

USA TODAY | WHEN MILLENNIALS MOVE BACK HOME

# BEST YEARS

FALL/WINTER 2017

FABULOUS LIVING AT 50+

9  
AMAZING  
GIRLFRIEND  
GETAWAYS!

Sheryl  
Crow  
Fine being 'myself'



HEALTH  
& DIET  
FITNESS  
RETIREMENT  
CAREERS



Volunteers for BloomAgain Bklyn prepare unsold flowers for reuse in new arrangements.

# Humanitarian Efforts

Even small attempts to give can turn into something big

BY CINDY KUZMA

**Y**ou've spent years amassing experience, a network and resources. Now, use them to change the world. Here's advice from four women who've prioritized philanthropy and encourage you to do the same:



### LET BIG IDEAS BLOOM

After retiring from publishing, **Caroline Gates Anderson** rekindled her passion for floral design. Soon, she noticed how long flowers from Trader Joe's lasted with proper care — and learned unsold blooms went to waste.

Three years ago, Anderson, 67, founded BloomAgainBklyn ([bloomagainbklyn.org](http://bloomagainbklyn.org)) in her Brooklyn, N.Y., neighborhood to give unsold or once-used flowers a second life. It turns discards from local grocery stores and florists into displays that bring joy to seniors, domestic violence survivors and others.

Each year, about 300 volunteers of all ages and backgrounds create the arrangements. Both giver and recipient benefit from the interaction and the flowers' therapeutic powers. "This little seed of an idea has blossomed on so many levels," she says.



### LEVERAGE YOUR SKILLS

Chef **Cat Cora** — best known as the first female resident Iron Chef on Food Network's *Iron Chef America* — spends her days surrounded by food. As a result, she's moved to aid those with none.

For more than 12 years, her nonprofit Chefs for Humanity ([chefsforhumanity.org](http://chefsforhumanity.org)) has marshaled culinary resources for disaster response. After Hurricane Katrina, damaged restaurants and casinos had large volumes of food that had to be cooked quickly. The organization deployed chefs to turn the food into meals for the displaced and first responders.

"Everyone has a knowledge of something that's useful," says Cora, 50, of Santa Barbara, Calif. "Use that to give back."



### IGNITE YOUR PASSION

**Cindy Crosby** always lived close to nature, so she felt apprehensive about moving to the Chicago suburbs 20 years ago. It turned out that her Glen Ellyn, Ill., home was just steps from the 1,700-acre Morton Arboretum ([mortonarb.org](http://mortonarb.org)).

Now, the 56-year-old freelance writer spends 200 volunteer hours a year caring for and educating people about the tallgrass prairie preserved at the arboretum. Inspired, she recently completed a master's degree and a book, *The Tallgrass Prairie: An Introduction*.

Crosby says her unpaid hours feel energizing, not burdensome: "When you're working in your sweet spot, your gratitude expands. It brings me tremendous joy."



### MAKE A FINANCIAL CASE

In 2011, **Paula "Pixie" Dezzutti Hewlette**, 54, had a vision: a company that combined charity with celebration.

Now, Local Choice Spirits — her boutique alcohol company in Charleston, S.C. — gives \$2 per bottle sold through its #PourItForward initiative ([localchoicespirits.com/pouritforward](http://localchoicespirits.com/pouritforward)) to community organizations.

This type of cause marketing has become essential to profitability, says the powerhouse mother of nine.

"The greatest chance of sustainable revenue will come from the point where a company shifts to something bigger than themselves," she says. "You can call that philanthropy, or just smart business."

PROVIDED BY CAROLINE GATES ANDERSON; PROVIDED BY CAT CORA; JEFF CROSBY; PROVIDED BY PAULA DEZZUTTI HEWLETTE