



## EngAGEMENT News

### Inside Aging-USA Number of People 65+

<b>1900 (In Millions)</b>	<b>3.1</b>
<b>1950</b>	<b>12.3</b>
<b>2000</b>	<b>35.0</b>
<b>Projections</b>	
<b>2010</b>	<b>40.2</b>
<b>2020</b>	<b>54.6</b>
<b>2030</b>	<b>71.5</b>

### EngAGEMENT Facts:

- First major collaboration between a National Affinity Group and the Regional Association of Grantmakers
- First time GIA has made grants (re-granting money to the sites)
- First opportunity to expose your members to aging

GIA is pleased to be partnering with six outstanding Regional Associations of Grantmakers on our pilot program, EngAGEMENT. Each site brings a unique approach to our goal of introducing new grantmakers to the many issues facing our aging population.

This newsletter is the first of a series of monthly newsletters that GIA will be sending out to our EngAGEMENT Initiative partners. We will update you on the progress of the Initiative and highlight each site's progress.

Since this is a pilot program we want to continue to have opportunities for interaction and chances to learn

### Baltimore: A Great Host

Baltimore served as the host city for the 2005 Grantmakers In Aging Annual Conference and the conference has been called "the biggest and best ever" by many longtime attendees. The Association of Baltimore Area Grantmakers played a key roll in the success. Thanks to Betsy Nelson, ABAG's Executive Director and Jim MacGill ABAG's Aging Affinity Group Coordinator, for their cooperation and hard work.

from one another. We want to monitor not only the results, but the process. We want the interaction to be a learning experience, but also a motivating factor for each of you. Knowing that your colleagues are facing some of the same challenges or there may be similarities with your approaches.

One example of an opportunity to share ideas:

During our meeting in Baltimore, Liz Wilder of the Grantmakers Forum of New York, talked about the challenges with the number of snowbirds and trying to find ways to keep them connected to their New York community. Talking

Baltimore is one of the six sites participating in GIA's EngAGEMENT Initiative, so it was a wonderful opportunity to expose local funders to a wide array of national leaders in the field of aging.

ABAG compiled a list of aging statistics for the state of Maryland as well as a compilation of outstanding aging programs that their members have funded in recent years.

with Pam Gionfriddo in Florida, she thought getting snowbirds involved in the community was a problem that only they faced. Pam was surprised that communities up north faced a similar issue.

Those moments usually occur unexpectedly, so communication, via newsletters, phone calls, email, listserv, and face to face meetings are vital to this Initiative. As the calendar shifts to 2006 and each of your projects picks up momentum, our communication effort will grow.

It was a unique approach for funders who might not consider themselves funders in aging to take a look at their funding and to realize they are making an impact with elderly in their community.

The Donor's Forum of Wisconsin will have the opportunity to highlight their work as the 2006 Annual Conference will be held in Milwaukee in October 2006.

***"Life your life  
and forget your  
age."  
-Norman  
Vincent Peale***



## **Grantmakers In Aging**

Your personal connection to key people, high quality resources and state-of-the-art ideas about aging and all issues related to aging

### **GRANTMAKERS IN AGING**

7333 Paragon Road  
Suite 220  
Dayton, OH 45459

Phone: 937.435.3156  
Fax: 937.435.3733  
Website: [www.GIAging.org](http://www.GIAging.org)

The six Regional Associations of Grantmakers who are participating in GIA's EngAGEMENT Initiative are:

Association of Baltimore Area Grantmakers  
Council of Michigan Foundations  
Donors Forum of South Florida  
Donors Forum of Wisconsin  
Grantmakers Forum of New York  
Philanthropy Northwest

**Philanthropy Northwest** recently had some staffing changes and so Carol Lewis and David Landers will be working on the coordination of their EngAGEMENT Project. Philanthropy Northwest is facing one of the biggest challenges, the geographic size of their region is larger than the other five sites combined. They have faced the challenge by getting started quickly. Philanthropy Northwest has already surveyed their membership, held a special session focused on aging at their annual conference and have started their communication/education strategy with the lead article in their fall newsletter. Their membership is considered "new" to aging with only a handful of their 180 members self-identified as funders in aging. Last year, The Robert Wood Johnson Foundations was the largest funder in aging in the Pacific Northwest. Obviously, there is an enormous opportunity for Philanthropy Northwest and EngAGEMENT to make an impact on aging. Explaining the demographic shift that is approaching is an important first step, but sharing examples of how foundations can become involved with the issue and keeping the issue in front of them is the next challenge that Philanthropy Northwest will face.

Philanthropy Northwest is also unique with the addition of the United Way of King County on their design team. Annually the United Way raises and grants nearly \$100,000,000, with a large percentage of the grants to health and human services organizations. Since the aging issue is considered a "new" issue in the Pacific Northwest, the United Way's experience with the field of aging is a key component to the design team.

Philanthropy Northwest's effort continues with a kickoff meeting for February for their members with a panel of experts on aging. They are also working to establish a local affinity group on aging, where their members can share ideas and offer support and collaborate on various projects. Keep up the great work!!

## **Cort Eiken: National Outreach Director**

Cort was hired in July of 2004 to lead the EngAGEMENT Initiative for Grantmakers In Aging. Cort was new to the field of aging and philanthropy but has extensive experience coordinating efforts from across the country as a senior property and casualty underwriter for MetLife Auto and Home. Cort has been involved with many aspects of GIA since he was hired.



*Cort Eiken of GIA*

Learning daily about the outstanding work GIA's members are doing across the country

and looking for ways to increase the number of grantmakers involved with aging.

Aging is not a separate issue but is a key component to a healthy and strong community. Seniors are civic leaders, serving on city councils, various neighborhood boards, voting in greater numbers than other age groups

Cort is a native Daytonian and a graduate of Miami University in Oxford, Ohio. He is married with two boys. Riley (7) and Will (4) are nonstop bundles of energy. Cort returned from GIA's conference in October to coach Riley's soccer team to the tournament championship. The team shut down the opponents and over three games won by a com-

bined score of 10-0. It was exciting and fulfilling.

EngAGEMENT is a wonderful opportunity for GIA and the Regional Associations of Grantmakers to make a major impact on the needs of today and tomorrow's seniors.

The challenges facing America as our population ages will be met by innovation of the private sector. Nonprofits and foundations will meet the challenge, but the **time to act is now.**

[ceiken@GIAging.org](mailto:ceiken@GIAging.org)