

LEARNING AND ACTION

2020 IMPACT REPORT



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INITIATIVE



From Our Leadership

2020 – a year many of us will not soon forget. A year that was full of unpredictable events that turned the world as we knew it upside down; from a pandemic that brought us to a standstill, to facing and calling out the deeply embedded racial inequities in our country, and ending with a divisive election. Despite all the sadness, pain, anger, fear, and darkness of the year, we would be remiss not to acknowledge the good and the light that shined through the darkness.

We saw communities come together in a myriad of ways: neighbors helping one another as the virus raged; frontline workers putting themselves at risk to help others; complete strangers coming together to protest inequities and racism; and volunteers providing time, talent, and treasure to nonprofits to help them weather the storm. We saw foundations create special response initiatives and join in pooled funds to support relief efforts and establish funds dedicated to racial equity and justice. We saw organizations pivot and employ new strategies to provide immediate food, shelter, and hope to those they serve.

And through it all, we learned. We learned as a country, as a community, and as a foundation.

At NextFifty Initiative, we learned even more the importance of adaptation, flexibility, and listening to communities. We took the learnings from our Community Response Fund to quickly create a **COVID-19 Response Fund** to meet the needs of nonprofits. We listened to our stakeholders and learned of their desires to have unrestricted funding and created the **Special Initiative 2020** funding opportunity, and we **expanded our General Funding opportunity** to allow for ongoing program support. We created a **Grant Advisor profile** to provide organizations with an opportunity to share candid anonymous feedback and offer ideas on how we can improve as a funder. We revised the format of our virtual gatherings based on what we heard from past events on what is most beneficial for the attendees.

One of our organizational values is learning, and despite the hardships it brought, 2020 provided many opportunities for us to reflect, adapt, and put the value of learning into action. We remain grateful for your support and look forward to continuing our learnings and further applying them to be a more effective and impactful foundation. **Here's to 2021!**

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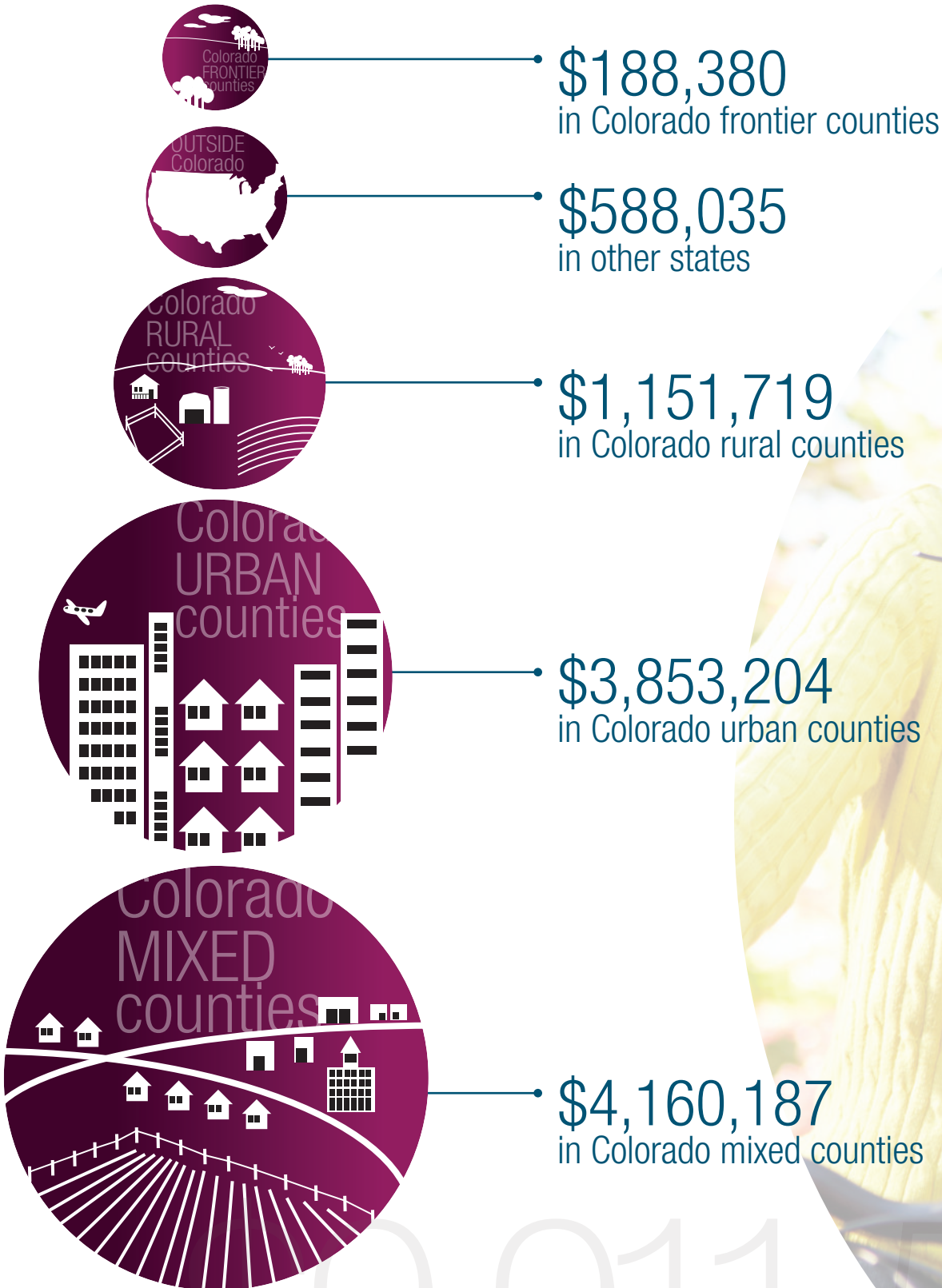
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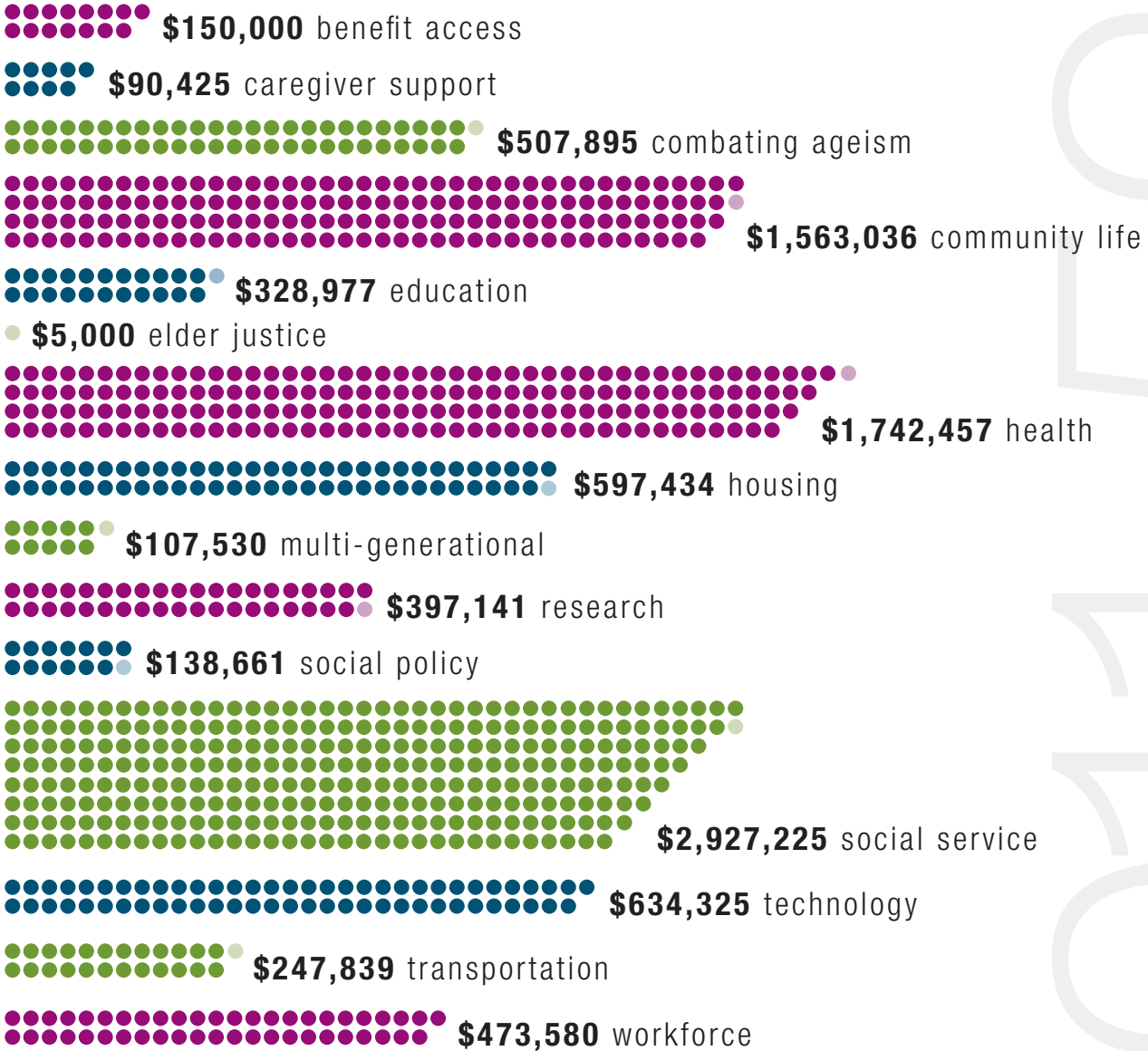
LEARNING AND ACTION

The pandemic year of 2020 inspired us to react differently than ever before and take different approaches to our funding. As a result, we were able to expand our funding across the state and country.



2020 GRANTS BY TYPE

Every year is different. We are proud of our flexibility and strive to support the needs that our grantees identify, even as those needs change.



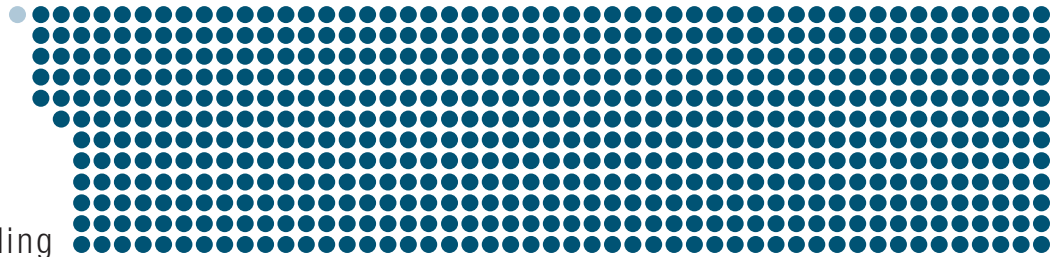
● = \$10,000



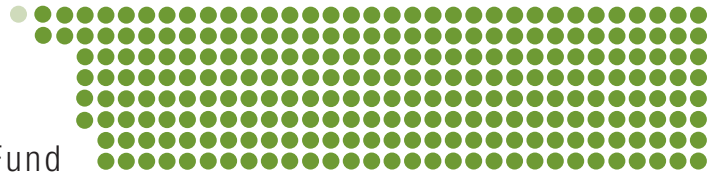
2020 FUNDING

In 2020 we offered five different types of funding opportunities. Each opportunity was carefully designed to meet the needs of the communities we serve.

\$5,879,199 General Funding



\$2,507,023 COVID-19 Response Fund



\$770,000 Special Initiative 2020



\$270,489 Community Response Fund



\$454,814 Census 2020 Outreach Fund



● = \$10,000



North Fork Senior
Connection recipient

COVID-19 RESPONSE FUND

Established in the earliest days of the pandemic, this fund provided unrestricted monies for Colorado organizations supporting older adults. (See page 10 for a grantee spotlight.)

WHAT WE HEARD

“Next50 Initiative saved the Paradise Theatre. Literally. If it weren’t for the grant we received from you, we would have had to shutter our doors before important grant programs came through during the last quarter of 2020.” — *Friends of the Paradise Theatre*

“Resources provided included PPE supplies that were distributed to seven local faith-based organizations which ultimately impacted about 1,000 individuals who are members of these groups and attend programs for older adults. This particular program helped develop our “safe sanctuary” kit distribution efforts that ensured vulnerable older Black Americans were able to access PPE products and supplies and remain safe and protected.” — *Center for African American Health*

“Despite the challenges the COVID-19 pandemic has created, we’re proud to share that, with support from funding partners such as NextFifty Initiative, we have not faced a disruption to our delivery of 7-14 meals to over 1,200 Coloradans each week. From April 1 through June 30, 2020, while stay-at-home and safer-at-home orders were in effect throughout Colorado, we prepared and delivered 110,807 medically-tailored meals to 1,497 food-insecure older adults.” — *Project Angel Heart*

“The funds we received from this grant enabled us to meet the increased needs of older adults in Routt County due to the COVID crisis. January 2020 through June 2020, we prepared and served/delivered 7,507 freshly-made, warm meals to Routt County older adults. The same time last year, we served 5,805 meals. This represents a 30% increase in meals.” — *Routt County Council on Aging*

SPECIAL INITIATIVE 2020

Building on the success and learnings of the COVID-19 Response Fund, this fund provided unrestricted grants of up to \$75,000 to Colorado organizations.

WHAT WE LEARNED

Making a few changes to our process and application leads to quicker response, quicker distribution of grant funds, and happier grantees.

WHAT WE LEARNED

It was reaffirmed that unrestricted funding, distributed quickly, provides organizations the flexibility to adjust as needed, based on changing circumstances.

FAST FACT

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We averaged 10.5 business days from receipt of application to distribution of funds

FAST FACT

Thirteen Special Initiative 2020 Grants were awarded for a total of \$770,000

GENERAL FUNDING

To support new and innovative projects as well as existing programs serving older adults.
(See page 11 for a grantee spotlight.)



WHAT WE HEARD

“Our monthly programs, both in-person and online, afforded opportunities for social connection, moments of introspection and savoring, and intellectual engagement, all of which are outcomes that lead to wellbeing and support healthy aging.” – *Denver Art Museum*

“This generous grant from NextFifty Initiative was critical to Senior Connections’ operations during the organization’s first fiscal year. In addition to supporting 70% of staff costs, the grant signaled to other foundations and to individual donors and the community at large the legitimacy of our intent.” – *North Fork Senior Connection (Fiscal Sponsor was Rotary Club of the North Fork Valley Foundation)*

“The Aging in Place Program (APP) was developed after realizing that falls can be a sentinel event for our seniors. APP was able to provide the Colorado Springs Fire Department with additional avenues to get the assistance needed for seniors that may not have met criteria for a referral to Adult Protective Services, but still demonstrated verbally or through their actions that they were not managing the challenges of aging in a manner that would benefit their quality of life.” – *Colorado Springs City Government*

“This project [virtual dementia tour] had a tremendous effect on the aging community in Mesa, Delta, and Montrose counties. Over 30 long term care, home health, assisted living, health classes, and families have been able to better understand dementia. This has been a very important project for our staff and we will continue to make sure that our health care staff, families and agencies continue to provide this critical service to benefit our aging community.” – *Western Colorado Area Health Education Center*



WHAT WE LEARNED

It was reaffirmed that partnerships with other agencies and entities helps organizations leverage resources, expand reach, and achieve goals.

Remaining flexible, approachable, and communicative as a funder is especially important during crisis.



FAST FACT

In 2020, NFI provided General Funding grants to organizations based in 14 Colorado counties and 11 U.S. states



COMMUNITY RESPONSE FUND

Addresses one-time immediate needs of Colorado nonprofits to help build their capacity to better serve older adults.



WHAT WE HEARD

“Due to this grant, we were able to improve the site to be safe, comfortable, and appealing for our older clients especially those with mobility challenges.” — *Dream Catcher Therapy Center*

“The process for medical orders is more efficient and accurate. Clinicians are able to document in real time, rather than after the fact. Clinicians have realized this saves them time and has increased their accuracy.” — *HomeCare & Hospice of the Valley*

“The NextFifty Initiative grant was used to pay for the move and to create a friendlier and more accessible environment by providing more appropriate furniture.” — *Laradon*



WHAT WE LEARNED

Small grants can achieve meaningful results.

Our participation in events such as Rural Philanthropy Days has introduced the Community Response Fund to smaller, rural organizations.

FAST FACT



65% of grants awarded went to organizations with annual budgets less than \$500,000

FAST FACT

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On average, grantees received funds within 12.5 business days after submitting an application

FAST FACT

33% of grants awarded went to organizations in frontier or rural counties



North Fork Senior Connection visitor and friend

CENSUS 2020 OUTREACH FUND

To ensure that all Coloradans are counted in the census, particularly hard-to-count older adults, such as those who live in rural communities, non-English speaking, refugees, and people of color.



WHAT WE HEARD

“Overall, ALH had nearly 6,000 touches through census outreach, including social media reach. ALH’s efforts supported participation among its older adult members, the majority of whom are isolated and hard to reach, as well as the broader, aging community in its service areas including in Metro Denver, Larimer County, and the Roaring Fork Valley.” – *A Little Help*

“CLLARO conducted most of the outreach remotely through personal kinship networks using social media, email, texts, telephone, articles in community newspapers, and videos posted online. The messages emphasized family and community benefits, describing the educational, health, and neighborhood dollars determined by the census. They also countered myths about the census.” – *Colorado Latino Leadership, Advocacy, & Research Organization*

“We saw an increase in self-reporting from the 2010 census and Montezuma County outperformed our neighboring counties. One particular statistical success that I would like to mention is the increase in self reporting at the Ute Mountain Ute Tribe from 27.6% in 2010 to 40.9% this year.” – *KSJD Community Radio Project*

“When KLZR’s census awareness campaign began, Custer County’s census self-response participation stood at 22%, but by the end of the campaign it had risen to 39.4%. This implies that participation in the census would have fallen but for the presence of our census campaign. Rural areas rose more slowly, topping out at 35% while the more densely populated towns of Westcliffe and Silver Cliff increased to 50% and 49% respectively. This outperformed the total 2010 online self-response rate by about 2%.” – *KLZR*



WHAT WE LEARNED

This funding opportunity allowed organizations that hadn’t previously focused on older adults in their communities to do so. Some of these organizations will continue serving this population.

FAST FACT

28 nonprofit and government entities in 20 Colorado counties were funded

FAST FACT

46% of Census grants awarded went to organizations serving rural and frontier counties

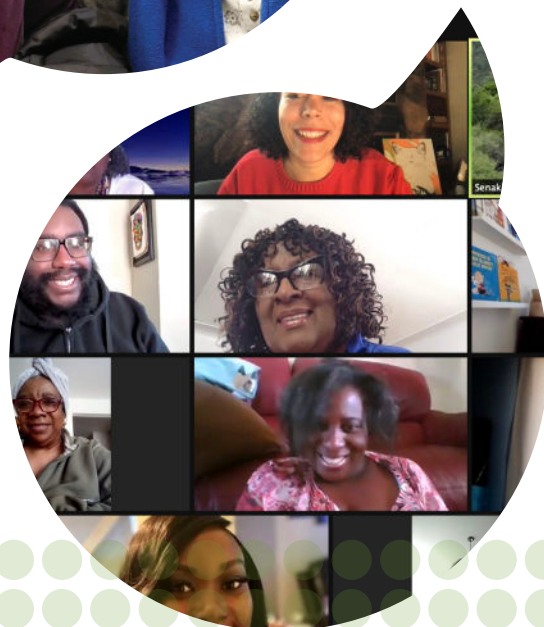


GRANTEE SPOTLIGHT



COVID-19 Response Fund CENTER FOR AFRICAN AMERICAN HEALTH

With the onset of the pandemic, the Center for African American Health (CAAH) in Denver led support to a community of older adults that faced added challenges. In a matter of days CAAH's initial COVID-19 financial support resources were exhausted, yet there were still families and older adults that needed assistance. The pandemic further amplified existing disparities experienced by communities of color. Health issues such as stroke, asthma, heart disease, breast cancer, prostate cancer, diabetes and obesity occur at higher rates in this population. Through the NextFifty Initiative COVID-19 Response Fund, CAAH extended their outreach and impact with a continuum of relief efforts that bridged the gaps for many African American older adults who found themselves isolated and alone. CAAH took action in short order – within two weeks – upon receipt of funding and collaborated with four local church groups and other partnering agencies to reach 250 families that benefited from various support with items such as laundry, cooking, grocery shopping, technology assistance, telehealth appointments and simple companionship. The direct impact of services and resources was felt by many, in the process CAAH furthered their efforts of community messages around preventive care.



\$2,507,023 COVID-19 Response Fund

GRANTEE SPOTLIGHT



General Funding

NORTH FORK SENIOR CONNECTION

When a community comes together, it can be a strong force for change. That is exactly what is happening in Paonia, located in western Colorado. The North Fork Senior Connection (NFSC) added critical staffing as they launched services in this rural area. The organization was just getting started when the NextFifty Initiative funds arrived. Using a 'village' model, NFSC is creating a community of support so aging people can remain in their homes. That means mobilizing and training volunteers, creating partnerships and establishing the necessary operational systems to support a fledgling organization. The General Fund Grant support helped take this start-up organization to the next level with a website, collateral materials, advertising and the ability to execute several events and service activities. The results have brought residents, business owners and volunteers together in a collective effort that is moving the organization forward. Their Service Saturday attracted first-time volunteers, and youth have become involved in the program, creating a multi-generational opportunity. NFSC now has more than 100 volunteers and has more than doubled the number of older adults served. As their awareness grows, so do the opportunities to help older adults.



\$5,879,199 General Funding