

ADVOCACY

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Brief examines the public benefit programs that might aid seniors and allow them to reallocate their assets to cover the gap between their income and expenses. We saw a remarkable difference if seniors participated in nutritional and local food programs. For example, if a senior receives home-delivered meals, or goes to a nutrition site, and participated in the Farmers’

Market Coupon Program, they would have an additional \$600 a year to use towards their housing expenses.

Widening Access and Outreach

Income-eligible seniors are under-enrolled in the Food Stamp Program (SNAP). The income limit has changed and more seniors will find that they are now eligible. We project that more than 40,000 NJ seniors are eligible for Food

Stamps. NJFA is working with others to publicize this and also encouraging seniors to apply for this benefit.

NJFA has met with the NJ Dept of Health and Senior Services and NJ Dept Human Services to consider the most effective way to automatically enroll PAAD-Medicare low-income Subsidy seniors into the Food Stamp (SNAP) Program. The NJ Anti-Poverty Network and AARP are partners in this effort.

NEW COMMUNICATIONS TOOLS

NJFA Goes Viral!

Aging doesn’t mean not keeping up with the latest technologies. In addition to *Renaissance* Magazine that reaches more than

100,000 readers across the state, NJFA is now on the Web, Twitter and Facebook with more than 250,000 hits to the Website annually. NJFA also provides connection services to more than 500 callers each year.

THE ONGOING TASK

Facing Challenges

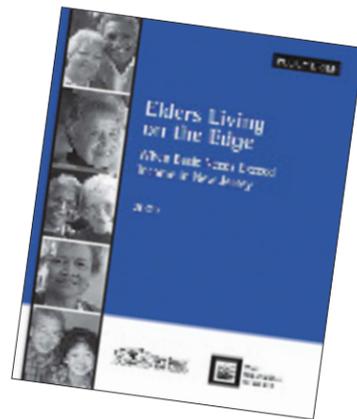
Philanthropic giving for older adult programs or to address aging issues remains significantly below national and state figures for other programs; less than 2 % of all giving is for aging services.

PARTNERS IN PUBLISHING UP-TO-DATE RESEARCH

New Policy Reports with National Partners

NJFA partnered with WOW (Wider Opportunities for Women) to release NJ Elder Economic Security Project (NJ-EESI) in 2009. This is a NJ county by county analysis of the actual living costs for seniors. A companion Policy Brief looks at the ways seniors can close the widening gap between their income and expenses. Advancing NJFA’s advocacy role, these materials are tools that policy makers and aging advocates are using to develop policies to help

seniors age with dignity by promoting their economic security through a multi-pronged approach that includes organizing, advocacy and research.



In reality, when policy changes create better access to health and public benefit programs, or if change improves worker safety, or provides more affordable housing, or addresses economic security, then everyone benefits regardless of age.



2-YEAR REPORT

2009-2010

How Does Your Support Help?

THE MISSION CONTINUES

NJFA is Empowering Older Adults



NJFA -- The New Jersey Foundation for Aging was established in 1998 as a 501.c.3 with the mission to promote innovative services throughout New Jersey that enable older adults to live in their communities with independence and dignity.

Twelve years later, through grantmaking to address unmet needs and by increasing society’s awareness to influence public policy through white papers and reports, the NJFA and its partners have remained committed to fulfilling this ongoing mission.

HELPING GRANTEES ACHIEVE THEIR GOALS

Grantmaking: At the Heart of the Foundation

Recognizing the impact of the nation’s economic downturn, the NJFA has focused its grantmaking on programs that provide emergency services such as food, shelter, and transportation and health services.



A Camden City Garden Club participant and her grandson check out their bumper crop of vegetables.

The Camden City Garden Club links community gardens to residents of senior housing com-

plexes, providing them with a new source of fresh produce as well as social connections in their communities.

Greater Mercer TMA provides travel training, helping seniors develop a level of ease to utilize



Greater Mercer TMA participants in Hamilton and Lawrenceville get on board for their field trips.

community para-transit and mass transit options to reach their health and social connections.

THE PROFESSIONAL EDUCATION CONFERENCE AND THE ELDER ECONOMIC SERIES

NJFA Brings Education and Practical Information to Pros

Over the course of 2009 and 2010, NJFA sponsored two important, credited conferences for skills development. Each was attended by state, county and community

providers in housing, health and social services across New Jersey. Keynote speakers brought their expertise to bear on many issues, while breakout sessions

provided information on policy and best practice models that professional are able to use in their every day contact with seniors and caregivers.



Teena Cahill talks to attendees of NJFA's 2009 Conference over lunch.



NJFA Board Member, Dr. John Heath and Martha Roherty, NASUA – 2009 Conference.



NJFA Board Member, Renee Sklaw and 2009 conference attendee Renie Carniol.



Mike Devlin from Camden City Garden Club introduces 2010 participants to his program.



Cheryl Kastrenakes of Greater Mercer TMA presents at the 2010 Conference.



Executive Director of Generations United, Donna Butts speaks at the 2010 conference.



Bob Blancato of Matz, Blancato & Associates addresses attendees at the 2010 conference.



Participants enjoying one of the 2010 Breakout sessions.

HELPING GRANTEEES ACHIEVE THEIR GOALS

Social Action Initiatives with State and National Perspectives

The NJ Elder Economic Index materials were presented at twelve sessions including a media launch at the State House, the North Brunswick Senior Center, Rutgers' Center for State Health Policy and the Ocean County Providers Network. This information continues to inform direct service staff working with caregivers and seniors, as well as legislators who are key in crafting rules that affect seniors' lives.

Working with Local Partners on Advocacy

More than \$50 million in federal support comes into NJ each year, which is leveraged with additional funds from state, county, and local governments as well as with contributions from philanthropic and faith-based communities. The Older Americans Act provides a rich menu of services and stakeholder input that is essential to guide and safeguard

these funds. NJFA joined with partners to convene stakeholders, both consumers and providers, to gather their input to submit to the US Administration on Aging for the upcoming reauthorization of the Older Americans Act in 2011.

Seeking Protections for Volunteers

Insurance protections for volunteer drivers are an essential support for community-based programs that need to supplement transportation options that enable seniors to get to vital healthcare services, community programs and social connections. As State and casino funding decreases, volunteer drivers are even more important.

An ad hoc group, convened by NJFA, developed a white paper as an educational tool for policy makers. This issue effects the access of seniors to many services.

This white paper inspired NJ Senator Robert Gordon to introduce a bill providing insurance protections for volunteer drivers.

Building Economic Security

NJFA together with 60 stakeholders developed the NJ Elder Index. The accompanying Policy

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Peg Chester, NJFA Founding Trustee with guest, Lois Stewart.



NJFA Executive Director, Grace Egan and Rebecca Rosenau of Samost Family Services lead participants in a breakout session.