

2012 GENERATIONS UNITED ANNUAL REPORT

Another great year has passed; a year in which the intergenerational community made significant strides in promoting policies and programs that benefit all ages and forge lasting bonds between among the generations.

We salute the work of our members, partners, and friends and look forward to continuing our journey in 2013. In the meantime, we'd like to offer a brief retrospective of some of Generations United's successes over the past year.

JANUARY

- Lauded by **UN Secretary-General Ban Ki-moon** for our work on shared sites. The UN also published excerpts of a paper by our executive director, Donna Butts.

FEBRUARY

- Issued a point-by-point response to the **President's budget** for Fiscal Year 2013, explaining how the new budget could affect the intergenerational community.
- Held a free seminar, **Evaluating Intergenerational Programs**, that provided evaluation tools and techniques that really work.

MARCH

- Recognized the recipients of the inaugural **MetLife Foundation/Generations United Best Intergenerational Communities awards** at a briefing on Capitol Hill in Washington, DC. The recipients were:
 - the Town of Lamoni, Iowa;
 - the City of Georgetown Texas;
 - the City of Oberlin, Ohio;
 - the County of San Diego, California.; and
 - Virginia Planning District 10.
- Collaborated with the American Bar Association in issuing the report, **Improving Foster Care Licensing Standards**, with a grant from the Annie E. Casey Foundation.



APRIL

- Responded to the 2012 **Social Security Trustees Report**.
- Challenged Sen. Paul Ryan's budget proposal, "Path to Prosperity," in an opinion piece by Donna Butts that was published in **The Hill** newspaper.
- Held a free webinar, **Loyalty, Legacy & Choices: Constructive Conversations about Our Children's Parents**, to help grandfamilies ease the burden for children whose parents are unable to care for them.

MAY

- Launched **Colorado Seniors4Kids** in partnership with the Colorado Children's Campaign. This statewide, grassroots initiative raises the voices of Coloradans age 50 and older in support of policies and programs that help children thrive.



- Raised visibility with a guest commentary published in **The Denver Post**. Former Congresswoman Pat Schroeder and renowned author, anthropologist and scholar Mary Catherine Bateson authored the piece, "Seniors4Kids urges older Coloradans to get out and 'play.'"
- Selected as a finalist for the 2012 **Eisner Prize** for Intergenerational Excellence.
- Worked with the Annie E. Casey Foundation to promote their excellent report, **Stepping Up for Kids: What Government and Communities Should Do to Support Kinship Families**.

JUNE

- Announced plans to use **Grandparents Day** in September as an opportunity for all generations to engage in a week of intergenerational activism and activities.
- Responded to the **Supreme Court Ruling on Affordable Health Care Act** and created a fact sheet on the ACA's benefits for children and older adults.

JULY

- Launched a new campaign, **Grand Faces, Grand Voices** to raise the visibility of adults age 50 and older who support policies and investments that help children and younger people thrive.
- Unveiled **Grandparentsday.org**, a website devoted specifically to provide resources, ideas and inspirations for making Grandparents Day a time of activism and intergenerational activities.

AUGUST

- Created and distributed a new Action Guide for "**Doing Something Grand**" for Grandparents Day.
- Congratulated **Donna Butts** for being named by the NonProfit Times to its "**Power & Influence Top 50.**"
- Announced six new "**Programs of Distinction**" for the intergenerational community:
 - DOROT's Youth Volunteer Program, DOROT, New York, NY;
 - The JCA Heyman Interages Center, Jewish Council for the Aging of Greater Washington (JCA®), Rockville, MD;
 - Together Transforming the Experience of Aging, Kendal at Oberlin, Oberlin, OH;
 - AGE to age: bringing generations together, Northland Foundation, Duluth, MN;
 - CATCH Healthy Habits, OASIS Institute, Saint Louis, MO; and
 - The Great Friendship Link, Sunshine Care Assisted Living Homes, San Diego, CA.

"I know for a fact that Generations United was a large part of my selection as a Rhodes Scholar. During my interview, I was asked why intergenerational interactions were important. My experiences with GU events and people flooded my mind and helped me answer their question with conviction. I told them that intergenerational interactions were not just important - they were essential. In addition to serving as meaningful interactions that add purpose to both generations' lives, something I experienced firsthand, the support of intergenerational interactions is smart public policy: both communities have needs that can be met through and with one another. Resources are saved, communities are strengthened, and everyone wins in the process. We are used to talking about policy as a win-lose game. Intergenerational interactions show us that policy can be a win-win game, and GU is by far the most vocal champion of this hopeful reality."

Carrie Ryan, Generations United Youth Volunteer Award

SEPTEMBER

- Issued a call to action for all generations during a week-long recognition of **Grandparents Day**.
- Held a **White House event** that recognized contributions of grandparents and older adults and issued a call to action for Americans to advocate for children and youth.
- Raised visibility with an opinion piece in the Huffington Post titled, "It's Time to Do Something Grand: A Call to Action on Grandparents Day," and co-written by Mark Shriver and Donna Butts.
- Collaborated with MetLife Mature Market Institute (MMMI) in issuing the MetLife Study on Grandparents and a tip sheet, "**Grandparents Investing in Grandchildren: Actions Speak Louder than Words.**"
- Released **Grand Successes** that told the stories of some of the many successful individuals raised by their grandparents or other grandfamilies.



OCTOBER

- Announced, with MetLife Foundation, the 2012-2013 **Youth Jumpstart Grant** designees:
 - Belton Service-Learning, Belton, MO;
 - Boys & Girls Club of Fresno County, Fresno, CA;
 - Boys & Girls Club of the Three Affiliated Tribes, New Town, ND;
 - Cross Cultural Community Center, Chicago, IL;
 - Eastern Nebraska on Aging Offices/Foster Grandparents, Omaha, NE;
 - Girl Scouts Heart of the Hudson Troop 1986, White Plains, NY;
 - Lucille W. Gorham Intergenerational Community Center, Greenville, NC;
 - Mount Vernon 4-H Awesome Adventurers, Fairfax, VA;
 - Our AIM Foundation, Dunedin, FL; and
 - Widener University, Center for Social Work Education, Chester, PA.
- Partnered with several other organizations to develop and release the report, **Making It Work: Using the Guardianship Assistance Program**. Partners included the Children's Defense Fund, Child Trends, American Bar Association Center on Children and the Law, Casey Family Programs, and Child Focus.

NOVEMBER

- Raised visibility with an opinion piece in the Huffington Post titled, "**It's Time for a Grand New Day,**" and written by Dr. Joan Lombardi and Dr. Mary Catherine Bateson.
- Held a free webinar, "**European Year for Active Ageing and Intergenerational Solidarity in 2012,**" that discussed the significance of this celebration and told how European organizations planned and celebrated the event.

DECEMBER

- Unveiled our latest report, **Hunger and Nutrition: What's at Stake for Children, Families and Older Adults**
- Raised visibility with an opinion piece in the Huffington Post titled, "**Hungry for Meaning,**" that was written by Donna Butts.
- And farther south, the **Lexington Herald-Leader** ran an op-ed by Bill Perrine of Generations United's Kentucky Seniors4Kids. Read "Ky. Voices: Seniors should focus on saving at-risk children."



FINANCIAL SUPPORTERS

FOUNDATIONS

AARP Foundation

The Annie E. Casey Foundation

Atlantic Philanthropies

Birth to Five

Casey Family Programs

Eisner Foundation

Intuit Financial Freedom Foundation

Jay I. Firman Foundation

MetLife Foundation

Patton Family Charitable Foundation

The Brookdale Foundation

The Turrell Fund

ORGANIZATIONS

Alliance for Children and Families

Capital City Intergenerational Care, Inc.

Child Welfare League of America

Community Strengths

Council of Yonkers, Inc.

County of San Diego

CVS Corporation

DOROT, Inc.

Easter Seals, Inc.

Ebenezer Ridges

Friendship Center, Inc.

Intergeneration Foundation

JABA

Jewish Council for the Aging of Greater Washington

Kind Kids Inc.

LeadingAge

Matz, Blancato & Associates

MetLife Mature Market Institute

National Academy of Social Insurance

National Association of Area Agencies on Aging

National Association of Counties

Neosho County Community College

New York State Intergenerational Network

Oasis Institute

Penn State

Plymouth Intergenerational Coalition

The Hebrew Home for the Aged at Riverdale

The Philanthropic Group, Inc.

The Salvation Army National Corporation

Under One Roof, Inc.

United Retirement Center

Voices for America's Children

Volunteers of America

Worcester State College

ZERO TO THREE

INDIVIDUALS

Frank D. Allen

Colleen Appleby-Carroll

Paul Arfin

Helene Block Fields

Kevin Brabazon

Paula Butler

Donna Butts

Amelia Derr

Robert Donohue

Michele M. Elia

Chris Ellis

Sharon Fine

Barbara Friedman

Susan Goff Mason

Joan Harrison

Gail Hayslip

Austin Heyman

Marcie Jones

Walter Jones

Irv Katz

Jacquelyn Kidd

Eric Kingson

Bill Libro

Matthew Melmed

Larry Minnix

Terrence Modglin

Sharon Niederhaus

Eula Ossofsky

John A. Oyler

Brian Puppa

Barb Quaintance

Kenyattah Robinson

Lisa Schell

Maureen Statland

Chris Steinig

Rosanna Steinig

Sheri Steinig

Harry and Eileen Stephey

Kathleen Sykes

James W. Taylor

Paul Thornell

Sandra Timmermann

Julie Tippens

Marla Viorst

Masako Yoshizu

BOARD OF DIRECTORS 2012

CHAIR

William L. Minnix, Jr.
President & CEO
LeadingAge

VICE CHAIR

Matthew E. Melmed
Executive Director
ZERO TO THREE

SECRETARY

Michael S. Marcus
Program Director
The Harry and Jeanette Weinberg Foundation

TREASURER

Paul N. D. Thornell
Vice President, Federal Government Affairs
Citigroup, Inc.

BOARD MEMBERS

MaryLee Allen
Director, Child Welfare and Mental Health
Children's Defense Fund

Mary Ann Casey
The Patton Family Foundation

Sharon Fine
Senior Vice President
Aon

Jatrice Martel Gaiter
Executive Vice President of External Affairs
Volunteers of America

Walter L. Jones
Vice President Network – West Area
Verizon Wireless

Sandra Nathan
Vice President for Programs
Marin Community Foundation

Stephanie Osborn
Deputy Director, County Services
National Association of Counties

Barb Quaintance
Senior Vice President
Office of Volunteer and Civic Engagement
ARRP

John Rother
President & CEO
National Coalition on Health Care

Pamela Smith
Director, Aging & Independence Service
County of San Diego

James Taylor
President, Senior Living
Sodexo, North America

Sandra Timmermann
Director
MetLife Mature Market Institute

Marla Viorst
Communications Consultant

STRATEGIC ADVISORS

Robert Blancato

President

Matz, Blancato, & Associates

Robert Dugger

Managing Partner

Hanover Investment Group

James Firman

President & CEO

National Council on Aging

Marc Freedman

President

Civic Ventures

Irv Katz

President & CEO

The National Human Services Assembly

Catherine Milton

Palo Alto, CA

Mary Ann Van Clief

Vice President

The Brookdale Foundation Group

Juan Williams

Journalist & Political Commentator

GENERATIONS UNITED STAFF 2012

- Donna M. Butts, Executive Director
- Marcia Adler, Senior Fellow
- Colleen Appelby-Carroll, Communications Coordinator
- Ana Beltran, Special Advisor, National Center of Grandfamilies
- Leah Bradley, Program Specialist
- Adam Hlava, Operations and Grants Manager
- Alex Cutler, Special Projects Assistant
- Jaia Peterson Lent, Deputy Executive Director
- Eric Masten, Policy and Program Coordinator
- Melissa Ness, Public Policy Manager
- Eliseba Osore, Project Assistant
- Sheri Steinig, Special Projects Director
- Thomas Taylor, Special Advisor, Seniors4Kids
- Bettina Thorpe-Tucker, Office Assistant
- Anne Tria Wise, Senior Project Manager



www.gu.org