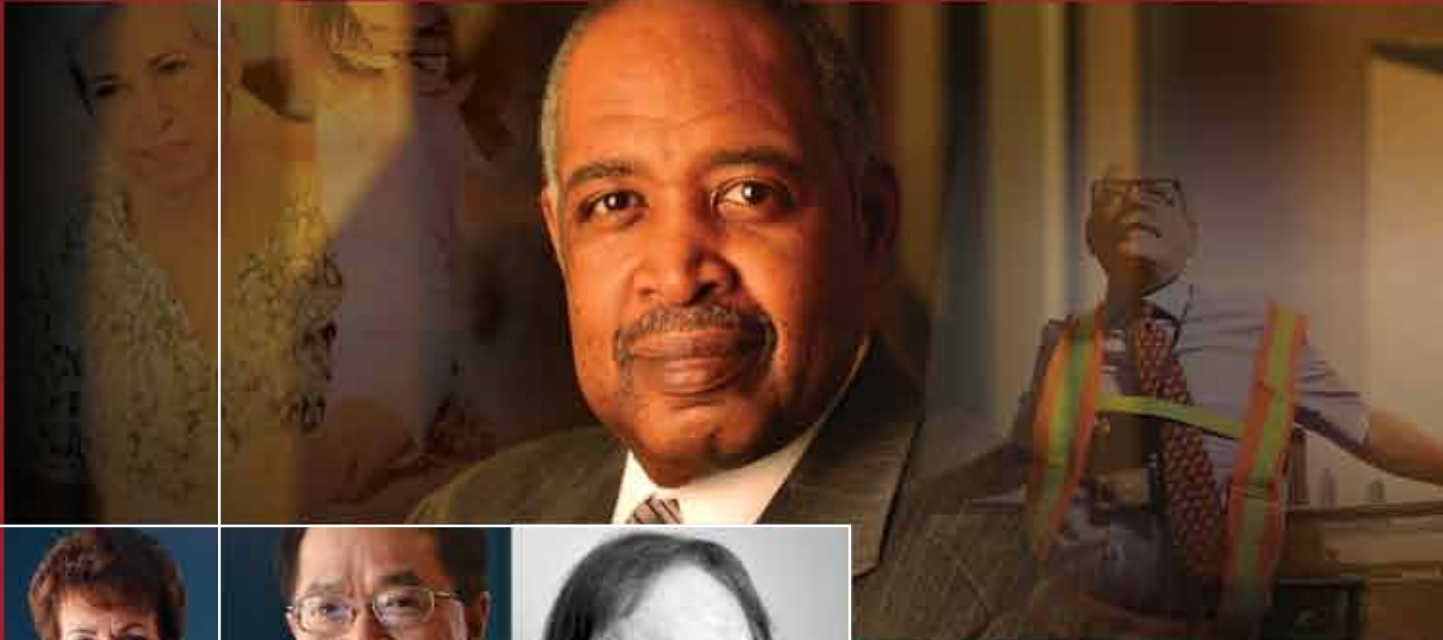


# ReServe: Powering Transformative Change



*A Ten Year Journey*



**10,000 by 2030**



**National Office**  
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*“The future of old age depends to a significant degree on making images of aging more positive, empowering people to live healthy lives, and redesigning society to include more age-friendly technology and opportunities for challenging and meaningful roles...”*

— Baltes, Smith, & Staudinger, 1992

The 79 million member Baby Boomer generation – those born between 1946 and 1964 – accounts for 26% of the total U.S. population. By 2030, when all Boomers have reached age 65+, 18% of the nation’s population will be at least age 65, up from 13% today.

## A TEN YEAR JOURNEY

**As we look back on our 10th anniversary, we are inspired by the past and excited for the future.**

ReServe was launched at a time when our country was on the verge of transformational change. As the Baby Boomer cohort began moving toward retirement age, pundits and policy makers questioned whether Boomers would seek to shatter established notions around aging, retirement, and work.

Over the past ten years, ReServe has answered this question with a resounding “yes.”

**“Yes,”** older adults increasingly seek ways to use their skills, talents, and experience to engage with and better their communities.

**“Yes,”** there is incredible potential of a new generation of older adults – the best educated and experienced in our history.

**“Yes,”** we have seen the impact of ReServists wherever they serve – in marginalized communities where they combat poverty by enhancing access to existing services; in schools, where they improve educational outcomes for disadvantaged youth; and in the offices of our program partners, where they build the capacity of these organizations to deliver services.

The social compact – the complex set of intra-generational dynamics at all levels of society – is changing. The synergies implicit in this shifting demographic can unlock huge untapped productivity and potential. With 10,000 baby boomers turning 65 each day, communities across the country have access to a growing pool of experience that they can engage in a myriad of ways to solve social problems and meet pressing needs.

*“The mounting evidence is that we could all gain and benefit from this ‘ReServe’ of talent. Our economies would be stronger. Our families would be more cohesive. Children of all backgrounds could be more successful. We would break down the obstacles to people from poorer backgrounds so that everyone would have opportunity for success in this great country.”*

**Dr. Linda Fried,**  
Dean of the Mailman School of Public Health and DeLamar Professor of Public Health Practice, Columbia University  
**ReServe Board Member**



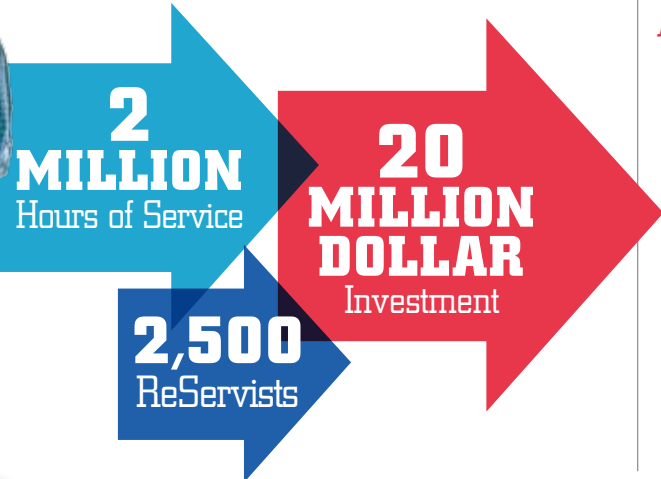
# TOWARDS AN ASSET-BASED VIEW OF AGING

Negative stereotypes about aging are pervasive in our society, reflecting a general fear about growing older. Many policymakers regularly focus on the negative economic effects of an aging population, depicting an onslaught of aging persons destined for physical and mental decline, burdensome care, astronomical healthcare costs, and an inability either to produce or to contribute to society.

These views stand in stark contrast to the energy, productivity, and longevity that characterize ReServists (and older adults) today.

Over the past ten years, ReServe's experience has supported this notion of "age abundance."

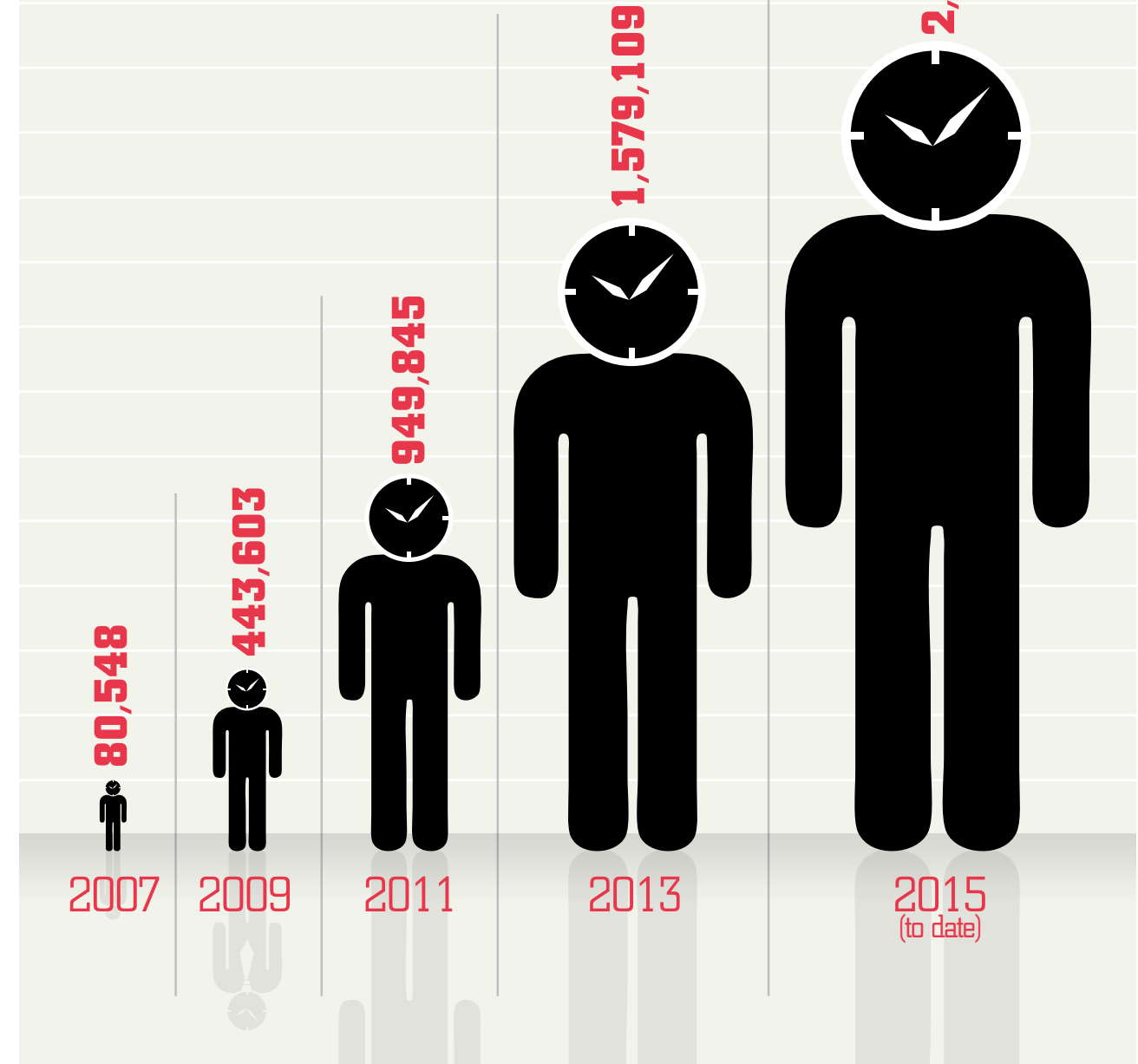
Since we opened our doors in 2005, **two million hours of service have been provided by 2,500 ReServists...a 20 million dollar investment in local economies.**



*Rather than looking at the aging of our population through the lens of an age-dependency ratio, in which fewer and fewer younger workers support more and more retirees, why not consider an 'age abundance ratio,' in which baby boomers and older adults, armed with a lifetime of experience, are engaged to solve some of society's most pressing social problems.*

**Halvorsen, C.J. and Emerman, J.,**  
Generations: Journal of the American Society on Aging.

# NUMBER OF HOURS SERVED BY RESERVISTS

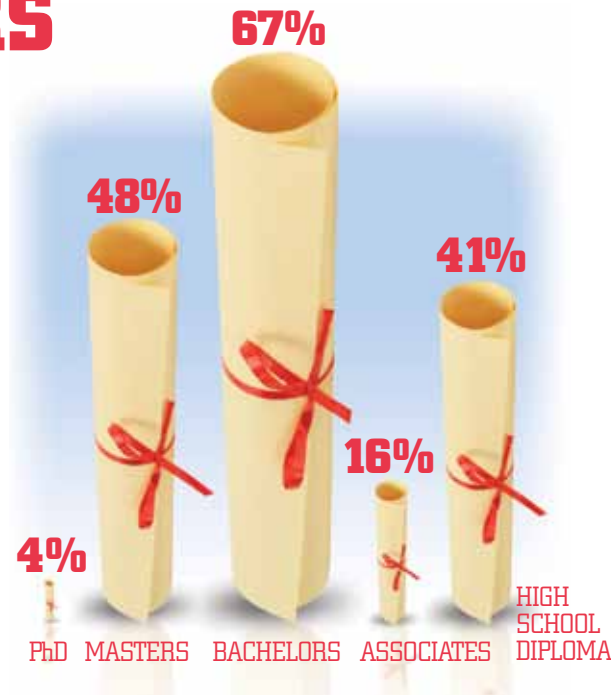


# BUILDING SOCIAL CAPITAL THAT MATTERS

In their roles, ReServists make use of their significant professional experience – as former schoolteachers, lawyers, business executives, social workers, bankers, nonprofit leaders, and much more. **Close to 75% of ReServists have a college degree and 40% have a master’s degree or doctorate.**

ReServists speak over 79 different languages – including Spanish, Russian, Korean, and Chinese. Through their positions, ReServists put their education, professional, and life experience to work on projects that have significant social impact – including improving high school attendance and graduation, connecting frail elderly persons to benefits and assistance, and helping immigrants acclimate to a new way of life.

As we enter our second decade, ReServe is engaging with researchers, policymakers, foundations, and community-based organizations, seeking to build a body of evidence



that demonstrates the myriad assets of the older population.

In so doing, we hope to inspire other communities nationwide to engage older adults in solving seemingly intractable social problems. **Imagine what our country would look like if there were a mobilized “army” of ReServists dedicated to improving educational outcomes for disadvantaged students, breaking the cycle of poverty, and meeting health care needs.**

**OUR GOAL:**

**10,000 ReServists by 2030!**

# RESERVISTS – A GROWING RESOURCE

From Boston...to New York...to Miami...and beyond







# RESERVE: A LOOK BACK

Re-engaging for the public good

**ReServe was founded in 2005**, by three visionary social innovators – Jack Rosenthal, Herb Sturz, and Michael Weinstein. They set out to prove three things. First, that there is a population of interested, retired individuals willing to use their time and talents for the public good. Second, that money makes a difference in engaging them. Third, that in seeing the opportunities this talented cohort could make available, nonprofits would invest in them.



ReServe's Founders were joined by a group of dedicated Board members, including Kathleen Kelly, Lois Wagh, and Alison Pavia, who brought their expertise and enthusiasm to build the organization.

## Boomers Desire for Impact

Over the past ten years, over 8,000 individuals have applied to become ReServists. Mostly they come by word of mouth, eager to re-engage in supporting their community. ReServists are drawn by the unique model, many noting that this is the only program they have found that truly understands the power and potential of older adults.

## Money Makes a Difference

ReServists receive a modest hourly stipend, which has proved a “game-changer.” For ReServists, the stipend brings respect for their time and contribution. For partnering organizations, it ensures an enhanced level of commitment and professionalism from their staff and ReServists.



*“I am thrilled to find an organization that sees the value of and places hard-working adults. People of our generation have a lot to offer. Our presence in the life of a young person is important. We have some insight and it’s useful.”*

**Arnold Gordon, ReServist**

*“Paid work is valued in our country, and the workplace sees us differently because of the stipend.”*

**Virginia Aponte, ReServist**



## If You Build It, They Will Come

As the demand for social services has soared, amid shrinking endowments and government budget cuts, nonprofits and government agencies quickly came to recognize the value and quality of the ReServe model. ReServists have stepped up to provide an extraordinary range of valuable services to nonprofits, schools, and community and government agencies. Our first partner organization, Vera Institute of Justice, brought a ReServist aboard to restructure their Guardianship program. Ten years later, ReServists remain an important part of the Guardianship program.

## Our Impact

Since 2005, 800 community partners have utilized the skills and talents of ReServists. In these organizations, ReServists are building capacity, saving critical resources, enabling organizations and improving their performance in key operational areas.

In 2012, ReServe took another major step forward...combining with Fedcap Rehabilitative Services. Through this combination, ReServe has strengthened the work of the affiliates, sponsored a National Conference, expanded the depth and focus of the social impact areas, and launched a new national expansion structure.



ReServist **Jeffrey Heller** navigates the streets of NYC to meet with clients from across the five boroughs for the Vera Institute's Guardianship program.



*From a 2015 survey*

# 94%

said their ReServist was important to accomplishing organization's work.

# 60%

said hiring a ReServist allowed them to optimize resources and focus on core operations.

# 95%

surveyed said they would recommend ReServe to their peers.

# STAYING HEALTHY WHILE MAKING THE WORLD BETTER

**People join ReServe for its variety of personal options: to give back, try new things, challenge themselves, learn new skills, and/or connect with a cause that is important to them. The vast majority of ReServists – 84 % – find fulfillment with part-time assignments.**

Engaging retired and/or older adult professionals generates a range of positive results for all concerned. Research suggests that staying engaged in organizations like ReServe leads to physical, socio-emotional, and cognitive benefits for the older adult. Those older adults who remain engaged have lower mortality rates and are less likely to experience various physical and mental illnesses. They are also more likely to retain a strong sense of identity and well-being.

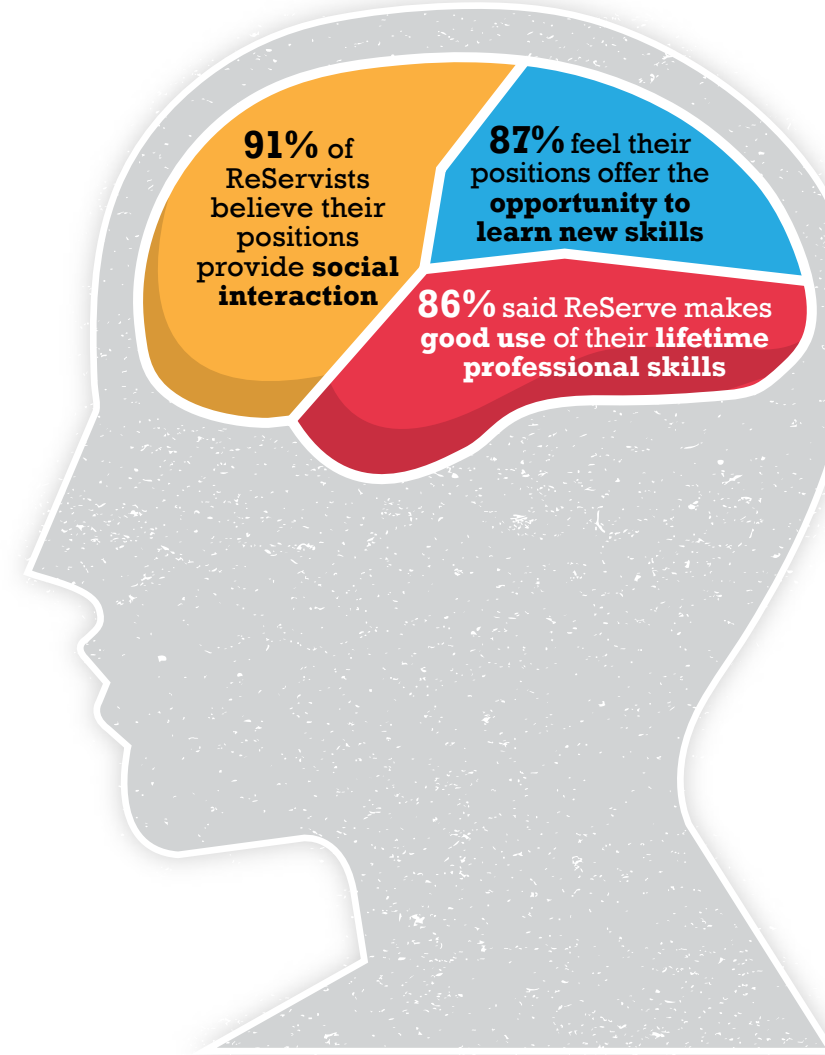
Research also confirms that the *lack of social relationships* presents a major risk factor for poor health among older adults. Mortality rates rise sharply at low levels of social connection, with death more than twice as likely in contrast to people who maintain sustaining social relationships (Berkman and Syme 1979). Good social connections shape mental health and cognition as well. Individuals maintaining five or six social ties are twice as likely to avoid cognitive decline as individuals with no social ties (Bassuk, Glass, and Berkman, 1999).

*“It’s not how old you are, it’s how you are old.”*

— Jules Renard

Keeping older adults healthy and functioning has significant economic impacts (Posner 1997). In addition to reducing long-term care costs, healthier older adults are more likely to be productive members of society. This is something we want to encourage.

**Research suggests that staying engaged in organizations like ReServe leads to physical, socio-emotional, and cognitive benefits for the older adult.**



*“As the population ages, people have so many skills that can bridge gaps. Here you’re coming back, you’re giving back, keeping your skills sharp and giving back to the [upcoming] generation.”*

Ellen Hass, ReServist





# BUILDING CAPACITY AND DRIVING IMPACT

Engaging ReServists in the nonprofit and public sectors

**Our Capacity Building efforts expand and diversify social services by bolstering the internal structure and capacities of both nonprofit and government organizations, results that maintain lifelines to communities in need.**

## RESERVE AND THE CITY GOVERNMENT

Beginning in 2007, ReServe partnered with the NYC Department for the Aging (DFTA) to develop a systematic civic engagement program for older adults, which has now resulted in **800 ReServist positions** with **20 government agencies**.

ReServists have served as specialists for the Department for the Aging’s hotline for older adults; website designers for the Human Resource Administration; and

public information specialists for the City Clerk’s Office.

This effort paves the way to achieving our long-term goal of embedding ReServist talent in the governmental planning process for city, state, and national service design. Government contracts and placements have demonstrated the kind of impact ReServists make when participating in institutional-governmental planning process.





# EMERGING SOCIAL IMPACT INITIATIVES

For the past decade, ReServe has served as a laboratory for many of the practices, policies, and areas of research that support an evolving, asset-based view of aging. Notably, ReServe has proven that the work of ReServists makes inroads in combating serious societal issues.

## EDUCATION

From its inception, ReServe embraced the transformative power of education. We recognized that the rewards of education accrue not just to the holder of the degree, but also extend to the graduate's school, families, and to the greater community in which he or she lives.

Every high school graduate from disadvantaged backgrounds **transforms the lives of his or her family** through exponentially increased economic opportunity and social capital.

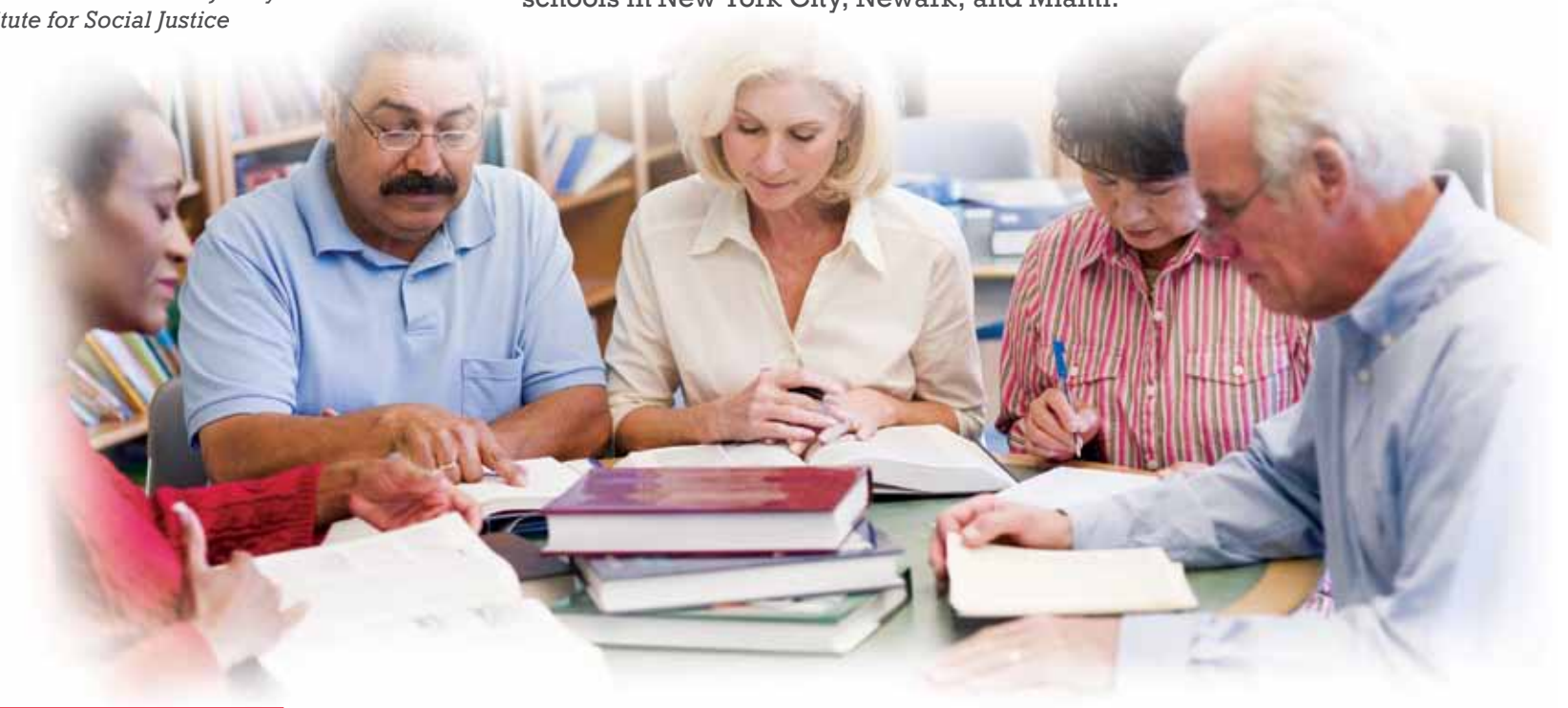
Each graduate **reinvigorates the workplace and the economic life of a community** through his or her intellectual talent and buying power.

The infusion of education-empowered citizens from the margins of a society **renews that society**, diversifying and democratizing it in almost every aspect — economically, socially, politically, and culturally.

By contrast, research depicts the stark reality for those who do not attain higher education. High school dropouts face far higher rates of incarceration and make far less

*"My whole career has been in public service. ReServe is a great vehicle for people with strong skills who want to keep working for social betterment."*

**Margot Greenfield,**  
ReServist with the New Jersey  
Institute for Social Justice



**All taxpayers pay when young people do not graduate from school.<sup>1</sup>**

than graduates, who themselves face starkly diminished economic opportunities in a nation divesting itself of its industrial base and pathways for low-skill workers.

ReServe recognizes that the consequences individuals bear for an education delayed or denied becomes a high price, quite literally, that society must inevitably pay. ReServe programs and partnerships have cleared a pathway for at-risk students to attain a comprehensive education:

**READY:** In 2009, we launched READY, ReServe's Education, Advancement, and Development for Youth program. Backed by national studies demonstrating the decisive impact of college mentors who supplement the work of guidance counselors, **182 READY ReServists** have been deployed to **126** high-need high schools in New York City, Newark, and Miami.

READY ReServists have helped over 4,000 students to research and select colleges, prepare college essays, submit college applications, and complete financial aid forms. The impact was transformative for both students and ReServists. Said READY ReServist Terry Kalish, **“In our high school alone, we provided significant support helping 94 students graduate, of which 84 went to college.”**

**Success Mentors:** Since 2010, ReServists have been placed within schools, child welfare agencies, and community organizations to serve as “Success

Mentors,” helping individuals to identify and overcome barriers to success.

**Decreasing Truancy.** In Florida’s Broward County, ReServist Success Mentors support at-risk students in underperforming middle schools. Working with twenty students each, ReServists seek to decrease truancy problems, improve grades, and prepare students for the transition from middle to high school. To date, these efforts have contributed to a 20% reduction in truancy for over 250 middle school students.

#### **Combatting Absenteeism.**

The NYC Mayor’s Interagency Task Force on Truancy, Chronic Absenteeism & School Engagement brought on board 50 ReServist Success Mentors to help chronically absent students at middle and high schools across the city. ReServists met with over 2,400 students, seeking to address both the academic and personal challenges preventing their success. An evaluation of the program found that “students with histories of chronic absenteeism

who were assigned a Success Mentor, on average, gained almost two additional weeks of schooling—a threshold linked with positive impacts on academic outcomes and dropout prevention.”<sup>2</sup>

**PREPNOW!™:** ReServe partnered with Fedcap to place 20 ReServists as mentors within its one-of-a kind PrepNOW! program. Funded by a generous grant from the Conrad Hilton Foundation, PrepNOW! seeks to help foster parents create a college-going culture within their foster home. During the first two years of the program, 36% of college-age youth living within the 400 foster homes served, entered college and 90% stayed in college. This significantly exceeds the national data, which indicates 10% of youth in care enter college and after one year, 70% drop out.

*“It’s really great to see the intergenerational exchanges that are unique to ReServe. ReServists are making a real impact on students’ lives. The middle school literacy program is a shining example of how to leverage the skills of older Americans.”*

*— Blake Heller, Harvard EdLabs*

<sup>1</sup> <http://www.ojjdp.gov/grants/grantprograms/discr08.html>

<sup>2</sup> Balfanz, Robert and Vaughan Byrnes. “Meeting the Challenge of Combating Chronic Absenteeism”

## Middle School ExTRA:



*Young children lacking adequate language and reading skills often fail to develop adequate reading comprehension skills, which adversely affects their academic abilities. In 2013, ReServe partnered with Expanded Schools (formerly The After School Corporation) and Harvard Ed Labs to launch and implement the Middle School (MS) ExTRA program, a three-year, \$20 million effort that extends the school day by 2.5 hours for about two thousand sixth grade students at twenty low-performing New York City schools. Over one hundred specially trained ReServist tutors lead the students in small-group literacy training to improve reading skills and level the playing field for at-risk kids.*





# RE SERVE

## HEALTH CARE

*Society has the ability to promote successful aging and reduce and prevent disability among the elderly. In addition to reducing long-term care costs, healthier elderly people are more likely to be productive members of society.*

Expanding its efforts in healthcare, ReServe has demonstrated how effective older adults can be in facilitating successful aging among the most elderly population.

**WeCOACH:** In 2009, 15 ReServists joined the New York City Health and Hospitals Corporation WeCOACH program. As peer coaches for low-income seniors with uncontrolled diabetes, ReServists linked seniors to wellness programs. ReServists supported patients with post-hospital healthcare and follow-up. The results were promising, with all but two of their 22 patients remaining out of the hospital, at an estimated cost per client of \$1,980 — far less than a second hospital bill.

**Dementia Care Coaches:** ReServe launched the Dementia Care Coaches program in 2014. Twenty ReServists were trained to care for people with varying stages of dementia and educate their family members and caregivers about the disease. ReServists provide person-centered care that honors and respects the lives of elders and those working closest with them. ReServe is expanding this social impact effort through private pay and managed-care contracts.

**There is a strong body of evidence that demonstrates that home care is more economical than a constant cycle of emergency room visits and hospital stays.**

**Common diseases, particularly dementia, have large social costs for the US population; the average cost of caring for a person with dementia over 5 years is \$287,000.<sup>3</sup>**



Over 25 ReServists have served as Health Workshop Leaders with the Department for the Aging's Bureau of Community Services

**Health Workshop Educators:** The NYC Department for the Aging trained ReServists to deliver health programs to older adults at senior centers and Naturally Occurring Retirement Communities (NORCs). ReServists deliver the Chronic Disease Self-Management (CDSM) program, empowering senior participants with essential skills for medical, social, and emotional management of their chronic conditions. A study of the CDSM program showed that participants had improved energy, reduced fatigue and health stress, and had fewer visits to physicians and emergency rooms.

<sup>3</sup> Health Care Costs for Patients With Dementia at the End of Life Ann Intern Med. Published online 27 October 2015.

## POVERTY FIGHTING

“It is very inspiring to watch ReServists work with seniors,” said Igal Jellinek, Executive Director of LiveOn NY, a membership organization that serves over 300,000 senior citizens throughout NYC and operates the SNAP Outreach Program. “They [Reservists] are having a huge impact, and because of them, this program has become a model for community outreach.”

LiveOn NY Benefits Outreach: Recent studies show that one in three New Yorkers over the age of 65 live in poverty and over 35% live with food insecurity. Research by the AARP Foundation has found that SNAP (the Supplemental Nutrition Assistance Program) offers one of the most effective solutions to food insecurity among low-income older adults. However, for many, the application process is daunting. In response, ReServists at LiveOn NY have secured approximately \$5 million in benefits for over 5,000 New York City seniors. Twenty-four ReServists in SNAP-dedicated outreach teams currently help seniors at over sixty accessible, senior-friendly sites throughout New York City.

*Since 2011, ReServists have helped NYC seniors at risk of hunger obtain public benefits through the LiveOn NY Benefits Outreach program.*

*“The work is very rewarding. It is wonderful to see the joy and relief of our clients when they learn that benefits have been restored or increased.”*

**Melba Boyar**, ReServist with SNAP outreach program.



**WHAT'S  
NEXT?**

10,000  
ReServists  
by 2030

A Bold New World



During its first ten years, ReServe has proved the viability, success, and transformative power of its mission: engaging older adult professionals in the work of helping solve societal challenges. It has empowered a new generation of older adults – the best experienced and educated in our history – to make a difference and to matter. Importantly, it has enabled people, organizations, and communities to experience the benefit of longer lived lives.

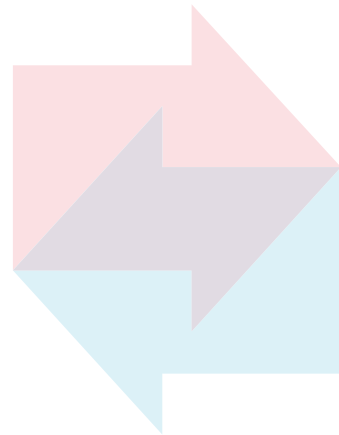
The task ahead of us is to engage state and local government and school and city planners across the country to experience the benefit of longer lived lives. Our goal is to have 10,000 ReServists by the year 2030 mobilized across the country — unleashing their full potential to transform our society for the better.

*“People who live longer lives bring huge assets from which everyone can gain. If you build the right models, then you potentiate the ability to gain. ReServe is doing that, creating value and opening our eyes to see the opportunity.”*

**Linda Fried, MD,**  
ReServe Board Member

# The time is now...

Dr. Linda Fried, one of the world’s leading authorities on aging and a ReServe board member, remarked that we’re at a “tipping point.” “I think we have reached a point that’s very different from 10-20 years ago,” she said. “We’re in an envisioning and building phase that demonstrates models that matter. Now we can invest in taking these models to scale, so we can realize their full potential. I think that’s the task over the next decade, and I think for the first time, society is ready for it.”



# The possibilities are real

**to empower the transformative change that ReServe represents and achieves, to ensure that an ever-greater number in our society can know what *it means to lead a life well lived.***

## Foundation & In-Kind Support

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**ReServe**  
was an idea  
that you  
turned into  
a reality.  
**Thank you**  
for your  
commitment,  
vision, and  
dedication.

# RE SERVE