

# Age of Opportunity

The Campaign  
for Hebrew SeniorLife

## A campaign for the ages

People are living longer. Every day, another 10,000 Americans turn 73, and society is not prepared to address the specialized needs and unique demands of this growing population. Simply put, the system is becoming overwhelmed. Our seniors deserve better. Better care, better lives, better endings. And their families deserve compassion and information. The fact remains, however, that we are facing a crossroads in the United States as it relates to caring for a growing, more medically and socially complex senior population.

*Age of Opportunity: The Campaign for Hebrew SeniorLife* is an ambitious effort that only an organization with the leadership, experience, and commitment of HSL could accomplish. We are restless visionaries who see the immense need and are driven to do something about it. With our Harvard Medical School affiliation, clinical expertise, first-class campuses and communities, and pioneering research, we have been driving positive change in senior care throughout our history.

*Age of Opportunity* will address the urgent challenges of aging in the 21<sup>st</sup> century—near and far, now and for future generations. In partnership with equally committed donors, we are determined to succeed.



# 10k

The number of Americans who turn 73 every day.

### Memory Health

*Establishing Hebrew SeniorLife as Greater Boston's go-to resource for memory care*

- Center for Memory Health
- Memory assisted living
- Expanded inpatient memory care

### Research and Teaching

*Expanding programs that influence the field of senior care*

- Hinda and Arthur Marcus Institute for Aging Research
- Geriatric education

### Above and Beyond

*Programs that help seniors of all ages and abilities learn, grow, and find purpose*

- Elder abuse prevention
- Expressive therapies
- Hospice and palliative care
- Spiritual care
- Multigenerational programs
- Food programs

### Flagship Campus

*Revitalizing our flagship Boston campus*

- Person-centered care
- Work environment
- Innovation