



**For Immediate Release**  
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**Front Porch’s Social Call Receives Award for High-Quality  
Intergenerational Program**

***Generations United recognizes exemplary program connecting  
younger and older people***

**GLENDALE, Calif. December 20, 2022** – [Social Call](#), a Front Porch Community Services program, which boosts social connection among older adults and volunteers through video and phone chats, is among 11 national intergenerational programs named a “Program of Distinction” by Generations United.

“We congratulate (Social Call) for earning this distinction and its dedication to high-quality intergenerational practices,” said Donna Butts, executive director of Generations United. “Achieving this recognition is a major accomplishment. The Intergenerational Program Certification is the only U.S. ‘seal of approval’ for intergenerational programs and the application and review process are rigorous.”

“The Social Call community is grateful for this honor,” said Katie Wade, senior director of creative engagement for Front Porch. “Receiving this recognition from a respected organization like Generations United is validation of how Social Call’s thoughtful approach to social connection impacts so many lives.”

Generations United launched the Intergenerational Program Certification in 2010 to recognize excellence while celebrating the rich diversity among intergenerational programs. An outside panel of experts selects designees based on evidence-based standards for quality programming, such as preparing participants, staff training, partner engagement, and use of evaluation data. This year, Generations United certified 20 intergenerational programs. Among those, 11, including Social Call, were designated as “Programs of Distinction.”

Social Call matches participants age 60 and older with volunteers age 18 and older for one-on-one, regular conversations via phone or video throughout the U.S., which allows for a wide pool of members with diverse backgrounds. Program managers create matches based on personality traits and specific interests. Staff also take into consideration abstract concepts, like the person's worldview, disposition, conversational style and what interpersonal attributes they might be seeking in a conversation partner. 70% of matches are intergenerational, while 30% are peer to peer.

Wade, a mental health therapist earlier in her career, has observed the rise in loneliness for many years. Despite the new technology avenues for connection, research shows that people are increasingly lonelier. Once considered a problem facing mainly older adults, Wade believes it's clear that loneliness is a society-wide problem stretching across age groups.

"No matter our age, we are all looking for meaningful connection. Given the increasing challenge of loneliness, I'm glad Social Call provides a tried and true conduit to new friendships." Wade said.

The "Program of Distinction" designation recognizes that the awarded program meets the highest standards of intergenerational effectiveness and provides great confidence in the program's sustainability and capacity to achieve targeted outcomes. Social Call joins the prestigious ranks of 23 previous "Program of Distinction" recipients that successfully completed the process of renewal this year.

***About Front Porch and Front Porch Community Services***

*[Front Porch](#) is a dynamic not-for-profit organization, dedicated to empowering individuals to live connected and fulfilled lives through community and innovation. In support of this vision, Front Porch provides quality, accessible and affordable human services to approximately 7,500 residents in 19 senior living and 32 affordable housing communities. Its [Community Services](#) programs support older people in the Bay Area and throughout the country with access to connection programs, nutrition, affordable housing, and creative aging resources.*

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