



**Tufts Health Plan Foundation Grantees collaborate to further each other’s mission and improve sustainability in a unique relationship with AARP Massachusetts**

***Addressing the critical need for transportation among seniors in Southwest Boston***

**PLAYERS and PUZZLE PARTS**



Ethos – NEED to support clients with caring transportation

For over 40 years, Ethos has been providing elders of southwest Boston with quality, affordable and culturally-appropriate home and community-based care



Innovative program that matches professionals age 55+ (ReServists) with organizations that need their expertise. Nonprofits and public agencies can tap into a lifetime of experience to fill crucial staffing gaps and stay on mission.

**iTNGreaterBoston™**  
Dignified transportation for seniors

Unique, non-profit, 24/7 model

Measures	2012	2013
RIDES	1681	4986
Active Volunteer Drivers	16 % of goal =26	24 % of goal =30
<b><i>Lack of volunteer drivers impedes service growth</i></b>		



**Real Possibilities**

**AARP seeks to increase relevance to 815,000 MASS members wanting to give back**

**SOLUTION SET**

- 1) Ethos funds Reservist as strong grassroots marketer and community builder to recruit volunteer drivers
- 2) ReServe Greater Boston supplies pool of candidates with needed volunteer recruitment skills and demonstrates the value of experience in solving local communities’ needs
- 3) ITN**GreaterBoston™** increases critical capacity of volunteer drivers
- 4) ITN**GreaterBoston™** leverages brand weight and community power of Ethos to build recognition
- 5) Volunteer driving for ITN**GreaterBoston™** offers one option to AARP members to give back locally, gain a stronger sense of purpose and life meaning while reducing isolation among seniors.

**SUCCESS DRIVERS**

- Clear goals for collaboration that meet each other’s needs
- Successful Foundation-Grantee relationships
- Complementary strengths, shared client base
- Combined resources allow for greater short and long-term impact
- Collective messaging on need
- Effective leadership teams at grantee organizations with BIG picture perspectives
- AARP contributes communications tools and systems to allow members to gather locally and learn of volunteering opportunities
- Two communities involved are West Roxbury where ITN fits naturally with AgeWell West Roxbury, an Ethos-sponsored initiative and Jamaica Plain where the sense of community volunteering is highly developed.