



Community AGEnda: Q and A

1. What is an age-friendly community?

An age-friendly community is a great place to grow up and grow old. As America's population ages, experts believe that the most successful and vibrant communities of the 21st century will be those that are age-friendly — communities that allow for greater mobility, productivity, and optimal health and well-being.

An age-friendly community is one in which leaders understand the needs and preferences of older adults and ensure that there is safe and accessible transportation, affordable housing, safe outdoor spaces, quality community and health services, sufficient employment and volunteer opportunities, and engaging social activities and events — in other words, a community that serves the needs of older adults and people of all ages.

There are several efforts underway to promote age-friendly cities and communities across the country and internationally. In addition to providing direct support in each of the five communities we selected, Community AGEnda seeks to link and share the learnings and examples of these projects, including the WHO Global Network of Age-Friendly Cities and Communities (which includes New York City and Portland, Oregon in the United States), AARP's Livable Communities project, the AdvantAGE Initiative at the Visiting Nurse Service of New York, the Village to Village Network, Communities for All Ages project at Temple University's Center for Intergenerational Learning, and other similar programs. Community AGEnda hopes to encourage greater support for cities and counties already engaged in this work.

2. What is Community AGEnda?

Community AGEnda is a partnership with five American communities to accelerate their efforts to become great places to grow up and grow old. Community AGEnda was launched in 2012 with a \$1.3 million grant from the Pfizer Foundation to Grantmakers In Aging (GIA), then renewed in 2013 with a second grant totaling \$1.35 million and renewed again in 2014 with a third grant for \$1.49 million. The initiative awarded grants to local organizations in five regions to fund activities (some planned and some already underway) to make those communities more age-friendly. Because each community has its own dynamics, assets, and challenges, there is no one-size-fits-all approach to making a place more age-friendly.

More broadly, the initiative is designed to advance the efforts of all cities working to create better communities for older adults and, equally important, to build environments where people of all ages can thrive. This includes raising awareness about the importance of age-friendly communities, creating a database of all the age-friendly community development initiatives that are currently active, and developing a set of practical resources to help cities, urban planners,

Community AGEnda: Q and A

foundations, nonprofits, and others find information and inspiration for similar projects in their own communities.

3. Why is it important?

Day by day, America is getting older. Ten thousand Boomers turn 65 every 24 hours. According to Census projections, by 2050, the number of older people in America will exceed 89 million. Surveys all indicate that the vast majority want to (or need to) “age in place,” which means they want to grow old at home or in a residence in the town or city they live in today, as opposed to a nursing home or long term care facility.

However, urban planning experts have noted that American cities, towns, and localities are not preparing to take advantage of the opportunities — or meet the challenges — presented by a growing number of older adults. Along with a vibrant movement of similar efforts across the country, Community AGEnda will help inspire city and civic leaders everywhere to think and act more boldly about how to support this coming wave of older adults and to embrace the idea that making communities better for this population will enhance the lives of people of all ages.

4. Who is involved?

The Pfizer Foundation awarded Grantmakers In Aging (GIA) a \$1.3 million grant in August 2012, a renewal grant of \$1.35 million in October 2013, and a third-year renewal grant of \$1.49 million in 2014, to manage the project, advance the broader work of developing age-friendly communities, and encourage the sustainability of the initiative.

Five project cities or areas have received grants, of \$150,000 each in the initial grant, \$140,000 each in the 2013 renewal, and \$120,000 each in the 2014 renewal, to support age-friendly planning and implementation efforts. These sites include: Maricopa County, Arizona; the greater Kansas City area; the metro regions of Atlanta, Georgia and Miami-Dade County, Florida; and the state of Indiana. Sites were also required to raise partial matching funds from local sources. They were chosen through an invitation-only Request for Proposals process.

5. What is Grantmakers In Aging and why was it tapped to manage this project?

Grantmakers In Aging (GIA) is an inclusive and responsive membership organization including all types of philanthropies with a common dedication to improving the experience of aging. GIA members have a shared recognition that a society that is better for older adults is better for people of all ages. GIA funders include private, family, and community foundations, corporate philanthropy programs, funders exclusively focused on aging, and funders with wider funding interests.

Since 1981, GIA has had a strong track record of developing partnerships with government, educational, and charitable organizations. This experience and these relationships position GIA to take on this important work, which will shape communities in diverse ways.

Community AGenda: Q and A

6. What is the Pfizer Foundation and how is it related to Pfizer?

The Pfizer Foundation is a charitable organization established by Pfizer Inc. and is a separate legal entity. Its mission is to promote access to quality health care, to nurture innovation, and to support the community involvement of Pfizer colleagues. The Pfizer Foundation provides funding and resources to local and international organizations that expand and improve global health strategies. In 2013, the Foundation provided \$17.7 million in grants and employee matching gifts to non-governmental organizations in the United States and Puerto Rico.

7. What does Community AGenda hope to accomplish?

First, we will accelerate the creation of age-friendly communities in five states/regions/cities. Second, we will provide local leaders and their partners across the country with the information, resources, and tools they need to build age-friendly communities. Third, we will raise awareness of both the need for age-friendly communities and the existing exciting work already transforming states, regions, cities, and towns.

We hope that, as a result of our efforts, community leaders (i.e., elected officials, administrators, nonprofit and foundation executives, private sector managers, etc.) and the associations that serve them will aspire to create communities that are great places to grow up and grow old. They will explore new ways that existing resources can be reallocated to develop services, programs, activities, and infrastructure to improve the lives of people of all ages.

We also hope that more private funders – including foundations, individual philanthropists, and the associations that serve them – will work together to convene existing or new groups to plan their cities' and regions' futures and consider funding these kinds of initiatives.

8. How are the Community AGenda funds being distributed?

In 2012, the Pfizer Foundation authorized a one-year, \$1.3 million grant to fund the partnership between the Pfizer Foundation and Grantmakers In Aging (GIA), then authorized a one-year renewal of that grant in 2013 for \$1.35 million and another one-year renewal in 2014 for \$1.49 million. GIA awarded five organizations up to \$150,000 each in 2012, for a total of up to \$750,000 in direct community support, \$140,000 each in 2013, and \$120,000 each in 2014. The remaining funds are being used to develop resources and tools to help communities and their partners across the United States, raise awareness nationally of the importance of age-friendly communities, and manage these efforts.

9. Who decides which organizations will receive funds and how much?

GIA developed a competitive Request For Proposals (RFP) process to help select the project's grantees. Drawing on GIA's experience and expertise, and in consultation with a variety of experts in this field, the RFP was made available to a select group of communities that have already

Community AGEnda: Q and A

completed significant work toward becoming age-friendly. Funds went to local community organizations or foundations who agreed to raise additional matching funding of at least \$40,000 to further leverage the Community AGEnda grant and work to improve the quality of life for older adults and all residents in their communities.

Age-friendly city/community efforts underway across the country and around the world have various criteria for defining “age-friendly.” In addition, each community has different assets, resources, and needs that will shape how they can most effectively work towards becoming more age-friendly. We expect that each community will develop its own priorities and identify the work that generates the most value to its older residents and people of all ages.

10. How did you pick the cities?

We sought geographic diversity, but an important focus was on identifying cities/regions that were already engaged in age-friendly planning with key government or other endorsements from civic leaders. We looked for groups actively pursuing related and relevant projects. Creating an age-friendly community takes time and sustained effort. We believe our resources are best directed to those cities/regions that already have significant buy-in from the local community.

11. Were any cities rejected?

Once invited to submit proposals, no cities or communities were rejected.

12. Can you make an impact with just \$120,000 per city?

Yes. Our approximately \$120,000 in renewal funding, along with local partial matching funds, is designed to accelerate each city’s planning efforts, help them prioritize their efforts, and connect them with additional funding sources to implement a variety of age-friendly community development strategies. Our RFP process explicitly sought cities or regions that had projects already underway and that had key endorsements from city, civic, and foundation leaders.

13. Will there be funds available next year?

The third year of funding, awarded in October 2014, will be the last renewal from The Pfizer Foundation for Community AGEnda.

14. Is this effort connected to the WHO, AARP, or other age-friendly initiatives?

There are several efforts underway to promote age-friendly cities and communities across the country. In addition to providing direct support in each of the five communities we selected, Community AGEnda seeks to link and share the learnings and examples of these projects, including the WHO Global Network of Age-Friendly Cities, AARP’s Livable Communities project, the Village to Village Network, the AdvantAGE Initiative at the Visiting Nurse Service of New York, Communities for All Ages project at Temple University’s Center for Intergenerational Learning, and other similar programs.

Community AGEnda: Q and A

15. There are already so many age-friendly cities initiatives – why do we need another? Isn't this just going to confuse people?

On the contrary, a key part of our work will be to link the many age-friendly efforts already underway and create a clear picture of the progress across all of the involved projects and cities. We want to clarify just what success looks like to a whole range of communities seeking to best support their aging citizens and citizens of all ages.

16. Will you share what you learn, the good and the bad, with the broader age-friendly cities movement?

Absolutely. Sharing what we have learned, and creating a forum to share what others have learned, is a key element of this project. The more we share, the more new communities can prepare for and create age-friendly environments.

17. Why is Pfizer doing this?

This is a Pfizer Foundation-funded program with Grantmakers In Aging. Pfizer Inc. is not involved in the design or implementation of Community AGEnda.

18. Why is the Pfizer Foundation doing this?

Community AGEnda reflects the mission of the Pfizer Foundation — to promote access to quality health care, to nurture innovation, and to support the community involvement of Pfizer colleagues — by providing funding and resources to local and international organizations that expand and improve global health strategies.

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