



QUARTERLY IMPACT REPORT

Q1 2021

SENIOR PLANET
FROM 



2021 A YEAR FOR TRANSFORMATION

It has officially been a year since Senior Planet went online, and there is little that hasn't been transformed by twelve months in lockdown. Our community has quadrupled in size, we've raised more money than ever before because of generous donors like you, and we have entered a new and groundbreaking affiliation with AARP that will help us expand our impact even more.

After a challenging but invigorating year together, we are excited to step out of lockdown more connected than ever before. And what suits a new era better than a new name? After collecting your feedback by both online surveys and focus groups, we are thrilled to announce the new name for members is: **Supporters!**

Supporters are determined, fearless, and committed to being leaders and supporting others. In other words, supporters are all of you! There will be more news on this exciting change soon.

Normally, we focus our impact report on stats and numbers, but this impact report is focused on **stories of transformation**. You'll not only read about Senior Planet's growth, but also about Senior Planet Supporters who have taken this time to transform their lives using technology and a little gumption.

As always, thank you for your support and continued dedication to our mission!

TOM KAMBER
Founder and
Executive
Director

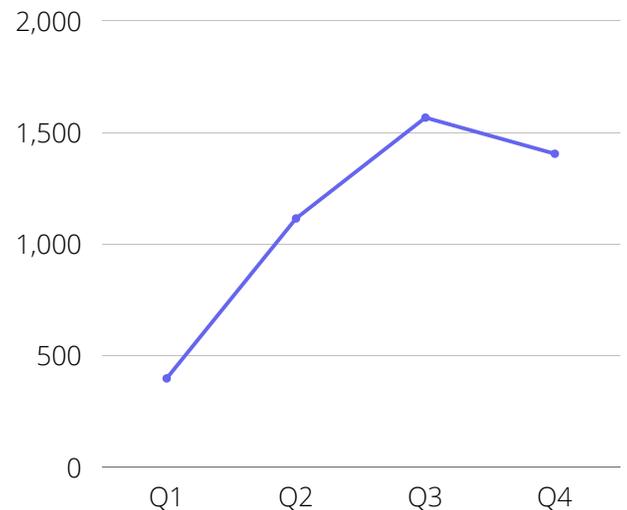


2020: A YEAR OF GROWTH

In 2020, Senior Planet reached new heights!

- We offered 3,424 programs.
- We had 162,033 engagements with older adults.
- Community members raised over \$90,000 to support free programming – over triple the amount in 2019!

Number of Virtual Programs Per Quarter

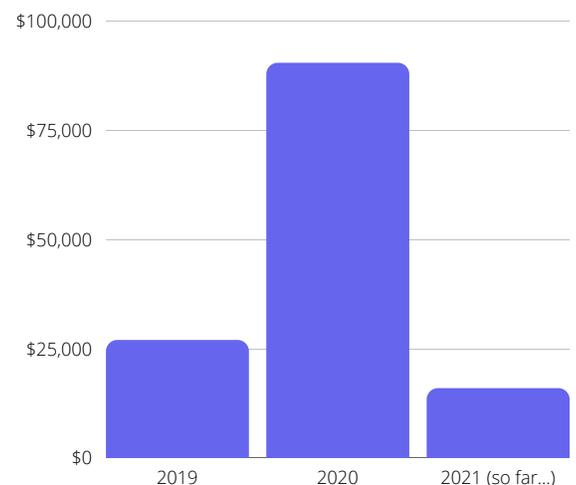


A PROMISING START TO 2021

In the first quarter of 2021, Senior Planet is already exceeding expectations!

- We offered 1,036 programs.
- We had 70,082 engagements with older adults.
- We answered 1,751 hotline calls!
- We have already raised over \$16,000!

Grassroots Fundraising



USING TECH TO TRANSFORM YOUR FITNESS

Starting or maintaining an active lifestyle can sometimes feel daunting, but fitness technologies can provide the encouragement, social support, and information many people need to get and stay on track. From smartphones to smart glasses and wearables, the technology choices don't just *seem* endless, they are! **In a recent report on fitness technology, researchers found 423 unique devices from 132 different brands.** That's the rationale behind a new Fitness Technologies Course, a series from Senior Planet in partnership with CDW.

Whatever fitness wearables technology a person chooses, activity is likely to increase, as Hansa Govan, 66, a retired insurance account manager in Hayward, CA., found. Using a Fitbit upped her daily step count, especially before she retired. "When you have a sitting job, you don't realize you don't have [much] movement." Once she started with the wearables, her daily step count of 2,000 rose to 7,000, and then 10,000!

Anyone still reluctant to embrace fitness technology might be persuaded to give it a try after hearing about David Hill, 64, of New York, a lifelong athlete and lover of technology talk about his favorite device: a Garmin watch. "It shows you what you've done — activity wise, your heart rate, and it also gives you your pace and your cadence, which is important for runners. I was never the kind of person to keep a training log, but it does it for you, and compares how you did month to month."



Want to learn more about fitness wearables? **[Click here to read the rest of our Fitness Wearables White-paper.](#)** Written by Kathleen Doheny and Sponsored by CDW.

Stories of Transformation

HOW RITA FOUND COMMUNITY THROUGH MOVEMENT



A few years ago, my life was in a turmoil. I had to downsize to an apartment located in a community filled with young people where I didn't really fit in, and I wasn't meditating or practicing yoga, which I had always loved to do. I was planning to move to California to be near my daughter, but then we got hit by the virus. To combat the fear, I felt I had to constantly be informed and subscribed to the city, state, and county websites for information – and that is how I found out about Senior Planet.

I initially thought that this could be a way to stay healthy. I had no idea how it would change my life! What started with a small group of 20-40 people at Morning Stretch has transformed into a beautiful and supportive community. Without structure, days run into days, and the hours run into hours. Now, I have a reason to wake up on time and be ready for the Morning Stretch every day. **I am back on track.**

I don't feel that I'm totally cut off from my friends anymore. Now, even on Sundays, a group of us from Morning Stretch get together to practice what we've learned! Then we have breakfast together, talk, and laugh.

Rita is a retired scientist and a Senior Planet Supporter. She enjoys writing and is a poet.

JANICE STRETCHES HER CRITICAL THINKING

I am often on 3-5 Senior Planet events daily. It has replaced a very structured life I was leading before the pandemic hit. I take every type of class Senior Planet offers, but the Short Story Discussion and the Book Club discussions are special to me because they encourage a higher level of critical thinking skills...

Research on brain health has shown that learning new things develops new pathways in the brain, which is extremely important to avoiding the development of dementia.

These exchanges of opinions, based on individual analysis of text, bring together a divergent group of people who lack shared geography, backgrounds, political views, and experiences. It is an effective way to get people "to be unified and share thoughts." Now, I'm using my computer research skills to learn more about the topics that come up in our discussions. We read a book about refugees from the Spanish Civil War who ended up in Chile – I didn't know anything about that part of history! I had to learn more.

The biggest learning experience has been the Short Story Discussion Group. Short stories have never been my genre; I don't get a lot of the things the first time reading one. So the group discussion reveals a lot to me. It makes me think in different, critical ways. You have to stretch to analyze the text since the author is working with so few words. Being a retired librarian, I like to share resources; so I have told my friends in CA, UT, ID, KS, NY, GA, and IN about these programs. Unlike some people I know, I don't suffer from boredom or depression, despite strictly staying at home. This is due to these classes.

Janice is a retired librarian and a Senior Planet Supporter living in Georgia. She is in five different book clubs.

THE JOY OF GETTING OLD

Excerpt from Senior Planet Supporter Lisa Holzkenner's Poem

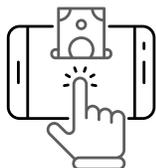
One season following the other, none of the seasons can stay,
Ah! But when the twilight years of my life arrived, it came like a winter storm
breaking through my locked metal door.
It is true the mirror reflects the path of ages on my face.
When I saw the first gray glacier on my head, I smiled,
Nostalgic memories surface, my grandfather's face and words came to mind.
I thought of his gray hair, his noble soul and wise words,
"Being on this earth is a gift of life. Thus, it is incumbent upon each of us
To be part of those to bring about Tikkun Olam" (to repair the world).

[Read Lisa's full poem here.](#)

PARTNERSHIPS, MEDIA & MORE

CAPITAL ONE

In Q1, OATS and Capital One partnered to design and create a pilot program to provide free resources to older Capital One customers and help them build the skills necessary to understand the digital world and bank online.



At four Capital One branches, branch ambassadors distributed flyers that introduced OATS and Senior Planet, and provided a dedicated hotline number, link to a Senior Planet landing page with video tutorials and step-by-step handouts, invitation to join free virtual programming online, and link to the Ready, Set, Bank website.

SENIOR PLANET IN THE NEWS

TODAY: "How You Can Help Your Aging Parents from Afar"

The New York Times: "Remote Learning Isn't Just for Kids"

The Atlantic: "Digital Connection Is More Essential Now Than Ever"

Connect with us!

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JOIN THE SENIOR PLANET RECRUITMENT COMMITTEE!



Want to help bring more older adults into the Senior Planet fold?

We're launching the Senior Planet Recruitment Committee, a Supporters-only volunteer opportunity that will let you act as a representative of Senior Planet and encourage others in your life to age with attitude.

Becoming a member of the committee means you receive:

- A packet of materials you can use to promote Senior Planet in your neighborhood
- Invitations to meetings every other month to learn more about Senior Planet updates and share success stories
- Opportunities to give feedback on Senior Planet's fundraising events and initiatives

[Click here to sign-up!](#)