

TRACKING THE FIELD SURVEY SUMMARY 2021

The Impact of COVID-19 on Aging and Older Adults Grantmaking

TOTAL FOUNDATIONS **RESPONDED**

Foundations Funding Aging and Older Adults **PRE-PANDEMIC:**

Additional Foundations Funding Aging and Older Adults SINCE THE PANDEMIC:

Funders Making Older Adult or Aging **PANDEMIC** RESPONSIVE GRANTS:

TOP OLDER ADULT OR AGING INVESTMENT AREAS FOR GRANTMAKERS PRE-PANDEMIC (N=35)



ACCESS TO QUALITY HEALTH CARE AND PREVENTIVE SERVICES



F00D SECURITY



SOCIAL ISOLATION



HOUSING



AGE-FRIENDLY COMMUNITIES



HOME CARE

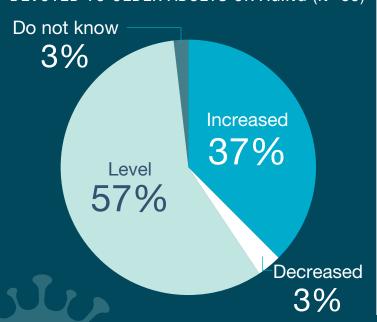


ADVOCACY/ **MESSAGING**



UNPAID CAREGIVERS

CHANGE IN GRANTMAKING RESOURCES DEVOTED TO OLDER ADULTS OR AGING (N=35)



TOP OLDER ADULT OR AGING INVESTMENT AREAS FOR GRANTMAKERS DURING THE PANDEMIC (N=43)



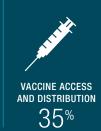
60%



RESPONSE FUNDS:



SOCIAL ISOLATION 40%





INCLUDING VIRTUAL PROGRAMMING:

DIGITAL ACCESS/ LITERACY: 30%

30%

TELEHEALTH:



PERSONAL PROTECTIVE EQUIPMENT (PPE):

GRANTMAKERS WHOSE OLDER ADULT OR AGING GRANTMAKING STRATEGY WAS IMPACTED BY THE PANDEMIC (N=35)



HOW LONG CHANGES TO GRANTMAKING STRATEGY ARE EXPECTED TO CONTINUE (N=13)



MOST COMMON CHANGES TO GRANTMAKING STRATEGY (N=13)

Types of Programs and Interventions

77%

Increased Funding for General Operations Grants 38%

Subpopulation Focus

23%

Eliminated Standard Grant Reporting Requirements

23%

Partners

23%

REASONS FOR CHANGES TO GRANTMAKING STRATEGY (N=13)

FIVE KEY TAKEAWAYS



EVIDENCE OF NEED (E.G., SURVEILLANCE DATA)



GRANTEE FEEDBACK



STAFF DIRECTIVE



COMMUNITY FEEDBACK



CEO PRIORITY



BOARD DIRECTIVE

1

The philanthropic response to the pandemic focused on the immediate needs of older adults

2,

Funders relied heavily on data and evidence when determining how they would respond to the pandemic 3

Foundations already investing in funding older adults and aging typically continued funding for their existing grantees and strategies

4.

Funder strategies impacted by the pandemic appear to not be short-term changes

5.

The pandemic did not negatively impact the level of support being devoted to older adults and aging by established aging funders



