



Sound Generations

Media Kit

SOUND
generations

ABOUT



Who We Are

Mission & Vision

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

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



What We Do

Description

We strive to expand the provision of food security, transportation, health & wellness, and assistance services to underserved and marginalized populations. Our programs and affiliated service sites provide accessible resources and services across King County.



What We Believe

Commitment

We are committed to helping everyone, including low income communities and people of color. We work to ensure people feel included and respected in a community that affirms aging.

PURPOSE

Our purpose is to honor lives, nurture connections, empower action, and inspire hope.

SOUND
generations



Food Security

- Meals on Wheels
- Community Dining

Transportation

- Hyde Shuttle
- Volunteer Transportation

Health & Wellness

- Fitness & Fall Prevention
- Health Management

Assistance Services

- Pathways Information and Assistance (I&A)
- Minor Home Repair (MHR)
- Senior Rights Assistance (SRA)
- Elder Education Institute
- Caregiver Support
- Geriatric Regional Assessment Team (GRAT)

PROGRAMS

Affiliated Senior Centers



- Ballard/NW Senior Center
- Sno-Valley Senior Center
- Lake City-Northgate Senior Project
- Shoreline-Lake Forest Park Senior Activity Center
- East African Senior Center

We are a trusted resource in supporting aging adults and adults with disabilities on their aging journey by providing a safety net of services and resources.

OUR IMPACT BY THE NUMBERS 2023

HYDE SHUTTLES & VOLUNTEER TRANSPORTATION

Provided **55,391** one-way rides to the doctor and other essential services.



AFFILIATED SENIOR CENTERS

Welcomed **162,259** visits for **6,911** older adults to stay active, take classes, and ease loneliness

MEALS ON WHEELS

Delivered **516,046** nutritious meals to homebound older adults

PATHWAYS INFORMATION & ASSISTANCE

Provided **1,724** clients with expert advice. GRAT served a total of **115** individuals.

SENIOR RIGHTS ASSISTANCE

Provided legal advice in **717** cases

MINOR HOME REPAIR

Kept aging adult homes safe by completing **1,507** repair jobs

COMMUNITY DINING

Served **189,460** delicious and affordable hot meals to local aging adults

CAREGIVER SUPPORT

Alleviated the stress for **422** caregivers

HEALTH & WELLNESS PROGRAMS

Helped **6,785** older adults stay fit and healthy

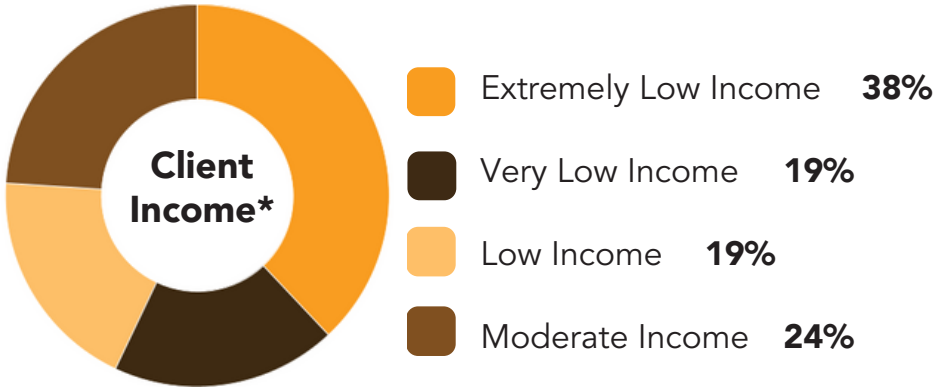
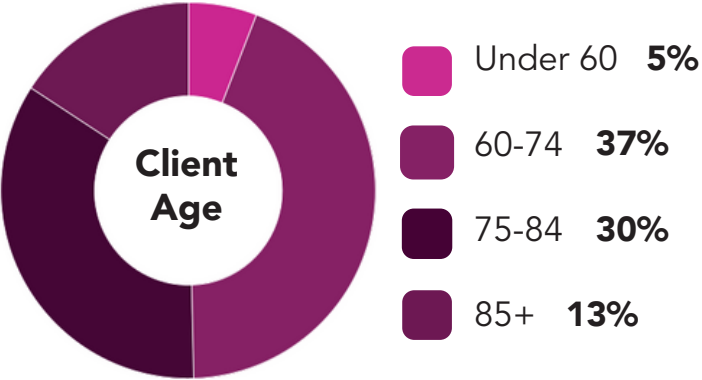


We manage over **184** employees and **1,074** incredible volunteers who provided service in 2023. Our work would not be possible without them.

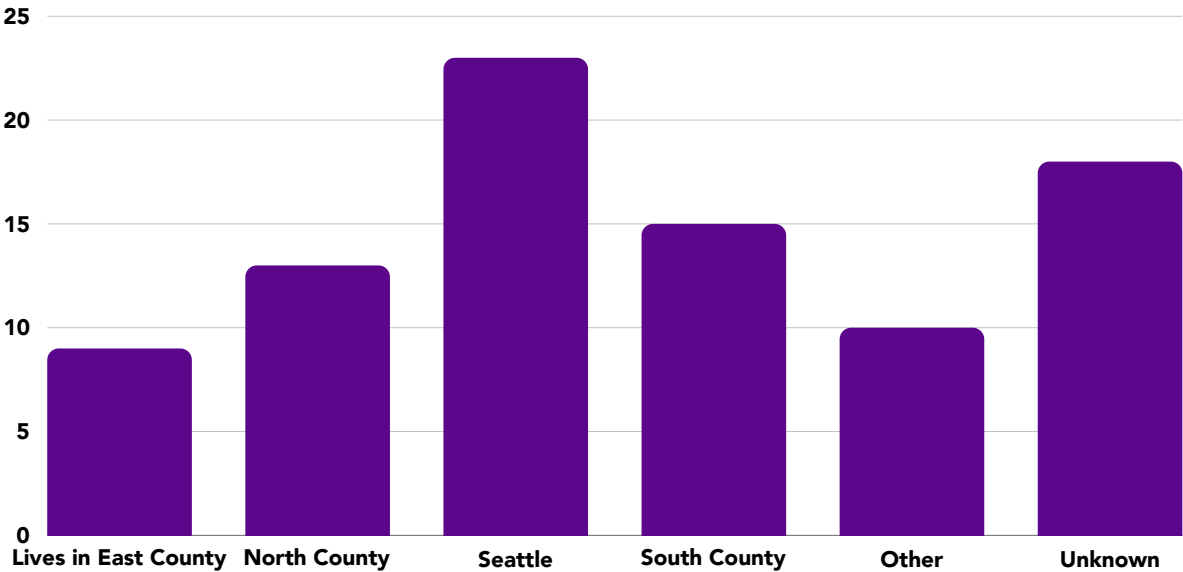
BY THE NUMBERS represents the annual impact of Sound Generations' programs during the 2023 calendar year.



Sound Generations Client Demographics



Clients Served Based on Area Percentage



*Based on Federal Poverty Level

SOUND
generations

\$90-124K

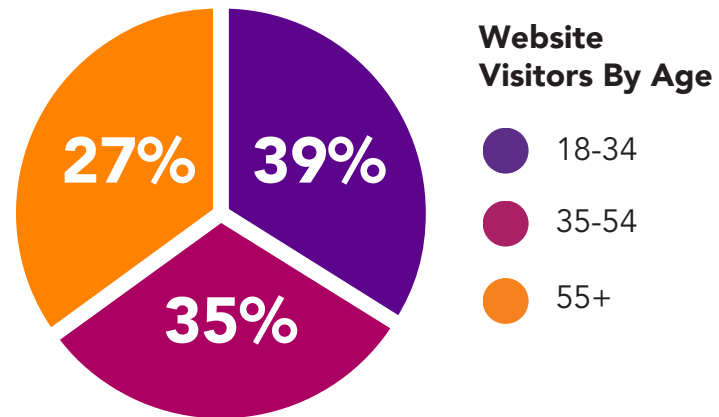
Median Donor
Household Income

70-74

Median Donor
Age

AUDIENCE

Sound Generations Website Stats



6,780

Website visitors per month

84.7%

New visitors

15.3%

Returning visitors

Sound Generations Donors by City



41%
Seattle

7%
Bellevue

5%
Renton

4%
Kirkland

4%
Redmond

4%
Kent

3%
Shoreline

2%
Auburn

2%
Burien

2%
Issaquah

2%
Federal Way

2%
Mercer Island

2%
Sammamish

20% All other cities

SOUND
generations

RECENT
PRESS

Seen On



New Day Northwest



Kiro 7



KING 5

Featured In

The Seattle Times

The Seattle Times

Seattle Met

Seattle Met



Puget Sound Business Journal

AgeWise King County

AgeWise King County

Heard On



KUOW FM 94.9



About Money Radio
KLFE AM 1590



Community Potpourri
KZIZ AM 1560

SOUND
generations

CONNECT

Social Media



@soundgenerationsKC

5,500+ followers



@soundgenerations

700+ followers



@soundgen

700+ followers



Sound Generations

600+ followers



Sound Generations

150+ subscribers
75 videos

Newsletters

**Quarterly
Print Newsletter**

Reach: 5,500+ households

**Quarterly
Digital Newsletter**

Reach: 9,000+ recipients

**Monthly
E-News**

Reach: 12,000+ subscribers
Open Rate: 38%*

*numbers reflect monthly averages

Social Media Posts

Leverage our growing social media presence to amplify your brand's message. With 700 followers on Instagram and 5.5K followers on Facebook as of January 2024, your sponsored content will reach a diverse and engaged audience across platforms. Partner with us to enhance your visibility and drive engagement with our community.

Corporate Prices

One Instagram or Facebook Post	\$150
Posts on both platforms	\$250

Small Business or Non-Profit Prices

One Instagram or Facebook Post	\$100
Posts on both platforms	\$150

Quarterly Newsletter

Purchase a full-page, half-page, or quarter-page ad that will be showcased in our printed event programs or quarterly newsletters, which are distributed to corporate partners, community donors, and volunteers, reaching up to 8,000 people.

Newsletter Pricing	Corporate	Small Business	Non-profit
Full-Page 6.5"w x 9.5"h	\$1,500	\$1,200	\$750
Half-Page 6.5"w x 4.625"h	\$1,100	\$800	\$450
Quarter-Page Vertical 3.125"w x 4.5"h	\$750	\$450	\$250
Quarter-Page Horizontal 6.5"w x 2.3125"h	\$750	\$450	\$250

Event Program Pricing

Full-Page 5"w x 8"h	\$900	
Half-Page 5"w x 3.875"h	\$500	
Quarter-Page Vertical 2.5"w x 3.875"h	\$350	
Quarter-Page Horizontal 5"w x 2.25"h	\$350	



Full-Page

Half-Page

Quarter-Page

Vertical or horizontal option

Window Advertising

Our Meals on Wheels vans travel throughout King County 5 days a week, from as far south as Enumclaw, as far north as Bothell, as far east as North Bend, and as far west as Vashon Island.

Window Advertising: Monthly Rates

2' x 2' Decal	\$1,500
3.5' x 3.5' Decal	\$2,500
5' x 5' Decal	\$4,000
MOW Van Wrap (one-time) (Annual Maintenance Fee \$1,500)	\$20,000



SOUND
generations

CONTACT

Brittany Blue



Chief Marketing &
Philanthropy Officer

Maya Toleu



Marketing &
Communications Specialist

For more information or to request a custom package, contact Maya Toleu at mayat@soundgenerations.org or **206.727.6265**



Lillian Rice Building

2208 2nd Ave Suite
100 Seattle, WA 98121

www.soundgenerations.org

info@soundgenerations.org
g 206.448.5757