

A close-up, slightly blurred image of a rainbow flag, showing the vibrant colors of red, orange, yellow, green, blue, and purple. The flag is draped and folded, creating soft shadows and highlights. In the top left corner, there is a solid blue square containing the Sage logo.

sageSM

BUSINESS
IN OUR
COMMUNITY

AROUND THE COUNTRY, MILLIONS OF LESBIAN, GAY, BISEXUAL AND TRANSGENDER (LGBT) PEOPLE ARE TAKING CHARGE OF THEIR LIVES AS THEY AGE.

Aging affects every one of us—and SAGE exists to ensure we can enter our retirement years with the proper supports we need to age in good health, financially secure and surrounded by community.

In that spirit, SAGE has worked successfully with corporate and community partners to help advance this mission, opening up companies to an ever-growing population and improving the lives of our communities every step along the way. We are in this together.

9M

Lesbian, gay, bisexual and transgender (LGBT) people make up at least 3.5 percent of the population—that's more than 9 million people, or roughly the population size of New Jersey.



Former board member and current SAGE member Edith Windsor celebrated LGBT Pride as Grand Marshal of New York City's Pride parade in 2013. Windsor's role as the plaintiff in the historic Supreme Court case that struck down the Defense of Marriage Act has inspired and energized LGBT communities.

WHAT WE DO

SAGE develops consumer resources that equip our corporate and community partners with critical knowledge and skills, and LGBT older people and their networks with the information they need to make informed choices about their futures. Every month, our websites and social media channels reach more than 170,000 people, many of whom rely largely on SAGE for credible, high-quality information.

SAGE offers innovative services and programs to LGBT people across the U.S. by leveraging our vast network of partners and through coordination of SAGENet, our national program of local affiliates. Our corporate and community partners rely on us to broker meaningful relationships that improve services, products and supports, reaching hundreds of thousands of people.

Through SAGE's National Resource Center on LGBT Aging, we train companies and community partners on the best ways to support LGBT older people in their settings. Our unparalleled knowledge and best practices on LGBT cultural competence have helped numerous corporate and community partners understand how best to engage LGBT people at all points of entry.

SAGE advocates successfully at the federal and local levels for public policies that improve economic security, community support, and health and wellness among this growing population of LGBT people. Our corporate and community partners rely on SAGE's extensive policy knowledge—and premiere standing as the go-to national LGBT aging organization—for up-to-date information and unrivaled thought leadership.

6M

Conservative estimates suggest that there are more than 3 million LGBT people age 55 and older in the U.S.—1.5 million of whom are 65 and older. This over-65 segment will double in the next few decades as millions enter retirement age.



PARTNERSHIP OPPORTUNITIES

SAGE understands the inherent value of creating strategic partnerships with like-minded companies. Collaboration strengthens SAGE and its partners, providing unique opportunities to link social impact with positive outcomes for business.

SAGE has successfully teamed up with companies in a variety of ways, including:

Shared-value partnerships. Our corporate partnerships leverage our respective core competencies and lead to co-created content and improved products and services that reach the burgeoning wave of our demographic. In turn, we increase trust, relevance and integrity for our partners.

Skills-based volunteering. Volunteer work can provide opportunities for professional development by connecting company employees to our programs and stakeholders, yielding insight into this rapidly growing market segment.

Purpose-driven community engagement. We offer our partners' employees enriching personal experiences while promoting intergenerational exchanges within the LGBT community.

Event sponsorship. Through customized sponsorship packages we create positive associations between our partners' brand and SAGE's mission in the eyes of our consumer demographic.

To discuss partnership opportunities, please call [212-741-2247](tel:212-741-2247)

\$917B

Recent market research has found that the combined purchasing power of LGBT adults in the U.S. exceeded \$917 billion in 2015, and that LGBT consumers and their networks are extremely brand loyal.





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lgbtagingcenter.org

SAGE (Services and Advocacy for GLBT Elders)

is the country's largest and oldest organization dedicated to improving the lives of lesbian, gay, bisexual and transgender (LGBT) older adults. Founded in 1978 and headquartered in New York City, SAGE is a national organization that offers supportive services and consumer resources for LGBT older adults and their caregivers, advocates for public policy changes that address the needs of LGBT older people, and provides training for aging providers and LGBT organizations, largely through its National Resource Center on LGBT Aging. With offices in New York City, Washington, DC and Chicago, SAGE coordinates a growing network of affiliates across the country.

