



Age-Friendly Business Award Guidelines

2018

Age-Friendly businesses or organizations are committed to creating a welcoming environment and providing great service for people of **all ages**. We want to celebrate their efforts! Older adults are an integral and growing part of our population. Their impact on the economy is large both in their purchasing power and the value they bring to the workplace.

Businesses and people are intertwined.

- Businesses provide connection to community for people, young and old.
- As people age today, they are remaining in the workforce much longer, providing skilled workers in all sectors of employment.
- Age-Friendly Businesses seize upon the opportunity to capture both the **financial benefit** of an increasingly older population and the **community benefit** of serving people of all ages well.

The Inaugural Age-Friendly Business Awards is an initiative of the Age-Friendly Portland and Multnomah County Collaborative, sponsored by the City of Portland, and presented by Elders in Action and Venture Portland.

Age-Friendly Business Awards celebrate businesses that serve people of all ages well.

I. Age-Friendly Business Self-Assessment

1. Do you value older adults in the way you market, promote or conduct outreach for your products or services?
2. Do your staff receive training on ageism – learning about challenges of an intergenerational workforce or to help dispel myths around aging?
3. Do you create materials that are easy to read for those with low vision?
4. If you create content or visuals on your website, have you followed accessibility guidelines and best practices in its development?
5. When a customer calls your business, do they encounter a friendly employee or a computerized phone system? Does the person or message speak clearly and audibly?
6. Is your space (office, restaurant, store, etc.) safe and accessible with clear signage and good lighting?

7. Is your place of business accessible by public transportation or parking within 900 yards (approx. one city block)?
8. Does your business or organization utilize other innovative practices to serve older adult clients or customers?

II. Business Eligibility

To apply for an Age-Friendly Business award, a business or organization must:

- Answer 'yes' to at least 4 of the Age-Friendly Business Self-Assessment questions (above).
- Have a Portland business license or Tax ID/Articles of Incorporation (for non-profits/public agencies).
- Have a website **and/or** public, customer-facing space.
- Submit a complete award application by noon (12pm) on Friday, 8/17/18; late or incomplete applications will not be accepted.

Elders in Action and Venture Portland must be properly recognized on any promotional materials, press releases, and public acknowledgement of the awards. Failure to do so will impact future award eligibility.

III. Business Size* Categories

Applicants may apply** for an award in one of the following categories:

- 1-19 Employees
- 20-49 Employees
- 50+ Employees

*Business size is determined by number of individuals NOT number of FTEs

Eligible applicants may apply for **EITHER or **BOTH** the Age-Smart Employer Award and the Age-Friendly Business Award.

Americans with Disabilities Act Certification/Statement of Non-Discrimination

By submitting an application, the applicant agrees to comply in every way with all applicable provisions of the Americans with Disabilities Act of 1990, 42 USC Sec. 12101, et seq, the Age Discrimination in Employment Act and the Older Workers Benefit Protection Act and agrees not to discriminate on the basis of race, color, religion, (creed), gender, gender identity, gender expression, age, national or ethnic origin (ancestry), disability, marital status, sexual orientation, military or veteran status, genetic information, income, political affiliation, or any other status protected by federal, state, or local law in any of its activities or operations.

Statement of Equity

The Age-Friendly Employer Awards embraces the letter and spirit of federal civil rights laws, including the Civil Rights Act (CRA) and the Americans with Disabilities Act (ADA). The Age-Friendly Employer Awards is guided by the principles of Title VI of the CRA and Title II of the ADA, which promote fairness and equity in the programs, services and activities of businesses and organizations, including the opportunity for participation. Identifying disparities to close the gaps, delivering equitable public services and engaging

meaningfully with the community are all critical components of complying with federal civil rights law.

IV. Application Checklist

Incomplete or late applications will not be accepted. The following items must be submitted:

- Application Checklist
- Cover Letter introducing your business or organization and briefly explaining why you are an Age-Friendly Business
- Application – two sections including signature and narrative
- Supporting Documents (if applicable)

Due Date: Applications received by noon (12pm) on 8/17/18 will be reviewed to ensure completion and accepted by staff. Applications must be submitted electronically via email to AF Awards@eldersinaction.org. Incomplete or late applications will not be accepted.

V. Age-Friendly Business Awards Timeline

4/29/18 – Award Applications Released

8/17/18 – Award Applications Due at Noon (12pm)

10/1/18 – Awards Announced

10/31/18 – Awards Ceremony at Portland City Hall

Questions?

Contact Shānna Pittman-Frank at 503.595.7590 or shanna@eldersinaction.org.

Download award applications at agefriendlyportland.org.