



# INVEST IN SENIORS

The majority of older adults are not in the workforce and live on a fixed income. This puts seniors at a greater risk of living below the poverty line. Other factors contributing to this increased risk include healthcare costs, unaffordable housing and debts that have compounded over their lifetime.

**DID YOU KNOW? Older women are more likely to live in poverty than older men.** Women experience a lifetime of lower earnings due to wage discrimination, absence from the labor force for periods of time to care for children, and lower wage work. This results in fewer savings and lower annual Social Security payments for women.

## OUR COMMUNITY—THE FACTS

**22%** of seniors in Cleveland live in poverty.

**2030** there will be more seniors than children in Cuyahoga County for the first time in history.

**55,000** seniors live in unaffordable housing in Cuyahoga County.

**30%** of their household income is spent on housing.

## What is United Way doing about it?



### THE COMMUNITY HUB FOR BASIC NEEDS: MEETING HERE-AND-NOW NEEDS TODAY

The Community Hub for Basic Needs provides an immediate, coordinated response for people experiencing hunger, homelessness and more.

### 2-1-1 HelpLink

United Way's 2-1-1 HelpLink is a community information and referral line. Seniors, especially those with fixed incomes and who live alone, often need help accessing healthy food. 2-1-1 specialists connect seniors to food pantries, home-delivered meals, soup kitchens, and can assist with securing SNAP benefits. Food assistance was the top need from seniors calling 2-1-1 in 2020.

### Strategic Investments

We partner with and provide funding to local agencies that help older adults living in poverty access nutritious food, healthcare, affordable medications, and healthy housing. Working with our agency partners over the past year, we have invested in programs that provided:

**15,344** adults with emergency shelter

**819,465** meals to individuals and families

**14,170** adults with financial education programming



**WE ARE COMMITTED TO SERVING CLEVELAND AS A RESOURCE, AN INNOVATOR AND A VOICE.**

## Nearly half the senior citizens who live alone don't have enough money to cover their basic needs, which means they have to make tough choices.



### THE IMPACT INSTITUTE: UPENDING THE ROOT CAUSES OF POVERTY FOR THE FUTURE

The Impact Institute challenges the root causes of poverty by creating innovative, long-term solutions to prevent the cycle from continuing forward.

#### Accountable Health Communities (AHC)

**Twenty-six percent of older adults in Cuyahoga County have to choose between food and at least one other necessity, such as housing, medical care or utilities.**

Accountable Health Communities links high-risk Medicare/Medicaid patients at the hospital with United Way's 2-1-1 navigators who connect these seniors with community service providers. For example, a patient with diabetes cannot eat a healthy meal if they are returning to a home without electricity. Patients with high Emergency Department usage are enrolled in ongoing communication with United Way's 2-1-1 HelpLink. Clinical sites across Cuyahoga County support 75,000 patient screenings annually, helping seniors improve their long-term health outcomes and reduce health care visits.

#### Collaborative Investments + Health

**More than half of seniors over age 65 in Cuyahoga County live alone.** Seniors without significant social contact have higher rates of mental and physical health problems.

United Way brings together hospital networks and insurance companies to invest in programs that keep seniors healthy by delivering nutritional home-delivered meals to older adults with chronic health conditions. In addition, weekly wellness checks from trained volunteers reinforce nutrition education and create interpersonal connections that reduce social isolation.

## SENIORS LIVING IN POVERTY MAKE TOUGH CHOICES

Nearly half the senior citizens who live alone don't have enough money to cover their basic needs, which means they have to make tough choices.



*The percentages represent the number of people who are choosing between food and utilities, medical care or housing.*