



## EMPOWERING THE 50+ AGING FRIENDLY COMMUNITY

### ADVOCATING FOR THE LARGEST, FASTEST GROWING SEGMENT IN THE WORLD—THE 50+

The Juanita C. Grant Foundation is advocating for the quality of life sought by the largest wave of baby boomers extending work life beyond current boundaries, seeking a resilient life that is rich with re-invention and community engagement. The momentum generated by our 2018 2<sup>nd</sup> Annual Workforce Forum and Hiring Event, along with the 1<sup>st</sup> Round Table on Aging, crystalized the Foundation's advocacy and research efforts under the umbrella of *"empowering the 50+ aging friendly community."* This paradigm provides the forward movement to seek broader collaborations in expanding outreach to the employer community bringing awareness and appreciation for the growing number of 50+ individuals returning and remaining in the workforce. The Foundation's research continues with a regional focus on the social determinant statistics that reveal the areas of challenge to sustain economic security, avert poverty, maintain preventive health measures, age in place and engage with the community to prevent isolation.

The Foundation continues addressing overt and covert aspect of *"ageism"* through our 2019 Roundtable Series, 50+ Fraud and Abuse Series, 50+ Workforce Initiative and workforce readiness training. These advocacy efforts are leading to our first Regional Multigenerational Conversation on Aging to be held spring 2020.

### COLLECTIVE IMPACT

We seek partnerships and collaboration with local and national leaders in the fields of public policy, workforce development, aging, entrepreneurship, healthy communities and preventive health. Input is sought from a variety of sources to craft community-based solutions that meet that community's needs.

Our partners provide new solutions to help the 50+ individual re-frame and re-wire approaches to mitigate the challenges of ageism to lead more healthy lives, care for themselves and their families and make the community more viable.

In addition to our local partnerships, we have furthered our reach by introducing the Foundation to national organizations with similar and complementary goals. This outreach will further our ability and level of engagement in the many programs addressing the evolving presence and permeating influence of the 50+ community.

### REDEFINING REFRAMING AGING

The 50+ wave is redefining aging by changing the conversation and perception of living longer and stronger with great resilience. The Foundation is supporting the new definition of aging and the necessity for government, thought leaders, health providers, educators, community advocates and scholars to address gold standards needed for aging friendly communities. Viable work opportunities, social networks, accessible transportation, third career educational courses and coordinated public policy funding are all needed to address the 50+ community. The Foundation continues working towards these goals building on past accomplishments to empower 50+ individuals to live a fulfilling vibrant life of choices and possibilities.

### REFRAMING THE CONVERSATION ON AGING...

- embracing multigenerational work culture
- revamping work span options
- building multigenerational wealth
- re-building social networks
- finding one's passion for the *"next step into tomorrow"*

Volunteer/donor information visit [www.jcgfdn.org](http://www.jcgfdn.org)