**IDEA 6**

**Encore.org**

The Encore.org project is not exactly a social enterprise but a non-profit organization (ONL), a type of initiative whose fundamental difference with the first is that its funding often comes from donations from individuals, companies, state institutions and organizations around kind. However, the two have several characteristics in common and coincide in the main objective: the search for a social impact. Founded in 1997 and headquartered in San Francisco, Encore.org deals with the problem of finding work for the so-called baby boomer generation, that part of the population that is between 55 and 65 years old (almost 24% of the total population of the United States), providing information, resources and connections with companies, apart from offering a scholarship program and a reward system, with which it seeks to revalue the importance of experience (its motto "Second acts for the greater good" is something as well as "Second actions for the common good", referring to the second stage of life) and apply it in activities of social need such as education, the environment or public health.