



AgeWise Colorado is a 501c3 nonprofit

Age Well, Age Wisely

Helping Aging Coloradans and
Supporting the Caregivers of
Today and Tomorrow

<https://agewisecolorado.org/>



Our Mission:

To *connect*—at no cost—all older Coloradans and their caring family and friends, wherever they may be, to helpful and reliable services, products, information, assistance, and education for Aging Well and Wisely in Colorado.

"No one gets out of this alive"—PLAN AHEAD



3 Million Coloradans
40+ Years of Age

Vetted Service
Providers, Reliable
Information, Free
Educational Events





MEMBER:

AgeTech CollaborativeTM
FROM AARP[®]



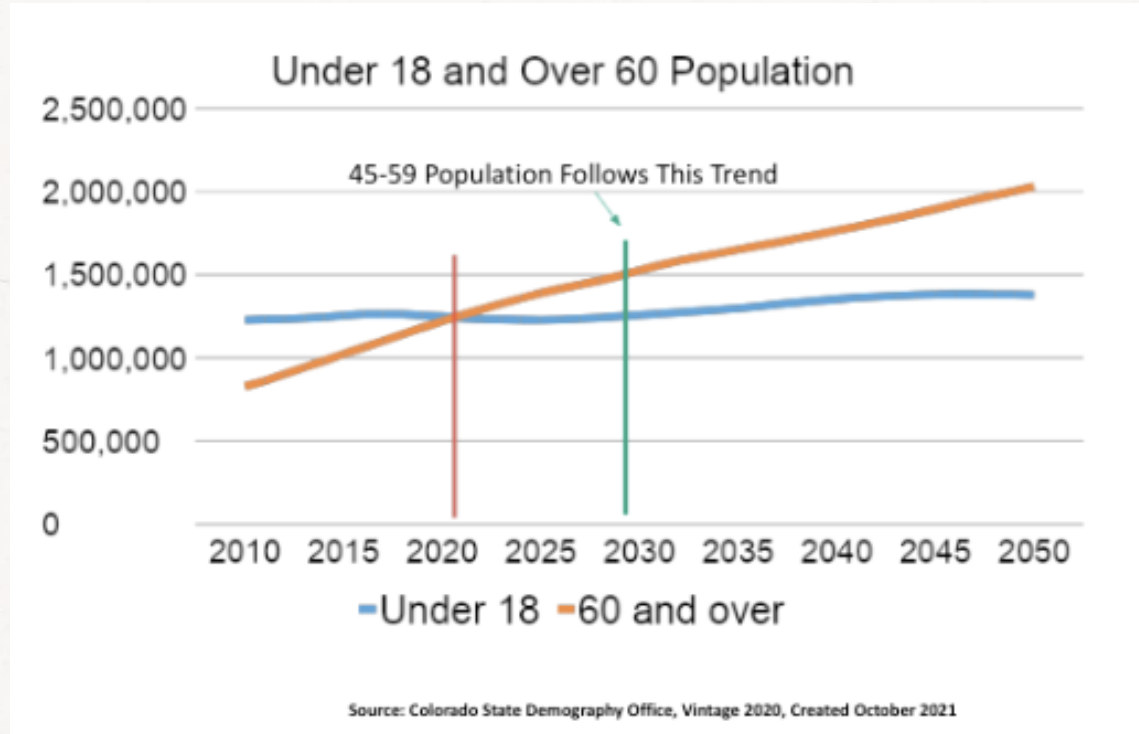
Colorado Older Adults
Financial Justice Coalition

COLORADOGIVES.ORG[®]



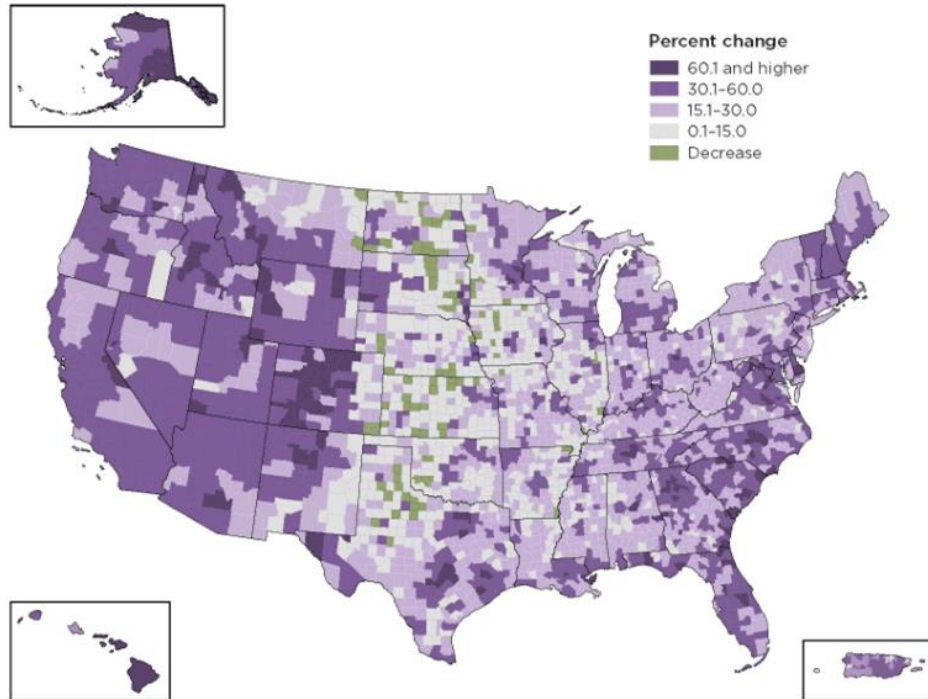
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More people aged 60+ than people under 18 in Colorado



Colorado is also the second fastest growing population of people over 65 in the nation.

Percent Change among the 65 and Older Population: 2010 to 2019



How Are Colorado's 1.3 Million Older Adults Doing Financially?

82% Receive Social Security Payments

45% of 65+ Have Incomes <\$50k (typical average) with median retirement/pension income ~\$17,000

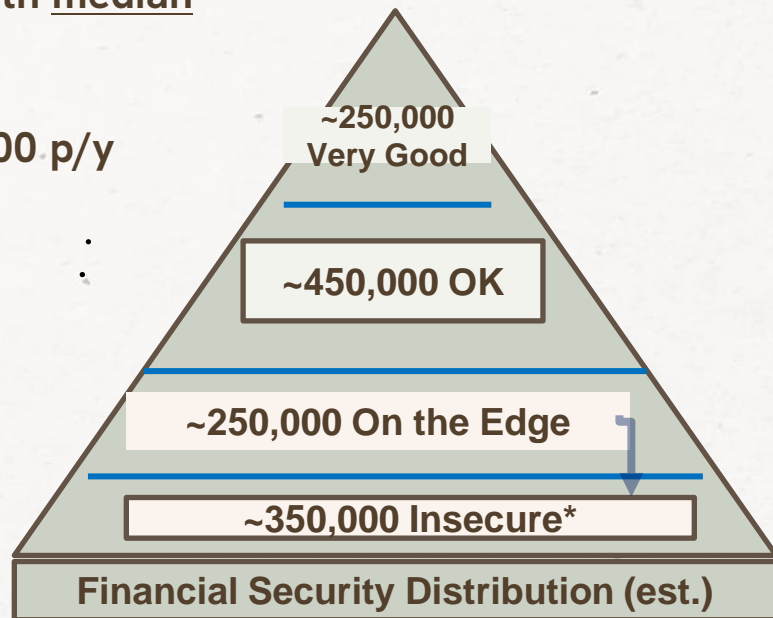
22% of Older Coloradans Live on less than \$30,000 p/y

Home Ownership for 65+ in Colorado:

- 47% Own Home-No Mortgage
- 40% Own Home-with Mortgage
- 14% Rent
- Housing is highest cost item for majority of 65+

Still Working Past 65: About 20%--With Median Annual Wage of \$25,000

43% of Retirees retire earlier than planned—typically for health issues



<https://www.ncoa.org/article/get-the-facts-on-economic-security-for-seniors>

Aging in Colorado: Resources, Research, Policy Proposals (bellpolicy.org)

41 Million in 2020

U.S. Unpaid Caregivers of an Older Adult

(National Alliance for Caregiving and AARP, 2020)

A 23% INCREASE from 2015

20%

Of U.S. Caregivers of a person age 65+

Are Themselves Over Age 65

(National Alliance for Caregiving and AARP-2023)



Caregiving






\$8,000-
\$10,000

Direct annual AVERAGE out of pocket expenses of being a family caregiver in the U.S. in 2023 is \$8000-\$10,000 (more if caring for someone with Dementia) PLUS lost wages and benefits*

***Leave the Workforce Early to Be a Caregiver:** Lose **\$304,000** in cumulative earnings and benefits (average)



Sources Include: 'True Cost of Caregiving' ([aspeninstitute.org](https://www.aspeninstitute.org)) MetLife, CDC, AARP



COLORADO ONLY

**\$100,000+= Annual Cost
of Skilled Nursing Facility**
(MAY be covered in part by Medicaid
or Private Insurance)

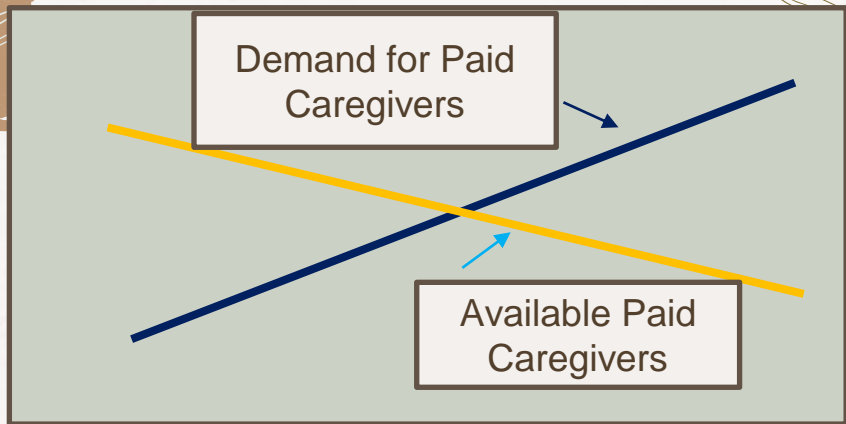
**\$60,000*= Annual Cost
of Assisted Living**
(not covered by Medicaid, Medicare
or Private Health Insurance)

*1/3 More for Memory Care

Sources:

About Community Living | ACL Administration for Community Living. Genworth Cost of Care Survey-2023

34% of Older Adults Live Alone
(Colorado Health Institute 2020)

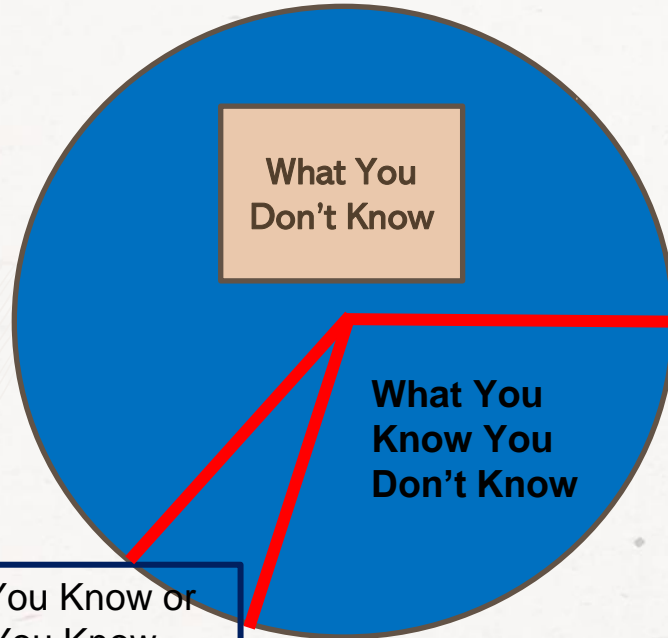


Filling the Gap: Unpaid Caregivers



You Too May Become a Caregiver For an Older Adult

And When You Do... We're Here to Help



- A TRUSTED NAME
- COLORADO GROWN
- DIVERSIFIED CONTENT
- RELIABLE INFORMATION
- ONGOING EDUCATION SESSIONS
- INDEPENDENTLY VALIDATED NEED

Helping Employers and Their Sandwich Generation Employees

We Provide:

- **Free Access to Everything on Our Site**
 - Aiding in Employee Retention
 - Relieving Employee Caregiver Stress



Ask Us About Customized Informational Sessions Focused on the Aging/Caregiving Topics *Your* Employees Need the Most

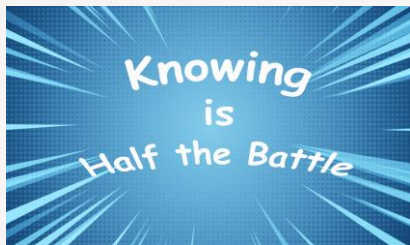
**You Are Now a Caregiver, Or You Need Some Help for
Yourself
Where to Go, What to Do**

YOU CAN:

“Google” and Cross Your Fingers

OR

“AgeWiseColorado” and KNOW



**IT'S YOUR
CHOICE**

Testimonials



"I enjoy all your organization has to offer (and use it often) and look forward to being a part of all you do for our community and state!" Amy H.

"Bless you and what you are doing at AgeWise Colorado. It is so helpful ... I wouldn't have known where to go for the help I needed without you." —Carlos M



"I wish I had known about AgeWise Colorado much sooner—it would have saved me and my Mom a HUGE amount of time in finding the help we needed for Dad. Instead, it took nearly 9 months to find the help we needed when we could have found it in minutes on AgeWise Colorado." —Gloria M



*These are not actual photos of the reviewers



AgeWise Colorado Site Usage Growth

5/1/24

WEBSITE USAGE

Total Touches p/m >5000

- Individual Site Users: **UP** 50% in 16 months
 - 3,200 per month Ave.
- Sessions Opened **DOUBLED** to 4000/mo.
- Page Views per session doubled
- “Stickiness” on Site Increasing Steadily

Who is Using Our Site?

- About 1/3 are < age 60
- 72% are female
- 92% from USA
 - 60% from Colorado
- 60% from desktop, 40% from mobile

How Do People Connect to Us?

Through our:

- 425 Vetted Service Providers
- Our 175+ Informational Blog Posts—
- Over 2000 people have registered for our 50 educational webinars in 2.5 years

Wkly. Newsletter Subscribers

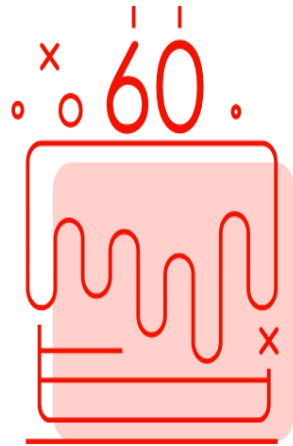
3500--**TRIPLE** in 17 Months

- Consistent Open Rate of 25%
- 1/3 of Subscribers less than age 60;
2/3 are 60+



AgeTech CollaborativeTM

FROM ~~AARP~~[®]



By 2050, people 60+ will outnumber adolescents and youth aged 10-24 years



People over the age of 50 in the US generate \$8.3 trillion in economic activity annually. This will grow to \$28.2 trillion by 2050.

We Help Your Company in Reaching the Older Adult Market

Older Adult Market Spends Differently

HIGHEST SPENDING CATEGORIES FOR AMERICANS **OVER AGE 65** BY PERCENTAGE OF ANNUAL SPENDING*:

1. Housing: 35%
2. Travel, Food, Entertainment: 17%
3. Transportation: 15%
4. Healthcare: 13%--5%
5. Financial Products/Services: 6%



Benefits

- Trusted Brand in AWC
- Shows Your Support of Community Resources
- Inexpensive

(*Sources: Bureau of Labor Statistics 2014-2016 and Consumer Expenditure Survey 2021)



The Longevity Economy

‘Longevity Economy’--Sum of all Economic Activity Serving the Needs of Older Adults (AARP).

A major portion of the global GDP can be attributed to 50+ year old people. Contribution is expected to reach \$65 trillion by 2030: 36% of global GDP.





AgeTech CollaborativeTM

FROM ~~AARP~~[®]

Innovation to make aging easier for everyone



AGETECH

AgeTech: Technology Designed to Tackle the Challenges of Aging--While *Including* Older Adults (and Other Relevant Stakeholders) in the Design Process.*

By 2030, Americans over 50 are expected to spend over \$120B annually on tech products

2023 AgeTech Market Map - TheGerontechnologist

*TheGerontechnologist™ was created by Keren Etkin, gerontologist, entrepreneur and author of The AgeTech Revolution – a book about the intersection of tech and aging.



**We Can Help
One Another**



Participating Provider Advantages

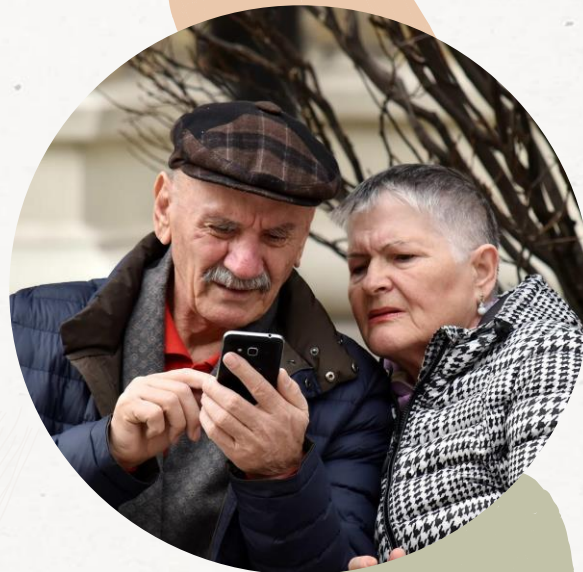
Your Free Profile in our Directory--which:

- Demonstrates your credibility through our vetting process
 - Many providers leverage this in their marketing
- Provides exposure to thousands of people each month.
- Participation in provider-only networking events

There is NO minimum donation/contribution requirement to become a service provider on our site.

Added Benefits by Being a Contributing Provider Include Being Eligible To:

- *Be spotlighted in our weekly E-Newsletter
- *Advertise on our Site/Newsletter and YouTube Channel
- *Present on a Webinar
- *Have a Short Video Posted on Your Page
- *Be a Sponsor on our Website and/or for Webinars
- *Submit Educational Articles
- *Have free posting of your educational events on our site



How is our work supported?

Plan	Suggested donations
Contributions from participating providers →	<ul style="list-style-type: none">• For-profit (\$199-1995/yr), depending on employee counts• Non-profit (\$199/yr)
Sponsorships →	<ul style="list-style-type: none">• Webinar (\$495-995)• Featured on our guides (\$995-1695)• YouTube Channel (\$1950+)
Newsletter Ads →	<ul style="list-style-type: none">• Start from \$99/week
Individual Donations and Foundation Grants →	No Amount Too Small (or Too Great)

For Profit Company Contribution Plan-2024

SCHEDULE OF SUGGESTED ANNUAL CONTRIBUTIONS AND SPONSORSHIP/AD OPPORTUNITIES
FOR PROFIT PARTICIPATING PROVIDERS SUGGESTED ANNUAL CONTRIBUTION-2024

NUMBER OF EMPLOYEES	SUGGESTED ANNUAL CONTRIBUTION-LUMP SUM	OR Make a MONTHLY Commitment for 12 months at:
FEWER THAN 5 EMPLOYEES	\$199	\$17/Monthly
6-50 EMPLOYEES	\$395	\$33/Monthly
51-100 EMPLOYEES	\$995	\$83/Monthly
OVER 100 EMPLOYEES	\$1995	\$166/Monthly

SPONSOR AND AD OPPORTUNITIES

OPPORTUNITY	OPTION-1	OPTION-2	OPTION-3	OPTION-4
Webinar Sponsor	\$495: One Webinar—Logo on Promo Materials, on Intro, on Recording	\$995: Same as Option 1 + plus 2-minutes to speak at beginning	\$7500: 10 WEBINARS, Same as Option 2 but with TWO Speaking Opportunities	\$14,500 for 20 Webinars, Same as Option 3 but FOUR Speaking Opportunities

WEBINARS

\$1995 for a single focused Promotional Webinar that we promote, record, and place in our video library.

\$995: Customized Educational Webinar for your Employees. Think Lunch and Learn. 30-45 minutes duration.

SPONSOR WEBSITE PAGES, GUIDES, RUN AD

WEBSITE PAGES FOR 12 MONTHS	Home Page: \$2950	One of 11 Category Pages \$995	All 11 Category Pages: \$9995	Practical Advice++ Page: \$1950
SPONSOR ONE OR MORE GUIDES** FOR 12 MONTHS	One Guide-\$995	Two Guides- \$1695	All 4 Guides (3 English and 1 Spanish) \$4750	Link: Helpful Guides - AgeWise Colorado
WEEKLY NEWSLETTER AD	ONE WEEK ONLY: \$199	SIX WEEKS: \$559	TWELVE WEEKS: \$949	
YouTube Channel Sponsor for 12 months	\$1950			

We Welcome YOUR Ideas. TALK TO US, PLEASE.

Our Board of Directors

Bob Brocker, AgeWise Colorado Founder and Board President: Former Railroad Executive, Businessman, International Consultant and current volunteer/board member of A Little Help, and Colorado Center for Aging. Vice Chair of DRCOG AAA Advisory Committee on Aging

Tyler Borzileri: Vice President of Growth & Business Development, MedRide and Metro One Ambulance LLC. Former Regional Manager at IBM.

Karen Brown: Thought leader in technology and innovation for older adults focusing on the evolution of how we think about aging and the last quarter of life and Governor appointed member of the Colorado Commission on Aging

Dr. Eric Chess, JD, MD: Physician and lawyer with a focus on prevention, well-being. In his position as Affiliate Professor, Eric is directing the multi-disciplinary Financial Security and Cognitive Health Initiative within the DU Knoebel Institute for Healthy Aging and heads the Financial Justice Coalition

Joseph Durzo, PhD. is a former Strategic Mergers and Acquisitions Advisor and Board Chair of the Sigma Chi Foundation.

Hailey How: Advisor at Verily, Former Google Executive, Healthcare Actuary, decades of experience in tech management, business development and Health tech sales.

Pat Kelly: Entrepreneur, Tech for Aging; Business Owner of Routinify, Business Executive

Connie Ward: Optimal Living Medicare Solutions, former Telecomm Executive, volunteer for the Colorado Center on Aging and other aging-related organizations, Founding Board Member AgeWise Colorado

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Barbara Boyer, Executive Director: Non-Voting Member --Decades of experience in nonprofit management roles, CO-President of Denver Senior coalition, member of DRCOG AAA Advisory Committee on Aging, Adams County Aging Network, and Arapahoe County Commission on Aging Board

Advisors to Board:

Rick Smith: CEO-Homeward Bound of Grand Valley, Community Activist, Transformational Leader, Fundraiser, Board & Community Developer

Chris Lunn: CEO of Seniors' Resource Center and Member of DRCOG AAA Advisory Committee on Aging



For Older Coloradans Today and the Caregivers of an Older Adult Today and Tomorrow Your Free to Use Connection Is AgeWise Colorado



3 Million Coloradans
40+ Years of Age



Vetted Service Providers,
Reliable Information,
Free Educational Events

agewisecolorado.org





**THANK
YOU**

Contact us:

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