

What do

3,000 lawyers

9,000 doctors

13,000 nurses

8,000 teachers

2,000 designers

7,000 accountants

1,000 mechanics

8,000 policemen

5,000 firefighters

and 9,000 realtors

have in common?



They were born  
in the 40s and 50s



and they all  
begin to retire now.

# How do we tap into this gold mine of talent?

Communities that engage soon to retire boomers will reap the rewards of an activist generation that refuses to slow down. Neither young nor old, this generation represents an extraordinary pool of experience and expertise. They want to serve the greater good.

How do we create new work and volunteer models that appeal to this new generation of retirees? How can we maximize the use of their talent to benefit our community? How can we reduce real and perceived barriers for this generation to continue to be engaged? How do we connect the dots – matching those who want to give back with the critical issues in our community?



## Every 6 seconds, a U.S. citizen turns 60.

This generation of some 78-million baby boomers  
is on the verge of retirement.

## Florida's senior growth will be the largest in the nation

in both percentage and volume,  
exceeding the growth of California, Texas and every other state.

By 2010,  
over 1/2 million baby boomers  
will live in Broward County,  
2 out of 5 will be at retirement age.

Source: U.S. Bureau of Census, Broward County Population Forecasting Model, 2002  
American Communities Studies Number, 2005

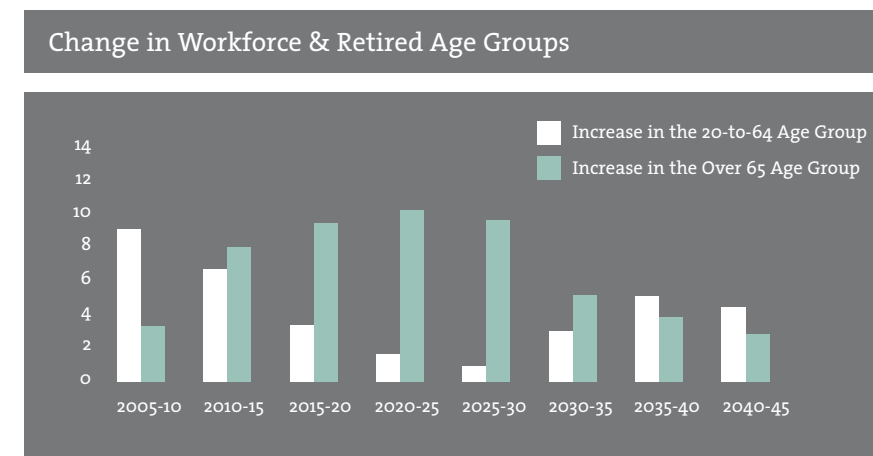
## Re-engage for Good: A Call to Action

Today's baby boomers will redefine life after 60. Just as they altered society's perception of youth in the 1960s and '70s; baby boomers will challenge current perceptions about age and experience. On the front edge of the largest healthiest, best educated population ever to live well into their 90s, this generation is looking for new meaning in their lives during retirement years.

As an outgrowth of our belief that civic engagement builds community and enriches lives, the Community Foundation of Broward reached out to more than 250 "leading edge" boomers (adults ages 55-65) across Broward County through focus groups, surveys and key informant interviews to discover ways to tap the potential of this rich talent pool of adults. We identified opportunities to maximize boomer engagement and the barriers that stand in the way. Our findings mirror national research and resulted this community call to action.

The Community Foundation of Broward is proud to present:  
**Re-engage for Good.**

**What is civic engagement?**  
Civic engagement includes all activities that are both personally meaningful and benefit others.

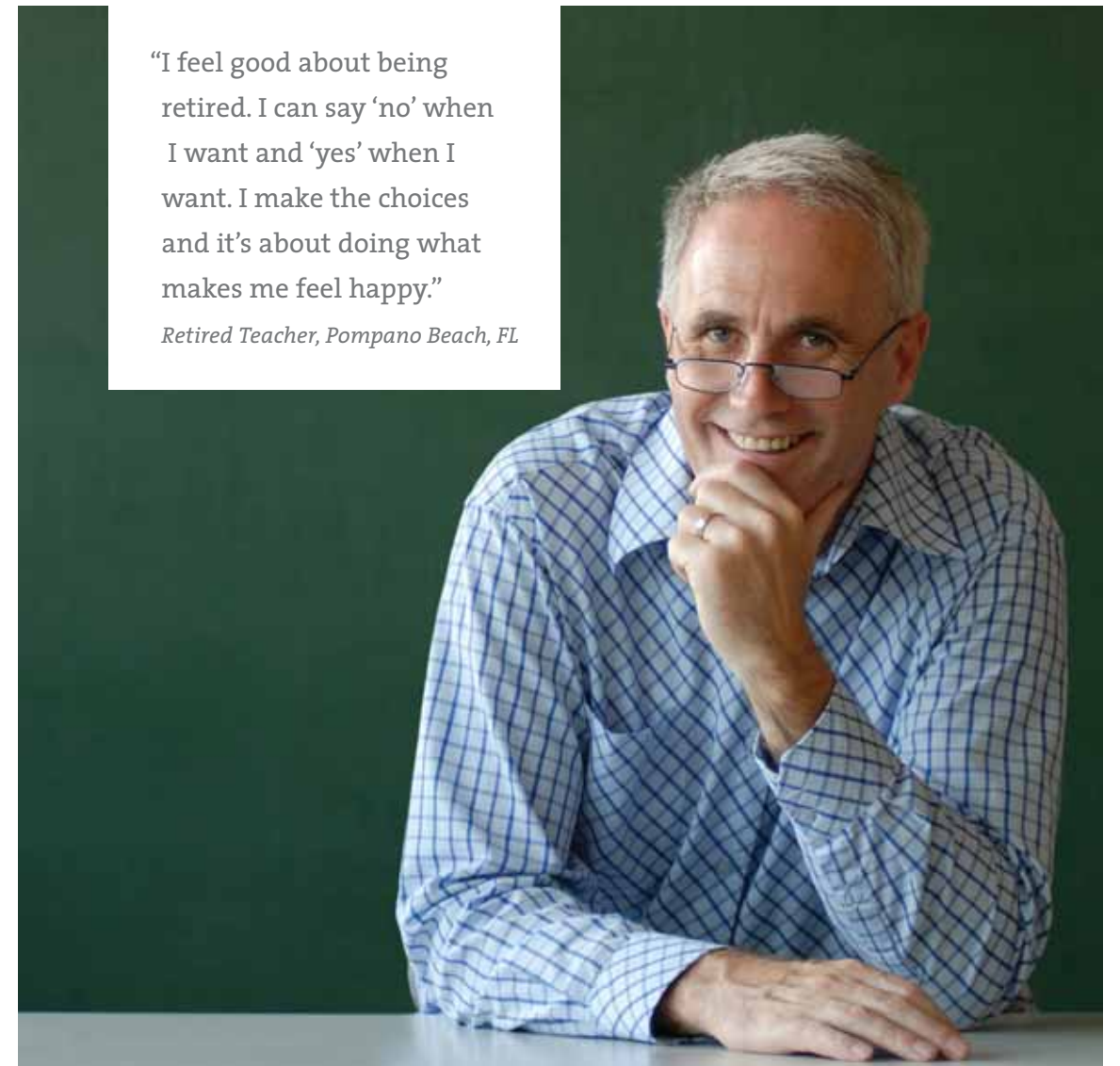


Source: Social Security Administration

## What did baby boomers tell us?

“I feel good about being retired. I can say ‘no’ when I want and ‘yes’ when I want. I make the choices and it’s about doing what makes me feel happy.”

*Retired Teacher, Pompano Beach, FL*



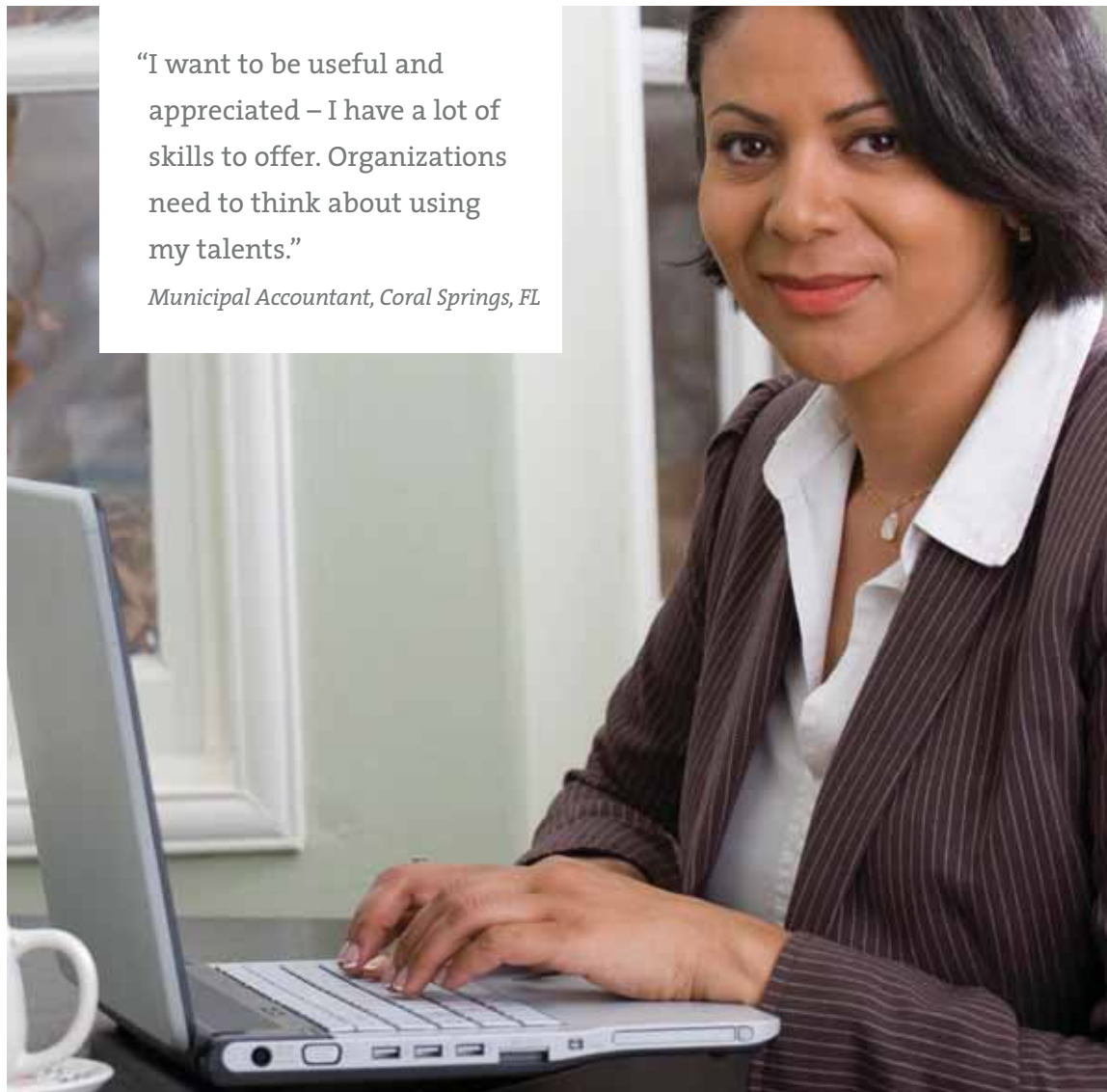
### “It’s all about me”

Boomers are enjoying what they call “the second half of life”. After balancing a career and raising a family, they want to be able to choose opportunities that allow them to be flexible with their time, give back, and enjoy me time because they’ve earned it.



“I want to be useful and appreciated – I have a lot of skills to offer. Organizations need to think about using my talents.”

*Municipal Accountant, Coral Springs, FL*



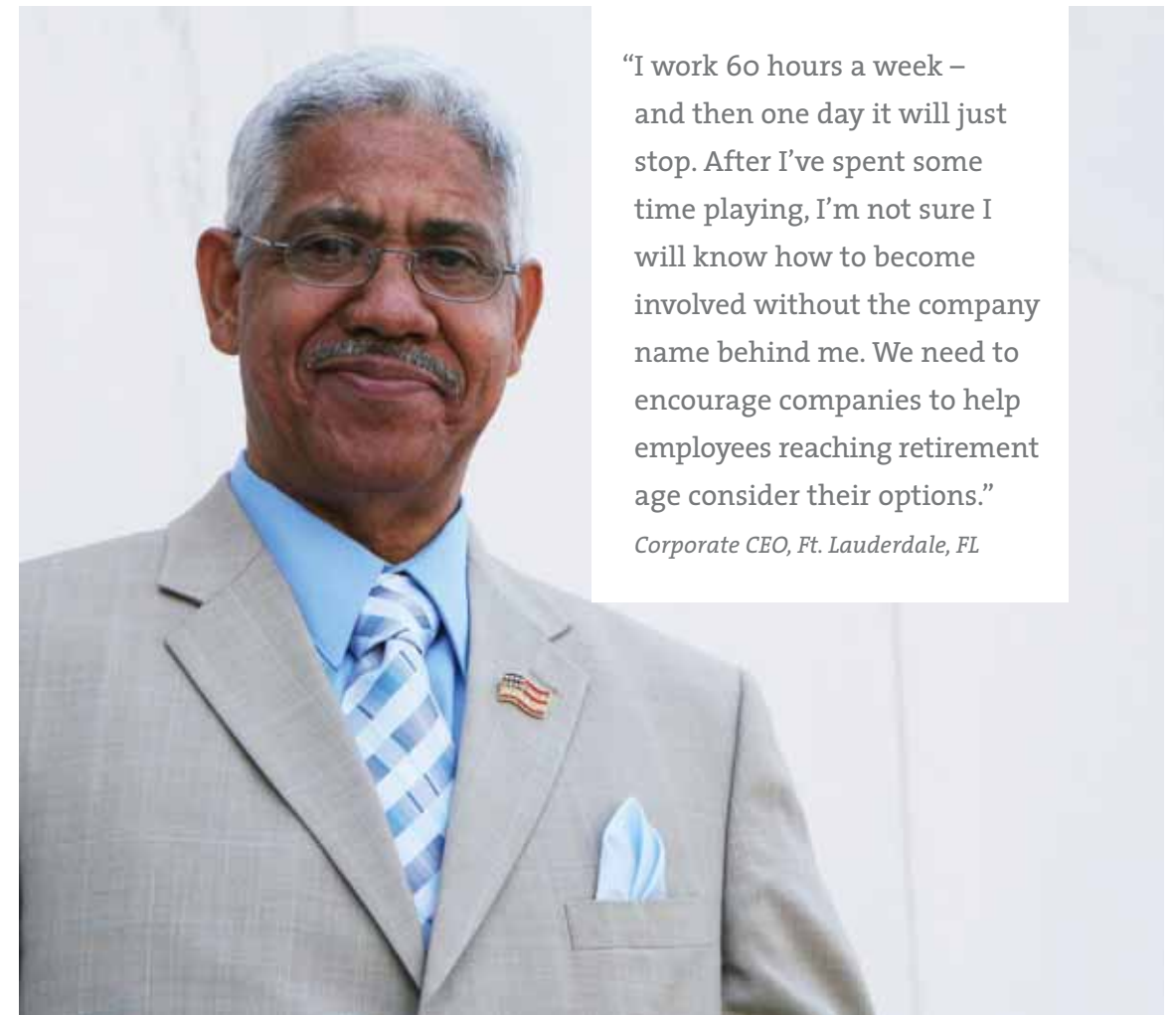
### “This is not my father’s retirement”

This is not a generation that will be content playing golf. Boomers want meaningful experiences and opportunities that will engage their skills and expertise. They will explore paid and unpaid opportunities with well-positioned organizations that know how to utilize and appreciate their contributions.



“I work 60 hours a week – and then one day it will just stop. After I’ve spent some time playing, I’m not sure I will know how to become involved without the company name behind me. We need to encourage companies to help employees reaching retirement age consider their options.”

*Corporate CEO, Ft. Lauderdale, FL*



### “Being involved is not as easy as you might think”

Once out of the workforce, the new retiree lacks knowledge of and access to opportunities for involvement. Concerns were expressed about fitting into a volunteer culture. Corporations were cited for offering little to no community involvement opportunities for retired workers. Barriers, whether real or perceived, could keep potential volunteers and older workers from contributing.





“It’s great to talk about this. I thought I was the only one who had conflicting thoughts about retirement. I’ve worked my whole life. Once I retire, my professional network is diminished. Will anyone return my call?”

*HR Director, Hollywood, FL*

## Promising Strategies: Are we ready?

### “The power of the conversation”

Throughout the research process, participants elicited excitement to explore this issue. The thought of retirement produces both exhilaration and anxiety – yet until this study, there had not been a forum to give it a voice. *Re-engage for Good* allows Broward to stay cutting-edge in local approaches to this national phenomenon.



## New Ways to Engage

With impending retirement of baby boomers in all sectors (corporate, government, and nonprofit), many analysts predict growing labor shortages. Key industries are feeling the squeeze now in such specialties as teachers, engineers, nurses and other skilled workers.

Baby boomers, however, may want to work past traditional retirement age and not necessarily in their same career field. Studies cite boomers are choosing second careers in fields that interest them. They face obstacles as they look for greater balance, meaning and fulfillment in their lives. They are looking for different work models. Many employers are not prepared to accommodate these new wants and needs from the workforce.

Existing volunteer models do not entice the boomer generation either. Not interested in menial tasks, the new retiree finds himself with intellectual capital to give but is met with road blocks and limited options to contribute – leaving unmet needs for both the organization and the volunteer.

Boomers desire to “do something different”. They want to stay involved in their existing networks and contribute to the community, but they are looking for new avenues of engagement.

Each year, approximately 3 out of 10 baby boomer volunteers drop out of volunteering.

Corporation for National Community Service, Keeping Baby Boomers Volunteering Report, March 2007

Nonprofits will need professional skills as they face their own leadership gap. Seventy-three percent of nonprofit leaders are baby boomers themselves, and 65% said they will leave their job by 2009.

Nonprofit Executive Leadership and Transition Survey/Annie E. Casey Foundation, 2004

“When people volunteer... they not only help solve tough problems in their communities, they also create tangible benefits that lead to healthier communities...”

Robert Grimm, Jr., Corporation for National and Community Service, 2007

## What Can Companies Do?

Broward corporations can create an outlet for this great civic “army” that will leave the workforce in record numbers over the next ten years. New strategies that value older workers and assist retirees as they transition from their main career will provide unprecedented human resources to strengthen our community.

- **Engage older workers as mentors to younger employees to make use of their valuable skills and experiences.**
- **Create innovative exit strategies that help new retirees connect to the Broward community.**
- **Advocate on behalf of older workers, such as creative health insurance options.**
- **Offer sabbaticals for older workers to learn new skills or work with nonprofits.**
- **Provide flex-time to keep employees that wish to be in the workforce longer so they can balance the desire to slow-down while contributing meaningful work.**

**IBM**  
IBM launched *Transition to Teaching* in 2005 to help veteran employees who possess math and science skills pursue careers in teaching and to inspire the new generation of engineers and scientists. IBM pays for tuition, offers mentoring during the transition from IBM jobs to full-time teaching jobs, and provides leaves-of absence stipends to facilitate student teaching.



## What Can Government Agencies and Municipalities Do?

Engaged citizens create a vibrant community life. Retiring boomers can participate in local initiatives with enthusiasm and purpose that improve the overall quality of life in Broward. Through proactive solutions, municipalities can create a sense of ownership and community for a population that may not think of Broward County as their first home.

- **Create livable communities for aging boomer residents by addressing transportation, sustainability and culture.**
- **Invest in health and lifelong learning programs that cater to new retirees.**
- **Expand public service opportunities for older adults to serve on community committees.**
- **Provide a single entry point for boomers to acquire information and access to community.**
- **Implement new strategies for retiring employees.**

**Delray Beach, Florida**  
The city of Delray Beach currently employs older adults in part-time positions and their Department of Human Resources is exploring options to include job sharing and flexible employment alternatives.



## What Can Nonprofits and Civic Organizations Do?

By exploring this generation as a potential source for volunteers and paid talent as consultants and part-time employees, nonprofits will find a wealth of expertise. Organizations need to provide targeted incentives and create new volunteer opportunities that reflect the skills and talents of boomers. 54 percent of volunteers and 48 percent of non-volunteers state they would give at least 15 hours per week if they received modest compensation, such as reduced costs on prescription drugs, education credits, or small monthly stipends.

- **Create flexible schedules and a variety of volunteer options to align with the new retiree lifestyle. Think part-time, short-term, and episodic projects.**
- **Consider volunteer opportunities as important and meaningful work that utilizes the expertise of retirees.**
- **Provide incentives, such as health care benefits, transportation, recognition, and opportunities for participants to socialize with peers.**
- **Implement new communication strategies that reach a generation that is no longer affiliated with the workforce.**
- **Offer internships for boomers as part of your succession plan to position them to fill vacancies in nonprofit and civic organizations.**

**Hands On Portland, Oregon**  
*Hands on Portland* established an innovative program to meet the expanding demands of an aging population that is positioned to learn, grow and contribute for decades into the future. The Life Options Center provides resources for continued education and travel; opportunities for civic involvement, including volunteer and employment options; as well as resources to face life's challenges, including healthcare and financial management.



## What Can Foundations and Grantors Do?

Funders can invest in innovative solutions in all sectors of the community while looking at national best practices to replicate in Broward. By adopting *Re-engage for Good* as a priority, essential resources can be developed for our community.

- **Support innovative approaches that encourage retiring boomers to create and address community solutions.**
- **Invest in new strategies in communication and outreach that target this new generation of retirees.**
- **Advocate for creative solutions that address health insurance and health care needs of an aging population.**
- **Provide grants and support for pathway programs that attract retiring baby boomers and help them transition into the nonprofit sector, both as second careers and as volunteers.**
- **Recognize and invest in boomers as a tool to find solutions to causes they already care about.**
- **Be patient for measurable outcomes.**

**Bernard Osher Foundation**  
The Bernard Osher Foundation contributes to college and university programs & institutes targeted toward the more mature student. The Foundation recognizes that for these students, many of whom are at retirement age, the concentration is on programs that personally interest them. Boomers are taking classes for the joy of learning – without homework or examinations. The Foundation is supporting 115 Osher Lifelong Learning Institutes, including one at Nova Southeastern University and on college campuses in 48 states.



## What Can Boomers Do?

Individuals who have a sense of purpose and feel connected to the community and the world around them live longer and healthier lives. It is critical for boomers to create a plan for this vital second phase of life. Retired boomers have the opportunity to be change-makers, innovators, and creative leaders that can transform our community.

- **Explore a new career that you are passionate about. Check out local colleges like Broward Community College for “Encore Career” courses or Nova Southeastern University’s Life Long Learning Institute.**
- **Work differently. Think part-time. Create your own opportunities by pitching organizations on projects that meet your skills and interest.**
- **Advance a cause close to your heart – don’t be afraid of grassroots activism.**
- **Get involved with local government. Run for an elected office. Become active in your civic association, a city task force, or school advisory committee.**
- **Become a social entrepreneur. Initiate a new program or service that will benefit the Broward community.**

**Montgomery County Volunteer Center, Rockville, Maryland**  
A retired lawyer and current volunteer in Rockville developed a prototype program that helps prepare older adults for volunteer and paid post-retirement work in the nonprofit sector.



Cities, companies, schools, government agencies, nonprofit and civic organizations that heed the call to engage retiring boomers will reap a windfall. To capitalize on this future resource, Broward communities must start now to remove barriers and create greater access to workforce and community opportunities. Incentives, model programs, and strategies need to be implemented to entice boomers heading toward retirement to consider new careers and volunteerism.

Changing the landscape of community engagement won't happen over night. It will require creativity, perseverance, and patience. It will require a major shift in our thinking at all organizational levels. It will require a commitment to devote the time and resources to make the necessary adjustment to attract, retain and fully leverage the talent of baby boomers.

*Broward will be stronger for it.*



## Resources on Community Engagement

For additional resources, go to [cfbroward.org](http://cfbroward.org)

### American Society on Aging [asaging.org](http://asaging.org)

Contains links to numerous civic engagement websites and newspaper articles, magazine feature sections, segments of radio newscasts related to older adults' civic engagement.

### Civic Ventures [civicventures.org](http://civicventures.org)

Civic Ventures brings together older adults with a passion for service and helps stimulate opportunities for using their talents to advance the greater good. Contains articles, booklets, and extensive recommended reading list.

### National Council on Aging "RespectAbility" Initiative [ncoa.org](http://ncoa.org)

Released two reports to showcase the most promising practices of 34 nonprofit organizations for involving adults aged 55 and older in civic engagement efforts. Resource to help nonprofit leaders, program directors and others who want to capitalize on the changing demographic in our nation.

### National Academy on an Aging Society [agingsociety.org](http://agingsociety.org)

Learn about efforts to advance research, practice, and policies that support older adults as a civic resource through the "Civic Engagement in an Older America" project.

### Local Resources for Boomers

#### Broward Community College Encore Career Program [ce.broward.edu/encore](http://ce.broward.edu/encore)

Career counseling and career transition programs for boomers.

954-201-7809 or 954-201-8058

#### Nova Southeastern University [nova.edu](http://nova.edu)

Lifelong Learning Institute offers series of engaging courses and activities for boomers.

954-262-8664 or 954-262-8472

#### Senior Volunteer Services [seniorvolunteerservices.org](http://seniorvolunteerservices.org)

Volunteer opportunities for older adults through numerous programs that improve the lives of others.

954-484-7117

#### Volunteer Broward [volunteerbroward.org](http://volunteerbroward.org)

Links volunteers with Broward nonprofit organizations.

954-522-1128



Founded in 1984, the Community Foundation of Broward's mission is to provide leadership on community solutions, and foster philanthropy that connects people who care with causes that matter. A public nonprofit organization with more than 350 Charitable Funds and agency endowments representing over \$81 million, it has distributed \$35 million to support community solutions over the past 23 years.

As a community leader, it convenes citizens around critical issues, and builds the capacity of the nonprofit sector to respond to these issues. The Community Foundation of Broward seeks to improve the quality of life in Broward County ... *For Good. For Ever.*

# Acknowledgements

## The Community Foundation of Broward thanks:

### Atlantic Philanthropies

The Community Foundation of Broward is grateful to Atlantic Philanthropies, an international foundation, for selecting us as one of only 30 foundations nationwide, to participate in the Community Experience Partnership. With the tagline “in the 60s they changed the world and in their 60s they may just do it again,” the Partnership is intended to re-engage this generation of adults who have once already changed the social and political landscape of this country.

### Broward Community College

### Community Planning and Research LLC

### Nova Southeastern University

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