



Mission and Goals

The 4Generations Institute exists to inspire and organize a community-based conversation focusing on our four generations so that families' needs are identified, solutions proposed, and advocacy energies directed toward positive and practical options in both the public and private sectors.

The 4Generations Institute is dedicated to creating opportunities which bridge the generations for mutual benefit. Through a diversity of community activities, the goals are:

- Heighten public awareness about the value of connecting the generations
- Promote dialogue between the generations for mutual understanding and support
- Develop volunteer opportunities across generations in direct benefit of those in need of educational, mentoring, visitation and other vital services
- Promote public policy initiatives that focus on improving the quality of life for all age groups by integrating educational, cultural, recreational, and health services.

The Institute is established to achieve its goals in a variety of ways including:

- Reaching out to audiences in key geographical areas to create and promote opportunities for new volunteerism partnerships through cooperative outreach with an array of community leaders, academic partners, philanthropy, public officials, the media, and a wide spectrum of family service, educational, health, law-related, cultural, faith, civic, and business sector leaders
- Providing access to model strategies and policy/program initiatives that show promise in achieving goals of intergenerational communication and enhancing positive outcomes for youth, families, grandparents and elders through volunteerism and professional services
- Developing creative approaches to communications and advocacy activities related to message development, media outreach, and commitments from community leaders to make sustainable investments in the intergenerational policies, programs, and model community structures developed through the course of the Institute's work.

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Guiding Principles:

- The Institute and its affiliates will promote mutual respect across the generations by recognizing the value of each person's contributions irrespective of age or other individual differences that each of us brings to our interaction with others.
- The Institute and its affiliates will seek every opportunity to promote volunteer commitments for the benefit of others so that the quality of life in our communities is enhanced through positive contact, communication, and assistance.
- The Institute and its affiliates will advocate policies and program initiatives that provide greater access to a range of essential services that reduce risk, promote health and safety, enhance lifelong educational achievement, and support dignified treatment of all persons irrespective of their income, age, or life circumstance.
- The Institute and its affiliates will promote community leadership by example so that community members of all ages and backgrounds will find an open door to opportunity for meaningful and fulfilling volunteer involvement based on their individual interests, skills, and time commitments.

Key Activities for 2020-2024

- Recruit and convene a 4Generations Leadership Council to establish the overall operations plan and affiliation outreach strategy
- Develop research design for presentation of demographics and State of Our Generations documents which will be customized for community focus for use in community conversations, briefings and media outreach
- Formalize affiliated partnerships with a spectrum of national, statewide and community-based organizations which will serve as project allies, provide outreach to their constituents about the importance of the work and solicit volunteer participants in the varied events and community conversations
- Develop a 4Generations Institute website for presentation of project activities, model community volunteer programs, calendar of events, photos, and cooperative organization links
- Plan and implement a 4Generations Grand Tour and host a series of 4Generations Community Conversations at which representatives of affiliated organizations and community opinion leaders (business, philanthropy, public officials, law enforcement, faith, and service organization sectors) are given the opportunity to present their perspectives on building a 4Generations Community which respects each generation's contributions, and inspires volunteer commitment to positive action

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- Develop a media communications plan to promote coverage of model programs, profile extraordinary leaders of all age-groups, and foster dialogues in the opinion pages which reveal the value and vitality of a multigenerational approach to community life. Specialized emphasis for communications will be customized to print (newspapers and magazines), television, radio as well as “new media” and Internet markets
- Host a series of 4Generations Philanthropy Roundtables which highlight best practices in multi-generational services and promotes special investments in programs which bridge the generations in both professional and volunteer commitments to “full-family” services. In addition, discussion of promoting youth philanthropy would be a primary feature of these events
- Initiate policy briefings with candidates for elective office, presenting key information about multigenerational challenges, and providing policy recommendations for initiatives which reduce risk and promote positive outcomes in health, education, public safety and economic development
- Establish a Bridging Our Generations Awards Program which recognizes outstanding leaders, model programs, and unique artistic, educational, social service and community care initiatives that bring our generations together and serve as inspirations to others
- Provide public speaking and seminar leadership services for allied organizations’ conferences, workshops, and community gatherings to share the importance of multi-generational initiatives and inspire additional participation in the Institute’s community-based efforts. Professional staff and Council members would be available for these events over the calendar year.

Evaluation:

With the advice of the Leadership Council, goals for volunteer commitments, measured by total hours pledged, will be established and quantified quarterly. On a quarterly basis, an activities and partnership development report will be provided to sponsors and Institute affiliates which outlines accomplishments to date, and creates an on-going record of work performed. Periodic meetings with sponsors and partners will be scheduled to share perceptions about the work and to promote cooperative activities as the initiative progresses.

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