



LEADINGAGE 50TH ANNIVERSARY INNOVATIONS FUND CAMPAIGN

The bold mission of LeadingAge, expanding the world of possibilities for aging, launches the next era of service, advocacy and inspiration dedicated to transforming our field.

Innovation is the only authentic competitive advantage. Innovation is responsible for over one-third of GDP in the U.S. It is the key driving force in creating new jobs, new markets and new value. Yet too few organizations are investing in innovation. In our own field, the overall investment in innovation is sporadic, fractured and unequal to the challenges aging services providers face. Despite the barriers and risks that limit organizations' ability to make this investment, we need innovation as never before. We need it to serve our missions, provide stability and jobs, and transform our field. Changing consumer expectations, continuing economic uncertainty, the challenges and opportunities posed by health care reform and other developments, known and unknown, all demand it.

LeadingAge is uniquely positioned to provide the national leadership and stewardship necessary to encourage and nurture innovation and manage a fund in which our members can collectively invest, as few can do individually, to create the future of aging services.

Operationally, the transformation of our field will occur at the intersection – the “sweet spot” – of innovative services developed by our members; disciplined, applied research to study the efficacy of those services; and sound public policy formulation to support effective practices.

For LeadingAge to fulfill the promise inherent in its new name, additional financial support will be needed to catalyze innovation, inspire widespread support for change, and successfully advance the right public policy for the right reasons. LeadingAge has been successful in most years with annual budget management, yet the revenue streams on which we depend are largely year-to-year projections based on short-term economic exigencies. Innovation and transformation of the field, however, will require support that transcends annual budget temporalities.

Recognizing the need for extraordinary support for our innovation mission, LeadingAge, with the guidance of progressive members, has embarked on a campaign to build support for the enduring and the extraordinary. Gifts to the campaign will provide the critical investment necessary to ensure the emergence of well-defined future care models and the capital to support them.

I ask for your support, and will be reaching out to you to begin this effort. The goal is to make substantial progress toward our \$2.5 million goal by the LeadingAge Annual Meeting in October, where we will celebrate our 50th Anniversary.

Our past success at fundraising has included: a campaign to help finance our building and create an endowment; the Long-Term Solution campaign; a legal fund for the IRS situation at Mission Ridge; and the LeadingAge Leadership Academy. Our members support extraordinary funding efforts when they lead them, they see the need, and they call on each other to contribute. The 50th anniversary Innovations Fund campaign is so designed – with simplicity, frugality and clarity of purpose.

Additionally, contributing members will be asked to support the intellectual and member-driven aspects of these initiatives to ensure that the scope and deliverables remain aligned with our mission.

Thank you for your support,

A handwritten signature in black ink, appearing to read "Winthrop F. Marshall".

Winthrop F. Marshall
Chairman of the Board, LeadingAge