



**DESCRIPTION:** Philadelphia-based national initiative to promote age 50+ service, learning and leadership.

**HISTORY:** Founded in 2002 by the Intergenerational Center at Temple University, United Way of Southeastern PA, Philadelphia PBS/NPR station WHYY, and AARP Pennsylvania; began local programming in '04, national programming in '07, and replication in other communities in '09.

**REPLICATION COMMUNITIES:** Austin Metro, Central Pennsylvania, Delaware State, Kansas City Metro, and San Francisco Bay Area.

**MAJOR FUNDERS:** The Atlantic Philanthropies, United Way of Southeastern Pennsylvania, the Barra Foundation, AARP, the PA Dept. of Aging, the Jesse Ball duPont Fund, and a private donor.

**OBJECTIVES:** (1.) Help people 50+ explore their future (2.) Help them connect and contribute, and (3.) Help nonprofits build capacity by capturing the energy and expertise of this population.

#### PROGRAMS AND PRODUCTS TO HELP PEOPLE 50+ EXPLORE THEIR FUTURE

1. **EXPLORE YOUR FUTURE**— a four-session workshop series that helps people envision the next phase of life.
2. **COMING OF AGE RADIO STORIES**— inspiring audio and web slideshow profiles about people 50+ who have experienced exciting life transitions and are engaged in their communities.
3. **BOOMERVISION!**® — a lecture series at which nationally prominent authors speak about civic engagement, work, wellness, and other topics important to people 50+.
4. **CONVERSATIONS ON THE JOURNEY**— a program using a guide and *Boomervision!* Speaker video clips to trigger discussion on such topics as creativity, purpose, and the role of elders.
5. **"THE AGE FOR CHANGE--AN E-BOOK"**— an anthology covering compelling topics for those 50+: reconciliation, loss, work, and more; chapters to be posted in 2010 on initiative's website.

#### PROGRAMS TO HELP PEOPLE 50+ CONNECT AND CONTRIBUTE TO THE COMMUNITY

1. **MAKE A BIG DIFFERENCE TEAMS**— teams of people 50+ based at local organizations that address critical community needs.

2. WWW.COMINGOFAGE.ORG-- over 1,000 web pages about civic engagement, lifelong learning, and ways to engage people 50+ to build stronger nonprofits and communities.
3. COMMUNITY PORTALS TO THE WEBSITE— available to communities replicating *Coming of Age*, portals promote local activities and build interest in local *Coming of Age* programs.
4. *INSPIRING OPPORTUNITIES*— a periodic e-mail from *Coming of Age* initiatives with stories about people 50+, paid and unpaid opportunities to give back, and local events.
5. COMMUNITY PROJECTS (SAMPLE ACTIVITIES IN PHILADELPHIA):
  - *Congreso: Voluntarios en Acción* (Volunteers in Action)— older Latinos who cultivate a community garden, offer tax preparation, provide outreach to elders, etc.
  - The Southeast Asian Mutual Assistance Associations Coalition— work with the Elders Council to develop a directory about the assets elders represent for the community.
  - *Historias de Nuestra Vida* (Stories of Our Life)— a digital storytelling project capturing the stories of the lives of Latino older adults.
6. LEADER VOLUNTEER TRAINING— a one-day workshop to help people 50+ maximize their effectiveness as volunteers.
7. ADVOCACY TRAINING— a one-day workshop to help older adults learn advocacy skills (available in Spanish and English).

#### PROGRAMS TO HELP NONPROFITS BUILD CAPACITY BY CAPTURING THE ENERGY AND EXPERTISE OF PEOPLE 50+

1. CAPTURING THE ENERGY AND EXPERTISE OF PEOPLE 50+— a 3-day “Learning Lab” for nonprofit staff focused on crafting compelling opportunities, creating high impact marketing, and pursuing effective management; it can be followed by a day-long Train the Trainer.
2. EXPLORE YOUR FUTURE TRAIN THE TRAINER— a two-day workshop that qualifies trainers to facilitate the *Coming of Age* four-session EXPLORE YOUR FUTURE series (described above).
3. CUTTING EDGE STRATEGIES FOR SENIOR CENTERS— a one-day workshop for senior center staff focused on how to re-imagine, re-purpose, and re-invigorate senior centers.
4. RSVP CAPACITY-BUILDING— a one-day training to help RSVPs and their community partners maximize effectiveness at taking advantage of the “windfall” that people 50+ represent.
5. CAPTURING EXPERIENCE— a free multi-media online course about how to make the most effective use of the talents, skills, and experience of people age 50+.
6. ENCORE VOLUNTEER MANAGERS— a collaboration with United Way of Southeastern Pennsylvania and the Council on Adult and Experiential Learning that trains older adults to become part-time stipended volunteer managers at nonprofits.

For more information, please contact [info@comingofage.org](mailto:info@comingofage.org)