

# Demonstrating Success:

## Starting, Funding and Sustaining Age-Friendly Communities

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Grantmakers in Aging (GIA)

# Overview

1. GIA's experience with age-friendly cities work
2. Challenges tracking results of age-friendly work
3. Importance of articulating results
4. Considering results for different audiences
5. Outcomes, outputs and process
6. Theory of Change: Impact, Influence and Leverage
7. Lesson's learned about age-friendly work

# GLA's Early Experience with Age-Friendly Work: EngAGEment

- Project designed to stimulate funding using regional associations of grantmakers and national infrastructure organizations
- 20 sites with 1-3 years of funding over 7 years period
- 66 foundations participated
- 3300+ attended EngAGEment programming
- 29 new partnerships were formed
- Produced \$5.3 million funding for aging; 4:1 ROI
- Most sites demonstrated some continuation of work after funding stopped

# GIA's Current Experience with Age-Friendly: Community AGEnda

- 5 grants: Atlanta, Miami, Indiana, Kansas City, Arizona
- In addition to grants, project has national and international components
- Matching requirements resulted in local investment and new funding partnerships;
- Disparate initiatives: each site used project to maximize local impact and meet local needs;
- Building a learning network

# Challenges Tracking Results of Age-Friendly Work

- Large in scope
- Unique initiatives do not produce comparable nor uniform results
- Utilize non-traditional partnerships
- Long term work:
  - Changes in the planning and built environment happen over long term
  - Regional impact difficult to measure over short-term

# Importance of Articulating Results to Disparate Audiences

- Funders: current and potential
- Non-traditional partners
- City planners
- Business Community/Workforce
- Stakeholders (older adults, community members)
- Policy makers and planners
- Elected officials
- Partners: current and future
- Traditional partners in aging system – and others

# Considering Results from Different Perspectives

- Who are your audiences today?
- Who are your potential audiences for the future?
- How are you communicating your work?
- Are you reaching older adults?
- Who are your non-traditional partners?
- What information do these groups need to be interested in your work?

# Talking About the “So-What” Outcomes, Outputs and Process

- Outcomes are vital
- Outputs can be important to track
- Process provides an important story to be told.

# Annie E. Casey: Theory of Change: Impact, Influence and Leverage

- **Impact**: Changes in people's lives including: changes in knowledge, skills behaviors, health and conditions
- **Influence**: Changes in institutions, service systems, community norms, partnerships, public will, policies, regulations, service practices and issue visibility
- **Leverage**: Changes in public or private funders investment strategies for community programs

<http://www.aecf.org>

# Lesson's Learned About Promoting Age-Friendly work

- Work with local data to generate local support
- Find a connection between *existing* funder strategies and age-friendly work
- Find another word to use other than “aging”
- Think about partnerships outside of the “usual suspects”

# Lesson's Learned About Promoting Age-Friendly Work (continued)

- Developing relationships with funders is a process over time – different strategies need to be used at different stages of building a relationship
- Find opportunities to educate funders about age-friendly work
- Intergenerational/multigenerational approaches can be more interesting to funders than just promoting aging work
- Sustainability will always be challenge and needs to be built in early to projects.
- Frame the work as asset-based, not deficit based

# Further Resources

[www.giaging.org](http://www.giaging.org)