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QUESTION OF AGING

Report of the Secretary-GeneralAddendumReport of the meeting of eminent persons: international
fund-raising strategies for aging(18-19 September 1989)

1. In accordance with the International Plan of Action on Aging (chapter VI.B) and General Assembly resolutions 42/51 of 30 November 1987 and 43/93 of 8 December 1988, the Secretary-General convened a meeting of eminent persons at United Nations Headquarters on 18 and 19 September 1989 to develop an international fund-raising strategy for policies and programmes on population aging. The meeting was co-sponsored by the American Association of Retired Persons, HelpAge International, the International Association of Gerontology and the International Federation on Ageing.
2. The agenda of the meeting covered the policy and programme implications of an aging world, the current international funding situation and recommendations for an international fund-raising strategy for population aging. The Secretary-General addressed the meeting on 18 September 1989 and the Director-General of the United Nations Office at Vienna chaired it. A list of participants is attached.
3. A summary of the outcome of the meeting is provided below.
4. The World Assembly on Aging, in the International Plan of Action on Aging, established policies and programmes to address the issue of population aging. The question of funding these policies and programmes was, however, not adequately addressed. Today there is a funding gap between the needs of the elderly and the resources available to meet them. The time has come to give serious attention to this deficiency.

5. An effective strategy to fill the funding gap should be based upon a partnership between Governments, non-governmental organizations and the private sector. Private-sector financing is available, since the aging of individuals and populations has opened up a growing market. Developing this potential source of funding however, requires flexible organization.

6. Fund-raising in the private sector will depend on several factors:

(a) Visible returns on investment;

(b) Effective marketing strategies for the issue of aging, particularly the market potential of the aged and their needs;

(c) Involvement of funders and recipients to develop partnerships in fund-raising efforts;

(d) Greater public awareness of the productive potential of the elderly.

7. The sustainability of private funding is contingent upon ensuring the continuity of the projects in question, which is best ensured by Government involvement in projects. Real partnerships between government and the private sector should therefore address project design, implementation and funding.

8. The new organization for fund-raising is not meant to compete with existing fund-raising or service organizations, national or international, in the field of aging. It is to be viewed as a strategy for expanding the resource base by serving as an additional rather than an alternative structure.

9. Any new organization should begin modestly, but with the organizational potential to develop into a truly international organization, supported by a federal structure with decentralized national affiliates.

10. The United Nations contribution to the new fund-raising organization may include:

(a) Patronage, which will give the organization global legitimacy and moral authority, particularly in developing countries;

(b) Ongoing monitoring and surveillance, to identify global age-related needs;

(c) Continuing efforts to expand global awareness of aging, through the reporting systems of the General Assembly and the Economic and Social Council.

11. An adequate response to global aging must involve the following elements:

(a) Giving a higher priority to population aging on global and national political agendas;

(b) Placing the issue of aging on the international development agenda, including the international development strategy for the fourth United Nations development decade;

(c) Focusing on a positive view of aging and the aged;

(d) Bridging the funding gap by matching needs with resources.

Conclusion

The meeting adopted the following declaration:

"1. This meeting, agreed on the desirability and urgency of establishing an independent international foundation on aging under the patronage of the United Nations, appoints a task force to study the feasibility of such a foundation and prepare specific recommendations on its title, terms of reference, structure, administration, fund-raising and other functions.

"2. The task force shall consist initially of the following persons:

Mr. Everaldo Compton, Chairperson

Ambassador Julia Alvarez

Mr. Horace Deets (American Association of Retired Persons)

Mr. Sharad Gokhale

Mr. Mark Gorman (HelpAge International)

Mr. Alain Gillette

Ms. Alicia Spaulding Paolozzi

Representative of the United Nations Office at Vienna

The task force shall call upon other resource persons, as necessary, to fulfil its functions.

"3. In undertaking its work, the task force will take into consideration the pointers set forth in the attached document (International Foundation on Aging: Points for consideration; see annex).

"4. The task force shall present an initial proposal as soon as possible, but no later than March 1990, to be considered immediately thereafter by a further meeting of eminent persons.

"ANNEX

"International Foundation on Aging: Points for Consideration

"The Task Force, established by the meeting of eminent persons, is requested to prepare a blueprint for the proposed international foundation on aging. In developing this, the Task Force should consider, inter alia, the elements below. These elements, which were derived from the deliberations of the meeting, are not intended to be exhaustive.

"1. Purpose - The main purpose of the foundation is to increase substantially the flow of resources to programmes on aging throughout the world by tapping new sources of funds. The emphasis should be on practical, cost effective projects. The foundation should draw, to the maximum, on the expertise and experience of existing international and national organizations already active in the field, in order to avoid duplication and make optimum use of resources already available.

"2. Form - Within the context of an international foundation under the patronage of the United Nations, the Task Force should consider various forms of organization. Whatever the form, the organization should: a) be simple, cost effective, and suited to its functions; b) maximise outreach to all organizations in the field of aging; and c) be sufficiently flexible to allow for its evolution (eg., towards an eventual federal, decentralized structure involving various geographical locations).

"3. Location - The Task Force should propose a possible location for the headquarters of the foundation.

"4. Funding - The Task Force should explore the possibility of attracting funding from various sources, including governments, corporations, individuals and charitable bodies, and whether a mix of funding mechanisms is desirable or feasible.

"5. Relationship with the United Nations - The Task Force should examine the nature of the patronage of the United Nations and of working relationships with it.

"6. Relationship with public and private sectors - The Task Force should recommend means of developing working relations between the foundation and governments, the private sector and the non-profit sector.

"7. Launching - The Task Force should elaborate a strategy for implementation, including a time table and proposals for funding this initial phase, with a view to having the foundation operational, with a programme in place, by 1992."

ANNEX

List of participants

Dr. Yousef Seyyid Abdulai	Director-General, Organization of Petroleum Exporting Countries, Fund for International Development
H. E. Julia Tavares de Alvarez	Ambassador, Alternate Representative to the United Nations, Dominican Republic
Mr. Christopher Beer	Chief Executive, HelpAge International
Dr. Derek J. Chadwick	Director, The Ciba Foundation
Mr. Everald Compton	Chairman of Directors, Everald Compton International
Mr. William Connely	Director, Scientific Affairs, Sandcz Pharmaceuticals
Mr. Horace B. Deets	Executive Director, American Association of Retired Persons
Mr. Alain Gillette	President, Union des groupements d'achats publics
Dr. Sharad D. Gokhale	President, International Federation on Ageing
Mr. Mark Gorman	HelpAge International
Mr. Peter Greenwald	Miller, Singer, Raives and Brandes, P.C.
Dr. Helen Kerschner	Executive Director, American Association for International Aging
Ms. Marilyn Hennessy	Senior Vice President, The Retirement Research Foundation
Mr. Robert Muller	Former Assistant Secretary-General of the United Nations
Ms. Charlotte Nusberg	American Association of Retired Persons/International Federation on Ageing
Ms. Alicia Spaulding Paolozzi	International Council of Women
Ms. Midori Shimanouchi Lederer	President, Japanese American Social Services, Inc.

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United Nations

Miss Margaret J. Anstee, Director-General, United Nations Office at Vienna

Mr. Mohammad Sharif, Assistant Director, Social Development Division, Centre for Social Development and Humanitarian Affairs, United Nations Office at Vienna

Mr. Sandeep Chawla, Social Affairs Officer, Centre for Social Development and Humanitarian Affairs, United Nations Office at Vienna

Mr. Marvin Kaiser, Consultant to the United Nations
