



EngAGEment: The end is only the beginning!



...of the grant period for the

EngAGEment Initiative pilot program expires on June 30, 2007. It was the leadership of Grantmakers In Aging (GIA) who introduced a program designed to encourage collaboration between an affinity group and Regional Associations of Grantmakers. This project allowed the two groups to unite in a quest to promote aging philanthropy.

The EngAGEment Initiative was launched in 2004 when The Atlantic Philanthropies awarded GIA a grant to conduct a pilot outreach program with a focus on aging. The aim of this initiative was to attract new community, family, private, and corporate foundations—as well as individual donors—into aging-related philanthropy. It wasn't long before GIA sent out a call for proposals to all Regional Associations (RAs).

The two-year plan required the RAs to partner with four to six local foundations. The

resulting group would focus their efforts on education about—and promotion of—aging issues/concerns among program officers, trustees, donors, advisors, and attorneys. Additionally, the RAs selected for participation in EngAGEment were responsible for generating matching funds of \$20,000, the sum of the grants awarded each site.

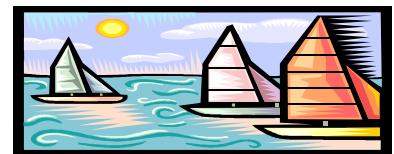
After review of the submitted proposals, the six RAs that were chosen to participate in the project were as follows:

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

GIA offered technical assistance and materials to the RAs selected for the project. The participants also received sponsorship to attend the annual GIA conference, which included a half day

pre-conference session held for EngAGEment participants and their invited guests.

The RAs involved in EngAGEment have been dedicated to program goals throughout the project. Their impressive accomplishments are numerous and noteworthy. The ultimate outcome of the collaboration, however, is a marked increase of interest and funding in aging—and, according to predictions, this early success is “only the beginning!”



GIA Grantmakers In Aging

**2007 ANNUAL
CONFERENCE**

**“Breaking Away:
Charting a New
Course in Aging
Philanthropy”**

October 31—November 2

San Diego, CA

*“The time
to repair
the roof is
when the
sun is
shining.”*

John Fitzgerald
Kennedy
(1917-1963)



Grantmakers In Aging

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

7333 Paragon Road
Suite 220

Phone: 937.435.3156
Fax: 937.435.3733
Web: www.GIAging.org



The focus is on
creating vibrant,
elder-friendly
communities~!

www.vnsny.org

ENGAGEMENT INITIATIVE—PHASE II

*“With willing hands and open minds, the future will be
greater than the most fantastic story you can write.”*

-Charles F. Kettering, Inventor

As the pilot program for the EngAGEMENT Initiative comes to an end, GIA is exploring what a second phase of the program might encompass. A primary assumption, of course, would be that Regional Associations of Grantmakers across the country would again be invited to join GIA in its efforts to promote and advance aging philanthropy. A collaborative model is the foundation on which the project was designed and has succeeded. EngAGEMENT has supported the idea that such a partnership has remarkable potential and influence as collaborators work towards a common goal.

Should GIA be successful in securing financial support for an EngAGEMENT II project, current grantees could assume a pivotal role in assisting newcomers to the program. Their varied EngAGEMENT-related experiences and challenges make the current grantees well-equipped to mentor new colleagues in launching EngAGEMENT programs in other regions of the country. Future EngAGEMENT Initiative grantees could positively benefit from the expertise of these EngAGEMENT “pioneers”—those familiar with challenges associated with promoting an aging agenda—for support and guidance.

A second phase of EngAGEMENT would commence sometime in Fall 2007; a request for proposals (RFP) would likely follow shortly thereafter. All Regional Associations for Grantmakers would be eligible—and encouraged—to apply. If there are any suggestions or feedback regarding the EngAGEMENT program, please contact GIA.

EngAGEMENT Quarterly Conference Call

The final quarterly conference call for EngAGEMENT grantees will be on **Thursday, June 21 at 3:00PM EST**. This call offers EngAGEMENT participants an opportunity to report on their latest projects as well as any future goals. In addition, challenges encountered during the program and lessons learned can be shared. Colleagues are also encouraged to use this time to ask questions of one another. Each EngAGEMENT site should have a representative in attendance. There will be a call-in number provided to all attendees prior to the call.



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

EngAGEMENT's National Outreach Director,
Pamela S. Tyler, PhD — ptyler@GIAging.org