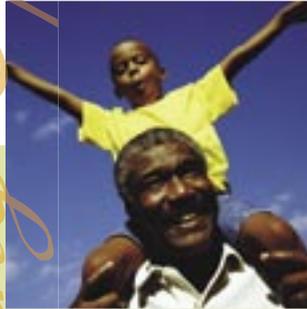


California's Aging Opportunity



California's Aging Opportunity

Building a Legacy of Good Works by Older Californians



CaliforniaVolunteers

Office of the Governor

About CaliforniaVolunteers

CaliforniaVolunteers (formerly the California Service Corps) supports the efforts of individuals and local organizations that make California a better place to live through voluntary action. Part of the Governor's Office, CaliforniaVolunteers:

- Helps to match volunteers with the organizations that need them through www.CaliforniaVolunteers.org operated in partnership with local volunteer centers throughout the state;
- Administers California's AmeriCorps programs where over 5,500 Californians commit a year to serving their community;
- Coordinates statewide volunteer activities in disaster prevention, preparedness, response, and recovery; and
- Provides opportunities for school-age children to serve and, learn through programs that exemplify the life, work, and values of Cesar E. Chavez.

Background

Senate Bill 953 (Vasconcellos, Statute of 2002), the California Integrated Elder Care and Involvement Act, charged CaliforniaVolunteers with developing this plan.

While most of the public policy focus is on meeting the challenges of our growing elder population, this plan provides a framework to help state agencies and policymakers seize the opportunities.

For More Information

This document summarizes input from a broad research and planning effort conducted by CaliforniaVolunteers. Additional resources, plan details and information can be found on the CaliforniaVolunteers website at: www.CaliforniaVolunteers.org

Table of Contents

1	Introduction and Action Steps
2-9	Current Situation
10	Action Step I: Match Interest with Need
11	Action Step II: Weave Senior Service into State Programs
12	Action Step III: Incent Intensive Service
13	Action Step IV: Prepare the Service Sector
14	Action Step V: Provide Life Stage Transition Options
15	Action Step VI: Reform State Policy
16	Acknowledgements

Introduction: Seizing California's Aging Opportunity

California's first Baby Boomers turned 60 in 2006, joining the Greatest Generation and other generations of older Californians. By the year 2020, one in five Californians (20 percent) will be over the age of 60 – growing from the current level of one in seven (14 percent). These older Californians represent an unprecedented civic resource that could help address some of the state's most persistent needs.

This report was created to provide policymakers with an outline of recommendations that can be used to develop the more specific course of action needed to:

- Increase the number of older Californians who actively serve their communities; and,
- Engage them more fully in high-quality intensive service that significantly contributes to meeting needs throughout the state.

Many Want to Help, but Do Not Serve

There is a significant gap between the large number of older adults who say they want to serve and the number of those who are actually serving. If steps are taken now to accommodate and prepare for the imminent wave of Baby Boomers and their desire to serve, California will realize enormous benefits from this civic resource.

A Framework for Action

This plan outlines six steps the state should take to increase the number and impact of older Californians who serve. These recommendations include a combination of programs, policies and pathways that can be implemented together or stand on their own. They are summarized below and described in more detail later in this report.

"There is an opportunity to help boomers create a social legacy of profound importance. Their added years of life give them the chance. Their experiences in life give them the capability. And the need to come to terms with the world in a way that brings integrity to their life gives them the psychological incentive."

*Harvard School of Public Health–MetLife Foundation
Initiative on Retirement and Civic Engagement¹*

ACTION STEPS

I. Match Interest with Need

Launch a communications campaign and a volunteer matching network to increase awareness, interest and access to service opportunities.

II. Weave Senior Service into State Programs

Tap the time and talent of older Californians to expand and enhance public services provided and supported by California state government.

III. Incent Intensive Service

Create more opportunities for service commitments of 10-20 hours per week and motivate older adult participation with meaningful incentives.

IV. Prepare the Service Sector

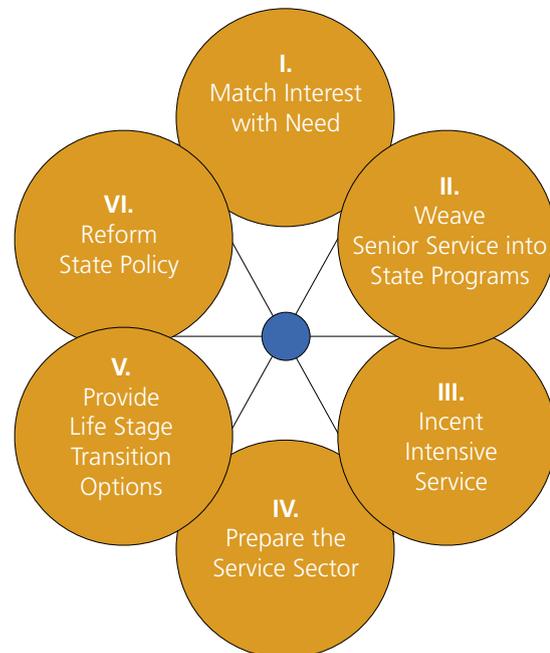
Expand the capacity and infrastructure of nonprofit service organizations to engage the growing 60+ civic resource.

V. Provide Life Stage Transition Options

Establish "life options centers" to help older Californians make the transition to a new stage of life that includes meaningful contributions to their communities.

VI. Reform State Policy

Pass state legislation to create incentives and reduce existing barriers for older adult service in California.





The Changing Face of Aging in California

Growing in Numbers

In January 2006, the first of more than 11 million of California's Baby Boomers turned 60. By the year 2020, California's population of those aged 60 and over will swell to 8.7 million, almost doubling from 4.8 million in 2000.ⁱⁱ

Rich in Diversity

Increasing diversity will characterize this demographic shift, with growing polarization among older Californians, and widening gaps in influence, education, and income as well as in gender, race, and ethnicity.ⁱⁱⁱ This increasing diversity also has the potential to be California's greatest strength.

Healthy and Adventurous

Current research makes it clear that Boomers do not embrace traditional notions of retirement. In better physical health and with a longer lifespan than their parents, many long to reconnect with their peers and community. Boomers will use their extra years in different ways than the generations before them, creating a complex pattern of work, volunteering and other activities.

Called to Service

As Californians rethink and redefine life beyond the age of 60, they are looking for ways to contribute to the public good.

- Over half (53%) of older Californians plan to volunteer during retirement.^{iv}
- Half of all Americans ages 50 to 70 are interested in paid part-time or full-time work with a nonprofit organization.^v
- For many, retirement no longer means to 'withdraw', 'disappear', 'wind down' or 'stop'. It now means new beginnings, continued productivity and personal reinvention.^{vi}

Seeking "Good Work"

Recent research and surveys have consistently shown that most older adults are seeking purpose and meaning in this new stage of life. How older Californians will act on their desire to volunteer, participate in community service, or take on "good work" will depend on many factors – interest, motivation, flexibility, experience, ability, access, and economics. As significant and meaningful service emerges as an important part of this new life stage, new territory and new roles are being charted. Ultimately, the landscape will include a wide spectrum ranging from unpaid volunteer roles to full-time public service work, with many variations in between.

California's 60+ Population	2000		2020	
	Numbers	%	Numbers	%
White	3,262,986	68%	4,615,125	53%
Hispanic	689,803	14%	2,061,085	24%
Asian	499,819	10%	1,281,572	15%
Black	258,014	5%	505,354	6%
Other	74,237	2%	279,161	3%
Total 60+	4,784,859		8,742,297	
Total Pop	34,043,198		43,851,741	
%60+		14%		20%

"As the nation rethinks what it means to age, there's a dawning recognition that older people - with their experience, talent, dependability and free time - could launch a veritable revolution in civic engagement by spending their productive retired years serving their communities. But like all social revolutions, this one would require a dramatic shift in attitude, programming, public policy - and language."

Jane Eisner, Philadelphia Inquirer, " March 13, 2005"^{vii}

The Win-Win-Win: A Legacy for Older Adults, Communities and the State

Older adults have the potential to make an enormous impact on life as we know it in California. If this opportunity is captured through significant service with intensive involvement and proven strategies for impacting community needs, the benefits will include:

- **Cost-effective Community Solutions**

Volunteers have proven to be a cost-effective part of the solution for many community problems as long as the service is supported by well-organized and professionally staffed community-serving organizations. According to the U.S. Bureau of Labor Statistics, Californians age 55 and over volunteered 172 million hours in 2004 at a value of over \$3 billion. Whether it is improved school success for a child who is tutored, better care given as a result of respite support or preservation of a critical environmental resource, individuals and institutions that are served by older adults reap tangible results.



Courtesy of Samaritan House Clinic

- **Human Connections that Prolong Life and Enhance Well Being**

John Rowe and Robert Kahn, authors of *Successful Aging reported*^{viii} that “people whose connections with others are relatively strong—through family, marriage, friendships and other organizational memberships—live longer.” One way these connections can be made is through service.

A 2004 research study^x by John Hopkins University found that members of a service program, Experience Corps, in comparison to a group of older adults who were not engaged in service, had better health, felt stronger and built bigger social networks. Another study^x conducted in 2003 found that “older adults who volunteer and who engage in more hours of volunteering report higher levels of well-being.”

- **Strengthened Community Ties**

On a broader level, the involvement of older adults in service makes them an integral part of their community. Robert D. Putman, author of *Better Together: Restoring the American Community*^{xi} notes “society as a whole benefits enormously from the social ties forged by those who choose connective strategies in pursuit of their particular goals.” For older adults, service can be their bridge to people of different ages and backgrounds. It also reinforces their independence, health and dignity, makes them more aware of community issues and often increases their support for community institutions such as schools and libraries.



"The payoff is nothing less than a society that makes sense, one that balances the joys and responsibility of engagement throughout the lifespan and across the generations. In other words, one that works better for everybody."

Marc Freedman, MetLife Foundation/Civic Ventures New Face of Work Survey, 2005

Paving the Way: The Power of Older Californians in Service

Currently, older Californians are tackling the state's most critical challenges in the areas of health, education and other social needs. For example, in the year 2006:

- **Foster Grandparents (FGP)** Over 1,900 Foster Grandparents provided nearly 1.5 million hours of assistance to 9,500 children throughout the state. They served 15 or more hours per week in schools, preschools, hospitals, correctional institutions, and daycare facilities.
- **Senior Companions (SCP)** Over 1,300 Senior Companions provided nearly 1 million hours assisting over 4,000 adults. They served 15 or more hours per week providing assistance with daily tasks and friendship to frail elders enabling them to live independently.
- **Retired Senior Volunteer Program (RSVP)** Close to 27,000 RSVP volunteers served nearly 6 million hours in conjunction with almost 4,000 different organizations and programs throughout the state. They addressed a wide range of community needs on a 4-hour or more basis per week. For example, 540 RSVP members, serving with the San Diego Police Department, helped patrol neighborhoods, checked homes of vacationing residents, visited homebound and isolated persons, conducted safety talks for school children and senior groups, assisted detectives in distributing crime alerts or crime prevention information, fingerprinted cold crime scenes, and provided immediate emotional and logistical support to victims, witnesses and other survivors at disaster scenes as members of the Crisis Intervention Volunteer Unit.
- **Samaritan House Free Clinic** Samaritan House is a free medical clinic in San Mateo County staffed by retired health care professionals and other older adult volunteers. From the doctors to the nurses, from the translators to the receptionists, a majority of the staff providing a high level of care at Samaritan House Free Clinic are people in their 60s, 70s and even 80s.^{xii}
- **Experience Corps** In San Francisco and Oakland, adults over 55 serve in teams as Experience Corps members for 12-15 hours per week in urban public schools and afterschool programs where they help teach children to read and develop the confidence and skills to succeed in school and life.





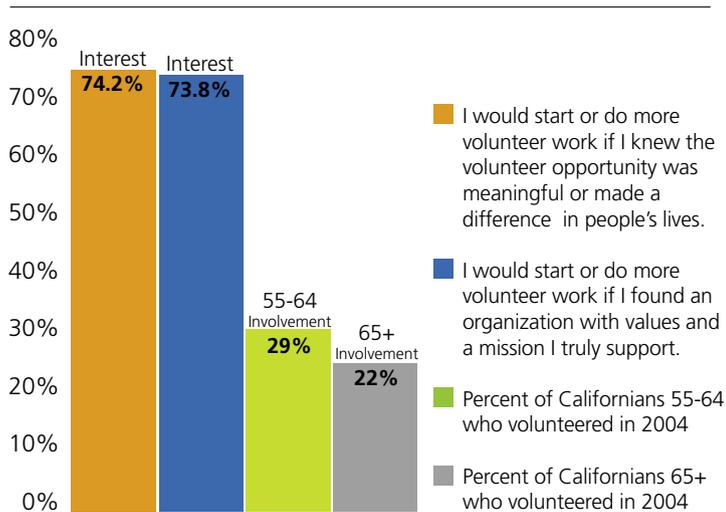
Where older Californians serve their communities

- *Nonprofit organizations*
- *Volunteer centers*
- *Public agencies*
- *Schools*
- *Hospitals*
- *Museums*
- *Libraries*
- *Parks and conservation areas*
- *Police and Fire departments*
- *Faith-based organizations*
- *Neighborhood groups*
- *Work-place volunteer programs*
- *Nonprofit boards*
- *Chambers of Commerce, local leadership initiatives*
- *Foster Grandparent Program (FGP)*
- *Senior Companion Program (SCP)*
- *Retired Senior Volunteer Program (RSVP)*
- *Experience Corps*
- *AmeriCorps*VISTA*
- *AmeriCorps*
- *Citizen Corps*
- *Habitat for Humanity*
- *Hands On Network*
- *Intergenerational programs*
- *Activities sponsored by AARP, Elderhostel and others*

Bridging the Gap between Interest and Involvement

Although many older adults express the desire to serve, most do not. A September 2004 survey^{xiii} conducted by the federal Bureau of Labor Statistics found that only 29 percent of Californians between the age of 55 and 64 and 22 percent of those over the age of 65 actually volunteer. Another survey^{xiv} of older Californians indicated that almost three-quarters are interested in volunteering.

Older Californians: 2 of every 3 who want to volunteer are not currently volunteering



Source: Governor's Office on Service and Volunteerism^{xiv}

"At least twice in recent history, California and the nation have faced the challenge created by the transition of a large segment of the population. The provision of the Montgomery GI Bill for World War II veterans and the expansion of California's public schools, colleges and universities in anticipation of the Baby Boomer generation resulted in the successful transition of large populations into productive roles in society."

—The Giving Years

Challenges for Organizations

Engaging older adults in volunteering is an ongoing process. It requires dynamic volunteer programs with excellent recruitment, screening, training, placement and support to overcome this challenge.

Key barriers to expanding older adult volunteering in community organizations were highlighted in a study^{xv} conducted by the National Council on Aging:

- Inadequate capacity to support a volunteer program;
- Lack of planning for and management of volunteer programs;
- No staff positions dedicated to effectively engaging older adults; and,
- Little understanding that the retention of older workers and development of older adult volunteers can help organizations achieve their missions.

California program directors, volunteer managers, and service advocates experience these same barriers, and have additionally identified others:

- Older adult service is not part of a broader strategy to engage all Californians in service and to connect different ages through service;
- Recruitment is often fragmented;
- Screening can be slow and costly; and,
- Coordination with institutions and organizations where older adults could effectively serve is often a major challenge.

Challenges for Older Adults

Californians transitioning from full-time employment to a new life stage may encounter some of the following challenges when seeking significant service roles:

- Lack of meaningful service opportunities and incentives that offer flexibility and freedom;
- Limited access to information about volunteer opportunities;
- Financial considerations that limit their ability to contribute significant amounts of time or resources to serving;
- Lack of convenient, safe and/or affordable transportation;
- Limited strategies and communications that reach culturally and linguistically diverse residents;
- Screening and placement steps that can be time consuming, complicated and raise privacy concerns;
- Outdated perceptions of older adults in service and volunteering;
- Lack of messages and vocabulary that is not age-specific and resonates with today's older adults; and,
- Lack of resources to help older workers explore options as part of their life transition.

"The aging Baby Boomers need a social model through which to optimize their continued involvement."

California Strategic Plan on Aging Advisory Committee ^{xvi}



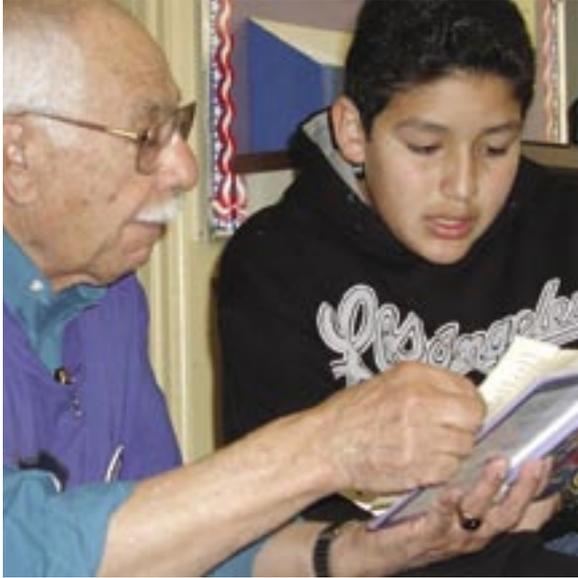
I. MATCH INTEREST WITH NEED

Launch a communications campaign highlighting California's volunteer matching network to increase awareness, interest and access to service opportunities.

Current Situation: Prior to October 2006, no system was available statewide to help older Californians find a volunteer opportunity. In part, this explains the gap between high levels of interest in volunteering and lower levels of volunteer activities. With the support of the Governor Arnold Schwarzenegger, First Lady Maria Shriver, and the California Legislature, and in partnership with volunteer organizations throughout the state, a statewide network, CaliforniaVolunteers.org has been launched to connect volunteers to the organizations which need them. This system can be accessed through a single, state website (www.CaliforniaVolunteers.org), through local websites hosted by volunteer organizations or through services provided by volunteer managers at local community organizations. Ongoing enhancements and promotion of this system will continue to increase its use by Californians of all ages and backgrounds. Ongoing promotions will also be critical to "populating" the system with volunteer opportunities in addition to the existing 20,000 opportunities available during the first month.

Recommendations:

1. Engage state leadership in delivering a strong message that will elevate awareness and inspire older adults to engage in community service.
2. Develop and implement a statewide communications campaign targeting older adults who want to serve and organizations that need human resources.
3. Continue to enhance the CaliforniaVolunteers matching network for older Californians by: providing strong local access points that provide the "human touch" as well as access to a searchable database, promotions targeted to older volunteers and an abundant choice of volunteer opportunities including team-based opportunities.
4. Work with state and local organizations to increase their understanding of older volunteers and how to best attract and support their volunteer efforts.



27 Years of Service:

Ora Rakestraw, age 87, is making a difference as a Foster Grandparent at Woodridge Elementary School where she tutors third graders who are at the lowest reading levels. Her students' improved reading abilities and personal achievements are a great reward, but she believes that she gains too. She says, "These little kids do more for me than I do for them." She has served for 27 years, providing more than 27,000 hours for over 3,000 children in her community.

II. WEAVE SENIOR SERVICE INTO STATE PROGRAMS

Tap the time and talent of older Californians to expand and enhance public services provided and supported by California state government.

What Older Californian's Care About Most: ^{xvii}

Well-being of Children	75%
Education and the Schools	69%
Well-being of Seniors	63%
Health Care	63%
Cost of Living	62%
Crime and Law Enforcement	56%
Environment	48%

Current Situation:

Many of the issues that older Californians care about most are the same issues addressed by services provided by state government. The Volunteers in Parks program run by the California Department of Parks and Recreation (State Parks) provides a compelling example of the impact volunteers can make in expanding and enhancing state services. In 2005, 16,609 volunteers served 950,430 hours in California's 266 state parks. State Parks estimates that well over three of every four of their 7,213 long-term volunteers are older Californians. Volunteers served as campground/park hosts, helped with interpretive activities, park maintenance, public safety and natural and cultural resource management. State Parks calculates the value of volunteer service in 2005 at more than \$17 million. State Parks has thoughtfully managed their volunteers for success by providing professional volunteer coordinators at a cost, conservatively estimated, of \$2.1 million for 2005. The return on investment is over \$8 for every \$1 invested. The potential impact of volunteers is much greater, but constrained by scarce staff resources for volunteer recruitment, training and coordination.

Recommendations:

1. Through a survey of state government, agencies identify state-run and state-supported programs that match with the interests and experience of older Californians. Programs might include afterschool programs, K-12 education, community-based care giving for older adults, disaster preparedness and response and other human service, education and environmental programs. Determine steps that state agencies can take to increase the involvement of older adults.
2. Based on the findings of a survey of state government agencies, establish volunteer coordination offices as needed to effectively utilize volunteers and to ensure that the efforts of professional staff are complemented and not displaced by volunteers.



III. INCENT INTENSIVE SERVICE

Create more opportunities for service commitments of 10-20 hours per week and motivate older adult participation with meaningful incentives.

Current Situation:

Today, throughout California, some older adults are making an intensive service commitment of 10-20 or more hours per week serving as Foster Grandparents, Senior Companions and as volunteers with Experience Corps, AmeriCorps, AmeriCorps*VISTA and other service programs.

Policymakers must create more service opportunities for volunteers who are willing to devote 10 or more hours per week. These older adults are needed in service areas that require specialized skills and training or in service areas that meet human needs, such as tutoring and mentoring, as these services must be provided at greater frequency, higher intensity and over a longer duration.

Currently, the number of intensive service opportunities is far below even the current level of interest. A 2002 national survey^{viii} on *The New Face of Retirement* found that "if older Americans received a small incentive for their service, an additional 21% of Americans age 50 and over would commit at least **five hours** a week to service. This would nearly double the current older American volunteer force, from 25% to 46%. In fact, with a small incentive, nearly one in three older Americans say that they would be willing to devote **15 hours** a week or more to a service activity."

Recommendations:

1. Establish a statewide grant program to create more intensive, sustained older adult service opportunities of 10-20 hours per week. Expand existing service programs and add new ones in geographic and issue areas that are not currently being served.
2. Offer different incentives such as small stipends, health insurance, transportation reimbursement, prescription drug benefits, transferable education awards or other benefits for volunteers or their families.
3. Work with the federal Corporation for National and Community Service in the reauthorization of the Domestic Volunteer Service Act, which includes Senior Corps and AmeriCorps*VISTA, and the National and Community Service Trust Act, which includes AmeriCorps and Learn and Serve America. Encourage expanded federal support and updates that would enable programs to better attract today's aging population.



IV. PREPARE THE SERVICE SECTOR

Expand the capacity and infrastructure of service organizations to engage the growing 60+ civic resource.

Current Situation: At a time when many California nonprofits and public agencies could use the experience and talent of older adults, they often don't have the know-how or resources for mobilization. The majority of charities and congregations do not employ adequate volunteer management staff, a critical best practice of an effective and growing volunteer effort (*Volunteer Management Capacity in America's Charities and Congregations, Urban Institute, 2004*). Of 21 volunteer programs surveyed by the Grantmaker Forum on Community and National Service, more than half were unwilling or unable to accept more volunteers (*The Cost of a Volunteer, 2003*).

Recommendations:

1. Establish an office of liaison to community-based organizations within the Governor's Office to expand public services delivered by volunteers in local nonprofit organizations (faith and secular). Charge this office with bolstering the infrastructure for recruiting, screening, training, matching and supporting volunteers.
2. Charge CaliforniaVolunteers, in conjunction with other service entities, to provide guidance to nonprofits, educational institutions, health care providers, environmental groups, human services, community-based organizations, faith-based organizations, AmeriCorps programs and others to bolster the infrastructure for recruiting, screening, training, matching and supporting older adults in service roles.

RSVP and the Sacramento Regional Citizen Corps Council
Working in partnership with the Sacramento Regional Citizen Corps Council, RSVP has trained older volunteers to staff an Emergency Volunteer Reception Center that would manage the large number of spontaneous volunteers who would predictably come forward following a major disaster.

3. Work with the federal Corporation for National and Community Service to grant flexibilities to California's Senior Corps programs. This can happen in the short-term through the "demonstration project waiver authority" process and over the long-term through Congressional reauthorization of the Domestic Volunteer Service Act and the National and Community Service Trust Act. Reauthorization of these acts could seek relief from overly restrictive Senior Corps income eligibility requirements and provide a version of the AmeriCorps Education Award with options for use by members 50 years and older. In addition, other statutory changes are needed to make AmeriCorps more attractive to older members and national service policies more suitable for California.
4. Secure additional state and federal funding to expand existing service programs and establish new offerings. Restore and augment state funding for the Foster Grandparents and Senior Companions programs and provide demonstration project funding for Experience Corps and the Retired and Senior Volunteer Program as well as other promising local, state, and national models. Advocate for additional federal funding that at a minimum, brings funding levels up to California's population fair share.

Best Practices for Older Adult Service:

- *Offer ongoing, sustained service roles*
- *Provide flexible and diverse service opportunities including leadership roles*
- *Provide on-site coordination where day-to-day service takes place*
- *Train volunteers to ensure high-quality service*
- *Provide opportunities for older volunteers to serve in teams with members of different ages*
- *Reward service through recognition*
- *Provide stipends or other monetary incentives*

V. PROVIDE LIFE STAGE TRANSITION OPTIONS

Establish “life options centers” to help older Californians make the transition to a new stage of life that includes meaningful contributions to their communities.

Current Situation: According to Civic Ventures, a national nonprofit dedicated to helping society achieve the greatest return on the experience of older adults: “Today, we have few institutions prepared to capture this ‘experience dividend.’ Adults need help making the move into this new period of life, which remains largely undefined, and the range of options is unclear. The opportunity is significant because our communities have a critical need for their time, talent, and experience.”^{xix} At the same time, there is often a disconnect between traditional aging organizations and those focused on service and volunteering.

Some local communities such as San Diego county, have begun to transform themselves and to connect with others in new ways to create comprehensive approaches to help older adults make the transition to a new stage of life, with meaningful community service.

Recommendations:

1. Support the development of life options centers where older adults can explore their next stage of life and connect with service opportunities. Provide connections for those who want to volunteer and those who want to retool for new public service careers.
2. Encourage innovative partnerships to implement these one-stop career centers. Possible partners might include: volunteer centers, RSVP, community colleges and other institutes of higher education, life-long learning programs, libraries, senior centers, Area Agencies on Aging, other aging and social services organizations, health care institutions, businesses, chambers of commerce, city and county agencies, one-stop career centers, community-based and faith-based organizations and many others.
3. Incorporate life stage transition planning into state retirement planning services, such as those provided by the California Public Employees’ Retirement System and the California State Teachers Retirement Systems.

Life Options South Bay, San Diego County

“No one wants to be put out to pasture as they become a “senior citizen.” As we age it’s hard to get excited about staying physically and mentally fit if you have no meaningful purpose in life. But frequently older adults looking for meaningful civic engagement instead find meaningless tasks. All too often we don’t value the education, experience and wisdom offered by older adults.

In San Diego County we are changing the way we view and engage older adults, and our entire community is reaping the benefits.

Our older volunteers provide support, advice, resources and encouragement to CalWorks families. They help single mothers find transportation, open bank accounts, get kids immunized, find and use health care, monitor school attendance and progress and anything else that is needed by the family. This has been our most successful program in supporting welfare-to-work families.

Our older volunteers have also been enormously successful in helping teenage foster kids earn high school diplomas and plan for their emancipation from the foster care system.

With the support of First 5 funding, seniors are also helping kids five and younger to be school ready by serving in domestic violence shelters, transitional housing complexes and low-income preschools. These children have improved dramatically in verbal and social skills and behavior. Their young, struggling parents have also benefited from the parenting lessons and appropriate modeling provided by the seniors.

Another success story is Legacy Corps, a program where we team an older adult with a teenage foster youth and together they visit a frail elder, providing respite breaks for the caregiver. While providing this important community service, the senior mentors are helping the kids pursue their goals by thinking through college and career options.

Senior volunteers and students eat together and build friendships at neighborhood elementary schools through our School Nutrition Advocacy Program . A popular way to reduce childhood obesity, this program has expanded throughout the school district.

For every meaningful opportunity we have built, seniors have come forward to participate. And of course, the seniors thrive as well as the children and families they serve.”

*Pamela Smith
Director, San Diego County’s Aging & Independence Services*

VI. REFORM STATE POLICY

Pass state legislation to create incentives and reduce existing barriers for older adult service in California.

Current Situation: There are no statewide policies advancing the overall ethic and practice of service for older Californians.

Although service occurs at a local level, state-level leaders, agencies, employees, funding and policies affect how many volunteers are engaged. Education, health, social services, the environment, public safety, disaster preparedness, housing and other human services are funded and guided by a wide range of state policies and procedures.

Some of these policies and procedures are geared to volunteering such as screening requirements for those who work with children or others in care giving roles. Others affect how agencies and organizations do their work and in a far less direct fashion, can help or hinder service roles.

Recommendations:

1. Reduce barriers that hamper volunteering. When background checks are involved, reduce the associated costs borne by both the local organization and the volunteer. Work with local organizations and appropriate state agencies to streamline the necessary screening process for volunteers. Reimburse volunteers for the costs associated with volunteering such as parking.
2. Provide funding to create recognitions and incentives for older adults who complete significant service roles in high priority areas. Incentives might include: vouchers, tax incentives, stipends, public recognition and a scholarship modeled after the GI Bill or AmeriCorps Education Award that can be transferred if desired.
3. Help volunteer organizations manage risk by providing training and low-cost liability insurance. Ensure that California's Good Samaritan laws provide coverage to volunteers.



Endnotes

- ⁱ Center for Health Communication, Harvard School of Public Health. Reinventing Aging: Baby Boomers and Civic Engagement. Boston, MA: Harvard School of Public Health. 2004.
- ⁱⁱ State of California, Department of Finance, Population Projections by Race/Ethnicity, Gender and Age for California and Its Counties 2000-2050, Sacramento, California, May 2004.
- ⁱⁱⁱ Institute for the Future, Fault Lines in the Shifting Landscape: The Future of Growing Older in California—2010. November 1999.
- ^{iv} LaFrance Associates, The California Assessment of Seniors and Service: A Report on Key Findings. California: Prepared for the Governor's Office on Service and Volunteerism in cooperation with AARP, Civic Ventures, and the Corporation for National and Community Service. July 2001.
- ^v Princeton Survey Research Associates International. MetLife Foundation/Civic Ventures New Face of Work Survey, San Francisco, CA: Civic Ventures. 2005.
- ^{vi} Princeton Survey Research Associates International. MetLife Foundation/Civic Ventures New Face of Work Survey, San Francisco, CA: Civic Ventures. 2005.
- ^{vii} Jane Eisner, Putting an end to age-old ideas on retiring: Many are reconsidering community service for older Americans. Philadelphia Inquirer, March 13, 2005.
- ^{viii} Rowe, John W., and Kahn, Robert L., Successful Aging. New York: Pantheon Books, 1998.
- ^{ix} Fried, Linda P., Carlson, Michelle C., Freedman, Marc, Frick, Kevin D., Glass, Thomas A., Hill, Joel, McGill, Sylvia, Rebok, George W., Seeman, Teresa, Tielsch, James, Wasik, Barbara A., and Zeger, Scott, A Social Model for Health Promotion for an Aging Population: Initial Evidence on the Experience Corps Model. In Journal of Urban Health: Bulletin of the New York Academy of Medicine Vol. 81, No. 1, March 2004, pages 64-78.
- ^x Nancy Morrow-Howell, Jim Hinterlong, Philip Rozario, and Fengyan Tang. Effects of Volunteering on the Well-Being of Older Adults. Journals of Gerontology Series B: Psychological Sciences and Social Sciences. 2003; 58: 137-145.
- ^{xi} Putnam, Robert, and Feldstein, Lewis, Better Together: Restoring the American Community. New York: Simon & Shuster, 2003.
- ^{xii} Carolyn Said, Good deeds by retired doctors – Health care professionals, other seniors volunteer their expertise at free clinics in San Mateo County. San Francisco Chronicle, February 20, 2005.
- ^{xiii} Bureau of Labor Statistics: Volunteering in the United States, 2004.
- ^{xiv} Governor's Office on Service and Volunteerism, The Giving Years, 2002.
- ^{xv} National Council on Aging, RespectAbility Web Survey: Executive Summary. March 2005.
- ^{xvi} California Strategic Plan on Aging Advisory Committee. Planning for an Aging California Population: Preparing for the "Aging Baby Boomers." May 2004.
- ^{xvii} Field Research Corporation, California Opinion Index: How concerned residents are about major issues facing Californians. San Francisco, California: Field Research Corporation. Volume 2, March 2005.
- ^{xviii} Peter Hart Research Associates, The New Face of Retirement: An Ongoing Survey of American Attitudes on Aging, August 2002.
- ^{xix} Civic Ventures, Blueprint for The Next Chapter, San Francisco, May 2005.

The development of this plan was made possible through:

- **Support from a generous grant provided by The California Wellness Foundation.**
- **The vision of former State Senator John Vasconcellos and other state legislators who acted on their belief that service should be a vital part of older Californians' lives.**
- **The inspiration and commitment of the thousands and thousands of Californians – young, old and in-between – who serve their communities every day in many ways.**

- **Guidance by the CaliforniaVolunteers Commission Senior Initiative Task Force members:**

Karla Crawford

Sacramento County Foster Grandparent Program

Kristen Haggins

California State Office, Corporation for National and Community Service

Alex Reid

Humboldt Area Foundation

Bob Riley

CaliforniaVolunteers Commission

- **Ideas, information and responses from:**

Laureen Anderson

Sacramento County RSVP

California Association of Senior Corps Directors

Karen Baker

CaliforniaVolunteers

Mark Batenburg

Youth Service California

Patty Berg

Member, California State Assembly

Assembly Committee on Aging and Long Term Care

Brian Bolton

Volunteer Centers of California

Mike Brugh

California Department of Education

Carol Childers

Senior Corps/FGP & SCP, Chico State University, Area Agency on Aging

Lora Connolly

California Department of Aging

Margo Cowan

Volunteers in Parks Program, California State Parks

Bill Daniel

ONEgeneration

Brad Duncan

Foundation for California Community Colleges

Roy Earnest

California State Office, Corporation for National and Community Service

Season Eckardt

California State University, Office of the Chancellor

Marilee Eckert

Marin Conservation Corps and

California Association of Local Conservation Corps

Sandi Fitzpatrick

California Commission on Aging

Marc Freedman

Civic Ventures

Jane Glenn Haas

WomanSage

Adam Hirschfelder

Public Health Institute

Elaine Ikeda

California Campus Compact

Guy Lampard

Volunteer for Good

Aperio Group

Ken Larsen

California Association of Nonprofits

Ericka Lozano

AARP California

David Muraki

CaliforniaVolunteers

Johnna Meyer

California Department of Aging

Deborah Owdom

National Association of RSVP Directors

California Association of RSVP Directors

Allison Ruff

California Assembly Committee on Aging and Long Term Care

Carol Sewell

California Commission on Aging

Dan Siskind

CaliforniaVolunteers

Kimberly Smith

AARP California

Pamela Smith

Aging & Independence Services, San Diego County

Hav Staggs

AAA Council of California

Kyrsten Stoops

California Health and Human Services Agency

Sarah Sutro-Steenhausen

California Health and Human Services Agency

Marty Weinstein

Bay Area Community Resources, California AmeriCorps Alliance

Sharin Yetman

Senior Corps/FGP, Catholic Charities Diocese of San Diego



Office of the Governor

CaliforniaVolunteers
1110 K Street, Suite 210
Sacramento, CA 95814
(916) 323-7646
www.CaliforniaVolunteers.org

"Being of service is a call to action that knows no boundaries, and Californians age 60 and greater represent a powerful civic resource of life experience, knowledge and skills that can help address some of California's most pressing needs."

– First Lady Maria Shriver, Honorary Chair, CaliforniaVolunteers