



2018 AGE-FRIENDLY BUSINESS AWARDS APPLICATION

DUE: AUGUST 17, 2018 BY NOON (12PM)

Submit completed applications to: AFawards@eldersinaction.org

APPLICATION CHECKLIST

Business Name: _____

Completed Checklist

Cover Letter (see Guidelines document for more info)

Complete Award Application

- Section 1:
 - Business/Organization Information
 - Primary Contact Signature
- Section 2: Narrative

Supporting Documents or Photos (if applicable)

****INCOMPLETE OR LATE APPLICATIONS WILL NOT BE ACCEPTED.****

Award guidelines are available at agefriendlyportland.org

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DUE: AUGUST 17, 2018 BY NOON (12PM)

Email completed application to: AFawards@eldersinaction.org

You must complete all fields and all components of each question. Late applications will not be accepted.

SECTION 1: BUSINESS INFO AND SIGNATURE*

Business Name:

Business Size:

Choose one from below

1-19 Employees

20-49 Employees

50+ Employees

Business/Organization Type:

Choose one from below

Non-profit

Private business

Public agency

Business Website:

Mailing Address:

Primary Contact Name:

Primary Contact Title:

Primary Contact Signature:

Primary Contact Phone:

Primary Contact Email:

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SECTION 2: NARRATIVE

Detailed narrative responses may require additional pages. For businesses that are more web-based (and do not have on-site locations), please explain your circumstances in the appropriate section. Explain how your business serves older adults in the following areas:

1. **Do your advertising and outreach strategies depict age-inclusivity and maximize the opportunity for older customers to be represented by your business?**

Adults over 55 make up the largest growing demographic in our region. Serving such a large sector of our communities *well* is good for business and good for our community.

2. **How does your business train or prepare staff to be culturally inclusive and accommodating to people of all abilities? Does your business directly address issues surrounding ageism or other forms of discrimination (through policies, training or practices)?**

Ageism is stereotyping and discrimination on the basis of a person's age. It is when someone assumes that we are "too old" for something – a task, a product, a haircut, a relationship – instead of finding out who we are and what we're capable of.

3. **Explain how your business has adjusted its physical environment to accommodate customers of all abilities and your capacity for flexibility in the future. Address both interior and exterior access issues. *If your business does not have a physical space, you may skip this question.***

4. **Do acoustics and visibility accommodate a wide range of abilities? *If your business does not have a physical space, you may skip this question.***

Are there options for individuals to receive assistance, avoid noise, or access better lighting? Does signage use universal terms, language, and symbols? Does signage promote customer independence and is it obvious and easy to find? Is there an assistance option for those who need translation or other direction?

5. **Explain how your business' information materials (i.e. brochures, menus) are accessible to those of all abilities by detailing the design layout and materials' content.**

Does your design, font size, and color choice make your materials simple to read through? Provide any additional relevant information about your print materials.

6. **Explain your current website (if you have one) and its approach to reaching and serving people of all ages –Does it have zoom capabilities? Is the font chosen for visual clarity? Is it easy to navigate? Can someone reach your business by phone or email, and is it clear how to do so? Are accessibility issues addressed (i.e. are all images tagged with text, do you include images of people of all ages and abilities?)?**

DUE 7/31/18 BY NOON (12PM)

Submit completed application via email to: AFawards@eldersinaction.org