Sound Generations

Media Kit
ABOUT

Who We Are

Mission Statement
Sound Generations is a comprehensive non-profit organization that supports people on their aging journey through community connections and accessible services. Established in 1967, we support almost 54,000 older adults, disabled persons, and those who care for them annually in King County.

What We Do

Description
Our programs and affiliated sites are constantly striving to expand the provision of food security, transportation, health & wellness, and assistance services to underserved and marginalized populations.

What We Believe

Commitment
Everybody deserves access. We are committed to helping all people, especially low-income and people of color, obtain the services they need while feeling included and respected in a community that affirms aging.

PURPOSE

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

### 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)
- Statewide Health Insurance Benefits Administration (SHIBA)
- Caregiver Support

### Affiliated Senior Centers
- Ballard/NW Senior Center
- Lake City-Northgate Senior Project
- Senior Center of West Seattle
- Shoreline/Lake Forest Park Senior Center
- Sno-Valley Senior Center
We manage over 190 employees and 2,496 incredible volunteers who provided 175,376 hours of service in 2018. Our work would not be possible without them. **BY THE NUMBERS** represents the annual impact of Sound Generations' programs during the 2018 calendar year.
AUDIENCE

Client Age
- Under 60: 8%
- 60-74: 48%
- 75-84: 30%
- 85+: 14%

Client Income*
- Very Low Income: 26%
- Low Income: 22%
- Moderate Income: 25%
- Above Moderate Income: 27%

Median Donor Household Income
- $90,000-$124,000

Median Donor Age
- 50-59

Clients Served Based on Area Percentage
- East County
- North County
- Seattle
- South County
- Other
- Unknown

Website Age Range
- 31% of website visitors are 18-34
- 34% of website visitors are 35-54
- 35% of website visitors are 55+

Website Visitors
- Average time spent on the site is 2m 13s
- Users visit an average of 2.28 pages
- On average, we see 4,700 users per month
- New Visitors: 81.7%
- Returning Visitors: 18.3%

*Based on Federal Poverty Level

Website Visitors
- 7 out of 10 website users are female
@soundgenerationsKC
5,000+ followers
Impressions: 2,657*
Engagement Rate: 30.24%*

@soundgenerations
250+ followers
Impressions: 820*
Engagement Rate: 4.91%*

@soundgen
650+ followers
Impressions: 4,682*
Engagement Rate: 0.64%

Sound Generations
250+ followers

Sound Generations
26 videos
Showcasing our mission in action

*numbers reflect monthly averages