

SILVER KEY'S COMPREHENSIVE SENIOR ASSISTANCE PROGRAM COLLABORATION RECEIVES FUNDING FROM NEXTFIFTY INITIATIVE

News Release from **Silver Key**

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Colorado Springs, Colorado – February 2, 2021: NextFifty Initiative has awarded Silver Key Senior Services and its three collaborating partners – NAMI Colorado Springs, Colorado Springs Fire Department, and Innovations in Aging Collaborative – multi-year funding for the new Comprehensive Senior Assistance Program, which supports older adults in the Colorado Springs area. The Colorado-based foundation's support will allow the Comprehensive Senior Assistance Program to collectively expand beyond the reach of our individual organizations to positively impact the lives of our aging community members.

"We are excited that this unique community collaborative has received funding from the NextFifty Initiative," said Jason DeaBueno, President and CEO of Silver Key. "This innovative collaborative is designed to build a model of influence that broadens public support for older adults. With the foundation's support, we will continue to increase the community's competence on mental health and substance misuse in our older adults, plus reduce unnecessary behavioral health inpatient and emergency room usage for older adults by being proactive and preventative in service - two important outcomes of this collaborative. This funding, which aligns with each of our organizations' missions, is a tremendous endorsement of the importance of addressing the mental health of older citizens, especially during this time of isolation and loneliness due to COVID-19."

"Our goal is to transform the way we as a society view and experience aging, and that informs the types of unique ideas and projects we fund," said Diana McFail, President and CEO of NextFifty Initiative. "We see the work of Silver Key and their partners on aging issues and experiences as an embodiment of our efforts toward more positive and enlightened approaches to aging. We offer our support and congratulations."

About Silver Key:

Silver Key Senior Services was founded in 1970 to improve the quality of life for area nursing home residents. Today, Silver Key's mission has broadened to provide more than 11,000 seniors annually with a wide variety of services, including Silver Key Connections Café, Silver Key Home Delivered Meals including Meals on Wheels, Silver Key Reserve & Ride transportation services, and vital Senior Assistance services including government food program distribution, pantry, Behavioral Health and Companionship services and more! To learn more about Silver Key and volunteer opportunities, visit www.silverkey.org.

About NextFifty Initiative

NextFifty Initiative is a Colorado-based private foundation. The organization exists to create brighter, longer and healthier futures that unlock the potential of communities through an advanced funding approach. Through this work, communities are positioned to fully benefit from the wisdom and diverse experiences of a thriving aging population. Our approach applies a multitude of lenses in funding high-yield aging solutions that benefit people age 50 and older. NextFifty Initiative focuses on funding designed to support concepts, projects, and innovations that will benefit generations for years to come. To learn more, please visit next50initiative.org.