

# QUARTERLY IMPACT REPORT

Q4 2021



**SENIOR PLANET**  
FROM AARP



# TOM'S LETTER

Dear Senior Planet Supporters,

As we embark on a new year at Senior Planet from AARP, I wanted to take a moment to share a few reflections on all that our community accomplished in 2021 – none of them possible without our Supporter network.

In 2021, we sought to strengthen the bond among Senior Planet participants, enlarge our footprint as the leading nonprofit providing free classes to older adults across the country, and change an outdated system that no longer serves those who need it most. I am proud to say that with the power of our community behind us, we did just that:

Senior Planet online programs welcomed new and returning older participants more than 275,000 times.

After making a 180-degree digital pivot in 2020, we continued to roll out new digital courses and programs in 2021 that have allowed us to gather with friends from across the nation and world.

While others reported that virtual contact was worse than no contact at all for older people during the pandemic, our community proved the opposite. Through an online survey our community members reported the following:

- 75% said Senior Planet has provided them with a feeling of community
- 82% said they use technology to keep in touch with loved ones who live far away

As you read this Quarterly Impact Report, I hope you take pride in what we have achieved together.

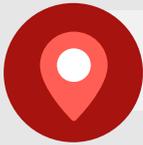
Enjoy!

Tom Kamber, Ph.D.  
Executive Director, OATS from AARP

# SENIOR PLANET BY THE NUMBERS

FROM **AARP**

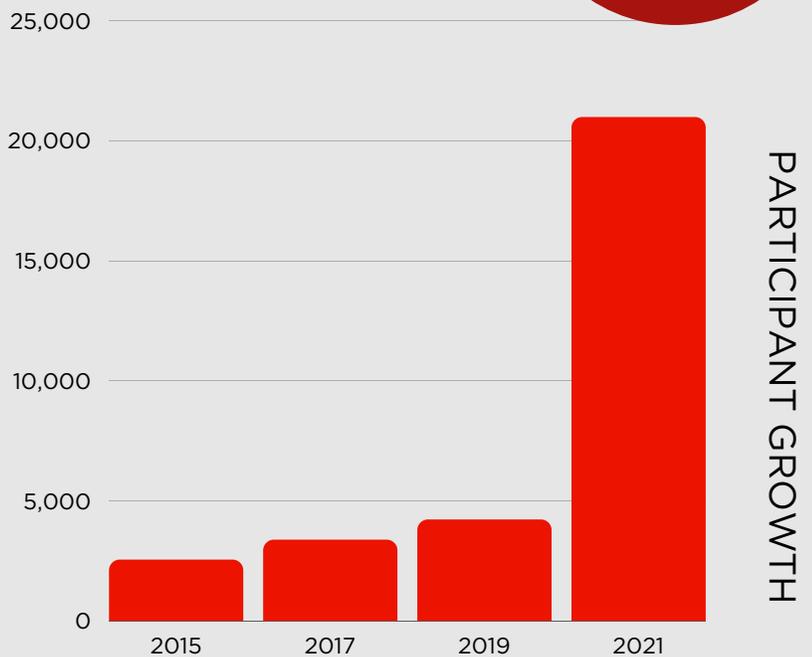
## 2021 RECAP



**87** ACTIVE PROGRAM SITES

**7,094** virtual program sessions

**20,983** unique online participants



**285,852**

PARTICIPANT ENGAGEMENTS



**40,563** CONTACT CENTER CALLS

**75%**

Participants feeling more confident connecting socially online



**83%**

Participants feeling better equipped to find resources



**71%**

Participants feeling less alone



**82%**

Participants feeling more connected

# SUPPORTERS BY THE NUMBERS



**1,737**

older adults became or renewed their status as a Supporter in 2021!

**95%**

of Supporters would recommend Senior Planet to a friend.

**54%**

of Supporters engaged in a volunteer opportunity or special event, including distributing over 750 promotional fliers.

**\$71,790**

raised by Supporters to fund free online programming for thousands of older adults!

## NEWEST SUPPORTER BENEFIT:

### The Supporter Portal!

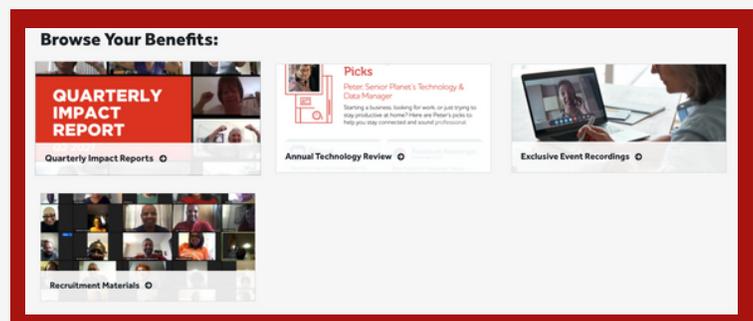
Access all your Supporter benefits in one place including recordings of past events!

### Here's how to access the portal:

**Go to:**  
[seniorplanet.org/supporterportal](https://seniorplanet.org/supporterportal)

**Enter passcode:**  
agingwithattitude

*Enjoy!*



# MEET RICHARD:

## CARD SHARK TURNED ENTREPRENEUR

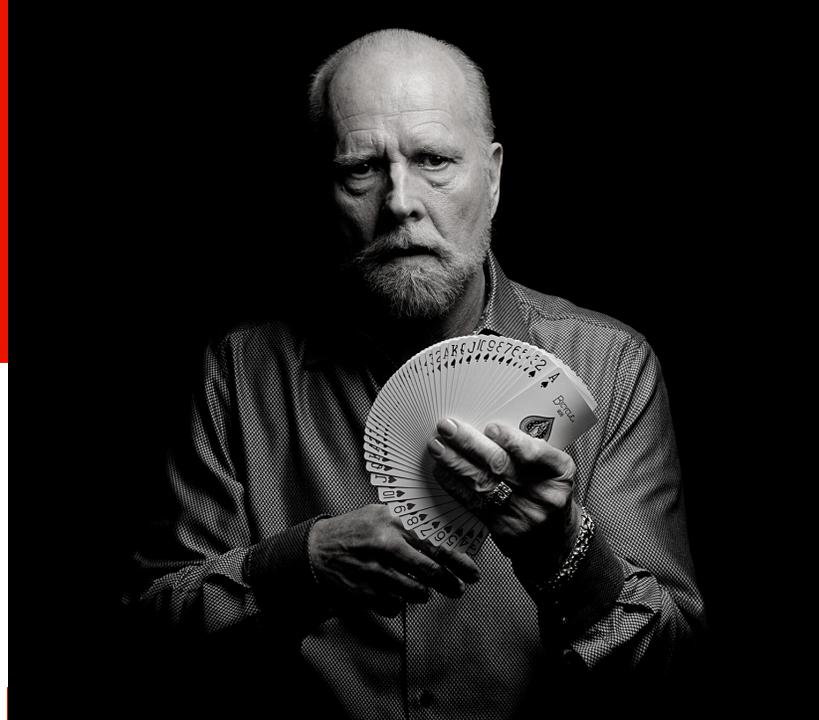
### How has technology changed your act over the years?

Well, not necessarily my act—but is technology crucial to everything I do? Big time. A lot of older people are losing their sight, and I want them to know that technology is so fantastic. Every day it grows and becomes more friendly. For example, we used to have a telecom system in our house but now we have Alexas. It was easy to set up and now if I want to talk to wife in the kitchen I just say: “Alexa – drop in on the kitchen.”

### What does aging with attitude mean to you?

One of my philosophies is “take possible out of impossible. Have a healthy disregard for anyone who tells you something is impossible.” I lost my eyesight at nine and I dealt with that. Now 60 years later, I’m having to deal with “there goes that knee.” Fine! Give me the titanium knee!

**[Click here to read the full interview!](#)**



## NEW WORKSHOP:

## FINDING COMMUNITY WITH SPC

Senior Planet is transforming social media through its new, ad-free site Senior Planet Community (SPC) — a place for older adults to make friends, share their interests, and age with attitude. In this hands-on workshop, you’ll sign up for SPC and learn about its key features. You’ll explore the many groups where you can connect with others, learn about posting and messaging, and discuss the site’s safety and privacy features.

**[Keep an eye out for upcoming sessions in our events newsletters!](#)**

# IN CASE YOU MISSED IT...

Catch up on all of our recent, special events!



## Aging Connected Resource Fair

Hosted by Aging Connected, an initiative of Older Adults Technology Services (OATS) from AARP, with support from Comcast, this webinar features experts who shared information about low-cost internet programs, government benefit programs, and free technology training and resources.

[\*\*Click here to watch!\*\*](#)



## 3G Talk

The country's three major wireless carriers - AT&T, Verizon, and T-Mobile - will be shutting down their third-generation (3G) cellular networks in 2022 to make room for better fourth-generation (4G) and new fifth-generation (5G) services. The sunsetting of 3G calls for awareness around when older devices will shut down, what devices will be impacted, and brings up questions about the adoption of 5G. Listen to experts at the intersection of aging and technology to learn more about what this shift means for older adults.

[\*\*Click here to watch!\*\*](#)



## Finances in Retirement Talk

Enjoy this Supporter-only talk with seniorplanet.org's finance columnist, Rodney A. Brooks. Learn about financial mistakes to avoid in retirement and while planning for retirement. Rodney will share his top tips and answer audience questions!

[\*\*Click here to watch!\*\*](#)



## Drum Circle

We held a Supporter-only Drum Circle event in January. If you missed it, it's not too late to watch the recording and drum it out online on your own time. You'll learn about drums, discuss the meaning behind a drum circle, and use drumming as a therapeutic outlet to help relieve stress and anxiety.

[\*\*Click here to watch!\*\*](#)

# THANK YOU!

Contact: [supporters@seniorplanet.org](mailto:supporters@seniorplanet.org)



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