



RRF | Foundation
for AgingSM

2026–2030

Strategic Direction

An Overview

As we reflect on the challenges of 2025 and set our direction for the next five years, RRF Foundation for Aging recognizes the heightened importance of our work. The result of our planning process is an affirmation of our mission, vision, and values, and a deeply rooted commitment to funding integrated approaches that advance our priority areas — caregiving, economic security, housing, and social connection — with an added priority: age equity. We believe reducing ageism toward older adults and challenging age bias are essential to ensuring all of us live and age well.

Also new this year is a focus on sharing knowledge and raising awareness — conveying information, shaping narratives, and driving positive change on aging issues through journalism, learning communities, media, and dissemination.

As always, we will continue to work with our grantee partners, philanthropic colleagues, and members of the community to ensure we stay on course to truly realize an age-inclusive society, one in which ALL older adults are valued and can thrive.

Guiding Principles



Mission | To improve the quality of life for older people.

Vision | All older adults are valued and thrive in an age-inclusive society.

Values | Core values that inform our work:

Collaboration *Understanding that building strategic partnerships leverages resources and expands reach.*

Equity *Acknowledging that communities are strengthened by diversity and by reducing inequities, especially for historically marginalized older people.*

Growth *Knowing that learning and contributing occurs throughout one's lifetime.*

Impact *Recognizing that achieving a profound, positive, enduring impact for large numbers of older adults is accomplished by investing in effective organizations, sound program models, strong policies, and strategic dissemination.*

Innovation *Embracing the need to promote fresh approaches, advance new solutions, and generate knowledge that drives progress in the field of aging.*

Respect *Celebrating the contributions and strengths of older adults, listening to and amplifying the voices of older people.*

Transparency *Appreciating that honesty, integrity, and open communication will build internal and external trust.*



Grantmaking Priority Areas

For 2026-2030, we have five priority areas at the core of our grantmaking. We fund solution-oriented approaches that will support these areas and enhance the ability of older people to live well in home- and community-based settings.*

Age Equity *Reducing ageism toward older adults and challenging age bias.*

Caregiving *Ensuring that care partners for older people are recognized and supported through system-level approaches.*

Economic Security *Valuing the dignity of older people through efforts that ensure and protect their economic security and well-being.*

Housing *Promoting efforts that make housing affordable and enable older people to remain living in the community safely and with dignity.*

Social Connection *Reducing isolation and loneliness in later life through efforts that strengthen meaningful social bonds.*

*RRF generally excludes projects in institutional settings such as hospitals, nursing homes, skilled nursing facilities, rehabilitation centers, continuing care retirement communities, and assisted living facilities.

Cross-Cutting Themes

Within RRF's grantmaking, there are three distinct cross-cutting themes that have relevance across our priority areas:

- **Technology**, including training and education, digital access and literacy, reducing age bias in artificial intelligence, and increasing safety and security in technology for older adults.
- **Intergenerational** programs, practices, and policies that cultivate age inclusivity.
- The opportunities and challenges of **solo aging**.

Other Promising Opportunities

While priority areas reflect RRF's primary funding interests and account for at least 80% of our grantmaking dollars, we remain open to supporting, on a limited and highly selective basis, other promising opportunities that yield a measurable and transformative impact in aging.

Grantmaking Approaches

RRF awards grants to eligible nonprofit organizations embarking on high-impact projects and programs that have a significant focus on older people. We define high impact as having a profound, positive, enduring effect on large numbers of older adults. RRF grants fuel solution-oriented approaches in:

NATIONALLY

Advocacy to advance systems change, including the development, adoption, and enforcement of policies and practices, coalition building, and grassroots organizing.

Actionable research to seek solutions to significant problems that affect older adults. Generally, we focus research dollars on policy research, dissemination and implementation sciences, and intervention studies that are generalizable to large numbers of people.

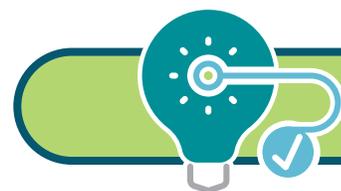
Knowledge sharing and awareness raising to convey information, shape narratives, and drive positive change on aging issues through journalism, learning communities, media, and dissemination.

General operating support grants, by invitation only, to select existing grantee partners to provide the stability and flexibility these organizations need to advance their missions, sustain day-to-day operations, and take advantage of opportunities that arise in one of RRF's priority areas.

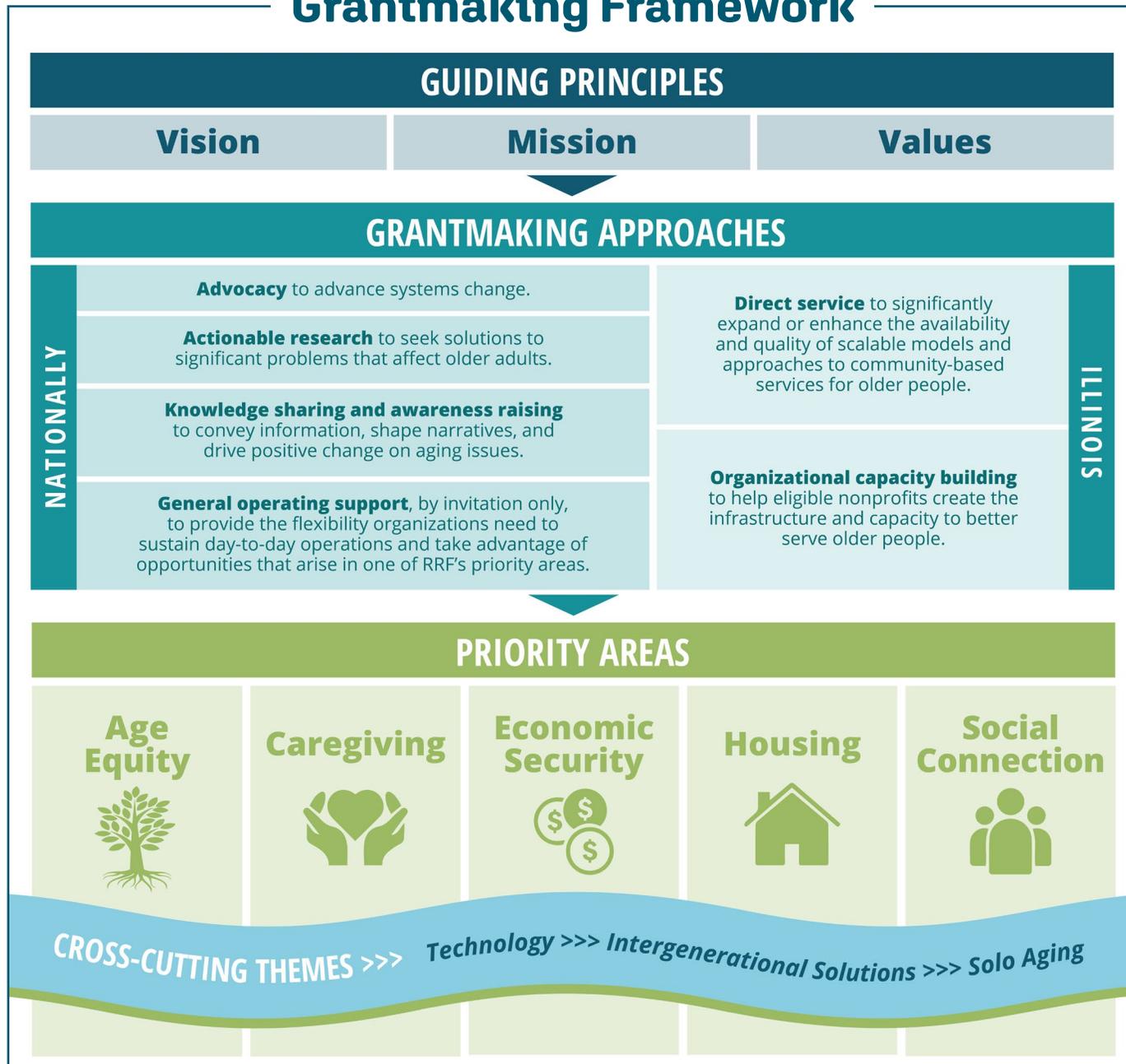
ILLINOIS

Direct service to significantly expand or enhance the availability and quality of scalable models and approaches to community-based services for older people.

Organizational capacity building to help eligible nonprofits create the infrastructure and capacity to better serve older people (e.g., resource development, strategic planning, and governance).



Grantmaking Framework



Onward Together

RRF Foundation for Aging is dedicated to the mission, vision, values, and grantmaking priorities outlined in this strategic overview.

We look forward to building new relationships through our work, learning from our grantee partners, engaging with our community, and sharing information that will help us all improve the quality of life for older people. As the environment around our work changes, we will seek out the most effective ways to respond, meet the needs of our community, and support all of us as we age.