

# 2020 IMPACT REPORT



## MISSION

AgeWell champions informed and positive aging and serves as the area's catalyst for collaborative solutions.

## VISION

AgeWell envisions a community where the wisdom, knowledge, skills and experience of older adults and caregivers are respected and valued, and where helpful resources, support and information are readily available and easily accessible.

*We believe in aging well.*

We're excited to share that we have transformed our name and look to better convey our mission and passion, and to reflect what we strive for each day.

At AgeWell Middle Tennessee, we believe in aging well. We believe that as more of us live longer, we have an exciting opportunity to reimagine our community. We are committed to embracing aging and enhancing community by being a trusted community resource, a catalyst for solutions to unmet needs and a champion for older adults. Rest assured, we may have a new name and look, but we have our same mission, and we're more excited than ever about working with you to ensure we can all age well.



## HERE'S HOW WE HELP

*"You all are amazing. Thank you for keeping the aging community connected during these times"*

- Keith King,  
Catholic Charities

*"Thank you so much for the information. I have passed the resources to all of our customer relations reps. They were so appreciative of the resources you provided."*








- Sonya Pullens,  
Nashville Electric Service

## 2020 COMMUNITY IMPACT

In response to challenges related to COVID-19, we have focused on our key roles in making a difference as a trusted community resource, convener and catalyst for solutions to unmet needs and a champion for older adults.

- Increased frequency of e-newsletters to weekly during pandemic and added a COVID-19 resource page to our website
- Responded to more than 600 Helpline calls
- Mailed copies of our *Directory of Services* and published a new edition for 2021-2022
- Produced a COVID-19 resource guide in four languages for older adults and caregivers
- Supported agency partners with directories, grandparent guides and scam prevention information
- Advocated for increased support and COVID-19 protections for older adults, family caregivers, and frontline workers

## TRUSTED COMMUNITY RESOURCE

-  **26,826** Online Directory of Services page views
-  **5,444** Directory of Services distributed to older adults and caregivers
-  **563** Older adults, caregivers and professionals educated on topics including elder abuse, scam prevention and caregiving
-  **482** Caregivers received education & support through Eldercare Coach
-  **155** Caregivers helped by our online care navigation tool, *Roobrik: Is it Time to Get Help?*
-  **600** Helpline calls answered from older adults and caregivers
-  **3,000** Copies of our multilingual (English, Spanish, Arabic and Kurdish) COVID-19 resource guide were distributed to older adults in "senior kits" in partnership with the Community Resource Center



# CONVENER & CATALYST

- Increased frequency of Leadership Council meetings
  - 20+ organizations serving older adults
  - Collaborative food insecurity workgroup
- Partnered with the West End Home Foundation and The Branch of Nashville on an All for Antioch! initiative to foster collaborative solutions and address needs in this underserved area
- Enhanced caregiver support through employer outreach that includes virtual education, online tools, and phone consultations
- Reprinted Grandparents Raising Grandchildren guidebook and provided to partner agencies throughout our 13-county service area



# CHAMPION & ADVOCATE

- Joined with the West End Home Foundation to recognize nonprofits and other frontline workers
- Advocated to state leaders for increased PPE and testing supplies for long term care residents and staff
- Assumed leadership of the Tennessee Coalition for Better Aging to expand advocacy and thought leadership on issues important to older Tennesseans and their families
- Convened colleagues at AARP-TN and Family and Children's Service to advocate for increased TANF fund support for grandparent caregivers

## 2021 STRATEGIC PRIORITIES

### CAREGIVING

Eldercare Coach and Grandparent Caregiving

### ELDER ABUSE AND SCAM PREVENTION

### LIVABLE COMMUNITIES

Affordable Housing and Senior Transportation

### ADVOCACY

Leadership of TN Coalition for Better Aging



# AgeWell

MIDDLE TENNESSEE

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