A STRATEGIC OVERVIEW
Overview

Our nation’s baby boomers represent the wealthiest and best-educated generation the world has ever known. These are dynamic, energetic individuals; those who came of age in the 1960s and ’70s initiated unprecedented changes in the way we work, think, communicate, and live our lives. As they enter the second half of their lives, these adults are actively seeking opportunities to give back to their communities.

Despite seemingly irrefutable evidence as to the value of their potential contributions, combined with the high level of need among social service organizations, many baby boomers discover that meaningful service opportunities are not easy to find. Studies show they are motivated by a different set of priorities than their parents, the traditional volunteer base of today’s nonprofit sector. Boomers want more out of volunteering, and arguably have more to offer, but they often struggle to connect with the right opportunities.

Maricopa County has emerged as a national leader in efforts to reinvent healthy aging. Starting with the invention of retirement communities such as Sun City, to the innovations of the Governor’s Mature Workforce Commission, Phoenix has served as a laboratory for shifting paradigms in aging and retirement.

At the same time, the recent “Great Recession” has undoubtedly amplified the chronic financial instability of many nonprofit organizations. These organizations are seeing a dramatic surge in the need for their services as the economy has negatively affected their clients. Simultaneously, such groups are facing funding cuts from government sources and reduced contributions from donors and corporate partners. Given these conditions, the majority of social purpose organizations with budgets ranging from $100,000 to $5 million are often severely underinvested in infrastructure and capacity.

Enter the Experience Matters Model

Experience Matters proposes to continue Arizona’s legacy of reinventing healthy aging for boomers through the development of clear pathways between social sector organizations and committed community talent. With an eye toward scaling the effort for national applicability, we envision a holistic system that incorporates recruitment, training, coaching, and technology on three core fronts: (1) enhancing nonprofit capacity, (2) engaging community talent, and (3) matching organizations with individuals. It is a system based on the time-honored tradition of matching SUPPLY (boomers) with DEMAND (nonprofits) in a market-based approach with a RETURN ON INVESTMENT for both parties.

The percentage of return on investment for nonprofits for every dollar invested in volunteer management.

——National Council on Aging
Experience Matters connects skilled boomer talent with social sector organizations. The organization has attracted the support of prominent funders and leading think-tank organizations, built a solid customer base of skilled boomer talent, established an effective staffing and infrastructure base, and created a buzz in the community.

Thanks to the investment and support of Virginia G. Piper Charitable Trust, Maricopa County has become a leader in healthy aging. This laid the groundwork for organizations such as Experience Matters to build their foundation and grow effectively to create a marketplace connecting experienced skilled adults (50+) with social purpose organizations.

Connecting passionate individuals with nonprofit organizations and supporting the organizations as they prepare to receive the talent are both critical elements. Experience Matters works on both sides of the equation, preparing baby boomers to use their experience and skills to support nonprofit missions AND expanding the capacity of nonprofit organizations to effectively leverage this energetic, highly skilled, unique, new volunteer force.

Defining Demand

Targeted Social Sector Organizations

The scope of the nonprofit sector in Maricopa County mirrors national trends. According to the Alliance of Arizona Nonprofits, there are 16,120 public charity organizations in the state and 56 percent (9,000) of those are in Maricopa County. Only 1,200, have budgets over $100,000. These numbers represent a sizeable demand-side of nonprofits in our community. These organizations can benefit greatly from the experienced talent of baby boomers.

Opportunity for Cross-Sector Impact — Nonprofits are driving funding to their program delivery with limited resources invested in the pillars of organizational health.

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PROGRAM DELIVERY

Donors restrict funds to program implementation — pushing nonprofits to keep their overhead low

Experience Matters Opportunity for impact; this functional expertise is readily available through skilled volunteers

HUMAN CAPITAL / INFRASTRUCTURE

Only 2% of nonprofit budget investment is directed to any one functional area

Expansion of human capital works horizontally, freeing up resources to put toward mission/program

16.7 Billion…The number of hours of labor that people in encore careers contribute a year — more than twice the 8.1 billion hours that the Corporation for National and Community Service estimates people of all ages contributed through volunteering.

— “Encore Career Choices: Purpose, Passion and a Paycheck in a Tough Economy” — A MetLife Foundation/Civic Ventures Report Based on Research by Penn Schoen Berland
Defining Supply – Skilled Boomer Talent

Significant research has identified the needs, interests, habits, and communication channels of baby boomers nationally and internationally. The U.S. data indicates that as much as 70 percent of this population is interested in donating their time and talent to their communities. While boomers represent an extraordinary demographic opportunity, the practices and solutions of the Experience Matters model have a carry over effect upon the engagement of community talent of all ages.

Both Encore.org and the Harvard School of Public Health Studies stratified the boomers by demographic, as well as psychographic trends and attitudes. While each report grouped the boomers differently, both studies reported a demographic split that reflects 68-76 percent of the boomer population is in a position both financially and physically to engage in meaningful volunteer or skilled service opportunities. Individuals in this group are the primary targets for the skilled talent initiatives of the Experience Matters model. The remaining portion of the boomer population can be connected through work transition and stipend opportunities, as those programs are developed.

Program Plan – Tying the Knot

Imagine a bow tie, as depicted in the graphic. On one side is the SUPPLY; on the other, DEMAND. Experience Matters is the “knot” that joins supply and demand in the marketplace. To accomplish the community impact goals outlined in the Experience Matters business model, all market constituents need access to a myriad of resources that match supply with demand. Specific targeted efforts are designed and implemented on three core fronts: (1) enhance nonprofit capacity, (2) engage community talent, and (3) match organizations and individuals.

Implementation of the Experience Matters program includes:

Enhancing Nonprofit Capacity:

• Create a membership-driven community of skilled and engaged individuals that is utilized by over 700 social sector organizations.
• Improve existing training curricula and programs that are utilized by more than 250 organizations.
• Develop and implement assessment tools to measure organizational capacity and readiness to engage skilled resources that are utilized by over 200 organizations.
• Develop sector-specific talent coordinators, human resource/volunteer program development workshops and toolkits that integrate paid and unpaid workforce best practices into over 200 organizations.

Engaging Community Talent:

• Create the opportunity to connect thousands of like-minded boomers with opportunities, events, programs, and training using online skills-based assessment.
• Enhance the existing workshops and develop new ones to assist in creating individual transition plans, offering personal growth, learning, and social service opportunities focused on community engagement.
• Host events that focus on personal purpose and provide resources for boomers to connect, engage, and learn.

“For many who want an encore career, it’s a struggle to move from aspiration to action. Experience Matters is changing all that, and in the process realizing the great promise inherent in the new demographic realities. It is creating a new model for the entire nation.”

—Marc Freedman
Matching Organizations and Individuals:

- Evaluate, improve, and expand the Executive/Encore Fellowship program (Level III talent) to allow 50 matches per year.
- Develop and implement a comprehensive model for Service by Design (Level II talent), increasing matches to 1,000 individuals at over 200 organizations each year.
- Develop relationships with a network of 20-30 critical feeder organizations (e.g., Experience Corps, Your Experience Counts, Big Brothers/Big Sisters, Washington Street Foundation) to foster placement opportunities for skilled, passionate Level II talent.

- Engage talent resource coordinators to work with specific sectors of the nonprofit community (arts, education, health care, human services) to provide connections between local needs and the skills of Level II and III talent.
- Create and implement a state-of-the-art web-based system for organizations and individuals to connect with one another in a multitude of low- and high-touch experiences.

The Bottom Line – The New Marketplace

Think back to that bow tie for a moment. Supply and demand, boomers and nonprofits, meet through the marketplace of Experience Matters. Like the act of tying an actual bow tie, the system is complicated and requires training, attention to detail, and a commitment to getting the right results. But the payoff is worth it.

Boomers find a second home, an encore career, where they are valued and afforded the opportunity to keep their talents sharp. Using the Experience Matters system of placement, they save time, are spared the hassle, and ultimately reap the rewards of service. The rewards can be everything from personal pride to a safer neighborhood to a change in public policy and individual health benefits.

Nonprofits gain access to an unprecedented talent pool. Thanks to the coaching, training, and matching expertise of Experience Matters, they, too, save time and resources, and when the work begins, they reap programmatic and financial benefits in a time of diminishing budgets and an ever-accelerating workforce.

This is more than a job well done, civic pride, or even building community through leveraged impact. This is business. This is today’s marketplace brought to bear on age-old challenges. This is the new normal.

“Return on Experience” Matters

Nonprofits
Expanded Capacity and Services

Community
$35 Million in Human Capital

Boomers
A Healthy and Rewarding Second Act

Funders
Well-Invested Dollars that Triple their Effect

Corporations
Healthy Transition for Employees and Reward of Social Responsibility

“With more than 31 million boomers indicating they are interested in an encore career, we are at the tipping point of a new social movement to help transform our communities by engaging these boomers in meaningful work in their second act.”

—Nora Hannah
Chief Consortium Officer
The Solution:
Talent to Solve the Crisis in Our Communities

13
The number of minutes in America alone that another 100 people turn 60 and many are considering an investment in their community.

10
"Organizations that engage at least 10 volunteers are equally as effective as their peers with no volunteers, but at almost half the median budget."
—Peter York
Senior Partner and Chief Research and Learning Officer, TCC Group

50
The percentage of nonprofit human capital that volunteers represent, but 24% of nonprofits reported having no one in charge of managing volunteers.
—“Redefining the Solution: Doing More with Less” Common Impact, June 2010

Bring Your Experience to Life!
To share your talent, register for a class or become an Experience Matters member, please visit:

experiencemattersaz.org