

GENERATION TO TO GENERATION

POWERED BY
ENCORE.org

FINAL PRESENTATION

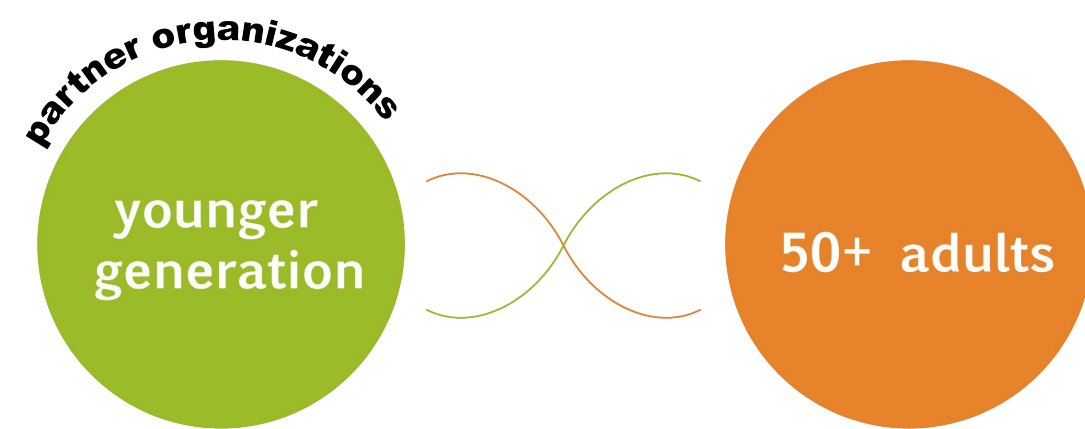
Lirong, Maxx, Pim, Taeyoung, Yuka

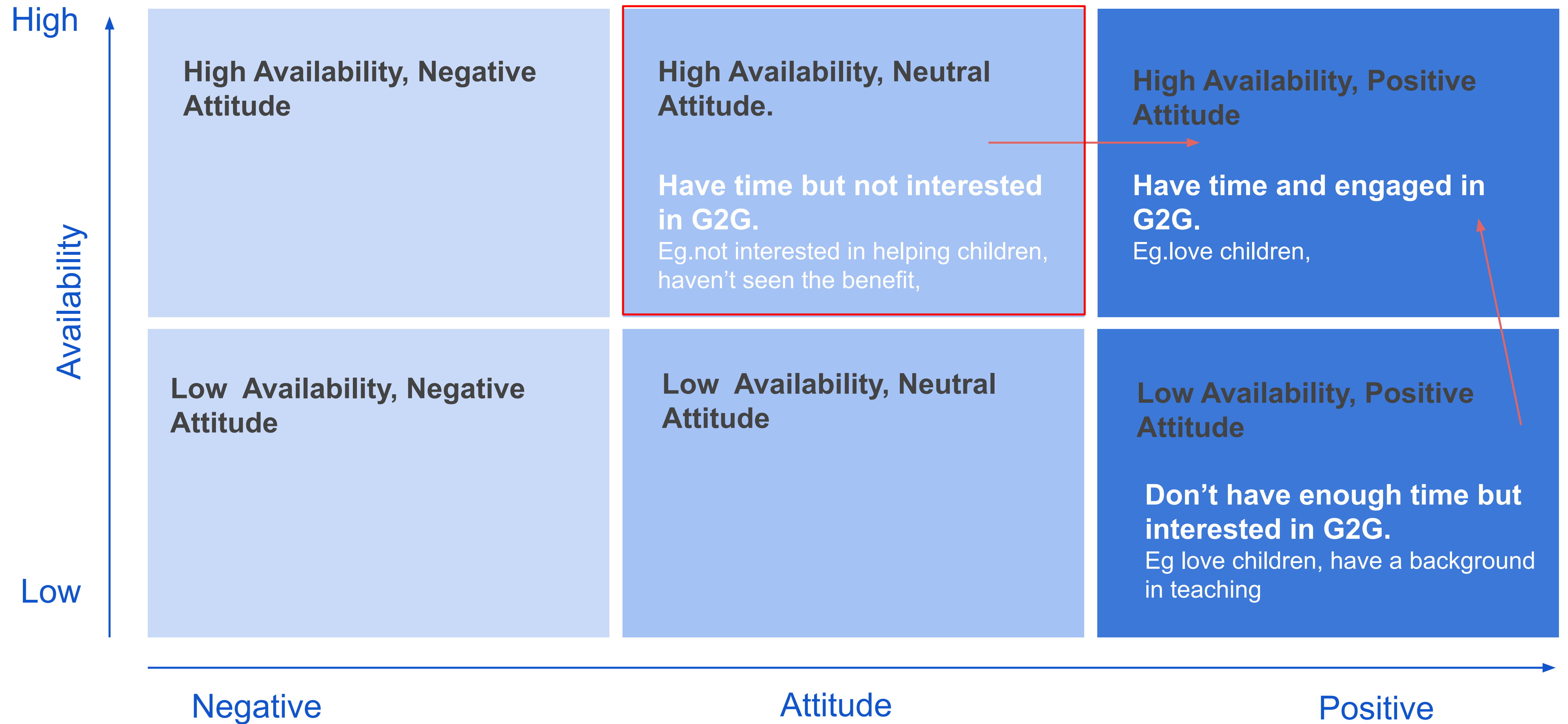
**A new campaign powered by
Encore.org will bring older and
younger people together to make life
better for all generations.**

Why are we here?

Find a way to connect with a broad and diverse audience, of 50+ individuals that speaks to their values and mobilizes them to join the Generation to Generation campaign.

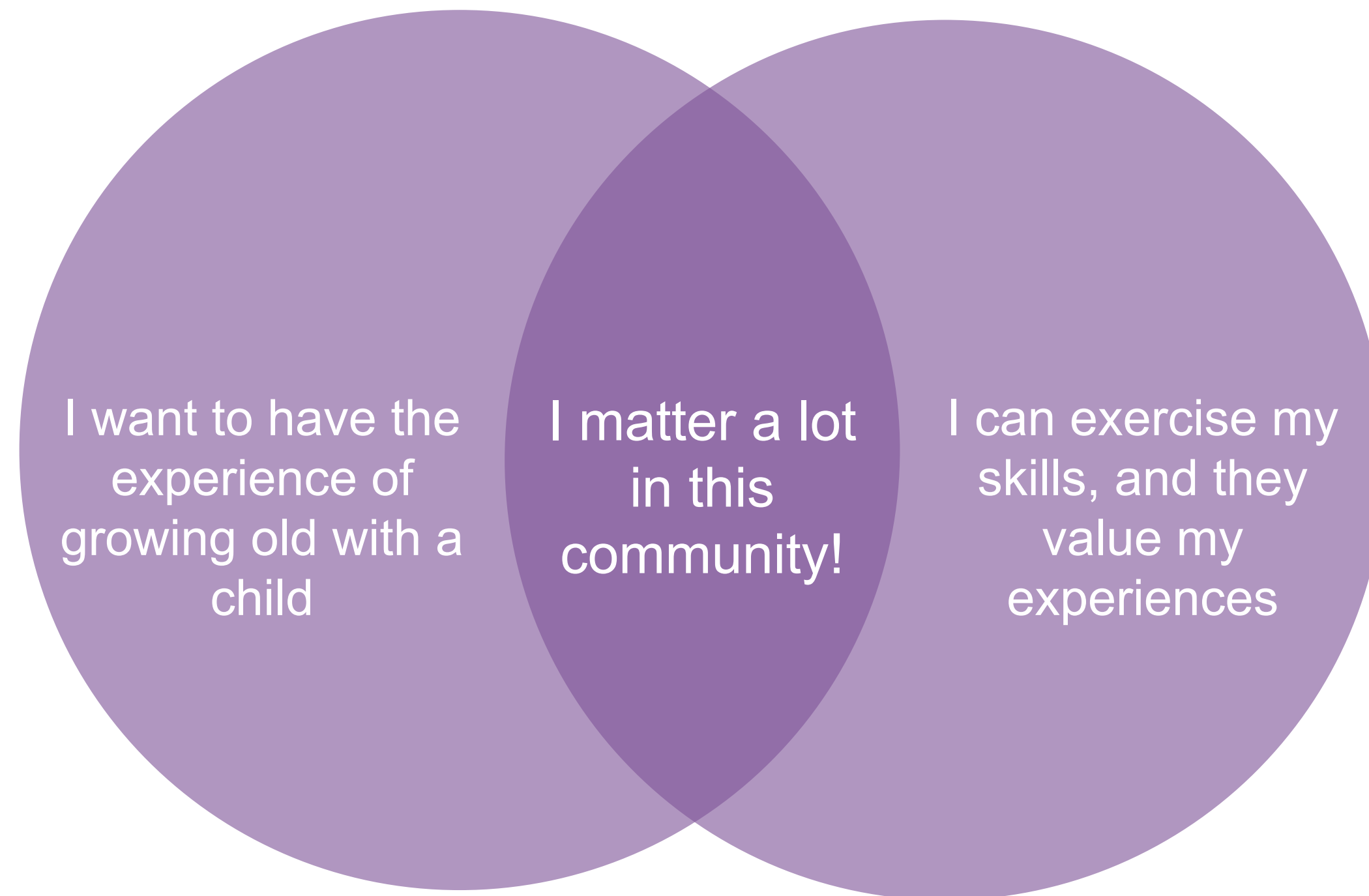
Who are we talking to?





Why Generation to Generation is **special** to them (Senior citizens)?

**People who miss the
experience of having a
child/grandchild**
Eg. Mike



**People who have related
skill sets**
Eg. Barbara

Generation to Generation is a community where 50+ adults impart their skills, their wisdom, their spirits to the younger generation where lives affect lives.

CREATIVE DIRECTIONS


**Introduce
Gen 2 Gen**

**Gathering
story**

**Make the
story
Irresistible**

**Easy to
Submit**

**Tell the
world**



Introduce
Gen 2 Gen

Gathering story

Make the story
Irresistible

Easy to
Submit

Tell the world

**Redesign logo
And poster**

Before

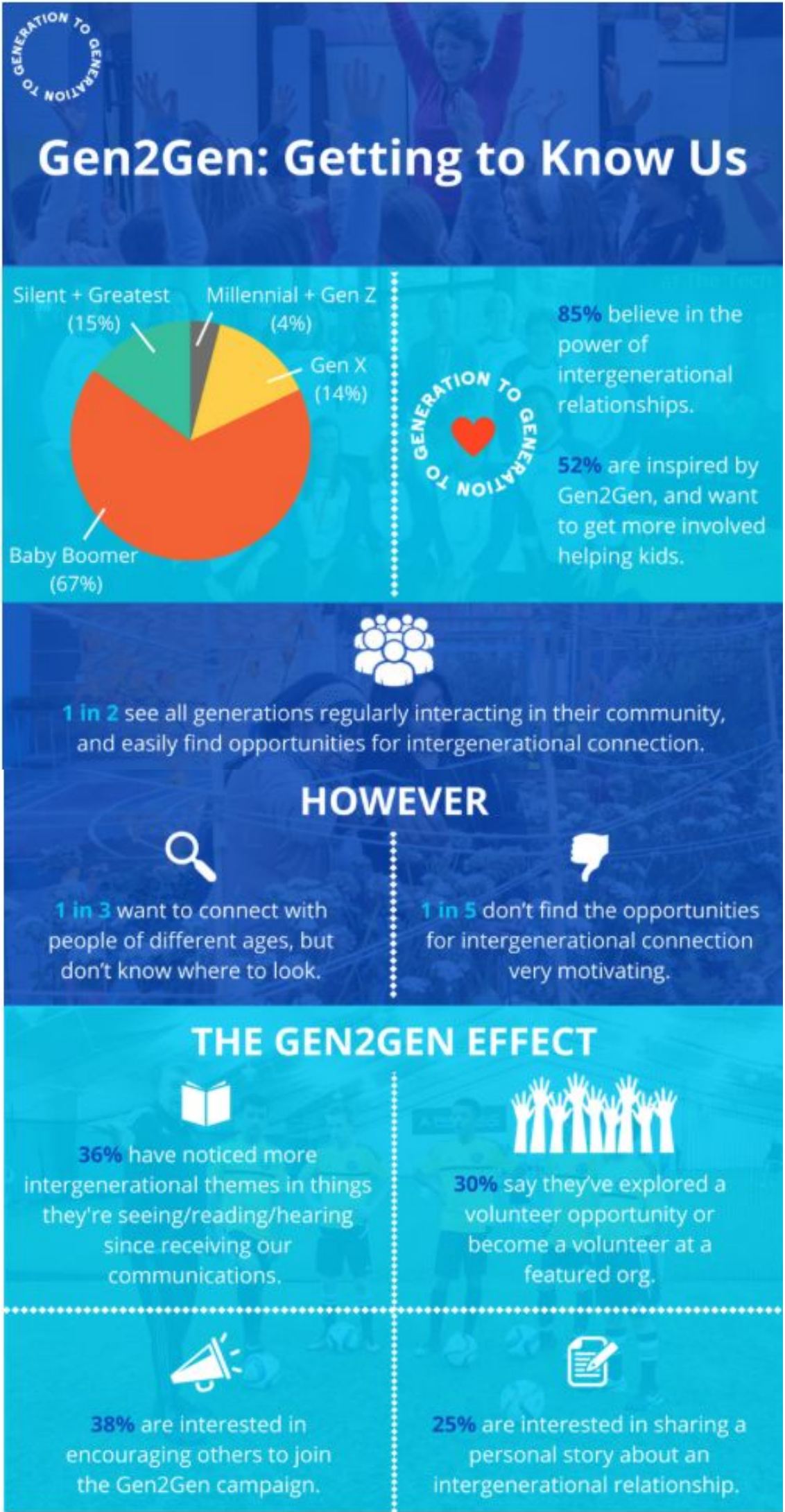


After



Posters Redesign

Posters in the public space
Partner organization's websites



Sarcy, reading mentor
Parjama Project

“It is exciting to be with children, everyone represents a different possibility!”

Generation to Generation
is a community where 50+ adults impart their skills, their wisdom, their spirits to the younger generation where lives effect lives.

MILKEN INSTITUTE
CENTER FOR THE FUTURE OF AGING

readingpartners


the David & Lucile Packard FOUNDATION

nsia
national summer learning association

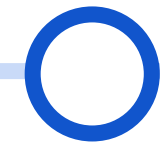
Jewish Family & Children's Service

girls inc.
Inspiring all girls to be strong, smart, and bold

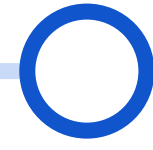




Introduce
Gen 2 Gen



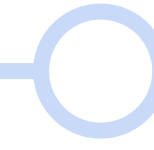
Make the story
Irresistible



Easy to
Submit



Tell the world



Irresistible story !

Introduce
Gen 2 Gen

Gathering story

Make the story
Irresistible

Easy to
Submit

Tell the world

The best advocates are “People” who have joined, and benefited from Generation To Generation.

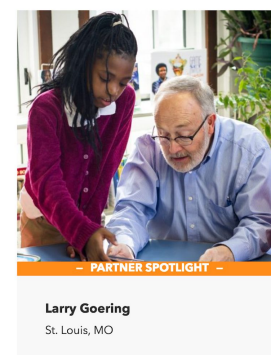
Stories



Big Sister Dawn and Little Brother Philip



Delaine Zody
Fresno, CA



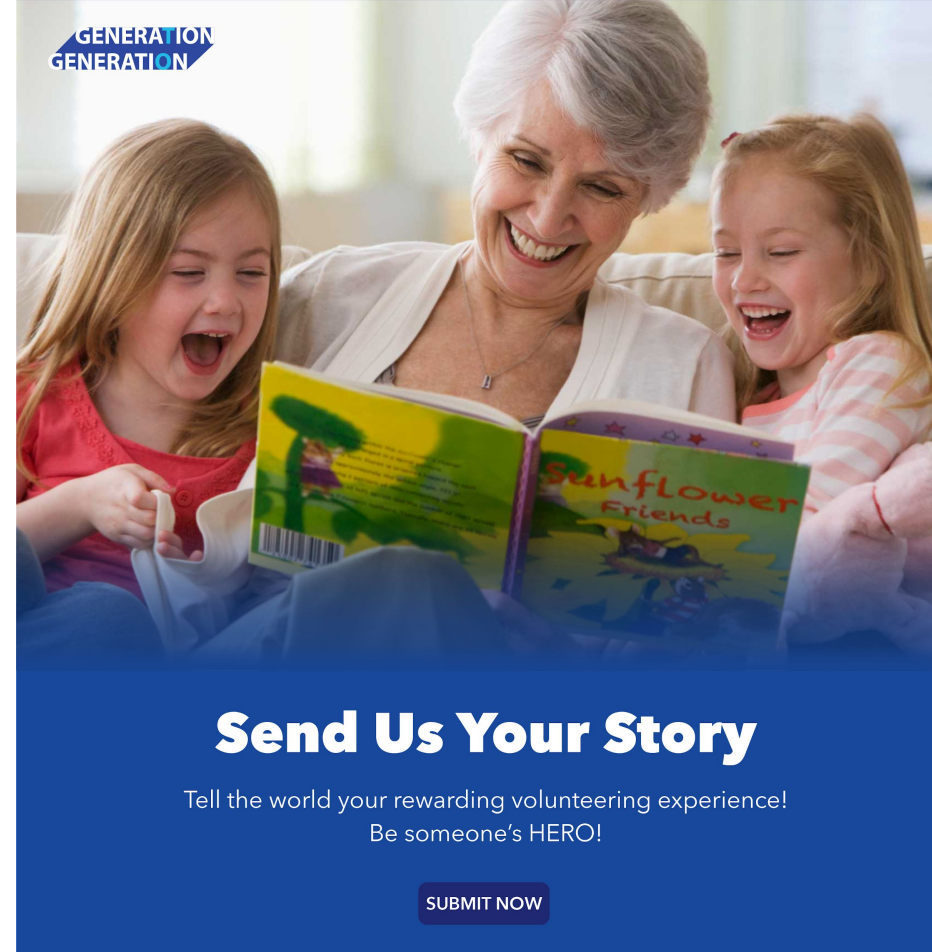
Larry Goering
St. Louis, MO

“Seeing Joey pressed up against the window as I first pulled up to meet him, sets me back and warms my heart.”

--- Mike, Big Brother Big Sister, MA

Newsletter

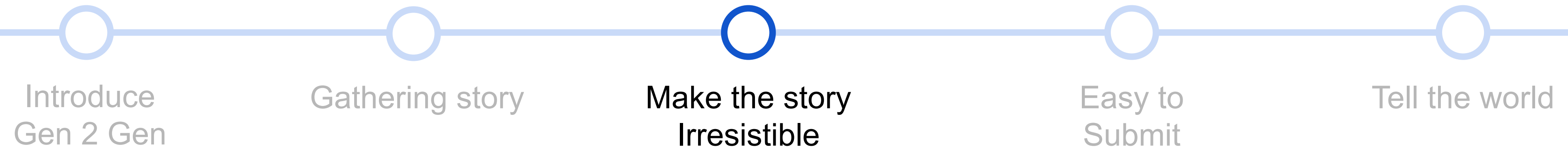
Invite people to
Share their stories.



Send Us Your Story

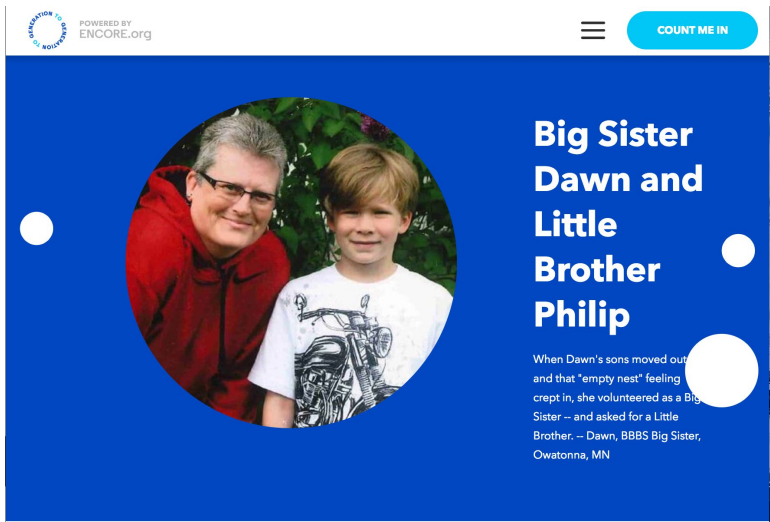
Tell the world your rewarding volunteering experience!
Be someone's HERO!

[SUBMIT NOW](#)

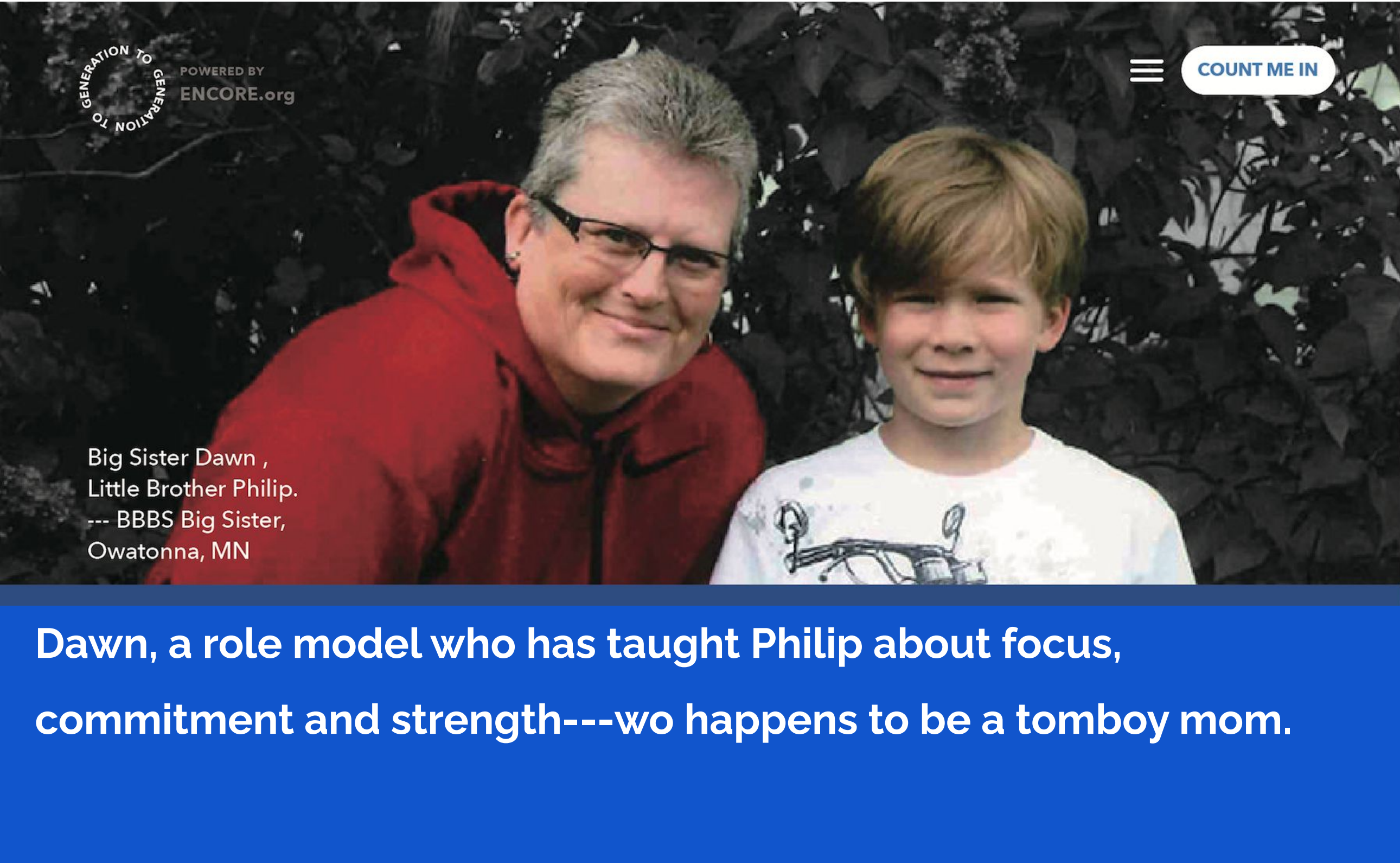


Irresistible stories !

Before



After



Before

◀ Back to Stories

SHARE



Big Sister Dawn raised her two sons and called herself the “tomboy mom.” She taught her boys the traditionally male and female roles in their household, and felt comfortable raising boys. When her sons moved out and that “empty nest” feeling crept in, she volunteered to be a Big Sister. She asked for a Little Brother.

Philip’s mom was looking for someone to be a role model for her son, and to be there for him when she couldn’t, due to working the night shift. At first, Little Brother Philip admits he felt “iffy” about having a Big Sister instead of a Big Brother. “But when she took me out for the first time, that all changed,” Phillip says.

Dawn was into sports, so she and Philip began to bond over playing tennis. For Philip’s first birthday during their match, Dawn got him a baseball glove, and they started going to games, hoping to catch a foul ball.

Cooking together has been another of Dawn and Philip’s favorite activities in the almost four years they have been matched. Philip had always been a big help in the kitchen with his mother, but he started chiming in and teaching her what he’d learned while cooking with Dawn. “All of a sudden, Philip was jumping in and adding little things that Dawn showed him,” Philip’s mom says. “And he even made all his own potatoes one time when we were grilling out. “This is how Dawn and I do it, Mom, let me do it for you,” she says.

After

◀ Back to Stories

SHARE



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Big Sister Dawn makes time to see her Little Brother, even when she’s having a tough week. Dawn has a disease called sarcoidosis, for which she must get a chemotherapy shot each week. She plans her treatment early in the week so she can be recovered enough to spend time with Philip later in the week. Even when she’s not feeling well, she tries to see her Little Brother. “She is an amazing, strong woman for being in her medical situation and then taking on a 10-year-old and being as active,” Philip’s mom says.

Before

◀ Back to Stories

SHARE



I worked for 20+ years in information technology for Monsanto and, after retiring, didn't want to sit around the house. I knew I wanted to do something that would make me feel like I'm making a difference, and something that involved person-to-person contact.

I learned about the tutoring opportunities available through the [Oasis Institute](#), including some near me in the St. Louis area. Tutoring seemed like a natural thing for me. My mother was a teacher who worked with academically at-risk children, and I had shadowed her as I was growing up.

Now I work as an OASIS tutor at Mullanphy Elementary, a learning center affiliated with Missouri Botanical Garden. I meet twice a week with struggling children in kindergarten and first grade, sometimes individually or with a small group, whatever the teachers deem appropriate.

I try to build a relationship with each child, asking them to share things about themselves: favorite foods, colors, etc. The kids open up pretty quickly and we learn

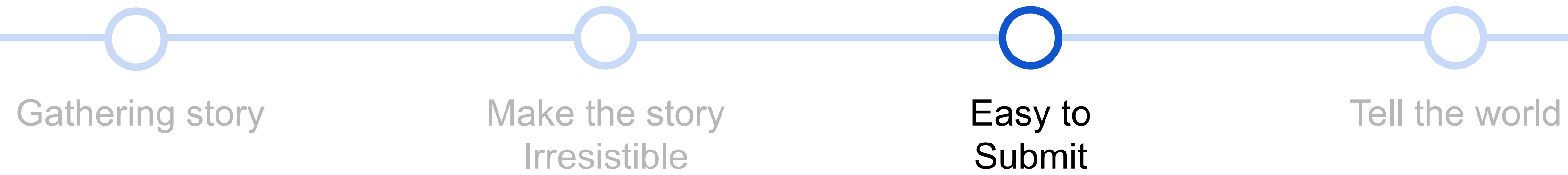
After





ADD VIDEO
HERE !!

We need you!
You matter!



HOWEVER

**When people submit their stories,
the submitting process is not user friendly
and lacks transparency.**

Share Your Story



Share your story, and inspire others to join Generation to Generation!

First Name *	Last Name *	Email Address *
<input type="text"/>	<input type="text"/>	<input type="text"/>
City	State	Zip Code *
<input type="text"/>	<div>Please select... ▾</div>	<input type="text"/>

Describe your youth-focused work or volunteer activity.

Please mention the name of the organization or community.

Why did you want to be involved with young people?

What impact has your work had on those young people, and on yourself?

The time I spend with young people is...

Please select... ▾

Date of Birth (DD/MM/YYYY)
(not for publication)

What is your race or ethnicity? (not for publication)

Please select... ▾

Please upload a high-quality photo of yourself.

Choose File

 No file chosen

If possible, please select a photo of you with a young person you work/volunteer with.

INTERVIEW

Joe Bock

“I started a program called Benchwarmers Basketball. It allows kids that are not very athletic to play basketball with kids that are at the same level. It is for kids aged 8 to 14.

I am a volunteer.”



The website doesn't accept videos.

“One of the parents had a 6 minutes video made about the program. The purpose of the video is [to encourage other people/places to replicate the program in any team sport.](#)”

“I don't know [where to upload the video](#), and I have to contact the organization in person to send it to them.”



Lack of feedback from the organization about their submission.

“I can’t feel strong connections with them (Gen 2 Gen), once I finished submitting my story, they gave no track. I don’t know when I can see them online.”

“The system doesn’t work for me . I stopped contacting with them.”



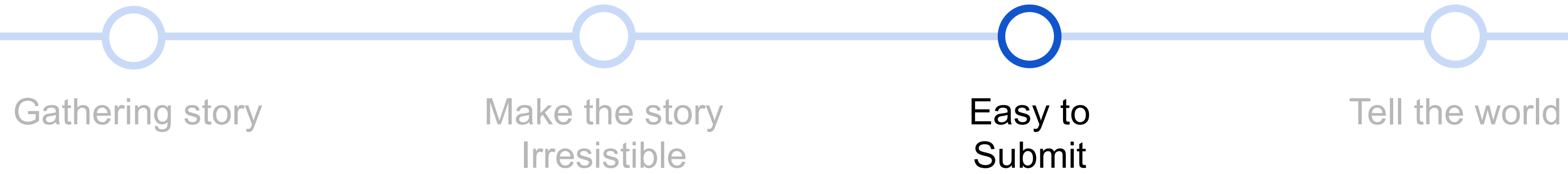
It is hard for people to contact each other through story, nonetheless to say community.



“I came to their website hoping to find people who are like me, but I fail. I really wanted to find the community.”

*“The area I am starting to work on now is to **expand the program to other places.** ”*

--- Mr. Bock ,from Bench Warmer

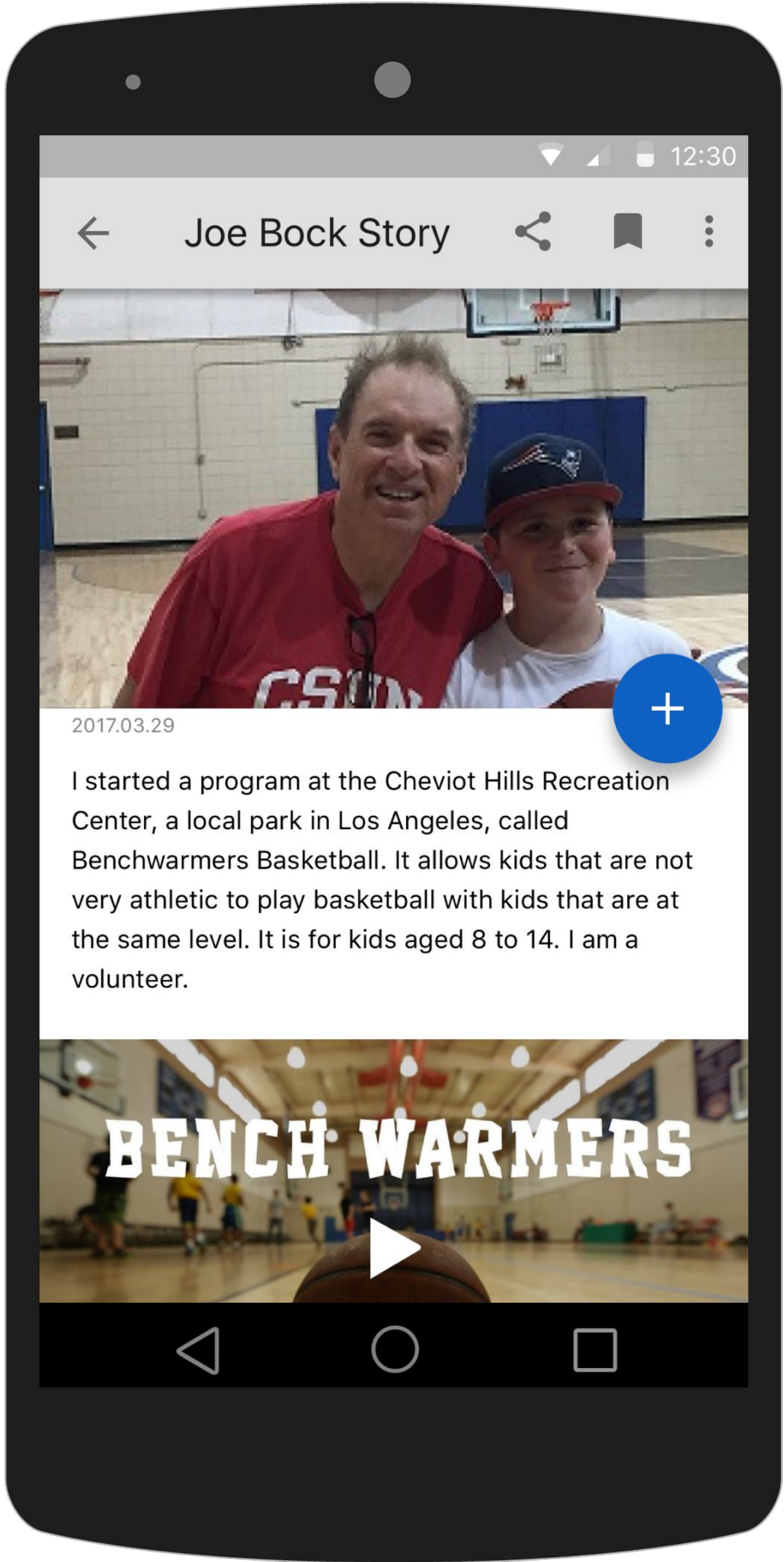


App for sharing story

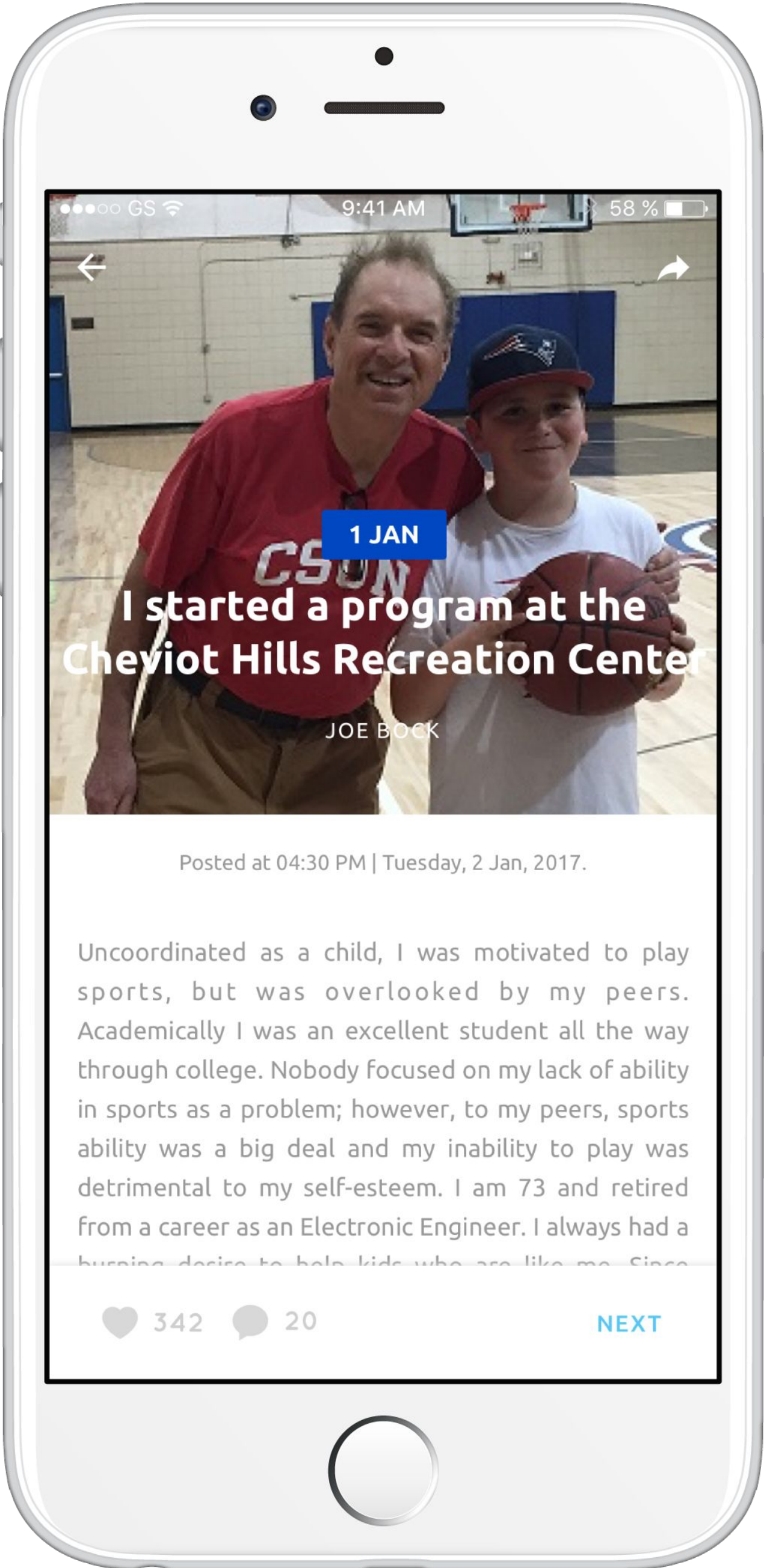
The app that supports people to share their amazing stories
easy to update daily activity, easy to get connect to others.

DETAIL PAGE

Android

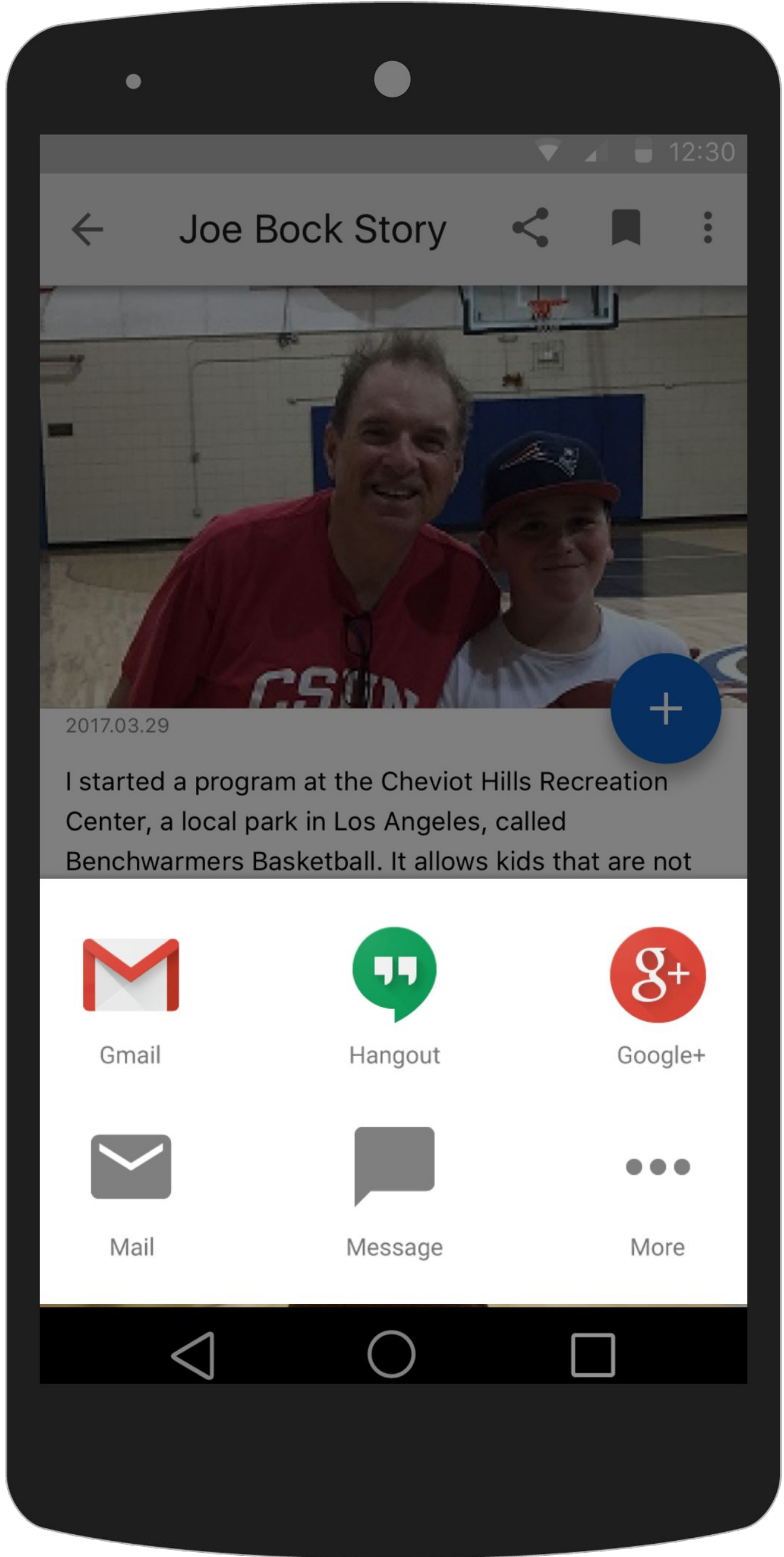


iPhone

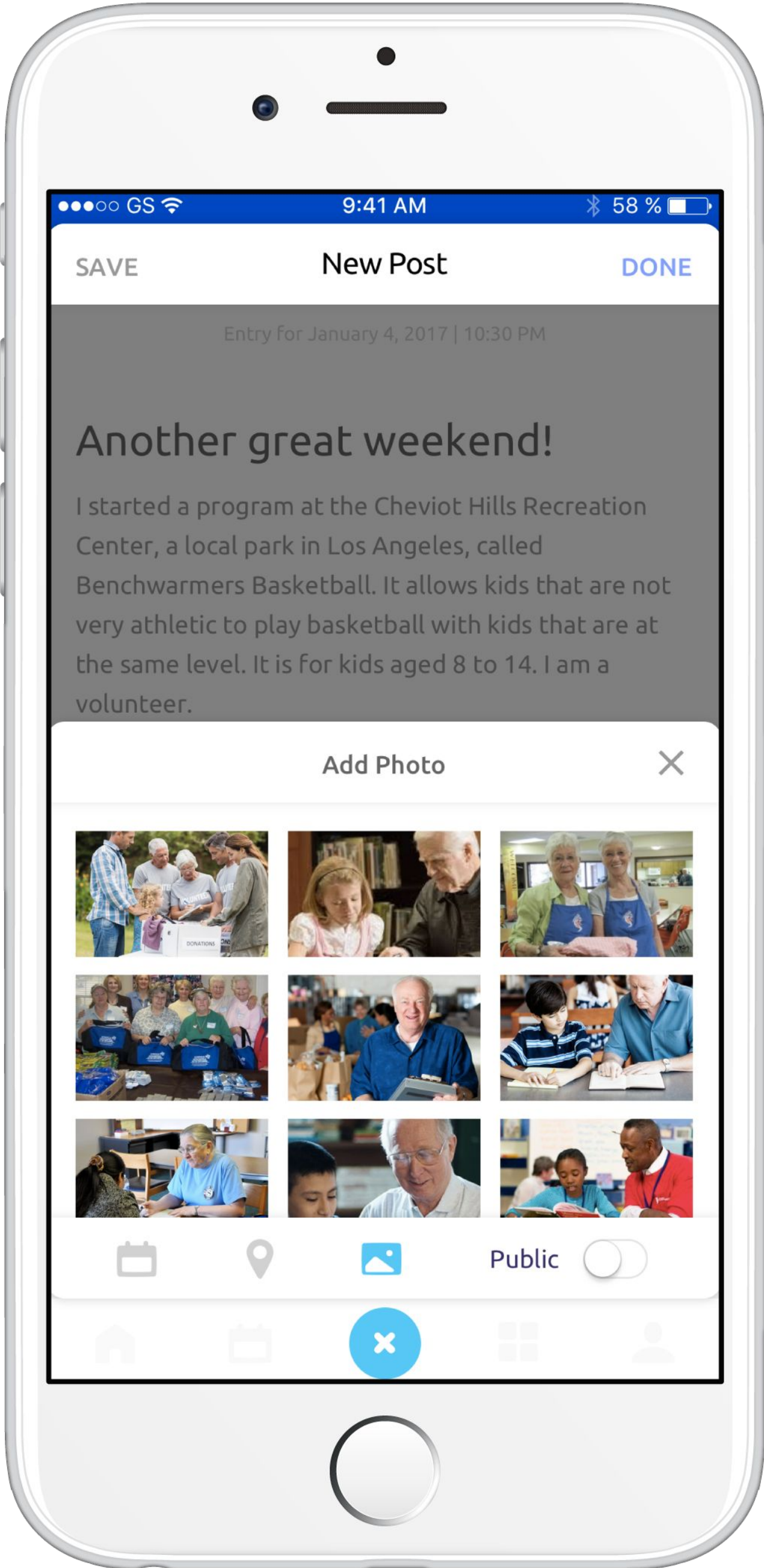


UPLOAD PAGE

Android

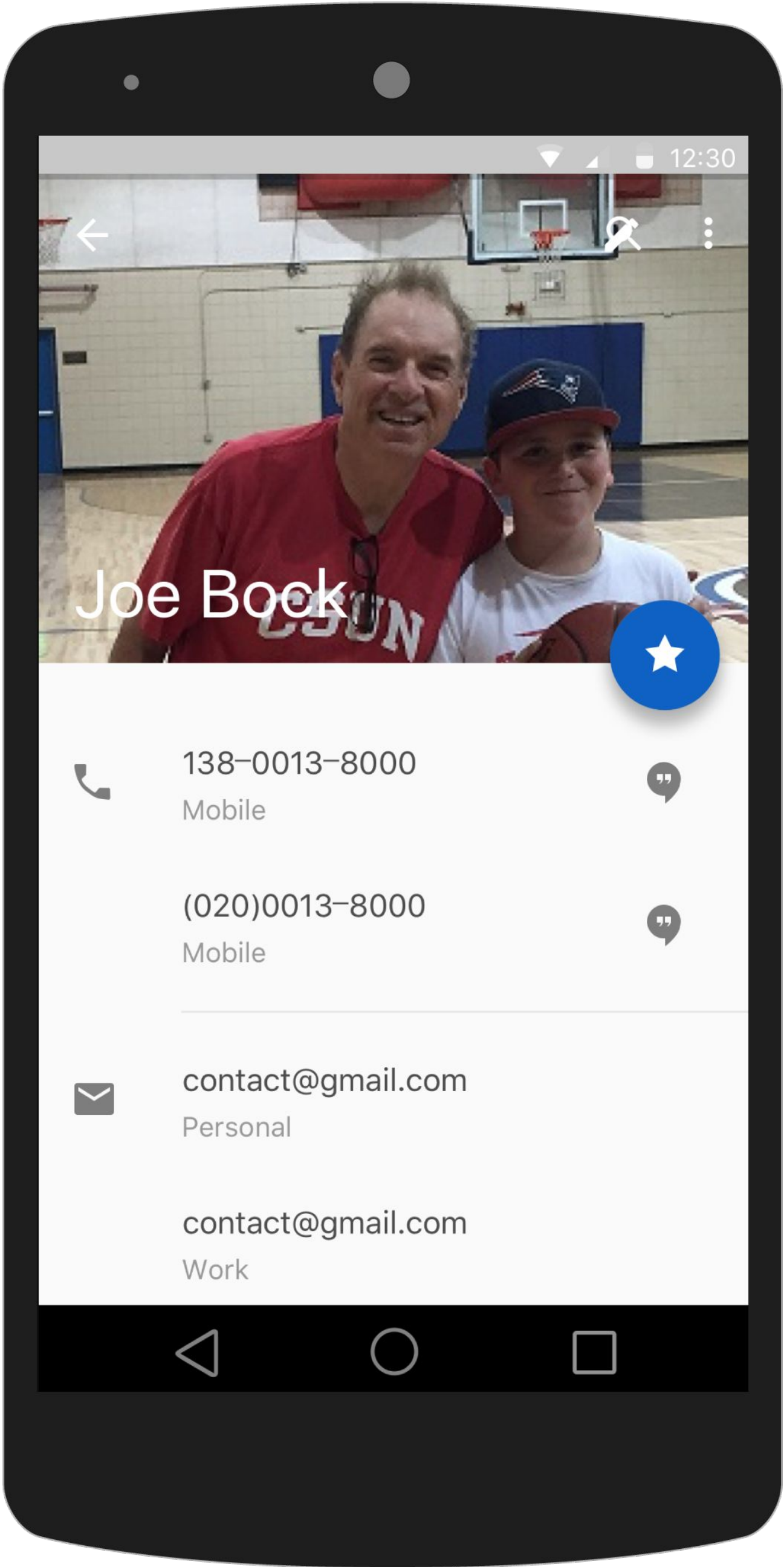


iPhone

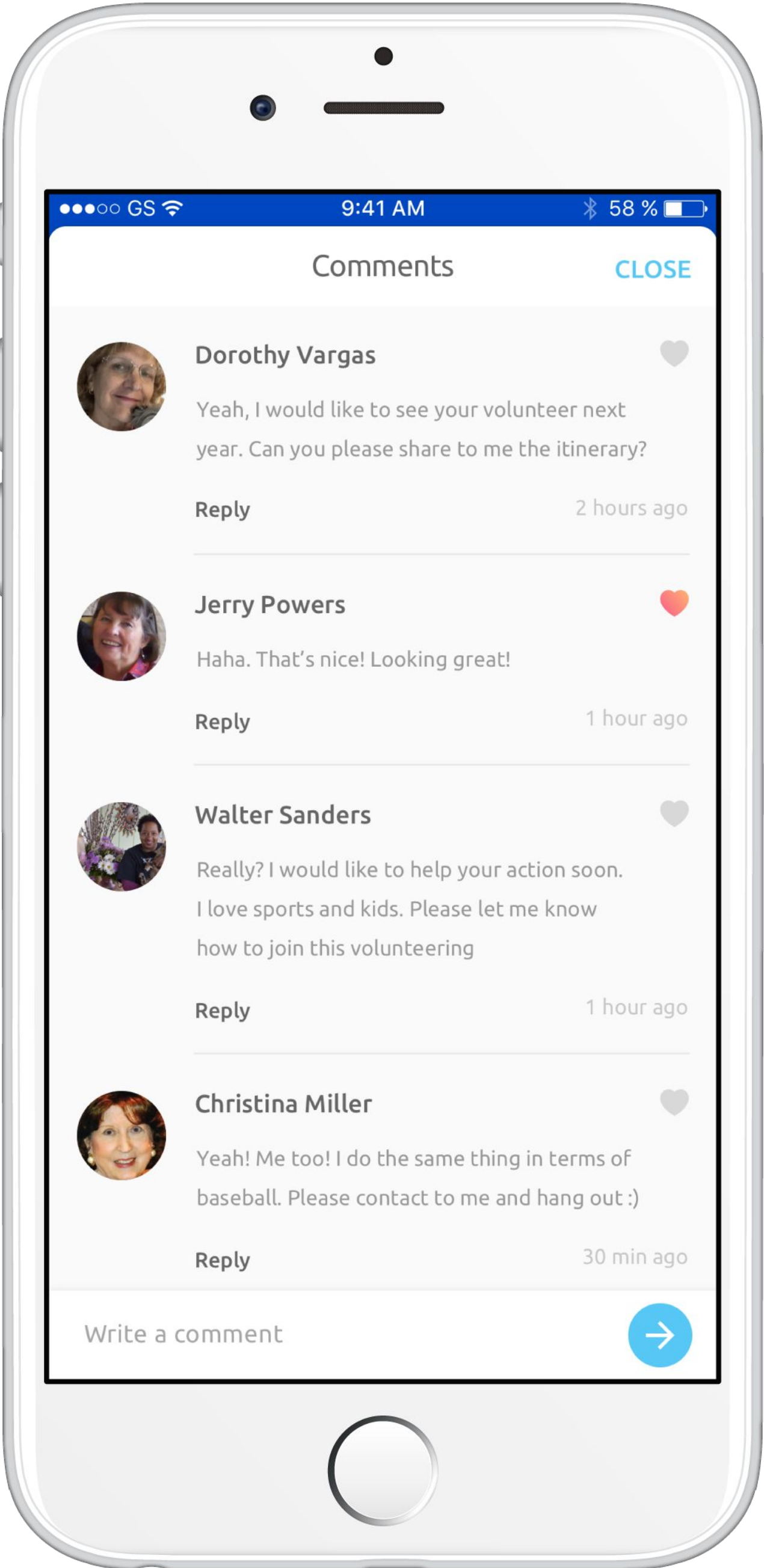


CONTACT PAGE

Android



iPhone



Be a hero for kids

STORIES

Generation to Generation Campaign

DOWNLOAD IOS APP

DOWNLOAD ANDROID APP



- ★ Easy to share**
 You can publish your story with various media such as photos, video, audio, illustration, whatever.
- ⚙ Easy to set up**
 Setting up the app is easy for the elderly to use. Easy and simple app makes your life more enriched.
- 🗣 Easy to find**
 By using this app you can easily find people who are doing the same project. Let's stories.
- 📍 Easy to join**
 You can find people in your area. Also, you can find the volunteers you want to participate in your living area.



Share your own Stories

Making an impact on young lives has power beyond the individual. Read inspiring stories, and share yours.



Get Involved As a Mentor

Mentors help young people realize their potential through caring relationships that nurture success.



Powered by Encore.org

Encore.org is building a movement to tap experienced adults to improve communities and the world.

DOWNLOAD IOS APP

DOWNLOAD ANDROID APP

People's story

Powered by Encore.org



Carol Nash

"The girls were caught in an endless cycle of teen pregnancy and illiteracy, with no role models to guide them."

I want the world to know that older workers have a story worth listening to that makes us so valuable to society. It is what drives us to embrace the second half of life with a vigor that sometimes surpasses our youth because, now we have energy plus wisdom. If we choose to share this journey, older adults have much to offer.



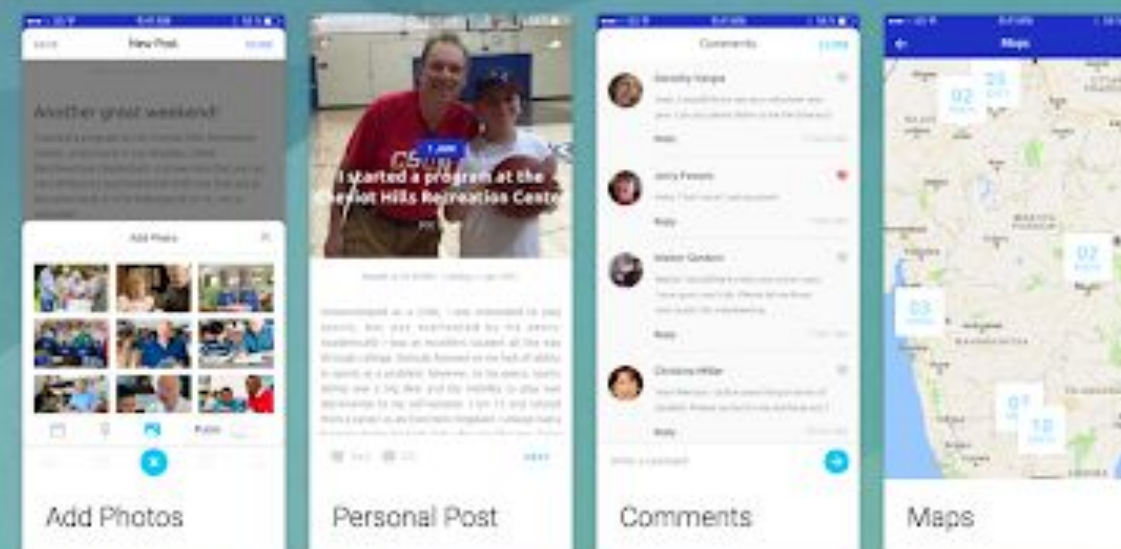
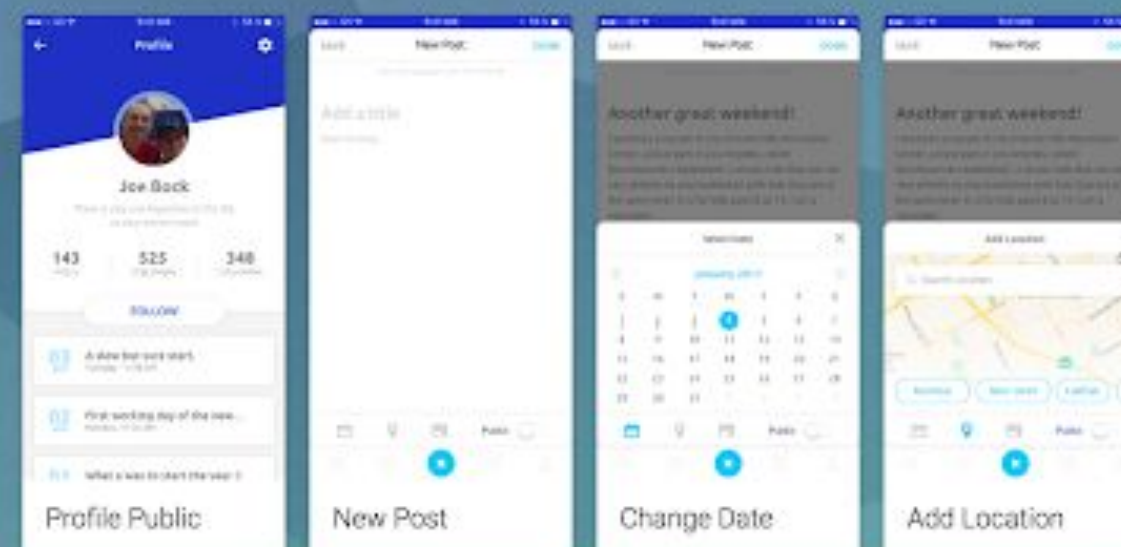
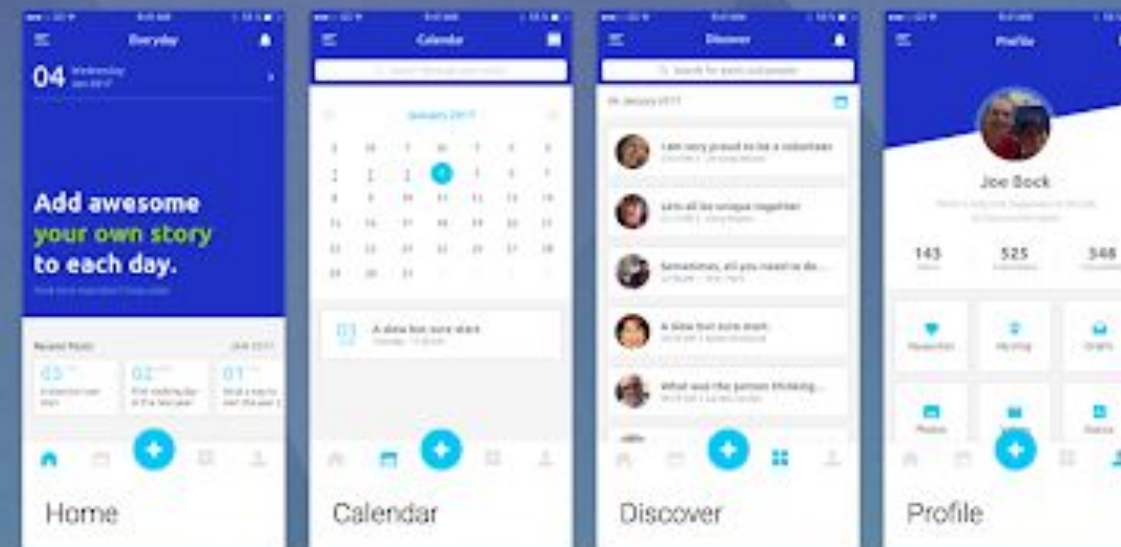
Doretha McGinnis

"I'm committed to working with students who may be the first in their family to go to college."

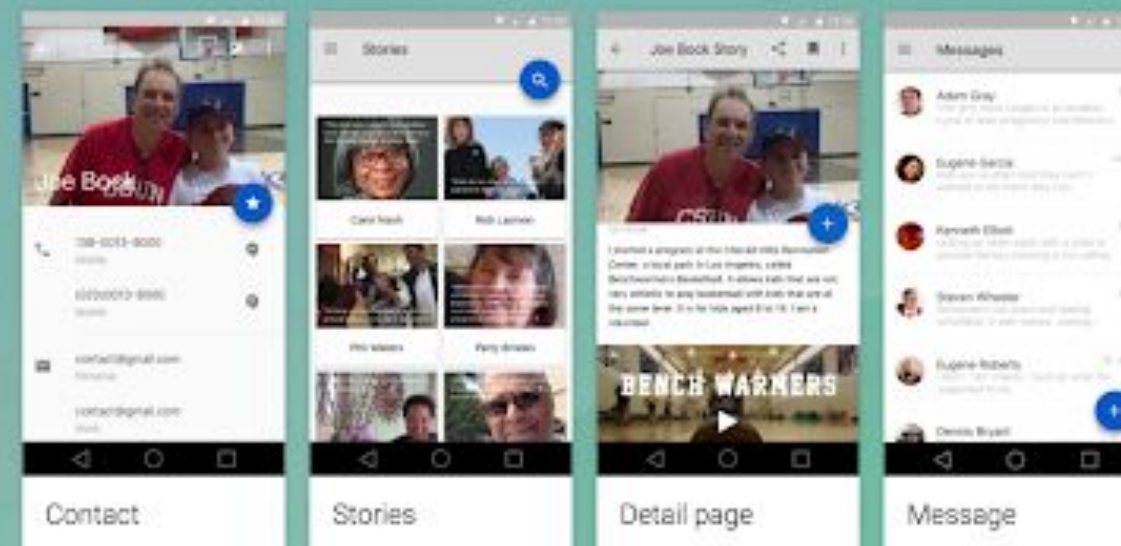
Many college application mentoring programs rely on a "near-peer" model, where current college students or recent grads help high school students. But younger mentors may have limited experience beyond their own and may not be familiar with the full spectrum of college options available.

The Showcase

ios app



Android app



Contact Us

Learn more about how you can offer your knowledge and experience to younger generations. Thank you for your interest in Generation to Generation.



First Name Last Name

Email

Message theme

Message Text

SUBMIT

How to use

This app can provide awesome experience. And it is super easy to use.



<http://dsistudents.com/students/Yuka/GentoGen/index.html>

Gathering story

Make the story
Irresistible

Easy to
Submit

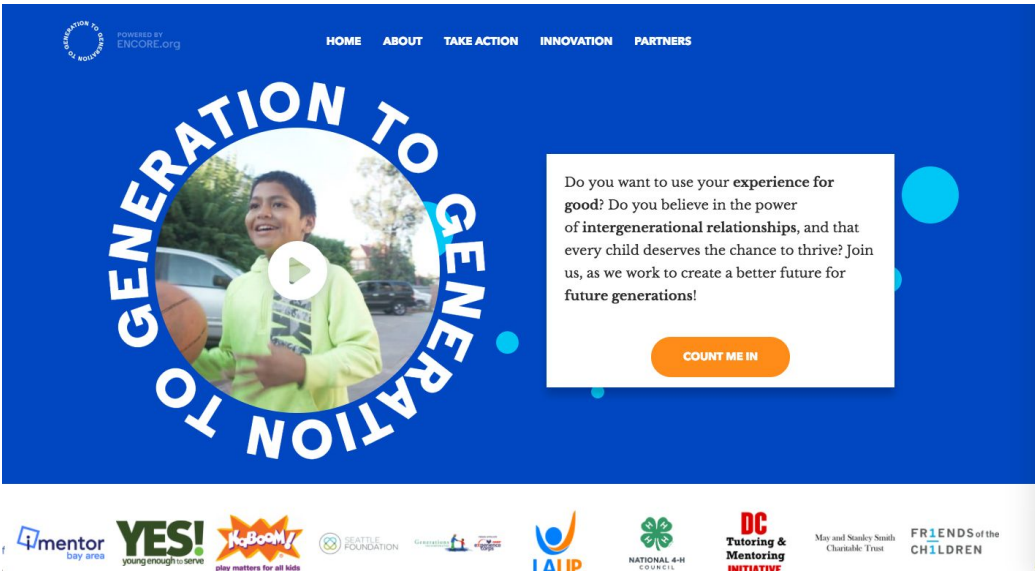
Tell the world

Spread to the world !



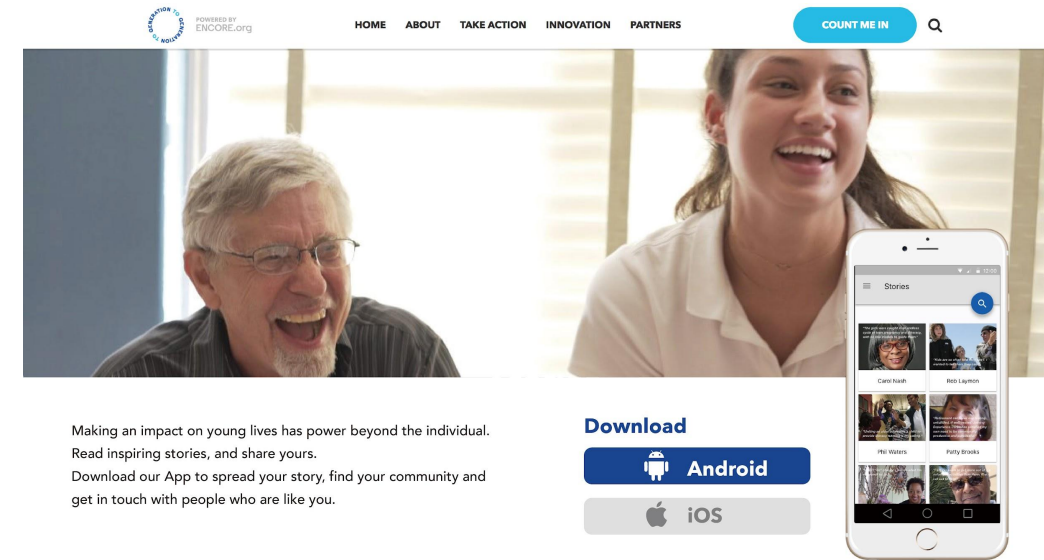
Channel for the APP

- Put the download button on the website



Channel for the APP

- Put the download button on the website
- Story sharing website





Channel for the APP

- Put the download button on the website
- Story sharing website
- Posters posted in physical environment



GENERATION
GENERATION

Do you believe that every child deserves the chance to thrive?

JOIN US ! BE SOMEONE'S HERO!



Channel for Comic





Parppim Pim
Yesterday at 4:56am ·  ▼

Be someone's hero !!!
<http://generationtogenation.org/>



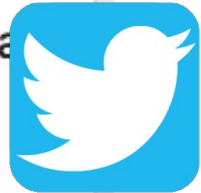
I often rail against the wrongs I see around us that account for many of the news headlines and dominate conversations around politics and social ills.


Tutoring is my way of engaging with these issues at the micro-personal level, tutoring children in a local school to be more successful so they do not get left behind.


Larry Goering
St. Louis, MO, Oasis Tutor



 Like  Comment  Share





Parppim Pim added 9 new photos to the album: Gen2Gen
Powered by ENCORE.org.
Yesterday at 4:50am ·  ▼


Generation to Generation is a five-year campaign to mobilize 1 million people over 50 to help young people thrive, and uniting all ages to create a better future !

Join us at :
<https://www.facebook.com/groups/gen2gencampaign/>
<http://generationtogenation.org/>



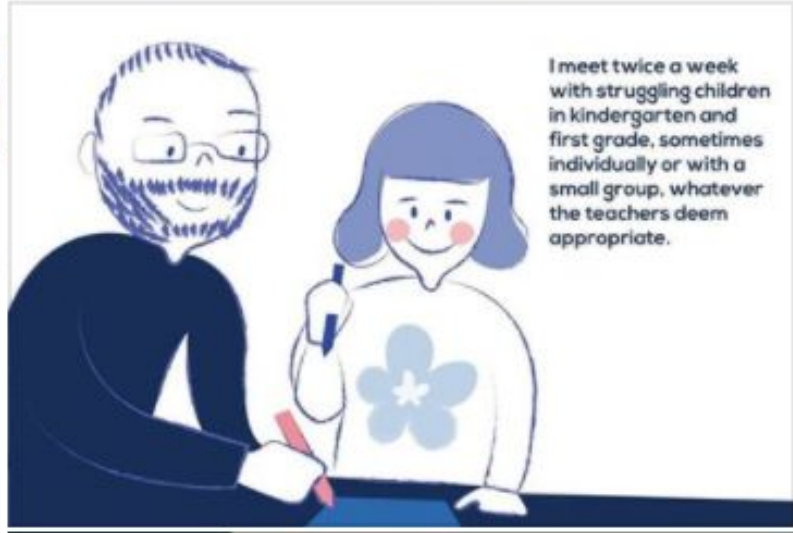
"Mr. Larry is here"

Story by Larry Goering

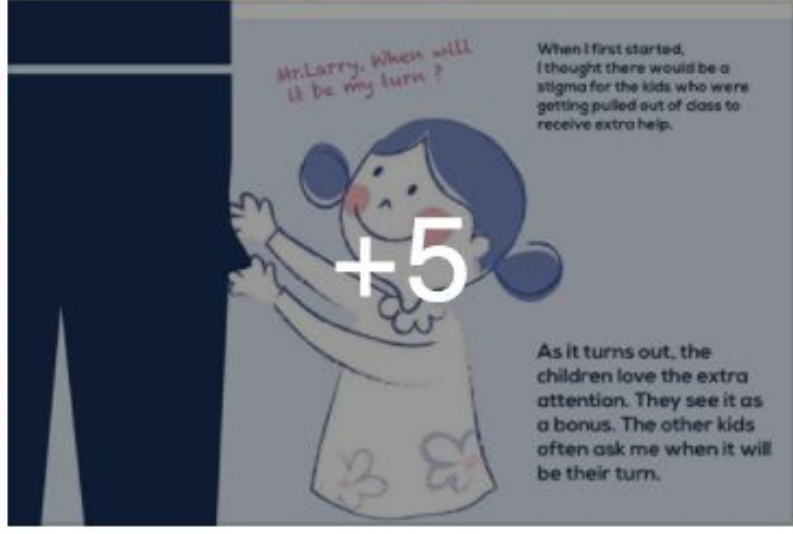


I learned about the tutoring opportunities available through the Oasis Institute.

Tutoring seemed like a natural thing for me. My mother was a teacher who worked with academically at-risk children, and I had shadowed her as I was growing up.



I meet twice a week with struggling children in kindergarten and first grade, sometimes individually or with a small group, whatever the teachers deem appropriate.



Mr. Larry, when will it be my turn?

When I first started, I thought there would be a stigma for the kids who were getting pulled out of class to receive extra help.

As it turns out, the children love the extra attention. They see it as a bonus. The other kids often ask me when it will be their turn.

+5



Thank you!



谢谢！

ขอบคุณค่ะ

감사합니다!

ありがとう



Video of ourselves

Snippet of a street interview