



STATE OF THE VILLAGES

Charting a Course for Growth & Impact

Carolyn Ross - Interim Executive Director, Village Movement California



OUR VILLAGE ACCOMPLISHMENTS

Our 50 villages touch the lives of 10,000 older adults, their families, volunteers and caregivers. I see villages across the state leaning into the promises that they have made to walk alongside their members in this journey of aging.

NEW VILLAGES

- Launched 3 new villages in the past year:
 - Village of Sonoma Valley
 - Village Encinitas
 - Sebastopol Village
- Others continue to join our Village Incubator including Monterey, Irvine, South Pasadena & Walnut Creek.



ADVOCACY EFFORTS

- Proud of inclusion in the State of CA Master Plan on Aging
- Working with Village to Village Network & regional coalitions advocating for inclusion of villages in the National Plan for Aging
- Hiring a Co-Executive Director of Advocacy & Development
- Anticipate future state budget requests would support villages, build capacity & broaden impact





FOUNDING EXECUTIVE DIRECTOR, CHARLOTTE DICKSON



Charlotte retired at the end of May after an extended medical leave. She is currently traveling in Europe with her family & enjoying retirement. We are grateful for Charlotte's many accomplishments!

HEALTHCARE FOCUS

- We know that Villages keeps people healthier longer
- The social connection, support & services we offer are a vital component of healthy aging
- Villages and healthcare can be better connected



VMC MEMBER SURVEY INSIGHTS

- ➔ Dynamic landscape of ambitious goals and evolving needs
- ➔ Movement poised for growth, committed to enhancing older adults' lives
- ➔ Focus on sustainable operations
- ➔ Common goals:
 - Expanding membership
 - Enhancing funding
 - Developing partnerships

VMC MEMBER SURVEY INSIGHTS



Key Challenges

- Securing adequate donations and grants
- Attracting diverse demographics
- Assisting higher-need members (many living alone)



VMC Support

- High satisfaction with VMC tools and resources
- Villages seek continued support at current levels
- VMC resources crucial for achieving objectives

VILLAGE MEMBERSHIP: GENDER

- ➔ Majority of villages (21) have 61-80% female members
- ➔ 3 villages have 81-100% female representation
- ➔ Most villages (16) have only 21-40% male members
- ➔ Only 5 villages approach gender parity (41-60% male/female)

VILLAGE MEMBERSHIP: RACE

- ➔ Low diversity: Most villages report 0-20% African American, Asian/Pacific Islander, and Latino members
- ➔ White members form most of the village membership
- ➔ Overrepresentation of white members compared to California's diverse population

VILLAGE MEMBERSHIP: LGBT

- ➔ Generally low LGBT representation across villages
- ➔ 23 out of 24 villages report 0-20% LGBT members
- ➔ Only 1 village reports slightly higher representation (21-40%)

VILLAGE MEMBERSHIP: SOLO AGERS

- ➔ Villages provide crucial support for solo agers, offering community and reducing isolation.
 - 34% of villages: 61-80% solo ager membership
 - 31% of villages: 41-60% solo ager membership
 - 24.1% of villages: 21-40% solo ager membership
 - 6.9% of villages: 0-20% solo ager membership
 - 3.4% of villages: 81-100% solo ager membership

VILLAGE OPERATIONS: BUDGET

- ➔ Diverse income sources and varied budget sizes
- ➔ 55% of villages operate on budgets under \$100,000
- ➔ Some villages manage with as little as \$10,000 or less annually
- ➔ Only 6.6% of villages have budgets exceeding \$500,000

VILLAGE OPERATIONS: FUNDRAISING

- ➔ Diversified funding is crucial for village economics
- ➔ Grants and donations are major income sources
- ➔ Approximately 50% of villages rely on these for over 60% of total income
- ➔ External support is vital for sustaining village operations

VILLAGE OPERATIONS: MEMBERSHIP

- ➔ Membership fees contribute to village income, but less than grants and donations
- ➔ 2/3 of villages derive <50% of income from membership fees
- ➔ Annual fees range from under \$100 to over \$1000
- ➔ Sliding scales based on income are common, especially for higher fees

VILLAGE OPERATIONS: FUNDRAISERS

- ➔ Fundraising events are a popular supplementary income source
 - Generate less income than grants/donations and membership dues
 - Remain an important funding source for many communities
 - Contribute to a diversified income strategy for villages

VILLAGE OPERATIONS: STAFFING

- ➔ Volunteers are the cornerstone of village communities with most villages having a minimal paid staff
 - 62.5% of villages have: 1-2 employees
 - 29.2% of villages have: 3-4 employees
 - 8.3% of villages have: 5-6 employees
- ➔ Efficient village model: small professional core coordinates large volunteer network
- ➔ Challenge: Limited staffing may constrain growth and development

MEMBERSHIP, FUNDING & OUTREACH

Villages aim to grow their impact through increased membership & funding.

They recognize the importance of community visibility for sustainable growth.

- Increasing membership and volunteer base
- Enhancing funding
- Raising awareness through marketing and partnerships



INCLUSIVE CARE & DIVERSE COMMUNITIES

Villages are evolving to meet diverse needs of the aging population, with a focus on inclusivity and representation of all community segments.

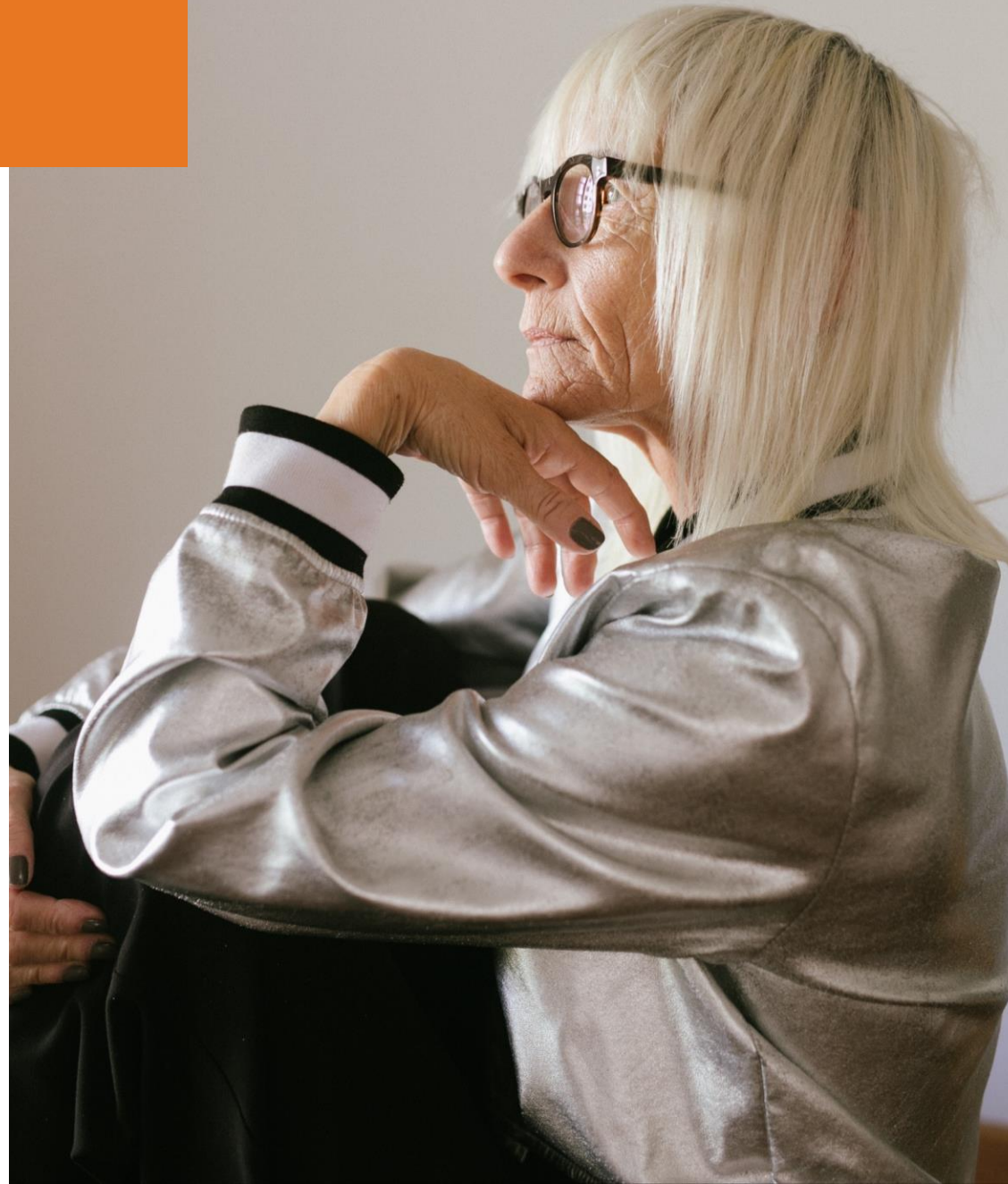
- Expanding capabilities to care for high-need members
- Promoting diversity within the village



VILLAGE GOALS & ASSISTANCE NEEDS

Villages require diverse assistance to achieve goals, balance growth with sustainability & long-term continuity.

- Majority prioritize increasing membership, volunteers, and funding
- Raising awareness through marketing and partnerships is crucial
- About half need guidance in leadership succession and managing growth
- Over 25% aim to maintain current operations, focusing on stability



VILLAGE ACCELERATOR

- You gave us a lot of information & your voices are heard
- Survey helped craft a program based on the Incubator to provide tools to help everyone build capacity.
- Support and resources to scale our movement and grow our village capacity.

VILLAGE ACCELERATOR



**Workshops
& Trainings**



**Resource
Guide**




**Learning
Community**



Coaching

VILLAGE ACCELERATOR

- Fund Development
- Village Infrastructure Development
- Leadership Development
- Villages as Communities of Care.

An aerial photograph of a residential neighborhood, showing houses with various roof colors (orange, grey, blue), streets, and green trees. The image is used as a background for the text.

Village Movement California envisions a society where all stages of life offer meaningful opportunities for growth, connection, and joy; where people of all backgrounds and economic means can age with dignity, purpose, and self-determination.