

SENIOR SERVICES PROGRAM

The U.S. is experiencing historic growth in seniors 65 and older, forcing communities to think more broadly about issues on aging.



The Six Challenges of Aging

1. **Engagement and Purpose:** Helping older adults get and stay meaningfully engaged is critical for their health and the health of our communities.
2. **Financial Wellness:** People are living longer and traditional models of work and retirement have not kept pace.
3. **Mobility and Movement:** Remaining safe and mobile are top priorities to enable older adults to remain independent, active, and social.
4. **Daily Living and Lifestyle:** A majority of older adults wish to “age in place,” yet 1 in 3 over 65 need assistance with at least one activity of daily living (e.g. eating, bathing, dressing).
5. **Caregiving:** Family caregivers who are often juggling life and work, need better support, training, resources and tools to help them not only take care of their loved ones and themselves, but also navigate insurance, finances, and estate planning.
6. **Brain Health:** Alzheimer’s disease is the 6th leading cause of death in the United States and is projected to cost \$1.1 trillion by 2050. Incidence of Alzheimer’s disease is 33% among people over 85 years old, the fastest growing segment of the population.

The Role of Community Based Nonprofits

Providing local programs and services to meet the evolving needs of their community’s older adults and their caregivers.

1. Only 6% of nonprofits in the US provide services to aging populations.
2. More than 20% of older adults receive CB senior services with over 90% having multiple chronic conditions and daily living deficits.
3. CB nonprofits provide a broad range of programs for older adults including nutrition and health, transportation services, centers, legal assistance and counseling.
4. Only 2 percent of philanthropic dollars go to aging related projects



Partnering to Deliver Services

Community-based nonprofits are important partners in activating and providing the resources necessary to deliver coordinated, culturally-tailored services to older individuals.

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Goal: Create opportunities to address both the way we care for older persons today and in the future, and provide information and support to family members providing primary care. The way we care for older persons today is not scalable to meet the expected growth in population; the costs for senior care and services continue to soar; and very little information and support are available to family members who provide primary care. New solutions and step function improvements are needed to provide the necessary care and services that allow older persons to remain productive; to have an improved quality of life especially for older persons with special needs; and, enable them to remain active within their communities. Solutions are also needed to support primary care family members with improved access to information and expertise for answering financial, legal, and health care questions.

Focus Areas:

- Improving social connectedness & food security in older adults
- Improving the care of older adults, especially those with special need
- Social services for primary care family members