



# A Learning Laboratory for Bringing Generations Together

*The Communities for All Ages Initiative  
of the Arizona Community Foundation*



# An Arizona History



- Began in 2003. Contributors are:
  - ACF (Program design, program funding, marketing, technical assistance oversight)
  - Temple University (Framework, program design and technical assistance)
  - Annie E. Casey (Evaluation funding)
  - Advisors & TA – Donna Butts – Generations United, John Oyler, Institute of Cultural Affairs, Ami Nagle, Nagel and Associates

# Why CFAA Makes Sense in AZ



- Demographics - fast growing older and younger populations
- Funding challenges and opportunities - “silos” and leverage
- Will for innovation – The original Sun City!
- Increase interest in civic engagement

# Program Design



- Awareness building: three forums statewide, advisory roundtables
- Planning year:
  - \$10,000 grants to nine sites
  - Conduct a community audit/profile
  - Develop an implementation plan
- Six sites were selected for: multi-year funding of \$50,000 each for three years, customized technical assistance and evaluation
- Develop “a community of practice”
- Continuation at a leadership status

# Original Sites



- **Ajo** (border town in southeastern Arizona), International Sonoran Desert Alliance
- **Central City South** (Phoenix), Phoenix Revitalization
- **South** (Tucson), ProNeighborhoods
- **Yavapai County**, Generations United Yavapai
- **West Phoenix**, Golden Gate Community Center
- **Concho**, Concho Can!

# Featured Sites: Ajo



- Spearheaded by the International Sonoran Desert Alliance
- Challenges:
  - Economically challenged (23 percent live in poverty)
  - Historic conflicts across cultures
  - Youth leaving and elders living there part time

# Featured Sites: Ajo



- Key Assets:
  - Ten miles west of the Tohono O' odham Nation
  - Pristine Sonoran Desert
  - Beautiful historic buildings and town center
  - Rich cultural diversity

# Featured Sites: Ajo

- Project:
  - Use art to bring people together
  - Economic driver (sponsor arts and cultural events)
  - Renovate historic buildings
  - Curley School (artisan live/work project, community center)
  - Restore historic town plaza and park



# Featured Sites: Golden Gate Center



- In west Phoenix, originally a settlement house for Hispanic Immigrants
- Challenges:
  - Relocated from original location for airport expansion
  - Immigration laws impacting schools
  - High foreclosure rates
  - Safety a primary concern

# Featured Sites: Golden Gate Center



- Assets:
  - Merged with Arizona Children's Association
  - Able to integrate CFAA into existing programs, i.e:
    - Strong level of community activism
    - Able to attract a wide range of resources

# Featured Sites: Golden Gate Center



- Project:
  - Kinship care
  - Promotoras
  - Health fairs
  - Head Start/elders
  - Arts, culture and food

# Featured Sites: Golden Gate Center

- Success:
  - Attracted additional dollars through Phoenix Funders Neighborhood Collaborative for three years.
  - Participating in Robert Wood Johnson grant “Maryvale on the Move,” mobilizing generations to create healthy living for all ages.



# The New Round!

- **2007 launched a five-year initiative!**
- Maintaining leadership sites as mentors has been invaluable.
- Statewide Institute – Request for Proposals
- New sites, one year planning, no competition and staggered support:
  - \$35,000, \$25,000, \$15,000, \$10,000 with a 2 to 1 match required
- Project Coordinator
- National Resources
- Tied to other ACF strategic initiatives (Experience Matters, Latinos Unidos, AmeriCorps\*VISTA grant)

# The New Round!

- **New initiative in 2008:**

- New sites in Sedona, Flagstaff, Surprise and Canyon Corridor in Phoenix
- Kellogg Foundation Sub-award
- Program Coordination
- Atlantic Philanthropy funding
- Leadership sites





**Questions?**

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