

FY23 Organizational Summary

Signature Programs

- **School Readiness:**

ETA paired 12 volunteers with 11 pre-Kindergarten and Head Start students and their families to connect weekly to focus on early literacy skills, school readiness and additional needed support. Additionally, 11 volunteers transitioned to Kindergarten with their pre-Kindergarten and Head Start students and families from the 2021-2022 school year. These volunteers continued to work with students and families weekly and ETA held a Connections graduation for the students in June 2023. This work was funded by the Montgomery County Community Action Agency and a family foundation.

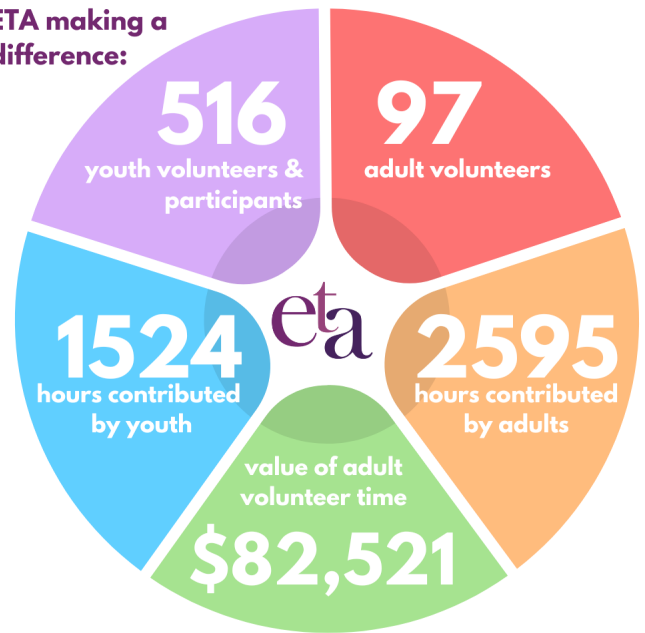
- **Civic Engagement:**

- ETA implemented 6 ongoing conversation programs between active older adults and high school students. In total, **Crossing Paths** engaged over 130 adults and youth. This work is funded in part by Catholic Charities and individual Catholic schools.
- **Sharing Smiles Concerts** – 35 youth performed 6 concerts for participants and residents of Winter Growth Adult Day. This work was funded by the unrestricted funds of Empowering the Ages.
- **Quick Quotes** - ETA teen volunteers sent weekly motivational quotes by email to over 140 individuals and older adult living communities, with ongoing participant engagement. The Quick Quotes founders stepped down from their positions after training two new editors and a content specialist to continue the initiative. This work was funded by the unrestricted funds of Empowering the Ages.

- **Workforce Development:**

- ETA collaborated with 25 older adult volunteers presenting workshops and discussions to 369 teenagers, on the topics of communication, financial literacy, future planning, resume writing and interviewing. Our teen participants were members of the Montgomery County Recreation TeenWorks program and/or students at Gaithersburg High School. This initiative was funded by Montgomery County Recreation and the City of Gaithersburg.
- ETA supported 7 older adult volunteers who met weekly over the course of 3 months with 14 middle school students, exploring career options in an afterschool program at a Montgomery Housing Partnership apartment building. This work was funded by Montgomery County Collaboration Council.

ETA making a difference:



Volunteer & Participant Contributions, FY 2023

Board of Directors

- The ETA Board of Directors welcomed three new Members during FY23, ending the year with a total of nine Board Members,
- The Board has four ongoing committees—the Executive Committee, Financial Development Committee, Finance Committee, and Board Development Committee—and one ad-hoc committee—the Legislative Committee.
- ETA's Legislative Committee met with almost all members of the Montgomery County Council.
- The Board held a retreat in October 2022 to plan FY23, focused on finalizing the new ETA strategic plan, which was implemented as of January 2023.
- ETA engaged community and stakeholder advisors regularly throughout the year, and will continue to do so.

Staff Development & Volunteer Engagement/Trainings

- ETA hired a new staff member to focus solely on the pre-Kindergarten component of the Connections school readiness program.
- ETA hired a consultant to assist with orienting Spanish-speaking families to the Connections program and the required program technology, as well as manage ETA's social media.
- ETA staff participated throughout the year in online trainings, on topics ranging from Supporting the LatinX Community, How to Position Your Non-Profit Branding for Growth Opportunities, What is Ageism, and many additional presentations. Additionally, a staff member attended the Maryland Nonprofits annual conference.
- ETA engaged its age 50+ volunteer core through:
 - social and team building events;
 - organization-wide training on Empathy;
 - organization-wide training on Diversity, Equity and Inclusion;
 - program-specific trainings on topics such as "Intergenerational Competence in Working With Teenagers" and "Reading Strategies for School Success."

Web, Media and Social Media

- ETA's website is regularly updated to keep viewership high, with each version incorporating feedback from Board, advisors and the ETA network.
- ETA's e-newsletter is sent out monthly, with occasional special supplemental emails. The mailing list is currently 977.
- ETA is active on Facebook (294 followers), Instagram (197 followers) and LinkedIn (122 followers).
- ETA was featured in "The Parish Times" in December 2022 and on "50+ in Montgomery County" in March 2023.

Engagement in the Community and Intergenerational Field:

- ETA staff contribute to the wider community through involvement with many groups, including: Nonprofit Montgomery's Board of Directors., Nonprofit Village, Black and Brown Coalition for Educational Equity and Excellence, Maryland Nonprofits and the Maryland Nonprofit Development Center, and Maryland's Coalition on Mental Health and Aging.
- ETA staff presented to audiences including the Montgomery County Commission on Aging's Public Forum on intergenerational technology programming and the Women Who Care (Lower Montgomery chapter).

Financial Successes

- Light A Spark: ETA held this 3rd annual fundraising event in May 2023, in the form of a 15-day fitness challenge to celebrate Older Americans Month. ETA exceeded the fundraising goal, and doubled the number of participants from previous years to 98.
- Individuals: Total individual donations, including those given through "Moving Up," ETA's successful end of year campaign, raised almost \$20,000, which was 65% over budget.