



**Discovering What's Next**

**Annual Report  
2010**

[www.discoveringwhatsnext.com](http://www.discoveringwhatsnext.com)

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# Our Mission

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## Our Mission

Discovering What's Next® engages mid-life and older adults in the creative exploration of their next life stage. We provide information, inspiration and involvement for people seeking new ways to work, connect and live in the second half of life.

## Who We Are

We are a community of individuals from a variety of disciplines who care deeply about the need for learning and support during transition to a new life stage resulting from continuing increases in longevity. DWN consists primarily of a group of experienced and committed volunteers, supported by a small paid staff. We are organized as a community-based, non-profit corporation.

## How We Work

DWN acts as a catalyst for creative exploration of personal options by offering an array of tools and opportunities. In addition to programs which provide information and resource materials, DWN also offers opportunities for people to talk to, support, and learn from others. Through its programs and affiliations, DWN connects people with each other and to other community resources. We also serve as an incubator for new initiatives, encouraging participants to try out their ideas with guidance from the organization.



# Building and Growing

Tomatoes, peppers and eggplants are notoriously warm-weather plants. We put them in the ground in late spring and they sit there, alive but slow-growing. Then, as summer arrives and we get our first stretch of warm weather, almost overnight, the plants take off. You can almost see them grow! They were settling in, building solid roots and waiting for the right conditions to put out new growth.



While not suggesting we compare Discovering What's Next to a tomato plant, there are some remarkable similarities in growth patterns. After spreading our roots in previous years, conditions were right this past year for significant growth and change. And as we approach the early summer of our history, we can expect that growth to continue into the coming years.

Our accomplishments this year (see next page) have attracted media attention and interest from other parts of the country. One way to know when you're on the right track is to count the number of cars that want to hitch to your engine. We've been fortunate to amass quite a following!

The heart and soul of our organization is the volunteers, who keep our programs and services running, and our participants, who by their attendance affirm the direction and quality of our offerings. Our Transition Navigators, Encore Navigators, program leaders, board members and many others commit countless hours each year to our success. We want to thank each one.

We also want to thank our grantors, sponsors and donors for investing in DWN to help us grow and thrive. Without this support, we would not be able to serve the needs and interests of the hundreds of people who come to us each year for assistance in discovering what's next at midlife and beyond.

Carol A. Greenfield  
*Founder*

Doug Dickson  
*President*

We apologize for any misspellings or omissions. For corrections, please email [info@discoveringwhatsnext.com](mailto:info@discoveringwhatsnext.com)

# 2010 Accomplishments

During the past year, DWN has had many significant accomplishments, including hiring a part-time paid executive director and office manager, and moving our headquarters from donated space in the Newton Free Library to rented space in the Newton Cultural Center.



We also secured a second round of grant funding from the Tufts Health Plan Foundation to expand our Transitions to Encore Careers programming, in collaboration with the Fuss Center for Aging and Intergenerational Studies at Lasell College. With our first round of funding from Tufts, we developed and piloted our encore careers initiative, recruited and trained a dozen volunteer peer mentors called Encore Navigators and launched our Encore programming. (Encore careers, as defined by Civic Ventures ([www.encore.org](http://www.encore.org)) combine personal meaning, continued income and social impact, and our participants have enthusiastically embraced this new career concept.)

For the second year, DWN was a finalist in the Healthy Aging category for the highly competitive Social Innovator of the Year Award sponsored by the Social Innovation Forum.

DWN continues to partner with other community organizations to extend the services it can make available to participants. An important partnership with CareerMoves@JVS provides pro-bono career counseling to DWN participants at the DWN HUB on a regular basis. In addition, JVS has also offered training in using LinkedIn. SOAR55 continues

to offer DWN participants one-on-one volunteer consultations and TeenLife Boston has provided participants with individualized Facebook training.



Our most significant accomplishment was our highly successful Encore Careers Summit, held at Lasell College on November 6, 2010. This first-of-its-kind event in New England attracted 225 individuals over the age of 50 from more than 50 cities and towns in Massachusetts and each of the six New England states. We closed Summit registration one week prior to the event due to space limitations.

## 2010 Accomplishments *(continued)*



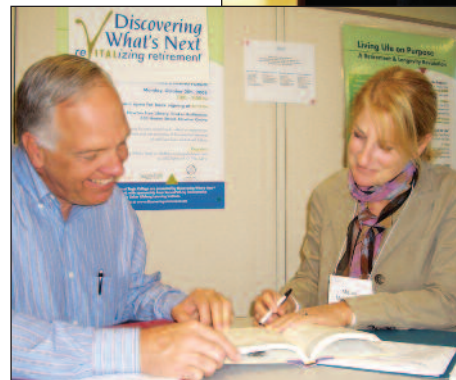
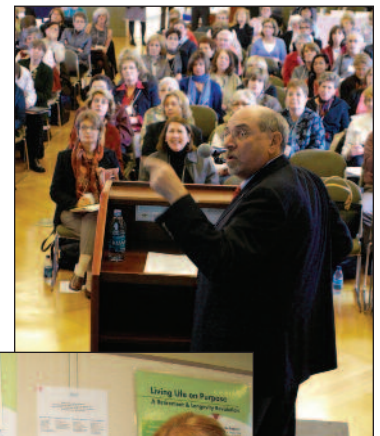
Planning for the Summit was an energizing experience for the entire DWN team.

A comprehensive and engaging program was developed with several high profile speakers, including Pulitzer Prize-winning columnist Ellen Goodman, nationally known labor economist Barry Bluestone of Northeastern University and Judy Goggin

of Civic Ventures. The Summit generated extensive media coverage, including Newsweek, AARP Bulletin, WBZ-TV, and a page-one story in USA Today. It is also the topic of presentations at two national conferences.

We reached many individuals who were new to DWN and as a result we have a new crop of volunteers and participants. The event was also an opportunity for us to test our new fee-based programming model and gain experience with online paid registrations.

In preparation for the Summit, we enlisted an Advisory Network of organizational leaders to help us in planning and marketing of the Encore initiative. This group will be important to DWN as we continue to develop and expand our programs going forward. The Summit and the Encore initiative is clearly a differentiator for DWN. Because of the success of the Summit and the resonance of this topic, we plan to make it an annual signature event, drawing attention to both individuals and non-profit organizations that make an ongoing commitment to encore careers.



# Other Selected 2010 Programs

## Forum: Health Care in Transition

- Michael Jellinek, MD, president Newton-Wellesley Hospital
- Jon Kingsdale, executive director, Commonwealth Health Insurance Connector

## Author Talks

- Becoming a Life Change Artist: 7 Creative Skills to Reinvent Yourself at Any Stage of Life, Fred Mandell, Ph.D.
- New Pathways for Aging, Harvard Institute of Learning in Retirement



## Workshop: The Life Change Studio

- Fred Mandell, Ph.D. and Nancy Fernandez Mills

**Financial Markets Updates:** quarterly sessions with Jim Thompson and Pat Baillieul, Village Financial Partners



**Transition Talks:** led monthly by Cissie and George Klavens

**Ask the Experts** — consultations with CareerMoves@JVS and Soar55

**Meeting-ups** on Discover Work, Service, Balance and Realities

**Facebook Instruction** by TeenLife Boston teen tutors

**Belmont Public Library:** expanded programming to new site

**Artists Over 50:** exhibitors Eleanor Goud, Dottie Guiffre, Joyce McJilton Dwyer, Charles Sandmel, Janet Shapero, Karen Weinhaus

# We Thank Our Supporters:

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## AARP

Career Moves@JVS

Civic Ventures

Eastern Bank Charitable Foundation

Financial Planning Association of MA

Newton-Wellesley Hospital

The Village Bank

Transamerica Retirement Management

Tufts Health Plan Foundation

Discovering What's Next

Board of Directors

Individual Donors from the Community

*We would also like to extend our thank you to the Newton Free Library for enabling DWN to get started and begin its growth for its first five years. This support was critical to our success.*

*DWN is a volunteer driven organization and we are truly indebted to the many wonderful individuals who give their time, expertise and enthusiasm to our community. Thank you.*

## BOARD OF DIRECTORS

Carol Greenfield ..... *Founder*  
Doug Dickson ..... *President*  
Devra Simon ..... *Vice President*  
Cissie Klavens ..... *Clerk*  
Michael Dowd ..... *Treasurer*  
Kathy Burnes ..... *At-large*  
Peter Lewenberg ..... *At-large*  
Fred Mandell, Ph.D. .... *At-large*  
Joann Montepare, Ph.D. .... *At-large*  
Ron Ponte ..... *At-large*

# Financial Statement

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July 1, 2009 – June 30, 2010

Cash Balance 7/1/2009 ..... \$29,401

## Income

Grants (Tufts)	\$25,000	
Sponsorships	\$8,000	
Individual Donations	\$3,698	
Corporate Donations	\$3,500	
Miscellaneous Income	\$366	
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Total Income		\$40,564

## Expenses

Programs	\$7,237	
Administration	\$18,671	
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Total Expenses		\$25,908

Cash Balance 6/30/2010 ..... \$44,057



IMAGE CREDITS:

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