



The first of 77 million baby boomers turned 60 in 2006.

They are the largest, healthiest, best-educated Americans ever to approach retirement. They seek a new retirement. Millions are determined to apply their experience to make a difference for others. While some are able to do so as unpaid volunteers, many look for income and health benefits through an “encore” (second) career tailored to their interests and circumstances.

The following dedicated leaders in our community contributed their time, talent and experience to help create the plan for Re-engage for Good. The Community Foundation of Broward and the community thanks them.

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In the ‘60s, they changed the world.

In their 60s, they just may do it again.

Re-engage for Good



A Community Action Plan



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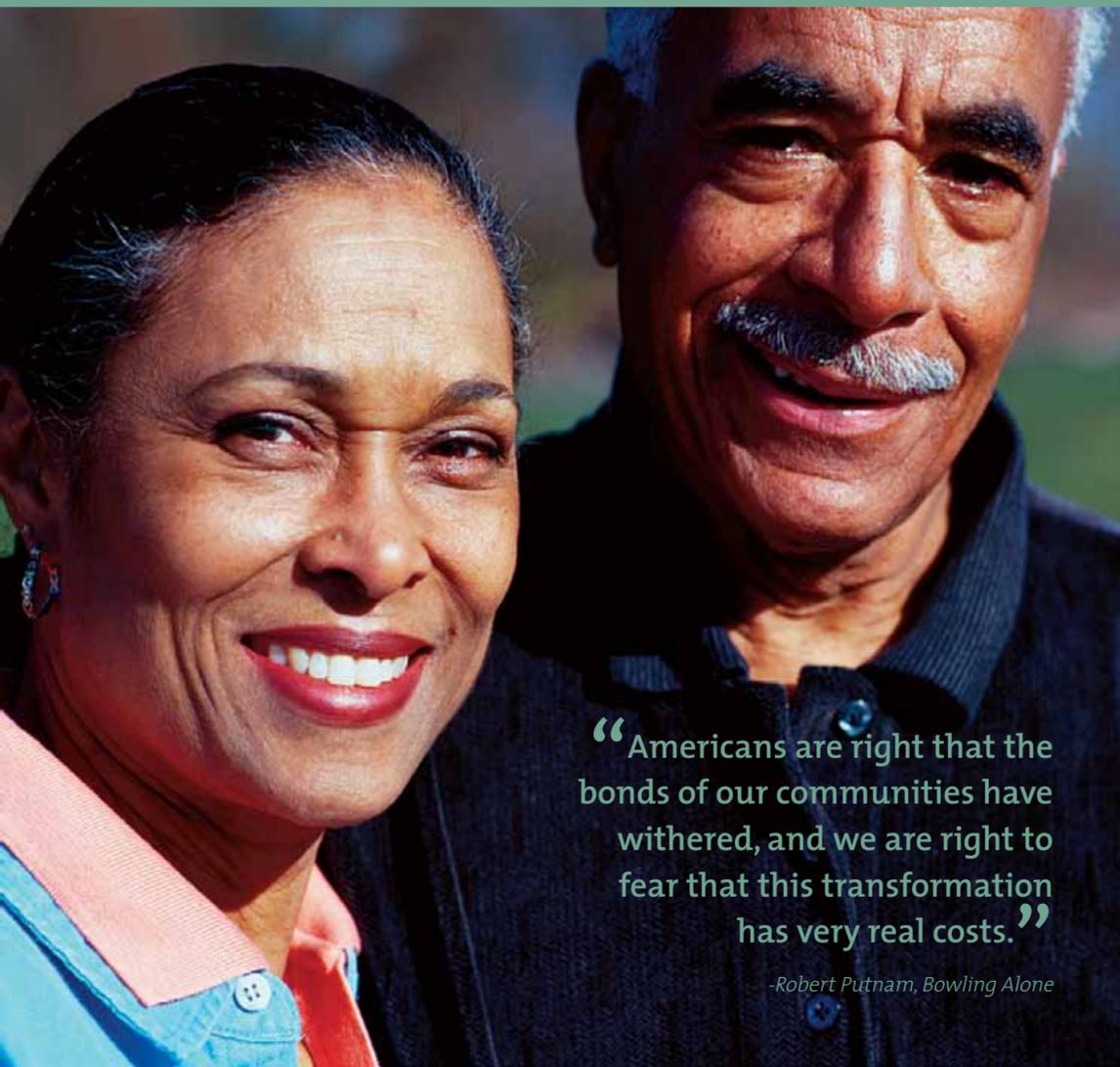
For Good. For Ever.

What is *Re-engage* for Good?

Re-engage for Good is a new, multi-year initiative of the Community Foundation of Broward. The purpose is to engage retired and soon to retire baby boomers to use their time, talent and years of experience to improve our community and lead needed change.

Every member of our community must encourage civic engagement through social entrepreneurship, employment, volunteerism, and innovative approaches. For Re-engage for Good to be successful, it must take root in all sectors – private, public, corporate, nonprofit and government.

Input from over 200 leaders created this plan to not only be shared with the community, but embraced by the community. Together, we will unleash the power of thousands of baby boomers as they enter and move through their sixties. We will achieve the goal: *Lives are enriched in our community as transitioning boomers re-engage for public good.*



“Americans are right that the bonds of our communities have withered, and we are right to fear that this transformation has very real costs.”

-Robert Putnam, *Bowling Alone*

The Problem

The new retiree seeks innovative ways to engage, but barriers exist.

- Employment exit strategies do not include retirement planning to guide the new retiree in transition from their main career to their “encore” career.
- Work and volunteer models do not exist that align with the lifestyle of new retirees. Limited opportunities exist for challenging projects and skills-based work beyond stuffing envelopes.
- Human Resources policies, benefit packages, insurance options, incentives and stipends are not designed for retired employees who seek flexible employment options.
- Information about and access to opportunities that target the engagement of the new retiree are not available. Mechanisms are needed to connect them with opportunities to engage and address issues based on their interest, time, and talent.

The Solutions

The community must create these solutions:

- **Boomer Readiness:** Boomers have planned their careers, raised successful families and planned financially for retirement, but paradoxically, few have planned how they will spend their time in this new phase of life. Boomers transitioning from employment to retirement need to be prepared and able to create “encore” careers that provide both personal fulfillment and community impact. Retired boomers need the opportunity to be change-makers and innovators and to explore creative leadership roles on important issues.
- **Community Readiness:** Traditional work and volunteer models are not attractive to retiring boomers. New volunteer and work models need to exist that engage retired boomers based on their interests, skills and terms- flexible hours, part-time, project-based or episodic work. Incentives, stipends and creative benefits plans need to become part of the current employment and volunteer models.
- **Connector Systems:** The wealth of experience of the retiring boomer is without question. The need in the community is clear. What is needed is a way to connect and match their interests and skills with community needs. New and expanded pathways need to be developed to facilitate these connections.



Strategies

- Create innovative employment exit strategies that help new retirees plan for transition from their main career to work that improves the Broward community.
- Create boomer think tanks to incubate and facilitate the implementation of social change ideas.
- Develop programs to equip boomers with new skills to pursue “encore” careers that address important issues.
- Create new volunteer and work models in nonprofits and corporations designed specifically for retiring boomers who want to remain active.

What you can do...

1. **Work toward one of the solutions outlined.**
2. **Connect with others who share your passion and create a solution on an issue.**
3. **Partner with a project in the works and help make it a success.**

This community plan is a framework that sets us on a path to a more engaged citizenry. As this plan is implemented, Broward will become stronger. New partners and innovative ideas will emerge. The potential for impact on our community is tremendous. Join us as we Re-engage for Good across Broward.

For examples of projects in the works and additional resources, visit our website at cfbroward.org.