

MAKE ALL YOUR INVESTMENTS

BETTER WITH AGE



WHY – AND HOW – AGING SHOULD BE A COMPELLING PRIORITY FOR ALL FUNDERS

Many of us are living longer than ever before, and those longer lifespans can significantly benefit our economy, our families, and our communities. Philanthropy can accelerate this “Longevity Dividend” by helping to create the optimal conditions for us to participate in civic life and help solve societal problems as we age.

But to realize this potential, our systems and structures must adapt. If not, we miss those opportunities, many older people continue to be isolated and excluded, and we don’t all have equitable access to the resources needed to age well.

In *Better with Age: A Guide to Funding in a Longevity Society*, Grantmakers In Aging (GIA) helps funders of all kinds discover the impact that comes from adding a lifecourse perspective to almost any investment, advancing a wide variety of philanthropic goals.

PART 1: FUNDING FOR AGING IS FUNDING FOR ALL

Explore how investments in aging can drive connection, innovation, and impact for any funding portfolio.



PART 2: THE LANDSCAPE

Key aging statistics and demographic data, plus an overview of major funding sources, players, and organizations.



PART 3: PROGRAM SNAPSHOTS

Brief write-ups identify a challenge and one specific solution, name the funders, and recommend funding opportunities.



Download the Guide at www.GIAging.org/better-with-age



BETTER WITH AGE OPPORTUNITIES

CARING DOESN'T COME WITH AN EXPIRATION DATE. EXPLORE THE BETTER WITH AGE PROGRAM SNAPSHOTS.

HEALTH CHALLENGE: BRAIN HEALTH

Dementia is clearly an aging issue. But it's also a racial and health equity issue, because dementia disproportionately affects older people who are Black and Hispanic.

ONE SOLUTION: **The Brain Health Advocacy Mission** at the University of Alabama-Birmingham focuses on the Black community and teaches people as young as 18 about habits and lifestyles that can protect their brain health.

THE OPPORTUNITY: Funders concerned with health equity, health literacy, or the health and wellbeing of young people of color can add brain health education to their existing investments.

FINANCIAL SECURITY CHALLENGE: LEGAL REPRESENTATION

One in three Americans does not have a will or a lawyer. But without a valid will or clear title, children and grandchildren may be unable to inherit wealth-building assets like a family home.

This perpetuates intergenerational poverty and threatens the social fabric of neighborhoods, particularly in communities of color.

ONE SOLUTION: **The Maryland Volunteer Lawyers Service** provides free legal help so older homeowners can obtain clear title and fight foreclosure.

THE OPPORTUNITY: Funders investing in community development, economic security, and racial equity can add estate planning initiatives to their portfolios.

HOUSING CHALLENGE: INTERGENERATIONAL CARE

Affordable housing for older people is scarce and generally age-restricted. Meanwhile, hundreds of thousands of children spend time each year in foster care.

ONE SOLUTION: **Bridge Meadows Intergenerational Housing** provides affordable rental housing to families willing to adopt children from foster care, "grand families," and older adults who agree to support the children and parents living around them.

THE OPPORTUNITY: Funders working on foster care, fallout of the opioid crisis, or healthy and resilient families and communities will find the model a win-win-win.

WE INVITE YOU TO BE PART OF THE MOVEMENT FOR AN AGE-INTEGRATED SOCIETY.

For additional information, please contact us at info@GIAging.org. To learn more about Grantmakers In Aging, visit www.GIAging.org.



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