

## November 2022



### LeadingAge Disaster Relief Fund Continues

To our impacted members:

*“We’re here for you. We know the impact of disasters can be far-reaching and long-lasting, and your LeadingAge community will support you in every way possible as many older adults and families in the communities you serve rely on your care.”*

- Katie Smith Sloan, LeadingAge President and CEO

Our thoughts are with our members, as well as their residents and staff, who recently experienced huge losses in the wake of Hurricane Ian. From retirement community infrastructure to personal homes to an entire parking lot of staff cars – this hurricane has created extensive devastation, especially along Florida’s West Coast.

**Please consider a donation to the LeadingAge Disaster Relief Fund**, as 100% of all donations will go directly to members and their staff.

### New Workforce Recruitment Tools Available for LeadingAge Members!

To support your pressing need for workforce solutions, LeadingAge debuted new workforce recruitment tools at the Annual Meeting + EXPO. Informed by recent national research among potential employees, the tools include communications strategies, message frames, messenger guidance, and tips for crafting recruitment communications to best resonate with potential employees. These tools are part of the expanded [Opening Doors to Aging Services](#) initiative to increase awareness of the sector and move perceptions positively. Now [specific insights about connecting with potential employees](#) are available through [Opening Doors to the Aging Services Workforce](#). These new resources are free to members. Access them now on the new [LeadingAge website](#)! Questions? Contact Gwen at: [gfitzgerald@leadingage.org](mailto:gfitzgerald@leadingage.org).

### Call for 2023 Annual Meeting Sessions is Open

Save the date! Proposals for the [2023 LeadingAge Call for Sessions](#) must be submitted by December 5. If you want to present on stage to hundreds of aging services experts and providers, submit your original session idea for the opportunity to present at the 2023 LeadingAge Annual Meeting + EXPO in Chicago, IL from November 5-8, 2023. [Learn more and submit your proposal](#).

## Just Released: LeadingAge Ziegler 200

Last week, Ziegler and LeadingAge released the 19th Edition of the [LeadingAge Ziegler 200 \(LZ 200\)](#) publication. The report details the nation's 200 largest nonprofit senior living providers, as well as relevant business trends for the industry. The report is developed annually through a partnership between LeadingAge and Ziegler, one of the nation's leading underwriters of financings for nonprofit senior living providers in the United States. Read the [press release](#) and the [full report](#).

## Next Phase of LeadingAge Partnership with Vaccine Equity & Access Program

[LeadingAge announced grant recipients](#) and the launch of programming developed for the next phase of a national partnership with Community Catalyst and the Vaccine Equity and Access Program (VEAP), an initiative funded by the Centers for Disease Control and Prevention. Three LeadingAge members will receive \$20,000 grants to implement COVID-19 and flu vaccine access and awareness efforts in their communities. Recipients were selected based on applications demonstrating strong local partnerships and commitment to COVID-19 vaccine equity and access, particularly among people of color, who have been disproportionately impacted throughout the pandemic. Grantees are:

- Friends House Retirement Community in Sandy Spring, MD
- Westminster Communities of Florida, in Orlando, FL
- Lutheran Towers in Atlanta, GA



Strong governance drives success and sustainability. And those of us who work in the aging services sector know that there has never been a more important time to bolster our organizations' strength. That is why LeadingAge developed a new package of LeadingAge Governance Resources for Aging Services. [Learn more and determine which tools](#) can help your community plan for the future.

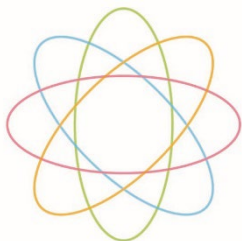
## Workforce Grant Opportunity

The U.S Department of Labor's Nursing Expansion Grant Program is designed to support nursing training programs to diversify the pipeline of nursing professionals able to fill these jobs and improve the nation's health care system. This grant program places an emphasis on training people from historically marginalized and underrepresented populations to bring greater employment equity in underserved communities and improve healthcare workforce diversity. [Learn more](#).

## Share Your Workforce Innovations with the Story Collector

Do you have a story of innovation in staff recruitment, training, or retention? Tell your colleagues about innovations that help you fill positions, build a strong workplace culture, and promote the honorable and varied careers available in aging services. [Visit the LeadingAge Story Collector](#), powered by LeadingAge Gold Partner Greystone.

## Global Ageing Network News



**CARE 4.0**  
change in competence  
VIENNA 2022

### **An Insiders Review of the European Aging Network Congress**

The Care 4.0 Congress brought together managers in the field of long-term care to strengthen cooperation between leaders of services for older persons in Europe. [Read about the event](#) from Dan Levitt, past Global Ageing Network Board Member.

### **Join Us in Glasgow in 2023!**

The Global Ageing Network is partnering with Scottish Care and the National Care Forum to co-host the [2023 Global Ageing Conference](#) in Glasgow, Scotland, 7-8 September. The theme—Care About Our Future: Global Symposium for Sustainable Care and Support—will offer an opportunity to explore and debate the urgency of sustainability in every aspect of aged care and support. [Registration opens soon!](#)

