

Introduction to the Give 5 Program



### **Cora Scott**

- City of Springfield, Missouri
   Director of Public Information & Civic Engagement
- Co-creator of Give 5 Program
- 18 years at Mercy Health



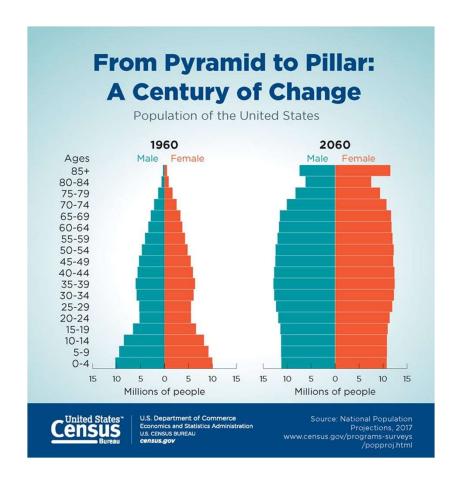


# Why?

## By 2030, all baby boomers will be older than age 65.

At that time, <u>one in five</u> Americans will be age 65 "or better."







Some communities ask themselves . . .

# "What are we going to <u>do</u> 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

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 and Greene County . . .

Originated by:



**Hosted by:** 



Funded by:





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.



## On the other side of the romance . . . A wave of skills, talents, and time.









## Give 5 was created to simultaneously address five Macro Trends.













**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.



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





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Source: Dr. Julianne Holt-Lunstad, BYU





## Alexa...

- What can't you get delivered to your doorstep?
- Conversations with algorithms





**MACRO TREND #3** 

**Strengthen Our Community Fabric** 



# A growing deficiency in 'bridging' social capital and empathy.



### 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"?



"There's a hole in your end of the boat!"





# It doesn't become <u>our</u> 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.





# How will nonprofits compete in the fierce competition for talent over the next 20 years?



Will skilled volunteers increasingly become the <u>fuel</u> 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

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."







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.





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 <u>your</u> community's impact?

If <u>you</u> had 350, 900 or 1,500 highly skilled, motivated volunteers waiting to get into the game, which issue in <u>your</u> community would you like to impact?





## **How Give 5 Works**

#### Hosted by a local organization

Class size: 20-22

- No cost to participants
- Five program days + graduation
- One day per week x 5 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 Classes and Attracting Volunteers







#### **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.



# 50/50



### Why it's called Give 5

We hope participants will:

- Find a volunteer opportunity they feel passionately about.
- Volunteer a minimum of <u>5 hours per month</u> with that organization.







The power of a shared experience.

They would not have done this individually.

[Creates a sense of belonging.]





#### Missouri Lt. Governor Mike Kehoe

Special Engagements







"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-athome 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.

Presented by:
UnitedHealthcare\*





Springfield, Missouri



# Performance Measurement & Research

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

Penn State University's "Center for Healthy Aging"



Center for Healthy Aging





# 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:**

- 337 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 <u>average</u> 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!

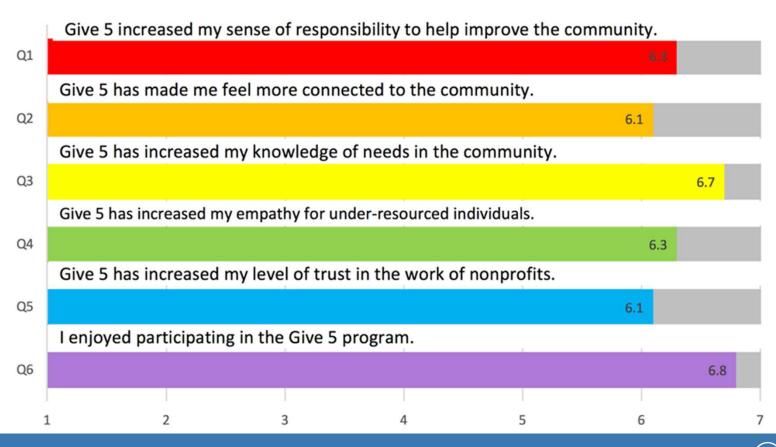


#### Percent Rated on a Scale from 0 to 100





#### On a Scale from One to Seven





# **Graduates Become Ambassadors and Advocates for Their Community**

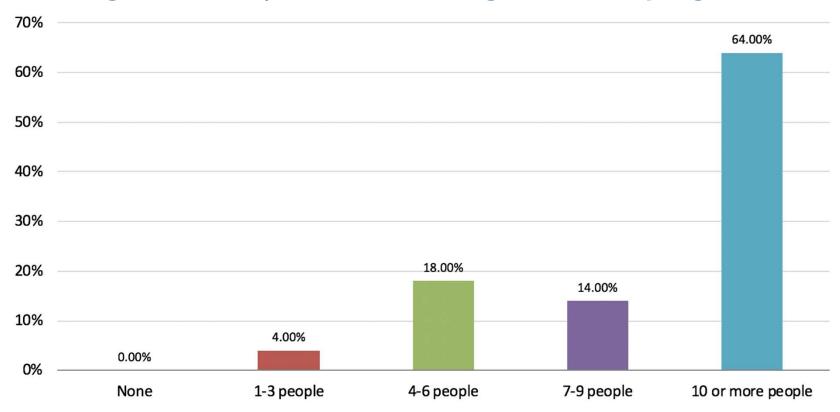






# Ripple Effect

## How many people have you told about the <u>nonprofit</u> <u>organizations</u> you visited during the Give 5 program?





# Is It Still Working? Give 5 Class 20 – Springfield, MO

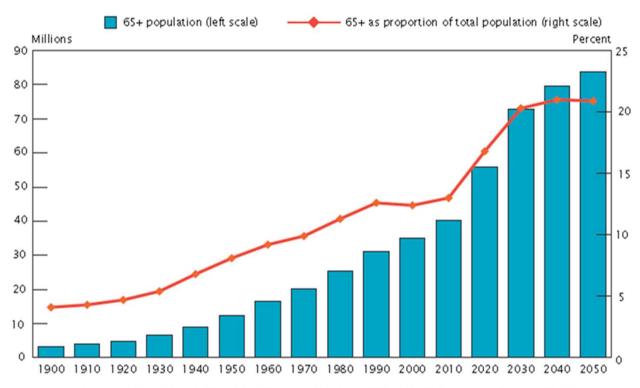
- 18 graduates
- 70 volunteer commitments/connections . . .
  - ... at 25 different nonprofits



# What is the demand curve? What if we run out of retirees?!



#### Population Aged 65 and Over: 1900 to 2050



Sources: 1900 to 1940, and 1960 to 1980, U.S. Bureau of the Census,1983; 1950, U.S. Bureau of the Census, 1953; 1990, U.S. Bureau of the Census, 1992; 2000, U.S. Census Bureau, 2001; 2010, U.S. Census Bureau, 2011; 2020 to 2050, U.S. Census Bureau, 2012a; 1900 to 2010, decennial census; 2020 to 2050, 2012 National Population Projections, Middle series.



### **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



#### **Forbes**

where grown-ups keep growing

#### The Innovative Program Making **Retirees Eager to Volunteer**

Give 5 works by showing prospective volunteers the local needs firsthand

June 17, 2019

**FEATURE** Review by Greg Burris and Cora Scott

#### **Springfield Gives 5:** Civic Engagement Program Addresses Five **Common Community Challenges**

What if you could implement one program to address the rising trend of social isolation; provide a wave of talented volunteers to nonprofits serving citizens in need; and make your community attractive to a generation with time, talent and treasure to share? That would be a win-win-win situation. Communities that get this right will have a competitive advantage over the next

Springfield's Give 5 program.



a program that matches retired (or almost retired) baby boomers with

recent study found that isolation increases the risk of heart disease by 29 percent and stroke by Greg Burris, former Springfield city manager, and Cora Scott, Springfield director of public information and civic

strategic volunteer opportunities and addresses all five

32 percent.

engagement, created

a civic engagement

program called Give 5

to address five macro-

trends that impact every community. It is



OZARKS

## City launches "Give 5" program to connect retirees with volunteer opportunities

News-Leader staff

Published 8:22 p.m. CT Nov. 2, 2017





Burris now at United Way after Give 5

changes ownership



















## 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 havenot 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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**Employers** by reintroducing purpose and meaning into retirees' lives



The community's economy and quality of life

# Give5Program.org



