SOARING INTO THE FUTURE
SEEKING NEW HORIZONS IN AGING AND PHILANTHROPY

2015 ANNUAL CONFERENCE

GRANTMAKERS IN AGING

WASHINGTON DC
WILLARD INTERCONTINENTAL

OCT. 28, 2015 TO OCT. 30, 2015
Dear Colleagues and Friends:

On behalf of all of us at Grantmakers In Aging, I’m pleased to invite you to our 2015 conference, which will be held in Washington, DC from October 28–30. Our theme this year is “Soaring Into the Future: Seeking New Horizons in Aging and Philanthropy,” and we hope to be joined by all of you whose hard work and dedication are helping to build a better society for older adults—and for everyone.

Washington provides a particularly apt backdrop for our conference this year, which marks the 50th anniversary of the establishment of Medicare and Medicaid and of the signing of the Older Americans Act, and the 80th anniversary of the creation of Social Security. These landmark pieces of legislation set the stage for the accomplishments of aging-related advocacy in recent years. As you walk through DC, you see living monuments to the change that can come about through public policy and advocacy. Though most of us would like to see improvements in the implementation of these programs, few of us would want to be doing our work in a world that lacked these fundamental protections for the rights and well-being of older Americans.

When President Johnson signed the Older Americans Act into law in 1965, there were 17 million Americans who were 65 or older and few programs to meet their needs. Today, there are more than 73 million Americans over 65, and the number, and their proportion within the population, is expected to continue rising. This increase poses undoubted challenges—challenges to which we are rising. We’re exploring ways to help older adults stay in their homes longer, which not only serves their needs and preferences but helps ease the burden on the services and institutions they would otherwise need. We’re finding ways to use technology to keep older adults connected, at a time when isolation can be the greatest threat to their well-being. And we’re developing practical, tested strategies for creating communities that are friendly and livable for older adults—and, by extension, for all who love, care for, and rely on them.

If being in DC inspires our sense of what can be done through advocacy, the conference will offer inspiration for what can be accomplished when creative, dedicated people who believe in their vision come together to meet shared challenges. It will also offer opportunities for new ideas, dynamic conversations, and connecting with the best, most innovative minds in our field.

Please join us and take advantage of all our conference has to offer. Come and be part of this great event—and help chart our path into the future.

Sincerely,

Christopher A. Langston, PhD
Board Chair, Grantmakers In Aging
Program Director, The John A. Hartford Foundation, NY
ABOUT GRANTMAKERS IN AGING

Use the Conference Registration Form, at the back of this program or online, to join GIA now and receive a reduced conference rate!

Grantmakers In Aging (GIA) is an inclusive and responsive membership organization that is a national catalyst for philanthropy, 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 a society that is better for people of all ages. GIA's membership includes leading staff and trustees of private, family, community, public, operating, and corporate foundations that are involved directly or indirectly with philanthropy and aging. It also includes corporate giving programs, private and public charities, social venture capital groups, individual philanthropists, and bank trust departments or trust companies that administer charitable trusts or foundations making grants for charitable purposes.

Dedicated to promoting and strengthening grantmaking for an aging society, GIA is the only international professional organization of grantmakers active in the field. For more information about benefits of membership, please contact the GIA office or visit www.giaging.org.

ANNUAL CONFERENCE PLANNING COMMITTEES

The following have contributed significant portions of their time and talent to make this conference possible:

HONORARY CONFERENCE CHAIR
Lisa Marsh Ryerson
AARP Foundation, DC

PROGRAM COMMITTEE CO-CHAIRS
Pauline Daniels, MPH
Kaiser Foundation Hospitals, CA
Stephen Ewell, MBA, MS
CEA Foundation, VA

PROGRAM COMMITTEE MEMBERS
Susan O. Althans
The McGregor Foundation, OH
Amy J. Berman, BS, RN
The John A. Hartford Foundation, NY
Monica T. Brown
Health Foundation for Western & Central New York, NY
Jim Courtney
Mr. Goodcents Foundation, KS
Michael S. Marcus, MSW
The Harry and Jeanette Weinberg Foundation, Inc., MD
Laura E. Mason, MNA
May and Stanley Smith Charitable Trust, CA
Marc McDonald
AARP Foundation, DC
Katie Midgley, MS
Plough Foundation, TN
Brian Myers
Empire Health Foundation, WA

Ruth Palombo, PhD
Tufts Health Plan Foundation, MA
Cheryl Phillips, MD
LeadingAge, DC
Elyse Salend, MSW
Cambia Health Foundation, OR
Laura Smith, MPA
Harvard Pilgrim Health Care Foundation, MA
Bonita Tindley
Agua Fund, Inc., DC
Erin Westphal, MS
The SCAN Foundation, CA

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The SCAN Foundation, CA
Marcus Escobedo, MPA
The John A. Hartford Foundation, NY
Nancy D. Zionts, MBA
Jewish Healthcare Foundation, PA

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Northland Foundation, MN
Pauline Daniels, MPH
Kaiser Foundation Hospitals, Inc., CA
Therese Ellery
Rose Community Foundation, CO
Ruth Palombo, PhD
Tufts Health Plan Foundation, MA
By now, it’s unlikely that anyone in the aging field hasn’t heard the warnings concerning the wave of older adults about to swamp our nation’s health care, social services, or financial resources—and our inability to cope with this change. It all sounds ominous and overwhelming. It is not.

In fact, we are making enormous progress. We’ve seen the proliferation and expansion of all sorts of “age-friendly” programs in communities, universities, health care systems, and social services networks across the country. Through greater support from government and philanthropy, we’ve become measurably better at delivering medical care, services, housing, and transportation for older adults. We’re learning more every day about how to include all people, no matter their age, in the life of our communities, and to make better use of their extraordinary skills. We’re also beginning to recognize that people want choices as to how they will meet the end of life, when it comes, and we’re finding ways to offer and support those choices.

So, yes, there are challenges. But the sky is not falling. Quite the opposite.

As the population ages, powerful opportunities for philanthropy are all around us. New technologies are revolutionizing everything from the way we communicate and learn to the way we design our homes and keep our streets safe and walkable. New approaches in medicine, service, and supports are enabling us to recognize and meet the needs of older adults in brand-new ways. And we recognize that we must continue to reach out across ethnic and financial barriers to deliberately and proactively help those in greatest need.

The future has opened its gates to us and revealed a wealth of opportunities. As grantmakers in aging, we have the chance to take these on and reach new heights of accomplishment. Join us in Washington DC for GIA’s 2015 Annual Conference, and discover from leaders in aging philanthropy how your organization can support programs that will soar in the years ahead.
CONFERENCE SPONSORS

WE GRATEFULLY ACKNOWLEDGE THE FINANCIAL SUPPORT OF GENEROUS FOUNDATIONS AND PARTNERS THAT SPONSOR THIS CONFERENCE:

LEAD SPONSORS

PARTNER SPONSORS

SOARING INTO THE FUTURE: SEEKING NEW HORIZONS IN AGING AND PHILANTHROPY | 5
# AGENDA AT A GLANCE

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<tr>
<td>7:00 am–7:00 pm</td>
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<td>7:30 am–8:45 am</td>
<td>Buffet Breakfast and Issue-Related Roundtables</td>
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<td>INTRODUCTIONS AND OPENING REMARKS</td>
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<td><strong>LATE AFTERNOON SESSIONS</strong></td>
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<td>6:00 pm–7:00 pm</td>
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<td>7:00 am–11:30 am</td>
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<td>7:30 am–8:30 am</td>
<td>Buffet Breakfast</td>
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<td>7:30 am–8:30 am</td>
<td><strong>FUNDERS FORUM GROUPS</strong></td>
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<td>• Age-friendly Communities: A Learning Circle for Funders</td>
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<td>• Economic Security for Older Adults</td>
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<td>8:45 am–9:45 am</td>
<td>**PLENARY SESSION</td>
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PROGRAM AGENDA

WEDNESDAY, OCTOBER 28

10:00 am – 7:30 pm
Registration

10:00 am – 7:30 pm
Resource Central
GIA will display annual reports, recent initiatives, and additional publications from GIA members and others involved with philanthropy and aging for conference attendees. It’s a great place to pick up ideas and inspiration.

11:30 am – 12:15 pm
Lunch Buffet

12:30 pm – 2:45 pm
Site Visits (Advance registration is required)
• Iona Senior Services (limited to 25 participants)
  Founded in 1975, Iona is greater Washington DC’s most comprehensive nonprofit provider of community-based services to help people age well and live well. Iona’s social workers, nurse care managers, psychotherapists, and nutritionists help older adults and family caregivers navigate complex aging-related challenges. Iona’s Helpline handles 5,000 calls annually, and more than 2,000 older adults and family caregivers receive direct services and support each year.
  The site visit will offer a tour of Iona’s award-winning Wellness & Arts Center, which offers art therapy, health support, and robust programming for people with physical disabilities and memory loss, as well as respite for their caregivers. Participants will also learn about other Iona innovations, including the Take Charge/Age Well Academy™ for “younger older” adults, Iona’s Farm-to-Table partnerships serving older adults at risk of malnutrition, the Iona Gallery for local older artists, and much more.

• The Phillips Collection (limited to 30 participants)
  According to its founder Duncan Phillips, the mission of The Phillips Collection—a dynamic environment housing modern and contemporary art—is to provide an “intimate museum combined with an experiment station.” The collection features impressionist and modern artworks by Renoir, Rothko, Bonnard, O’Keeffe, van Gogh, and Diebenkorn, as well as special exhibitions designed to stimulate conversation and thoughtful reflection.
  At this site visit, participants will learn about the Phillips’s Creative Aging program, a collaborative initiative with Iona Senior Services that combines museum education with art therapy. The program fosters an empowering sense of accomplishment in older adults, encouraging participants to use artworks and art-making as a catalyst to explore feelings, invite self-exploration, and build community. Participants will also have the opportunity to enjoy a self-guided tour of the museum.

3:00 pm – 5:00 pm
Conference Intensive Sessions
• Session 1 | Aging at Home: Strategies for Addressing Behavioral Health and Rurality Issues

SESSION DESIGNER
• Becky Hayes Boober, Maine Health Access Foundation

As more people age, there is a greater need for innovative, affordable, and effective community-based strategies to keep people safe and healthy in their homes and communities, where 90 percent of people say they want to live. This high-energy, hands-on workshop addresses three aging-related areas of funding that do not often receive attention: behavioral health (including substance/alcohol use); low-cost community-based adaptive initiatives; and reaching more isolated groups, including rural populations. The session will explore emerging strategies for comprehensive, coordinated care plans that address the physical and behavioral health needs of and necessary supportive services for these special populations. Strategies and concrete steps discussed, including those raised through a buzz session, will provide practical pathways to keeping older people thriving.

PRESENTERS
• Becky Hayes Boober, PhD, Senior Program Officer, Maine Health Access Foundation
• Paulette Parker, MA, Senior Program Officer, Williamsburg Health Foundation, VA
• **Session 2 | Building Business Skills in Community Organizations: It Takes a Village**

**SESSION DESIGNER**  
• **Erin Westphal**, The SCAN Foundation

Building the business acumen of the aging network continues to be a timely and relevant issue for the network, funders, and the federal government. This session will highlight a national effort supported by multiple funders to strengthen the network. Additionally, the session will give participants the opportunity for in-depth small-group discussions with organizations that have been actively engaged in transforming how they operate to build successful relationships. The focus areas for these in-depth discussions, which will be open to all participants, will include Board Governance, Accreditation, and Information Technology.

**PRESENTERS**

• **Jamie Almanza**, MBA, Executive Director, Bay Area Community Services, CA  
• **Elizabeth Palena Hall**, RN, MIS, MBA, Long-Term and Post-Acute Care (LTPAC) Coordinator, Office of Policy, U.S. Department of Health and Human Services, Office of the National Coordinator for Health Information Technology, DC  
• **Nora OBrien-Suric**, PhD, Senior Program Officer, The John A. Hartford Foundation, NY  
• **June Simmons**, MSW, Chief Executive Officer and President, Partners in Care Foundation, CA

**MODERATOR**  
• **Erin Westphal**, MS, Program Officer, The SCAN Foundation, CA

5:30 pm – 6:00 pm  
**First-Time Attendees Reception | Willard Hotel**

Is this your first GIA Annual Conference? We want everyone to feel comfortable and engaged, especially if you are new to us! GIA will welcome first-time attendees to the conference at a special reception. Seasoned grantmakers and staff will put you at ease as you meet other conference first-timers. Make the most of your experience and start connecting with your colleagues on the vanguard of aging-focused philanthropy.

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**Welcoming Remarks**

• **Stephen Ewell**, MBA, MS, Executive Director, CEA Foundation, VA

6:00 pm – 7:00 pm  
**Welcome Reception | Willard Hotel**

Join colleagues for an opportunity to catch up with friends and associates from around the country and make new acquaintances. Expand your network in the philanthropic community. The connections you make can be invaluable.

**Welcoming Remarks**

• **Christopher A. Langston**, PhD, Board Chair, Grantmakers In Aging, and Program Director, The John A. Hartford Foundation, NY

**7:00 pm – 9:00 pm**

**Film Screening | CARE: Cracks in the Elder Care System**

This documentary chronicles the struggles of home health aides, elders, and their families, exposing the deep flaws in the U.S. elder care system. The film paints a picture of an impending care crisis that highlights the commitment of people on many sides of the issue to improve elder care in America. Producer Tony Heriza will be available to answer questions following the film.
THURSDAY, OCTOBER 29

7:00 am – 7:00 pm
Registration

7:30 am – 8:45 am
Buffet Breakfast and Issue-Related Roundtables
Make the most of your first morning at the conference by participating in lively, spirited discussions with fellow attendees about pressing issues related to aging. Tables will be designated for specific topics, and a table leader will facilitate the discussion—everyone is encouraged to participate.

9:00 am – 9:30 am
Introductions and Opening Remarks
- Christopher A. Langston, PhD, Board Chair, Grantmakers In Aging, and Program Director, The John A. Hartford Foundation, NY

Welcome to Washington DC
- Lisa Marsh Ryerson, Honorary Conference Chair, and President, AARP Foundation, DC

The State of Aging and Philanthropy
- John Feather, PhD, Chief Executive Officer, Grantmakers In Aging, VA

10:30 am – 11:00 am
Coffee Break

11:00 am – 12:15 pm
Morning Sessions
- Session 1 | Home-based Primary Care: Local Efforts Have National Impact

SESSION DESIGNERS
- Amy Berman, The John A. Hartford Foundation
- Bonita Tindley, Agua Fund, Inc.

There are three to four million older adults living with multiple chronic illnesses, such as diabetes, lung disease, and heart disease, who are too ill or disabled to easily visit their primary care physician when they need medical attention. Instead, they end up going to the ER or being hospitalized. These seniors, representing approximately 10 percent of Medicare beneficiaries, account for two-thirds of Medicare’s expenditures.

In this session, participants will learn how an innovative Washington DC-area care model is working to address this issue. The home-based primary care program enables an interdisciplinary team of health care providers to spend more time with patients, into full swing, what visionary insights can we offer candidates from each party? What is the role of funders in making sure that the concerns of the aging are kept relevant to each party’s platform, and how can we build on the positive momentum from this year’s White House Conference on Aging? The panel will offer a lively discussion on these and other questions relating to our role in shaping the political and policy context for aging in America.

PRESENTERS
- Robert B. Blancato, MPA, President, Matz, Blancato, & Associates, DC
- Cheryl Phillips, MD, Senior Vice President, Public Policy and Health Services, LeadingAge, DC

MODERATOR
- Lisa Marsh Ryerson, President, AARP Foundation, DC
assess and treat in their homes, and assume greater accountability for all aspects of the patient’s care. This timely and appropriate intervention improves overall quality of care and quality of life for those served, forestalls the need for admission to institutional settings, and lowers health care costs.

PRESENTER
• **K. Eric De Jonge**, MD, Director of Geriatrics, MedStar Washington Hospital Center, DC

MODERATOR
• **Bonita Tindley**, Program Officer, Agua Fund, Inc., DC

• **Session 2 | The Age of Creativity: Arts and the Future of Aging**

SESSION DESIGNERS
• **Teresa Bonner**, Aroha Philanthropies
• **Laura E. Mason**, May and Stanley Smith Charitable Trust

The creative aging movement is building momentum at all levels: local, regional, and national. This session will explore the latest developments through dynamic TED-style talks, group discussion, and a hands-on creative activity. Learn about the 2015 Summit on Creativity and Aging in America (a pre-conference to the White House Conference on Aging) and the critical importance of cross-sector collaborations to create and support research on the impact of participatory arts programs. New partnerships and philanthropic efforts that are leveraging the creative arts to improve the quality of life and health of older adults will be showcased. A master teaching artist will lead the entire group in a fun, engaging, interactive activity that illustrates a creative aging program in action.

PRESENTERS
• **Beth Bienvenu**, PhD, Director, Office of Accessibility, National Endowment for the Arts, DC
• **Lisa Onken**, PhD, Program Officer, Division of Behavioral and Social Research, National Institute on Aging, DC

MODERATOR
• **Laura E. Mason**, MNA, Program Officer, May and Stanley Smith Charitable Trust, CA

• **Session 3 | Practical Approaches to Building Age-friendly Communities**

SESSION DESIGNERS
• **Jenny Campbell, Barbara Greenberg, and Marilyn Stein LeFeber**, Consultants, Grantmakers In Aging
• **Michael Marcus**, The Harry and Jeanette Weinberg Foundation, Inc.
• **Ruth Palombo**, Tufts Health Plan Foundation

Over the past dozen years, the movement to promote the development of age-friendly communities has flourished. Grantmakers have been important partners as funders, conveners, and catalysts, and the movement is producing ever more creative and flexible approaches for implementing these age-friendly communities. This session will explore three such approaches: a statewide effort in Maryland to reduce poverty and improve the lives of older adults and caregivers, a Boston program aimed at achieving WHO recognition and membership in its Global Network of Age-friendly Cities, and innovative strategies for working with regional planning organizations that can play major roles in creating and sustaining age-friendly communities over the long term.

PRESENTERS
• **Michael S. Marcus**, MSW, Program Director Older Adult Services, The Harry and Jeanette Weinberg Foundation, Inc., MD
• **Emily K. Shea**, MSW, MPH, Commissioner on Affairs of the Elderly, City of Boston, MA
• **Peter N. Wood**, MPA, Vice President of Programs and Community Investments, Health Foundation of South Florida, FL

MODERATOR
• **Marilyn Stein LeFeber**, MS, Principal, Laurel Ridge Consulting, LLC, NC
12:30 pm – 2:00 pm
**Luncheon Program**
**GIA Diversity Award Presentation**

GIA established the GIA Diversity Award to recognize national, regional, and local individuals, programs, and organizations that embrace diversity as a fundamental element in all levels of their aging-related work. We are proud to recognize the inspirational work of this year's winner.

**PRESENTER**
- **Pauline Daniels**, MPH, Community Benefit Manager, Kaiser Foundation Hospitals, CA

**Luncheon Plenary Presentation**
**Reframing Aging**

Why is it challenging to gain public support for better policies and services for older adults? A recent study, commissioned by Leaders of Aging Organizations, a collaborative of eight national organizations in the field of aging, and supported by seven foundations in aging, has found that some of this difficulty is due to deeply held cultural understandings of aging and older Americans—understandings that support profound misconceptions about today’s older adults. These beliefs, such as “decline is inevitable,” blunt people’s desire to support changes that would improve outcomes for older Americans and society more generally, and serve as the underpinnings of issues such as ageism.

Discover how the study designers approached this issue and created a better understanding of older adults: who they are, what issues affect them, how they contribute to our society, and how society can best integrate their needs and contributions.

**PRESENTERS**
- **Jolene Fassbinder**, MSG, MACM, Program Officer, Archstone Foundation, CA
- **Nathaniel Kendall-Taylor**, PhD, Vice President for Research, FrameWorks Institute, DC
- **Laura Robbins**, MS, MBA, Founder and Principal, Laura A. Robbins Consulting, LLC, NC

2:00 pm – 2:15 pm
**Break**
**Session 2 | Philanthropy’s Role in Aging Well in the Community**

**SESSION DESIGNERS**
- Greg DiDomenico, Community Memorial Foundation
- Nancy D. Zionts, Jewish Healthcare Foundation

Research—largely funded by philanthropy—consistently shows that when older adults are hospitalized or institutionalized, the physical, mental, emotional, and financial impact affects not only the older adults themselves, but also their families and caregivers. Too often, warning signs are neglected or unreported, resulting in hospitalizations and institutionalizations that could have been avoided. Improvements are needed to the home- and community-based systems for serving the needs of older adults. This interactive session will explore concrete strategies for strengthening these service systems and building on neighborhood assets. Two programs will be examined: the Older Adult Health Neighborhood initiative, and the geriatric Community Health Worker model. Explore how these systems can be developed and implemented and the role of philanthropy in supporting them.

**PRESENTERS**
- Greg DiDomenico, President and CEO, Community Memorial Foundation, IL
- Robyn Golden, MA, Director, Health and Aging, Rush University Medical Center, IL
- Brian Myers, Program Officer, Empire Health Foundation, WA
- Nancy D. Zionts, MBA, Chief Operating Officer and Chief Program Officer, Jewish Healthcare Foundation, PA

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**Session 3 | Using Technology to Support Seniors in Rural and Urban Communities**

**SESSION DESIGNERS**
- Stephen Ewell, CEA Foundation
- Michael Marcus, The Harry and Jeanette Weinberg Foundation, Inc.

Older adults are increasingly expressing their desire and intention to stay in their own homes as long as possible. Often, the pressures that force them out of their homes relate to their need for health monitoring, access to services, social engagement, and other types of consistent interaction with people outside their homes.

Explore innovative strategies for using technology to serve these needs in all kinds of communities: rural, urban, and suburban. The strategies include virtual social and educational engagement, technology and computer training for seniors, expanded access to broadband services, and telehealth programs that allow remote monitoring of chronic diseases. Participants will be able to interact with some hands-on examples of the technologies discussed.

**PRESENTERS**
- Mae Carpenter, Commissioner, Westchester County Department of Senior Programs and Services, NY
- Bernadine Joselyn, MIA, MPP, Director of Public Policy and Engagement, Blandin Foundation, MN
- Tom Kamber, PhD, Founder and Executive Director, Older Adults Technology Services (OATS), NY
- John Migliaccio, PhD, Executive Director, Telehealth Intervention Programs for Seniors (TIPS), NY

**MODERATOR**
- Stephen Ewell, MBA, MS, Executive Director, CEA Foundation, VA

3:30 pm – 4:00 pm
Coffee Break
THURSDAY, OCTOBER 29

4:00 pm – 5:00 pm
Late Afternoon Sessions

• Session 1 | What’s Keeping You Up at Night: Program Staff

SESSION DESIGNER
• Monica Brown, Health Foundation for Western & Central New York

This facilitated networking session gives foundation program staff an opportunity to talk candidly with their peers about the concerns and challenges they face in their work. Staff from various foundations will start things off with a few key questions, and the conversation will flow from there.

• Session 2 | Keys to Economic Security: Proven Programs for Earning, Managing, and Protecting Retirement Income

SESSION DESIGNERS
• Ellen A. Bruce, University of Massachusetts Boston
• Cara Goldstein, AARP Foundation

More than 20 million people age 50 and over do not have adequate income to meet their basic needs for food and housing. This workshop will explore three proven programs that increase economic security for low- and moderate-income older adults: employment programs to enhance the work opportunities for older adults that are crucial to building the platform for retirement, pension counseling projects aimed at maximizing income during retirement, and a community-level initiative that provides housing and financial stability programs for at-risk seniors. The workshop will provide a framework for identifying and evaluating effective programs. Participants will have the opportunity to engage in a dynamic dialogue and will be invited to share their experiences.

PRESENTERS
• Emily Allen, Vice President, Income Impact, AARP Foundation, DC
• Roslyn A. Quarto, JD, Executive Director, Empowering and Strengthening Ohio’s People (ESOP), OH
• Valerie Soroka, Aging Services Program Specialist, Office of Elder Justice and Adult Protective Services, U.S. Administration on Aging, DC

MODERATOR
• Ellen A. Bruce, JD, Senior Fellow, University of Massachusetts Boston, MA
Session 3 | Policy AGEnda: Supporting Advocates in Health Policy

SESSION DESIGNERS

• Marcus Escobedo and Rachael Watman, The John A. Hartford Foundation

To improve health care for older Americans, we need effective advocates for policy and practice change. This is especially critical now in the face of structural changes in health care and long-term services and supports. Addressing these realities will require professionals who can translate cutting-edge science and clinical experience into sound health policy, and help to amplify the voice of older adults as consumers of health care.

A Q&A panel will showcase two well-respected national programs that are working to support policy leaders and advocates: 1) The Health and Aging Policy Fellows (HAPF) Program, which provides professionals with the skills to shape a healthy and productive future for older adults, and 2) Community Catalyst, which works to transform the health care system to improve the lives of vulnerable populations, including older adults. Following the panel, participants will engage in lively roundtable discussions on how funders are supporting these advocates.

PRESENTERS

• Kate Clark, MPA, Planner for Policy & Program Development, Philadelphia Corporation for Aging, PA

• Renee Markus Hodin, JD, Program Director of the Voices for Better Health Project, Community Catalyst, MA

• Harold Alan Pincus, MD, Professor and Vice Chair of the Department of Psychiatry, Columbia University College of Physicians and Surgeons, NY

• Gregg Warshaw, MD, Clinical Professor, Department of Family Medicine; Clinical Professor, Geriatric Medicine Division, Department of Medicine, School of Medicine, University of North Carolina Chapel Hill, NC

6:00 pm – 7:00 pm
Social Event—Willard Hotel

Join your colleagues for a lively hour of stimulating conversation, making new friends, and catching up with old ones over drinks and light hors d’oeuvres.
7:00 am – 11:30 am
Registration

7:30 am – 8:30 am
Buffet Breakfast

7:30 am – 8:30 am
Funders Forum Groups
• Age-friendly Communities: A Learning Circle for Funders
Are you engaged in creating age-friendly communities? Would you like to learn how to make lasting community change that benefits older adults long after your grants have ended? Join in this facilitated conversation with your colleagues to exchange information and experience. Learn what is possible, what works, and strategies that yield success. Come and expand your network of funders engaged in age-friendly community work.

FACILITATOR
• Barbara R. Greenberg, Funders for Age-Friendly Communities

• Economic Security for Older Adults
Join this networking breakfast to connect with funders interested in improving the economic security of older adults. This session will provide an opportunity to discuss current initiatives aimed at increasing the income of low-income older individuals and providing supports. What role have other funders played? Come and share your ideas and get new ones.

FACILITATOR
• Ellen A. Bruce, Funders for Economic Security

8:45 am – 9:45 am
Plenary Session
• The Caring Majority: Dignity for Older Adults and Those Who Care for Them
Ai-jen Poo, 2014 MacArthur Fellow, labor organizer, and founder of the Caring Across Generations campaign, will speak about the challenges and opportunities she sees in the coming elder boom—and her bold ideas for addressing them. Poo envisions a comprehensive approach to caring for the aging that is centered on the dignity and well-being of older adults and of their caregivers. Poo proposes strategic action on three fronts: a cultural shift in how we think and feel about aging and caregiving; a behavioral shift in how we view our obligations as employers of caregivers; and a policy shift to make it more economically viable to create living-wage, livable jobs as caregivers to the elderly. Learn about Poo’s proposals and all that Caring Across Generations has already accomplished.

All conference registrants will receive a copy of Poo’s new book The Age of Dignity: Preparing for the Elder Boom in a Changing America.

KEYNOTE SPEAKER
• Ai-jen Poo, Director, National Domestic Workers Alliance, and Co-Director, Caring Across Generations Campaign, NY

MODERATOR
• Maryann Jacob Macias, MFA, Associate Programme Executive, The Atlantic Philanthropies, NY
9:45 am – 10:15 am
Coffee Break

10:15 am – 11:30 am
Morning Sessions

• Session 1 | Oral Health: Addressing the Gaps for Older Adults

SESSION DESIGNERS
• Vyan Nguyen, Gary and Mary West Foundation
• Nancy Zweibel, The Retirement Research Foundation

Oral health is an integral component of overall health that is often overlooked, particularly in older adults. The discussion will cover the policy and practice barriers that contribute to poor oral health in older adults and the need for targeted advocacy on the issue.

The session highlights two efforts to address the critical need to improve oral health in older adults. The Dental Lifeline Network harnesses volunteer dental professionals to deliver care, and the innovative Gary and Mary West Senior Dental Center will exclusively serve the needs of low-income seniors.

PRESENTERS
• Larry Coffee, DDS, Founder and CEO, Dental Lifeline Network, CO
• Shelley Lyford, MA, President, Gary and Mary West Foundation, CA
• William J. Scanlon, PhD, Consultant, West Health Policy Center and the National Health Policy Forum, CA
• Bruce C. Vladeck, PhD, Senior Advisor, Nexera, NY

MODERATOR
• Vyan Nguyen, MD, Program Officer, Gary and Mary West Foundation, CA

• Session 2 | Helping the Most Vulnerable: The Role of Philanthropy in Building on the Affordable Care Act

SESSION DESIGNERS
• Grantmakers In Aging
• Grantmakers In Health

The Affordable Care Act (ACA) has created opportunities to better address the health care needs of vulnerable elders, in particular those who qualify for both Medicaid and Medicare. The Centers for Medicare and Medicaid Services is working with several states to implement demonstration projects that integrate the benefits and financing of both programs in order to improve access, lower costs, and raise the bar on quality. Come hear about these states’ efforts, the case for funders playing an active role, current challenges and opportunities, and lessons learned and future considerations for funders.

PRESENTERS
• Joanne Handy, RN, MS, President and CEO, LeadingAge California, CA
• R. Robertson Hilton, DM, President and CEO, The McGregor Foundation, OH

MODERATOR
• Ann F. Monroe, MA, President, Health Foundation for Western & Central New York, NY

11:30 am
Conference Concludes
MORE ABOUT GIA’S ANNUAL CONFERENCE

MEETING HIGHLIGHTS

GIA’s 2015 conference has been designed to provide stimulating food for thought, new ideas to rejuvenate your aging and philanthropy agenda, and lively interactions with colleagues in your field. Get the full conference experience—take advantage of these highlights:

SITE VISITS

Experience an innovative model in aging wellness that incorporates art therapy, art-making, and creativity into caring for the aging mind and body.

CONFERENCE INTENSIVE SESSIONS

Take a deep dive into a particularly significant and timely issue for the field of aging and philanthropy: learn about strategies for helping people age at home and in their communities, or about national efforts to strengthen the business acumen of the aging network.

FILM SCREENING

Enjoy a screening of the documentary CARE: Cracks in the Elder Care System, which shows the viewpoints and struggles of elders, families, and caregivers. Stay after the film for a discussion with producer Tony Heriza.

PLENARY SESSIONS

Our conference-wide sessions take ambitious approaches to compelling issues facing us: policy challenges, cultural misunderstandings about aging, and protecting the dignity of older adults.

A CAPITAL EXPERIENCE

In Washington DC, you’re surrounded by our nation’s history and by history in the making. Take in the sights—and become inspired.

NETWORKING OPPORTUNITIES

Whether at lunch, over coffee, at one of our social events, or out on the busy streets of DC, you’ll find the GIA conference full of opportunities to build on old connections and make new ones.

GIA welcomes all organizations interested in aging and philanthropy—foundations, grantmaking organizations, corporate giving programs—to attend the GIA Annual Conference. Over the years, it’s become the premier source of information and inspiration for any organization that wants to support aging-related programs. The conference is designed to be a stimulating and productive experience for people in all types of roles in your organization, including staff, trustees, directors, consultants, and donors. In short, it’s for anyone who cares about older adults and understands how aging issues affect the whole spectrum of philanthropic priorities, from health and education to community and intergenerational issues.

GIA FELLOWS

The GIA Fellows Program was created in 1999 to showcase the work of outstanding graduate and post-doctoral students in aging-related fields. During the conference, the GIA Fellows will report on aging research within their respective fields of study. This program provides the students with an opportunity to learn firsthand about on-the-ground strategies and challenges in our aging society—and it gives conference participants the chance to understand the research agendas of the brightest new minds in our field. Nominated and selected from a wide range of aging-related disciplines, the GIA Fellows are a valuable scholarly addition to the conference and an investment in the future.

CONFERENCE GUIDE

Get the most out of the GIA Annual Conference with a Conference Guide. If you are a first-time attendee, a guide can be a welcoming addition to the conference experience. For example, your personal guide could accompany you to the Wednesday evening welcome reception, host you at the Thursday evening social event, or act as a resource and sounding board for you throughout the conference. Sign up for your personal Conference Guide on the Conference Registration Form. We encourage seasoned attendees to serve as Conference Guides.

CONFERENCE HIGHLIGHTS

After the conference, GIA will publish online highlights to make summaries, notes, resources, PowerPoints, and other content from this year’s conference easily accessible and searchable. We alert attendees, usually in early spring, when the materials are ready and available for download. Thanks to The SCAN Foundation for support of this resource and to the 2015 GIA Fellows, who serve as reporters and contributors.
THE DETAILS

WHAT TO EXPECT
The 2015 GIA Conference offers a variety of ways to engage with your colleagues and thought leaders in aging and philanthropy. You’ll find a combination of interactive workshops, research presentations, and networking opportunities—plus informal time to socialize and enjoy the unique opportunities offered by Washington DC. Each session period includes several options, so you’ll be able to customize the conference to your own interests and needs.

WHO SHOULD ATTEND
Any organization eligible for GIA membership is eligible to attend the annual conference. This includes donors, trustees, staff, and consultants of foundations, corporate giving programs, United Way organizations, and public charities. If you would like to attend the conference but are not a staff member or trustee of a grantmaking organization, please contact Darla Minnich at dminnich@giaging.org or 937.681.5213.

CONFERENCE SITE
Willard InterContinental Washington DC
1401 Pennsylvania Avenue NW
Washington DC 20004
Reservation Phone: 800.424.6835 or 202.628.9100
A block of rooms has been reserved at the Willard Hotel at the special rate of $295 per night for a single/double room plus tax (currently 14.5%).

Reserve online at www.giaging.org and follow the link to the “GIA Annual Conference” page, or call 800.424.6835. Be sure to reference the Grantmakers In Aging 2015 Annual Conference to receive the discount rate available until Friday, September 18, or until the room block is filled, whichever occurs first. Reservations received after Friday, September 18, or after the room block is filled, will be accepted on a space-available basis and may be at a higher rate.

Registering for the conference does not automatically reserve a room at the hotel.

TRAVELING TO THE CONFERENCE
Reagan National Airport (DCA) is the closest airport to the conference hotel (approximately 15 minutes’ drive). Washington Dulles International Airport (IAD) and Baltimore Washington International Airport (BWI) are approximately 45 minutes to one hour from the conference hotel. For more information on airline service, including ground transportation for DCA and IAD, visit www.metwashairports.com. For more information on airline service and ground transportation for BWI, visit www.bwiairport.com.

The Metro Center station is located just two blocks away from the Willard Hotel. If you are traveling from Union Station, take the red line towards Shady Grove to Metro Center station.

For more information about traveling to the conference hotel, visit http://washington.intercontinental.com/discover-the-willard/maps-directions.

CONFERENCE REGISTRATION
Register by Friday, September 18, to secure the early registration rate. To become a GIA member, fill out the appropriate section on the Conference Registration Form and receive the reduced GIA member rate in addition to other valuable benefits.

Registration is available online at www.giaging.org. Conference attendees may also register by fax or mail, using the attached Conference Registration Form. All registrations must include payment by check or credit card (MasterCard and Visa).

TRANSFERS, CANCELLATIONS, AND REFUNDS
Registrations may be transferred within your organization by notifying GIA in advance of the conference. Cancellations received in writing by October 2 will be refunded after the conference, less an $80 processing fee. No refunds will be given after that date.

CONFERENCE MEALS AND MATERIALS
The full conference registration fee includes:
- Site visits and conference intensive sessions Wednesday afternoon
- Welcome reception Wednesday evening
- Breakfast, lunch, and coffee breaks on Thursday and breakfast on Friday
- Reception Thursday evening
- All conference materials

RESOURCE CENTRAL
We invite you to share copies of your annual report, recent initiatives, and other publications in Resource Central. Suggested quantities and instructions for shipping your materials will be included with your registration confirmation.

FOR MORE INFORMATION
To learn more about the conference, please contact Grantmakers In Aging at 703.413.0413 or e-mail Darla Minnich at dminnich@giaging.org.
CONFERENCE REGISTRATION FORM

WE ENCOURAGE ONLINE REGISTRATION AT WWW.GIAGING.ORG

EARLY REGISTRATION ENDS SEPTEMBER 18, 2015

Full Name __________________________________________ First Name for Badge _______________________
Title ____________________________________________________________________________________________
Organization _____________________________________________________________________________________
Address __________________________________________________________________________________________
City/State/Zip _____________________________________________________________________________________
Phone ________________________________ E-mail __________________________________________

Please indicate any special needs requiring our attention, such as dietary restrictions or disabilities. __________
______________________________________________________________________________________________
______________________________________________________________________________________________

ADDITIONAL INFORMATION

Your Foundation/Organization Type:

☐ Community Foundation  ☐ Operating Foundation
☐ Corporate Foundation  ☐ Private/Independent Foundation
☐ Corporate Giving Program  ☐ Public Charity
☐ Family/Individual Foundation  ☐ Other ________________________________

Your Role:

☐ Board/Trustee  ☐ Consultant
☐ Staff Member  ☐ Other ________________________________
☐ Donor

Is this your first GIA conference?  ☐ Yes  ☐ No

Conference Guide (See description on page 18):

☐ I would like to be assigned a Conference Guide
☐ I’m willing to serve as a Conference Guide

REGISTER ONLINE AT
www.giaging.org or mail or fax completed Conference Registration Form with payment to:
Grantmakers In Aging, 2001 Jefferson Davis Highway, Suite 504, Arlington, VA 22202 • Fax 703.413.0634
For more information, please call Grantmakers In Aging at 703.413.0413
or e-mail Darla Minnich at dminnich@giaging.org
WILL YOU ATTEND THE FOLLOWING?

WEDNESDAY, OCTOBER 28

☐ Lunch • 11:30 am – 12:15 pm
☐ Site Visit – Iona Senior Services • 12:30 pm – 2:45 pm (limited to 25 participants)
☐ Site Visit – Phillips Collection • 12:30 pm – 2:45 pm (limited to 30 participants)
☐ Aging at Home: Strategies For Addressing Behavioral Health and Rurality Issues • 3:00 pm – 5:00 pm
☐ Building Business Skills in Community Organizations: It Takes a Village • 3:00 pm – 5:00 pm
☐ First-time Attendees Reception – Willard Hotel • 5:30 pm – 6:00 pm
☐ Welcome Reception – Willard Hotel • 6:00 pm – 7:00 pm

THURSDAY, OCTOBER 29

☐ Social Event – Willard Hotel • 6:00 pm – 7:00 pm

Late Afternoon Sessions (Please choose one session) • 4:00 pm – 5:00 pm

☐ What's Keeping You Up at Night: Program Staff
☐ Keys to Economic Security: Proven Programs for Earning, Managing, and Protecting Retirement Income
☐ Policy AGENDa: Supporting Advocates in Health Policy to Improve the Care of Older Adults
☐ None of the above

REGISTRATION FEES

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<tr>
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<th>GIA MEMBER</th>
<th>NON-MEMBER</th>
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<tr>
<td>Early Registration by September 18</td>
<td>$550</td>
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<td>Registration after September 18</td>
<td>$650</td>
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<tr>
<td>One-day Registration (Please circle: Wed. Thurs. Fri.)</td>
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MEMBERSHIP

Join GIA today and receive the reduced GIA member registration rate! Indicate below your organization’s annual grantmaking in the field of aging, and include the corresponding annual dues with your registration fee. A complete membership packet will be sent to you under separate cover.

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<th>GIVING LEVEL</th>
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<td>Less than $250,000</td>
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<td>Over $1 Million</td>
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PAYMENT

☐ Enclosed is my check, made payable to Grantmakers In Aging   ☐ Charge to my __ MasterCard __ Visa
Card # _______________________________ Cardholder’s Name _______________________________
Expiration Date ____________________ Cardholder’s Signature __________________________
SOARING INTO THE FUTURE:  
A NEW VISION FOR AGING PHILANTHROPY

Seven Reasons to Attend GIA’s Annual Conference

1. Be part of a growing national movement to create better communities for older adults and people of all ages.

2. Your voice matters—share your thoughts, opinions, and experience with others.

3. Explore and express ideas in a safe, friendly, dynamic atmosphere that celebrates creative thinking.

4. Customize the conference experience to meet the needs and goals of your organization.

5. Immerse yourself in a great American city that gave us the Older Americans Act, and that is still the locus of age-friendly policy development.

6. Connect with experts, funders, thought leaders, and colleagues in aging philanthropy to share expertise, collaborate on projects, and seek advice.

7. Distinguish yourself by participating in the only conference specifically designed for philanthropy and aging.