



PG Calc Invested in your mission

## Understanding the Older Donor



Date: September 28, 2017  
 Time: 1:00 – 2:30 Eastern Time  
 Presenter: Lisa Mayfield  
 Principal  
 Aging Wisdom




---

---

---

---

---

---

---

---

PG Calc Invested in your mission

## Overview

- What to expect as we age
- Common hurdles to aging well
- When to be concerned: red flags
- What you can do
- You are not alone: community resources
- Successfully engaging your older donor
- Remembering generational differences
- Q&A

© 2017 Lisa Mayfield Understanding the Older Donor 7

---

---

---

---

---

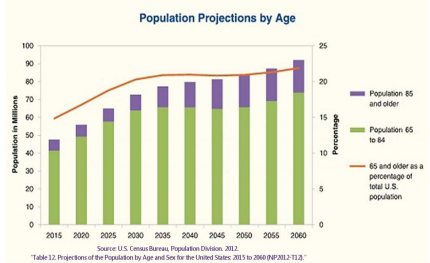
---

---

---

PG Calc Invested in your mission

### Population Projections by Age



Source: U.S. Census Bureau, Population Division, 2012.  
 Table 12. Projections of the Population by Age and Sex for the United States: 2013 to 2060 (IP2012-13.2)

© 2017 Lisa Mayfield Understanding the Older Donor 8

---

---

---

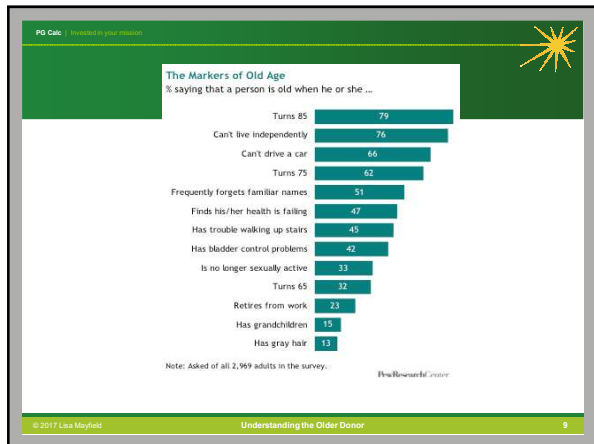
---

---

---

---

---




---

---

---

---

---

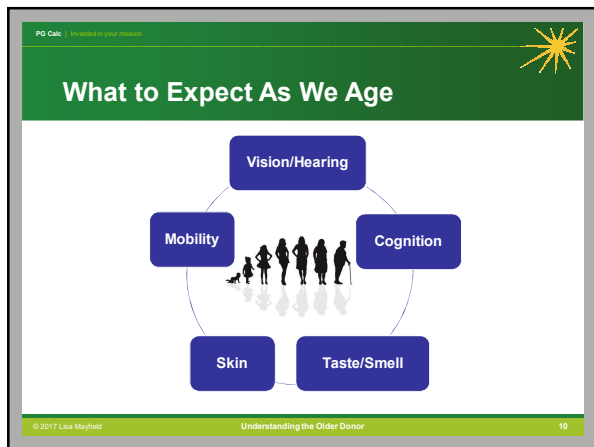
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

- PG Calc *Invested in your mission*
- ### Common Hurdles to Aging Well
- Common Hurdles**
- 1) Unexpected illness
  - 2) Chronic diseases
  - 3) Falls/functional decline
  - 4) Accumulation of losses
  - 5) Becoming a caregiver
  - 6) Cognitive changes/dementia
- © 2017 Lisa Mayfield Understanding the Older Donor 11

---

---

---

---

---

---

---

---

---

---

PG Calc: Included in your session

## Common Hurdles to Aging Well

**Top Chronic Conditions in 65+**

- Chronic obstructive pulmonary disease
- Alzheimer's disease
- Depression
- Heart failure
- Chronic kidney disease
- Diabetes
- Coronary disease
- Arthritis
- High cholesterol
- High blood pressure

© 2017 Lisa Mayfield Understanding the Older Donor 12

---

---

---

---

---

---


---

---

PG Calc: Included in your session

## Top Causes of Death for Older Adults

- Heart Disease
- Cancer
- Chronic Obstructive Pulmonary Disease
- Alzheimer's disease
- Diabetes
- Pneumonia/Flu



Source: U.S. Centers for Disease Control & Prevention

© 2017 Lisa Mayfield Understanding the Older Donor 13

---

---

---

---

---

---

---

---

PG Calc: Included in your session

## Falls

- One in four Americans 65+ falls each year
- Every 11 seconds, an older adult is treated in the emergency department (ED) for a fall
- Every 19 seconds, an older adult dies from a fall
- Falls result in more than 2.8M injuries treated in EDs annually, including >800,000 hospitalizations & 27,000 deaths
- In 2014, the total cost of fall injuries was \$31B
- Expected to increase to \$67.7B by 2020

Source: U.S. Centers for Disease Control & Prevention

© 2017 Lisa Mayfield Understanding the Older Donor 14

---

---

---

---

---

---

---

---

PG Calc: *inserted in your version*

## More Common Hurdles: Losses & Caregiving

- Numerous losses
- Families out of area
- Role as caregivers

- 29% of the U.S. adult population or 65.7 M are unpaid family caregivers
- More than 3 in 10 US households
- Family caregivers provide an avg of 20 hours of care/week
- Most care for relative (86%)
- One third take care of a parent
- 66% are female/avg age of 48
- 1/3 take care of two+ people

Source: National Alliance of Caregiving

© 2017 Lisa Mayfield      Understanding the Older Donor      15

---

---

---

---

---

---

---

---

---

---

---

---

PG Calc: *inserted in your version*

## Cognitive Changes



*Almost half of all people age 85 and older will develop some form of dementia.*

© 2017 Lisa Mayfield      Understanding the Older Donor      16

---

---

---

---

---

---

---

---


---

---

---

---

PG Calc: *inserted in your version*



© 2017 Lisa Mayfield      Understanding the Older Donor      17

---

---

---

---

---

---

---

---

---


---

---

---

PG Calc Included in your session

## Dementia: Most Common Types & Causes



<p><b>Most prevalent forms of dementia:</b></p> <ul style="list-style-type: none"> <li>• Alzheimer's Disease</li> <li>• Vascular Dementia</li> <li>• Lewy Body Dementia</li> <li>• Frontotemporal Dementia</li> </ul>	<p><b>Other causes of dementia:</b></p> <ul style="list-style-type: none"> <li>• Parkinson's Disease (PD)</li> <li>• Multiple Sclerosis (MS)</li> <li>• Alcoholism (Korsakoff's)</li> <li>• HIV (end stage)</li> <li>• Head injuries               <ul style="list-style-type: none"> <li>– Football, boxing, soccer, concussions</li> </ul> </li> </ul>
---	--

© 2017 Lisa Mayfield      Understanding the Older Donor      18

---

---

---

---

---

---

---

---


---

---

---

PG Calc Included in your session

## Alzheimer's Disease (AD) Statistics



- Alzheimer's Disease is the 6<sup>th</sup> leading cause of death in the US
- More than 5M Americans are living with AD
- By 2050, this number could be as high as 16M
- Every 66 seconds, someone in the US develops the disease
- 1 in 3 seniors dies with Alzheimer's or another dementia
- Alzheimer's kills more than breast cancer and prostate cancer COMBINED
- Since 2000, deaths from heart disease have increased by 14% while deaths from Alzheimer's disease have increased by 89%
- In 2017, Alzheimer's and other dementias will cost the nation \$259B
- By 2050, these costs could rise as high as \$1.1T

Source: Alzheimer's Association

© 2017 Lisa Mayfield      Understanding the Older Donor      19

---

---

---

---

---

---

---

---



---

---

---

PG Calc Included in your session

## Alzheimer's Disease is More than a Memory Disorder: 10 Warning Signs

<ol style="list-style-type: none"> <li>1. Memory loss that disrupts daily life</li> <li>2. Challenges in planning or solving problems</li> <li>3. Difficulty completing familiar tasks</li> <li>4. Confusion about time or place</li> <li>5. Trouble understanding visual images and spatial relationships</li> </ol>	<ol style="list-style-type: none"> <li>6. New problems with words in speaking or writing</li> <li>7. Misplacing things and losing the ability to retrace steps</li> <li>8. Decreased or poor judgment</li> <li>9. Withdrawal from work or social activities</li> <li>10. Changes in mood or personality</li> </ol>
---	--

Source: Alzheimer's Association

© 2017 Lisa Mayfield      Understanding the Older Donor      20

---

---

---

---

---

---

---

---

---

---

---

PG Calc inserted in your version

## Diagnosing Dementia

- Rule out reversible causes
  - Mental health issues (depression, anxiety)
  - Vitamin B deficiency
  - Thyroid deficiency
  - Bladder infection (UTI)
  - Medication interactions
- History (family and patient)
- Blood, urine and spinal fluid analysis
- CT, MRI, PET
- Cognitive testing (MMSE)
- Neuropsychological testing
- Functional testing

© 2017 Lisa Mayfield Understanding the Older Donor 21

---

---

---

---

---

---

---

---

PG Calc inserted in your version

## Red Flags: When to be Concerned

Less engaged

Repeating

Calendar mix-ups

Unusual giving

Odd decisions

© 2017 Lisa Mayfield Understanding the Older Donor 22

---

---

---

---

---

---

---

---

PG Calc inserted in your version

## More Red Flags: When to be Concerned

New "friends"

Change in appearance

Dents on car

Falls

Confusion

© 2017 Lisa Mayfield Understanding the Older Donor 23

---

---

---

---

---

---

---

---

PG Calc: Invested in your future

## What Can You Do?

```

    graph TD
      A[Engage key players] --- B[Pay attention]
      B --- C[Ask questions]
      C --- D[Home visit]
      D --- E[Referral to an attorney]
      E --- A
  
```

© 2017 Lisa Mayfield Understanding the Older Donor 24

---

---

---

---

---

---

---

---

PG Calc: Invested in your future

## You Are Not Alone: Community Resources

- Aging Life Care Professionals ([www.aginglifecare.org](http://www.aginglifecare.org))
- Elder law attorneys ([www.naela.org](http://www.naela.org))
- Alzheimer's Association ([www.alz.org](http://www.alz.org))
- Medical providers
- Local Senior Centers
- Senior Information and Assistance

© 2017 Lisa Mayfield Understanding the Older Donor 25

---

---

---

---

---

---

---

---

PG Calc: Invested in your future

## Successfully Engaging Your Older Donors

- Like life: it's all about relationships
- Think long-term
- Get to know the family
- Be involved with estate planning
- Be their community
- Provide avenues to give back & contribute
- Value their wisdom, experience & history

© 2017 Lisa Mayfield Understanding the Older Donor 26

---

---

---

---

---

---

---

---

PG Calc: *Invested in your future*

## Keep In Mind Generational Differences

<p><b>Traditionalists (1925-1945)</b></p> <ul style="list-style-type: none"> <li>▪ Respect authority</li> <li>▪ Traditional gender roles</li> <li>▪ Value hard work</li> <li>▪ Frugal</li> <li>▪ Value privacy</li> <li>▪ Great reluctance to spend \$</li> <li>▪ Frequently took care of their parents</li> </ul>	<p><b>Baby Boomers (1946-1964)</b></p> <ul style="list-style-type: none"> <li>▪ Rebel against authority</li> <li>▪ Less traditional gender roles</li> <li>▪ Value leisure/play</li> <li>▪ Spenders</li> <li>▪ Less private/more open</li> <li>▪ Open to paying for help/advice</li> <li>▪ Often live away from their parents and/or still working</li> </ul>
--	--

© 2017 Lisa Mayfield      Understanding the Older Donor      27

---

---

---

---

---

---

---

---

---


---

---

---

PG Calc: *Invested in your future*

## Questions?



© 2017 Lisa Mayfield      Understanding the Older Donor      28

---

---

---

---

---

---

---

---

---

---

---

---

PG Calc: *Invested in your future*

## Still Have a Question?

**Contact:** Lisa Mayfield  
Aging Wisdom

**E-mail:** [lisa@agingwisdom.com](mailto:lisa@agingwisdom.com)




consulting | care management | home care  
[agingwisdom.com](http://agingwisdom.com)

© 2017 Lisa Mayfield      Understanding the Older Donor      29

---

---

---

---

---

---

---

---

---

---

---

---