



SPOTLIGHT ON...The “Future of Aging”

"I am only one, but still I am one. I cannot do everything, but still I can do something; and because I cannot do everything, I will not refuse to do the something that I can do."

**Helen Keller,
American
Author & Lecturer
(1880–1968)**

Upon receiving the EngAGEMENT Initiative grant, the Council of Michigan Foundations (CMF) conducted a survey among community foundations to better determine the foundations' level of awareness and participation in funding aging issues and related projects. The findings indicated a need for marketing and educational tools that could be used to educate,

encourage/support, and promote grantmaking in aging. To accomplish the task, CMF called on the Williams Group to help create both a resource guide and PowerPoint presentation, a slide show that was originally designed for presentations to Community Foundation Board Directors.

These resources are currently available to the regional associations involved in the EngAGEMENT Initiative. They can be retrieved at www.wgsite.com/teamup/ where there is a link to the 30+ slide PowerPoint presentation entitled “Future of Aging” as well and one for the Resource Guide. A sample script of talking points is provided for each PowerPoint slide. In addition, certain Power Point slides were designed for customization by users. This feature allows for changes in text/data and accompanying pictures that appear alongside the text. Adapting the presentation will allow speakers to present issues specific to their area, which may better engage their audience(s). (Continued-Page 2)



Happy holidays!



Spotlight on....The “Future of Aging”

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“It’s not
what you
look at that
matters,
it’s what
you see.”

Henry David
Thoreau
American Author
(1817-1862)



Grantmakers In Aging

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Fax: 937.435.3733
Website: www.GIAging.org

Website of the Month
www.matherlifeways.com



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A sampling of the topic areas covered in the slide show include:

- Looking at aging in new ways
- Creating an elder-friendly community
- What we're doing today
- Why increase grantmaking towards aging?
- Why engage donors on aging?
- Focusing on aging
- Emerging local issues
- What can we do?
- Next steps

This could be a useful tool for those of you at the Regional Associations and for your membership. Visit the website today!

Atlantic Philanthropies Funds Plan to Mobilize Seniors

The Atlantic Philanthropies has announced a multi-year, multi-million dollar initiative to help communities mobilize people over the age of 60 in the fight against economic decline, failing schools, urban sprawl, and other serious social issues.

Through research, planning, and community projects, the Community Experience Partnership will work to increase the involvement of seniors in volunteering, employment, and lifelong learning opportunities. During the first phase of the program, thirty community foundations will receive grants of up to \$25,000 to assess and better understand the opportunities for older adults to devise creative solutions for problems in their communities. The initial \$750,000 in local investments will likely be followed by millions in grants for planning/implementing new programs.

“Tapping the tremendous potential of older adults to improve life for everyone in their communities is at the heart of this initiative,” said Laura Robbins, head of Atlantic’s U.S. Aging Program. “In communities across the U.S., the energy, skills, and experience of people over 60 are ready to be unleashed. Imagine how much stronger communities will be when they choose to benefit from the time and talents of their most experienced citizens.” (Atlantic Philanthropies Press Release 9/28/2006)

The EngAGEMENT Initiative, funded by The Atlantic Philanthropies, is a pilot program to introduce new funders to aging through a partnership between GIA and Regional Associations of Grantmakers.

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