GIVE 5

“CIVIC MATCHMAKING” PROGRAM

Missouri Association of Area Agencies on Aging
Julie Peetz

- Executive Director, Missouri Association of Area Agencies on Aging (ma4)
Context

• Why is a program like Give 5 needed by AAAs?

• What need does it meet?
Statewide Funding

• Funding through Missouri Department of Health & Senior Services

• Missouri Association of Area Agencies on Aging (ma4) administered funds, progress reports and deliverables
Statewide Funding

- State of Missouri – FY23
  - Funded implementation at six AAAs

- State of Missouri – FY24
  - Ongoing operations at six AAAs
  - Statewide marketing/recruitment
Greg Burris

- President/CEO United Way of the Ozarks
- Founder of Give 5 Program
- 10 years as Springfield City Manager
- 25 years at Missouri State University
Cora Scott

- City of Springfield, Missouri
  Director of Public Information & Civic Engagement
- Co-creator of Give 5 Program
- 18 years at Mercy Health
Why?
By 2030, all baby boomers will be older than age 65.

At that time, one in five Americans will be age 65 “or better.”
Some communities ask themselves . . .

“What are we going to do with all of these older adults?”
We ask . . .

“What are we going to do with all of these older adults?”
Give 5 is a WIN-WIN-WIN-WIN-WIN

Providing four levels of positive impact for people in one program:

- **Individuals** by addressing social isolation
- **Nonprofit organizations** by increasing capacity
- **Employers** by reintroducing purpose and meaning into retirees’ lives
- **The community’s economy and quality of life**
For context, in Springfield . . .

Originated by:

CITY OF Springfield

Hosted by:

United Way of the Ozarks
Think of Give 5 as . . .

Romance!
At its heart, Give 5 is a “Civic Matchmaking” program

[Think of it as eCivicHarmony.com]
On one side of the romance, 
Nonprofits are in need of talent.
The need is greater than ever.

“71% of nonprofits are hampered by a staffing shortage”

-FORVIS 2022 Annual Report State of the Nonprofit Sector
On the other side of the romance . . .
A wave of skills, talents, and time.
Give 5 was created to simultaneously address five Macro Trends.
At the intersection of these 5 macro trends:

- Wave of talent on the move
- Largest Boomer health risk
- Strengthen our community fabric
- Increased importance of volunteerism
- Largest transfer of wealth and knowledge
MACRO TREND #1

Wave of Talent on the Move
10,000 BOOMERS turn 65 EVERY DAY for 19 years.
3,650,000 per year

69,350,000 over 19 years
Many of us derive our personal identity and community purpose from ...
... our jobs.

If you ask me who I am, I’ll likely tell you what I do.
And then, suddenly, they take your key, turn off your email account, and that part of your identity is gone.
What do retiring Boomers have?
• Work ethic
• Skills/talents
• Commitment to their community
• Financial resources
• Desire to feel relevant and give back

• And for the first time . . . TIME
MACRO TREND #2

Largest Boomer Health Risk
U.S. Surgeon General identified the largest health risk for retirees as:

a) Cancer
b) Heart Disease
c) Isolation
d) Cell Phones
e) Red Dye #12

Macro-Trend #2 | Largest Boomer Health Risk
U.S. Surgeon General identified the largest health risk for retirees as:

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c) Isolation
d) Cell Phones
e) Red Dye #12
A recent BYU study indicated that social isolation and loneliness is equivalent to smoking:

a) 2 cigarettes a day  
b) 4 cigarettes a day  
c) 7 cigarettes a day  
d) 15 cigarettes a day
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Source: Dr. Julianne Holt-Lunstad, BYU
“Requires the nation’s immediate awareness and action.” – p. 6

“Approximately half of U.S. adults report experiencing loneliness.” – p. 9

“Social isolation among older adults alone accounts for an estimated $6.7 billion in excess Medicare spending annually.” – p. 9

“Every level of increase in social connection corresponds with a risk reduction across many health conditions.” – p. 10
The Risk of Isolation and Loneliness is Everywhere.

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Macro-Trend #2 | Largest Boomer Health Risk
Can busy people empathize with those who are feeling lonely or isolated?
Alexa...

- What can’t you get delivered to your doorstep?
- Conversations with algorithms
Metaverse
Enhancing one’s ability to isolate?
MACRO TREND #3

Strengthen Our Community Fabric
A growing deficiency in ‘bridging’ social capital and empathy.
How often do we meet and talk to people outside of our personal bubble?

[Social Media doesn’t count]

So what?
As a society, we have less empathy.

- "Us" vs "Them" – We self-select into ‘bubbles’
- Media “Echo Chambers” – Reinforces our preconceived notions
Can we reverse these trends and build, “bridging” social capital and community fabric?

Can we build “Community Ownership”?
How divided have we become?
In 1960 . . .
• 4% of Democrats and 5% of Republicans would be “displeased” if their child married someone from outside their political party

In 2016 . . .
• 60% of Democrats and 63% of Republicans would be “displeased if their child married someone from outside their political party

Having no ‘ownership’ of one’s community and ignoring these issues is like saying...
“There’s a hole in your end of the boat!”
It doesn’t become our problem until we all learn the facts and see the interconnectedness.
MACRO TREND #4

Increased Importance of Volunteerism
Drury University’s Volunteer Study shows that Springfield’s community needs...

8,000 additional volunteers
The U.S. labor curve inverted in April 2018.

There are now more jobs available than workers to fill them.
It takes 20 years to grow a worker.
How will nonprofits compete in the fierce competition for talent over the next 20 years?
Will skilled volunteers increasingly become the fuel for nonprofits?
Consequently, nonprofits will rely more on volunteer support and philanthropy during the next decade.
MACRO TREND #5

Largest Transfer of Wealth and Knowledge
The largest transfer of wealth in the history of the world has begun.
$30,000,000,000,000,000

will transfer ownership over the next 30-40 years
How could just 5% legacy giving impact our communities?

But why would that happen?
If someone connects to their community on an emotional level, are they more likely to leave a “legacy gift” to their community?
“I don’t care deeply about things I don’t understand.”
As humans, we also have an inherent desire to nurture the next generation (mentoring opportunities).

It’s in our DNA.
At the intersection of these 5 macro trends:

- Wave of talent on the move
- Largest boomer health risk
- Strengthen our community fabric
- Increased importance of volunteerism
- Largest transfer of wealth and knowledge
Bonus Trend:

Increasing Life Spans
“A child born in the West today has a more than 50 percent chance of living to be over 105, while by contrast, a child born over a century ago had a less than 1 percent chance of living to that age.”

Source: The 100-Year Life by Lynda Gratton and Andrew Scott, pp. 2-3
We were not designed to take a 40-year vacation.
“Couch Repellant”
Give 5 was created based upon one central assumption:

People are Good
Once people see the need, they want to help.

Many are just waiting to be asked.
But most retired/retiring Boomers have been so busy working, they haven’t really seen their community.
“I don’t care deeply about things I don’t understand.”
Give 5 lets them see “behind the curtain” and learn about their community.
Give 5 lets them do a “taste testing” of volunteer opportunities in their own backyard.
Keys to Achieving the Biggest Impact:

- Selecting the social challenge on which to focus
- Selecting 23 nonprofits aligned with that social challenge

Example Focus: Reducing Poverty
What would be your community’s impact?

If you had 350, 900 or 1,500 highly skilled, motivated volunteers waiting to get into the game, which issue in your community would you like to impact?
Hosted by a local organization

Class size: 20-22

- No cost to participants
- Five program days + graduation
- One day per week x5 weeks
- Physically visit 23 nonprofits

“Seeing is believing”
Program Day #1: Orientation

Day #1 includes a ½-day orientation where participants learn about their community.

In the afternoon, the class visits three nonprofit organizations.
Program Days #2-5

Guest speakers on timely topics make up the first 60 minutes.

The class visits 5 nonprofits/day.

We encourage nonprofits to offer a wide variety of volunteer opportunities.
We assumed all of our participating nonprofits would be ready to engage highly skilled potential volunteers.

We were wrong.
Nonprofit Training
We Train Participating Nonprofits

- Introduction to Give 5
- Reimagining Volunteerism
  - Viewing the world through a lens of scarcity vs. abundance
- Best Practices for Hosting
- Idea Exchanges!
Graduation

Graduates reveal their choices for volunteer service and celebrate with those nonprofits.

Most participants choose more than one nonprofit.

Local news outlets cover the event and the letters of intent are shared on social media.
Graduation

The Mayor is our Commencement speaker.

There is cake.
Why it’s called Give 5
We hope participants will:

• Find a volunteer opportunity they feel passionately about.

• Volunteer a minimum of 5 hours per month with that organization.
The power of a shared experience.

They would not have done this individually.

[Creates a sense of belonging.]
Reunions and Special Events for Alums
"As a retired nurse, I have been particularly vigilant and concerned about the impact of the Covid-19 pandemic on our community. I was moved to assist in some way since the stay-at-home ordinance in March. Helping with the vaccine clinics has been especially rewarding, knowing that vaccination is the newest powerful tool to help us move out of this crisis.

Most everyone coming to the clinic for vaccination is excited to be there and truly grateful to have this additional protection from the virus for themselves and others."

- Jo Cisna, Class 13

A new virtual Give 5 "Civic Matchmaking" class is forming next week. Apply at SgfGive5.Org.
Patient Companion Program

Example scenario and volunteer opportunity:
- Mom lives hundreds of miles away.
- Mom had a medical appointment with her primary care physician today.

- **Daughter:** “Mom, how did your appointment go? What did the doctor say?”
- **Mom:** “It went fine.”
- **Daughter:** “Did you ask about your toe?”
- **Mom:** “Oh, darn. I forgot to ask.”
- **Daughter:** “What about your medications?”
- **Mom:** “She said I should stop taking one of them.”
Patient Companion Program
Patient Companion Program
What do Patient Companions do?

• Meet prior, make a plan, and accompany qualifying seniors to medical appointments
• Provide relational and emotional support for the patients
• Take notes and record instructions from the medical professional
• Help patients and medical professional communicate more effectively
Patient Companion Program

What do medical staff members and clinics/hospitals receive?

- Increased likelihood of patient compliance with recommendations
- Decreased recidivism for unnecessary extra appointments or readmissions
- A trusted advocate reinforcing and supporting care directives
Performance Measurement & Research

Amy E. Lorek, PhD
Interim Director, Women’s Leadership Initiative Assistant Research Professor

Penn State University’s “Center for Healthy Aging”

PennState College of Health and Human Development

Center for Healthy Aging

“Civic Matchmaking” Program
Performance Measurement & Research

Laura Carstensen, PhD
Fairleigh S. Dickinson Jr. Professor in Public Policy
Professor of Psychology
Director, Stanford Center on Longevity

Stanford University’s “Center on Longevity"
Performance Measurement & Research

Gloria Galanes, PhD
Retired Dean of Missouri State University’s College of Arts & Letters
PhD, 1985, The Ohio State University
MA, 1974, Bowling Green University
BA, 1968, The University of Michigan

Bradley Fisher, PhD
Retired Coordinator of Missouri State University’s Gerontology Program
PhD, Sociology, 1988, Michigan State University
MA, 1983, Michigan State University
BS, 1981, Grand Valley State University
Research Findings:

- 350+ retirees have participated in the Give 5 program since late 2017
- In 2019, Classes 1-5 surveyed: 98 responded

The Results?
Research Findings:

- 79% of respondents reported still volunteering because of Give 5
- Graduates each average 18 hours of volunteerism per month
- Total hours volunteered per month (Classes 1-5): 1,028 hours
- Using independent Sector’s value of volunteer work of $25/hour:
  $25,700 per month
  $308,400 per year

That’s just the first five classes!
Percent Rated on a Scale from 0 to 100

Q1: Thinks there is a link between volunteerism and aging - 97%
Q2: Volunteering with any organization as a result of Give 5 - 79%
Q3: Has encouraged others to join Give 5 or to volunteer their time - 94%
Q4: Would recommend Give 5 to others in the community - 99%
Q5: Has donated money to one or more nonprofits, as a result of Give 5 - 54%
On a Scale from One to Seven

Q1: Give 5 increased my sense of responsibility to help improve the community.
   Rating: 6.3

Q2: Give 5 has made me feel more connected to the community.
   Rating: 6.1

Q3: Give 5 has increased my knowledge of needs in the community.
   Rating: 6.7

Q4: Give 5 has increased my empathy for under-resourced individuals.
   Rating: 6.3

Q5: Give 5 has increased my level of trust in the work of nonprofits.
   Rating: 6.1

Q6: I enjoyed participating in the Give 5 program.
   Rating: 6.8
Graduates Become Ambassadors and Advocates for Their Community
Ripple Effect
How many people have you told about the nonprofit organizations you visited during the Give 5 program?
Is It Still Working?

Give 5 Class 20 – Springfield, MO

• 18 graduates
• 70 volunteer commitments/connections . . .
  • . . . at 25 different nonprofits
What is the demand curve?

What if we run out of retirees?!
Population Aged 65 and Over: 1900 to 2050

Give 5 Recognition

• Missouri Municipal League’s “Innovation Award” Winner

• U.S. Conference of Mayors presentation

• Various national conference presentations

• Highlighted during intro video of International City/County Managers Association national conference
Give 5 Recognition

- Dozens of media interviews
- Feature in PBS’ NextAvenue.org
- Feature story in Forbes.com
- Interest from national news
City launches “Give 5” program to connect retirees with volunteer opportunities

New program aims to match senior volunteers with non-profits

News-Lee staff
Published 12:25 p.m. CT Nov. 3, 2017

25 Retirees Graduate in Second Give 5 Class

OZARKS TONIGHT: A New Way to Get Involved in Springfield

Ozarks Tonight: Springfield Wants Baby Boomers to Give 5

Ozarks Tonight: One Year Anniversary of the Give 5 Program

Ozarks Tonight: Springfield Wants Baby Boomers to Give 5
Provide: “Give 5 in a Box”
Provide: “Give 5 in a Box”

- License to host program – geographic recruitment area
- Marketing materials (including a PSA)
- Implementation manual and templates
- Impact surveys (pre and post)
- Implementation services (video library)
- Curriculum content + Wisdom of the Ages videos
- Training (staff, facilitator, nonprofits)
- Ongoing updates to materials and tools
- Connection to Give 5 Network (“Idea Exchange”)
What Host Provides:

- Facilitator/Coordinator (part-time)
- Classroom
- Transportation
- Food
- Binders/copies
- Graduation (cake)
A GROWING NETWORK

Missouri
Clayton
St. Louis Oasis
Columbia
Heart of Missouri United Way
Springfield
United Way of the Ozarks

Ohio
Canton
United Way of Greater Stark County

Oklahoma
Oklahoma City
Healthy Living OKC
Tulsa
Life Senior Services

Tennessee
Knoxville
Leadership Knoxville
A GROWING NETWORK

Area Agencies on Aging in Missouri

St. Joseph
Young at Heart Resources

Branson
SeniorAge &
Ozark Mtn Country Cares

Jefferson City
Aging Best & United Way

Joplin
Region X & United Way

Kansas City
Mid-America Regional Council

Warrensburg
Care Connection for Aging Services
Dr. Robert Putnam

“Once again, the civic leaders of Springfield, Missouri, are in the forefront of the national movement to reweave the fabric of American communities. Give 5 is a smart way to connect aging Boomers with non-profit volunteering opportunities. It’s a brilliant strategy to solve two growing social problems simultaneously—the dangerous isolation of older Americans and the dangerous isolation of younger have-not Americans. Communities across the land have much to learn from Springfield and the Give 5 program.”

– Dr. Robert Putnam
A final story . . . Don and Ira
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- **Individuals** by addressing social isolation
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- **Employers** by reintroducing purpose and meaning into retirees’ lives
- **The community’s economy and quality of life**
Give5Program.org
Wrap Up

New partnerships the AAAs are building

Partners/graduates have a greater understanding of the AAAs