

SENIORS IMPACT AREA

Overview

United Way of Greater Kansas City is creating positive community change by investing in programs that address health and human service needs, and developing strategies aimed at eliminating their underlying causes. This work is accomplished within a framework of six “impact areas”: families and neighborhoods, health, self sufficiency, seniors, young children and youth. An Impact Committee provides leadership for United Way’s work in each area.

Through an inclusive community planning effort, United Way developed a vision and goals in each impact area and set forth priorities that guide its work in funding programs, implementing community initiatives, and advocating for changes in public policy.

Vision - Seniors

Communities that promote the independence and quality of life of senior adults by supporting, improving, and maintaining their physical, mental, social and economic well being.

Why It Matters

Society benefits when the knowledge, experience and wisdom of older adults are valued. Older adults and their families benefit when they have greater autonomy, more choices and better access to services.

Goals

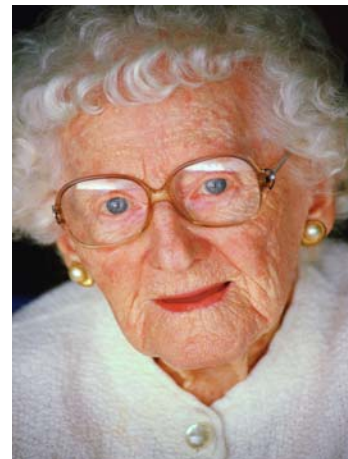
- Increase the number of **transportation** options that are affordable and essential for seniors.
- Increase the percentage of seniors/older adults who **live independently**.
- Increase the **awareness** among the entire community of the value of our senior citizens and commitment to the improvement of their quality of life.
- Increase the number of quality **housing** opportunities for older adults in the metro area.
- Increase seniors’ ability to maintain the lowest level of **health care** and the highest quality of life as defined by the individual.

Public Policy Advocacy

United Ways recognize that many human services are delivered through a public/private partnership, and that public sector funding and/or programs are often critical to the consumers who also benefit from the community-based programs United Way supports. Community volunteers and agency representatives from across the six-county metropolitan area identified Policy Principles that align with each impact area vision and goals.

Policy Principles that promote the Seniors Impact Area address:

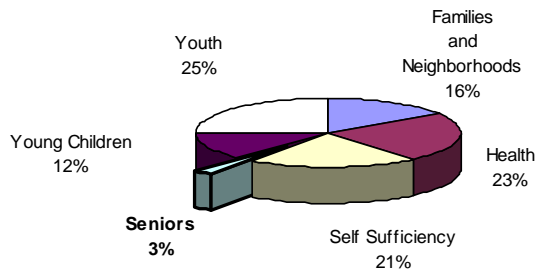
- Access to affordable and high quality health care and a greater emphasis on wellness and disease prevention programs.
- Comprehensive and affordable transportation options that allow seniors to access essential programs, services and recreational opportunities.
- Creation of safe, affordable and appropriate housing in livable communities.
- Long term care issues including high quality nursing homes and community based facilities.
- Economic security and senior independence, such as affordable home maintenance, weatherization and utilities assistance and protection from abuse and neglect, including economic exploitation.



United Way Investment in Seniors

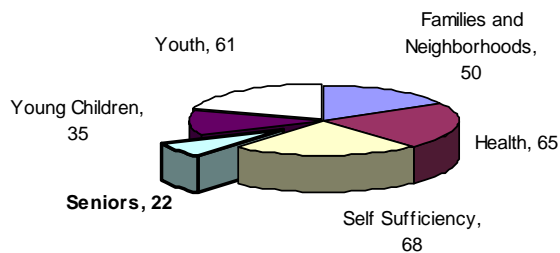
Through the volunteer-led Resource Investment Process for 2007, United Way is investing \$16.6 million to support 301 regional and local health and human service programs that are organized by six areas. The Seniors Impact Area, regional and local, represents three percent of the funds, or \$422,940.

United Way Investment by Impact Area
\$16,618,049



Twenty-two programs that address a wide range of services targeted to the age 65 and over population are funded. While these programs represent only seven percent of the programs funded by United Way, many of the programs funded by other Impact Areas serve significant numbers of senior adults.

301 Funded Programs in 2007

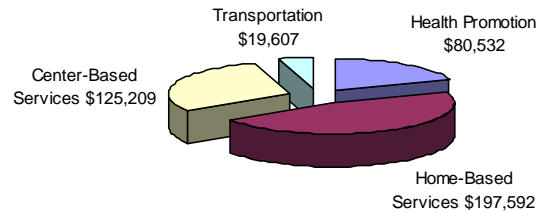


Types of United Way Investment

United Way works to improve lives with two types of investments through the Resource Investment Process. One is investing in programs that **deliver direct services** to individuals or families. Outcomes focus on the program's benefits for each participant. The other is investing in efforts to **influence community change or systems of services**. Outcomes are measured for a population group, rather than individuals. Both types of investment are essential to advance United Way's vision and goals.

Types of Programs Funded

In the Seniors Impact Area, United Way funding supports programs that help seniors remain healthy, independent and active in their communities. United Way invests in programs in four broad categories that support these goals.



Health promotion services provide support to family caregivers and give older adults access to prevention and screening services that promote their physical well-being. One-fifth of United Way funding in the Seniors Impact Area supports these services.

Home-based services provide the supports that older adults need to remain independent as long as possible, including home delivered meals, personal care assistance, telephone reassurance, and financial assistance. About one-half of United Way funding in the Seniors Impact Area supports these services.

Center-based services provide older adults the opportunity for social interaction activities that keep them active and engaged as well as provide nutritious meals, health information, and screening services. Almost one-third of United Way funding in the Seniors Impact Area supports these services.

Supplemental transportation services help older adults unable to drive or use public transportation by providing door-to-door service for medical care appointments, shopping trips and errands. Five percent of United Way funding in the Seniors Impact Area supports these services.

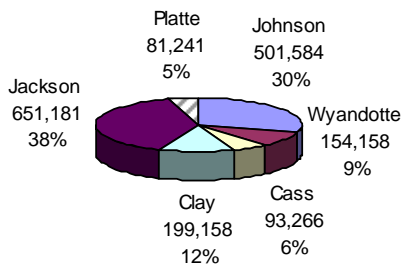
Community Profile

Why It Matters

Information about our community and the people who live here is a tool for making decisions on the investment of United Way dollars. The data alone will not provide definitive answers. This data profile does, however, establish the size and some characteristics of the target population, and point to areas where greater attention may be needed.

2005 Regional Demographics

2005 Regional Population by County
Total Population = 1.7 Million People



2005 Regional Snapshot

A People Profile

1,680,588 people live in the six-county region of Cass, Clay, Jackson and Platte Counties in Missouri and Johnson and Wyandotte Counties in Kansas:

- Two in 3 residents live in our largest counties – Jackson County, Mo. and Johnson County, Ks.
- Nine in 10 (93%) live in the same county as a year ago.
- One in 4 (26%) are children/youth under age 18.
- One in 10 (11%) are seniors age 65 and over.
- One in 4 (25%) self-identifies with a racial or ethnic minority – up from 18% in 1990.
- One in 10 (10%) speak a language other than English at home.
- One in 8 (12%) non-institutionalized persons age 16 and over has a disability.
- One in 9 (11%) of the total population lives in poverty. Nearly 66,000 children (16%) and 12,000 seniors (7%) face the challenges of living in poverty.

Seniors Impact Area – Community Indicators

Seniors – Key Facts

Population Growth

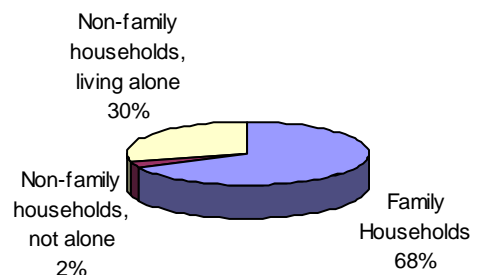
- 178,897 seniors age 65 and over live in the six-county region – 9% more seniors than found in 1990. Total population grew by 12.5% during the same years.
- Suburban senior population is growing by double digit percentages, at the same time as the number of seniors in Wyandotte and Jackson Counties decline in number.

	1990	2005	# Change
Johnson	33,420	48,186	+14,766
Wyandotte	21,034	16,074	-4,960
Cass	6,825	10,471	+3,646
Clay	15,844	20,115	+4,271
Jackson	82,465	76,498	-5,967
Platte	4,792	7,553	2,761
Total	164,380	178,897	+14,517

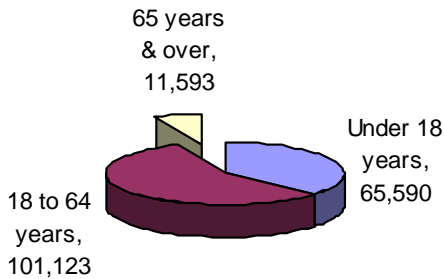
Household Type

- Two in 11 households (18%) is led by a householder age 65 and over.
- Seniors households are most often family households (54%) that include other related individuals, such as a spouse, parent or grandchildren. As a result, 2 in 3 seniors live in a family household.
- Three in 10 seniors (30%) live alone.

Where Seniors Live by Household Type



Persons in Poverty by Age Group



Senior Poverty Status

- Nearly 12,000 or 7% of all poor persons in the region are seniors living in their homes. This count does not include institutionalized seniors.*
- Most seniors in poverty live alone – approximately 2 in 3.
- Three in 4 (73%) of seniors facing the challenges of poverty are women.

Seniors in Poverty by County

	# of Persons	Poverty Rate
Johnson	2,094	4%
Wyandotte	1,454	9%
Cass	440	4%
Clay	839	4%
Jackson	6,508	9%
Platte	258	3%
Total	11,593	7%

Cost-burdened by Housing

- Four in 5 senior households (78%) are homeowners.
- One in 4 senior homeowners (25%) is cost-burdened by their housing, paying 30% or more of their household income for housing and utilities – the nationally recognized standard of affordability. Across total homeowners, a comparable 24% are cost-burdened.
- One in 5 senior households (22%) is a renter household.
- Three in 5 senior renters (59%) are cost-burdened by their housing, paying 30% or more of their household income for housing and utilities. Across total renter households, 2 in 5 (43%) are cost-burdened by their housing costs.

Seniors without Flu Shot

- Three in 10 seniors age 65 and over in Greater Kansas City did not get a flu shot within the past year. This data is available for the Kansas City Metropolitan Statistical Area, which includes 15 Kansas and Missouri counties.

Seniors with a Disability

- Two in 5 non-institutionalized seniors (39%) have a disability, as self-reported in Census surveys. A disability is defined as a long-lasting sensory, physical, mental or emotional condition.
- One in 11 seniors (9%) with a disability also faces the challenges of living in poverty.
- Over 15,000 seniors (22%) with one or more disabilities reported a self-care disability, indicating they had a condition that lasted six months or more that made it difficult to “dress, bath, or get around inside the home.”
- Over 27,000 seniors (40%) with one or more disabilities reported that they had a condition, lasting six months or longer, that made it difficult to “go outside the home alone to shop or visit a doctor’s office.”

Seniors with Disabilities by County

	# of Seniors with a disability	% with disability who are poor
Johnson	15,180	7%
Wyandotte	8,266	14%
Cass	4,884	7%
Clay	7,460	5%
Jackson	31,189	11%
Platte	2,456	5%
Total	69,435	9%

* NOTE: U.S. Census Bureau’s 2005 American Community Survey is limited to the population living in housing units and excludes persons in institutions, such as nursing homes or prison; or in group quarters and unrelated individuals under 15 years, such as children in foster care.

Sources: U.S. Census Bureau, 2005 American Community Survey; National Center for Chronic Disease Prevention and Health Promotion, Behavioral Risk Factor Surveillance System.

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