



for immediate release

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Alliance for Children and Families to strengthen social services for older adults
Grant from The Atlantic Philanthropies supports five-year initiative

Milwaukee, Wisc., April 20, 2007— To respond to the needs of the rapidly expanding population of older adults in the United States, a \$2.6 million grant to improve the readiness of the nation's nonprofit human and social services workforce has been awarded to the Alliance for Children and Families by The Atlantic Philanthropies. The Alliance, headquartered in Milwaukee, is one of the nation's largest associations of private, nonprofit human and social service organizations and agencies.

"We are committed to informing and influencing how the nonprofit human services workforce thinks about and responds to issues of aging in America," explains Peter Goldberg, president and CEO of the Alliance. "Our country is on the cusp of a major increase in the numbers of older Americans, and we need to be prepared to meet the needs of an aging population."

A preliminary planning study conducted by the Alliance in 2006 suggests that, while aware of the advancing wave of aging Americans and the challenges associated with a rapidly aging population, the country's social and human services workforce needs further preparation to meet the anticipated expansion of needs.

The gathering wave

According to the most recent U.S. Census, 70 million Americans will reach age 65 by 2030, double the number in 2003. By 2050 that figure will grow to 86.7 million; at that point, the population over 65 will be more than 20% of the total.

The face of the older population is changing as well. Older Americans are becoming more diverse in ethnicity and race, and family structures are changing as more older adults become both recipients and providers of family care. In addition, while aging adults have many strengths and much to offer, their capabilities are consistently under-recognized and under-used by their communities.

The aging boom will demand more human services for older adults. The changes in the character of the aging generation will require new approaches and new paradigms for serving the newly older population.

Building a solution

Armed with the Atlantic grant, the Alliance and its members will develop models the social and human services workforce can apply to address these challenges.

Goldberg notes, "Most social and human services agencies want to do more but aren't sure what to do or how. This is where the Alliance comes in. With the generous support of The Atlantic Philanthropies, we can develop prototypes of best practices that agencies can employ as they respond to the massive shift these trends will bring to their traditional client base."

Program elements

The project's goal is to create organizational and cultural change among social services organizations in order to influence the perception of and response to aging issues. It aims to influence positive change by providing the human services workforce with the capabilities, insights, interest and skills to offer quality, innovative and compassionate practice and programs for older adults.

Changes sought by the project across the social services workforce include a sharper focus on aging as a service area, greater staff interest in aging services, stronger commitment to training on aging issues, implementation of new services, and enhanced collaboration among agencies.

The project seeks to achieve these changes through the following program efforts:

- Development of a mentoring program matching experts on aging with organizations seeking to improve their senior services;
- Creation of extensive topical resources, training and technical support;
- Publication of a series of case studies that demonstrate exemplary programs;
- Development of a series of conferences, teleconferences and webinars;
- Publication of a variety of periodicals and special reports; and
- Establishment of networking opportunities and support for social service agencies and professionals.

Mini-grants will be available for interested Alliance members and training scholarships will be provided. The program will be used to leverage resources as well, multiplying the impact of available resources.

"The Alliance and its member agencies represent the bridge between the experts in the human and social services community and the millions of Americans served by human service agencies," adds Christopher Langston of The Atlantic Philanthropies. "The potential impact of this project on the delivery of the strongest possible services to our aging population is nearly limitless." Langston is program executive for aging programs at Atlantic Philanthropies.

About The Alliance for Children and Families

The Alliance aims to build the capacity of its members to serve and advocate for the more than 3.4 million children, families, seniors, and communities its member agencies serve each year with a wide array of programs and services. Motivated by a vision of a healthy society and strong communities, the Alliance provides services to nonprofit child- and family-serving and economic empowerment organizations. (For more information, visit www.alliance1.org.)

About The Atlantic Philanthropies

The Atlantic Philanthropies are dedicated to bringing about lasting changes in the lives of disadvantaged and vulnerable people. Atlantic focuses on critical social problems related to ageing, disadvantaged children and youth, population health, and reconciliation and human rights. Programs funded by Atlantic operate in Australia, Bermuda, Northern Ireland, the Republic of Ireland, South Africa, the United States and Viet Nam. The organization's self-imposed expiration date for completing active grant making by 2016 has been established in keeping with the high-impact "giving while living" philosophy of its founder, Charles F. Feeney. Since its inception in 1982, Atlantic has made more than 4,320 grants totaling more than \$4 billion. The Atlantic Philanthropies comprise The Atlantic Foundation and The Atlantic Trust, both based in Bermuda; several smaller philanthropies, based principally in the United States and Great Britain; and regional service companies that select and evaluate potential grant recipients, and oversee grants once awarded. To learn more, please visit www.atlanticphilanthropies.org

Additional background information:

Web sites

Alliance for Children and Families: www.alliance1.org

Atlantic Philanthropies: www.atlanticphilanthropies.org

Project committee

Prominent leaders in the field of social and human services for older adults served on the Alliance committee that guided the initial planning project, spearheaded development of the proposal for the new grant, and will actively provide leadership to the comprehensive new project. Committee members include:

Robert Arnold
Chief Executive Officer
Family Centers, Inc.
Greenwich, Conn.

Charles Tommasulo
Executive Director
Family Service Agency of Mid-Michigan
Flint, Mich.

Leslie Brancato
President & CEO
Community Counseling Center
Portland, Maine

Judy Strand
Chief Operating Officer
Metropolitan Family Service
Portland, Ore.

Donald Goughler
Project Committee Chair
Chief Executive Officer
Family Services of Western Pennsylvania
Pittsburgh, Pa.

Peter Tulipana
Executive Director
Heartland Family Service
Omaha, Neb.

Gwen Jackson (ex-officio)
Board of Directors
Alliance for Children and Families
Milwaukee, Wisc.

Chris Langston
Programme Executive for
Ageing Programs
Atlantic Philanthropies
New York, N.Y.

Gordon Johnson
President & CEO
Neighbor To Family, Inc
Daytona Beach, Fla.

Edward jj Olson
Planning Project Director
President
E jj Olson & Associates
Milwaukee, Wisc.

David Kihneman
Executive Vice President & COO
Buckner Children and Family Services, Inc.
Dallas, Texas

June Simmons
Project Advisor
Chief Executive Officer
Partners in Care Foundation
San Fernando, Calif.

Sandy King
President & CEO (retired)
Jewish Family Services of Los Angeles
Los Angeles, Calif.

Wanda Wooten
Executive Director
Stanley M. Isaacs Neighborhood Center, Inc.
New York, N.Y.

Charlotte McConnell
Executive Director
Family and Child Services of Washington
Washington, D.C.