

A VIRTUAL CELEBRATION OF OLDER ADULTS AND COMMUNITY RESILIENCE



**2021**  
**AGELESS**  
**AWARD**  
**EVENT**

**AGE+**

**Communities + Generations + Innovations**

**VIRTUAL EVENT WILL BE HELD ON APRIL 22, 2021**

A ONE-OF-A-KIND-EVENT CELEBRATING PURPOSEFUL LIVES



# THE AGELESS AWARD

This award was created in 2013 to honor individuals 75 years or older that demonstrate living with purpose and who continue to make significant contributions in their communities.

**OUR ATTENDEES INCLUDE BUSINESSES & COMMUNITY PARTNERS, SUCH AS ELECTED OFFICIALS, SOCIAL SERVICE AGENCIES, ADVOCATES, HEALTHCARE PROVIDERS AND MORE.**

HONORING PILLARS OF OUR COMMUNITIES

# WE ARE PROUD TO ANNOUNCE OUR 2021 HONOREES



**GARY MAFFEI**  
Community Leader



**JUDITH RAMALEY**  
President Emerita,  
Portland State University



**MAJOR GENERAL  
RAYMOND "FRED" REES**  
Retired, U.S. Army



**KATHLEEN SAADAT**  
Civil Rights Activist

## PAST AGELESS AWARD HONOREES

- 2020: Sec. Bev Clarno, Terry Pancoast, LeRoy Patton
- 2019: Bernie & Bobbie Foster, Mrs. Antoinette Hatfield, Bob Moore
- 2018: Frank & Rosa Alby, Gert Boyle, Governor Ted Kulongoski, Pat Reser
- 2017: Senator Margaret Carter, Rev. Dr. Rodney Page, Rabbi Joshua Stampfer
- 2016: Governor Barbara Roberts, Bill Schonely
- 2015: Worth & Barbara Caldwell, Gerry Frank, Kathryn Jones Harrison
- 2014: Ken & Joan Austin, Serge D'Rovencourt, Irvan & Pat Guss
- 2013: Ernie Bloch II, Jeannine Cowles, Tom Vaughan, Vital Volunteers



<b>SPONSORSHIP BENEFITS</b>	<b>FOUNDER'S CIRCLE \$10,000</b>	<b>INNOVATION CHAMPION \$5,000</b>	<b>THIRD AGE LEADER \$2,500</b>	<b>PROUD SUPPORTER \$1,000</b>
60 second Sponsor Spotlight (this is a pre-recorded message from your organization to air <b>during program</b> )	X			
Full page digital program ad	X	X		
Logo on AGE+ website homepage for a specialty theme month throughout the year	X	X		
Organization name and logo featured during program or honoree video	X	X		
AGE+ will host a webinar on aging issues for your organization or employees	X	X		
Half page digital program ad			X	
Verbal recognition at the podium	X	X	X	
Organization <b>logo</b> represented in all digital materials, including website and social media	X	X	X	
Customized Sponsor Highlight opportunity leading to the event	X	X	X	
30 second Pre-Recorded Tribute Message to an honoree aired <b>during pre-show</b>	X	X	X	X
Sponsor recognition on pre-event printed mailings*	X	X	X	X
Organization <b>name</b> represented in all digital materials, including website and social media				X

\*(If commitment received by Feb 26)

# CELEBRATING UNSUNG HEROES

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## THANK YOU LONG-TERM CARE WORKERS

Throughout the pandemic, long-term care workers have shown up to their communities every day, rising to the great challenges of these difficult times. They have not only provided care, but companionship to older adults at great risk of illness and isolated from the people they love. Long-term care workers do this despite their own personal health concerns because residents aren't just residents - **they are family**.

**AGE+ is happy to announce that this year's Ageless Award celebration will include a tribute to the dedicated long-term care workers who have made such an impact for older adults across Oregon and the nation.**



ABOUT US

# AGE+

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WE ARE A LEADER IN FORGING INNOVATIVE SOLUTIONS TO IMPROVE THE LIVES OF OLDER ADULTS, THEIR FAMILIES AND THEIR COMMUNITIES.

WE EMPOWER COMMUNITIES TO ORGANIZE AND MOBILIZE AROUND PROVEN MODELS OF SUPPORT THAT CAN BE USED THROUGHOUT OREGON.

WE FOCUS OUR WORK WHERE THE NEED IS GREATEST. THIS INCLUDES RURAL AREAS, PEOPLE WITH LOW INCOME AND COMMUNITIES OF COLOR.

BY 2030, THE NUMBER OF OREGONIANS 65+ IS PROJECTED TO SWELL TO OVER A MILLION. OLDER ADULTS WILL THEN COMPOSE 23% OF OREGON'S POPULATION, UP FROM 14% IN 2010.

# INITIATIVES

- Our Housing and Services initiative, targeted for underserved rural communities, has developed a new hybrid construction model of affordable housing that allows older adults to age in place in the communities they love. Essential to this model is forming partnerships with local groups to create community-based supportive care networks called Circles of Care. Circles of Care was first piloted in The Dalles, Oregon by pairing older adults with local volunteers that provide social and emotional connection, as well as help with everyday tasks. Circles of Care also provides opportunities for older adults to give back to their communities.
- With our Community Conversations initiative, we aim to engage and educate diverse community members in meaningful discussions on aging. By listening and gathering information, we can help communities realize their collective strengths and support them in building their capacity to help older adults thrive. We virtually launched this initiative in 2020 by engaging community leaders in rural Oregon communities.
- Ties That Bind, our grandparents raising grandchildren program, connects grandparents with a peer support group and dedicated website of resources and educational materials. This program has been especially important as the pandemic has left many older adults parenting "a second time around" even more isolated than before.
- Our COVID-19 Educational Outreach initiative has modeled the need to reach older adults with life-saving critical prevention and vaccine information through non-technical channels such as phone banking, communication via trusted local partners and traditional direct mail of age-friendly printed materials.

**OUR INITIATIVES ARE DEVELOPED IN RESPONSE TO THE UNIQUE NEEDS OF INDIVIDUAL COMMUNITIES LED BY COMMUNITY CHAMPIONS.**



**DRIVING CHANGE BY ENGAGING THE PEOPLE WHO KNOW THEIR COMMUNITIES BEST**

# **OUR PROVEN MODEL**

**COMMUNITY EMPOWERMENT**

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**WE BRING OUR EXPERTISE IN AGING TO EMPOWER LOCAL COMMUNITIES TO ADDRESS CHALLENGES IN SERVING LOW INCOME OLDER ADULTS. THIS COLLABORATIVE METHOD STRENGTHENS EXISTING SUPPORTS AND RESOURCES THROUGH A CONTINUOUS PROCESS OF ANALYSIS AND ALIGNMENT, LONG AND SHORT TERM PLANNING, ADDITIONAL RESOURCE DEVELOPMENT, IMPLEMENTATION AND EVALUATION.**

**CRITICAL TO SUCCESSFUL IMPLEMENTATION ARE LOCAL CHAMPIONS WHO DRIVE COMMUNITY ENGAGEMENT, IDENTIFY ISSUES AND HELP TO CREATE SUSTAINABLE SOLUTIONS.**

# JOIN THE VIRTUAL CELEBRATION

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**THURSDAY, APRIL 22, 2021**

**12:00PM-1:00PM**

**(PRE-SHOW BEGINS AT 11:30AM)**

For more information, contact  
Stephanie Hooper at [shooper@ageplus.org](mailto:shooper@ageplus.org) or  
503.348.3633



**Communities + Generations + Innovations**