

**Friends Foundation for the Aging
Grant Proposal Form – Limit 4 Pages**

Date:

Organization: Philadelphia Yearly Meeting (PYM)

TIN & Formal Organization Name:

Contact Name, Phone, Email:

Address: 1515 Cherry Street, Philadelphia, PA 19102

Amount Requested: \$25,000.00

Project Title: *Reimagined Quaker Aging Resources (QAR)*

Summary Description

PYM will enhance Quaker Aging Resources through creative marketing, content review, professional editing, monthly updates, and increased accessibility for Friends and Meetings.

1. What is the problem you have identified?

Quaker Aging Resources (QAR) usage has declined due to limited promotion, insufficient marketing, outdated content, and accessibility barriers. The majority of Friends in PYM are over the age of 60, and their aging concerns are often identified through outreach to the Aging Support Coordinator, Case Management, and Friends Counseling Services. QAR provides valuable information and support for Friends and Meetings, but its potential is underutilized without renewed visibility and updated resources.

2. What is the solution you propose to address the problem?

PYM will revitalize QAR by:

- Promoting it through PYM's communications channels and collaborative marketing with Friends Life Care and the FFA Convening Group on Aging.
- Establishing an intergenerational Sprint to review and improve content, fostering creativity, discernment, and community investment.
- Producing video interviews featuring Friends across generations (e.g., Young Friends with grandparents, Young Adult Friends with Meeting members, Sprint members).

References: [Celebrating Aging in Your Faith Community | Quaker Aging Resources](#) and [Celebrating Lives and Life Stories | Quaker Aging Resources](#).

- Creating accessible, high-quality content, including audio readings of selected pamphlets for people with visual impairments, and reviewing visual accessibility.
- Ensuring the content is inspiring, engaging, and beneficial to memory retention, relationship building, and emotional well-being.

3. What actions will you take?

Marketing & Promotion

- Integrate QAR promotion into PYM's ongoing communications (social media, website stories, email newsletters).
- Expand cross-marketing with the FFA Convening Group on Aging.
- Purchase a high-quality video camera and microphone to produce impact stories and promotional content.
- Establish a QAR Vimeo channel to host and share videos.
- Promote a podcast featuring the Aging Support Coordinator and Friends Life Care, highlighting QAR and the Spirituality and Aging Workshop.
- Launch digital marketing and SEO strategies to improve QAR's search visibility.

Accessibility Improvements

- Establishing guidelines, a high-quality recording environment, directions, narration, and post-production processes for new audio recordings of selected QAR pamphlets.
- Assess and enhance the site's visual accessibility.

PYM Aging Support Coordinator role and Content Development

- Form a Sprint of 4–8 intergenerational PYM members.
- Review 30 QAR pamphlets and related articles, considering section mergers.
- Collaborate with a Quaker professional editor to implement revisions.
- Produce 5–10 intergenerational video interviews.
- Continue publishing *To Brighten Your Day* articles and adding related resource links.
- Post news and events from FFA Convening Group on Aging organizations.

4. Describe the population to be served

- YM aged Friends
- Organizations in the FFA Convening Group on Aging
- Children, family, and friends of aged Friends
- Monthly and Quarterly Meeting clerks, members, and Care & Concern Committees

- Caregivers, healthcare providers, social service workers, and community advocates
- State and local government representatives and their staff
- Nonprofit organizations and foundations supporting aged adults and their families

5. Partners & Collaborators

Primary collaborators: Friends Life Care and the FFA Convening Group on Aging. These organizations have successfully implemented similar initiatives, demonstrating the feasibility and impact of this approach.

6. How will you know your actions are having an impact?

We will track both **outputs** and **outcomes**:

Outcome 1: Provide aging Friends with resources to thrive.

- **Output 1:** Increase QAR website traffic by 25% within the first year post-update.
- **Output 2:** Ensure 100% of QAR content is current and relevant.
- **Output 3:** 50% of PYM Meetings actively share QAR with members/attenders.

Outcome 2: Make QAR accessible to Friends of all ages and abilities.

- **Output 1:** Produce audio recordings for 10 pamphlets.
- **Output 2:** Reach 1,000 total views across Vimeo videos.
- **Output 3:** Update website to meet modern digital accessibility standards.
- **Output 4:** Post user testimonials on QAR.

Measurement Methods:

- Website analytics tracking
- Video view counts
- QAR surveys with results shared with Monthly Meeting leadership
- User trials with representative testers

By engaging PYM members in planning, content creation, accessibility improvements, and promotion, QAR will reach and benefit a broader audience.

Project Budget

Income	Amount
Friends Foundation for the Aging	\$25,000.00
Expense	Amount
Additional Staff Hours	\$10,000.00
Videographer and Audio Editor	\$4,000.00
Consultant Hours	\$6,500.00
Audio Narrators	\$1,500.00
Travel	\$750.00
Supplies and Equipment	\$1,750.00
Promotional Materials	\$500.00
TOTAL	\$25,000.00