



**TH!RD  
ACT**

Impact Report  
2024

**Legacy  
in Action**

**Third Act inspires and mobilizes Americans over the age of 60 to take bold action on the most pressing social, economic, and environmental challenges of our time. By harnessing the knowledge, experience, and resources of elders, we empower them to become catalysts for change.**

**Through training, tools, and vibrant community support, we enable older adults to work together in building a fairer, more just, and sustainable future for all generations.**

This report highlights the stories and statistics that reflect the impact we've made—thanks to the generosity of supporters like you.

Nearly 40% of our funding comes from individual donors, so your support is the driving force behind our mission. We are deeply grateful for all that you've made possible.

# No time

Three years ago, Third Act was just an idea—a hope that older Americans could become a transformative force for change. Many doubted it could work, saying, “People become more conservative as they age. Activating them for progressive action will be hard.” But the results speak for themselves. Instead, we’ve seen an outpouring of goodwill, energy, and wisdom from nearly 100,000 volunteers across the country.

This year, our work has been extraordinary. Together, we’ve organized campaigns that slowed natural gas exports, pressured major banks to reconsider fossil fuel financing, and helped drive voter turnout in key elections. These efforts have led to national wins, like pausing new LNG terminal permits and securing funding for heat pumps, as well as countless local actions that remind us what’s possible when elders step up. We’ve proven a crucial point: older Americans are not just a reliable voting bloc—they’re a powerful force for justice, climate action, and democracy.

Yes, we’ve just come through a bitter election, and we don’t know much about the road ahead, save that it will be challenging. But as we enter 2025, we carry the lessons, resilience, and camaraderie forged through this year’s work—and I take solace in the fact that the over-65 vote was one of the few demographics that didn’t shift right. Every postcard written, every rally organized, every letter sent—these are the building blocks of a movement powered by experience, purpose, and hope.

Thank you for believing in this vision and for being part of something extraordinary. It’s never enough, not on this weary world, but it’s far more than we dared hope when we started. Together, we are shaping the world we’ll leave behind, a legacy for future generations to thrive in.

Onwards,

*BILL*  
MCKIBBEN

# to waste

# Protecting Climate & Democracy

95,000+

Americans over sixty organizing for progressive action

\$2,343,576

raised in 2024

5,000

first time donors

80%

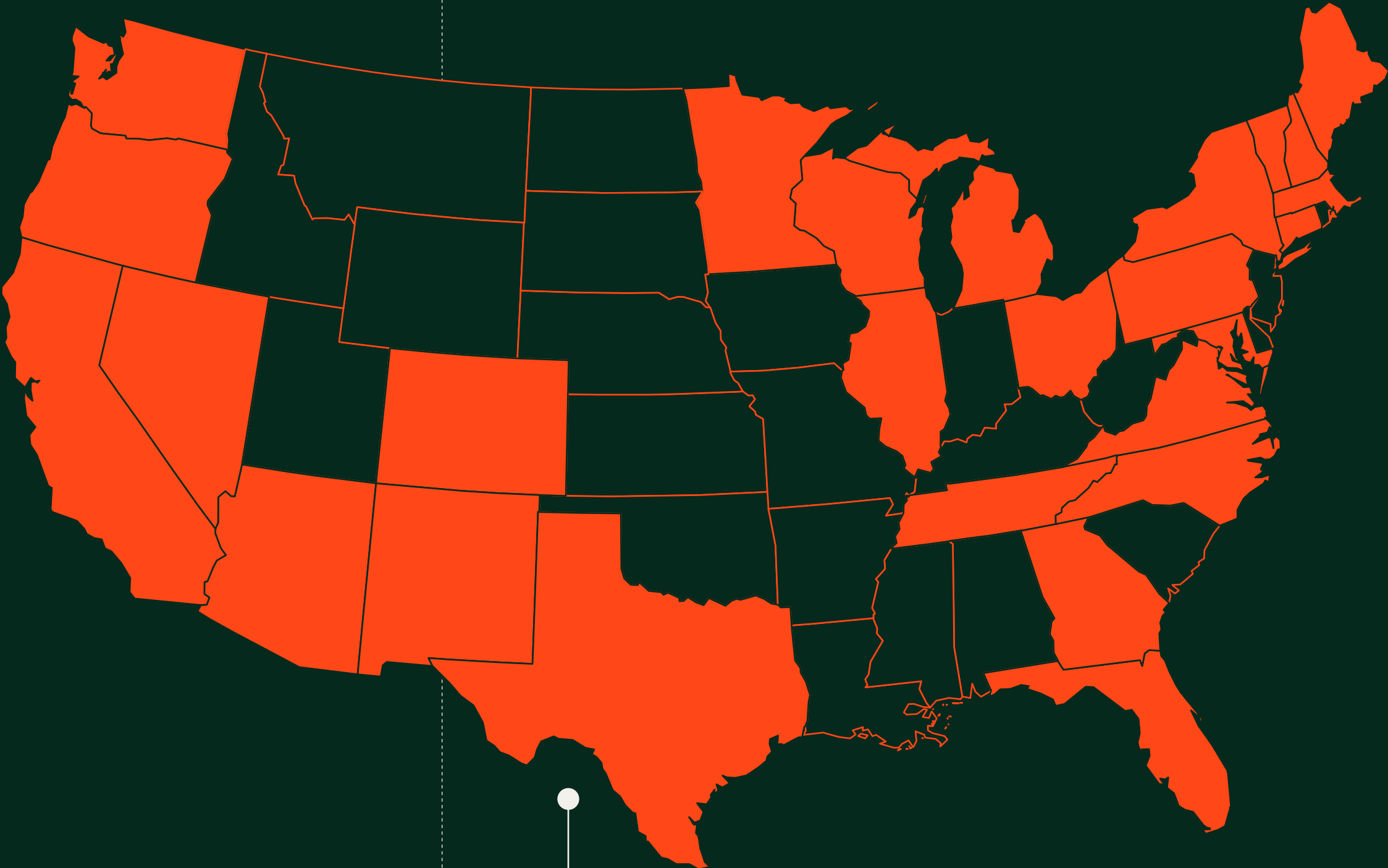
of funds go directly to organizing work and programs

35

volunteer-led Working Groups in 26 locations

430

volunteer leaders supported by 13 full-time staff



Working Groups are active in 26 states



# What we do

“Third Act has given me an avenue for action, for being able to do something concretely to impact everybody’s lives. And even though it’s a small part, I feel like I’ve done something for my grandkids and the people of the world.”

Grace, Third Act Nevada

Third Act harnesses the collective power of older Americans to drive change across three critical areas: strengthening community in elderhood, combating the climate crisis, and defending democracy. Through training, resources, and shared purpose, we empower elders to take bold, meaningful action for a just and sustainable future.

## Elder Power

What we do today shapes the future we leave behind. At Third Act, we’re unlocking the untapped power of older Americans—often overlooked in progressive conversations despite their vast experience and wisdom. By combating loneliness and fostering connection, we empower elders to leverage their structural power in the fight for climate justice and a brighter future for all.



## Climate

Third Act mobilizes elders to demand bold climate action, holding governments and corporations accountable while accelerating the clean energy transition. From supporting local sustainability efforts to standing with youth on the front lines, we bring intergenerational strength to the fight against the climate crisis, ensuring a sustainable planet for generations to come.



## Democracy

A thriving democracy is essential for justice and sustainability. Third Act unites older Americans to protect democratic institutions, combat voter suppression, and champion fair elections. With their power as reliable voters, we amplify elders’ voices to build a vibrant, inclusive democracy—one where people power leads the way toward meaningful reform.





# Elder Power

**We empower older Americans with the tools, training, and connections needed to take meaningful action on critical issues. By fostering community and shared purpose, we enable elders to inspire and support one another in addressing today's most pressing challenges. Our coaching model and volunteer-led efforts ensure that leadership comes from within, amplifying the collective power of elders to drive local and national change.**

## Working Groups

Working Groups are the heart and soul of Third Act. These volunteer-led groups, organized by affinity or geographic location, form the foundation of our relational organizing model. By fostering deep connections and collaboration, Working Groups empower individuals to take collective action, driving the movement for climate justice and democracy from the ground up. Through this model, we build strong, engaged communities that create lasting change.

- Launched seven new volunteer-led working groups, expanding our grassroots efforts in Washington, DC, Oregon, Colorado, Texas, Georgia, New Mexico, and Wisconsin.
- Piloted a micro-grant program, distributing \$50,000 to working groups nationwide to support local actions and events.
- Helped pass key California laws: After months of advocacy, Gov. Newsom signed three bills in September to hold polluters accountable and curb Big Oil's overreach.
- Actively urging NY Gov. Hochul to sign the Climate Superfund Bill, aiming to raise \$75 billion over 25 years from oil companies for climate impact investments.







## Training

Whether first-time activists or seasoned organizers, Third Act equips individuals with the skills, knowledge, and confidence to take meaningful action in their communities. By fostering leadership at every level, we ensure our movement is inclusive, empowered, and prepared to tackle the urgent challenges of the climate crisis.

- Organized multi-day, in-person Non-Violent Direct Action trainings in Washington, D.C. and New York City, equipping 100+ Third Actors to safely and strategically participate in protests, support actions, and train their peers.
- Brought Working Group leaders—representing 39,000 volunteers—together at East and West Coast convergences, fostering regional collaboration.
- Hosted six Hope & Joy webinars, engaging hundreds of activists in finding community, support, and respite from climate grief.
- Provided a seven-session racial justice learning series for Working Group leaders, fostering cultural literacy and meaningful alliances with youth, Indigenous allies, and communities of color.
- Trained hundreds of Working Group leaders in web editing and communications, enabling microsites for Working Groups and strengthening social media outreach and Third Act's brand identity.



“ Older people bring a lifetime of experience and some wisdom with them, having gone through that lifetime of experience. A tendency to sort out the trivial from the important and focus on the latter. And, if they’ve played their cards right, respect from younger people who know them and who have learned from them throughout the years.

Al Gore, All-In Call, March 2024



# Climate

“There are millions of people over the age of 60—an army of people—who care deeply, have lots of life experience and have the potential to add huge intellect and drive to the environmental movement. We have a great big beautiful biome but if we don’t take care of it that’s not what we’ll be passing on to our children. I love my boys and I want to give them the healthiest planet possible.”

Sterling B. National Volunteer, Third Act Connecticut

Third Act is taking bold, strategic action to tackle the climate crisis, focusing on two key areas: fossil fuel expansion driven by major banks and the push for clean, renewable energy. Our efforts to hold financial institutions accountable are resonating in corporate boardrooms and local communities alike. Through impactful campaigns and direct action, Third Act is building momentum to drive the transition to a sustainable future.

## Fossil Free Finance

Third Act is a leading voice to end the fossil fuel financing practices of major banks. Our collective strength is rooted in the significant savings and retirement assets of older Americans, making us a powerful force in holding financial institutions accountable. Through our actions, we are leveraging our financial power to demand an end to fossil fuel financing, accelerate the transition to renewable energy, and stand in solidarity with the communities most impacted by fossil fuel expansion.

- Rallied 40,000 customers to petition Costco to drop Citi as their credit card provider, delivered 3,000+ handwritten postcards, and secured a meeting with Costco’s CEO and VP of Admin, who committed to engaging Citi about the campaign.
- Led “Elders Week” during the Summer of Heat campaign, organizing intergenerational actions that pressured Citibank to update its environmental policy and exclude project-related financing for oil and gas expansion in Amazonia, impacting around 20% of its sector funding there.
- Mobilized over 36,000 people to pledge to move their money away from major fossil-fuel-financing banks.
- Generated 273+ media pieces, reaching over 5 million people, amplifying momentum for fossil fuel divestment.

## Power Up Communities

Third Act is mobilizing older Americans to block methane gas expansion and champion a clean energy transition. This year, we launched a coordinated effort to advocate at state and federal energy commissions, providing training on clean energy and regulatory engagement to drive decisions toward a just, renewable future. In 2024, Third Act secured a major victory, pressuring the Biden administration to pause approvals for new Liquefied Natural Gas (LNG) facilities in the Gulf—marking a historic setback for the fossil fuel industry and advancing vital climate protections.

- Trained over 500 participants across all 50 states through a three-part PUC leadership series, enabling more than two dozen Working Groups to influence regulatory decisions by providing testimony, submitting comments, and holding commissioners accountable.
- Organized a national action in July 2024, inspiring nearly 600 letters urging the U.S. Senate Environment & Public Works Committee to ensure clean energy champions fill upcoming vacancies on the Tennessee Valley Authority (TVA) Board.
- Empowered newly trained volunteers in New Hampshire to submit over half the public comments in an August PUC docket, pushing for improved net metering standards and promoting rooftop solar.



# Democracy

“The human heart is the first home of democracy. This is not about us. It’s about a future for those we love and our future descendants are grandchildren who deserve, alongside the descendants of all manner of creatures, the right to flourish as we have, long after our bodies are buried and sprinkled upon the earth.”

Terry Tempest Williams, author and Third Act advisor

A thriving democracy is essential to tackling the climate crisis. Third Act is uniquely positioned to defend democracy because of the size, dedication, and influence of our base. With 70 million Americans over 60, and 10,000 joining our ranks every day, we are a powerful force. As consistent and engaged voters, Third Actors represent the most reliable voting bloc, and their voices carry weight. By harnessing this collective strength, we’ve translated grassroots momentum into real electoral outcomes that support both democracy and climate justice.

## GrayPAC

Sent over 500,000 handwritten postcards and letters to voters and elected officials. Knocked on 9,900 doors in critical states. Mobilized more than 20,000 new Third Actors through GrayPAC actions and events. Helped flip California’s CA-13 congressional district, where Adam Gray won by about 187 votes after 18 months of dedicated local campaigning. Organized the Silver Wave Tour, bringing elder climate activists to battleground states (PA, GA, AZ, NV) to boost voter engagement and momentum

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January

**#STOPLNG:** Backing frontline communities, Third Actors mobilized to halt the largest fossil fuel expansion on the planet. Their sustained pressure led the Biden Administration to pause permits for new Liquefied Natural Gas (LNG) facilities in the Gulf South—a historic setback for the fossil fuel industry.

**Working Group Launch:** Third Act DC



May

**Power Up Communities Campaign:** Our three-part training series empowered hundreds to engage with state Public Utility Commissions (PUCs). By November 2024, Third Actors were active in all 50 states, advocating for clean energy, challenging fossil fuel reliance, and driving impactful state-level policy change.



February

**Nonviolent Direct Action Training:** Held our first in-person NVDA trainings in D.C. and NYC. Over 100 participants (ages 24–88) learned de-escalation, street tactics, and nonviolent principles, strengthening our collective capacity for meaningful climate action in the months to come.



June

**In-person Convergences:** We brought Working Group leaders—representing 39,000 volunteers—together at East and West Coast convergences, fostering regional collaboration.

**Working Group Launch:** Third Act Texas



March

**Working Group Microsites:** Launched websites for each Working Group, enabling volunteers to share events, blogs, and activities. With support from volunteer web coaches, 150 volunteers were trained on WordPress.



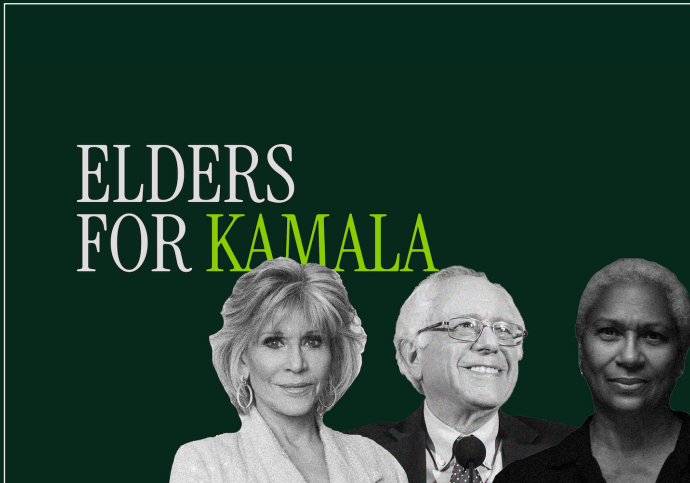
July

**Summer of Heat:** Third Actors led bold actions nationwide to demand a fossil-free future. From Maine to the Bay Area, they organized 30+ creative protests—including marching bands and rocking chairs—targeting financial giants like Wells Fargo and Citibank.



April

**Costco Campaign:** Urging Costco to reevaluate its partnership with Citi, Third Actors rallied 40,000 customer signatures, delivered 3,000+ postcards, and held demonstrations at Costco's HQ. This work paved the way for meetings later in the year with Costco's CEO and VP of Admin.



August

**GrayPAC:** We launched GrayPAC to support pro-democracy and climate candidates. The Elders for Kamala event united 13,500 activists and raised \$250,000 in 90 minutes, while mobilizing thousands of new volunteers to boost voter turnout.



■ Key moments from 2024



September

**Getting Out the Vote:** Third Actors stepped up with determination this fall—crossing state lines to canvass, joining nightly phonebanks, and organizing 300+ postcard-writing parties. Their efforts inspired thousands of low-propensity voters, helping drive turnout in pivotal races.

**Working Group Launch:** Third Act Georgia

**Working Group Launch:** Third Act New Mexico



November

**Strategy Session:** After the election, Third Act staff gathered under Northern California's redwoods to plan for 2025—focusing on local and state efforts and advancing renewable energy reform. Inspired by resilient second- and third-growth forests, we prepared to grow stronger, wiser, and ready for the challenges ahead.



October

**Silver Wave Tour:** Ahead of the November 5 election, elder climate activists gathered in battleground states—PA, GA, AZ, and NV. Featuring voices like Bill McKibben and Rebecca Solnit, the tour mobilized hundreds to knock on 3,500 doors in three days, expand Working Groups, and showcase the growing impact of elders in advancing democracy and climate action.

**Working Group Launch:** Third Act Wisconsin



December

**Climate Superfund Bill Push:** Northeast Working Groups ramped up efforts urging NY Gov. Hochul to sign the Climate Superfund Bill before year's end. This landmark legislation would raise \$75 billion from oil giants over 25 years to fund climate impact mitigation. The organizing and lessons from this year are propelling us toward an impactful 2025.





■ **Donate**

**Support our work  
to build community,  
protect the climate,  
and strengthen our  
democracy.**

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## **Get in Touch**

Pam Murphy  
Development Manager  
[donations@thirdact.org](mailto:donations@thirdact.org)