



Q4 2022

Quarterly Impact Report

SENIOR PLANET
FROM AARP



Tom's Letter

Dear Friends,

2022 presented unique challenges for Senior Planet and OATS from AARP — the return to in-person programs, new strategies for innovation, and huge growth in our community-based nonprofit partnerships across the country.

We made significant progress toward meeting the four strategic goals we set out for 2022: to expand our physical presence, target larger audiences, improve customer experience, and disrupt outmoded concepts of aging.

Highlights of the year include:

- Older adults participated in Senior Planet programs over 380,000 times!
- The release of the groundbreaking [Fly Like an Eagle](#) report offered statistical evidence that affirmed one of our core beliefs: technology training has a measurable effect on social isolation, loneliness, depression, and quality of life for older adults.
- We exceeded targets for customer satisfaction by reaching a net promoter score of 89!
- We sponsored over 152 active licensing sites nationwide that offer free Senior Planet programs to adults in local communities.

- A collaboration with the AARP Foundation, funded by Google, helped over 9,700 low-income older adults build skills to find jobs, change careers, and explore entrepreneurship.

For nearly 20 years, OATS has seen first-hand the transformative power of older adults who continue to learn and grow in this increasingly technological world. This year we continued our legacy of supporting older adults from all over the country in finding new ways to thrive and connect.

in 2022, I met Senior Planet Supporters from Wyoming, Texas, Florida, and of course, our hometown here in New York, who told me great stories about meeting new people on Senior Planet and finding encouragement in reaching their goals. It's truly an honor to be part of these stories.

Best,
Tom Kamber, Ph.D.
Executive Director
Older Adults Technology Services
(OATS) from AARP

Participation Across the Nation!

One of the best ways for us to measure growth is by counting the number of times older adults take part in free online or in-person classes.

This year? We smashed all of our participation goals!

VIRTUAL PARTICIPATION: 102% of Goal!

2022 engagements: 326,266*
Target engagements: 320,000

*Includes engagements from virtual programs and contact center



AARP:



VIRTUAL COMMUNITY CENTER: 165% of Goal!

2022 engagements: 18,574
Target engagements: 11,250

AARP STATE OFFICES: 186% of Goal!

2022 engagements: 4,191
Target engagements: 2,250

IN-PERSON PARTICIPATION:

131% of Goal!

2022 engagements: 32,780
Target engagements: 25,000



TOP CATEGORIES OF PROGRAMS

1
2
3

Fitness & Wellness

Essential Technology

Topical Programs

89

Net Promoter Score
(measurement of
satisfaction)
Goal: 86

4,606

Active Users on our new social networking site:
Senior Planet Community

921

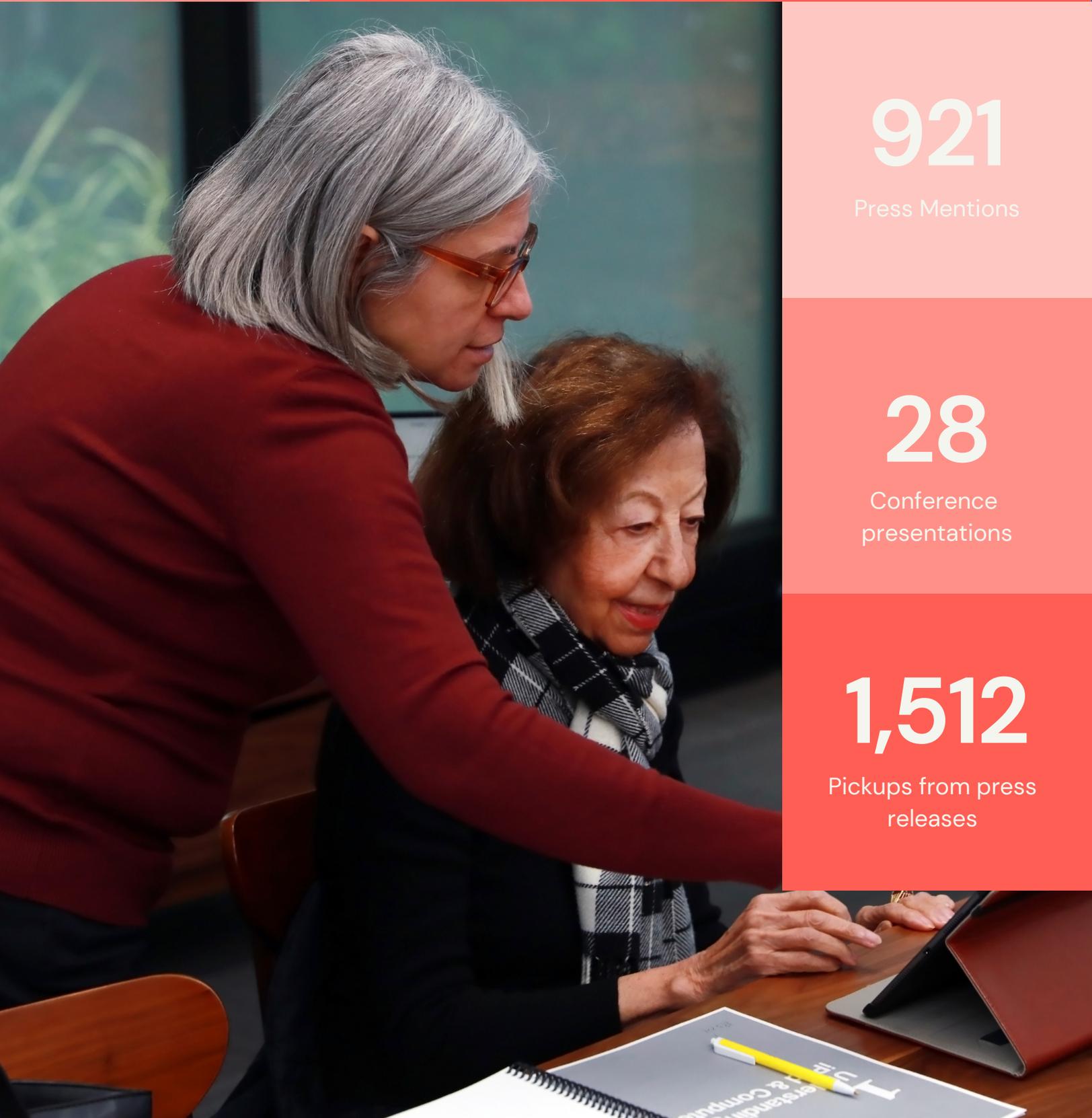
Press Mentions

28

Conference
presentations

1,512

Pickups from press
releases



Inside Look @ Giving Tuesday

Thanks to donors like you, our largest fundraising campaign of the year, Giving Tuesday, was a big success!

The campaign saw a **38% increase in total funds** raised from the year before, a **25% increase in the number of**

individual donors as well as a 26% increase in funds from individual donors.

Here is a look at how Giving Tuesday has grown at OATS over the past three years...

#FreeToBe



Resilient



Connected



Inquisitive

	2020	2021	2022
Giving Tuesday Funds Raised:	\$37,276	\$45,857	\$63,662
Number of Giving Tuesday Donors:	299	423	530
Matching Funds:	\$15,000	\$24,945	\$31,831

Editorial Highlights:

Helen's "Wish of a Lifetime" Granted!

Helen Battle has devoted decades of her life to helping others through local and international mission work.

*Recently, Helen wanted to put aside her stage fright and fully embrace her life-long love of music by singing a solo for the first time in her life. She did so by applying to have her wish granted by **Wish of a Lifetime from AARP.***

How has having your wish granted affected you?

It really has renewed my love of music. Now I'm trying to start a little ensemble myself that will sing old, old hymns. So I'm still excited – I feel like I've just started. I keep thinking, "Look at you lady! You're 80 plus and God is not through with you yet."

Any words of encouragement for people who might want to apply to have their Wish of a Lifetime granted?

My pastor would preach, "Do it scared!" Fear is what keeps us from enjoying things that are available to us. That's my mission right now – to try and encourage older people who think that's life is over for them.

To read the rest of Helen's interview and to learn more about Wish of a Lifetime from AARP, [click here!](#)

New Meet the Trainer Series!

In a new monthly series for seniorplanet.org, we interview our fantastic trainers about what brought them to Senior Planet and why they love helping others harness the power of technology.

[Click here to explore!](#)



Coming This Quarter...

We're just getting started in Q1 2023! Be on the look out for new lectures and workshops focused on health and wellness that are coming your way soon.

This quarter, we're debuting lectures about...

- **Sleep technology**
- **Heart rate monitoring apps**
- **Meal kit services**
- **Recipe apps**
- **Plus!** New in-person workshops include Getting Started with Google Fit and Getting Started with Insight Timer."

CURRICULUM CORNER

Supporters and the feedback you provide are two of the most valuable resources Senior Planet has. We've always asked for Supporters' feedback on classes – but we want to take it a step further and ask for your input as we develop new classes as well. Going forward, **every month we will ask Supporters to provide feedback and insight on topics that the curriculum team is crafting classes around.**

We're calling this new feedback opportunity "Curriculum Corner" and it will be included in the monthly Supporter Newsletter. **[Click here to see the first feedback opportunity!](#)**

"Senior Planet is an example of a creative and compassionate vehicle of change, in a society dominated by division and greed."

– Josef, Senior Planet Supporter

Thank you!

Being a Supporter is our version of "membership." [Click here to renew your Supporter status for another year!](#)

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