

Partnership Opportunities





About Us

Sound Generations is a multi-service nonprofit partnering with older adults facing crisis and their loved ones across King County. We have been supporting our communities since 1967. Our staff and volunteers are dedicated to ensuring older adults can live ample and fulfilled lives in a community that respects and affirms the aging journey.

Our Mission

We partner with older adults to provide accessible and inclusive services so they can age their way.

Our Vision

We envision a responsive, multigenerational community that recognizes and fulfills the diverse and changing needs of everyone as we age.

Who We Serve

Sound Generations serves tens of thousands of older adults, adults with disabilities, and their unpaid caregivers each year throughout King County.

Our Clients: Approximately one-third of our clients are older adults of color and over 75% have low incomes. Over 30% report having a disability.

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Partnership Overview

Program Support

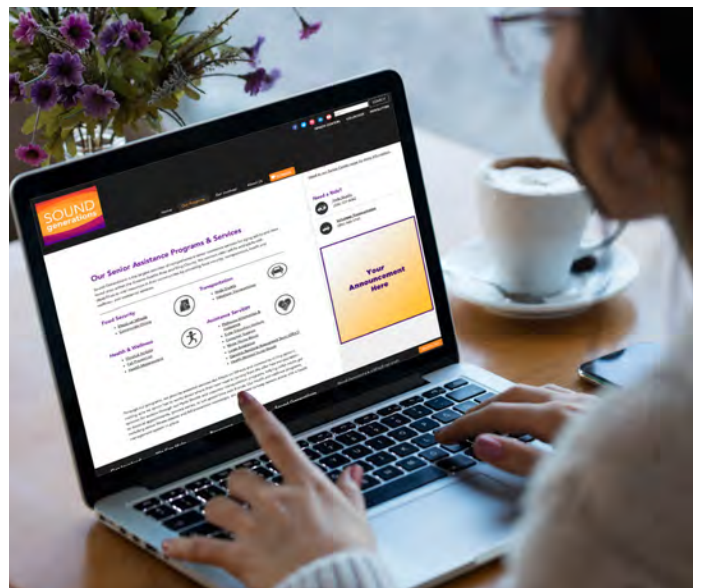
Most of our programs are offered at no cost to ensure they are accessible to all. Donations are essential to sustaining our programs that fall under the pillars of food security, transportation, health and wellness, and assistance services.

Event Sponsorship

Sponsorship dollars are essential to helping us underwrite event costs and ensure that all funds raised go directly to serving our thirteen core programs and five associated senior centers.

Advertising

By advertising with Sound Generations, you can reach hundreds of thousands of people across King County. Build your brand image or increase sales through Window Advertisements, Vehicle Wraps, Website Ads, print and digital newsletters, and event program advertisements.



Ready to Partner with Us?



If you already know how you want to partner with us, please [complete the online form](#). We look forward to working with you!

If you have any questions or would like to request more information on any of our partnership opportunities please email us at InstitutionalGiving@soundgenerations.org.

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Program Support

Most of our programs are offered at no cost to ensure they are accessible to all. Donations are essential to sustaining our programs that fall under the pillars of food security, transportation,

health and wellness, and assistance services. There are many ways to support our programs. We're flexible. We hope you will continue reading to find out more and get involved.

**Programs and Centers statistics from 2024*

Food Security

**Meals On Wheels****475,934 Meals****Community Dining****148,369 Meals**

Transportation

**Hyde Shuttle****59,103 Rides****Volunteer Transportation****6,860 Rides**

Health & Wellness

**Health & Wellness****Served 7,460**

"I have been attending classes for many years. Now at 92, these classes have been keeping me going—in mind, body and spirit. Feeling Enhanced." — Nan, EnhanceFitness Participant

Assistance Services



- Pathways Information & Assistance
- Caregiver Support
- Minor Home Repair
- Senior Rights Assistance

- Health Related Social Needs
- The Geriatric Regional Assessment Team (GRAT)
- Elder Education Institute

Thousands Assisted

Senior Centers

**Senior Centers****Visits: 120,000+****Digital Equity****1,417 Sessions**

Food Security

“When I got my first delivery I just looked at those meals and cried when I realized I had meals for every day, and I wouldn’t have to try to prepare them. Thank you.”



Community Dining

Community Dining serves fresh, hot, healthy, and delicious meals at senior and community centers bringing people together over food.

How you can help

- + Ensure our 27 partner community dining sites don’t have to turn anyone away and support fresh and culturally relevant community food bags.

Meals on Wheels

Meals on Wheels delivers nutritious meals to homebound older adults from a diverse menu of options and reduces isolation.

How you can help

- + Needs increased during COVID and never fell. Recent funder support has helped to eliminate our waitlist! Prevent future waitlists with your support.

Transportation

“Doreen is 74 years young. Her life changed after a roll over car accident, and she no longer feels confident driving. Hyde Shuttle has been a lifesaver; much easier and less stressful than trying to navigate the bus system, which often requires walking longer distances.”



Hyde Shuttle

Hyde Shuttle provides free, accessible, door-to-door transportation for older adults.

How you can help

- + Allow one or more of our shuttles to park in your organization's parking lot when not in service.
- + Consider sponsoring a Hyde Shuttle route or sponsor the program for a unique naming opportunity!

Volunteer Transportation

Volunteer Transportation provides free, personalized, and safe transportation to essential appointments.

How you can help

- + Pay for Lyft or YellowCab credits—these are back up if a driver is sick to ensure older adults still make it to their appointments.
- + Allow employees to volunteer occasionally during work hours to drive an older adult to a medical appointment.

Health & Wellness

“Now I can walk without looking at the ground. I can get up without my hands. Disability does not define me, thanks to EnhanceFitness.”



EnhanceFitness

We keep older adults healthy, mobile, and independent and prevent falls via exercise classes tailored to their needs.

How you can help

- + Sponsor licensure and training costs or sliding participation fees.
- + Refer people to classes.

EnhanceWellness

We help older adults achieve health-related goals by breaking them down into smaller steps and providing tools and support.

How you can help

- + Train a staff member to be an EnhanceWellness coach.
- + Refer patients.
- + Sponsor a coach.

Assistance Services

“We’ve appreciated the program [Caregivers Support] very much. I was able to be her daughter again instead of her accountant, housekeeper, etc. My mom appreciated it, too, as it allowed her more independence.”



Pathways Information & Assistance

We help older adults find and navigate resources.

How you can help

- + Increase our capacity via staff, especially to overcome tech barriers.
- + Provide gift cards to fill gaps and meet immediate needs.

Caregiver Support

We connect unpaid caregivers to resources, including counseling and support.

How you can help

- + Respite funds to give caregivers a break.
- + Provide funds for more counselling sessions.
- + Support the annual Caregiver Appreciation Event in November.

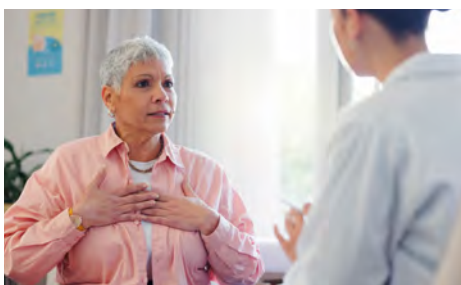
Senior Rights Assistance

We provide legal advice and services, especially related to elder law.

How you can help

- + A large trust is running out. Help sustain services.
- + Offer pro-bono or discounted elder law services.
- + Help create training materials for volunteers to increase capacity.

Assistance Services (continued)



Geriatric Regional Assessment Team

We assess elders with behavioral challenges and connect them to resources and prevent crises.

How you can help

- + Offset a funding cut.
- + Refer clients.
- + Provide a pool of funds for immediate support, bills, etc.



Elder Education Institute

We train and prepare service providers to support older adults, especially via mental health.

How you can help

- + Workshop fees are kept low via support.
- + Refer people to workshops, sponsor participants.
- + Connect us to presenters.



Health-Related Social Needs (HRSN)

We provide case management around health-related needs.

How you can help

- + Refer older adults to us!
- + Funds for gift cards or for other immediate needs.

Minor Home Repair

We fix small issues: plumbing, electrical, carpentry, accommodation; protecting home and homeowner.

How you can help

- + Fill funding gaps meeting needs.
- + Fix slightly larger issues.
- + Provide walk-in tubs for safety.



Senior Centers

Senior Centers connect older adults with each other and with resources and activities. They host many SG programs, such as Community Dining and EnhanceFitness, and offer a huge list of other educational and fitness classes, arts and activities, health care and nutrition options.

- **East African Senior Center**
- **Lake City Seniors**

These are “without-walls” senior centers and programs of Sound Generations. They offer nearly the same range of programming, but there are no memberships or fees and they try to bring services to participating elders when possible. Lake City Seniors uses a van to



provide some pop up services or home visits, and the East African Senior Center operates out of 3 different locations across Seattle – Northgate Community Center (north), Yesler Community Center (central), and the Rainier Beach Urban Farm and Wetlands (south).

- **Ballard NW Senior Center**
- **Shoreline – Lake Forest Park Senior Activity Center**
- **Sno-Valley Senior Center**

These senior centers have their own boards and a slightly wider range of activities. Sound Generations supports them by providing administrative support.



How you can help

- + Sponsor one-time events or activities (such as holiday celebrations).
- + Send a volunteer team for a clean-up event.
- + Share your expertise or skills through a one-time presentation or event.

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Event Sponsorship Benefits

- ➔ 10K Email Subscribers
- ➔ 350K Digital Impressions
- ➔ 550+ Event Attendees
- ➔ 13K Newsletter Recipients
- ➔ 5K Facebook Followers
- ➔ 59 Years of Service

Older Americans Month

Month of May

Older Americans Month (OAM) is the best time of the year to recognize the challenges faced by older adults, as well as their contributions to our community.

Inspire Positive Aging Awards

May–June, 2026

Join us for this luncheon event featuring vendor booths and celebrating inspiring older adults. Consider nominating an older adult in your life!

Golden Gala

October, 2026

Our longest running event (over 40 years!), this signature extravaganza now combines a virtual silent auction with live, in-person fun.



Caregiver Appreciation

November, 2026

Show your love for and increase engagement with caregivers by partnering with us to show them our appreciation through this non-fundraising, community-focused event in November.

Premier Event Sponsorship

To maximize your reach and impact, consider sponsoring all three events. Our 2026 premier sponsors will receive all platinum benefits.

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Advertising



Are you looking for ways to achieve your goals through awareness and engagement to drive new business for a service or product?

By advertising with Sound Generations, you can reach hundreds of thousands of people across King County. We offer a multitude of ways to build your brand image or increase sales.

Digital Advertising

Newsletter and Event Program Ads

Window Advertisements

Vehicle Wraps

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Contact Us

Want to learn more?

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