

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



Local Results

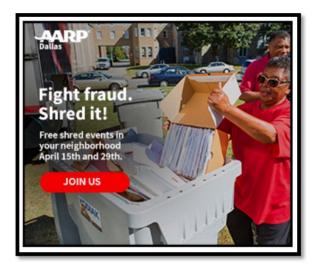
- Increased local engagement on AARP issue areas across generations
- Effective local collaboration through volunteers, partners, and leaders
- Impactful local changes that make communities event better places to live for people 50-plus.

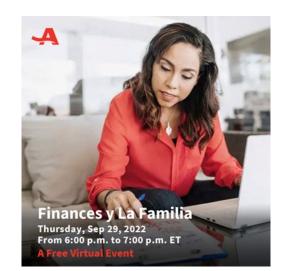


AARP Virtual Community Center









Local Partnership Examples



AARP Sponsored Outdoor Fitness Parks Organized by FitLot



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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



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

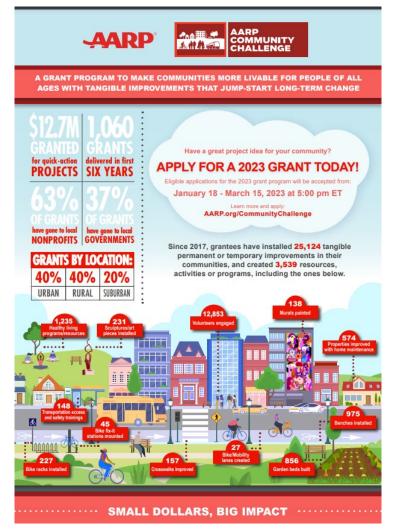




AARP Memphis/National Civil Rights Museum Partnership

Community Impact Grants

AARP Community Challenge Grants



Local Mini-Grants -- Montana



Key Learnings about Collaboration



The Value of Local Listening





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 LOCALAARP.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

ocal Information Audience Engagement: Volunteers: Localized Communications:	36 Partners	Regions	Home Chart View	Table View
Audiences	Issue Area	Event Format	Platform	Leadership
50 - 64 all target communi 87	Healthy Living 49	Workshop/Webinar 45	Zoom 42	State Staff Led 78
African American/Black	Other 32	Other 22	Notified 35	Partner Led 28
50 - 59 added focus 23	Caregiving 29	Cultural Event 19	In-Person 21	Volunteer Led 22
Rural 13	Brain Health 22	Concert Experience	Facebook 14	Delivery Method
Hispanic/Latino 12	Fraud 19	Demonstration (Cooking, B 9	Partner Platform 11	Virtual 98
Vulnerable Populations	Livable Communities 16	Walk/Hike/Bike 9	N/A 9	In-Person 23
LGBTQ	Financial Resilience	Volunteer Event	Youtube 6	Low-Tech (e.g.Hub Dialer) 7

Approaches to Sharing Local Nationwide



AARP Atlanta's Couch Concert for Caregivers with Avery Sunshine

Drives to AARP's Virtual Community Center

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Join the Fi	ın With	INDIANA Event: Historical tour.	Gathering Place for some paw-print flower painting.
		Enjoy a tour of the Allen County Courthouse, a	Stop by the AARP tent for free dog treats and toys.
AARP's Sta		national historic landmark.	Where: Gathering Place,
A wide range of indoo		Where: Allen County Courthouse, Fort Wayne	Riverfront Park, Tulsa When: Wednesday, May 10
activities are planned	. Find one near you	When: Saturday, May 6	
F YOU ARE READY to mov	e on from the past couple	MICHIGAN	RHODE ISLAND Event: Full moon bike
years of "virtual gathering	s," AARP state offices, back	Event: Baseball game. Snag discounted tickets	rides. Join other communi- ty members for this 15-mile
in full swing after COVID ticket to a lively spring and su		to cheer on the hometown	monthly ride along scenic
upcoming in-person happeni		Traverse City Pit Spitters. Where: Turtle Creek	roads and coastline. Where: From Newport to
find an event near you-in per	rson or virtual—go to aarp	Stadium, Traverse City	Fort Adams
.org/local.	a a_	When: Thursday, August 3	When: Friday, May 5; Satur- day, June 3; Monday, July 3
Hotel In the second state	a state	MINNESOTA Event: Brewery tour, Share	TENNESSEE
Secolation Provide		a pint with friends at AARP	Event: Community shred-
and the second	AARP	on Tap. Donate food items and enjoy a free beer and	ding. After tax season, get rid of what you don't need.
and the state of t	Oktanoma	brewery tour. Where: Utepils Brewing,	Where: Memphis, Nashville, Knoxville
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		Minneapolis	When: Saturday, April 29
A A CAN		When: Monday, May 8	TEXAS
		NEW YORK Event: Walk With a Doc	Event: Bilingual wellness walk. Join a 1-hour walk
		Come out and chat with	and talk to learn about the
		a physician about health and wellness as you stroll	health benefits of walking and connecting with each
		through your local park.	other and nature.
Constant of the second second	all and a lot	Where: Babylon, Merrick and Mount Sinai, New York	Where: Moody Park, Houston
		When: Saturday, April 29; Saturday, May 27	When: Thursday, April 27
When we we we want	all a so		VIRGINIA
ARIZONA	HAWAII	NORTH DAKOTA Event: Hiking. Visit scenic	Event: Grandparents Day at the museum. Take flight
Event: HealthRhythms	Event: Thinking Money will	Fort Ransom State Park	with the little ones to the
Drum Circles. Work on your stress by participat-	bring state and federal reg- ulators and Oahu residents	for group hikes planned each month from May to	Virginia Transportation Museum for live music,
ing in a lively, interactive drum circle. Drums will be	together for a breakfast program on the latest	September. Where: Fort Ransom	food and more. Where: Roanoke
provided. No experience	trends in investing, saving	State Park	When: Saturday, August 19
necessary. Where: Church of the	and how to avoid being ripped off.	When: Wednesday, May 31	To find all upcoming
Beatitudes, Phoenix	Where: Ala Moana Hotel,	OKLAHOMA	events near you—in person
When: Fourth Tuesday of each month	Honolulu When: Saturday, May 6	Event: Dog Play Wednes- day. Bring your pooch to	or virtual—go to aarp.org/ local.

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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