



Because we're stronger together

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### **Generations United Receives \$225,000 Award from The Pew Charitable Trusts**

August 13, 2007 (Washington, D.C.) – Generations United (GU) announced today the receipt of \$225,000 from The Pew Charitable Trusts to fund the expansion of the Seniors4Kids civic engagement initiative into New York and Kentucky, enlisting age 50+ adults to promote access to high quality pre-Kindergarten for all three- and four-year olds.

Seniors4Kids ([www.seniors4kids.org](http://www.seniors4kids.org)) bridges the generations by engaging age 50+ adult voters, or ELDER Captains – *Energetic Leaders Demanding Education & Results*, to coordinate the advocacy efforts of other seniors in their local communities. Recruiting from among friends and family, civic groups, and retired professionals, captains make themselves visible and heard, encouraging policymakers to develop and implement high quality pre-K programs.

“Older adults care passionately about kids, whether it’s their grandchildren or their neighbor’s grandchildren,” said Donna Butts, executive director of Generations United. “Seniors4Kids gives seniors a chance to get active and get engaged. We at Generations United are honored for this opportunity to work with Pew on such an important initiative.”

Generations United will coordinate with state and local agencies and groups to promote educational advocacy by seniors on behalf of children and high-quality pre-K, as it has done in Florida, where the initiative began in 2005, and in Ohio, where the program expanded to earlier this year. Specifically GU will build grassroots support for these children by working with state and national coalitions to conduct media events, produce educational materials, and encourage increased funding for early education.

“When seniors care deeply about an issue, they are able to make it a national priority for policy makers. There is no issue more important to grandparents than ensuring that their grandchildren are given the best chance possible to succeed in school and later in life,” said Sara Watson, Senior Officer, State Policy Initiatives, The Pew Charitable Trusts. “We are pleased that Generations United will be working to mobilize this new ally to the movement toward quality pre-k for all three-and four-year olds.”

The Pew Charitable Trusts has invested more than \$58 million over the past six years in an effort to fundamentally change the way this country invests in education for its three- and four-year-olds. Through their State Policy Initiatives program, Pew has funded rigorous, policy-focused research and supported public education campaigns that demonstrate the value of high-quality preschool for all three- and four-

year-olds. In addition, they have worked with partners to identify and sustain new and diverse constituencies as active leaders for preschool. There are currently pre-K campaigns in over a dozen states as a result of Pew-funded initiatives. States across the country have made great strides in advancing early education, increasing funding by more than \$1 billion over the past three years.

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The Pew Charitable Trusts ([www.pewtrusts.org](http://www.pewtrusts.org)) is driven by the power of knowledge to solve today's most challenging problems. Pew applies a rigorous, analytical approach to improve public policy, inform the public and stimulate civic life. We partner with a diverse range of donors, public and private organizations and concerned citizens who share our commitment to fact-based solutions and goal-driven investments to improve society.

Generations United ([www.gu.org](http://www.gu.org)) is the only national membership organization focused solely on improving the lives of children, youth, and older people through intergenerational strategies, programs, and public policies. GU represents more than 100 national, state, and local organizations and individuals representing more than 70 million Americans. Since 1986, GU has served as a resource for educating policymakers and the public about the economic, social, and personal imperatives of intergenerational cooperation. GU acts as a catalyst for stimulating collaboration between aging, children, and youth organizations providing a forum to explore areas of common ground while celebrating the richness of each generation.