

The ELDER Initiative

Building Communities Through the Wisdom of All Ages

Arizona Grantmakers Forum

January 17, 2012

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What is the ELDER Initiative?

What are the key dimensions/how do they meet the needs of people of all ages?

- **Collaborative, grass roots, neighborhood based approach to aging-in-place**
 - ❖ 3 pilot projects
 - ❖ 3 ‘neighborhoods’
 - ❖ 3 lead agencies
 - ❖ 3 community mobilizers
 - ❖ 1 project director
- **Key**
 - **Older adults are the driving force** providing input, implementing solutions to identified needs
 - **Build on existing strengths** (neighborhood and organizational)
 - **Breaking down organizational silos**



ELDER Collaborative Partners

- United Way of Tucson and Southern Arizona
- Pima Council on Aging
- Jewish Family and Children's Services for Southern Arizona
- Interfaith Community Services
- City of Tucson
- Pima County, Dept of Health Policy, Planning and Research
- PRO Neighborhoods
- University of Arizona Center on Aging
- Hospital Association
- Judy Clinco-Catalina In-home Supportive Services
- Nancy Jones- El Pueblo Community Services

Non profit, government, association
Academic ,Business, community volunteer



ELDER Collaborative Partners

- Carol Austin and Bob McClelland, University of Calgary – Consultants
- ALTA Consulting – Evaluation
- Community Mobilizers-neighborhood-based leaders
- Community Foundation for Southern Arizona and Wholonomy Consulting- Technical Assistance
- The list is growing!

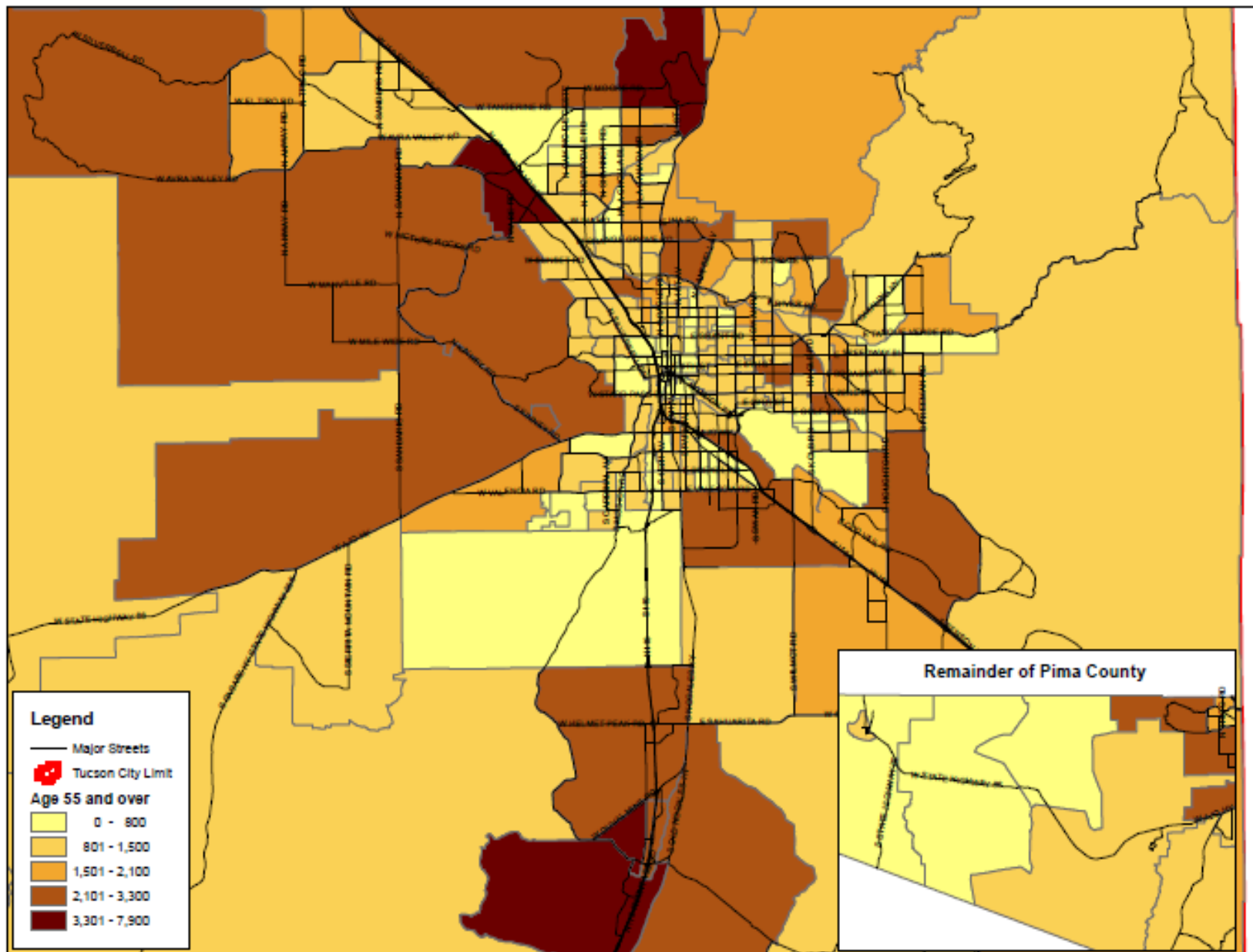
Tucson Area Map

3 “Neighborhoods”

- Catalina Foothills
- Flowing Wells
- Picture Rocks



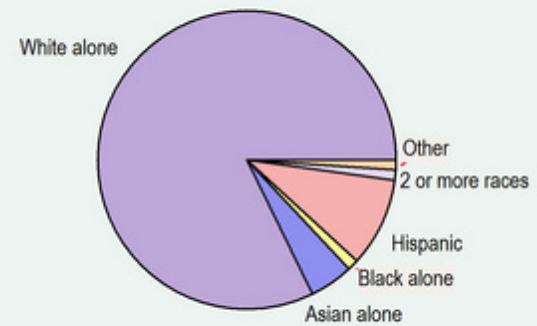
Persons Age 55 and Over by Census Tract
(American Community Survey 2005-2009 data)



Catalina Foothills



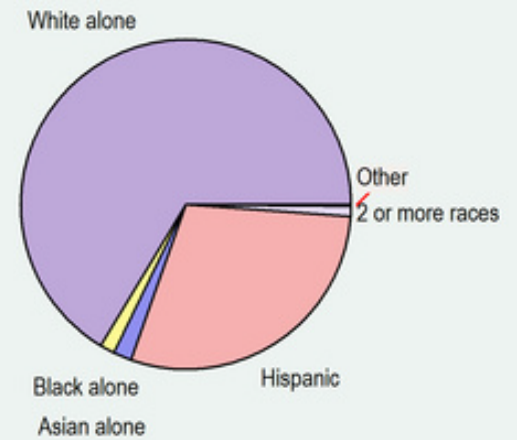
Races in Catalina Foothills, AZ



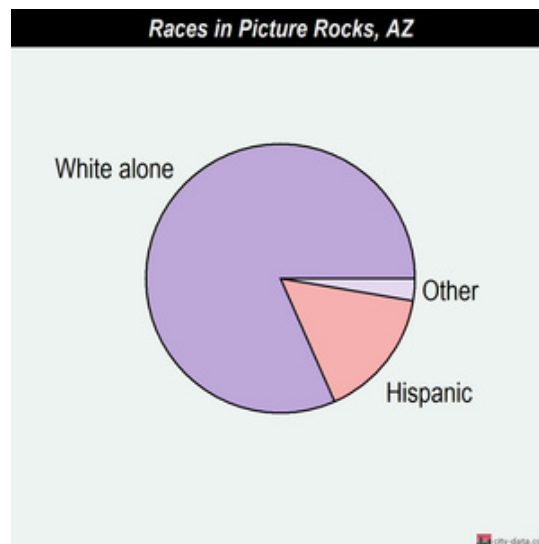
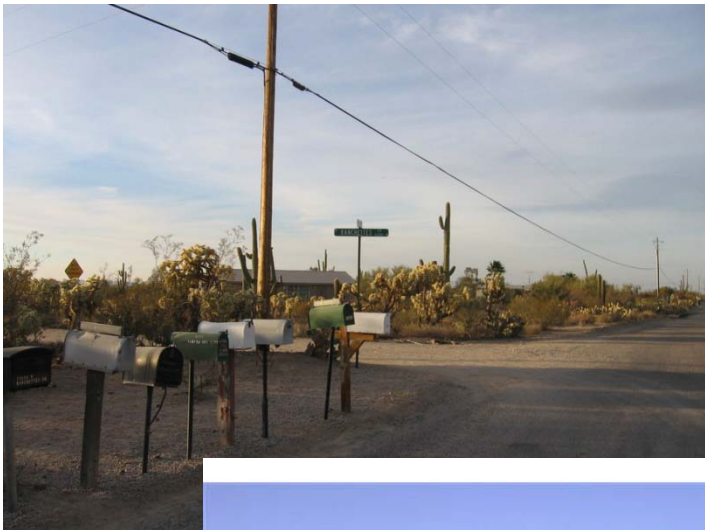
Flowing Wells



Races in Flowing Wells, AZ



Picture Rocks



Communities for All Ages

- Older adult focus with input from community members of all ages
- Other community efforts have taught us that what is good for older adults is generally good for all community members (improved infrastructure, access to services, intergenerational programs, for example)

Different and Unique

- Jim Murphy, President and CEO, Pima Council on Aging
- http://www.youtube.com/watch?v=LOIZ-IKw05I&feature=youtube_gdata_player
- Shira Ledman, President and CEO, Jewish Family and Children's Services of SOAZ
- http://www.youtube.com/watch?v=4-xWz3CE88&feature=youtube_gdata_player

Where do communities start?

- Start where the passion (and funding) is and grow
 - Pima County- grass roots, community based
 - Maricopa County- local governments
 - Learn from past initiatives targeting elder-friendly and communities for all ages

Community Foundation for SOAZ

- Ignite the passion with financial support
- Stay focused on the ‘big picture’ of what is possible with effective collaboration
- Provide technical support and structure
 - “Build Initiative Framework-Connections
- Help us ‘prove’ to donors that their investment is worthwhile
 - Build a case for additional funding resources

