

QUARTERLY IMPACT REPORT

Q1 2020





SENIOR PLANET GOES ONLINE

Over the final month of our first quarter of 2020, Senior Planet faced a novel set of challenges. Like millions of groups across the world, we had to confront frightening new realities and pivot our entire mode of operation to keep our community intact. There was no roadmap, or any sign of how long the path ahead would be.

While we as a community mourn the toll COVID-19 has already taken on our nation, we cannot help but find inspiration in the achievements our members and team have made in the face of the unknown.

Within hours of being instructed to pause our lives, cease connections to others, and wait for this to be over, we logged on.

Before March 16th, Senior Planet had offered occasional online events with moderately sized audiences. In the weeks following the closing of Senior Planet Centers, we offered online events with more than 12,200 participants from all around the country!

Right away, Senior Planet's existing curriculum allowed us to quickly and effectively train members and participants to use video conferencing. We taught over 1,000 people how to use Zoom within the first 4 weeks of our Centers being closed, enabling families, churches, social groups and more to continue to gather virtually without interruption.

Outside of class, Senior Planet staff and volunteers immediately mobilized to reach out to over 3,100 older adults across the country to offer support and assess needs. From those calls, we have been able to set up more than 240 older adults in pairs to check in on each other, and we assisted dozens of older adults with technology questions.

We have offered events we never would have been able to before: discussions about podcasts that brought together residents of Texas and New York, lectures about Zoom with audiences of nearly 200 older adults, talks from experts from around the country on health, aging, and more.

We also launched a national tech-help hotline; kicked off a "Stuck-at-Home" series of articles on seniorplanet.org with practical tips on how to stay connected and productive while social distancing; produced a series of short tech-tip videos; released our step-by-step Zoom instructions; and published information on low-cost internet options and the best mainstream internet-enabled devices for seniors.

There is no denying that tough times lie ahead. But Senior Planet remains hopeful and inspired by the fortitude of members like you, who are refusing to let social distancing make your voice any smaller.

-Tom Kamber, Ph.D.
founder and executive director,
OATS and Senior Planet





STELLA NASH

MEMBER HIGHLIGHT

"I believe you do what you can do while you can do it," said Stella Nash, a community servant, registered dietician and nutritionist, and member of Senior Planet Colorado.

Stella is the recipient of the Denver Urban Spectrum 2020 African Americans Who Make a Difference award. She recently sat down with Senior Planet to tell us about her impressive career as a nutritionist and love of continued learning.

Tell us about your work at the Mountain Plains regional office for the USDA Food and Nutrition Service.

We worked with the SNAP program, WIC services, school meal programs, the Child and Adult Care Food Program, food distribution on reservations, the Commodity Supplemental Food Program for the aging, and nutrition education programs for people of all ages. In 1990, I became its Regional Director.

You probably got to make a big impact in that role.

Well, all the dietary guidelines that get pushed out by the federal government every few years have to pass through the regional offices. So I helped shape the MyPlate guidelines that are in use now. In 2005, the federal Undersecretary of Agriculture sent me and one other person from the DC office to represent the United States at the International Congress on Nutrition in South Africa. We presented eight sessions on the impact of our programs. I was also chosen to exhibit at the World Food Prize, which is like the Nobel Prize for agriculture.

[Read Stella's full profile here!](#)

In eight weeks,
we had...

279+

UNIQUE ONLINE EVENTS

12,200

VIRTUAL PARTICIPANTS

34%

PARTICIPANTS NEW
TO SENIOR PLANET

ONLINE PROGRAMMING SURVEY RESULTS

Net Promoter Score
Across All Programs:

92

The Net Promoter Score is a widely-used index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others.

Outreach Phone
Calls Made

3,100+

In order to reach participants without access to internet at home, our trainers called more than 3,100 older adults.

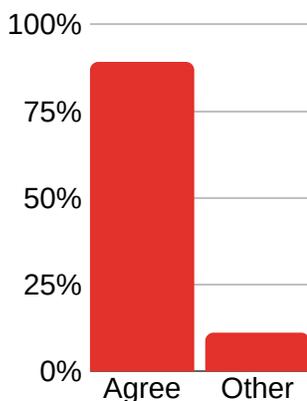
Stay-Connected Matches

121

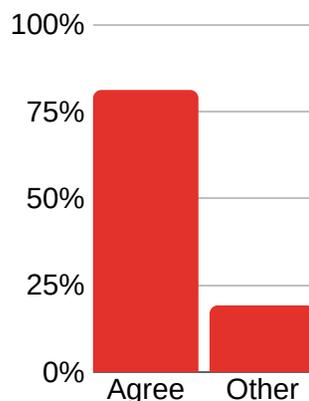
More than 240 older adults have been paired with a match to support one another, build a new friendship, and stay active.

After taking a Senior Planet virtual class, participants were asked: did they...

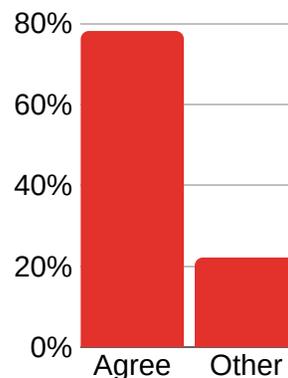
Feel more connected
to the world around
them?



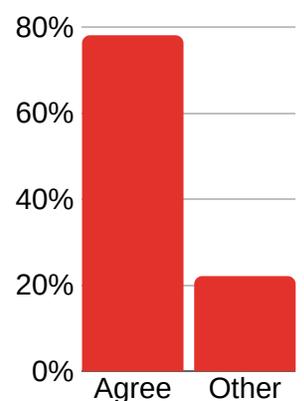
Feel better equipped
to find resources
online?



Feel more confident
connecting with
friends and family
online?



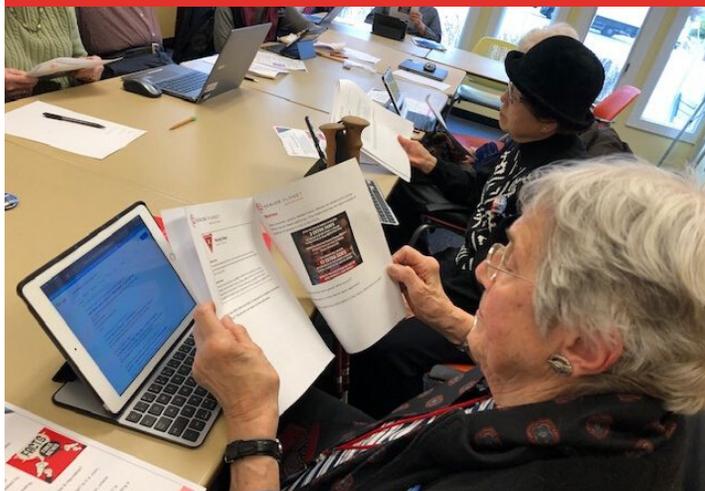
Feel less alone?



Other Senior Planet News

PARTNERSHIPS, MEDIA AND ACTIVISM

MEDIA LITERACY



Before COVID-19 took center stage across all news outlets, Senior Planet received recognition around the country for our work on media literacy through our workshop “How to Spot Fake News.”

NPR’s radio program All Things Considered first highlighted Senior Planet as one of the few organizations supporting older adults in learning to identify fake news.

[Read more here!](#)

LOCAL ACTIVISM

NYC-based Senior Planet Members rallied on a gray Manhattan morning on March 6th for a preliminary City Council’s Committee on Aging budget hearing. The impending vote on the capital budget will determine whether or not senior centers around the city, including Senior Planet, will receive necessary funding up through 2024.

“Seniors are like forgotten people. Nobody realizes that we still exist. We need more recognition... I’m here to let the politicians know that we need their support,” Senior Planet Member Margaret explained. “Without Senior Planet, seniors have no way to keep up with the new technology that’s coming out. We want to keep Senior Planet going.”



NEW PARTNERSHIPS

[OATS Announces Joint Effort with Lyft to Support Seniors During COVID-19 Pandemic](#)

Verizon staff members are providing one on one tech help to members and participants across the nation.

www.seniorplanet.org