



Where We Are in 2017: The Village Movement

The Village Movement is a grassroots movement of Villages, organizations that commit to helping their members age in a place of their choosing, closely connected to their communities and with the supports and tools they need to create successful aging of their own design. This movement started 15 years ago and has grown to involve 350+ Villages.

There are an estimated 40,000 Village members.

There are over 200 open Villages, with more than 150 in development.

The average Village is only five years old and has an average of 146 members.

90% of Villages charge annual dues, with an average of \$431 for individuals and \$601 for a household. Nearly 75% of Villages offer discounted dues for lower income members, averaging \$110 for an individual and \$148 for a household.



Funding for Villages:

- 44% from dues
- 22% from individual donations
- 12% from private foundation grants
- 9% from fundraising events
- 6% from corporations
- 5% from governments

Services Villages Provide:

- Hosting social events
- Transportation
- Educational events
- Companionship
- Help with technology
- Referral to outside services

Villages Are:

- 36% urban
- 35% suburban
- 13% rural
- 16% mixed



Retention rate is 90% for 38% of Villages, slightly less for another 36% of Villages.

The average revenue of a Village in 2015 was \$115,085.

Nearly 80% of Villages have paid staff, with an average of one staffer per 80 members.

More than half of the Villages use a "volunteer first" model (relying on services provided by a Village volunteer, versus a vetted provider).

Diversity of Villages:

- 11% non-white
- 7% LGBTQ
- 13% are economically vulnerable
- 9% have chronic disabilities or severe illnesses

Villages have an average of 82 volunteers, nearly double from four years ago.



Source: 2016 Survey of National US Villages, University of California Berkeley Center of the Advanced Study of Aging Services, Mather LifeWays Institute on Aging - matherlifewaysinstituteonaging.com/villages2017