

BIENNIAL REPORT

July 2020 - June 2022

MAINE COUNCIL ON AGING



Photo ©Nicolle Littrell

Gaining Momentum



"COVID-19 put energy and urgency into our work. Having the weekly Covid-19 calls was huge! We created a platform for people to engage with one another and solve problems. We nearly doubled the people we engaged...we learned, we listened, and we acted."

-Krista George, Operations & Education Manager.
Photo: Unsplash

It will not be a surprise to anyone who has explored the Reframing Aging research that the theme for our Anniversary and, first ever, Biennial Report is "Gaining Momentum." This is one of the few metaphors the [FrameWorks Institute](#) found to be effective in helping people understand that we improve with age, that our accumulated skills, knowledge, and clarity of purpose make us more valuable, and often more creative, workers, leaders, and volunteers.

This is true for the [Maine Council on Aging](#) (MCOA) as well. Over the past 10 years, our staff, board, consultants, and members have honed our skills, grown our knowledge, and built a clarity of purpose that drives everything we do. We have learned that to make real progress, we must understand and then work to remove the barriers standing in the way to achieving our goals.

That is why we spent the last two years learning how ageism, ableism, racism, sexism, homophobia, and transphobia impact older people and create significant barriers to progress. Our journey has led to the creation of the Leadership Exchange on Ageism (LEA), the report on the Economic Status of Older Women in Maine (Snow et al., 2022), and a growing body of thought started right here in Maine on Age Equity.

This fall, we will keep growing, bringing together many voices to create a shared Vision of Equity in Aging in Maine that will culminate in an action plan that will eradicate ageism in Maine. With your help, we will implement this plan over the next decade. Our team is strong. We know where we're going and we're rowing in the same direction to create a Maine where we can all live healthy, engaged, and secure lives with choices and opportunities as we age. We invite you to take a seat in the boat, pick up an oar, and start rowing!

Download the report on the Economic Status of Older Women in Maine [here](#).

Welcome and Thank you!

Dear Members, Friends & Partners,

We are so excited to share our inaugural Biennial Report on our 10th Anniversary! The Maine Council on Aging was founded in 2012 by leaders from 27 organizations who had a vision for healthy, engaged, and secure aging in Maine that required collective planning and action.

With an inspired Board, 27 members, and a budget of \$21,490, we jumped in with both feet, planning and hosting the Speaker's Roundtable Discussion on Aging in 2013. This series of conversations with 50 leaders from all over Maine led by Speaker of the House Mark Eves generated actionable ideas that were improved upon at the first Summit on Aging in 2014. The result was the Maine Blueprint for Action on Aging, which sparked the Maine Aging Initiative and launched the Legislative Caucus on Aging.

This model of informed conversation leading to action has become our hallmark, and our conversations have led many to take action. With each conversation, we have grown! Ten years later, we boast a multi-disciplinary network of more than 130 members and a budget over \$700,000. This is impressive considering we did not become a staffed organization until 2018!

We have grown because of the support of funders across Maine and New England. We are appreciative of their support and confidence in our vision and work. Through their sustaining patronage, our members have also supported our growth. We are grateful to them all and are especially so for the initial and sustained commitment of Maine's five Area Agencies on Aging.



Jess Maurer, Maine Council on Aging Executive Director

The pandemic has been a defining event that has taken a monumental toll on us all, personally and professionally. Our hearts are broken for all the lives lost, nearly all of them older. We are indebted to those who have been on the frontlines of care and support during this time.

In response to the extreme ageist rhetoric heard throughout the pandemic, we launched the Power in Aging Project which uses informed conversations to help people understand age-bias, its impact and to change it. Last fall, we launched the Leadership Exchange on Ageism, the first leadership skill-building course focused on ageism in the nation. Sixty Maine leaders have graduated from the program, which is garnering national attention.

Our work on ageism and equity has brought unity of purpose to the MCOA and informs our next big conversation leading to action, our 9th Wisdom Summit, an event that continues to grow each year. To mark the MCOA's 10th anniversary, we will reveal a big, audacious goal at the Summit for the next 10 years – ending ageism in Maine by 2032! We know that we can build a more equitable and inclusive Maine with healthier people and communities, and a stronger workforce and economy by eliminating age-bias and cultivating an age-positive culture.

We can do it too, but only with your help, and only if we are all rowing in the same direction together!

Please join us for our planning conversations this fall to share your good ideas on a Vision for Equitable Aging in Maine! Then, lend us your time and talent over the next decade to make this vision a reality!

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On the pages that follow, you will learn so much more about how and what we are doing. Thank you for your belief in the MCOA and for being a part of our mission and work.

Sincerely,



Jess Maurer, MCOA Executive Director



Leah Graham, Maine Council on Aging Board Chair



Leah Graham, MCOA Board Chair

Contact Us

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<https://www.facebook.com/MaineCouncilonAging/>
<https://twitter.com/MCOAging>
<https://www.linkedin.com/company/maine-council-on-aging>



Partnership for Maine's Essential Support Workforce at the State House

Major Achievements

The work of the MCOA from 2020 to 2022 yielded three major accomplishments: (1) significant progress in addressing the acute and chronic direct workforce shortages, (2) the growth of an Age-Positive Movement spread through the Power in Aging Project, and (3) a clearer vision of equity for aging that addresses the specific needs of diverse older people in Maine.

Learn more about the MCOA Legislative Priorities [here](#).

Direct Care Workforce Action

Our work over the past decade to bolster Maine's faltering direct care workforce gained real traction over the last three years. The MCOA:

- Championed efforts to create the Commission to Study Long Term Care Workforce Issues, which issued a report in 2020.
- In 2021, led efforts of a broad coalition to secure passage and funding for the primary recommendation – setting the MaineCare labor rates for this workforce at 125% above the minimum wage, plus COLAs and other benefits.
- In 2022, fought for and secured additional funding needed to operationalize the law. We also sought and secured the creation of the Essential Support Workforce Advisory Committee that will support the on-going development of this workforce.
- Also in 2022, secured a three-year grant from MeHAF to work with the Maine Center for Economic Policy and PHI to create and implement an advocacy roadmap.



The Tri State Learning Collaborative on Aging 2022 Summit: Time to Care!

The “Time to Care” Summit asked the question, “As we age, how will we care for each other” – as people, as communities, as businesses, and governments? What can we do right now to assist older people who are not getting the care they need? How can we move from “no care” to “person centered care”? What is the role of volunteers, community organizations, and businesses in filling the care gap? This important conversation aimed at inspiring action in our communities, states, and regions.



Power in Aging Project

The overt ageism we saw spurred us to action to begin addressing ageism across multiple systems directly. In response, the MCOA launched the Power in Aging Project and is now leading efforts to raise awareness of ageism, share strategies to reframe ageist language and structures, and build an age-positive culture in Maine.

Since launching the Power in Aging Project, we've hosted hundreds of conversations with thousands of people on ageism in media, employment, healthcare, and many other sectors. We designed and launched the first in the nation Leadership Exchange on Ageism (LEA), funded by the Maine Community Foundation (MCF) and MeHAF. Designed for executive business, policy, and community leaders, LEA is a fourteen-hour peer-learning-centered leadership development experience. LEA challenges leaders to see their role in ending ageism and connects them to tools they can use to be successful. Sixty leaders from all over Maine and from all kinds of professions have completed this experience. NextFifty Initiative (a Colorado-based foundation) has just awarded us a grant to host 40 more leaders, evaluate the effectiveness of LEA, and begin work on replicating it to run in other states.



Learn more about the Power in Aging Project [here](#).

Learn more about the Leadership Exchange on Ageism [here](#).

Take the Anti-Ageism Pledge [here](#).

Equity & Healthy Aging

The Equity & Healthy Aging Initiative brings people together to support culturally sensitive and inclusive services for ALL older people in Maine. In 2021, with support from MeHAF, we began the process of learning about the needs of older adults in diverse communities. We explored how aging services providers and organizations already serving older people in these communities can support older people in diverse communities more inclusively and effectively. Through small group gatherings and broader listening sessions, we gained so much from an exchange of ideas with people holding different world experiences. We also partnered with the Maine Women's Lobby to publish the Economic Status of Older Women in Maine. The report shows that the economic disparities women face over a lifetime add up to poverty, or near poverty for too many in later life. While we must ensure future generations of women do not age into poverty, we must also redesign our supports and services to equitably address historic gender-based injustices that have led to tens of thousands of older Maine women having insufficient resources to meet their basic needs.

This awareness and knowledge, along with the organizational relationships we made through this work, will inform the Vision of Equity for Aging in Maine process planned for this fall. This work will be funded by a Rapid Response grant from the Sewall Foundation.

Learn more about the Equity and Healthy Aging Initiative [here](#)



We are aiming to understand the intersections of bias and identify opportunities to lift all boats.



130th Legislature by the Numbers 2021-2022

Created and led 1 effective Coalition

Drafted 4 bills, all of which were enacted/funded

Hosted 8 Legislative Caucus on Aging Meetings

Submitted testimony on 49 bills

Tracked 223 bills

Led efforts to secure funding that supports healthy aging, including:

- \$55+ million from general fund for rate and COLA increases for direct care workers across all settings and populations, funding to design and implement a statewide multimedia campaign to promote direct care worker jobs, and funding to create the Essential Support Workforce Advisory Committee;
- \$6.1 million to eliminate the waitlist for Section 63 Home & Community Based Care;
- \$5.1 million for the Family Caregiver Grant Pilot Program;
- \$250,000 on-going funding for Meals on Wheels;
- Tax exempt status for Maine's area agencies on aging (\$64,000 savings)



Our efforts nearly doubled the amount of state funding for Meals on Wheels; and during COVID, we inspired some law enforcement officers to deliver meals - here, a Sagadahoc County Deputy!

Other Projects

The Municipal Data Across Sectors for Healthy Aging (M-DASH)

The Municipal Data Across Sectors for Healthy Aging (M-DASH) project tests a theory that municipal officials, with proper data and support, can collaborate with health systems, social service providers, payers, and volunteer groups to improve access to health and social health services for older residents. The project team creates a data dashboard for each pilot site, does action planning with the community, and provides technical assistance to implement the plan. Our pilot communities are South Portland, Eastport, Gray, New Gloucester, and Millinocket. They're working to reduce falls, implement home repair, develop new housing models, and increase financial security.

Learn more about M-DASH [here](#).

Transportation Equity for Healthy Aging (TEHA)

Funded by the Maine Health Access Foundation, the project goal is to increase the availability of transportation services for older Mainers to access healthcare and behavioral healthcare and meet their social needs. The project will share information about Maine's volunteer driver programs and connect programs to each other and the formal public transit system. It will also pilot new models of transportation based on a mix of formal and volunteer initiatives.

Improving Social Connectedness in Homebound Older Adults

We are thrilled to be starting our first real research project! We'll be partnering with researchers at Dartmouth Hitchcock on a two-year grant funded by the RRF Foundation. They have documented the effectiveness of an evidence-based behavioral intervention, Brief Behavioral Activation for Improving Social Connectedness (BBAISC), in enhancing social connectedness, reducing depressive symptoms, and disability ratings in homebound older adults. The current study will test the reach and fit, while maintaining the effectiveness of implementing BBAISC.

Consumer Information Exchange (CIE) Phase 2

CIEs use tools and approaches to share person-level information and make referrals between healthcare and social services providers. In 2020, a broad group of stakeholders came together to learn about CIEs in other states. These discussions led to the creation of a stakeholder working group to create a shared vision for a Maine CIE. After a year of work, they agreed the goal of the CIE is to increase health and well-being through improved information, referral, and coordination. The MCOA is supporting Phase Two of this process which includes a Steering Committee, three working groups focused on Governance, Legal & Policy, and Data, a Network Provider Group, and a Community Advisory Committee.

Tri-State Learning Collaborative on Aging (TSLCA)

The TSLCA is the educational arm of the MCOA that reaches across Northern New England and increases the collective impact of healthy aging initiatives through shared learning. Over the past two years, the TSLCA network has grown by 30%. Through the 66 educational programs, we amplified our reach and built cross border networking and collaboration opportunities to more than 3,000 people. Our 2021 'Bias is Getting Old' Summit launched a regional conversation about ageism and has led to nearly 300 people taking our anti-ageism pledge. The 2022 'Time to Care' Summit focused on community-based solutions to the direct care workforce crisis.

Learn more about TSLCA [here](#).

MCOA Awards

Every year, the MCOA honors inspiring individuals and businesses that have sustained leadership aimed at making Maine a great place to age with purpose, dignity, and access to support.



2022 Lasting Legacy Award: Jo Cooper



2022 Employer Award: L.L. Bean



2022 Trailblazer Award: Patricia Kimball



2022 Lasting Legacy Award: Susan Lavigne

MCOA Awards



2022 Legislator of the Year Award: Troy Jackson

The Southern Maine Agency on Aging, in partnership with the Maine Council on Aging and Community Health Options, has established the Doug Wilson Rising Tide Leadership Award in honor of their mutual friend, Doug Wilson who died unexpectedly in August 2022. The award, presented this year to his wife, Mary Ellen Wilson, will recognize and celebrate the sustained efforts of people who lift and inspire others to implement innovative solutions to challenges faced by older Mainers through collaborative partnerships, shared leadership, and/or community-building initiatives.



2022 Doug Wilson Rising Tide Award



We Practice Our Values: MCOA Leadership Stories

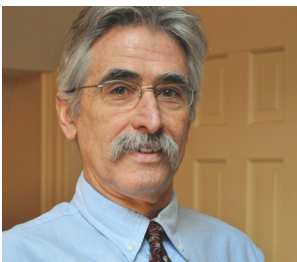
MCOA believes we are stronger as a team when our team brings a diversity of age, experience, and background to our work. Embracing age diversity - including the voices of older adults with lived experience - is at the core of our work and reflected in our team.



Jo Cooper: When I was running the nonprofit that I founded, Friends in Action, I considered never stopping. But I also wanted the organization to survive beyond my tenure, so I used the official “retirement” word. “Retirement” was not a word that I understood very well. My own parents never “retired.” They were artists who created their own business. They stepped away from the “rat race” of the 1950’s to move to rural Maine.

Creativity was a lifelong pursuit. At 92, my mother continues to run that business. When I visited her this past weekend, she was preparing to help my sister split their winter’s supply of firewood. Around me, society congratulates me on retirement! I am coming to see what an “ageist” concept that is. I am learning that many others have also struggled with the concept of retiring and it can create profound sadness. They must give up what they worked so hard on and withdraw, slow down, and become invisible.

I was blessed to be offered the leadership of a new and exciting project that MCOA is doing. To be on the forefront of creating needed change gives me great hope! I am so excited to have this opportunity to learn new things and to offer the expertise I have accumulated over the past 20 years. Transportation Equity for Healthy Aging is timely and much needed. It is a project with the potential to help older people in every community in Maine and to take volunteer transportation to a higher level. MCOA not only recognizes the needs of older people but also truly values what older people can offer. This project is a living example!



Don Harden: As MCOA Power in Aging Project Coordinator, I get to talk with people about the health benefits of holding age-positive beliefs and the sense of purpose and joy that can come from meaningful work and volunteerism. At MCOA we engage employers about the compelling business case for leveraging the power of older workers and multi-generation teams to address their workforce challenges. I’m 72, at the forefront of MCOA’s campaign to combat ageism and build an age-positive

culture in Maine, and doing the most meaningful work of my life. This is where the personal and professional meet. I’m able to offer in return my passion and the wisdom of my lived experience.

Financial Statement

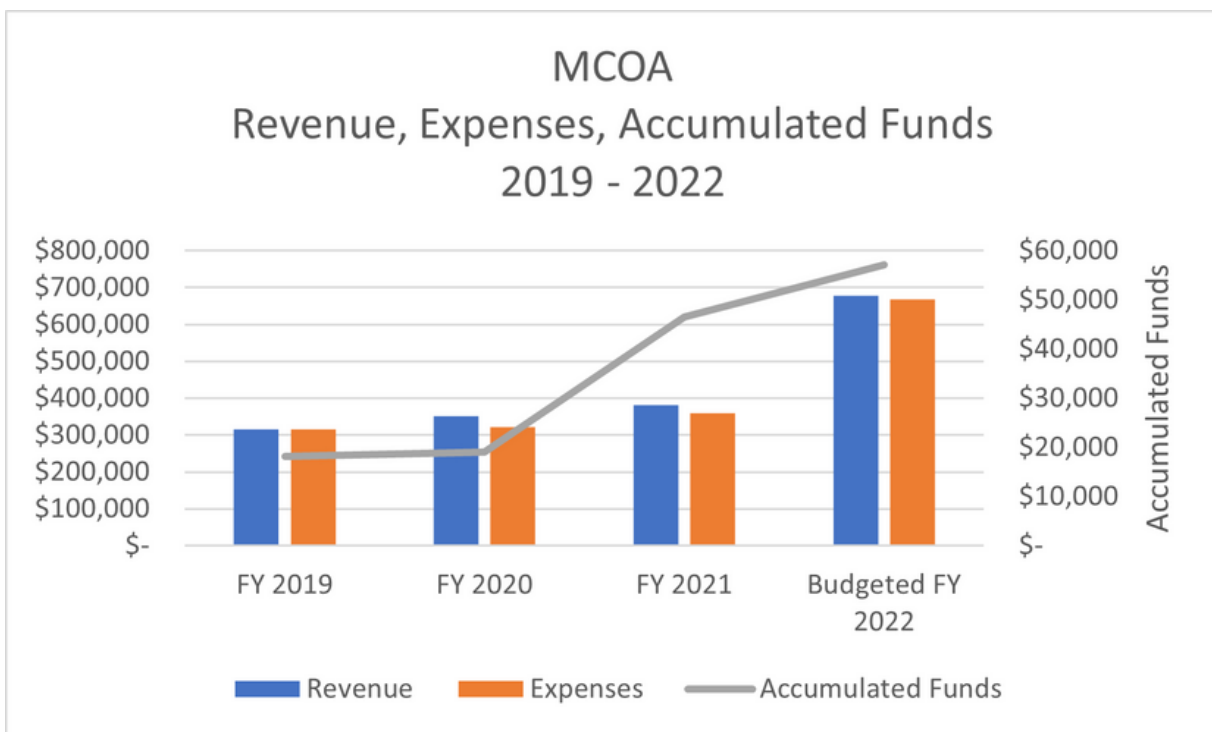
The MCOA has operated with a balanced budget each of the 10 years of our existence. We remain a lean organization of only 3 full-time staff, utilizing consultants for grant-specific projects, and keeping overhead expenses low. We have a plan for continued steady growth over the next few years.

While a majority of our revenue is currently derived from grants, we are focused on maintaining diversity in revenue, and have been consistently growing revenue from membership, events, and donations. Building our membership continues to be a priority. We apply for grants that are consistent with our goals and further our priorities.

MCOA identifies a need and seeks grant funding to address the need such that others become engaged, willing, and able to take on the need moving forward.

Using actual 2019 revenue and budgeted 2022 revenue, grant revenue is projected to increase by 176.55% over that time period; dues by 20.63%, donations and appeals by 261%, and conference revenue by 53%. As of August of 2022, our revenue has exceeded anticipated budget significantly in the categories of grants and donations. Expected 2022 revenue is just under \$725,000.

Our financial goals are focused on expanding organizational capacity, launching our anti-ageism campaign, and growing a cash reserve to ensure long term stability and sustainability. Our reserve goal is to have 90 days of fixed operating costs on hand.



MCOA Fiscal year runs January 1 through December 31



Thanks for helping us achieve our goals!

Grants

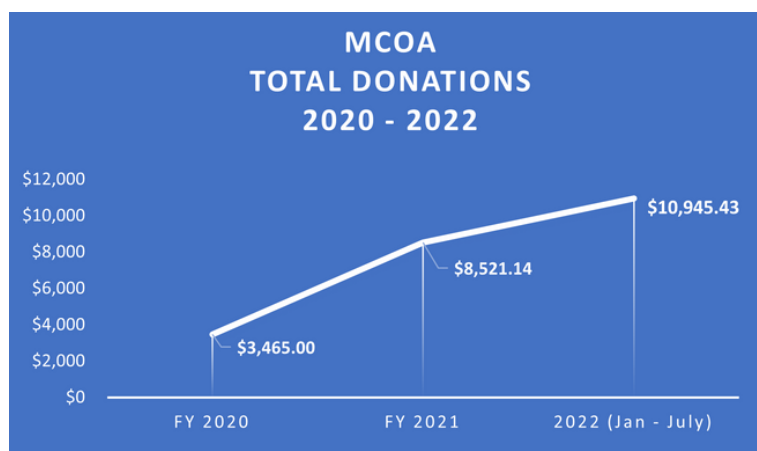
The MCOA is grateful for the partnership, trust, and generous support of our funders who allow us to thoughtfully tackle system challenges, explore innovative approaches and ideas to make Maine a better place for all of us to age.

The Betterment Fund
The Bingham Program
Dartmouth GWEP
Endowment for Health
Maine Arts Commission
Maine Community Foundation
Maine Health Access Foundation

Maine Women's Fund
MDRT Foundation
NextFifty Initiative
RRF Foundation for Aging
Robert Wood Johnson Foundation
Elmina B. Sewall Foundation
Tufts Momentum Fund Grant

Donors

We've almost hit a milestone this year! With just six more donors, we'll reach 100 unique donors for the first time! We'll reach that goal by the end of the year! This is nearly three times the number of individual donors we had just two years ago. MCOA donors support our shared vision of building an age-positive culture in Maine that values older Mainers as important contributors to our workforce, communities, and economy. We thank and value every contributor! And, we need your help to expand!



We need every Mainer to invest in building an age-positive culture in Maine. This isn't going to happen without us all doing our part! You can help by sharing information about our work and mission and making a personal donation today!



"I support the MCOA because it is one of the most effective organizations of any kind that I have ever been involved with. MCOA's influence in, and advocacy for all things related to aging optimally in Maine is unparalleled. I believe in MCOA's mission and in the way Jess and her team carry it out." -Bill Jenks, President/CEO Lighthouse Elder Care, Inc. dba Home Instead®, MCOA Lifetime Friend

"I'm not a major donor, but I give what is meaningful to me to the organizations I value, including the MCOA. Instead of holiday gifts, I ask my circle to give to these organizations- it broadens the people who are exposed to the work and increases my impact. The MCOA is a force, tackling systems change to improve the lives of older Mainers- this is something we all should support!" -Roger Renfrew, MD, MCOA Lifetime Friend

MCOA Lifetime Friends are generous supporters who give \$1,000 or more, cumulatively, within a 10-year period.

Lifetime Friends

Marilyn Gugliucci
Cyndy Taylor

Jess Maurer
Betsy Sawyer-Manter
Roger Renfrew

Don Harden
William Jenks

MCOA Friends are generous supporters who give \$100 or more within a calendar year.

Friends

Robert Anderson
Rihab Babiker
Peter Baker
Paula Banks
Michael Brennan
Lydia & Andre Cocquyt
Laura Cordes
Kenneth Elliott
Morris Fisher
Raymond Gagnon
Leah Graham
Laurence Gross
Barbara Colby
Marilyn Gugliucci

William Hall
Neal Harden
Donald Harden
Rebecca Hatfield
John Hennessy
Mary Jane Richards
William Jenks
Ruta Kadonoff
Donna Kelley
Ethna Kelly
Patty Kimball
Jud Knox
Laura Ruth Lane-Reticker
Kathleen Leavis

Amanda Levine
Kevin Lewis
Mary Lou Ciolfi
Daniel M. Pierce
Jessica Maurer
Rodney Mears
Priscilla Miller
John Nale
Thomas Newman
Mary O'Connell
Megan Renfrew
Roger Renfrew
Steve Rowe
Katherine Rudolph

Catherine Ryder
Betsy Sawyer-Manter
Maureen Schnellmann
Rebecca Sky
Michael Smith
George & Penelope Smith
Sarah Smith
Mark Swann
Mary Terry
James Toulouse
Shirl Weaver
Angela Westhoff
Debby Willis
Anonymous



Sustaining Patrons

Sustaining Patrons support the visionary work of the MCOA to move toward a Maine where we can live healthy, engaged, and secure lives with choices and opportunities as we age in our homes and communities. We value and appreciate the support of our Sustaining Patrons and partners.

Katahdin (\$8,000)

Alpha One
Aroostook Area Agency on Aging
Eastern Area Agency on Aging
ME Association of Area Agencies on Aging
SeniorsPlus
Southern Maine Agency on Aging
Spectrum Generations

Sugarloaf (\$5,000)

GT Independence
Senscio Systems, Inc.
UnitedHealthCare

Bigelow (\$2,500)

Healthy Living for ME
MaineHealth/Partnership for Healthy Aging
Martin's Point Health Care
Northern Light Health Care & Hospice

Saddleback (\$1,500)

Bangor Savings Bank
Charter Communications
Perkins Thompson
UNE Center for Excellence in Aging & Health

MCOA Leadership

The MCOA is guided by a talented, committed, and impressive Board of Directors. Really, each of these folks is a powerhouse in their own right. When they all come together to lead this organization, it's electric! Three of our Board Members, Don, Marilyn & Betsy, are founding Board Members and have served the organization continuously for 10 years! This shows the deep commitment that the vision of the MCOA inspires in people. The MCOA Members and Staff are grateful for the steady and inspired leadership of the Board.



MCOA Board of Directors

Board Chair: Leah Graham, Associate Director, Maine Cancer Genomics Initiative, Jackson Laboratory

Board Vice Chair: Donna Kelley, President and Chief Executive Officer, Waldo Community Action Partners

Secretary: Marilyn Gugliucci, Director for Geriatrics Education and Research, College of Osteopathic Medicine, University of New England, College of Osteopathic Medicine

Treasurer: Betsy Sawyer-Manter, President & Chief Executive Officer, SeniorsPlus

Immediate Past Chair: Mary Jane Richards, Chief Operating Officer, North Country Associates

Executive Committee Member: Judy Rawlings, MCOA Community Member

Peter Baker, Program Manager for Geriatrics, MaineHealth

Laurie Belden, Executive Director, Home Care & Hospice Alliance of Maine

Sara Forgione, Director of Assisted Living, Avesta Housing

Elizabeth Gattine, Senior Policy Associate, Muskie School of Public Service

Don Harden, MCOA Community Member, Power in Aging Project Manager

Kevin Lewis, President & Chief Executive Officer, Maine Community Health Options

Nate Rudy, Town Manager, Town of Gray

Catherine Ryder, Chief Executive Officer, Tri-County Mental Health Services

Angela Cole Westoff, President & Chief Executive Officer, Maine Health Care Association



MCOA Staff and Consultants

The MCOA is similarly blessed with a deep talent pool when it comes to our staff and project leaders. We've been so fortunate that people with significant subject-matter experience and serious skills have been willing to help advance the work of the organization. Our core team is small, but mighty and gets an incredible amount of work accomplished in a year! We sure know how to row together!

Staff

Jess Maurer, Executive Director
Krista George, Operations & Education Manager, TSLCA Project Manager
Jena Jones, Advocacy & Policy Manager

Project Leads & Consultants

Larry Clifford, Municipal Data Across Sectors for Health Project Coordinator
Jo Cooper, Transportation Equity for Healthy Aging Project Coordinator
Don Harden, Power in Aging Project Manager
Effie Rourke, Municipal Data Across Sectors for Health Data Manager
Sarah Taylor, Community Information Exchange Project Coordinator
Jeff Brown, Community Information Exchange Project Coordinator
Kathy Vezina, Equity and Healthy Aging Project Manager
Amparo Rodríguez, Communications Manager
Mary K. Terry, Development & Membership Manager





"Avesta is proud to be a member of MCOA. The work you do to advocate for older adults is absolutely vital. We're proud to partner with you."

-Sara Olson, Director of Development & Communications, Avesta Housing

Photo: Emely Bauman

Membership

The MCOA began as a spark of an idea in 2012 with 27 founding members starting the fire. A decade later, the MCOA is burning brighter than ever, engaging a broad and diverse network of 130 members including organizations, businesses, municipalities, and older adults with lived experience through regular outreach, events, and programs.



The collective diversity, passion, and wisdom of our members has been critical to our success. Our members identify trends, collaborate on innovative solutions, and join efforts to implement and measure those solutions. We're blessed that so many of our members from diverse sectors have joined us in our efforts to end ageism and build an age+ Maine. Together, we can realize our vision for Maine.

Access the full list of MCOA Members [here](#).

What's Next?

In the coming decade, the work of the MCOA will focus on building an Age+ culture in Maine, a welcoming culture that actively supports older people living with purpose, fully integrated in the community and with access to culturally and linguistically competent services. We start this work this fall, building a Vision for Equity in Aging in Maine and an action roadmap that promotes

age equity and works to address historic injustices. This work is funded by the Sewall Foundation and the Maine Community Foundation.



To be successful, we must inspire an Age+ movement in Maine - a movement that is bold, empowering and fun, led by older people of all colors, abilities, sizes, sexes, and orientations! What's the hook? About 7.5 years. Well, not just 7.5 plain years, but 7.5 healthier, happier years of life. Wait, what? Here's the ironic punchline to all those aging jokes we've been telling that reinforce negative stereotypes - people who live with positive beliefs about aging and who live in age-positive cultures live an average of 7.5 years longer with fewer chronic conditions and less anxiety than people who hold negative beliefs. Research has demonstrated across the globe that people are happier at the end of their lives than at any other time!

We are at the very fledgling stage of launching this movement and it will fall flat without your help. We need volunteers, sector leaders, policy gurus, and resources to build a robust and sustained campaign.

What can you do? Take three easy steps to start! Go to our website and take the Age+ME pledge, sign up as a volunteer, and make a donation to support the movement! From there, it's up to you - become a leader, share this information with your friends, sign your business or group up to engage in our work - there's a lot to do!

Together, we can get this done!

Take Action NOW!

1

Take the Age+ ME Pledge [here](#).

2

Sign up as a volunteer.

3

Donate to MCOA [here](#) or become a Sustaining Patron [here](#).