



Generations
an Intergenerational Center



Generations
an Intergenerational Center

920-892-4858

HEAD START & SAFE HARBOR
FAMILY RESOURCE CENTER OF SHEBOYGAN COUNTY
GENERATIONS CHILD CARE
COMMUNITY COALITION
SERVICE



Wisconsin Rural Partners
Summit

April 25, 2019

Marsha Vollbrecht
Founder, Plymouth
Intergenerational Coalition



Generations
an Intergenerational Center

Our Mission

To maintain and promote
opportunities
that build and honor
relationships
between people of all
ages.





Our Vision:

To link generations in order to build a strong and healthy community that supports and engages people of all ages.

Our Roots:

- ▶ In early 1999, a grassroots coalition headed by Marsha Vollbrecht began work to find suitable environments for both the Plymouth Adult Community Center and Here We Grow Childcare, with a focus on bringing generations together and a model for aging well.
- ▶ A business model developed to share space and resources.
- ▶ Partnerships were formed with additional non-profit groups, such as the Family Resource Center and the Sheboygan County ADRC, as well as others, to promote intergenerational programming.
- ▶ Federal funding, as well as individual, corporate and community support, allowed for the current building to be designed/built.
- ▶ Generations Intergenerational Center opened in June 2011.



Tenant-Partners

- ▶ Sheboygan Human Rights Association
 - ▶ Growing Generations Child Care Center
 - ▶ Head Start
- ▶ Family Resource Center – Birth to Three and Literacy Council
- ▶ Safe Harbor – Supports victims of domestic violence
- ▶ Sheboygan County ADRC – Senior Meal Site
- ▶ City partially funds Senior Center, PIC Operates



Service Gaps for Tenants

- PIC conducted a Needs Assessment with a Planning Grant to work with identified partners and found:
 - Inappropriate Space
 - Too Small
 - Restricts Number of Programs Occurring at One Time
 - Limited Types of Programs Offered
 - Buildings Nearing End of Useful Life
 - Accessibility to Resources/Collaboration with Others
- New Facilities Bring Better Services to the Community

Synergies By Combining Tenants

- ▶ Utility Cost Savings
- ▶ Shared Space
 - ▶ Workspace
 - ▶ Multipurpose Room – Conference Room
 - ▶ Kitchen
 - ▶ Green Space
- ▶ Employee Efficiencies – Less Travel Time

Why Intergenerational?

- Society has Increasingly Become Segregated
 - Age-Segregated Schools, Housing and Care
- People Don't Think Other Generations Care About Them
- Without experience with another generation, stereotypes ensue
- Research shows the benefits of intergenerational programs & relationships on health and wellness
- Innovative Project that Offers Special Opportunities that Meet the Emerging Needs of Our Community
- United Nations Recognized the Need

What Is Intergenerational Programming (IP)?

- ▶ Programs where generations learn from each other, with each other or about each other
- ▶ Examples of IP
 - ▶ Students Teaching Older Adults about Computers, Email and the Internet
 - ▶ Older Adults Sharing their Career Knowledge
 - ▶ Wii Sports or Gardening Groups
 - ▶ Pen Pals



Different levels of IP

- ▶ 'Incidental Contact' – A senior resting on bench just watching the children at a game or on a playground
- ▶ Basic – doing an activity together – such as baking cookies or music appreciation – one time event
- ▶ Intermediate – A series of activity teaching (one to the other, or learning something together), where they get to know each other and look forward to the activity
- ▶ Sustainable – An activity or series where two unrelated generations develop a relationship, care about and support one another over time

Studies Show IPs Help Kids

- ▶ Improve their Attitudes Towards Older Adults and Their Own Aging (Aday, 1996)
 - ▶ Prevent Negative Self-Stereotypes Which Adversely Impact Health and Longevity (Levy 2002)
- ▶ Increase Motivation to Learn and Respect Older Adults (Marx et al, 2004)
- ▶ Reject Situations Involving Substance Abuse (Bernard and Marshall, 2001)
- ▶ Enhance Their Self-Esteem and Self-Confidence (Marx et al, 2004)
- ▶ Enhance Sense of Civic and Community Responsibility (MacDallum et al, 2006)

Studies Show IPs Help Older Adults

- ▶ Older Adults Become Increasingly Motivated to Learn New Things and Use New Tools to be Socially Active (Newman , Karip and Faux, 1995)
- ▶ Enhances Memory and Cognitive Skills for Participants (Newman, Karip and Faux, 1995)
- ▶ Creates a Strong Sense of Community for the Older Adults (Zeldin, McDaniel, 2000)
- ▶ Changes Their Opinions About Kids (Topitzes and Calvert, 2000)
- ▶ Increases Mobility and Problem Solving and Reduces Depressive Symptoms (Fried et al., 2000)

Benefit to the 'Middle Generation'

- ▶ Opportunity for volunteering
- ▶ Collaboration opportunities – to enhance existing programs
- ▶ Career opportunities
- ▶ Community Benefit – can be reportable for non-profits, or give credibility/morale booster in for-profit
- ▶ Gain knowledge from older, more experienced adults
- ▶ Ability to develop relationships with young people who are not related, can provide mutual benefit

Community/Corporate Partners

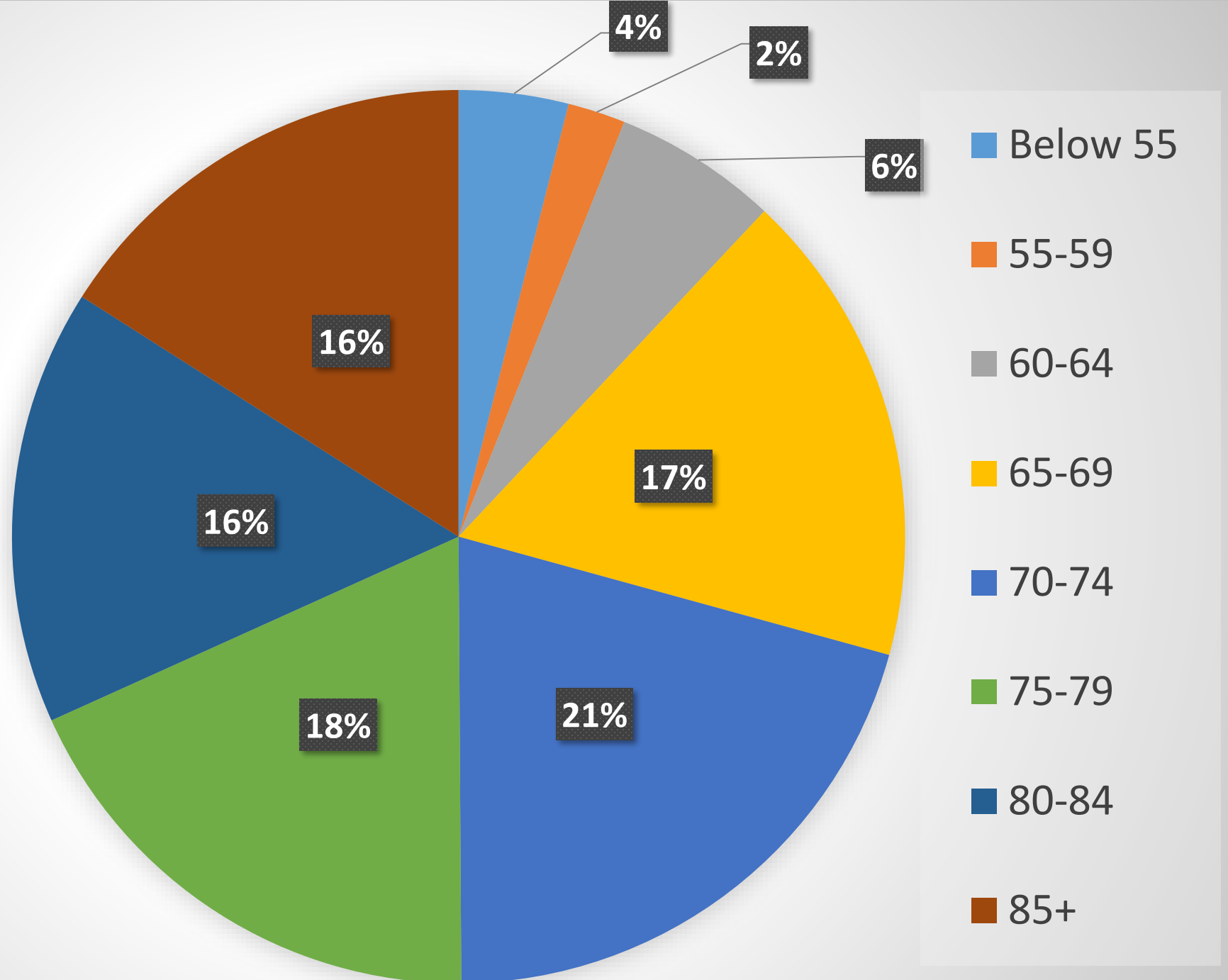
- ▶ City of Plymouth
- ▶ Service Agencies
 - ▶ Plymouth Noon Rotary
 - ▶ Plymouth Professional Business Women
 - ▶ Plymouth Lions
- ▶ Plymouth School District
- ▶ Community Ed & Recreation
- ▶ Van Horn Automotive Group
- ▶ RCS Empowers
- ▶ Sargento
- ▶ Johnsonville
- ▶ Plymouth Foam



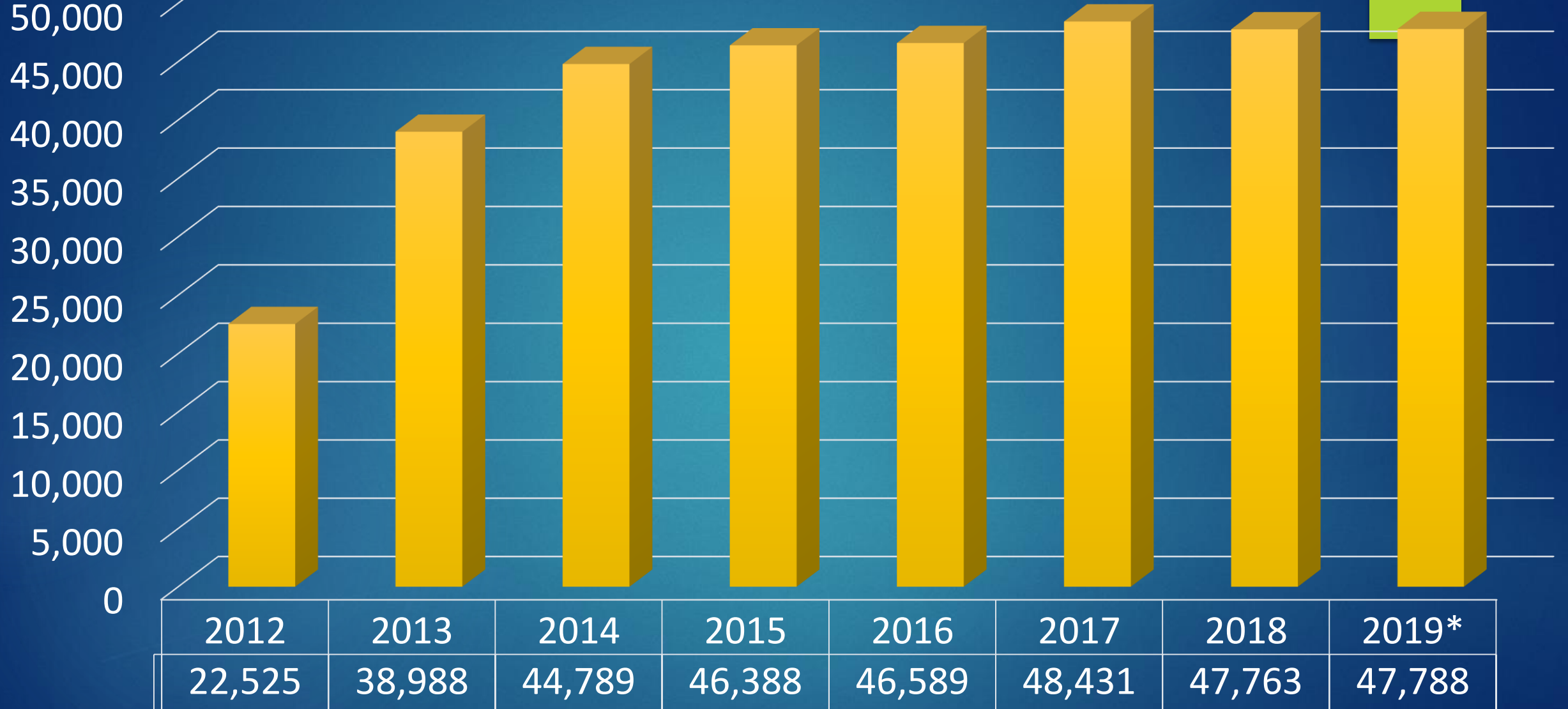
Member Ages

PROJECTED

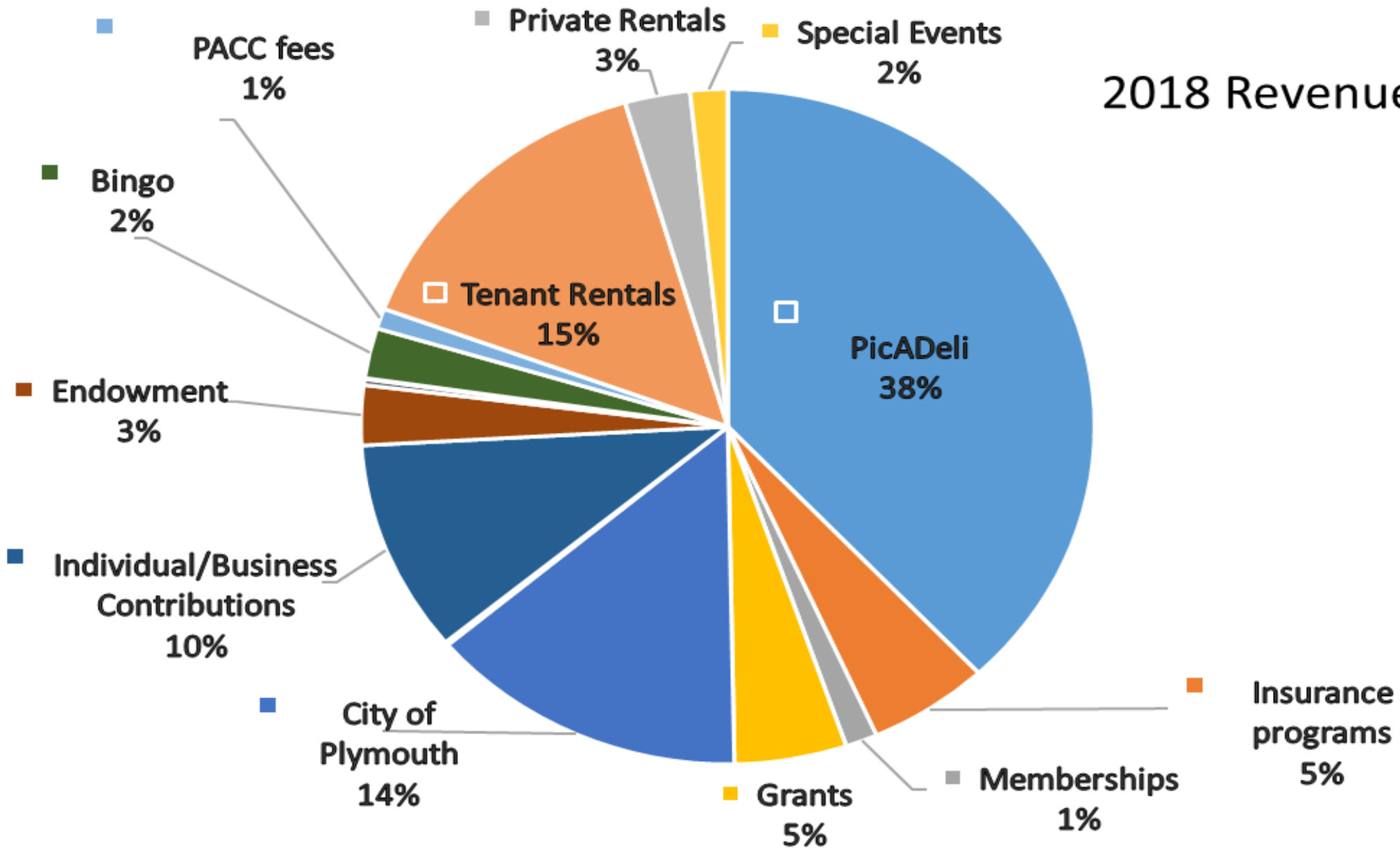
**70% increase
in population
for those
65 years and older
in the next
20 years**



Annual PACC Participation in Hours



2018 Revenue Sources



Social Enterprise



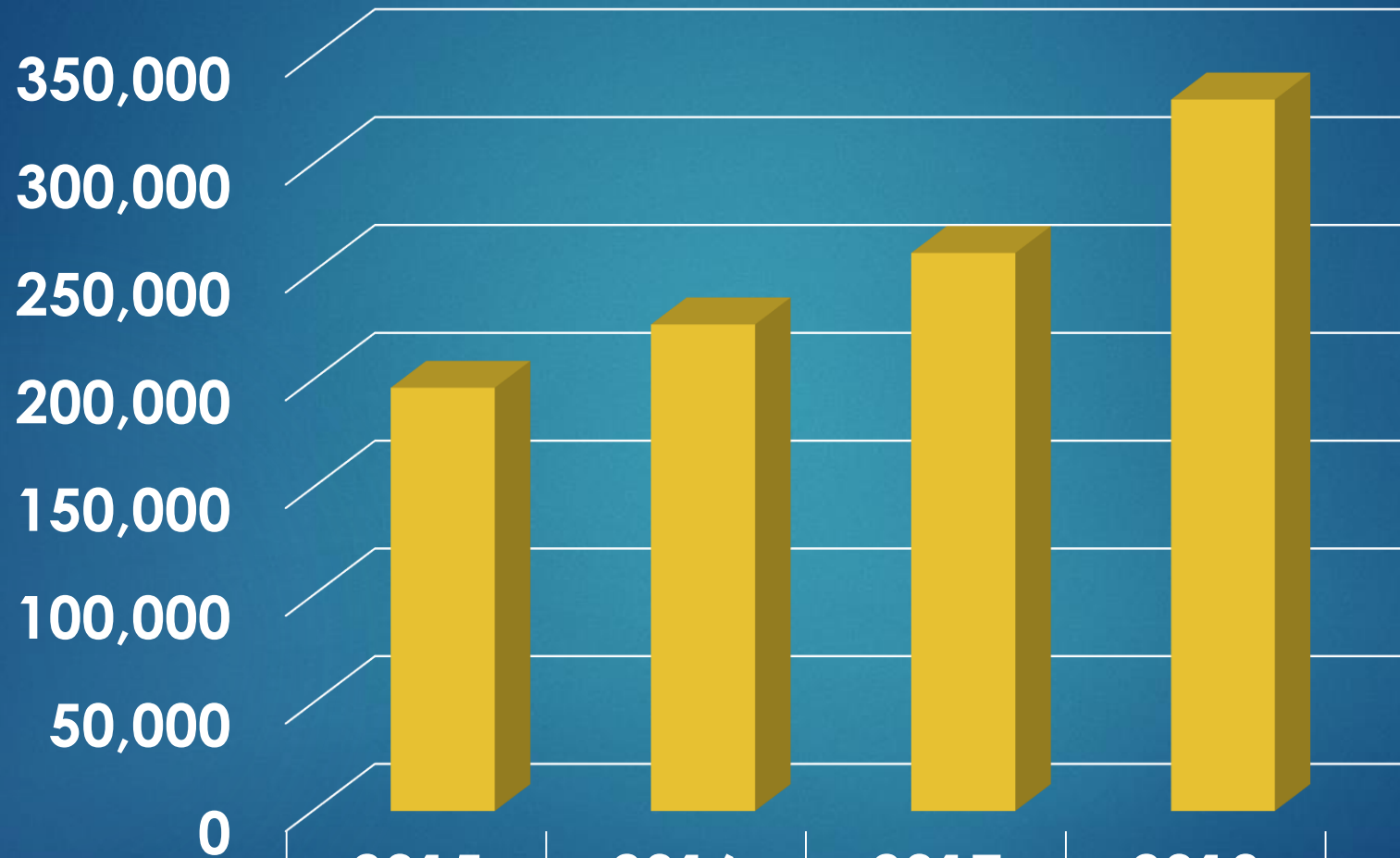
On-site & Off-site
Catering

Senior Dining

Growing Generations
Head Start



Social Enterprise Pic-A-Deli



■ Annual Revenue	2015	2016	2017	2018
	196,411	225,758	258,900	330,000

Social Enterprise (proposed expansion): MakerSpace; Training facility; Business Incubator

- ▶ MakerSpace – Some clubs already meet here
- ▶ Training Facility – Corporate training sessions already happen here
- ▶ Community programs – already happen here
- ▶ Business Incubator – is something we can develop, we do not currently have space for this



Generations
an Intergenerational Center



Where to start? – Building Partnerships

- ▶ Consider who you currently collaborate with – you may have a head start for building partnerships!
- ▶ Look to organizations that have similar/consistent missions of serving the community
- ▶ Start the conversation and look for common goals
- ▶ Assess current sites/locations/limitations
- ▶ Determine if there could be cost savings realized through co-locating in one facility (one kitchen, copy room, HVAC, etc.)
- ▶ Begin to build the business case and benefits of IP

'Telling Your Story'

- ▶ You know the benefits, your partners now know the benefits and share your vision. . . BUT:
 - ▶ You need to build community support for the project mission and funding/donations
 - ▶ Don't assume people know what Intergenerational Programming is, or what the benefits are
- ▶ 'Tell Your Story' – Focus Groups, Community Info sessions/forums, speak to service clubs/groups, City Council, Town Board, Church groups, business leaders
- ▶ Bring them along with you – build momentum and support!

Fitness





Intergenerational



Snowshow Club Meeting January 2018



Monday Morning
Readers!

January 2018



Game On!
With Riverview Middle
Schoolers

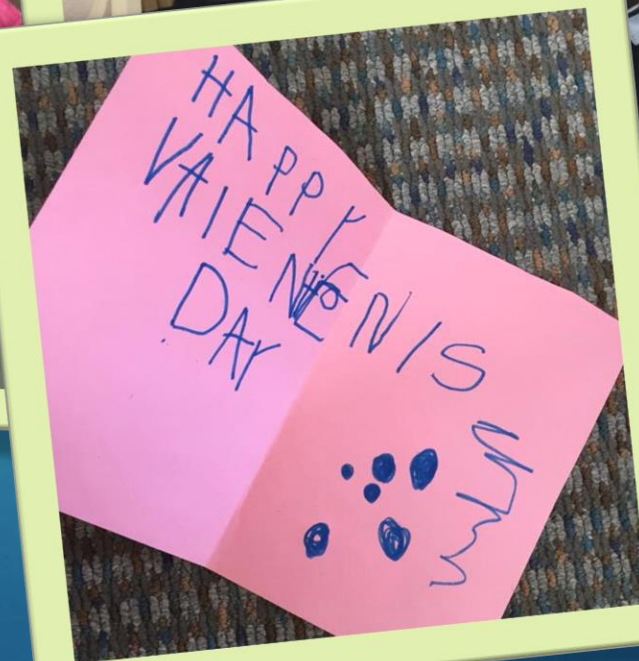


Riverview Middle School
Jazz Performance



February 2018

Olympic-Themed Fun!



Valentine's Day!



March

Breakfast with the Easter Bunny



Happy St. Patrick's Day!





Monday Morning Readers!



Plymouth High School
German Band
Performance





Kohler kindly
donates a new
chest freezer to Pic-
a-Deli!



Lunch with
Plymouth Foam





Celebrating Mother's Day!

18

A visit from Helen and Cocoa!



Mowing the lawn



Petting zoo



Bee presentation!

September 2018

Monday Morning
Readers!



Mike Popelka discusses his
book "What Was I Thinking?"



Little
Naturalists





September 2018

Day of Caring

Game On!



October 2018



Elvis "Lives"
Spooktacular
FUNdraiser!



Tuesday Tales



October 2018

Supporting Project Angel
Hugs with Miss Woman
Wisconsin



Reading with volunteers
from Bank First National



ber 2018

Christmas Celebration!

Ornament making with Fairview Students

Bowling Trip!







Questions?

Thank you!

- **PHOTOS AND DATA** – FORMER EXECUTIVE DIRECTOR, VICKY SCHNEIDER, KATHRYN SCHWARK (SR. ADMINISTRATIVE ASSISTANT, TRISHA THOMAS (RENTIAL & IG COORD.), SANDY BRISSON (CONTROLLER), DAVID HANSMANN (FOOD SVC. DIR.)