THE LIVES OF CHILDREN IN OUR COMMUNITY
- ENGAGED OLDER ADULTS IN MEANINGFUL WORK
- EXPANDED ENCORE OPPORTUNITIES BY EXPONENTIALLY REACHING MORE (DIVERSITY) EXPERIENCED ADULTS TO STRENGTHEN OUR COMMUNITY.
- DEVELOPED MODEL AND FRAMEWORK FOR NONPROFITS TO USE IN RECRUITING AND ENGAGING EXPERIENCED ADULTS.
- ENGAGED BUSINESS, NONPROFIT AND COMMUNITY ORGANIZATIONS THAT ARE COMMITTED TO BUILDING AN INTERGENERATIONAL WEB OF SUPPORT FOR AT RISK YOUTH IN OUR COMMUNITY
- INCREASED HEALTH AND WELL BEING OF OUR YOUTH AND OLDER ADULTS OF TAMPA BAY.

WE ENVISION A FUTURE WHERE THE SECOND HALF OF ADULTHOOD IS DEDICATED TO SUPPORTING THE NEXT GENERATION IN WAYS THAT BENEFIT OLD AND YOUNG ALIKE

