Aging in Community Principles

- Experience of aging - positive interactions and collaboration in shared interests and pursuits

- Relationships between community members - informal, voluntary, and reciprocal

- Social capital— a sense of social connectedness and interdependence

Root of Aging in Community

Older adults want *autonomy* and community; the chance for *meaningful activity*; a feeling of *being valued* in their community; and *social connection* within and outside their community

History of the Village

- Began in 2001 in Beacon Hill neighborhood of Boston, MA
  - Started with a group of friends recognizing that there must be a better way.
- Knew there were no solutions like they envisioned
- Wanted an organization that could help them around the house and connect to their community

Village Model has a Set of Guiding Principles

- **Self-governing, self-supporting, grassroots membership-based organizations**
- **Consolidate** and **coordinate** services for members
- Create innovative **strategic partnerships** that leverage existing community resources and do not duplicate existing services
- Holistic, **person-centered**, and consumer-driven
- Promote **volunteerism**, civic engagement, and intergenerational connections

Village Model as Three Core Components

- Services provided by vetted volunteers

- Access to a list of vetted service providers in the community

- Ongoing social activities

Villages are unique to the communities they serve

- Villages vary the organization to reflect the needs and leverage available resources

- Core services address gaps and preference

- Funded through membership fees and fundraising from private sources

- Nearly all Villages offer options for both individual or household membership and subsidized memberships

The Village Movement Today

- 205 Villages open and 130 communities in the development phase

- Village activity in 44 states and 5 countries

- Estimated to be serving 30,000+ older adults

84% are more likely to stay in their own home

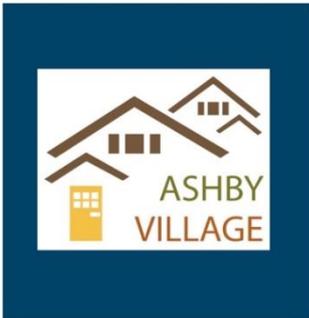84% are more likely to know how to get assistance

VILLAGE IMPACT

79% know more people than they used to

66% feel more connected with other people

58% report improved quality of life

41% feel less lonely

ASHBY VILLAGE

Changing
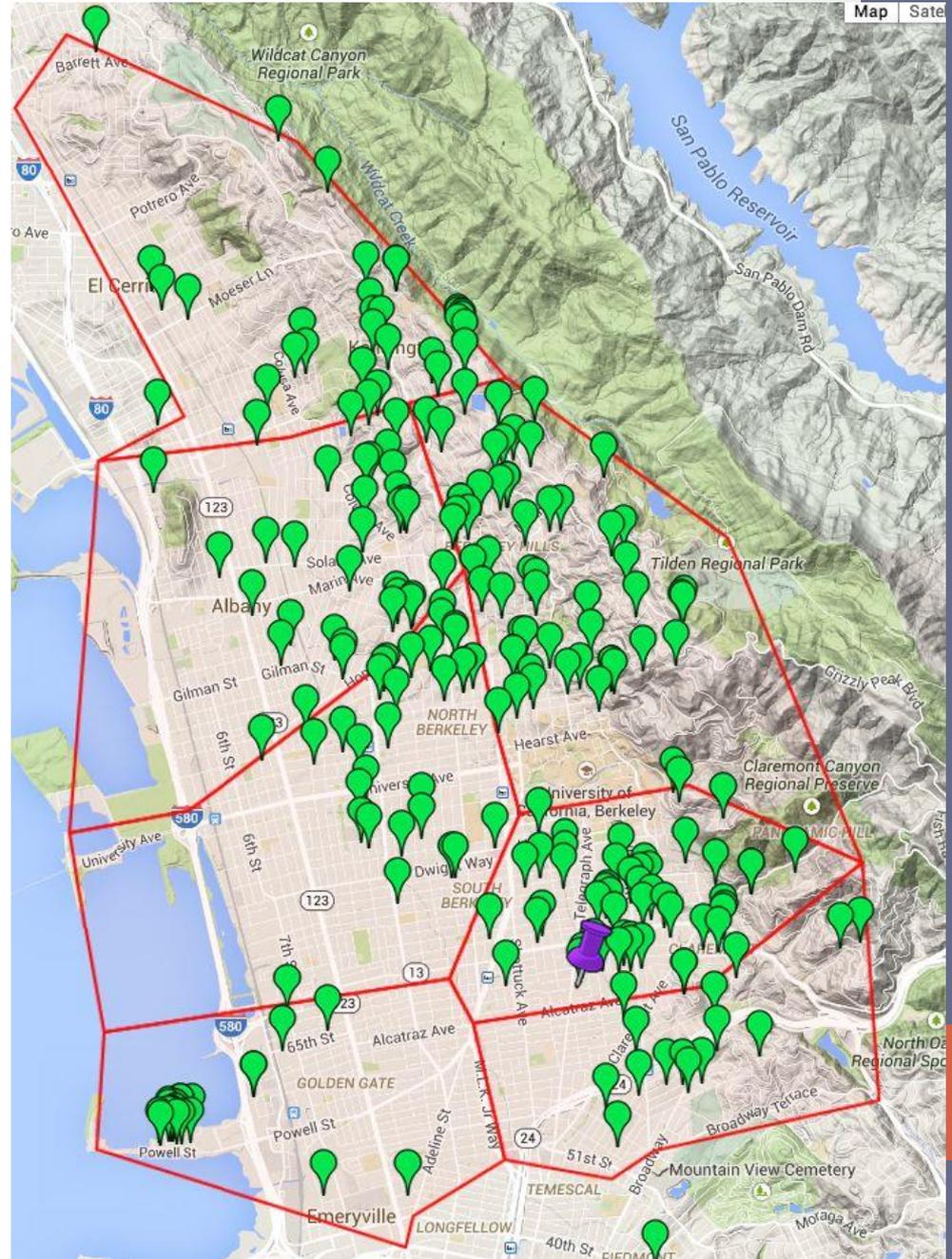the World Again...
Join Us

ashbyvillage.org

"As the longevity revolution unfolds, senior villages will become one of the distinctive social inventions of our time."

Theodore Roszak
The Making of an Elder Culture

TODAY

348 Members

Service area includes:

- Berkeley

- Albany

- Kensington

- El Cerrito

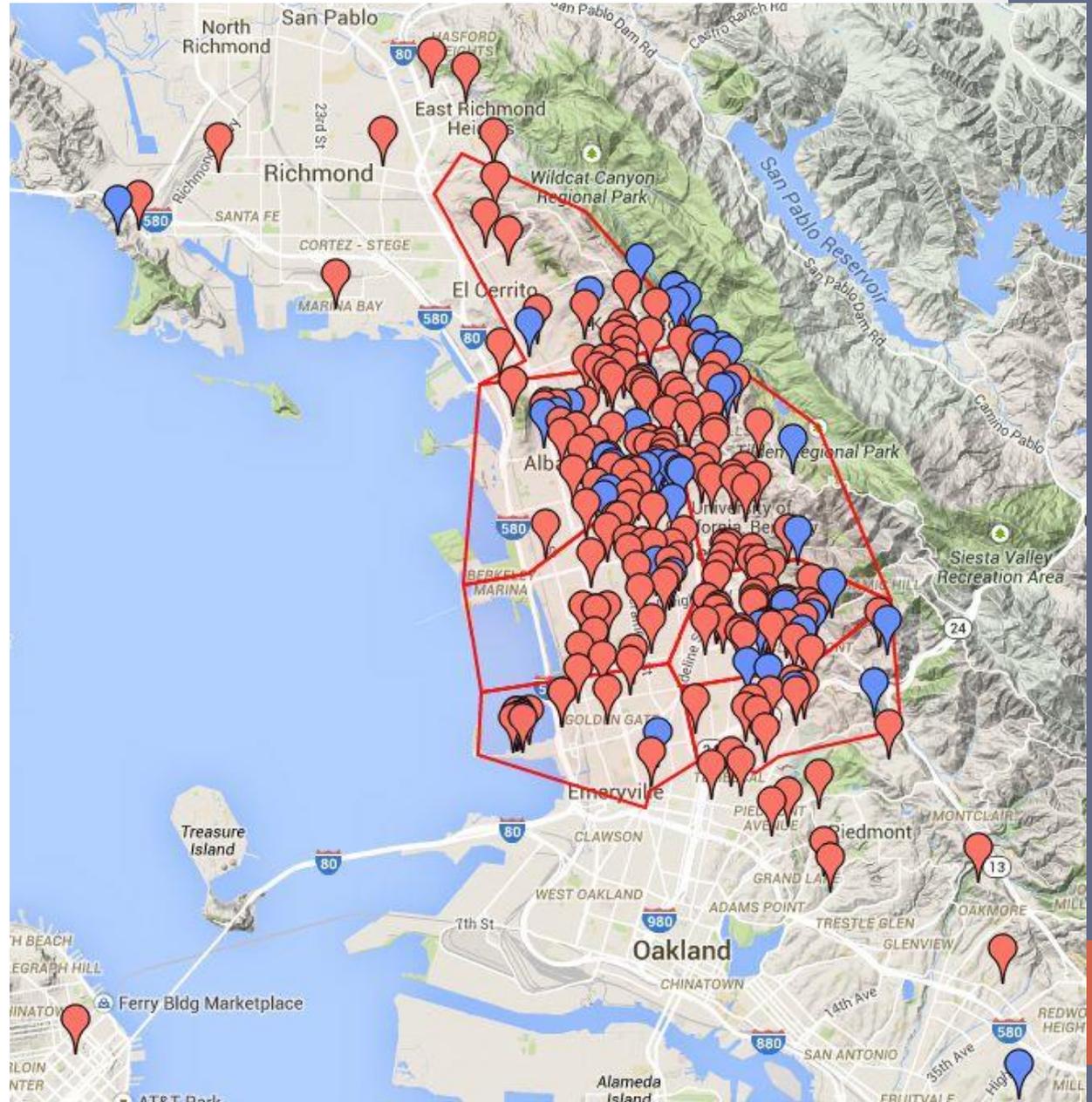- Emeryville

- and parts of North Oakland

TODAY

295 Volunteers

45% members

3388 direct services to members and organizational support

"Managing Unexpected Transitions"

"Completing a Life Memoir"

"Prepared To Spend The Night"

"Epiphany Around The Table"

California Villages

- 62 in operating and in formation

- Archstone Foundation

- Vision for CA Villages

  - To leverage power in numbers

  - To increase awareness of the Village model as a positive, viable option for aging in community

  - To accelerate the growth of the Village Movement in California

- 2015-2016: Establishing a California Village Coalition

California Village Coalition

VISION

We envision a society where all stages of life offer meaningful opportunities for growth, connection, and joy; where people of all backgrounds and economic means can age with dignity, purpose, and self-determination.
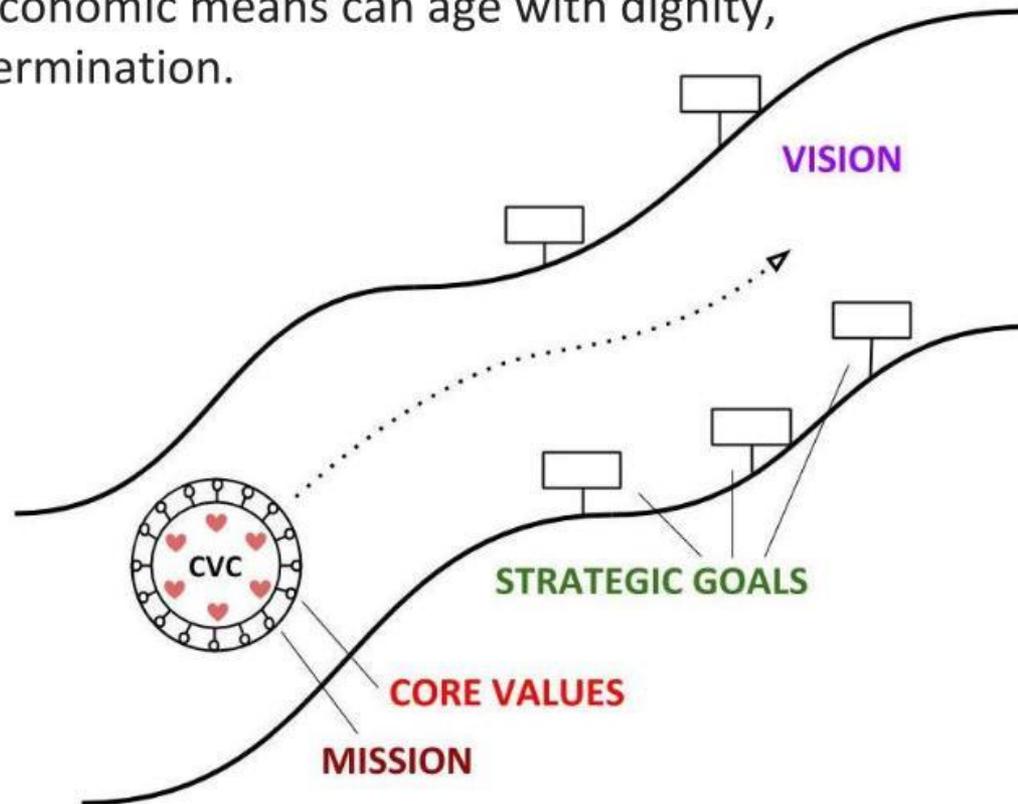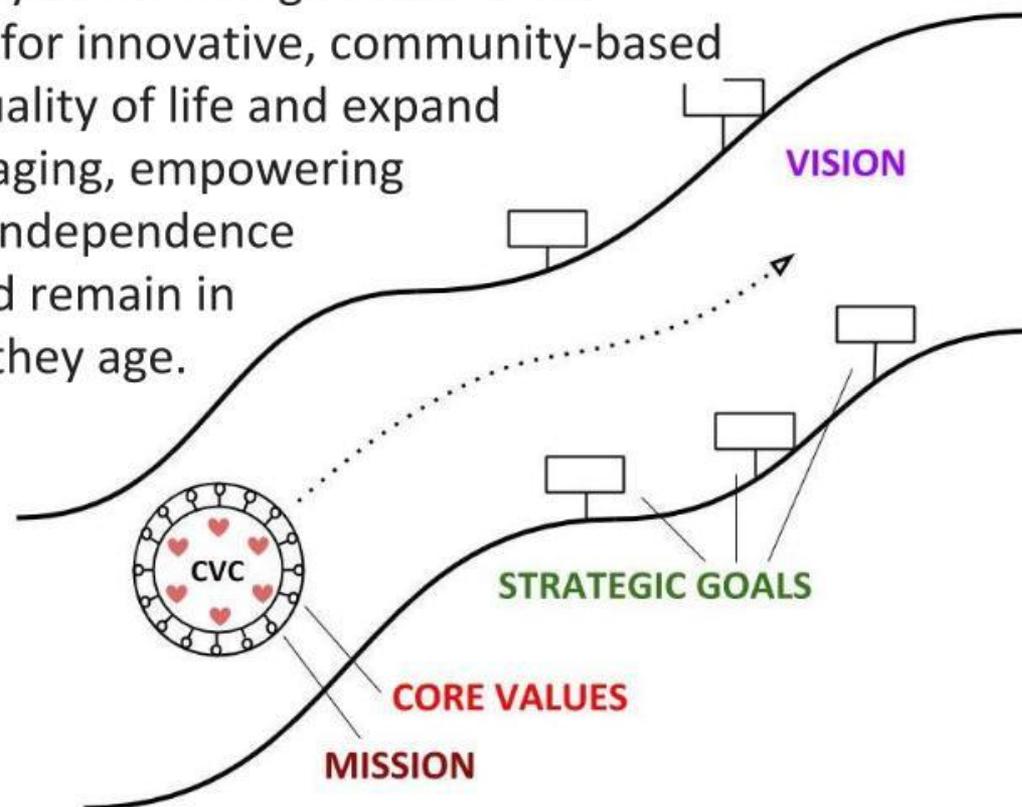
California Village Coalition

MISSION

The California Village Coalition connects Villages across the state to strengthen impact, accelerate growth, and ensure sustainability of the Village movement. Together, we advocate for innovative, community-based solutions to improve quality of life and expand choices at all stages of aging, empowering older adults to sustain independence through community and remain in charge of their lives as they age.

VISION

CVC

STRATEGIC GOALS

CORE VALUES

MISSION

California Village Coalition

STRATEGIC GOALS

ACCELERATE GROWTH

➢ Increase broad public awareness and recognition of the Village model as a positive, viable option for aging in community.

➢ Scale the Village movement by increasing demand for Village membership and integrating Villages into the broader aging services continuum.

STRENGTHEN IMPACT

➢ Support California Villages to be effective at every stage of development.

➢ Contribute to research and evaluation to demonstrate impact of Villages on California communities and to support continual improvement of the model.

ENSURE SUSTAINABILITY

➢ Develop and promote implementation of business models to increase financial viability and long-term sustainability of Villages in California.

VISION

CVC

STRATEGIC GOALS

CORE VALUES

MISSION

California Village Coalition

- Proposed structure for CVC (Years One - Three)
  - Hire project manager
  - Leadership Team
    - Expand to bring on new skills and expertise
    - Responsible for management and oversight

What We Heard: Stakeholders

- Who participated: 52 people from a variety of disciplines
  - Area Agency on Aging
  - LGBT community
  - Technology – CITRIS at UC Berkeley
  - Technology – small business
  - Faith-based community
  - AARP
  - City government
  - Elected state officials
  - Higher Education
    - USC, CSULB, CSUDH
  - Disability community
  - Health Care
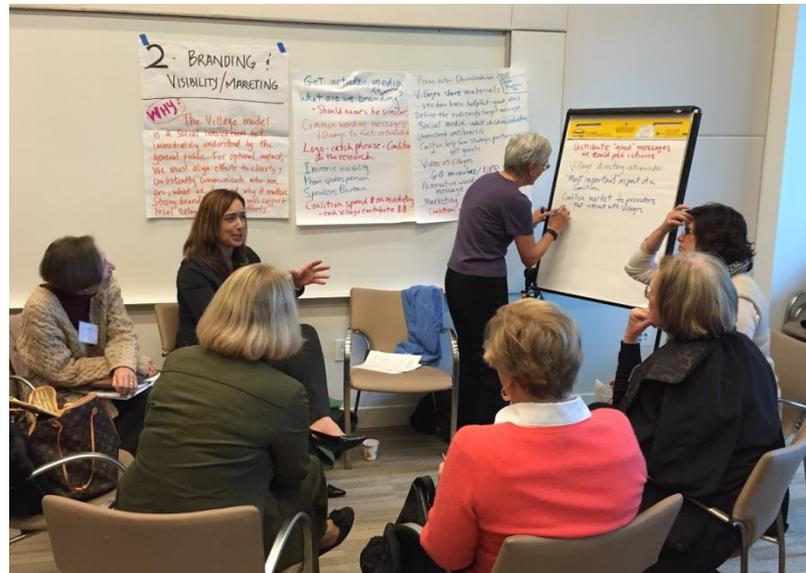
What We Heard: Stakeholders

- Strong support across the board!
- How will CVC benefit stakeholders?
  - Scaling the Village movement
    - Brand recognition, consistent message, reliable access to a large number of older Californians
  - Villages are trusted networks and valuable resource
    - Connect stakeholders with the people they are seeking to serve
  - As a social innovation, CVC can be a catalyst for changing the conversation about aging
    - Help to normalize aging
    - Develop a positive prototype in response to the negative stereotypes that pervade communities