

CONNECTING GENERATIONS



Perfect Pair

2023

Annual Report

info@perfectpair.org

www.perfectpair.org

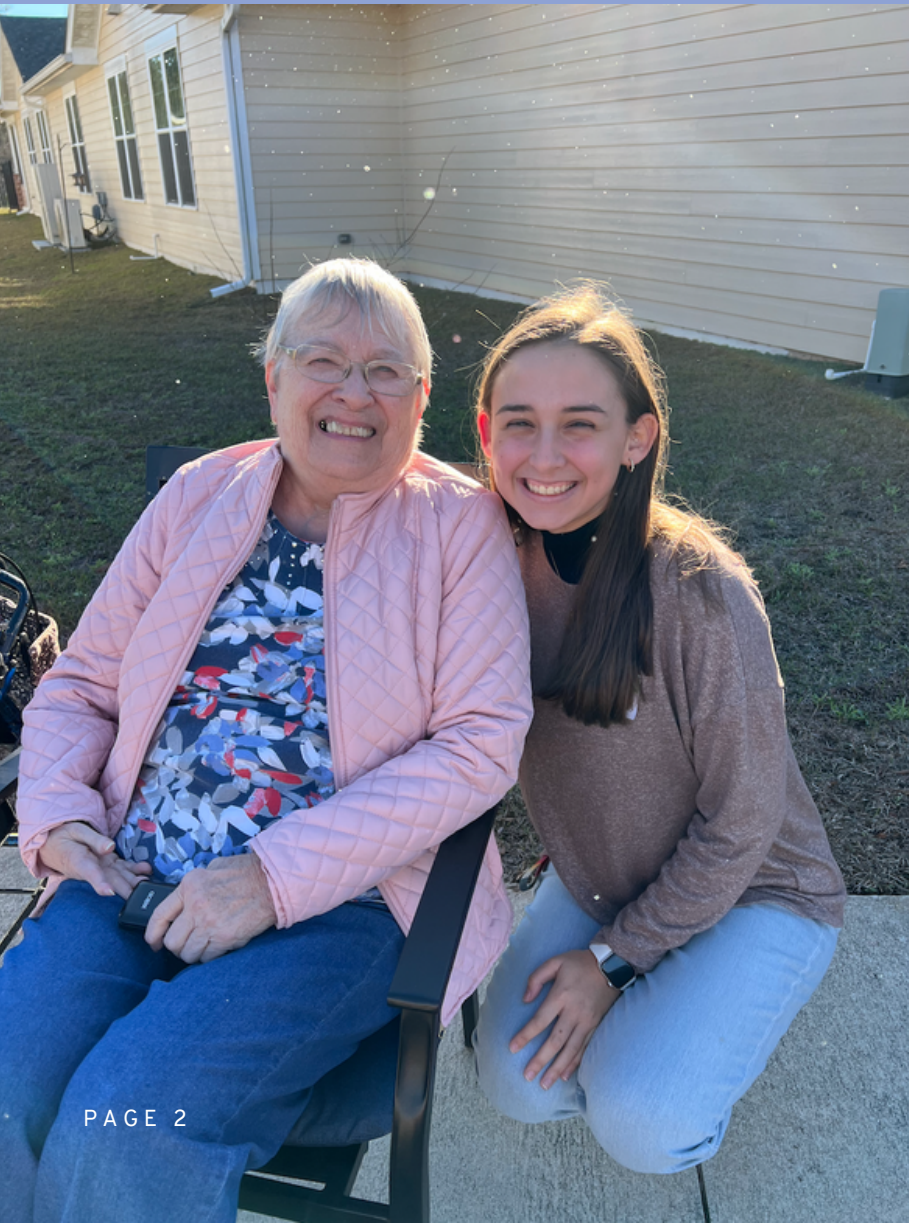
Presented By :

**Perfect Pair
National Team**



About Us

We are a national nonprofit creating **individualized, one-on-one** connections between students and older adults.



2023

Message from our Founder

In the beginning of 2023, Perfect Pair had 11 fully running chapters across 9 states. At the end of the year, we are thrilled to announce that we have nearly doubled in size as we now have onboarded 20 chapters, across 15 states. Our growth is a true testament to the dedication and passion of our team and we want to express our heartfelt thanks for your unwavering support.

Our growth in 2023 meant we were able to successfully sustain 199 matched individuals with over 2,043 volunteer hours this year, leaving a lasting imprint on over 103 older adults in long-term care and at home. We also doubled our peer-to-peer fundraising efforts, raising a total of \$14,033.20 with 373 unique donors across the year, alongside sponsorships and grants.

In 2023, Perfect Pair also underwent internal transformations. We welcomed a 20-member National Team, including 13 new coordinator positions. Our 7 National Directors have fearlessly led 6 sub-teams on the National scale (including our projects, community engagement, recruitment, operations, finance, and resource development sub-teams). Our National Team continues to be the driving force behind our mission and has helped lead 157 devoted student leaders spread across all 20 chapters. We also continued to work closely with our 9-member Board of Advisors with expertise spanning unique and diverse fields such as sociology, accessible technology, and dementia care.

We are incredibly grateful for the range of ideas brought forth by each member of our leadership that has led to the introduction of new partnerships, chapters, initiatives and overall growth. Together, these teams have successfully executed substantial projects including the launching of our new Resource Hub, the development of our LGBTQIA+ Mentorship Program, an entirely new budgeting system, awarding of grants and sponsorships, and selection for participation in conferences for 2024.

As we look ahead to the coming year, we are eager to witness the full-scale operations of our new chapters in their respective communities. Perfect Pair remains steadfast in its commitment to creating intergenerational connections, fostering meaningful mentorship between older adults and college students, and reigniting the passions and interests of our pairs.

We extend our deepest gratitude for your continued support. Thank you for being an integral part of Perfect Pair!



EMILY LERNER
FOUNDER



LIZZY RUEPPEL
VICE EXECUTIVE DIRECTOR



SAMIYA MANOCHA
DIRECTOR OF OPERATIONS

Guiding Principles

1

Encourage consistent communication and authentic companionship between seniors and college students

2

Maintain the ability for pairs to personalize their meetings and tailor the program to best fit their needs, goals, and interests

3

Ensure an inclusive and supportive environment, where all participants feel secure and comfortable

4

Inspire storytelling and sharing of unique perspectives across generations

5

Empower seniors to reconnect with the things that they love

6

Increase awareness of the senior experience in long-term care communities and empower college students to continue to engage in efforts that improve senior care

7

Combat stereotypes related to aging and promote an anti-ageist culture

8

Welcome and actualize new ideas and initiatives that allow us to best support our seniors, volunteers, and board members

Diversity, Equity & Inclusion

Perfect Pair's commitment to **diversity, equity, and inclusion** is unwavering across all of our university chapters. At the core of our mission, we aim to cultivate a strengthened sense of community and togetherness. We recognize the invaluable insights and achievements that are derived from collaboration amongst individuals with varied perspectives, backgrounds, and experiences. We strive to foster a sense of belonging and purpose for our members, empowering them to express themselves, their ideas, and their interests authentically. This holds true in our methods for mobilizing and inspiring diverse leadership teams nationwide. We value our commitment to ensuring that our program is accessible and accommodating to all who wish to be involved.

Our Chapters



University of Michigan
EST. 2020
Ann Arbor, MI



Boston
EST. 2022
Boston, MA



Rice University
EST. 2023
Houston, TX



Michigan State University
EST. 2021
Lansing, MI



University of Georgia
EST. 2022
Atlanta, GA



Denver University
EST. 2023
Denver, CO



Drexel University
EST. 2021
Philadelphia, PA



University of Washington
EST. 2022
Seattle, WA



University of Houston
EST. 2023
Houston, TX



University of Wisconsin
EST. 2021
Madison, WI



University of Connecticut
EST. 2023
Mansfield, CT



University of Colorado Colorado Springs
EST. 2023
Colorado Springs, CO



Florida State University
EST. 2022
Gainesville, FL



Maryville University
EST. 2023
Town and Country, MO



Rutgers University
EST. 2023
New Brunswick, NJ



Loyola University Chicago
EST. 2022
Chicago, IL



Case Western University
EST. 2023
Cleveland, OH



Ohio State University
EST. 2023
Columbus, OH



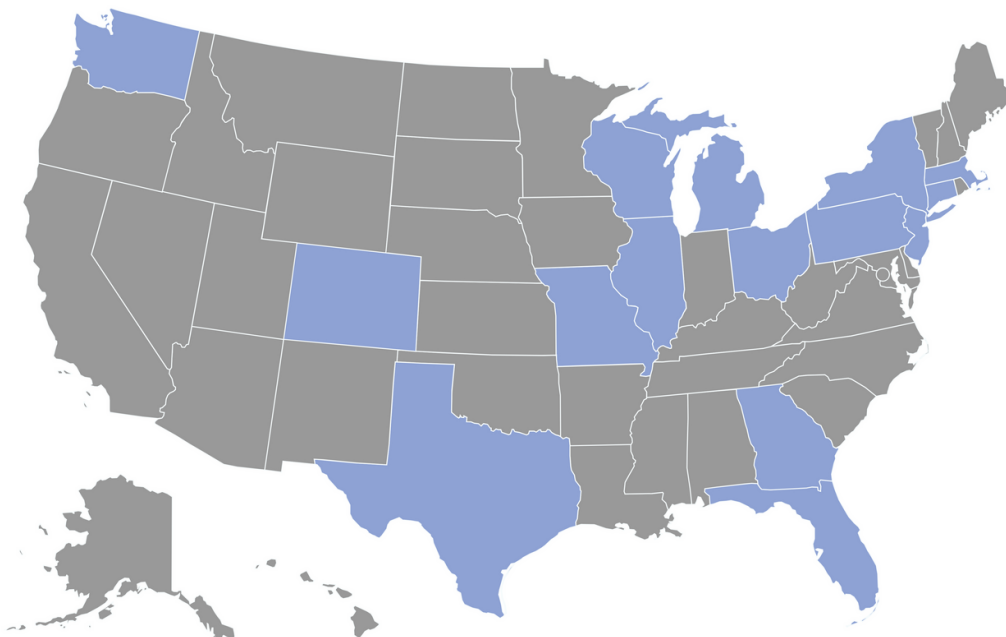
University of Central Florida
EST. 2022
Orlando, FL



University of Rochester
EST. 2023
Rochester, NY




Looking to start a chapter?
Head to perfectpair.org/startachapter to learn more!




OUR TEAM


Perfect Pair's 2023-24 National Board of Directors is made up of 7 members:




Emily Lerner
Executive Director and Founder




Lizzy Rueppel
Vice Executive Director




Samiya Manocha
Director of Operations




Shriya Karmarkar
Director of Finance



Kamyryn Casey
Director of Community Engagement

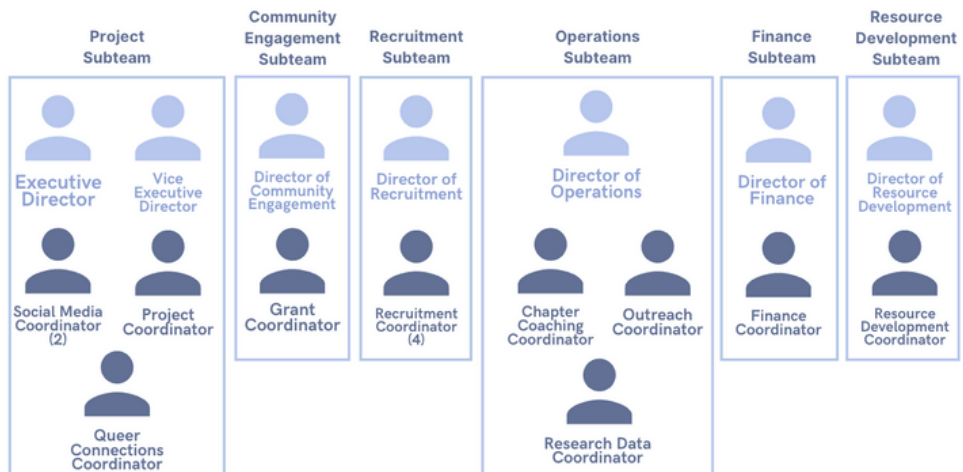


Sneha Boda
Director of Recruitment



Rachel Alessio
Director of Resource Development

National Team Structure



Perfect Pair's 2023-24 National Team of Coordinators is made up of 13 members:

GRANTS SUB-TEAM



Celene Philip
Grant Coordinator

FINANCE SUB-TEAM



Syeda Zainab
Finance Coordinator

RESOURCE SUB-TEAM



Adriana Lebron
Resource Development
Coordinator

OPERATIONS SUB-TEAM



Briana Hay
Outreach Coordinator



Edie Lerner
Chapter Coaching Coordinator



Anisha Pethkar
Research Data Coordinator

PROJECTS SUB-TEAM



Chehal Ravi
Social Media Coordinator



Madison Daminato
Projects Coordinator



Priyanka Patel
Queer Connections Coordinator

RECRUITMENT SUB-TEAM



Maddie Ebstein
Recruitment Coordinator



Nabelah Hussain
Recruitment Coordinator



Manreet Kaur
Recruitment Coordinator



Alexandria Sheere
Recruitment Coordinator

Board of Advisors

We are so grateful for the team advisors who come from a diverse field of expertise.



Joel Shapira
Lead Advisor

VP of Global Growth Channels, MyndVR

As the Founder and Chief Orchestrator of Beyond Age, a consulting service that helps for-profits, nonprofits and governments collaborate to design, develop and distribute tech-enabled products & services for older adults, Joel Shapira's work helps clients adopt a systems-oriented approach to serving older adults and producing the innovations they demand and deserve within a paradigm of increased global longevity. He is a self-directed, independent business professional with 20+ years experience in high-tech and digital communications. He has experience in tracking records of success & reliable performance with both early-stage and established companies and takes a creative, collaborative, tenacious and diligent approach to empowering colleagues and customers. In addition to his work at Beyond Age, he currently serves as the VP of Global Growth Channels for MyndVR, as a startup mentor for Techstars, as a growth advisor for the Purpose Equation, Hucu.AI, the National Board of Directors of the Village to Village Network, and the Canopy Gap. His collaborative efforts are intended to "Invigorate the Aging Experience."



Anna Hall
Advisor

Founder, The Purpose Equation

Anna Hall was a teenager when she volunteered at a nursing home in her hometown of Hanover, NH. It turned out to be her first step along a 20- year course focused on improving quality of life for older adults. Along the way she has deployed and managed programs, services, and technologies with that aim. As she gained experience, she developed enrichment programs for older adults living in All Inclusive Care for the Elderly (PACE), Continuing Care Retirement Communities (CCRC), independent, assisted living and memory care settings. She led CCRC and Skilled Nursing engagement programming for Brookdale Senior Living, the largest senior-living provider in the country. At Connected Living – a social impact company dedicated to connecting older adults with community and family – Anna served as the Chief Purpose Officer. She informed all aspects of the business, from product development to sales to operations, and realized that she loved creating and consulting at the intersection of technology, engagement, and culture. Throughout her career, she has witnessed how purpose builds resilience and improves wellness. Her mission has become helping people define and activate their purpose – in life and work. In 2018, Anna began building The Purpose Equation®, an evidence-based framework that guides individuals to discover their unique Purpose. The Purpose Equation® LLC launched in July 2021. The framework she invented is the basis for programs and workshops that are designed to identify purpose, spark joy, and personal growth – at any age and in every moment.



Juliet Holt Klinger
Advisor

VP of Strategy and Growth, TapRoot Interventions

Juliet Holt Klinger serves as EVP of Strategy and Growth for TapRoot Interventions. She has specialized in designing and promoting person-centered programs and care pathways for people living with dementia for more than 35 years. As an educator and innovator, she has developed and operated programs for large national companies representing both skilled nursing and assisted living levels of dementia care. In her most recent role for Brookdale Senior Living, she developed a large team of dementia specialists, launched new dementia care product lines and drove strategy around technology innovations as well as served as the subject matter expert in gerontology and dementia care. Juliet has her BSW from the University of Iowa and an M.A. in Gerontology from University of Northern Colorado. Juliet is a longtime advocate for person centered care and is a frequent presenter on issues related to technology, innovation, and dementia care at national conferences.



Joan Devine
Advisor

Retired Director of Education, Pioneer Network

Joan Devine, a registered nurse, and former activity professional has over 30 years of experience in healthcare having served in leadership positions in long-term and acute care settings since 1990. Before retiring this year, she led the development and implementation of educational programming for Pioneer Network. She is a certified Eden Educator and Mentor, and owner and operator of JPDevine Consulting whose mission is to "support care partners on their journey 2 home." As an advocate for the LTC culture change movement, Joan serves as a frequent speaker at state and national forums and currently serves on the boards of MC5 (Missouri Coalition Celebrating Care Continuum Change), The Ontario Association of Resident Councils (OARC), and the National Association of Long-Term Care Volunteers (NALTCV). Joan has had a number of articles published and is the author of the book, "Word of the Week: Creating a Culture Change Dictionary". She earned a B.A. in Music Education/Music Therapy, a B.S. in Nursing, and a Masters in Management, and was recently named a 2022 Women of Distinction by McKnight's Long-Term Care.



Dr. Erica Solway
Advisor

**Deputy Director, National Poll on Healthy Aging
Manager of Signature Initiatives and Partnerships, University of Michigan
Institute for Healthcare Policy and Innovation (IHPI)**

Erica Solway’s commitment to improving the lives of older adults stems from the close friendships she developed with older adults in long term care settings when she was in high school and college. Erica currently serves as deputy director of the National Poll on Healthy Aging and as the Manager of Signature Initiatives and Partnerships at the Institute for Healthcare Policy and Innovation at the University of Michigan where she conducts research, presents, and teaches on a range of topics related to health and aging. Formerly she served as a policy advisor with the U.S. Senate Committee on Health, Education, Labor, and Pensions Subcommittee on Primary Health and Aging and as the director of a community-based mental health program for older adults in San Francisco. Erica has a master’s degree in social work and master’s degree in public health as well as a Specialist in Aging certificate from the University of Michigan and doctoral degree in sociology from the University of California, San Francisco.



Maeve Toombs
Advisor

Divisional Dementia Care Manager, Brookdale Senior Living

Maeve joined the senior living industry in 2009, following 13 years of supporting adults with developmental disabilities in both residential and work environments. Maeve earned a Bachelor’s Degree in Psychology from Central Connecticut State University, New Britain, CT. Maeve’s passion for our industry is driven by her experience with her own father’s dementia journey and her work as an advocate for vulnerable people unable to advocate for themselves. In her current role, Maeve trains and supports dementia care teams to deliver the highest quality services. Her goal is to ensure that each resident lives a life that is filled with dignity, purpose and meaning. She is also committed to developing strong relationships with family members and partner with them as they entrust Brookdale Senior Living with the care and quality of life for their loved ones.



Jack York
Advisor

Co-Founder, iN2L and TaleGate

Jack York, iN2L’s fearless Co-Founder, has earned a respected reputation in senior living for his charismatic, mission-driven approach in building an organization around the idea that it’s never too late for a fulfilling life. The impetus for what became iN2L was a philanthropic idea to donate computers to assisted living communities and nursing homes in Southern California. With Jack’s tenured background in Silicon Valley as a strategic sales leader, he saw a vast potential in fostering these connections between seniors and the outside world, but also saw that conventional technology was too difficult for most older adults to use in a meaningful way. So he decided to find a way to make technology accessible for all levels of physical and cognitive ability.



Wayne Langley
Advisor

Vice President, Enterprise Accounts for Compass Community Living

Wayne is a seasoned executive with diverse experience in building established and start-up organizations across multiple market sectors. He has a rich history of driving growth while meeting the dynamic needs of clients and their consumers across North America and around the world. Wayne’s approach to elevating organizational performance is founded upon a purpose that inspires, the execution of well-conceived plans that deliver excellence, a strong structure of accountability, and a culture rich in the celebration of success. An engaging and collaborative leader, Wayne nurtures lasting relationships that integrate trust, transparency, and the pursuit of mutually beneficial outcomes. He participates on numerous non- profit boards, is a frequent speaker on longevity issues, and currently serves as Vice President, Enterprise Accounts for Compass Community Living.

Remembering Mary Grannan



Mary Grannan
Advisor

Mary Grannan, one of Perfect Pair’s first matched pairs and a member of the Board of Advisors, left a lasting mark on Perfect Pair and all the lives she touched. With grace, compassion, introspection, and an unwavering commitment to positive change, Mary, alongside her matched pair Madison from the University of Michigan, embodied the heart and soul of Perfect Pair. Mary’s connection with her pair exemplified the power of intergenerational relationships, mentorship, learning from one another, and creating true friendship. Mary’s impact extended beyond being a matched pair; she served on the Board of Advisors for 1 and a half years, offering invaluable insight and consistent feedback that fueled the growth and direction of our programs.

At Perfect Pair’s annual End of Year Awards, the **Mary Grannan Award** will stand as a tribute to Mary’s legacy. It recognizes a pair with a connection that embodies the introspection, knowledge, kindness, and deep and meaningful connection that Mary brought to her pair and the entire organization. This award celebrates the extraordinary bond formed between individuals who, like Mary, demonstrate exceptional care, wisdom, and a commitment to making a positive impact on the lives of others.



2023 Projects

LGBTQIA+ Mentorship Program

In 2023, Perfect Pair began to create our new LGBTQIA+ Mentorship Program. This program, which we are excited to launch in Fall 2024, will aim to connect queer older adults with queer college students across the country to foster intergenerational connections around their shared identity.



National Conferences

We are thrilled to announce that Perfect Pair has been selected to present at two national conferences in 2024: the American Society on Aging's annual "On Aging" conference and Campus Compact's "Compact24" conference. During these events, we will share our unique matching process, highlight the program's positive impact on older adults and students, and guide attendees on how they can implement Perfect Pair in their communities.



Volunteer Resource Hub

This year, a goal for Perfect Pair was to streamline the onboarding process for new volunteers. In order to achieve this, we launched the **Volunteer Resource Hub** on our website. (perfectpair.org)



Volunteer Training

Welcome to the Perfect Pair Training Modules!

You must complete all the following modules to become a Perfect Pair Volunteer.

Helpful Information:

- The Training has **5 Modules** that total about **30 minutes of content**
- Please watch **all videos to the end** (we are able to see your activity on the activities)
- You can complete the modules at separate times
- You may experience some glitches and/or stopping during the modules. If you do:
 - Try to reload the site
 - Report any glitches to the feedback form (linked below and at tend of course) or directly to the national team via [email](#) (we work to update the modules continually and would love feedback!) [Feedback Form](#)
- You must complete the **end-of-course assessment** at the end to become a Perfect Pair Volunteer.

We're excited to have you on our team!

[Head to Module 1](#)

This page contains our recently developed **Volunteer Training Modules**. The training includes 5 modules that are required to complete before becoming a Perfect Pair Volunteer. A certificate is issued at the end acknowledging training completion.

By the Numbers

199

Individuals currently matched
across chapters nationally

10

new chapters in 2023
across seven different states

2,043

volunteer hours logged
logged across chapters nationally in 2023

650

volunteers
and students across chapters nationally



15

states

with a Perfect Pair chapter across the United States

33

long-term care communities

partnered with across chapters nationally

157

student leaders

across all chapter executive boards

34

community events

in the year of 2023

\$20,000

grant funding recieved

for 2024-2025

\$14,033

donations raised

*using our donation platform
perfectpair23-24.funraise.org/*

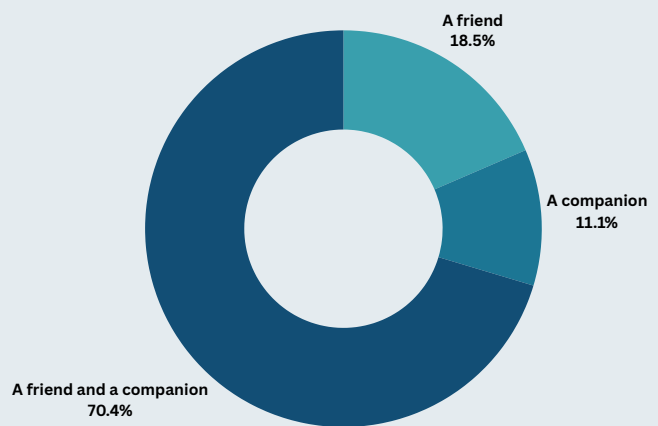


Resident Impact

As a **matched resident** in Perfect Pair, I feel I have gained...

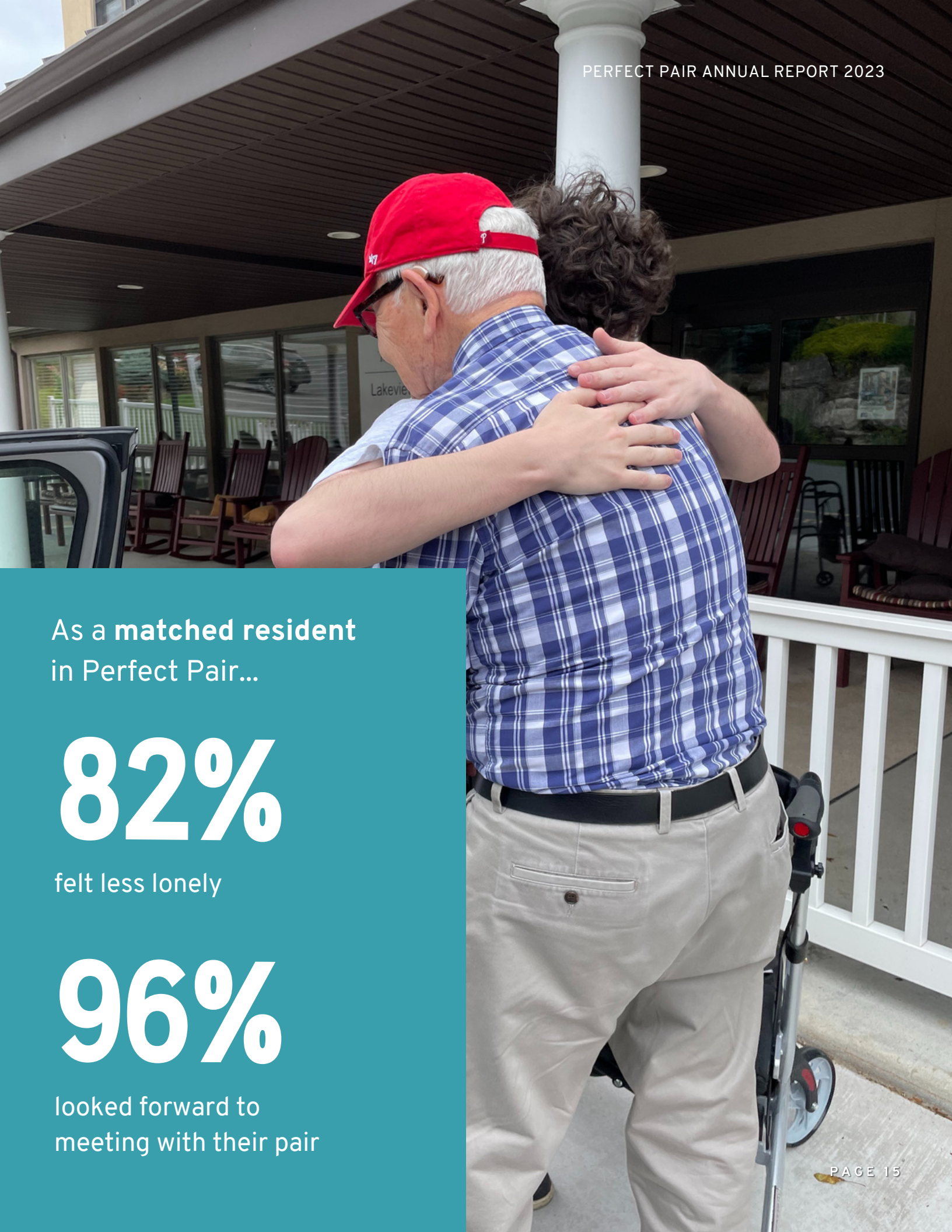
100%

Residents feel they have gained a companion and/or friend by meeting with their pair



"[My pair]'s calls **brighten an otherwise mundane week**. I look forward to learning [my pair's] views and of his experiences and ambitions because it **helps me better understand the younger generation**. Since partnering with [my pair], I have reflected on my own life and career in order to **pass on the advice** that had the greatest impact on what successes (in my mind) I enjoyed."

- **MATCHED RESIDENT**



As a matched resident
in Perfect Pair...

82%

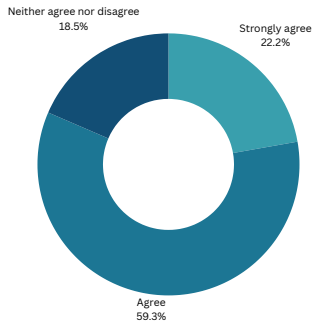
felt less lonely

96%

looked forward to
meeting with their pair

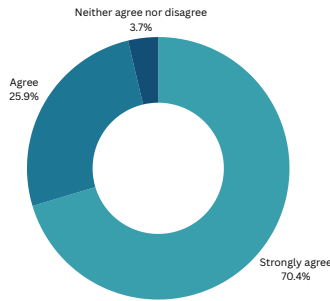
As a **matched resident** in Perfect Pair...

I feel less lonely:



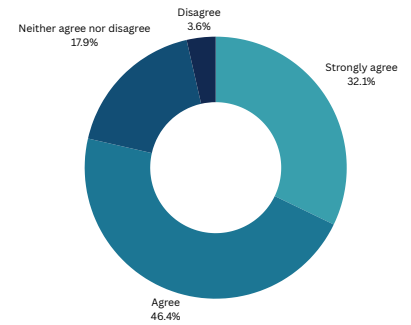
81.5% Agree

I look forward to meeting with my pair:



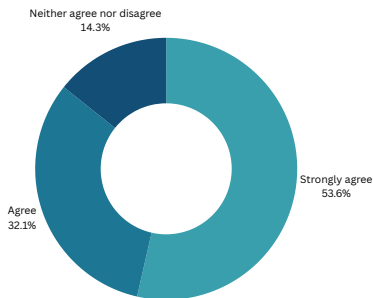
96.3% Agree

I feel like I have closer ties to the younger generation:



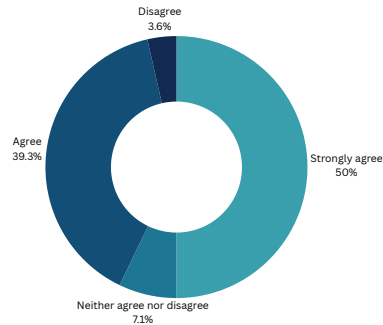
78.5% Agree

I feel like I have **learned something** from my pair:



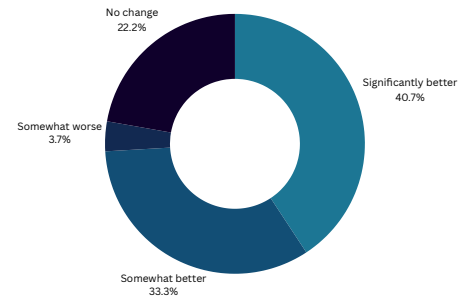
85.7% Agree

I feel **increased happiness** after meeting with my pair:



89.3% Agree

My mental well-being has become...



74% Improvement

"It has **rejuvenated me** to have contact with such intelligent youth. It is a sincere joy to share life experiences and have **regular companionship**. What has amazed me is that the persons assigned to me are such **excellent matches to my personality**."

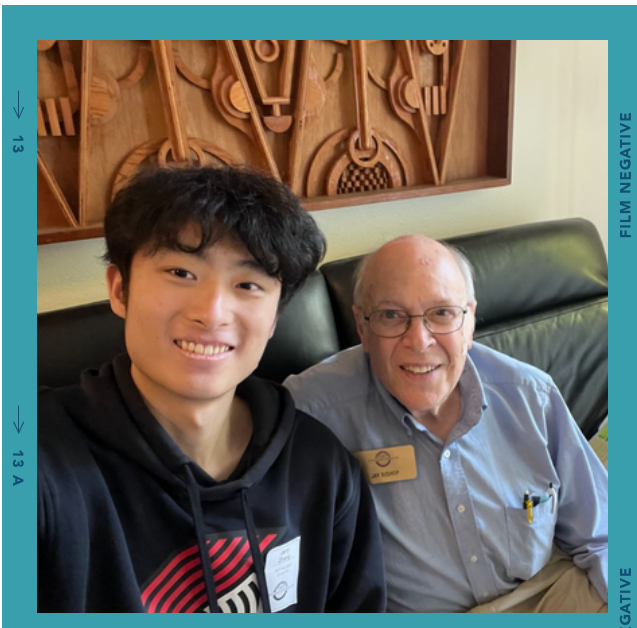
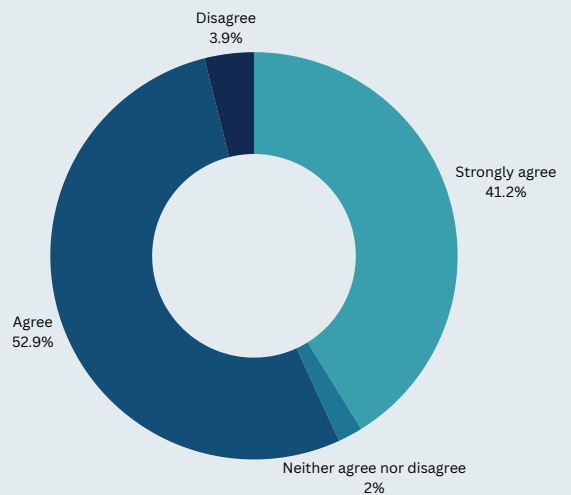
- **MATCHED RESIDENT**

Student Impact

As a **matched student** in Perfect Pair, I feel like I have **closer ties to the older generation**:

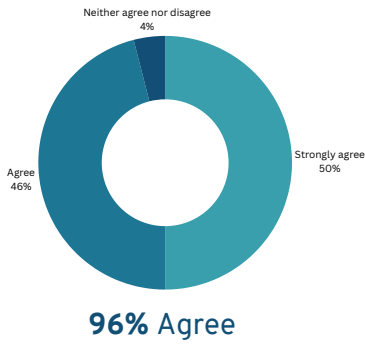
91.4%

Students agreed that they felt closer to the older generation from being with their pair

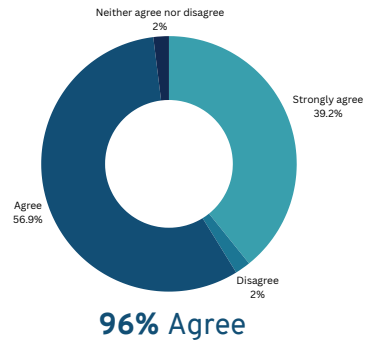


As a **matched student** in Perfect Pair, I feel...

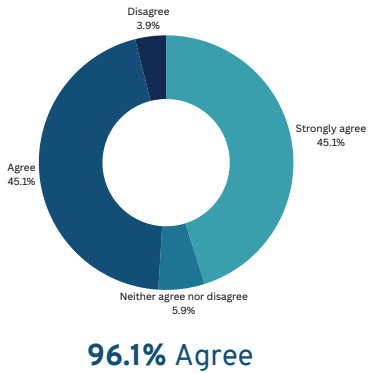
I have learned **something new** about life from my pair:



I feel an increase in **happiness** after meeting with my pair:



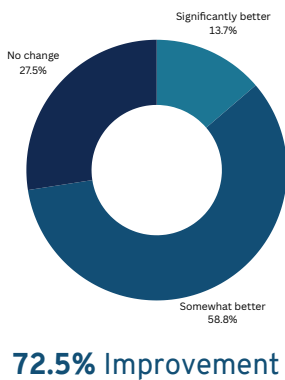
I feel that I **better understand** long-term care communities:



"Perfect Pair has given me a **greater sense of purpose** by broadening my connection to the [local] community along with my connection to someone **outside of my typical circle**. I am so grateful for this community, and **my work feels extremely meaningful.**"

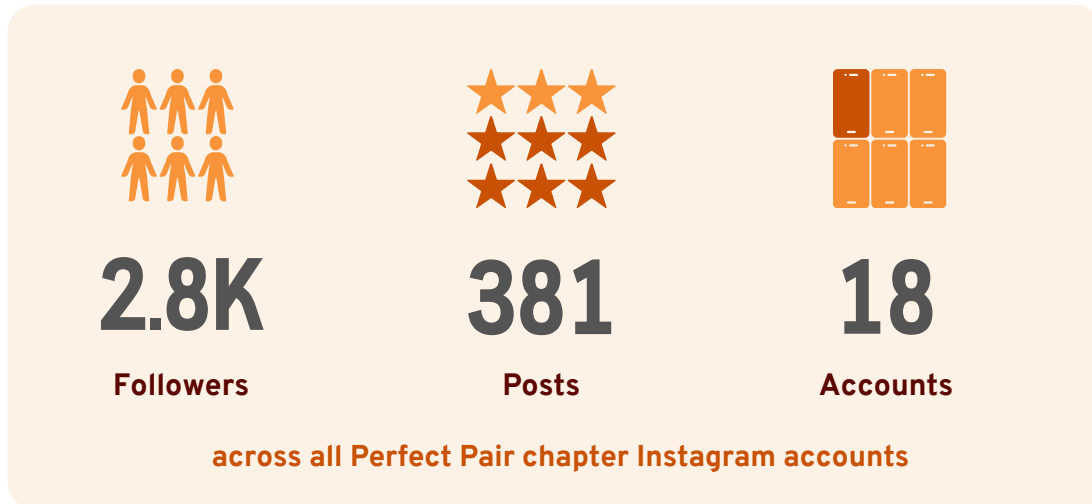
- MATCHED STUDENT

My mental well-being has become...

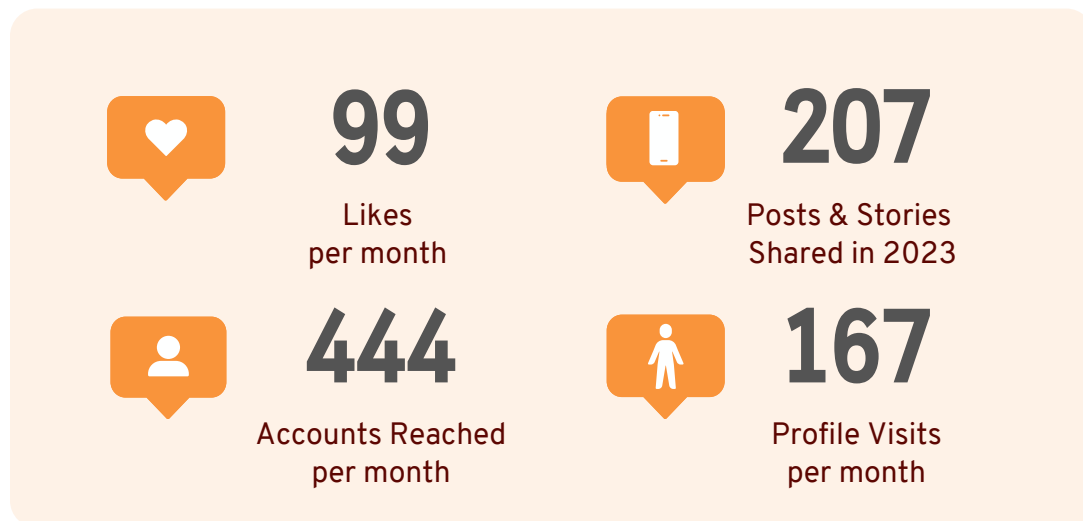


Social Media Reach

Instagram: Total across all eighteen chapter instagram accounts



Activity on the National Instagram [@perfectpairorg](https://www.instagram.com/perfectpairorg)



Connect with us!



@perfectpairorg



facebook.com/perfectpairorg



@perfectpairorg



linkedin.com/company/perfectpairorg

Expense Review

Perfect Pair Starting balance, income, expense, and ending balance for chapters in 2023

<u>Chapter</u>	<u>2023 Starting Balance</u>	<u>2023 Income</u>	<u>2023 Expense</u>	<u>2023 Ending Balance</u>
National	\$16,579.11	\$7,240.39	\$6,827.71	\$16,991.79
University of Michigan	\$6,018.68	\$2,739.68	\$1,628.58	\$7,129.78
Michigan State University	\$911.20	\$352.61	\$464.90	\$798.91
Drexel University	\$987.35	\$251.18	\$217.90	\$1,020.63
University of Wisconsin Madison	\$682.46	\$607.71	\$411.17	\$879.00
Florida State University	\$854.36	\$64.19	\$90.87	\$827.68
Boston	\$1,952.87	\$1,461.05	\$1,699.37	\$1,714.55
Loyola University Chicago	\$54.38	\$3,223.14	\$365.91	\$2,977.61
University of Georgia	\$1,084.92	\$1,285.63	\$255.12	\$2,115.43
University of Central Florida	\$0.00	\$1,069.77	\$522.99	\$546.78
University of Washington	\$0.00	\$1,324.00	\$584.87	\$739.13
University of Connecticut	\$0.00	\$31.93	\$0.00	\$31.93
TOTAL	\$29,191.33	\$19,651.28	\$13,069.39	\$35,773.22

Perfect Pair National Income

Sponsorships in 2023

- \$1,000 The Princeton Review
- \$500 University of Michigan Credit Union

Sample Chapter Budget



See below for a sample breakdown of one of our chapter's expenses. **University of Michigan** is our founding and largest running chapter at Perfect Pair.

Perfect Pair UofM Operating Cost

Programming Supplies	Monthly totals:	\$471.59
	Supplies - Regular	\$111.86
	Supplies - Special Events	\$0.00
	Supplies - Community Events	\$295.98
	Supplies - Packaging	\$8.30
	Supplies - Welcome Bags	\$55.45
Programming Operations	Monthly totals:	\$0.00
	Printing Fees	\$0.00
	Shipping and Delivery Fees	\$0.00
Administrative Expenses	Monthly totals:	\$29.60
	Services	\$29.60
	Administrative Items	\$0.00
Other Expenses	Monthly totals:	\$1,127.39
	Fundraiser Prizes	\$0.00
	Merchandise	\$0.00
	Other	\$1,127.39
	Grand Total:	\$1,628.58

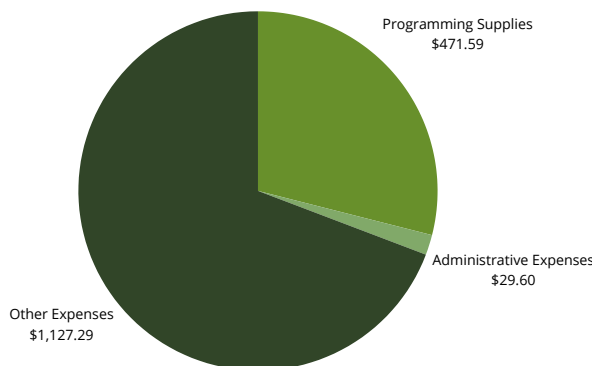
Perfect Pair UofM Income

Donations	Monthly totals:	\$2,089.97
	Perfect Pair Fundraiser	\$107.63
	Individual Donation	\$1,982.34
Other Income	Monthly totals:	\$649.71
	Member Dues	\$0.00
	Grant Reward	\$0.00
	Sponsorship	\$0.00
	Apparel	\$577.00
	Other	\$72.71
	Grand Total:	\$2,739.68

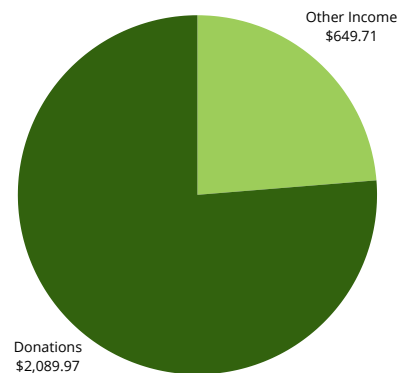
2023 SUMMARY

Income:	\$2,739.68
Operating cost:	\$1,628.58
Net Difference:	+\$1,111.10
 Starting balance:	 \$6,018.68
Ending balance:	\$7,129.78

Expenses



Income



Support Perfect Pair

Thank you for your support of Perfect Pair. We're so grateful for all that you do to help our program succeed. If you're interested in learning more ways to support Perfect Pair, head to perfectpair.org/donate



Perfect Pair 2023



Donate

<https://perfectpair23-24.funraise.org>



Email Address

info@perfectpair.org



Website

www.perfectpair.org