Making the Case for Funding in Aging
Change Your Strategy and Raise More Money

Presenters: Chandra Matthews, Cindy Morris, Jodi Waterhouse, and Janine Vanderburg

Sharing a New Age-Inclusive Message with Funders

Chandra Matthews, Director of Programs

NextFifty Initiative

Why are we here?

Less than 1% of grants fund
aging-related programs or issues!

Source: Candid

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What?! Why?

What Happened?

A bit of history on aging and philanthropy

What Can We Do About It?

A few ways NextFifty Initiative could affect change

Reframing Aging for Philanthropy

"WE JUST DON'T FOCUS ON AGING."

 Really? Take a closer look.
- ✓ Equity
- ✓ Housing
- ✓ Health
- ✓ Youth/families
- ✓ Poverty
- ✓ Homelessness

"THERE'S NO WAY TO HAVE AN IMPACT - THE NEED IS TOO GREAT."

Thinking around this has to go beyond today and the current generation of older adults

- Impact can be intergenerational and/or multigenerational
- The aging of America is only half of the story
- Focus on the opportunities and strengths

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How Can You Influence Philanthropy?

- Find the overlap and carve your path

- Build partnerships

- Explore opportunities to leverage other funds

- Think about the impact - for today and tomorrow

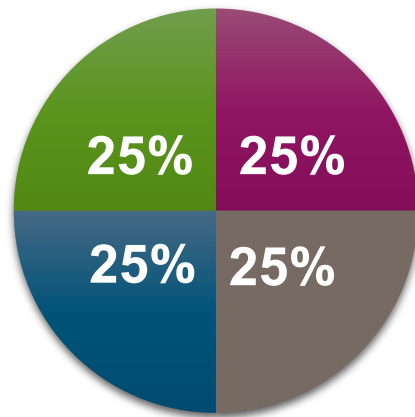- Utilize the tips and tools you'll learn today!

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Applying Age-Inclusive Principles beyond Grant Writing

Cindy Morris

American Society on Aging

Building Strength through Diversifying Income

Diversify your Funding Sources

- ■ Corporate Giving
- ■ Individual Giving
- ■ Grants
- ■ Other (Bequests, Events, Endowments, Fee for Service)

Diversifying Revenue Sources helps:

1. Mediate Risks

2. Engage New Donors & Investors

3. Deepen Relationships

4. Achieve Your Mission

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Intentionally Plan Your Revenue Sourcing

Grants
- Collaborate
- Define your goals as they align to your mission
- Connect the Dots

Individual Giving
- Frame your work in long-term effects
- Showcase solutions
- Connect the Dots

Corporate Gifts & Sponsors
- Build the business case for them
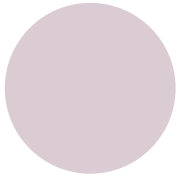- Create partnerships that support their vision
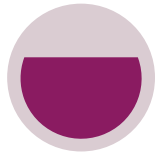- Connect the Dots

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Connecting the Dots

84% Millienials give avg of $481/year

72% of Boomers give avg of $1212/year

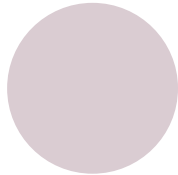88% of Greatest Generation give avg of $1367/year

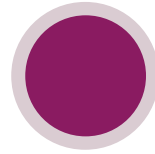**Why are older adults donating the most money, but not supporting causes that support older adults?**

84% of consumers said its important for a company to support charitable causes
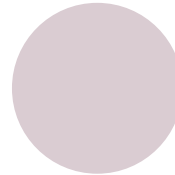
Workers over 55 will increase by 46.7%

Why are corporations becoming more dependent on the older worker, but not supporting causes that support the older worker?

34% of population is 50+

22.3% of population is under 18

Why is investing in children seen as more valuable than investing in older adults? Are older adults less valuable?

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Integrating Age-Inclusive Advocacy into Your Funding Process

Jodi Waterhouse

CU Anschutz Multidisciplinary Center on Aging

Advocacy & Philanthropy

What is Advocacy Philanthropy?

Political, economic, or social advocacy are vehicles for altering existing structural systems, changing behavior on a large scale, and promoting a new status quo. High-capacity (any) philanthropists are uniquely positioned to leverage their resources in the interests of generating social impact and systemic change.

- Milken Institute

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Advocacy & Philanthropy

Foundations are creating advocacy teams to play a lead role in driving advocacy campaigns

Funders recognize their important role to bring together collaboration among grantees/advocacy groups that would otherwise compete for funding

Funders are taking more of a hands-on approach in advocacy with grantees by funding multi-year grants to ensure long-term capacity of grantee and hopefully creating change

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Advocacy & Philanthropy

- **Fundraising and Advocacy** can be done together

- **Your Best Advocates** are sitting in your databases

- **Be Timely!** The best time to engage donors is when they are angry - deploy call-to-actions right away

- **Use Data** - gather data from government/industry agencies and pair with appropriate donors to target specific causes

- **Track Legislation** that is closely aligned with your organization cause. No need to feel like you have to know everything going on at the Capitol

- **Get Involved!** Without your voice, participation, and contribution in advocacy organizations, at the Capitol and creating ways to educate, no one will know what you are doing

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Advocacy & Philanthropy

Resources in Colorado or Similar in Your State

Colorado Center for Aging
www.coloradocenterforaging.org

Colorado Commission on Aging
https://cdhs.colorado.gov/ccoa

Reframing Fundraising Messages
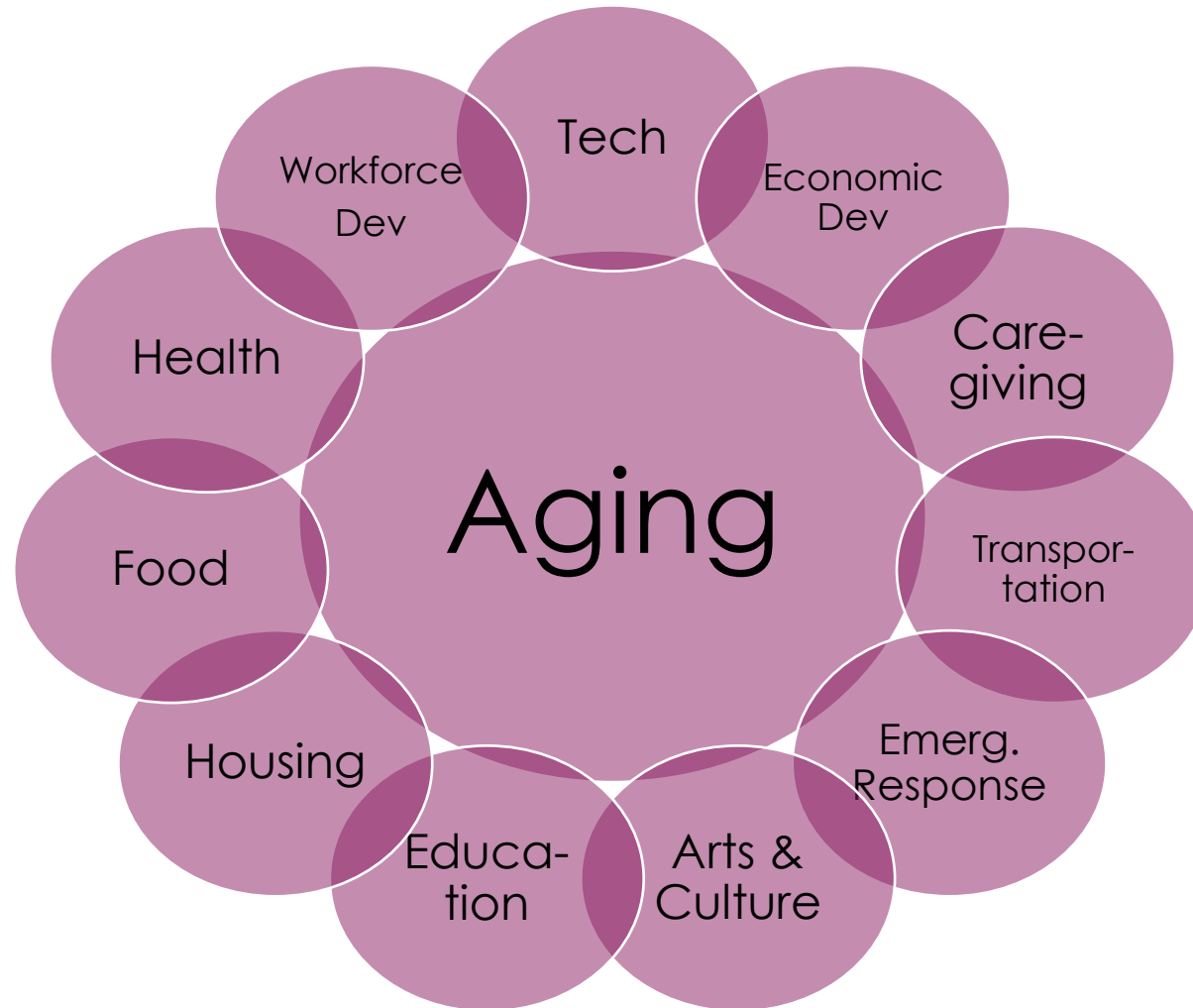
Janine Vanderburg

Changing the Narrative

Three key principles

- Illustrate the intersection of aging with the issues your donors invest in
- Explain demographic change
- Use the principles of reframing aging in your messages

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A TALE OF TWO CITIES

"Actually, Aging IS Your Thing…"

From Pyramid to Pillar: A Century of Change

Population of the United States

1960

Ages | Male | Female

2060

Male | Female

85+
80-84
75-79
70-74
65-69
60-64
55-59
50-54
45-49
40-44
35-39
30-34
25-29
20-24
15-19
10-14
5-9
0-4

15 10 5 0 5 10 15
Millions of people

15 10 5 0 5 10 15
Millions of people
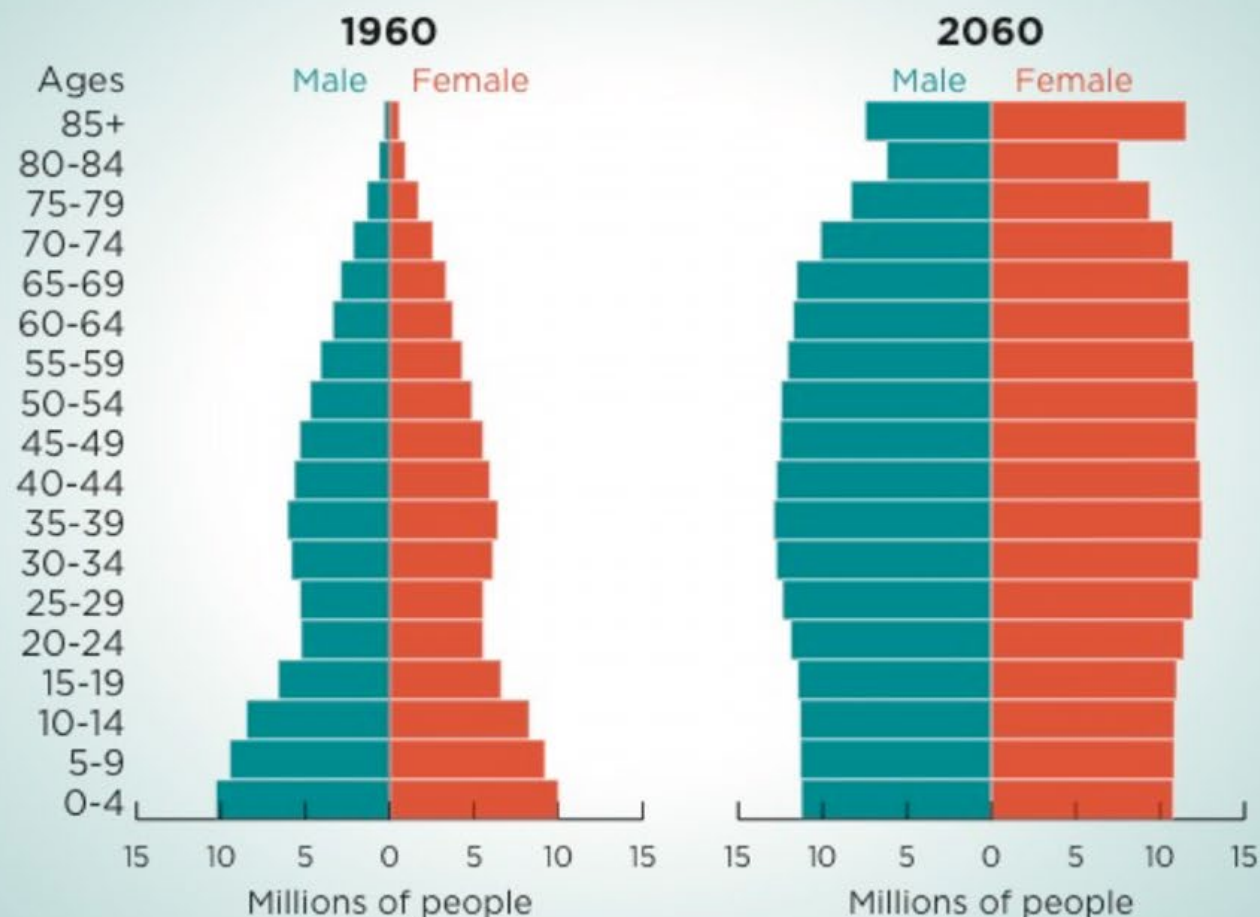
WHAT WE WANT TO AVOID

Based on Reframing Aging research by Frameworks Institute, 2017

"Sad senior"

Us vs. them

Individual, episodic stories
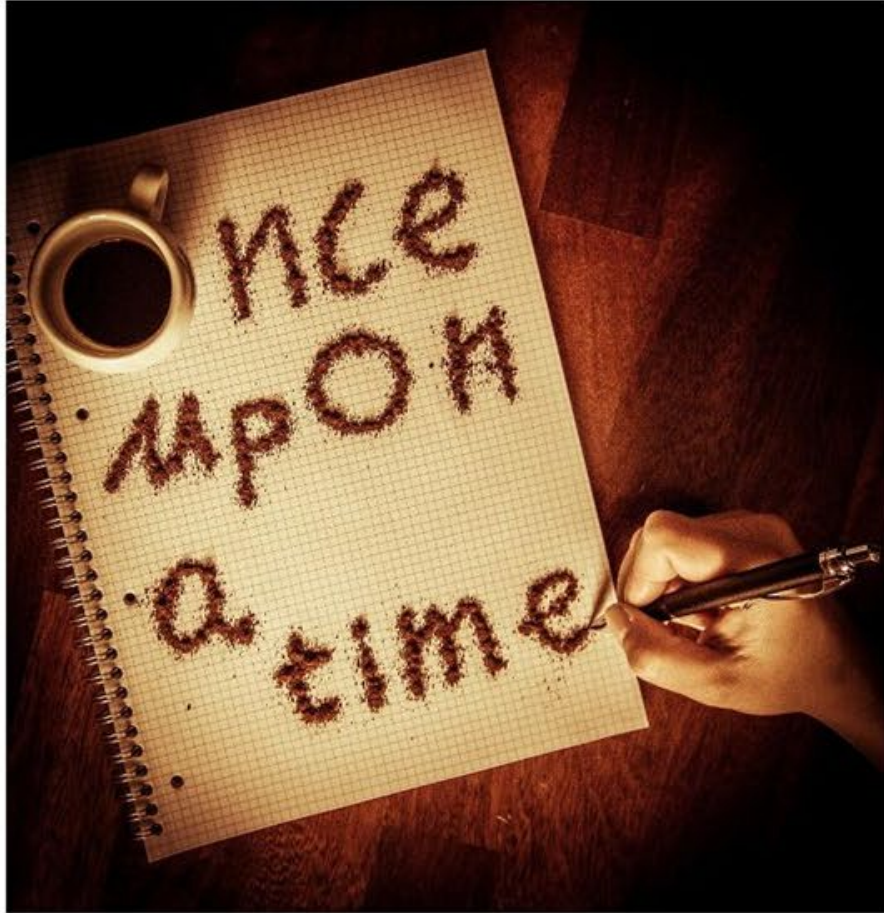
Demographic disaster

Problems without solutions

CHANGING THE NARRATIVE
ENDING AGEISM TOGETHER

A UN-REFRAMED FUNDRAISING PITCH

SEND $$$.

OUR COMMUNITY HAS THE FASTEST GROWING POPULATION OF OLDER PEOPLE

AVOID "EPISODIC" STORIES

- A group of women in their 60s stuffing sacks with leftovers from workshop refreshments

- A 6th grader talking about his grandma being sad after losing her job

- Betty being evicted

- A caretaker who couldn't stay in the workforce when things shut down

- Poor "seniors" without technology

CHANGING
THE
NARRATIVE
ENDING AGEISM TOGETHER

STORIES REFRAMED BY "WIDENING THE LENS" TO PROVIDE A SYSTEMS VIEW

- The women and grandma— workplace age discrimination and need for retraining/upskilling

- Betty's eviction—a lack of affordable housing options for people of *all ages*

- Caretakers—need for caretaking infrastructure

- Digital divide—in many communities

CHANGING THE NARRATIVE
ENDING AGEISM TOGETHER

POOR SENIORS? OR COMMUNITY DIGITAL DIVIDE

EXAMPLE

- ## AVOID
  With social distancing in place, vulnerable seniors without technology are lonely and isolated.

- ## ADVANCE
  In our community, we care about opportunity for everyone. Right now, because of digital divides, some people are having a harder time than others accessing health care, online services and K-12 education. We need to close the digital divide by INSERT SOLUTION

CHANGING THE NARRATIVE
ENDING AGEISM TOGETHER

Let's Workshop This…

We're going to break everyone into randomly assigned breakout groups. As a group, you'll develop a pitch to the XYZ Foundation. Think about how you can craft a message and apply for funding in these funding areas listed below in a way that:

1. Advocates for being age-inclusive, and

2. Avoids ageist behaviors and/or language choices

Funding Options from XYZ Foundation: (Select One)

ACCESS TO FOOD: Your organization should apply for funding if you provide access to nutritious food for people experiencing economic hardship, homelessness, or isolation.

ACCESS TO SHELTER: Your organization should apply for funding if you provide safe overnight and/or day shelter, temporary housing, or supportive housing to people experiencing homelessness, and/or for survivors of domestic violence.

TRANSPORTATION ASSISTANCE: Your organization may apply for funding for multiple services provided. The services for which your organization is applying for funding should be described fully within the application.

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Thank you!

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**Download
the toolkit**

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