

Signature Programs

- **Sharing Smiles Notes** - ETA paired 1072 older and younger individuals in an email pen pal program and have sent 2501 notes between generations since March 2020.
- **Sharing Smiles Concerts** - Youth performed 27 concerts in FY21, for a total of 1473 older adults, facility staff and community members.
- **Connections** - ETA paired 4 volunteers with 4 families and Head Start children to connect weekly to focus on early literacy skills, school readiness and additional needed support. This work is funded by the Community Action Agency (part of MoCo Government)
- **Crossing Paths** - ETA implemented 5 on-going conversation programs between active older adults and older adults living in facilities and high school students. In total, Crossing Paths engaged over 25 older adults and over 75 students. This work is funded in part by Catholic Charities.
- **Grandparents Connection Curriculum** - ETA developed two curriculums for Hadassah, The Women's Zionist Organization of America, that were rolled out nationally to enhance grandparent and grandchild relationships. This work was funded by Hadassah.
- **Where's My Bench/Teen Tutoring** - ETA worked with teens during the summer of 2020 through Montgomery County Recreation's Covid Corps program and 200 Montgomery County teens to develop a *Where's My Bench* map (a resource on the ETA webpage plotting benches throughout the County). Additionally, ETA's older volunteers trained approximately 20 teen tutors in skills necessary to connect with youth as well as effective tutoring strategies. This work is partially funded by Montgomery County Recreation.
- **Quick Quotes** - Two high school students send a weekly motivational quote to 100 individuals and older adult living communities. The initiative has grown steadily since its inception in FY21 and continues to receive multiple comments weekly on the quotes.

Plans for Program Changes in FY22

- **Emphasis of Crossing Paths to Change** - Based on the evaluation of the FY21 Crossing Paths programs, the program will focus on current events and connections between participants on a deeper level. Conversations will emphasize how current events are linked to historical events, how to personally and communally embrace life and how to handle challenging situations.
- **Civic Engagement Academy** - Based on the experience of the Pandemic year, older and younger individuals will engage in community service projects together to take a collaborative approach to collective responsibility.

Board of Directors

- The ETA Board of Directors had one member resign due to a professional promotion and has gained two new members, for a current total of 8 active members.
- The Board has started three on-going committees: Financial Development Committee, Finance Committee, Board Development Committee.
- The Board held a retreat in summer 2021 to plan the upcoming year, which included an emphasis on fundraising.
- The Board is moving to a working board from an organizational set-up Board.
- ETA holds monthly virtual coffees for the current network, as well as others interested in learning about ETA to engage in informal conversations with board members, staff and each other. We have had 22 individuals attend, with 7 participating almost monthly.
- We have engaged our advisors regularly throughout the year, and will continue to do so.

Staff Development

- Staff participated throughout the year in many online trainings, on topics ranging from Board Development to Social Media to Creative Aging, and more. The sessions allow for networking with the extensive non-profit community as well as youth and aging focused community organizations.
- ETA hired a part-time Communications Coordinator in November 2021.

Web and Social Media

- The ETA website has received many positive reviews and is continually updated to keep viewership high.
- The ETA e-newsletter is sent out monthly, with occasional special supplemental emails. The mailing list is currently 935 (approximately 50% increase from FY20).
- In terms of social media platforms, ETA is active on Facebook (238 followers- almost doubled from FY20), Twitter (76 followers - increased by $\frac{1}{3}$ from FY20), Instagram (127 followers- over doubled from FY20), and LinkedIn (83 followers - approximately increased 5x from FY20).

Engagement in the Community and Intergenerational Field:

- ETA staff were interviewed on the Engage@Home and Studio 5013c podcasts.
- ETA staff presented at: the LeadingAge Maryland/DC Virtual Conferences in October 2020 and June 2021; American Association of Service Coordinators Virtual Conference; AARP Maryland Lunch and Learn; Montgomery Moving Forward Symposium; Beacon 50+ Virtual Expo, Montgomery County Commission on Aging Meeting; and will be presenting at the biennial Generations United virtual conference; and ProAging network (DC area) Lunch and Learn.
- ETA staff are members of the Montgomery County Health and Human Services Early Child Care Committee, Montgomery County's Age-Friendly Civic and Social Involvement Committee, NonProfit Montgomery's Basics Advisory Committee, Montgomery County's Positive Youth Development Committee and Montgomery Moving Forward's Leadership Team.
- Leah Bradley was named a Drum Major for Education in *The Leaving Out Report* by Jeanette Dixon, MCPS Board of Education Member At-Large.
- Leah Bradley was a guest columnist in The Parish Times. and Crossing Paths and ETA were both mentioned in The Parish Times articles by two well-known community leaders.

Fundraising

- Bingo Celebration - The first fundraiser was held in October 2021 to coincide with ETA's first anniversary. The event was a success with both the funds raised and the expansion of the reach. The plan is to make this an annual event.
- Light A Spark - This second fundraising event took place for the second half of May and was a 15 Day fitness challenge to celebrate Older American's Month. ETA exceeded the fundraising goal and plan to make this an annual event.
- Individuals - The number of individual donors in FY21 grew as compared to FY20.
- Corporate Sponsors - In FY21, ETA successfully secured 7 Corporate Sponsors, as compared to no Corporate Sponsors in FY20.
- Board Members will be holding micro-events during the summer and fall of FY22 to grow the ETA network while gaining new donors.