

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



 **Making A Difference
For Generations**



Celebrate Senior Corps Week 2012
May 7–11, 2012

.....

Check out GetInvolved.gov for updated tools and tips. Don't forget to find us
at [Facebook.com/SeniorCorps](https://www.facebook.com/SeniorCorps) and join in the conversation!

 **Making A Difference
For Generations**

Senior Corps Week 2011
September 19–23, 2011

.....

The second annual Senior Corps Week celebrated the extraordinary contributions that Foster Grandparent, RSVP, and Senior Companion volunteers make through service in their communities each and every day. Across the country, Senior Corps was recognized through service projects, open houses, and other events and highlighted in city and state proclamations, national news outlets, social media, and even through a flash mob.

Senior Corps Week 2011

Overview

For more than four decades, volunteers age 55 and over have been serving their communities through Senior Corps Programs. Senior Corps Week was created as a dedicated nationwide celebration to shine a spotlight on the important impact that 450,000 Senior Corps volunteers have on America's communities. During this special week, the Corporation for National and Community Service (CNCS) invites the nation to recognize the unique skills, experience, and wisdom that Americans age 55 and over use to help solve tough community challenges.

"During this special week, RSVP events are held to recognize . . . the unique ability that Americans 55 and over possess to use their wisdom, professional skills, and experience to cultivate and nurture the kind of change that makes a lasting impact."

— Press & Dakotan, Yankton, SD

Celebrations In Local Communities

The celebration was vibrant and visible across the country as project directors and volunteers, elected officials, local media outlets, partner organizations, and community residents all did their part to recognize the contributions that Senior Corps volunteers make in their communities.

Five Governors, including **Jan Brewer** (R-AZ), **Neil Abercrombie** (D-HI), **Dave Heineman** (R-NE), **John H. Lynch** (D-NH), **John Kitzhaber** (D-OR) and **Ben Shelly** — the President of the Navajo Nation — proclaimed September 19-23, 2011 "Senior Corps Week."



Residents from a community in Ogden, UT joined Senior Corps volunteers in participating in the first-ever Senior Corps Week flash mob!



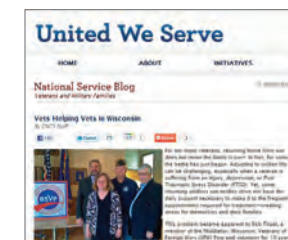
In Washington, acting CEO of CNCS, Robert Velasco II, and Administration of Aging (AoA) Assistant Secretary, Kathy Greenlee, signed a public Memorandum of Understanding. The agreement will increase collaboration between the two federal agencies for engaging older adults in volunteer service.

Online

CNCS collaborated with Facebook, AOL, and Huffington Post to increase online awareness of Senior Corps.



Advertisements using the "Making a Difference for Generations" theme were featured across all three online websites and drove more than **15,000** visitors to the Senior Corps Facebook page in less than two weeks. The Facebook page has **1,612** "likes" and counting!



Inspiring Senior Corps stories were featured on both the CNCS National Service Blog and the Senior Corps Facebook page.

Making a Difference Year-Round

Foster Grandparents

Share Today. Shape Tomorrow.

In 2010, 29,000 Foster Grandparents made a difference in the lives of more than 232,000 at-risk youth — offering their passion and talents to provide one-on-one tutoring and mentoring that helped improve students' academics, self-esteem, and overall social behavior.

RSVP

Lead With Experience

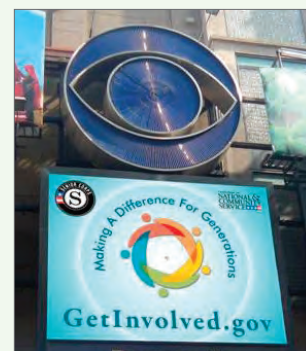
More than 400,000 RSVP volunteers clocked 62 million hours in 2010. From helping neighbors after a natural disaster strikes to providing business expertise, RSVP volunteers apply their skills and knowledge to help individuals and organizations in need.

Senior Companions

Make Independence a Reality

In 2010, 14,000 Senior Companions supported independent living for nearly 61,000 elderly adults. Providing transportation to doctor's appointments or helping with grocery shopping helps these elderly adults to remain independent and live in their own homes.

A Nationwide Celebration



Senior Corps Week kicked off with a splash in Times Square. The Times Square CBS JumboTron featured a 15 second PSA video celebrating Foster Grandparents, RSVP, and Senior Corps Companions.



New CNCS data released during Senior Corps Week showed that **one in four** or **18.7** million adults age 55 and older contributed **3** billion hours of service, on average, each year, a contribution worth \$64 billion to our nation.



The AARP Blog featured a Senior Corps Week post, reaching their **4,000** daily blog readers.



"People come to Senior Corps with a wide range of skills and a wide range of experience"

— Dr. Erwin Tan, WDIS-AM Rhode Island

Erwin Tan, M.D., Director of Senior Corps, was featured on:

- An Audio News Release that aired on 435 stations across the nation, reaching an audience of more than 5.5 million people.
- Coast to coast radio interviews that captured the attention of more than 2 million listeners.



Millions of Americans learned about the impact and value of Senior Corps' programs through news coverage during Senior Corps Week. Our combined media outreach efforts helped secure positive news stories, letters to the editor, and broadcast coverage from communities across the nation, in at least 27 states. CNN, Time Magazine, and numerous print, online, and broadcast outlets covered positive stories about Senior Corps Week.

"Children, teachers, parents, and many in the communities extend their appreciation to those dedicated Foster Grandparents for giving the one-on-one guidance that is needed to make a difference in the educational and social future of youngsters."

— Saukvalley.com, Sterling, IL

"The Senior Companion program isn't just a win-win — it's a triple win for senior volunteers, for frail elders, and for financially stressed communities everywhere looking for cost-effective ways to care for their aging populations."

—Arizona Daily Star, Tucson, AZ