



AGE FWD

The Pride Chamber AgeFWD (Flourish With Dignity) network and resource program for professionals Serving LGBTQ+ Older Adults in Central Florida



2026

Proposal to establish a new Chamber Program

Presented to the Board of Directors of The Pride Chamber by Tee Rogers, Board Member

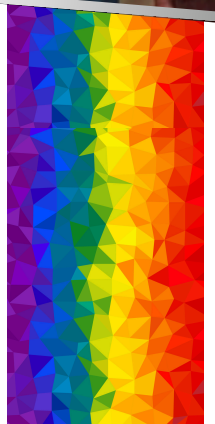
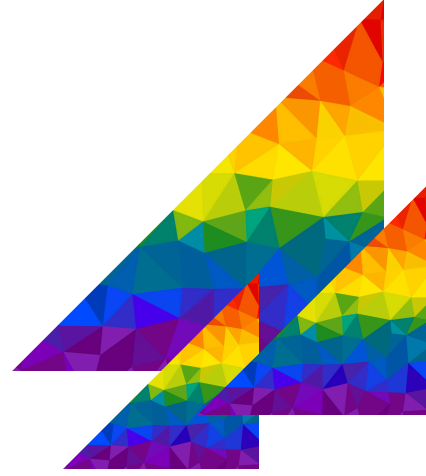




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PURPOSE STATEMENT



AgeFWD seeks to unite professionals and businesses within the Pride Chamber of Commerce who serve the unique needs of older adults in Central Florida, with a particular focus on the vibrant and growing LGBTQ+ senior population.

Older LGBTQ+ adults often face a distinct set of challenges, including social isolation, discrimination in healthcare and housing, financial insecurity, and a lack of culturally competent services. Many endured decades of societal prejudice, leading to complex histories and unique support requirements as they age that are not understood, affirmed, or even accepted by many health and deathcare professionals.

We can significantly increase education and awareness of these critical issues among both our members and the wider community.

We aim to foster a network of professionals committed to providing affirming, inclusive, and high-quality services to LGBTQ+ seniors. This collaboration will not only enhance the well-being of older LGBTQ+ adults but also create a valuable referral network and shared knowledge base for businesses and professionals committed to this underserved demographic.

Ultimately, by bringing these issues to the forefront, we can advocate for policies and practices that ensure older LGBTQ+ adults in Central Florida can age with dignity, respect, and access to the resources they deserve.



VISION & MISSION

VISION

A Central Florida where every older LGBTQ+ adult ages with dignity, respect, and seamless access to inclusive services and a vibrant, supportive community.

MISSION

AgeFWD fosters collaboration among Pride Chamber members to raise awareness, address unique challenges, and provide comprehensive, affirming support for professionals who serve Central Florida's older LGBTQ+ population.



STRUCTURE

AGE FWD Leadership Council

The coordinating council for AgeFWD shall consist of a minimum of four people, to include a Liaison to the Board of Directors, a council Chair, and additional Council members.


Leadership Council members must be Members in Good Standing with the Pride Chamber of Commerce.

Meetings

Leadership Council meetings shall be held at least once per quarter and as needed to plan events and activities and to achieve goals.

Networking style meetings will be held regularly and will be open to Chamber members and guests who serve diverse older adults.





There are
more than

42,336

LGBTQ+
adults in
Central
Florida who
are 55+.

*Understanding this is a
minimum number based
on reported statistics.*

SERVICE DEMOGRAPHIC

The network is for professionals, businesses, and industries in Central Florida serving LGBTQ+ older adults (55+). The impact is greater inclusion for the LGBTQ+ older adult communities.

Statistical Derivation:

$784,000$ (55+ population) \times 0.054 (LGBTQ+ percentage) = $42,336$

LGBT: Florida Overall: The Williams Institute at UCLA Law estimates that 5.4% of adults in Florida identify as LGBT (combining 2020-2021 BRFSS data). Other sources, like Gallup/Williams 2019, put it at 4.6% of adults. For the purpose of estimation, 5% is a good, conservative figure to use for the overall adult population in Florida.

AGE: Current Population (Orlando MSA): The Orlando-Kissimmee-Sanford, FL Metro Area has a population of approximately 2.8 million (as of recent Census data, likely 2023 estimates).

Age 55+ Demographics (Orlando MSA): The Orlando region's demographics indicate: 11.9% of the population is aged 55-64 and 16.1% of the population is aged 65+.



MEMBER PROFILE



Who will our members be?



EXAMPLES OF POTENTIAL BUSINESS CATEGORIES:

- Healthcare and Deathcare Professionals, Providers, and Advocates
 - Hospitals & hospice, home health, mental health, nurses and doctors, funeral professionals, skilled / episodic care, rehab centers, clinics and medical care providers, dental, vision, physical therapy, Aging Life Care Professionals / Geriatric Care Managers, massage/chiropractic, alternative medicine providers, etc.
- CELA (Certified Elder Law Attorneys), estate planning attorneys, guardianship attorneys, other attorney specialists (e.g., immigration/Emigration), etc.
- SRES (Senior Real Estate Specialists), senior-specialized movers, estate sale specialists, etc.
- Aging In Place providers - home health aides, personal care aides, home and pet care, renovations and accommodations specialists and contractors, disability support, etc.
- Financial Advisors, Medicare and Medicaid Specialists, Social Security specialists, health & life insurance agents
- Veterans Benefits specialist, Veterans medical providers
- Housing Communities (IL/ALF/Memory Care, and CCRCs) and housing placement specialists and services
- Advocacy groups and non-profits focused on older adults and/or LGBTQ+, Senior Centers, community programs for seniors
- RSSI (Religious, Secular, and Spiritual Identity) community and support
- *Any other professional who serves diverse older adult clients*

THE GAPS

There are professionals in our community serving older adults who would like to increase competency in serving LGBTQ+ clients, gain knowledge of relevant resources in Central Florida, and have a network of like-minded professionals for support and referrals.



Competency

There are programs out there for such education, but none dedicated in our local community, for our local professionals.

Resources

There is no hub for LGBTQ+ elder-serving professionals to access resources and ideas.

Network

There are many networking groups for professionals and for professionals serving older adults, but none for those who serve or want to serve diverse LGBTQ+ clients.

2026 GOALS

When we find gaps, we build bridges.



Host at least one Workshop / Seminar

Address a key topic relevant to LGBTQ+ seniors and the professionals serving them such as navigating elder care legal issues, addressing mental health and isolation in older LGBTQ+ adults, understanding disparities in culturally competent healthcare, diverse identity deathcare planning issues, financial planning and real estate for LGBTQ+ seniors, etc.

Bring in at least five new Chamber members

Contribute to Chamber growth by bringing guests to chamber events and increasing chamber membership.

Facilitate at least two networking events

Create a framework for quarterly or bi-annual (or other timeframe to be decided) opportunities for professionals to build relationships and share resources.

Establish a formal liaison program and pilot it with at least three local senior-focused businesses or organizations.

Create an intentional pipeline of information and professional support for businesses and organizations in Central Florida.





POTENTIAL REVENUE IMPACT FOR THE CHAMBER

Membership Growth - Addresses a potential market gap in our programming that could attract new business members through its activities and outreach.

Membership Retention- Specialized, relevant programming increases the value proposition of the chamber for its members.

Registration Fees - The program may host educational workshops, seminars, and networking events (e.g., "Navigating elder care legal issues," "Mental health for older LGBT adults").

Exhibitor / Vendor Fees - The group may host larger events like a "Pride Senior Health & Resource Fair" or a "Senior Care Business Expo".

Sponsorships - The group may attract a new host of businesses and organizations that will want to sponsor chamber events.

Grant Opportunities - Focusing on an often underserved, demographic (older LGBTQ+ adults) makes the program highly appealing to philanthropic foundations, government grants, and community organizations.



POTENTIAL BENEFITS TO MEMBERS

- Identify strategic referral partners
- Enhance economic success through referrals
- Increased visibility and brand recognition
- Strengthen relationships with other Chamber members who serve older adults
- Opportunities for collaboration and peer mentorship
- Access to affirming resources and information relevant to serving LGBTQ+ older adults
- Opportunities for contribution, leadership, and Chamber involvement
- Professional development and access to specialized training and resources on LGBTQ+ aging
- Improved inclusive business practices



SUMMARY

In conclusion, AgeFWD represents a vital and timely opportunity for the Pride Chamber of Commerce to expand its impact, deepen its commitment to economic equality, and provide valuable programming and resources to a deserving and often overlooked segment of our community.

We believe that establishing AgeFWD as an official program of the Chamber will significantly strengthen our organization's mission and truly make a difference in the lives of older LGBTQ+ adults in Central Florida.



thank you