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Dear Colleagues,
Thank you for your participation in our EngAGEment Initiative Focus Groups and Executive In-depth Interviews!

The attached packet provides selected information in the form of statements, facts and figures. The information is offered to you as a way to highlight an issue we will face together as funders and as citizens – our rapidly aging population.

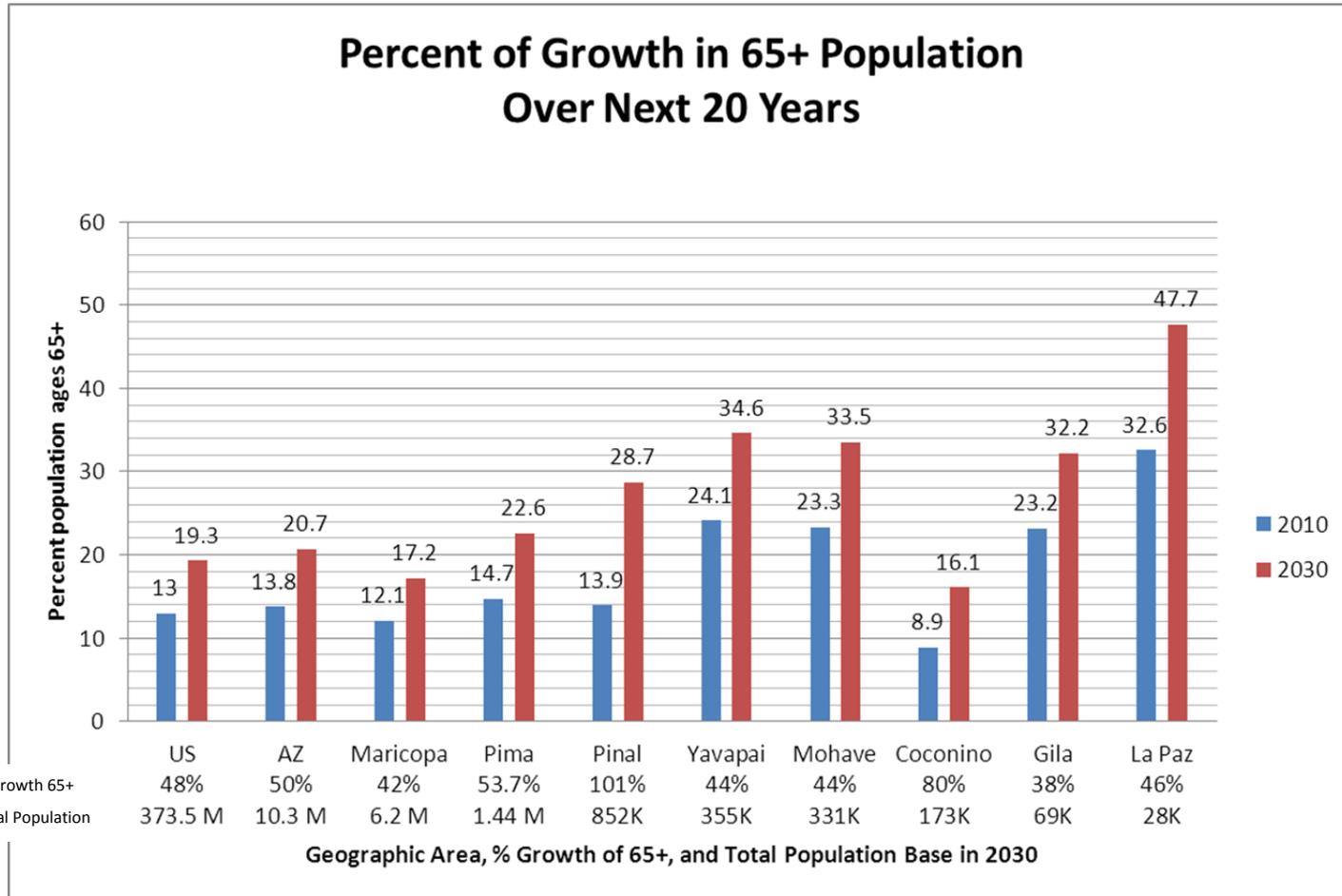
We can let the needs of older adults become a drain on our limited social, environmental and medical resources or we can find ways to capitalize on the assets and skills older adults have spent a lifetime building. We could work together to meaningfully engage them in building more healthy neighborhoods and communities, whether that be in schools, social service agencies, medical systems, or the arts and cultural venues.

For more information, please call me directly or go to AGF's Grantmakers in Aging webpage:
(<http://www.arizonagrantsmakersforum.org/programs/GrantmakersAging.aspx>)

Best Regards,

Marissa Theisen
President & CEO

Exhibit 1. Trends in Aging in America, Arizona and in AZ Counties



<http://www.census.gov/population/www/projections/summarytables.html>

<http://azstats.gov/population-projections.aspx>

Exhibit 2. Facts and Figures About the Aging Population Trends in America

- About one in eight Americans are age 65 or above today. In 2030, one in five will be 65 and over (~19.3%).
- The sheer number of people age 65 or older will nearly double between 2000 and 2030.
- The total population growth in the US will be 17.7% from 2010 to 2030 (from 308 million in 2010 to 363 million in 2030) but in Arizona, the growth will be 61.4% (from 6.6 million in 2010 to 10.7 million in 2030). The growth in the 65+ population will be exponentially greater due to the baby boomers aging.
- As of January 1, 2011 the oldest of the baby boomers reached retirement age. From that day forward, 10,000 people each day will turn 65 years of age, and this will continue for many years. Someone in the U.S. will turn 65 every 20 seconds. This is a highly skilled, very active group of people who want to make a difference in their world and who seek to find meaningful ways to stay engaged without the commitment of a full time job.
- By mid-century, for the first time in human history, the number of people over 60 will outnumber children under the age of 14.
- Thanks to improving longevity, there are approximately six million Americans age 85 or older in 2010—twice as many as in 1990.
- In 2031, when the baby boomers begin reaching 85, the number of oldest old will begin rising rapidly, growing to an estimated 21 million by 2050.
- Two-thirds of American households have no children living in them today.

Exhibit 3. A Portrait of the Older Adult Population in America

- **Wealthy:** The average net worth of households headed by a person 65 years or older is the second highest of any age group.
- **In the Workforce:** Nearly 12% of those over 65 are in the work force, half of those are employed work part-time.
- **Skilled and Educated:** Older adults are better educated and have higher skill levels than any group that came before them--by 2025 almost one-third of those 65 and older will be college graduates.
- **Hale and Hearty:** Only 3% of older adults are in institutional care settings and 80% of people over 65 function well in their communities with no or only occasional help.
- **Politically Active:** Older adults are wielding significant political clout—they are more likely to vote than the rest of the population and 25% of city council members are 60 or older. This number that is growing, especially in small and medium-sized towns (National League of Cities).
- **Bring Assets and Resources:** Between 60 and 80% of those 65 and older volunteer, and one fourth of those 75 and older are still volunteering. Research strongly indicates that more would volunteer, if they were asked to do meaningful work. Volunteering has been shown to:
 - ✓ Improve the volunteers' health and well being
 - ✓ Reduce isolation for older volunteers
 - ✓ Give volunteers' a sense of meaning and purpose
 - ✓ Pass on wisdom and knowledge to younger generations
 - ✓ Open doors for new careers for older adults
 - ✓ Provide a significant economic ROI for staff time invested in managing volunteers (National Council on Aging)

Exhibit 4. Harness a Powerful and Growing Natural Resource – Older Adults

“The aging society is an opportunity to be seized—provided we can learn to harness the talent and civic potential of our senior citizens. After all, our elder population is, quite possibly, this country’s only increasing natural resource.”

Marc Freedman, Civic Ventures.

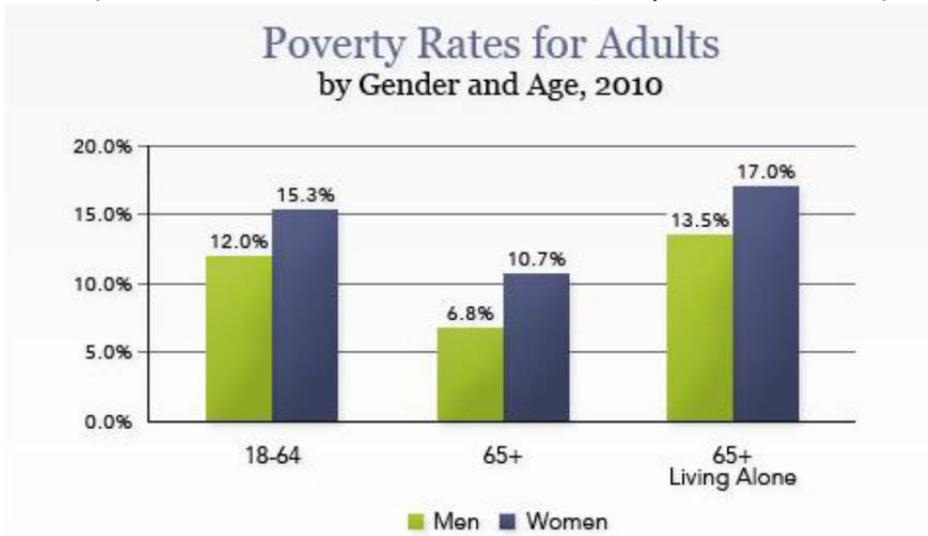
**Exhibit 5. Older Adults Offer a Nearly Limitless Supply of Ready and Able
Volunteers, Mentors, Activists, and Community Leaders**

“Many funders think primarily in terms of the needs of older adults as opposed to their role as assets for their community, The Benedict Foundation feels strongly that older adults are an important part of the solution, rather than just another problem.”

*Barbara R. Greenberg, President of the Philanthropic Group and
Foundation advisor to the Helen Andrus Benedict Foundation.*

Exhibit 6. Frailty and Chronic Illnesses Affect a *Small Percentage* of Older Adults But ... A Rapidly Growing Group in *Sheer Numbers*

- **Frailty Is Mainly in the Oldest Old:** Most of those needing assistance are the oldest old--nearly half of those over the age of 85 need assistance with daily activities like dressing, bathing, or eating.
- **Poverty Complicates Everything.** Poverty—and all its ramifications—affects nearly 13% of older people and is felt disproportionately by women and people of color (National Women’s Law Center, September 2011).



- The poverty rate for women of all ages (14.5%) was 3.3 percentage points higher than it was for men (11.2%).
 - The poverty rate for women 65 and older was 10.7 percent, 3.9 percentage points higher than the poverty rate for men 65 and older (6.8 percent).
 - Among those 65 and older living alone, 17% of women lived in poverty, compared to 13.5% for men.

 SOURCE: Current Population Survey, Annual Social and Economic Supplement www.nwlc.org

- **Many Raising Grandchildren:** There are more than 2.7 million grandparent headed households in America, caring for more than 4.9 million children (Generations United, April 2011).
- **Frail Older Adults** are a small subset of those that have attained advanced age and remain vigorous; frail adults nevertheless have an importance out of proportion to their numbers -- there is a high toll in personal suffering, caregiver burden, and costs and demands on the health care system (Annals of Internal Medicine, 1999).
- **Frailty Can Be Prevented:** Frailty is a function of debilitating effects of chronic diseases coupled with lack of regular exercise – both of which can be combatted with a healthy lifestyle and a social environment that brings meaning and purpose to older adults’ lives that will keep them engaged.

Exhibit 7. *An Idea to Consider: An Arizona Initiative to Build Livable Communities for Children, Youth, Families and Older Adults*

Key Question: While each funder, nonprofit organization and government agency makes contributions to the well-being of their target audiences working alone – would working together to create a collaborative initiative produce greater outcomes and achieve larger impacts across the state?

There are many models we could adopt, adapt or create. For illustration purposes, one model program was created by the World Health Organization in 2006. WHO brought together 33 cities in 22 countries for a project to help determine the key elements of the urban environment that support active and healthy aging. The result was *The Global Age-friendly Cities Guide* that outlines a framework for assessing the “age-friendliness” of a city. A core aspect of this approach was to include older people as active participants in the process. (<http://www.who.int/ageing/publications>)

What is the Age-friendly Cities Program?

The Age-friendly Cities Program is an international effort to help cities prepare for two global demographic trends: the rapid aging of populations and increasing urbanization. The Program targets the environmental, social and economic factors that influence the health and well-being of older adults.

The guide identifies eight domains of city life that might influence the health and quality of life of older people (and has all the dimensions needed to make a rural area productively support its residents, as well):

1. Outdoor spaces and buildings;
2. Transportation;
3. Housing;
4. Social participation;
5. Respect and social inclusion;
6. Civic participation and employment;
7. Communication and information; and
8. Community support and health services.

Exhibit 8. How to Build Older Adults into Existing Funding Strategies

Is your organization open to expanding your horizons to include older adults as recipients or resources, or both? If so, here are some quick and simple ways to begin the educational process and stimulate the dialogue about including older adults in your grantmaking:

- **Open up the discussions.** As you review requests for funding, ask your applicants (and yourselves) what it would take to include older people in the proposed activities.
- **Set the stage for changing mindsets.** Invite your existing grantees to think about ways older people might be involved in their work, either as resources, or as a population whose needs should be included in their work. Add one question to your standard funding application: “In what ways will this project or initiative engage or benefit older adults from your community?”
- **Change the rules.** Revise your foundation’s written guidelines and other communications tools to inform your current and potential grantees of your interest in older adults as an enhancement within your existing funding priorities.
- **Learn from your applicants and potential grantees.** Review new proposals that focus on older adults more carefully than you might have in the past. Try funding a few select projects that make sense to you. Set aside time to make site visits to see these programs in action, and learn more about whom they serve and how they work.
- **Partner with others already engaged in funding older adults.** Identify local and national funders in aging. Explain that you would like to learn more about aging and ask them to keep you in mind if they need funding partners.
- **Learn how others have done it.** Invite a colleague from another foundation committed to funding in the aging arena to attend your board meeting and brief you about their foundation’s funding in aging and how they got started.
- **Educate your teams:** Subscribe to newsletters and magazines of local and national aging organizations. Keep an eye out for articles about older adults in your local newspaper. Send your board members copies of informative articles that will help them learn about older adults, too. The American Society on Aging and the National Council on Aging have excellent publications on aging.