



Encore Fellowships Network ***Questions and Answers (updated 2.15.10)***

Q: What are encore careers?

A: Encore careers combine social impact with personal meaning and continued income, enabling people who have finished their midlife careers to put their passion and skills to work for the greater good. As millions of boomers enter their 50s and 60s, the goal of decades of leisure time is giving way to a new form of practical idealism: real jobs tackling real problems, making real impact.

Q: Who's interested in encore careers?

A: In a recent survey of adults age 44-70, more than half said they wanted encore careers . work that helps meet the human and social needs of their communities and provides personal meaning and continued pay.

Q: What are Encore Fellowships?

A: Encore fellowships are an innovative way for corporate employees to transition from the end of midlife careers to encore careers. They provide a compelling model for bringing corporate talent to nonprofits that tackle pressing community needs through yearlong paid leadership and management roles that build the capacity of non profits to do their work. The result is an alluring triple win: bringing new talent to nonprofits and the public sector; opening doors for boomers ready to contribute; and creating a new way for corporate sponsors to enhance their community engagement, workforce management and marketing strategies.

Q: Why is a new social innovation like Encore Fellowships needed?

A: Bringing together the talent pool of the over-50 population with a growing nonprofit sector in need of increased capacity makes good common sense. However, switching from the private to nonprofit sector is not always smooth or straightforward, and few pathways are in place to support this transition. Civic Ventures saw the need for new vehicles that connect nonprofits with talented boomers to rewrite the career trajectory and to help experienced corporate employees transition to the nonprofit sector. Encore Fellowships directly address that need.

Q: What is the Silicon Valley Encore Fellows Pilot?

A: Launched in early 2009, the pilot successfully tested the Encore Fellowship concept in Silicon Valley with ten encore fellows . highly skilled former corporate employees with deep experience in marketing, finance, human resources, and team management . who made an immediate impact at Silicon Valley nonprofits while gaining experience and insight that launched them into encore careers.

Q: What is the Silicon Valley Encore Fellows program model?

A: The program model includes high impact transitional work assignments, rigorous selection and matching, compensation, peer learning, commitment from innovative nonprofit hosts, and help transitioning to an encore career.

Q: What makes this different from other corporate volunteer and community initiatives?

A: The idea goes beyond traditional volunteer and board roles often accorded to the older population in new ways. Encore Fellowships focus on the transition to encore careers and the talent available to boost nonprofit capacity and better serve communities.

Q: What's the value proposition for corporate partners?

A: Encore fellowships leverage talent developed during corporate careers. Sponsoring an Encore Fellow significantly leverages existing corporate community engagement programs and integrates well with workforce management, marketing, and public relations strategies. Please see the Corporate Sponsorship Fact Sheet for more information.

Q: What is the evidence of success?

A: The Silicon Valley Encore Fellows 2009 pilot scored a triple win:

- Local nonprofits received high-value talent to help drive their mission and transform their organizations. 80% of participating non profits requested another fellow in 2010. In a strong testimony to the value of the Fellowships, these non profits have agreed to pay between half and the entire fellow stipend cost in 2010, compared to receiving a Fellow without cost in 2009.
- Fellows received hands-on experience working in and directly contributing to social purpose organizations. Eight of the 10 fellows were offered longer-term staff roles with their host nonprofit, the great majority thus successfully launching their encore career.
- Corporate sponsors benefitted from an innovative program which enhances existing community engagement, workforce management, and market affinity strategies. New corporate sponsors and employees have signed up for the 2010 program.

Q: Is there evidence of national impact?

A: Although the idea is new, the idea of Encore Fellowships is already gaining momentum.

- Encore Fellowships were included in the Serve America Act signed by President Obama in April 2009.
- *Fast Company* named Encore Fellowships one of the 10 best new ideas of the year.
- Coverage of Encore Fellowships has appeared in major national publications, including *The New York Times*, *The Wall Street Journal*, *U.S. News & World Report*, and National Public Radio. Please see the Encore Fellowships Media List for more information.\
- There is growing interest from states, corporations, organizations, communities, and individuals to develop and operate their own Encore Fellowships Program.

Q: Who funded the Silicon Valley 2009 pilot?

A: The David and Lucile Packard Foundation and the Hewlett Packard Company provided grants to Civic Ventures . a think tank on boomers, work, and social purpose . to run the pilot program in 2009. Since the huge success of Encore Fellows in 2009, more corporations and community organizations have stepped forward to participate in the Silicon Valley and beyond.

Q: What will happen to Encore Fellowships in 2010?

A: Based on the level of interest from corporations and communities and the success of 2009, Civic Ventures launched a new initiative in January 2010 to make the materials and tools from the Silicon Valley Encore Fellows program easily and widely available to interested parties nationally. The successful design and lessons from the Silicon Valley program will form the foundation for a national program expansion, encouraging the broad adoption and use of tested processes, tools, and templates. Civic Ventures's vision is to enable a network of high quality Encore Fellowships programs nationally, operated by organizations whose missions are supported and aligned with the concept of Encore Fellowships. For more information, please go to encore.org/Fellowships.

Q. Who is Civic Ventures?

A: Civic Ventures was founded in 1998 by social entrepreneur and author Marc Freedman. Through an inventive program portfolio, original research, strategic alliances, and the power of people's own

life stories, Civic Ventures demonstrates the value of experience in solving serious social problems . from education to the environment, health care to homelessness.

Civic Ventures' Encore Careers campaign aims to engage millions of boomers in encore careers to produce a windfall of talent to solve society's greatest problems. In addition to the Encore Fellowships, the campaign includes:

- A prize for social innovators in their encore careers (The Purpose Prize).
- An award for employers and organizations creating pathways to encore careers (the Encore Opportunity Awards).
- A grants program for community colleges preparing boomers for encore careers (the Community College Encore Career Grants program).

For more information, please visit encore.org.