



Advancing Social Impact in Community

James L. Brooks, MDiv
April 13, 2023





Who We Are

AARP is the nation's largest nonprofit, nonpartisan organization dedicated to empowering people to choose how they live as they age.





Who We Are

Dr. Ethel Percy Andrus, Founder

We serve our members and society by creating positive social change through advocacy, service, and information.

Our question is not IF we will be in community.

The question is HOW will we be in community.



In the next few minutes....



- AARP's local social impact initiatives
- Community partnership examples
- Key learnings about collaboration and support



Local Social Impact Initiatives



AARP in Community

- Connect with the 50-plus locally
 - Develop sustained, impactful local work in communities nationwide
 - Focus in 133 communities in all 50 states, DC, Puerto Rico, US Virgin Islands
 - Reach 42% of 50-plus locally, including 50% of multicultural 50-plus
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Local Results



- Increased local engagement on AARP issue areas across generations
- Effective local collaboration through volunteers, partners, and leaders
- Impactful local changes that make communities event better places to live for people 50-plus.



AARP Virtual Community Center



Local Partnership Examples

AARP Sponsored Outdoor Fitness Parks Organized by FitLot



AARP Walk with a Doc Partnership



- Walk with a Doc (WWAD) is a nationwide not-for-profit organization that creates safe, free, physician-led local walking groups.
- Participants get some steps, learn about health, and meet new friends.
- AARP and WWAD partnered in 2022 to develop new AARP-led WWAD chapters in 6 communities:
 - Tampa, FL
 - Wooster, MA
 - Jackson, MS
 - Las Vegas, NV
 - Winston-Salem, NC
 - Milwaukie, WI

Local Partnerships



AARP partners with wide range of trusted local organizations such as:

- Not-for-Profits
- Colleges and Universities
- Libraries
- Museums and Cultural Institutions
- Parks and Recreation
- Sports Teams
- Local Media Partners



AARP Memphis/National Civil Rights Museum Partnership

Community Impact Grants



AARP Community Challenge Grants

AARP **AARP COMMUNITY CHALLENGE**

A GRANT PROGRAM TO MAKE COMMUNITIES MORE LIVABLE FOR PEOPLE OF ALL AGES WITH TANGIBLE IMPROVEMENTS THAT JUMP-START LONG-TERM CHANGE

\$12.7M GRANTED for quick-action PROJECTS
1,060 GRANTS delivered in first SIX YEARS

63% OF GRANTS have gone to local NONPROFITS
37% OF GRANTS have gone to local GOVERNMENTS

GRANTS BY LOCATION:
40% URBAN **40%** RURAL **20%** SUBURBAN

Have a great project idea for your community?
APPLY FOR A 2023 GRANT TODAY!
Eligible applications for the 2023 grant program will be accepted from:
January 18 - March 15, 2023 at 5:00 pm ET
Learn more and apply:
AARP.org/CommunityChallenge

Since 2017, grantees have installed **25,124** tangible permanent or temporary improvements in their communities, and created **3,539** resources, activities or programs, including the ones below.

- 1,235 Healthy living programs/resources
- 231 Sculpture/art pieces installed
- 12,853 Volunteers engaged
- 138 Murals painted
- 574 Properties improved with home maintenance
- 975 Benches installed
- 856 Garden beds built
- 27 Bike/scooter lanes created
- 157 Crosswalks improved
- 227 Bike racks installed
- 45 Bike repair stations mounted
- 148 Transportation access and safety trainings

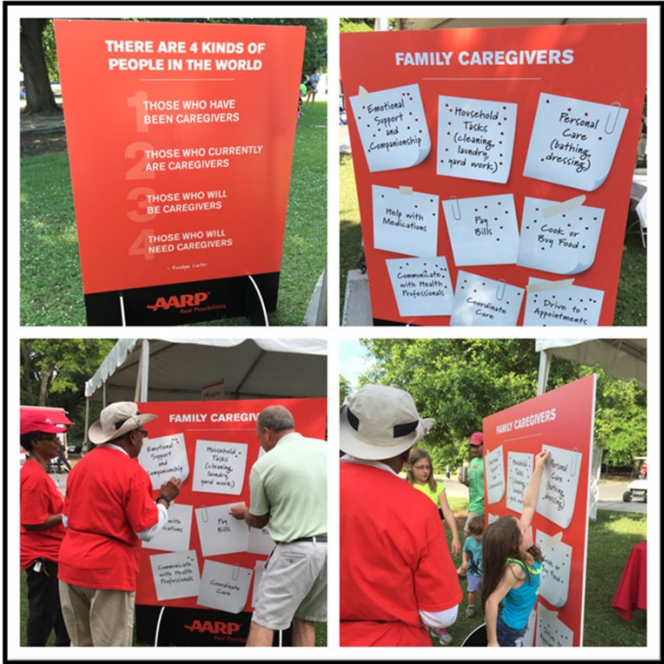
SMALL DOLLARS, BIG IMPACT

Local Mini-Grants -- Montana



Key Learnings about Collaboration

The Value of Local Listening



AARP California
May 12 · 📍

"WHAT WOULD MAKE L.A. AN EVEN BETTER PLACE TO LIVE?"

Your answer to this question will help painter **Synthia SAINT JAMES** bring original artwork to life through our Portraits of Community project, and three **GRAND PRIZE** winners will receive a copy of her artwork! We'll also be giving out some fun AARP swag along the way, so get creative! **SHARE YOUR OPINION BY COMMENTING BELOW** or use the hashtag **#portraitsofcommunity** on Facebook or Twitter. You can also email your response to LosAngeles@aarp.org. **CONTEST ENDS ON MAY 20TH, SO DON'T DELAY!**

Contest details here: <http://spr.ly/6186Bol18>



Help Create a Portrait of YOUR Community! - Los Angeles, CA - AARP
Help Create a Portrait of YOUR Community! - Los Angeles, CA
LOCAL.AARP.ORG



The Importance of Practice Sharing and Curation



- OCE Regional Advisors
- Biweekly OCE Update
- Monthly Community Connections Calls
- Priority Audience Office Hours
- OCE Find It Fast
- LIST – Local Information and Storytelling Database



Approaches to Sharing Local Nationwide



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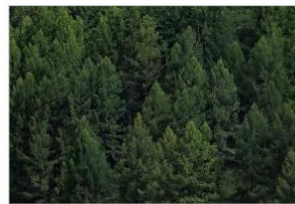
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CIO JOURNAL

AARP's Tech Revamp Provided Virtual Lifeline to Members in Lockdown

A move to the cloud enabled the nonprofit to take its activities—from yoga classes to tax preparation—digital in the pandemic



Consider an Evergreen Approach to AI

Driving business growth through data and AI is the end game for many organizations, yet many struggle to build programs that can capitalize on the evolution of AI.

U.S. Space Systems Command CIO Has Ambitious Aims for IT

Colonel Jennifer Krolkowski, CIO of the U.S. Space Systems Command, is rethinking IT delivery and workforce skills to support a well-rounded and service-oriented IT function.

Forecasting the Future of Super-

AARP Atlanta's Couch Concert for Caregivers with Avery Sunshine

Drives to AARP's Virtual Community Center



AARP The Magazine, April/May 2023, Local Social Impact

- Walk with a Doc (Long Island, NY)
- Shredding events (Knoxville, TN)
- Thinking Money event (Honolulu, HI)

Drives to aarp.org/local – AARP's local pages nationwide

Thank You!

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