PORTLAND, OREGON | THE NINES HOTEL

OCTOBER 26–28, 2016

ANNUAL CONFERENCE

CLIMBING HIGHER:
WORKING TOGETHER TO REACH
NEW HEIGHTS IN AGING PHILANTHROPY
Dear Colleagues and Friends:

The site of GIA’s 2016 Annual Conference—Portland, Oregon—is famous for its parks, gardens, bridges, bike paths, and overall eco-friendliness, as well as the Cascade Mountain Range and inactive volcano, Mt. Hood. Portland also exemplifies age-friendly living like no other city, making it the perfect place for this year’s conference, themed “Climbing Higher: Working Together to Reach New Heights in Aging Philanthropy.” From October 26-28, experts, funders, thought leaders, and colleagues in aging philanthropy will gather to discuss and generate ideas, build connections, and lay the groundwork for future aging initiatives. We’re honored to simultaneously pay tribute to the city’s 10th anniversary of its participation as the only U.S. city in the original World Health Organization’s (WHO) Global Age-friendly Cities project.

The GIA Annual Conference offers abundant opportunities to dig deeper into the field of aging and age-friendly communities. We’ll be offering a number of learning opportunities, including a ReFraming Aging training session on crafting powerful messages about aging, plenary sessions covering family caregiving, social determinants, and palliative care, and more! We also want to make sure that you have the chance to see innovative aging programs close up and personal—site visits are scheduled for Bridge Meadows, a multigenerational community and the winner of the 2014 Eisner Prize for Intergenerational Excellence, and Cedar Sinai’s 1200 Building, an affordable housing option for older adults.

The movement toward age-friendly communities—also known as aging-friendly, livable, or lifetime communities or communities for all ages—is growing nationally and internationally, and Portland is a great place to find inspiration for more. Don’t forget to extend your trip to see more of one of America’s greatest cities. Portland has something for everyone—you can dive into its rich history in more than a dozen museums, hike monumental mountains, or take a tour of several renowned craft breweries.

Perhaps more important than Portland’s location, location, location, is the opportunity for networking, networking, networking! It’s our hope that these three days will provide you with the information, connections, and experiences you need to develop professionally, both as a leader in your organization and as a funder dedicated to improving the lives of older adults and people of all ages. None of this would be possible without the generous contributions of GIA members and the program planning committee. We’d like to extend an enormous thank you for designing a conference that delivers highly interactive and informative sessions, ample and varied opportunities for networking and peer learning, and the opportunity to experience Portland’s two unique housing communities. And, of course, we’re especially grateful to our sponsors (see page 5), whose generous support makes this event possible.

Take a moment to browse the program agenda and tentatively schedule your sessions. When you’re ready, register for this unique opportunity to explore Portland’s innovative aging communities, as well as connect with others who share your passion for improving the way the world thinks about older adults. We look forward to seeing you in Portland!

Sincerely,

Ann F. Monroe
Board Chair, Grantmakers In Aging

President,
Health Foundation for Western & Central New York

John Feather, PhD
Chief Executive Officer, Grantmakers In Aging
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.

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CLIMBING HIGHER: WORKING TOGETHER TO REACH NEW HEIGHTS IN AGING PHILANTHROPY

The last 12 months have been heady times in the world of aging. As the country celebrated the 50th anniversary of Medicare, Medicaid, and the Older Americans Act, as well as the 80th anniversary of Social Security, leaders, legislators, and representatives of nonprofits came together in Washington, DC, for the White House Conference on Aging. It wasn’t a gathering focused exclusively on past achievements, but instead announced a number of forward-thinking programs designed to improve the lives of older adults in the United States.

Those lives unfold in communities large and small, rural and urban, requiring new approaches to delivering medical care (including palliative care), services, housing, and transportation so that people of all ages can grow up and grow older comfortably, surrounded by friends, family, and neighbors. This age-friendly movement, with critical support from philanthropy, has recently produced a wealth of knowledge about what makes a community livable and what concrete steps can be taken, both in the built and social environment, to make it happen. It has also produced knowledge about what structures need to be in place, from a community perspective, to support older adults in a variety of settings.

Funders in aging continue to be at the forefront of identifying new, even transformative, strategies to reinvent health care, caregiving, housing, transportation, lifelong learning, and community development that make sense for an aging population. We continue to develop our understanding of what matters most to older adults, whether they are active, recent retirees, or frail or disabled, nearing the end of their lives. As 10,000 people turn 65 each day, we are responding, in real time, to the need to ensure older people remain deeply engaged in, connected to, and cared for in our communities. And there’s no better place to embrace these issues than in Portland, Oregon, a city and region that continually strives to be a place where people of all ages and abilities can thrive.

Join us in Portland this October for GIA’s 2016 Annual Conference, and discover how, working together, we can climb higher as we strive to redefine aging—and aging philanthropy.

ANNUAL CONFERENCE THEME
WE GRATEFULLY ACKNOWLEDGE THE FINANCIAL SUPPORT OF GENEROUS FOUNDATIONS THAT SPONSOR THIS CONFERENCE:
### AGENDA AT A GLANCE

#### Wednesday, 26 October

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<td>Registration</td>
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<td>9:30 am–1:00 pm</td>
<td><strong>CONFERENCE INTENSIVE SESSION</strong></td>
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<tr>
<td>11:00 am–4:00 pm</td>
<td><strong>SITE VISITS</strong></td>
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<td>2:00 pm–5:00 pm</td>
<td><strong>CONFERENCE INTENSIVE SESSION</strong></td>
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<td>5:30 pm–6:00 pm</td>
<td><strong>FIRST-TIME PARTICIPANTS RECEPTION</strong></td>
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<td>6:00 pm–7:00 pm</td>
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<td><strong>FILM SCREENING</strong></td>
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#### Thursday, 27 October

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<tr>
<td>7:00 am–7:00 pm</td>
<td>Registration</td>
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<tr>
<td>7:30 am–8:30 am</td>
<td>Breakfast for Chief Executive Officers (Invitation Only)</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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<tr>
<td>9:00 am–9:30 am</td>
<td><strong>INTRODUCTIONS AND OPENING REMARKS</strong></td>
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<td>9:30 am–10:30 am</td>
<td><strong>OPENING PLENARY SESSION</strong></td>
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<td>Coffee Break</td>
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<td>11:00 am–12:15 pm</td>
<td><strong>MORNING SESSIONS</strong></td>
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<td>12:30 pm–2:00 pm</td>
<td><strong>LUNCHEON PROGRAM</strong></td>
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<td>2:00 pm–2:15 pm</td>
<td>Break</td>
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### Thursday, 27 October

<table>
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<tr>
<td>2:15 pm–3:30 pm</td>
<td><strong>AFTERNOON SESSIONS</strong></td>
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<tr>
<td>3:30 pm–4:00 pm</td>
<td>Networking Break</td>
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<td>4:00 pm–5:30 pm</td>
<td><strong>SHORT TALKS</strong></td>
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<td><strong>TEAM 3</strong></td>
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<td>6:00 pm–7:00 pm</td>
<td><strong>SOCIAL EVENT</strong></td>
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<th>Time</th>
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<tr>
<td>7:00 am–11:30 am</td>
<td>Registration</td>
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<tr>
<td>7:30 am–8:30 am</td>
<td>Networking Breakfast Buffet</td>
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<td>8:45 am–9:45 am</td>
<td><strong>PLENARY SESSION</strong>: Palliative Care: Supporting Family Caregivers</td>
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<td>9:45 am–10:15 am</td>
<td>Coffee Break</td>
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<td>10:15 am–11:30 am</td>
<td><strong>MORNING SESSIONS</strong></td>
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<td><strong>SESSION 2</strong></td>
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<td>11:30 am</td>
<td>Conference Concludes</td>
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**WE’LL BE TWEETING ABOUT THE CONFERENCE AND HOPE YOU WILL, TOO. FOLLOW GIA ON TWITTER, @GIAGING AND TWEET USING HASHTAG #GIAGING16.**
11:00 AM – 4:00 PM
SITE VISITS (Advance registration required)
EXPERIENCE TWO UNIQUE HOUSING MODELS IN PORTLAND

Portland is a beautiful, thriving, age-friendly city, and we want to make sure that you have the chance to see more of it! Join this site visit and explore two of its unique housing models created with aging in mind. These visits are a great way to deepen your understanding of how these innovative community programs can improve the lives of older adults, and they also give you another opportunity to make new connections with your peers.

BRIDGE MEADOWS | MULTI-GENERATIONAL COMMUNITY (lunch provided at Bridge Meadows)

Founded in 2004 and welcoming people home since 2011, Bridge Meadows is a unique multi-generational community where adoptive parents, foster children, and low-income older adults over age 55, find a true home built with love and the shared vision of a better tomorrow. Rather than relying solely on outside services, the community itself is the form of intervention. Bridge Meadows’ staff and social service partners help guide, rather than govern the community, in forming healthy, supportive relationships. In 2014, The Eisner Foundation honored Bridge Meadows with the Eisner Prize for Intergenerational Excellence for innovation in intergenerational solutions. Join this site visit for a tour of the community, and hear from older adults about their investment towards helping children, families, and the other older adults living in the community.

Supported by The Eisner Foundation.
CEDAR SINAI | HOUSING WITH SERVICES

Launched in 2011, the Housing with Services pilot project encompasses 11 federally subsidized independent housing properties for low-income seniors and adults with disabilities, some run by Portland’s housing agencies. In 2012, Cedar Sinai embarked on a unique relationship with CareOregon, the largest Medicaid provider in Oregon, and a number of other health care stakeholders. The Weinberg Clinic is the hub of the Housing with Services partnership, an independent LLC with nine partner organizations and a network of government and nonprofit partners that serve building residents who opt into the program. During the site visit, experience the project in action at the Weinberg Clinic, meet some of the partners, and explore two of the buildings whose residents participate in the project.

2:00 PM – 5:00 PM
CONFERENCE INTENSIVE SESSION
REFRAMING AGING

Beginning in 2014, eight leading national aging organizations, nine forward-thinking funders, and an innovative communications research group have been learning what the public really thinks about older people and how to create a new narrative on aging issues. This work has shown that a set of deep cultural beliefs impede support for a range of key aging policies and limit our options for supporting older adults and enabling their contributions and connections to society. Most recently, The FrameWorks Institute has developed and empirically tested alternative ways of presenting information about aging—different ways to ReFrame Aging—that have been shown to open doors to more productive public thinking. During the workshop, we will present findings about what works to ReFrame Aging, and participants will have the opportunity to take this new story “out for a spin,” working in small groups to apply recommendations to frame up messages.

Supported by Archstone Foundation.

PRESENTERS
• Nat Kendall-Taylor, PhD, Chief Executive Officer, FrameWorks Institute
• Laura Robbins, MS, MBA, Founder and Principal, Laura A. Robbins Consulting, LLC

7:00 PM – 9:00 PM
FILM SCREENING | STILL DREAMING

Still Dreaming documents a unique take on Shakespeare’s *A Midsummer Night’s Dream* as performed by a group of retired actors, dancers, and musicians at the Lillian Booth Actors Home. Former Broadway veterans embark on a journey through this magical play at the urging of the Home’s administrators, who see this as a way to boost quality of life for the residents. As the rehearsal process unfolds, the actors find themselves experiencing both the pain and exhilaration of re-immersion in their lives’ work amidst the difficulties of old age. At the same time, the troupe’s young co-directors struggle to maintain forward momentum with this ensemble of octogenarians. As the troupe pushes forward, the play’s themes of perception, reality vs. dreaming, and memory become extremely relevant. Ultimately, the play’s performance turns out to be a vital reminder of the value of engaging in our dreams and the creative process, no matter the circumstance. Filmmaker Jilann Spitzmiller will be available to answer questions following the film.

WEDNESDAY EVENING NETWORKING

5:30 PM – 6:00 PM
FIRST-TIME PARTICIPANTS RECEPTION
THE NINES

GIA will welcome first-time participants to the conference at a special reception. Seasoned grantmakers and staff will put you at ease as you meet others new to GIA’s conference.

6:00 PM – 7:00 PM
WELCOME RECEPTION | THE NINES

Join colleagues for an opportunity to catch up with friends and associates from around the country and make new contacts.

Supported by Consumer Technology Association Foundation.

WELCOMING REMARKS

• Ann F. Monroe, Board Chair, Grantmakers In Aging, and President, Health Foundation for Western & Central New York
• Stephen Ewell, MBA, MS, Executive Director, Consumer Technology Association Foundation
7:00 AM – 7:00 PM
REGISTRATION

7:30 AM – 8:30 AM (INVITATION ONLY)
BREAKFAST FOR CHIEF EXECUTIVE OFFICERS
Supported by AARP Foundation.

7:30 AM – 8:45 AM
BUFFET BREAKFAST AND ISSUE-RELATED ROUNDTABLES
Tables will be designated for specific topics, and a table leader will facilitate the discussion—everyone is encouraged to participate. Make the most of the morning with a stimulating conversation over breakfast.

9:00 AM – 9:30 AM
INTRODUCTIONS AND OPENING REMARKS
• Ann F. Monroe, Board Chair, Grantmakers In Aging, and President, Health Foundation for Western & Central New York

WELCOME TO PORTLAND
• Peggy Maguire, JD, Honorary Conference Chair, and President and Board Chair, Cambia Health Foundation

THE STATE OF AGING AND PHILANTHROPY
• John Feather, PhD, Chief Executive Officer, Grantmakers In Aging

9:30 AM – 10:30 AM
OPENING PLENARY SESSION
THE BRIAN F. HOFLAND LECTURESHP | NEW HORIZONS FOR FAMILY CAREGIVING
Caregiving today takes place in a radically different world from that of our grandparents’ generation. Converging sociodemographic trends and more complex care needs are contributing to unprecedented challenges in family care of older people in the U.S. Such trends have emerged and accelerated against the broader backdrop of a host of profound societal changes in the past several decades: family structures have become more varied and complex, technology dominates our lives, and women have entered previously male-dominated workforces. Meanwhile, healthcare has become more effective—but also more bureaucratic and costly. And while caregiving in the first part of the 20th century was an almost entirely private affair, today it lies enmeshed in public policy and community life. This session will explore emerging trends and identify issues that need our attention, in addition to opportunities for building meaningful supports.
Supported by The John A. Hartford Foundation.

INTRODUCTION OF KEYNOTE SPEAKER
• Terry Fulmer, PhD, RN, FAAN, President, The John A. Hartford Foundation

KEYNOTE SPEAKER
Lynn Friss Feinberg, MSW, Senior Strategic Policy Advisor, Independent Living/Long-Term Care, AARP Public Policy Institute
10:30 AM – 11:00 AM
COFFEE BREAK

11:00 AM – 12:15 PM
MORNING SESSIONS

SESSION 1 | LONG-TERM CARE FINANCING:
A PHILANTHROPIC PERSPECTIVE

SESSION DESIGNERS: Megan Juring and Kali Peterson, The SCAN Foundation

All American families deserve affordable, accessible options to pay for long-term services and supports. In November 2015, a national platform for modeling long-term care financing options was released, addressing costs and coverage of multiple strategies. Since then, three policy groups have released recommendations for public—and private—market solutions built from this work. Panelists will discuss their motivation to invest in this research platform and the information it yields. Participants will also hear about efforts at the state level to improve long-term care financing. Please join us for an interactive discussion on the long-term care financing crisis and explore how grantmakers can become engaged.

PRESENTERS
• Sarita Gupta, Co-Director, Caring Across Generations
• Katherine Hayes, JD, Director of Health Policy, Bipartisan Policy Center
• Anne Tumlinson, CEO, Anne Tumlinson Innovations

MODERATOR
• Gretchen E. Alkema, PhD, LCSW, Vice President, Policy and Communications, The SCAN Foundation

SESSION 2 | DATA, METRICS, AND EVIDENCE
TO GUIDE THE DESIGN AND STRATEGY OF AGING PHILANTHROPY

SESSION DESIGNER: Brian Myers, Empire Health Foundation

In aging philanthropy, there are often challenges identifying useful data, metrics, and evidence to help guide program design, interventions, and strategy related to older adults. Funders on opposite geographic coasts will share surprisingly similar stories in struggling with these issues, and quite different approaches and lessons learned in tackling them. Attendees will participate in an interactive group discussion that focuses on a number of issues: shortage of local data, limited published resources and practices, and the opportunity for funders in aging philanthropy to advance the field around data collection and measurement. The ultimate goal is to move the collective work forward at the local, regional, and national level.

PRESENTERS
• Brian Myers, Senior Director, Rural Health and Capacity Building, Empire Health Foundation
• Kara Williams, MPH, Interim Vice President for Programs, Health Foundation for Western & Central New York

SESSION 3 | EFFECTIVE STRATEGIES TO PREVENT
AND RESPOND TO ELDER ABUSE

SESSION DESIGNERS: Cara Goldstein, AARP Foundation, and Vincent Tilford, The Luella Hannan Memorial Foundation

Elder abuse, neglect, and exploitation is a silent problem that can rob seniors of their self-respect, security, and—in some cases—their lives. Up to five million older Americans are abused every year, and the annual loss by victims of financial abuse is estimated to be at least $2.6 billion. Abusers may be close family members, paid or unpaid caregivers, or complete strangers, but the end result is the mistreatment of an older adult. This interactive session will highlight progressive partnerships that endeavor to prevent abuse and address it once it has occurred. Participants will explore preventive legal services and civil remedies that can be employed; a Coordinated Community Response team aimed to improve protection; and the role of a fraud prevention call center as a powerful tool in protecting vulnerable seniors from falling into poverty in later life. Participants will leave with practical takeaways, inspired by dynamic dialogue, and the potential of philanthropy to play an active role in the solution.

PRESENTERS
• Susan Arthur, Associate Director—Public Education, FINRA Investor Education Foundation
• Katy Graham, JD, Managing Attorney, Director of Programs, Elder Law & Advocacy Center, Neighborhood Legal Services Michigan
• Doug Imig, PhD, Director, Memphis Data Partners, and Professor of Political Science, University of Memphis
• Amy Nofziger, MA, Director, Regional Operations, Income Team, AARP Foundation

MODERATOR
• Katie Midgley, MS, Director of Research and Evaluation, Plough Foundation
Thursday, 27 October

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 work in aging. Presentation by Pauline Daniels, MPH, Community Benefit Manager, Kaiser Foundation Hospitals.

LUNCHEON PLENARY PRESENTATION

ADDRESSING OLDER ADULTS’ SOCIAL DETERMINANTS OF HEALTH

Many older adults or persons with chronic illnesses face challenges with social determinants of health on a daily basis, such as isolation, finances, and transportation. These challenges displace focus and energy from attending to medical conditions. Compliance with medical care may become secondary to needs perceived as more urgent for survival. As a result, social determinants are societal-level issues with individual-level impact, particularly for older adults. When social issues lead to physical symptoms, older adults often consult primary care, which then becomes an opportunity to assess for these issues. This presentation will explore ideas to continue meeting the needs of older adults by addressing social determinants of health that impact their medical care plan.

KEYNOTE SPEAKER

Robyn Golden, MA, LCSW, Director, Rush Health and Aging, Rush University Medical Center

2:15 PM – 3:30 PM

AFTERNOON SESSIONS

SESSION 1 | GADGETS OR GODSENDS: HOW TO UNDERSTAND AND LEVERAGE TECHNOLOGY TO HELP SENIORS

SESSION DESIGNERS: Stephen Ewell, Consumer Technology Association Foundation, and Mike Yeaton, Empire Health Foundation

Technology continues to evolve at a rapid pace. When hearing about the latest innovations, do you view them as “just gadgets” or as godsend that can enable older adults to maintain independence and allow caregivers to provide effective and efficient care? Join this session to learn about the explosive growth in digital technologies targeted at older adults. Participants will also explore practical tools for evaluating digital technologies, developing pilots, and measuring outcomes. Attendees will also engage in a fun, interactive exercise with colleagues to generate ideas for leveraging digital technologies in support of program objectives.

PRESENTERS

• Stephen Johnston, MBA, MA, Co-Founder, Aging2.0
• Eric C. Schneider, MD, MSc, Senior Vice President for Policy and Research, The Commonwealth Fund
• Mike Yeaton, Chief Strategy Officer, Empire Health Foundation

MODERATOR

• Stephen Ewell, MBA, MS, Executive Director, Consumer Technology Association Foundation

SESSION 2 | ADVANCING SENIOR-SPECIFIC EMERGENCY CARE: A SHARED COMMITMENT

SESSION DESIGNER: Erin Bateman, Gary and Mary West Foundation

With seniors accounting for more than 20 million annual emergency department (ED) visits across the U.S., emergency medical care has become a key area of focus in senior care today. To address an aging population with specific emergency care needs, a group of funders, nonprofit research organizations, and health systems have launched a Geriatric Emergency Department Collaborative to improve the quality of care that older adults receive in EDs. The Collaborative
brings together expert clinicians who specialize in geriatric emergency care to help implement quality improvement projects in EDs nationwide. Research will focus on the impact of implementing best practices in emergency medical care, and how those guidelines can help improve health outcomes and lower costs. Panelists will discuss how they are working to change the way emergency care is delivered to our nation’s seniors, and the role that funders can have in supporting that shared goal.

PRESENTERS
• **Kevin Biese**, MD, MAT, Associate Professor, Department of Emergency Medicine; Vice-Chair of Academic Affairs; Clinical Associate of Professor of Internal Medicine, Division of Geriatrics; Co-Director, Division of Geriatric Emergency Medicine, University of North Carolina School of Medicine, Chapel Hill
• **Terry Fulmer**, PhD, RN, FAAN, President, The John A. Hartford Foundation
• **Ula Y. Hwang**, MD, Associate Professor, Department of Emergency Medicine and Geriatrics and Palliative Medicine, Icahn School of Medicine, Mount Sinai

MODERATOR
• **Tim Lash**, MBA, Executive Vice President, Strategy and Successful Aging, West Health and Gary and Mary West Foundation

SESSION 3 | CREATING AND SUSTAINING AGE-FRIENDLY COMMUNITIES AT THE LOCAL LEVEL

SESSION DESIGNERS: **Anne Marie Boursiquot King** and **Nora Moreno Cargie**, Tufts Health Plan Foundation

The movement to make communities better places to both grow up and grow old continues to expand, with over 100 communities involved in the U.S. and almost 300 worldwide—an amazing result for an aging field that often struggles to gain traction at the local level. But the effort to get these programs started, to encourage them through their middle phases, and to sustain them over time is challenging. Many efforts stumble after the initial blush of enthusiasm and others are unable to move forward without continued outside help. How should funders best respond? How can small investments make a big difference? What are the arguments that will engage the community and political leaders? How is starting a new effort different from sustaining the program over decades? Join funders and practitioners who are working to bring new communities—including rural areas—into the age-friendly movement, as well as communities that have been working on this agenda for many years but now need to sustain themselves.

PRESENTERS
• **Nora Moreno Cargie**, President, Tufts Health Plan Foundation
• **Greg Hills**, MBA, Managing Director, FSG
• **Margaret B. Neal**, PhD, Director, Institute on Aging and Professor of Community Health, Portland State University
• **Roberta Orsi**, MS, RN, Director, Community Relations, Home Instead Senior Care

MODERATOR
• **John Feather**, PhD, Chief Executive Officer, Grantmakers In Aging

3:30 PM – 4:00 PM

NETWORKING BREAK | POPCORN AND BEER

Enjoy a flavor of Portland as you network with conference participants and carry on the conversation from today’s sessions.
**PROGRAM AGENDA (CONT’D)**

**Thursday, 27 October**

**4:00 PM – 5:30 PM**

**SHORT TALKS | ENGAGEMENT, COLLABORATION, AND COMMUNICATIONS**

Short talks are designed to share provocative ideas and unique perspectives from thought leaders in a quick, insightful, and clear manner. It is also a chance for you to discuss your age-related ideas with your peers and learn valuable lessons from their experiences.

First, participants will hear three lively Short Talks from the teams below in the Ballroom. Next, pick one that sparks your interest and join the team of your choice in a separate meeting room for a deeper dialogue! Explore the benefits of engaging older adults in your community, learn effective ways for organizations to collaborate, or enjoy a short film that artistically encourages difficult age-related conversations.

**4:00 PM – 4:30 PM**

**JOIN US IN THE BALLROOM FOR THREE LIVELY SHORT TALKS**

**4:40 PM – 5:30 PM**

**JOIN ONE OF THE FOLLOWING THREE TEAMS FOR A DEEPER DIALOGUE**

**TEAM 1 | FUNDERS DRIVING CHANGE AND SUSTAINING CHANGE THROUGH ENGAGEMENT**

**SESSION DESIGNER:** Therese Ellery, Rose Community Foundation

In 2006, The Atlantic Philanthropies began the Community Experience Partnership (CEP), a multi-year effort to shift how society views the increasing number of older adults—from an overwhelming tsunami of needy service recipients, to a vast untapped resource waiting to be mobilized to meet the needs and challenges faced by local communities. Four years have passed since Atlantic’s funding for this work ended. After investing millions supporting projects in nine communities in partnership with local community foundations, what has happened to Atlantic’s investment? Have the work and ideas it wanted to seed lived on? Come hear the surprising and inspiring story of what has transpired, and how sustainability has been achieved through the engagement of older adults, community partners, and other funders.

**PRESENTERS**

- Jennifer Crittenden, MSW, Assistant Director, Center on Aging, University of Maine
- Therese Ellery, Senior Program Officer, Rose Community Foundation
- Lynn M. Haglin, MA, Vice President and KIDS PLUS Director, Northland Foundation
- Terry Kaelber, MPA, Director, Community Engagement Projects, United Neighborhood Houses of New York

**TEAM 2 | IT’S ALL ABOUT THE CONVERSATION: HOW FOUNDATIONS CAN COLLABORATE ON POLLING AND COMMUNICATIONS TO DRIVE CHANGE**

**SESSION DESIGNER:** Marcus Escobedo, The John A. Hartford Foundation

Good care of older adults with serious illness or at the end of life requires effective communication between health care teams and the people and families they care for. It requires a conversation with information flowing in both directions. The same is true for foundations interested in improving end-of-life and serious illness care. Pushing out information is not enough, funders must also listen to the stakeholders they are trying to influence. This session will feature a collaboration between three foundations engaged in a conversation with the health care field through polling. Learn about the results of a national survey exploring physicians’ attitudes about advance care planning and end-of-life conversations, and subsequent focus groups of other health professionals on the barriers they perceive, training and health system challenges, and what can help overcome them. Both program and communications staff will share lessons about this collaboration and a powerful tool for gaining deeper understanding of the issues and how they might be addressed.

**PRESENTERS**

- Steven Birenbaum, MPA, Senior Communications Officer, California Health Care Foundation
- Marcus Escobedo, MPA, Senior Program Officer, The John A. Hartford Foundation
- Elyse Salend, MSW, Program Officer, Cambia Health Foundation
TEAM 3  WE GOTTA TALK ABOUT IT! USING FILM AND OTHER MEDIA TO TALK ABOUT END OF LIFE AND OTHER TOUGH TOPICS

SESSION DESIGNER: Kelly Laflamme, Endowment for Health

We are facing an unprecedented moment in history—our population will soon be older than ever—meaning the need is greater than ever to plan ahead. Conversations about independence, money, healthcare, death, or caregiving can be difficult to begin. Film can be used as a potent tool to deepen understanding about these challenging issues. End-of-life planning can feel abstract—a powerful narrative with relatable characters, such as Nine To Ninety, gives an up-close and real look inside the process. A funder, a filmmaker, and a media strategist will present a case study for using film and community engagement to promote difficult end-of-life conversations. Participants will view and discuss the film, and panelists will share how campaigns are designed and implemented.

PRESENTERS
• Sahar Driver, PhD, Program Director, Active Voice
• Kelly Laflamme, MPA, Program Director, Endowment for Health
• Juli Vizza, Producer, Nine To Ninety, LLC

6:00 PM – 7:00 PM
SOCIAL EVENT | NINES HOTEL

Join us for a pleasant hour of conversation, reconnecting with old friends, and making new ones over drinks and light hors d’oeuvres.

Supported by AARP Foundation.
PROGRAM AGENDA (CONT’D)

Friday, 28 October

7:00 AM – 11:30 AM
REGISTRATION

7:30 AM – 8:30 AM
NETWORKING BREAKFAST BUFFET
Enjoy a breakfast buffet as you network with conference participants and carry on the conversation from the previous day’s sessions.

8:45 AM – 9:45 AM
PLENARY SESSION
PALLIATIVE CARE: SUPPORTING FAMILY CAREGIVERS
In 1977, the words “palliative care” were not part of the medical vocabulary. Through the generous spirit of many with a common vision, they have changed the culture of care and instilled palliative care as an essential component of health care. As care of seriously ill elderly patients is provided primarily by family members, palliative care can offer vital support to these caregivers as they meet the needs of patients and care for themselves. This presentation will explore interventions to support family caregivers and opportunities to contribute to this important area of health care.

Supported by Cambia Health Foundation.

INTRODUCTION OF KEYNOTE SPEAKER
• Angela Hult, Executive Director, Cambia Health Foundation

KEYNOTE SPEAKER
Betty Ferrell, PhD, RN, MA, FAAN, FPCN, CHPN, Director and Professor, Division of Nursing Research and Education, Department of Population Sciences, City of Hope National Medical Center

9:45 AM – 10:15 AM
COFFEE BREAK

10:15 AM – 11:30 AM
MORNING SESSIONS
SESSION 1 | SOCIAL ISOLATION: EMERGING STRATEGIES
SESSION DESIGNER: Nancy D. Zionts, Jewish Healthcare Foundation

Too many seniors needlessly experience social isolation during what should be their golden years. While social isolation and loneliness are clearly linked to poor health outcomes, e.g., mortality, dementia, higher hospitalization rates, and increased falls, little attention has been paid to learning about and developing creative solutions to address this epidemic. As grantmakers and advocates, we have the opportunity to help lead change. Addressing senior isolation is a necessary component of strong home- and community-based systems of living and care, and it’s the right thing to do. This session will feature new and emerging strategies from fellow grantmakers who are beginning to explore safe and system changing options that honor personal, cultural, recreational, and social preferences. These strategies are engaging seniors and encouraging healthcare to be responsive to individual and caregiver needs. Come share your ideas as we address the unspoken and unintended consequences of living in isolation for seniors and their caregivers.

PRESENTERS
• Steven Lesky, MPA, MPP, Program Officer, Cambia Health Foundation
• Lisa Marsh Ryerson, President, AARP Foundation
• Nancy D. Zionts, MBA, Chief Operating Officer and Chief Program Officer, Jewish Healthcare Foundation
SESSION 2 | THE AGING OF RURAL AMERICA: POLICIES, PROGRAMS, AND SOLUTIONS

SESSION DESIGNERS: Grantmakers In Aging and Grantmakers In Health

Elders living in rural communities face significant challenges to aging healthy and well. As providers merge, move away, or close altogether, access to health care and a variety of social and long-term supportive services is increasingly problematic. Join us for a discussion of funders working in different rural regions to improve the health and well-being of rural elders. Learn how they are thinking about these issues, what strategies they are employing to drive solutions, and where they see the opportunities for funders to make a lasting difference.

PRESENTERS
• Susan Beaudry, Director of Programs, Osteopathic Heritage Foundations
• Becky Hayes Boober, PhD, Vice President of Community Impact, Maine Community Foundation
• Gary D. Nelson, PhD, President, Healthcare Georgia Foundation

MODERATOR
• Colin Pekruhn, MPP, Program Director, Grantmakers In Health

11:30 AM
CONFERENCE CONCLUDES
GIA welcomes all types of foundations, grantmaking organizations, and corporate giving programs interested in exploring aging and philanthropy to attend the GIA Annual Conference. It is recognized as the best source of information for organizations that are active in or considering grantmaking in the field of aging. GIA’s conference is designed for everyone at all levels of an organization, including donors, consultants, staff, trustees, and directors—anyone who cares about older adults and understands how aging issues impact the whole spectrum of philanthropic priorities, from health and education to community and intergenerational issues.

CONFERENCE GUIDE PROGRAM

In the spirit of learning with others and making connections within our community, GIA offers a conference guide program during conferences to help deepen participants’ networking experiences. This program brings together new conference participants or those new to GIA with more seasoned GIA members. Make the most of the 2016 Annual Conference by tapping the knowledge of an experienced colleague who is committed to aging philanthropy. Or, if you’ve attended GIA conferences in the past, please volunteer to welcome first-timers and expand your network at the same time.

MEETING HIGHLIGHTS

GIA’s 2016 conference has been designed to provide stimulating food for thought, new ideas to advance 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 innovative models in housing during our visit to two communities that improve the lives of older adults by creating safe, resourceful, semi-assisted living areas.

CONFERENCE INTENSIVE SESSIONS

Take a deep dive into significant and timely issues for the field of aging and philanthropy: learn about strategies for helping people age in rural America, and explore how to better craft a message to speak more powerfully about aging by joining the ReFraming Aging training session.

FILM SCREENINGS

Join us for two aging-related film screenings. *Still Dreaming*, modeled after Shakespeare’s *A Midsummer Night’s Dream*, is performed by a group of retired actors, dancers, and musicians. *Nine To Ninety*, a film produced by Juli Vizza, delves into the concrete issues we must acknowledge when caring for an aging population.

PLENARY SESSIONS AND WORKSHOPS

Our conference-wide sessions explore issues and discuss solutions for prevalent problems facing the aging population. Learn more about family caregiving, social determinants, preventing and responding to elder abuse, long-term care financing, palliative care, and more!

PORTLAND EXPERIENCE

Beautiful scenery, renowned cuisine, rich history—visiting Portland offers a myriad of opportunities for adventure.

NETWORKING OPPORTUNITIES

Whether at lunch, over coffee, at one of our social events, or out on the busy streets of Portland, you’ll find the GIA conference full of opportunities for participants to make connections with their peers, hear fresh ideas, and ask questions related to shared challenges.
CONFERENCE LOGISTICS

THE DETAILS

WHAT TO EXPECT
The 2016 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 plenary sessions, interactive workshops, site visits, and networking opportunities—plus informal time to socialize and enjoy the unique opportunities offered by age-friendly Portland. 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.

CONFERENCE SITE
The Nines Hotel
525 SW Morrison Street
Portland, Oregon 97204
Reservation Phone: 888.627.7208 or 877.229.9995
A block of rooms has been reserved at The Nines Hotel at the special rate of $249 per night for a single/double room plus tax (currently 15.3%).

Reserve online at www.giaging.org and follow the link to the “GIA Annual Conference” page, or call 888.627.7208. Be sure to reference the Grantmakers In Aging 2016 Annual Conference to receive the discounted rate, available until Friday, September 23, or until the room block is filled, whichever occurs first. Reservations received after Friday, September 23, 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
Portland International Airport (PDX) is about 12 miles from the hotel, approximately 25 minutes. For more information on airline services, including ground travel for PDX, visit http://www.flypdx.com/PDX.

Catch the MAX from Portland International Airport and pay only $2.30 for a 40-minute ride to The Nines. Exit at Pioneer Courthouse Square and The Nines is located across the street at 525 SW Morrison Street.

For more information about traveling to the conference hotel, visit http://www.thenines.com/portland-transportation.

CONFERENCE REGISTRATION
Register by Friday, September 23, 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 participants 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 3, 2016 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 visit and conference intensive sessions on Wednesday
- Welcome reception Wednesday evening
- Breakfast, lunch, and coffee breaks on Thursday and breakfast on Friday
- Reception Thursday evening
- All conference materials

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 23, 2016

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
☐ Corporate Foundation
☐ Corporate Giving Program
☐ Family/Individual Foundation

☐ Operating Foundation
☐ Private/Independent Foundation
☐ Public Charity
☐ Other __________________________________________

Your Role:

☐ Board/Trustee
☐ Staff Member
☐ Donor

☐ Consultant
☐ Other __________________________________________

Is this your first GIA conference?

☐ Yes  ☐ No

Conference Guide Program (see description on page 18):

☐ Yes, I am a new participant to GIA, and I would like to connect with a seasoned GIA member.
 ☐ Yes, I have attended a past GIA conference and would like to serve as a guide to welcome new participants.
WILL YOU ATTEND THE FOLLOWING?

WEDNESDAY, OCTOBER 26

☐ Aging in Rural America: Creating A Sustainable Network to Improve the Experience • 9:30 am – 1:00 pm (lunch served)
☐ Site Visit – Bridge Meadows and Cedar Sinai Housing with Services • 11:00 am – 4:00 pm (lunch served at Bridge Meadows)
☐ ReFraming Aging • 2:00 pm – 5:00 pm
☐ First-Time Participants Reception – Nines Hotel • 5:30 pm – 6:00 pm
☐ Welcome Reception – Nines Hotel • 6:00 pm – 7:00 pm

THURSDAY, OCTOBER 27

☐ Networking Break | Popcorn and Beer • 3:30 pm – 4:00 pm
☐ Short Talks • 4:00 pm – 5:30 pm
☐ Social Event – Nines Hotel • 6:00 pm – 7:00 pm

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 23</td>
<td>$595</td>
<td>$795</td>
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<tr>
<td>Registration after September 23</td>
<td>$695</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.

ANNUAL GRANTS IN AGING

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<tr>
<th>Annual Grants in Aging</th>
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<tr>
<td>Less than $99,999</td>
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<td>Over $5 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 _________________________

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
CLIMBING HIGHER:
WORKING TOGETHER TO REACH NEW HEIGHTS IN AGING PHILANTHROPY

Reasons to Attend GIA’s Annual Conference

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

• Immerse yourself in a great American city doing great things to build and sustain an age-friendly community.

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

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

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

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

• Distinguish yourself by participating in the only conference structured for philanthropy and aging.