

## Fact Sheet 4/2024

**MISSION:** To connect—at no cost—all older Coloradans and their families to reliable, helpful, services, products, information, assistance, and education to help the over 3 million aged 40+ Coloradans in the aging journey: to Age Well, Age Wisely.



**VISION:** To be the free to use go-to online connector hub for all older Coloradans and their current or future caregivers to become well-informed, educated and empowered about all aspects of aging and to connect them with vetted service providers (avoiding scammers and abuse) they need to THRIVE as they age well, age wisely.

**We Save:** time, stress, and money for up to 3 million Coloradans: those 40-60 years-of-age-the caregivers (now or future) and those over age 60; enabling all Coloradans to age well ... age wisely.

*Would you rather Google and **cross your fingers?** Or AgeWise Colorado and **Know?***

**Colorado's 65+ population growth** is outpacing all other age groups.

**Colorado's older adults and overburdened family caregivers urgently Need:**

- **Reliable guidance** to services, information, and education for aging
  - While promoting safety, health, and quality of life.
- **Helping to Prevent Elder Abuse:** *Vetted Service Providers, Well-Researched, Reliable Information, Educational Webinars*



**In Less Than 3 years AgeWise Colorado has:**

- Provided free connection to nearly 400 vetted service providers.
- Grown our user interest base to 5,000 per month.
- Increased our *weekly* e-newsletter subscriber list to 3400.
- Hosted over 45 educational webinars covering a wide variety of topics.

AWC: A much-needed service for our rapidly aging population and their adult children!

**Helping to Prevent Elder Abuse:** *Vetted Service Providers, Well-Researched, Reliable Information, Educational Webinars. We are a partner in the [Colorado Older Adults Financial Justice Coalition](#).*

### Filling a Critical Gap:

Two government-funded studies (CDPHE and CDHS) and one foundation-funded study (NFF)--all in 2023--point to the same glaring need: Coloradans (people) desperately need exactly what AgeWise Colorado provides.

*Perhaps you've experienced how hard finding this important and even urgent information can be? If so, you know. If not, you probably will.*

### Testimonials From Users of our Website:

#### From an Adult Child of an Older Adult:

"I wish I had known about AgeWise Colorado much sooner—it would have saved me and my dad and HUGE amount of time in finding the help we needed for Mom. Instead, it took nearly 9 months to find the help we needed when we could have found it in minutes on AgeWise Colorado."

#### From an Older Adult:

"I am so very happy I found Age Wise Colorado. You do excellent work. It is so important to help Elders find resources in the complicated environment we live in now."