



Creative Spark

A COVIA COMMUNITY SERVICE

We generate a spark that provides energizing direction for your work, fostering new programs, elevating current ones, and ultimately, creating lives better lived.

covia.org/services/creative-spark
creativespark@covia.org

What We Offer

Breathe a little magic into your programming! Our consultation and interactive workshops are designed to energize your staff and inspire new approaches to meaningful programming with older adults. Grounded in creative aging research, we apply and teach a theoretical framework for developing new programming or enhancing existing programs.

Our Services

Discovery Sessions

- We work with administrators, direct service staff, and board members to tie organizational and personal values into impactful programs with older adults.
- First 30 minute session is free! Single sessions are \$200. Package rates available.

Training Package

- A minimum of two hours of consultation + a six week series to energize and inspire your staff! Staff walk away with months of curriculum ready to go. More consultation and training available as needed.
- \$5,000-\$20,000

Classes

- Need to quickly provide interactive, exploratory, creative classes to older adults? Our teaching artists have you covered!
- \$150/class, minimum of 3 classes.

Leadership

Jessica McCracken, MPA, brings people together through the creative process. Her career began at the Center for Elders and Youth in the Arts, Institute on Aging in 2007. She holds a Master's Degree in Public Administration with an emphasis in Nonprofit Arts Management. With great dedication to collaboration, Jessica co-founded Creative Aging San Francisco, a collective of individuals utilizing the arts to support healthy aging.

Expertise: arts program development, community collaboration, nonprofit administration

Katie Wade, MEd, LPC, is passionate about ensuring we all have access to creative means of connecting with ourselves and others as we grow older. After working as a mental health therapist with older adults in an inpatient setting, Katie maintained a private practice while providing social connection programming and other services to older adults and caregivers, and now nurtures and grows innovative creative aging programs.

Expertise: virtual connections, program expansion, organizational behavior