

UNITED WAY OTTAWA – CALL FOR PROPOSALS

SUCCESSFUL AGING – PRIORITY GOAL DESCRIPTION

PRIORITY GOAL	TO IMPROVE THE WELL-BEING OF SENIORS BY REDUCING THE FACTORS THAT LEAD TO ISOLATION AND VULNERABILITY WHILE RESPECTING THEIR INDEPENDENCE.
KEY ISSUE	There are now more seniors living in Ottawa than there are children and youth. Seniors currently make up close to 16% of Ottawa's population, a figure that will grow to approximately 24% by 2031. While most seniors live fully independently, a significant portion in some neighbourhoods could be considered vulnerable, often in multiple ways. For example: • More than 30% of seniors in some neighbourhoods live in low-income situations. • More than 25% of seniors live alone, making them more vulnerable to social isolation. • Some seniors are at risk of being disconnected from their communities or from their social networks and are at risk of premature or unnecessary institutionalization in hospitals or long-term care facilities. • Seniors who are providing care to other family members may be particularly vulnerable as they often have health issues of their own to manage at the same time. • Where seniors typically live has also changed. The number of seniors who move to the urban core as they get older has been decreasing over the years. As a result, the number of seniors in suburban and rural areas is increasing, which has important implications for service providers and city planners. For many seniors, these factors may lead to increased feelings of isolation and loneliness which have significant implications to their overall sense of well-being.

ADDRESSING SYSTEMIC CHANGE	Every level of government is considering the changing demographics of the Canadian population and the implications of the dramatic growth in the number of seniors. It will be imperative that, as we prepare for the role that vulnerability will play for a rapidly aging population, we will need all levels of government, funders and service delivery partners to work together to address the issue United Way Ottawa's "A Profile of Vulnerable Seniors in the Ottawa Region" report recommends that to address the needs of our community we need: - more research to understand and develop supports for vulnerable seniors, - a comprehensive way to identify those seniors most in need in our community, - a community-wide common framework to support community planning, and - all stakeholders to work together to better understand and build an integrated response to address the challenges faced by caregivers in our region.
FUNDING CATEGORIES AND EXAMPLES	Programs/Activities: Invest in programs, projects and initiatives aimed at reducing isolation and vulnerability of seniors while supporting their independence, for example: - Outreach programs to help seniors be less isolated and more engaged, - Programs that support social engagement and physical activity, - Caregiver support programs and initiatives, - Social enterprises¹ that address seniors' poverty or isolation, and - Culturally appropriate programming. Convening: - Bring together key community stakeholders to: share knowledge and best practices; coordinate resources; reduce duplication; to address gaps; and encourage collaboration. Advocacy: - In partnership with seniors, advocate for effective policies and strategies that reduce factors leading to vulnerability and isolation and promote seniors' well-being. Research and Evaluation: - Use research and data to support and guide our investment and promote community approaches to supporting seniors and caregivers.

TARGET POPULATION	Seniors who face one or more barriers to fully participate and age well in their communities. The barriers are often multiple and interacting, and can include a combination of physical, psychological, social or economic factors. Some senior populations experience increased risks for vulnerability due to inequitable access to community services and continuity of care. These populations include, but are not limited to, seniors with disabilities, rural, francophones, newcomers, Indigenous and LGBTQ+ seniors.
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¹ Note: For social enterprises, employment is required to: adhere to Ontario Labour Standards, i.e. minimum wage or greater, health and safety standards, etc.; ensure dignity of choice; and foster an inclusive workplace and/or community.