OVERVIEW

During 2022, the Village to Village Network continued its work to support and advance the Village Movement, establishing, mentoring and sustaining volunteer-driven and community-based member Village organizations. Early in the year, we celebrated with Beacon Hill Village the 20th anniversary of the Village Movement, a virtual event attended by Villages and stakeholders nationwide. Throughout the year, we presented at and attended conferences of organizations in the aging services network. In October, we held a successful National Virtual Village Gathering attended by more than 500 Village leaders and other stakeholders. That same month, we published a major research report, Leveraging Resources: Collaborations between Villages and Area Agencies on Aging, followed by the distribution of a report focused on hub-and-spoke Villages. In addition, VtVN continued to advance its position as the national advocacy voice for Villages and the Village Movement.

During 2022, VtVN became a member of the National Council on Aging’s Leadership Council of Aging Organizations. In its internal operations, the Network board completed a Strategic Plan for 2023-2026 that focuses on sustainability. This Annual Report summarizes VtVN’s key accomplishments during 2022.

MEMBERSHIP

Since its beginnings in 2009 with 59 member Villages, VtVN has continued to grow. By December 2022, membership stood at 253 open Villages and 58 “opportunity Villages” in formation. The board continues to structure membership fees to make it easier for small and all volunteer Villages (<$25,000 budget) to afford membership in the Network.

Important during 2022 was the expansion of “hub-and-spoke” Villages, including the launch of a state-wide hub and spoke model in Florida. While most Villages are concentrated on the east and west coasts, we also saw member growth in Tennessee, Utah and Mississippi.
MENTORSHIP PROGRAM

A priority in 2022 was to promote the growth and sustainability of Village members through the Network’s mentorship program. The one-on-one mentoring service is provided by a cadre of volunteer mentors. These volunteers increase our capacity to more effectively aid new Village development, reduce the time and effort needed to organize a Village, and increase the probability of successful launch. Mentors also support operating Villages to help them achieve financial sustainability and manage organizational challenges.

There are two elements to this program: monthly group mentoring webinars open to all members; and one-on-one mentors available upon request. Currently there are nine mentors engaged with five Villages. VtVN has signed a memorandum of understanding (MOU) with the regional Village group, Washington Villages Exchange, to collaborate on mentoring new and existing Villages.
KNOWLEDGE SHARING

Research Reports: In October, VtVN published Leveraging Resources: Collaborations between Villages and Area Agencies on Aging. This research report and handbook presents the results of a seven-month research project conducted by Village to Village Network (VtVN) with grant support from NextFifty Initiative and in coordination with USAGing, the national association that represents and supports Area Agencies on Aging. The handbook features case studies of successful Village–AAA collaborations around the country, including their origins and descriptions and how the relationships are managed. It also highlights key takeaways and lessons learned as well as information both Villages and AAAs can use as they consider establishing a relationship that can leverage resources and expand the ability to serve older adults in the community. The research was conducted by Carol Paquette, former VtVN President; Barbara Sullivan, VtVN Executive Director; Mary-Jane Atwater, VtVN Board member; and Cynthia Kemp, K3 Strategies. VtVN distributed the report to stakeholders in the Village community and aging services network, described the research and results in a well-attended session at the October National Village Gathering, and organized a webinar attended by 322 in November.

A second research report, entitled Hub and Spokes: A National Survey, was published in November. Authored by Betsy Carrier, Bradley Hills Village, and Pazit Aviv, VtVN Board Member and Montgomery County (MD) Village Coordinator, this report features case studies of seven hub-and-spoke Villages with insights into their commonalities and differences as well as the benefits and challenges of the hub-and-spoke Village model.

Publications: In 2022, VtVN staff published three issues of Network News. Each issue went to more than 5,700 Village members, donors, and other stakeholders with an average open rate of 49%. Staff also published six issues of the Buzz online newsletter, each to more than 1,700 Village members and contacts. The open rate averaged 60%. These publications contain news from member Villages, updates from VtVN, and other articles of interest to older adults and those who work with them.

Social Media: Director of Operations Travis Mowers regularly posts to social media platforms. During 2022, he made approximately 30 posts per month to both Facebook and Twitter with content that included Network and Village news as well as items of interest about aging.

Forum Posts: VtVN Forums are instrumental to sharing ideas, suggestions and information among Villages. A sampling of posts during one month shows 30
Forum posts and 66 views. Twelve of these posts were original threads on new topics or questions.

**Website Update:** Travis Mowers and the Communications Committee continued to update the VtVN website, adding resources for members Villages and updating the home page.

**Webinars:** VtVN offered 59 webinars during 2022, not including the National Village Gathering. These webinars were attended by 1,525 participants, an increase from 1,108 the previous year. Topics included: Supporting Vulnerable Members, Group Support webinars, Why Villages Need Insurance, LGBTQ+ and Village inclusion, Changing your Village Model, and special presentations on advocacy, fundraising, and a 20th Anniversary event for the Village Movement.

Partnerships in 2022, excluding annual conference sponsors, were: RunMyVillage, Helpful Village, Synergy Home Care, Kastendike Insurance Group, Eskaton, K&G Law, Sterling Volunteers, Choice Screening, Volunteers Insurance Service Association, Spedsta, and StrongerMemory by Goodwin House.

**NATIONAL VIRTUAL VILLAGE GATHERING**

The continuation of the pandemic necessitated holding the National Village Gathering virtually for a third year. Entitled “Celebrating 20 Years of the Village Movement,” the conference was held October 11-13, with 521 Village members and contacts registered to participate. Conference sessions, each attended by more than 250 registrants, focused on topics such as Starting a Village, Fundraising, Governance and Succession Planning, Volunteer Recruitment and Training, Emergency Weather Planning, LGBTQ and Inclusion, Tech Coaching and Creative Partners. Two well-attended sessions were the Panel of Pundits, featuring CEOs from leading organizations in the aging network, and the presentation of the Leveraging Resources research report described above.

We greatly appreciated support from the following sponsors: **Platinum:** AARP; **Gold:** Goodwin Living, Helpful Village and Run My Village; **Silver:** Caption Call, Final Exit Network, Intuition Robotics and VIVO; **Partners:** Silvernest and Vitality Society.
ADVOCACY: PROMOTING THE VILLAGE MOVEMENT

20th Anniversary of the Village Movement
In February 2022, VtVN celebrated the 20th anniversary of the founding of Beacon Hill Village and the Village Movement. VtVN Executive Director Barbara Sullivan and a planning committee organized a virtual celebration featuring Beacon Hill founders, current Village leaders, and several videos. The event was attended by over 350 Village members, leaders and friends nationwide.

Congressional Record Recognition of the 20th Anniversary
On February 2, 2022, U.S. Rep. Stephen Lynch (D-MA) entered into the Congressional Record a proclamation recognizing the 20th anniversary of the founding of Beacon Hill Village and the Village Movement. He noted the positive impact Villages are having on the experience of aging.

Village Impact Project
The Network continued its work to demonstrate the impact of Villages by collecting descriptive and outcome data using a common taxonomy.

Advocacy Outreach
During 2022, VtVN became a member of the Leadership Council of Aging Organizations and is represented at its meetings by Executive Director Barbara Sullivan.

Throughout the year, Barbara Sullivan spoke at or attended the following conferences and meetings where she was able to advocate for the Village model: American Society on Aging, Encore Learning Sessions, Leadership Council of Aging Organizations, National Council on Aging, Rand Corporation, UPLIFT Florida, USAging, and Washington Area Villages Exchange (WAVE).

Ms. Sullivan also participated in a number of media interviews focused on Villages and topics related to aging. These included ABC News, Advisory Board, New York Times, Washington Post, AARP Magazine, Kaiser Health News, On the Fence (University of Vermont), Changing Places, and Next Avenue and Clubhouse.
FINANCIAL STABILITY

Throughout the year, the VtVN board worked to advance the financial sustainability of the organization.

Grant Support: In 2022, VtVN used a $25,000 grant from NextFifty Initiative for the development of the Leveraging Resources handbook that highlighted collaborations between Villages and Area Agencies on Aging.

Working with the Rutgers University School of Social Work and Rand Corporation, the Network in December applied for a grant from the Patient-Centered Outcomes Research Institute to fund the involvement of Villages in the collection of outcomes data. If funded, the project will begin in mid-2023.

Donations: 2022 saw an increase in donations to the Network, including a matching gift through Home Instead Charities, two large anonymous donations, and a donation to provide grant support to Opportunity Memberships.

GOVERNANCE

In December 2022, the VtVN board approved the 2023-2026 Strategic Plan, developed with facilitation by Capacity Partners, a consulting firm that works with nonprofit organizations. The process was guided by a Strategic Planning Committee comprised of Board President Kim Grier; Board members Leigh Sempeles, Larry Toy, Bill Kincaid; and Executive Director Barbara Sullivan with guidance from Capacity Partners. The plan’s development involved individual interviews with all board members and senior staff, two focus groups with VtVN founders and past and current members, and individual interviews with select external stakeholders. The board also met with Capacity Partners for a daylong retreat on September 16 for a facilitated discussion of strategic direction, defining VtVN’s identity and vision, and priority goals and strategies for the next three years. The board has begun the process of identifying specific tasks for 2023, based on the Plan’s goals and strategies.

2022 VtVN BOARD

Kim Grier, President; Hilary Simmons, Vice President; Pazit Aviv, Secretary; Peter Fitzgerald, Treasurer; Eram Abbasi; Mary-Jane Atwater; Isabel Friedenzohn; William Kincaid; Emily Miller; Edgar Rivas; Leigh Sempeles; Larry Toy; Wendy Zenker

2022 VtVN STAFF

Barbara Sullivan, Executive Director; Travis Mowers, Director of Operations; Betsy Clagett, Office Manager