



2024 Partnership Opportunities

*Connecting.
Innovating.
Advocating.*



Empowering
People to Thrive
as They Age.



2024 Partnership Opportunities

AgeOptions innovates, partners and advocates to improve systems and services in order to strengthen communities so people thrive as they age. Founded in 1974, we are a private, not-for-profit corporation serving 130 communities in suburban Cook County. As the region's Area Agency on Aging, we are designated by the State of Illinois to plan, fund, coordinate programs, and advocate for older adults, individuals with disabilities and caregivers. We coordinate a network of more than 40 organizations to provide a broad range of core services — including health and fitness, nutrition, caregiver support, information and assistance, and benefit enrollment — under the Older Americans Act. In 2023, we served 230,976 clients, 30.89% more than the previous year.

Our Mission

AgeOptions innovates, partners, and advocates to improve systems and services in order to strengthen communities so people thrive as they age.



Total number
of clients served
Fiscal Year 2023:

230,967

We invite you to join us in our life-changing work and build marketing synergy with key populations. Corporate support is critical to helping us reach as many individuals and communities as possible. Our partnership opportunities are listed on the following pages.

3,829

Senior Medicare Patrol
group events held in
Cook County

7,791
statewide

Provided

**2,304,550
meals**

to older adults through Top box
and food delivery since the
start of fiscal year 2023

75,422

individuals helped
through Information
and Assistance

1,813

individuals served
statewide by Illinois
Pathways to Health
programming



Social Isolation Program Sponsorship



AgeOptions' focus on alleviating loneliness and social isolation began before COVID-19 and continues to the present. Wherever possible, we make sure our programs include an intention to create opportunities to connect and socialize. Among our signature programs that address loneliness and isolation are:

- **Caring Together, Living Better**—connecting family and informal caregivers with others facing similar challenges so they don't feel like they have to care for their loved one on their own.
- **Thrive with Pride**—an informational and social gathering for LGBT+ older adults.
- **Illinois Pathways to Health**—helping older adults take charge of their health with peer support.

Thrive with Pride

Our goal is to provide safe and affirming spaces for all older adults, especially those in the LGBT+ community, in order to reduce social isolation and increase engagement with aging services. Thrive with Pride offers education and socialization opportunities tailored to the wants and needs of LGBT+ older adults and those who care for them. AgeOptions hosts monthly virtual events and our community partners host follow-up local cafes that advance and amplify these conversations. Recent topics have included mental health and community resilience, LGBT+ representation in media and storytelling, Medicare, and legislative advocacy.

Sponsor a Plenary Session

Thrive with Pride by AgeOptions hosts monthly online plenary sessions. These events focus on providing information and resources that will support LGBT+ individuals thriving as they age followed by opportunities to discuss the content and socialize with their peers.

Co-branding opportunity to build marketing synergy with shared target population: LGBT+ older adults and allied professionals, primarily from suburban Cook County but with promotional visibility and attendance from the Chicagoland area and occasionally other parts of Illinois.

Sponsorship of Thrive with Pride Plenary Session: Cost includes branded recognition on the invitations, programs, and social media as well as the opportunity to attend the virtual event and welcome partners and guests.

Partnership Request: \$2,000 per session (4 available)

Sponsor Intergenerational Social Events

These events will bring together older and younger LGBT+ individuals for fun, meaningful conversations, and connection with others beyond their age group. They have historically been held online but we are excited to pivot back to some in-person gatherings this year.

- **Intergenerational Dinner**—AgeOptions hosts a meal with younger and older LGBT+ participants from Suburban Cook County for meaningful dialogue and connections in a semi-structured online or in-person setting.
- **Drag Queen Bingo**—Held during Pride Month (June), this online gathering offers plenty of fun and games. Bingo prizes are shipped to winning participants.

Co-branding opportunity to build marketing synergy with shared target population: LGBT+ older adults and LGBT+ young adults, primarily from suburban Cook County but with promotional visibility and attendance from the Chicagoland area and occasionally other parts of Illinois.

Sponsorship of Thrive with Pride Intergenerational Event: Cost includes branded recognition on the invitations, programs and social media as well as the opportunity to attend the virtual event and welcome partners and guests.

Partnership Request: \$2,500 per event



Public Benefits Access Program Support

AgeOptions' Benefits Access Program coordinates outreach and holistic benefits enrollments. Our goal is to promote economic security, and individual and systemic advocacy to improve access to public benefits.



Benefits Access Outreach and Training Activities

Partnership support will expand our outreach, program development, training and capacity-building activities within our Benefits Enrollment Program and our network of providers.

Co-branding opportunity to build marketing synergy with shared target population: Low-income older adults, advocacy organizations, food pantries, health care clinics, community organizations, volunteers, local officials, and village/township entities.

Sponsorship of Benefits Access Outreach and Training: Cost includes branded recognition in select marketing materials, recognition in presentation slides, signage at presentations and information on a resource table.

Partnership Request: \$3,000 (2 available)

Caring Together, Living Better



Caring Together, Living Better
A Project of AGEOptions

Caring Together, Living Better (CTLB) is a community partnership to support families and friends caring for older adults in the predominantly low-income, African American, and Latino communities of Berwyn, Cicero, Bellwood, Melrose Park, and Maywood. CTLB leverages the unique strengths of faith-based organizations and community nonprofit agencies to respond to the needs of caregivers through culturally competent outreach, caregiver support programs and training. Each site is run by two volunteer team leaders and other volunteers.

CTLB Caregiver Support Outreach, Social Engagement and Training Activities

Program support will expand CTLB outreach, program development, training, and capacity-building activities, through health and caregiver support ministries at five local congregations and community organizations in the western suburbs that served 1,000+ family members and informal caregivers last year.

Co-branding opportunity to build marketing synergy with shared target population: Caregivers, older adults, kinship families, volunteers, pastors, business leaders, local officials, and other members of CTLB partnerships. Sponsorship of CTLB Caregiver Support Outreach, Social Engagement and Training: Cost includes branded recognition in select marketing materials, recognition at in-person or virtual workshop or event and opportunity to have your materials distributed at event.

Partnership Request: \$3,000 (3 available)



Health Promotion: Self-Management Programs



- Take Charge of Your Health
- Take Charge of your Diabetes
- Take Charge of Your Pain
- Cancer, Thriving and Surviving
- Workplace Take Charge of Your Health

These six-week small group, evidence-based health promotion workshops teach participants to better manage their conditions through training in such areas as meal planning, decision making, medication management, exercise, communicating with friends, family and medical providers, and techniques to deal with frustration, fatigue, pain, and isolation.

Workshops are offered in English and Spanish, either online or in-person. Program participants have been found to spend fewer days in the hospital and show improvements in physical activity, energy, sleep, and a decrease in pain and fatigue compared to non-participants.

Our **Workplace Take Charge of Your Health** program has been specially adapted to fit the schedule of professionals in an organization. **Contact us if you would like us to offer this for your employees.**

Co-branding opportunity to build marketing synergy with shared target population: Individuals managing chronic diseases or living with a cancer diagnosis, and family members and caregivers of those living with a chronic condition or cancer. Sponsorship of a Take Charge Workshop: Cost includes branded recognition in select marketing materials and on program materials, signage at workshop and information on a resource table. For virtual workshops, materials can be added to the Zoom chat box. We can work with you to offer these workshops in selected target geographic or population areas.

Partnership Request: \$5,800 per workshop



Help older adults
learn to better
manage their health

More Ways to Engage



Bingocize™

Bingocize is a 10-week program consisting of 20 sessions that combines a bingo-like game with exercise and health education. The program has been shown to increase functional fitness, health knowledge and social engagement in older adults.

Classes meet either in person or virtually, with the option of hybrid programming for maximum reach. Bingocize can be conducted in English or Spanish.

Opportunity for co-branding to build marketing synergy with the shared target population: Sedentary older adults at all ability levels. Sponsorship of Bingocize classes: Cost includes branded recognition in select marketing materials, on program materials and on prizes given to Bingo winners, signage at workshop and information on a resource table when in person, and in the Zoom chat box during virtual programs. Sponsors may also make a 10-minute presentation at the beginning of a workshop session. We can work with you to offer these workshops in selected target areas.

Partnership Request: \$5,700-person

Fit and Strong:

Fit & Strong! combines tailored flexibility, low-impact aerobics and strength exercises with self-management strategies and group discussion geared toward maintenance of behavior change that decreases fall risk. Sessions meet 2 or 3 times per week for 24 sessions, for 90 minutes per session.

Opportunity for co-branding to build marketing synergy with the shared target population: moderately active older adults. Sponsorship of Fit & Strong! classes: Cost includes branded recognition in select marketing materials, on program materials, signage at workshop and information on a resource table. Sponsors may also make a 10-minute presentation at the beginning of a workshop session. We can work with you to offer these workshops in selected target areas.

Partnership Request: \$6,500 per in-person workshop

Avisery Medicare and Medicaid Workshops



What is Avisery? Avisery by AgeOptions helps older adults and adults with disabilities access affordable healthcare and effectively utilize their health benefits by offering training opportunities for its 2,000+-member network of health insurance counseling professionals. Avisery provides respected, high-quality training, educational materials, and technical assistance to build the capacity of the professional workforce and to disseminate best practices for removing barriers to health care access.

Benefits of Customized Corporate Training:

Avisery's curriculum covers a wide range of Medicare and Medicaid topics, with a special expertise in coverage of dually eligible individuals. Our training content includes enrollment and eligibility; costs and coverage for the different parts of Medicare; Medicare cost-sharing options; Medicaid eligibility, enrollment, and covered services; Medicare and Medicaid Integration in Illinois through the MMAI and Managed Long term Services and Supports, and other related topics. We work with corporate clients to develop customized training specific to the needs of their organization and have utilized both live and recorded trainings. A live Avisery training with Q & A can be provided to 30-40 individuals at a price of approximately \$55/person/instructional hour, subject to negotiation depending on the extent of customization required.

Goals and Benefits of Corporate Sponsorship:

As reliable and respected subject matter experts, Avisery can connect the aging and disability services professionals who utilize our training and technical assistance services with the information health plans would like them to have at their disposal when helping their clients evaluate health care plan options. In addition, AgeOptions can increase the brand presence of our corporate partners through display of corporate names and logos at sponsored events and in-event promotions. Sponsorship fees start at \$3500 with higher amounts dictated by the length of time and level of audience engagement.

All Avisery trainings and presentations can be customized to meet the unique needs of your organization.





2024 Partnership Opportunities



To learn more contact:

Xavier J. Grady

Associate Director of Development
and Corporate Relations

Phone **(708) 853-5304, (800) 699-9043**

Cell Preferred **(773) 547-2459**

xavier.grady@ageoptions.org

1048 Lake Street, Suite 300

Oak Park, IL 60301

ageoptions.org