

BECAUSE WE'RE

AMERICA'S TRANSFORMATION

THE UNITED STATES IS IN THE MIDST OF A DEMOGRAPHIC TRANSFORMATION.

TODAY

41 MILLION

people in America who are 65 years and older

74 MILLION

children and youth (ages 0-17)

8% MORE

76% MORE

72 MILLION

people over the age of 65

80 MILLION

children and youth (ages 0-17)

2030

2050



By 2040, older adults, children and youth will make up over 40% of the U.S. population.

We are more racially and ethnically diverse. By 2042, more than HALF of the nation will be people of color.

There is a growing racial generation gap. Today, more than half of Americans under the age of five are people of color compared to less than one in five Americans over 65.

STRONGER TOGETHER

IT COSTS LESS, NOT MORE

INVESTING IN ALL GENERATIONS MAKES SENSE AND MOBILIZING THE GENERATIONS IS COST EFFECTIVE.

Facilities that serve younger and older people save on some of the most significant program costs (personnel and rent) when they share expenses.



The known benefits of programs that connect the generations could reduce healthcare costs.



Older adults who volunteer report lower disability, greater well-being, increase in brain activity, and reduced depression.



Children and adults in intergenerational programs can increase their levels of physical activity, increase consumption of fruits and vegetables and decrease their time watching TV or playing video games.

Young people who connect with older adults can improve academic performance, confidence and self esteem, and attitudes toward learning.



CAPITALIZING ALL ASSETS

AMERICA'S YOUNGER AND OLDER PEOPLE ARE OUR GREATEST ASSETS YET WE ARE ALLOWING THESE ASSETS TO REST DORMANT.

There are 72 MILLION Baby Boomers.

Older adults on average watch 47 HOURS of TV a week.

A volunteer hour is valued at \$23+ PER HOUR.

So if 10% of boomers gave up 10% of TV time each week to volunteer, it would generate over...

\$900 MILLION DOLLARS

IN NEW HUMAN CAPITAL ASSETS PER YEAR.

MIXING IT UP

WHEN YOU MIX AGES YOU GET BETTER RESULTS. THERE IS MAGIC WHEN YOU MIX, EXPERIENCE, WISDOM AND FRESH PERSPECTIVES.

BRIDGING GENERATIONS IMPROVES LIVES AND COMMUNITIES. WE CAN SOLVE REAL PROBLEMS AND BUILD CONNECTIONS AMONG GENERATIONS AND THEIR COMMUNITIES. THE RESULT IS LIFE GETS BETTER - FOR ALL OF US.

generations united

Because we're stronger together™

U.S. Census Bureau; A Profile of Older Americans: 2012; America's Children: Key National Indicators of Well-Being, 2013; William H. Fog, The Brookings Institution; The Nielsen Company; The Independent Sector; Generations United; The Corporation for National and Community Service; The OASIS Institute; and AARP Experience Corps. For full citations, visit www.gu.org.