

Project: Active Aging Centre

Project Description

One of the basic psychological problems that elderly are facing is **loneliness**. The **Active Aging Centre** is designed in order to meet this, and other needs and challenges which elderly deal with. The services provided in the Centre will represent a community resource for improving the quality of life with regards to psychological, medical and material aspects, through integrative and personalized approach towards specific problems, such as social isolation, marginalization, decreased life expectancy and damaged self-image. Thanks to this project, the elderly will have a 200 sq. m. area for socializing activities conducted in a properly equipped „seniors’ club”. They will have the possibility to relax, rehabilitate and practice the sport. The access to medical physiotherapy and kinesthetic services, to information and training sessions will be of particular importance for the beneficiaries. The senior volunteering direction launched within the Centre will be aimed at fostering the intergenerational dialogue and sharing of experience.



In order to ensure the sustainability of the Centre there will be two supporting social enterprises opened: a **herbal store** and an **on-line shop** for selling hand-made articles (stored at the Center) made by elderly and persons with disabilities, as

they improve their financial situation. As an additional purpose, the Centre will host the new office of CASMED, while the money from rent will be directed for the proper activities with elderly.

Project justification

According to statistics, published by the Ministry of Labor, Social Protection and Family, the highest numbers of aging population is observed in the North of Moldova, with an average of about 19%. The town Bălți has a population of over 130.000 citizens, with 24% over 60 years old. The percent of the population over 60 increases rapidly, while the number and amount of health and social services for the elderly and disabled is very small.

The needs of the elderly

A. Socio-medical needs – the elderly have low incomes, which is why few of them have access to medical and social services required by their specific needs (appropriate treatment for the diseases they suffer from, purchase of medicines, food, clothing, footwear, firewood, articles hygiene, paying bills, etc.).

B. Need for socialization – beyond the lack of resources necessary for ensuring their basic needs, the elderly face the loneliness and the feeling of no longer being useful to anyone and to the society. Older people are particularly at risk of depression due to lack of communication and a permanent occupation, which results in resignation and isolation.

C. Need for physical activity – the minimum standards of daily physical activity for older persons represent on average 120 minutes per day. The insufficient physical activity increases the risk of cardiovascular diseases, diabetes and osteoporosis.

The **project aims** at facilitating the social inclusion of older people and improving of their quality of life.

Project objectives

O1. Founding of an elder-friendly centre for encouraging the active participation of older persons in community life.

O2. Improving and maintaining the general health of the elderly.

O3. Development of senior-volunteering and promoting of active aging concept.

Project activities

Procurement and reparation of the building, installing equipment and furniture, arranging the training-meeting room, the sports hall, the dance hall and the room for physiotherapy;

Organizing sports and dance classes, conducting occupational and music therapy hours, organizing thematic trainings, excursions, entertaining, relaxing and mental stimulation activities;

Promoting senior-volunteering, organizing training sessions for volunteers, creating teams of senior- and youth-volunteers to support the bedridden elderly at home;

Developing business plans for the stores, arranging the warehouse for hand-made

articles and the room for the herbal store, making up, collecting and storing all the articles, organizing of their delivery.

Project duration

The launching of the Center is planned for September. The on-line shop and the herbal store will be launched in the 4th quarter of this year.

Estimated costs

The funding sources for the Centre will include: our own resources, grants from institutional donors, individual and corporate donations. For the remaining amount we will take a bank loan.

Building 200 sq. m.	130 000 USD
Reparation, equipment and furniture	50 000 USD
Social enterprises	10 000 USD
Total	190 000 USD

Donor's benefits

The name and the logo of the donors, partners and sponsors will be placed on the CASMED web-page (www.casmed.md) and promoted on the social media, printed on the informative materials and referred to in media appearances. The companies that will support our idea will benefit from fiscal facilities, along with the rise of the social corporate responsibility level.

