



TERESA BONNER  
Executive Director  
Aroha Philanthropies

# Today's Agenda

- Describe value of this work
- Share Aroha's strategies, programs and early outcomes
- Introduce training and capacity-building through Lifetime Arts
- Invite you to join us

# U.S. Older Adult Population

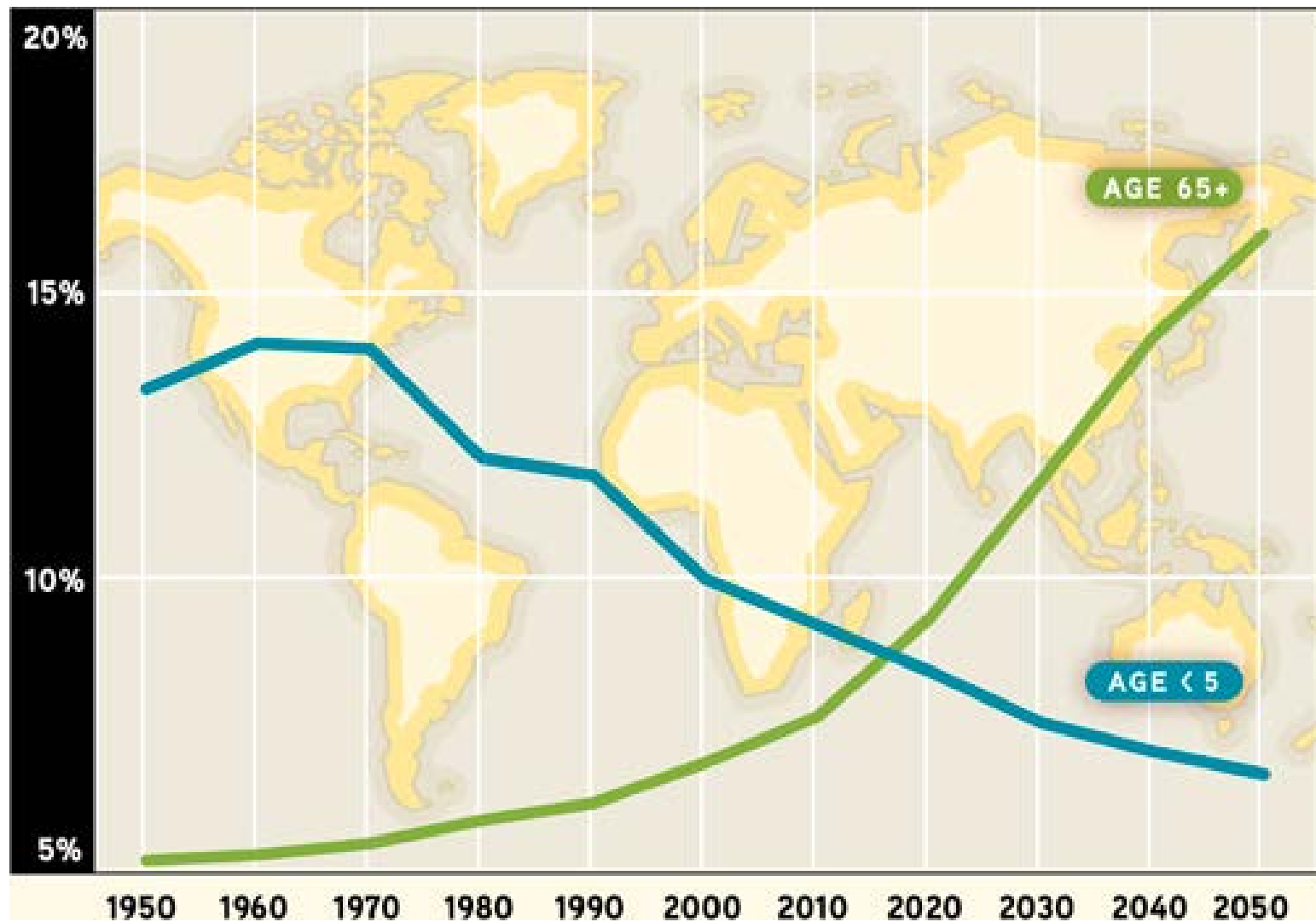
Today: 1 in 7 in U.S. are over 65



In 20 years: 1 in 4 or 5!



# Global Population



# Why We Started This



*"Help! I've fallen into obscurity and I can't get up!"*

# Outcomes Research – Cohen et al.

## Multi-session, professionally led participatory arts ed for older adults

↑ Cognition (memory/executive)

↑ Quality of life

↑ Emotional well-being

↑ Fewer over-the-counter meds, doctor  
visits, falls

# Leadership and Infrastructure

- MetLife
- National Guild of Community Arts Education
- NCCA (no longer active)

# AGEISM

What outdated beliefs will we challenge?

*from...*

Aging is About Decline

Aging Presents Only Challenges

Older People are Burdens

*to...*

Aging is About Growth

Aging Creates New Opportunities

Older People are Contributors

© AARP Magazine

AARP Magazine





“It’s always Sit, Stay, Heel - never  
Think, Innovate, Be yourself.”

# Aroha's Focus

- Change the narrative around aging through the transformational power of the arts
- Bring joy, purpose, and social connectedness to active older adults

# What are **Vitality Arts**?

- Learning, making and sharing the arts
- Teaching artist-led, sequential, skill-building
- Novel, complex, socially engaging

# All the Arts



A student of Experience Arts points to her artwork. © Grafton County Senior Citizens Council



Gaea performs on stage. © Johnson City Public Library



The Camden cast takes a bow after their performance. © SV Creates

# Aroha's Work to Date

- Nearly \$7 million in grants awarded since 2013
- >\$1 million in direct charitable activity
- Published videos and other resources
- Convening and speaking
- Launched **Seeding Vitality Arts U.S., MN and in Museums**



# Seeding Vitality Arts: Goals

- More programming
- Build capacity
- Inspire others
- Change the narrative



*Our Seeding Vitality Arts U.S. cohort listens intently during last October's convening. © Sydnee Bickett Photography*

# Program Components

- Seed new program
- Cohort model
  - Seeding Vitality Arts U.S.
  - Seeding Vitality Arts MN
  - Seeding Vitality Arts in Museums
- Training and support by Lifetime Arts
- Evaluation resources
- Shared learning

# Our Outcomes to Date

- 736 participants surveyed post-program
- Program coordinator reports/interviews

Improved creative expression

**82%**

Increased mental engagement

**77%**

Increased confidence in creating art

**71%**

Increased interest in learning other art forms

**63%**



**Vitality Arts**  
THE TRANSFORMATIVE  
POWER OF CREATIVE AGING



# 80%: Gains in *multiple* aspects of artistic and personal development



# Meet Richard Hood



# Seeding Vitality Arts in Museums

- Collaboration with American Alliance of Museums
- 20 museums, including art, history, science, botanical gardens
- AAM: Museum convening, 2-year fellowship

# Museum Grantee Cohort

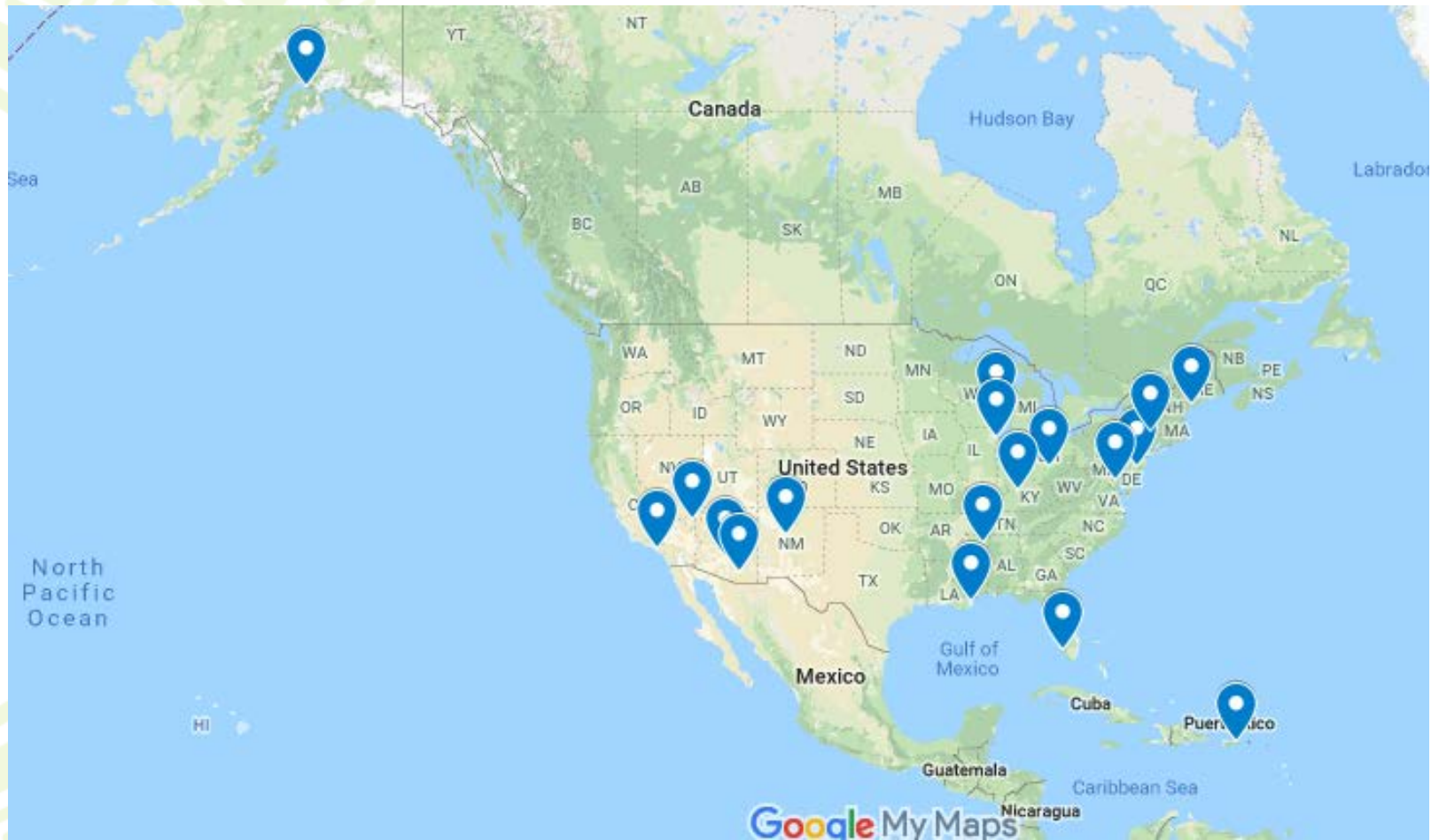


A map of the United States and parts of Canada and Mexico, showing the locations of 18 museum grantee cohort members. The locations are marked with blue pins. The pins are distributed across the country, with a higher concentration in the Northeast and Midwest. The map includes labels for major bodies of water (North Pacific Ocean, Gulf of Mexico, Caribbean Sea), neighboring countries (Canada, Mexico), and various US states and provinces. The Google My Maps logo is visible in the bottom right corner of the map area.

State/Province	Approximate Location
Alaska	Juneau
California	San Francisco
Colorado	Denver
Connecticut	Hartford
Florida	Miami
Georgia	Atlanta
Illinois	Chicago
Indiana	Indianapolis
Iowa	Des Moines
Michigan	Detroit
Minnesota	Minneapolis
Missouri	St. Louis
Montana	Billings
Nebraska	Lincoln
Nevada	Reno
New Hampshire	Manchester
New Jersey	Princeton
New York	Albany
North Carolina	Raleigh
North Dakota	Bismarck
Ohio	Columbus
Oklahoma	Oklahoma City
Oregon	Portland
Puerto Rico	Puerto Rico
South Carolina	Columbia
South Dakota	Spearhead
Tennessee	Nashville
Texas	Austin
Utah	Salt Lake City
Vermont	Montpelier
Virginia	Richmond
Washington	Seattle
West Virginia	Charleston
Wisconsin	Madison
Wyoming	Cheyenne



**Vitality Arts**  
THE TRANSFORMATIVE  
POWER OF CREATIVE AGING



**Vitality Arts**  
THE TRANSFORMATIVE  
POWER OF CREATIVE AGING



# Benefits to Arts Organizations

- ✓ New dimension in relationships
- ✓ New views of “olders”
- ✓ New collaborations



“We have many stories...”

