

# **Empowering Lives: Caring for Medellín's Elderly Together**

# FÉNIX

**Rotary Club Medellín** 

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Medellín



## The Problem:

## Challenges Our Seniors Face

Fenix targets the 3 greatest challenges faced by our elders.

These statistics from 130 disabled elderly

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**Isolation** 

Limited Access to TUE 1
Healthcare

Poverty

Loneliness affects 40% of seniors, leading to emotional and mental health challenges.

Chronic health issues
worsen for 75% of
seniors with limited
medical access, especially
disabled elderly with no
access to transportation
or house visits.

100% of disabled elderly individuals in our care rely entirely on Fénix for survival.

Nestor:

"I found not just help, but a family."





The Solution: Our Holistic Approach to Elderly Care

01

#### **Physical Well-Being:**

Fénix provides healthcare services, nutrition support, and physical activity programs to ensure seniors maintain a healthy and active lifestyle.

02

#### **Emotional Support:**

Through counselling, group therapy, and social activities, we create a sense of belonging and emotional resilience for Medellín's disabled elderly.



#### **Education and Skill Development:**

Workshops and learning opportunities empower seniors with new skills, fostering independence and lifelong growth.

04

#### **Community Engagement:**

Fénix strengthens intergenerational connections and promotes social inclusion through collaborative community initiatives.



# The Impact: Empowering Disabled Seniors in Medellín



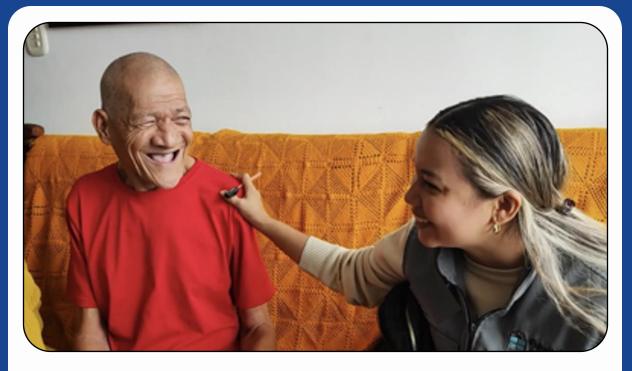
Improved Quality of Life

Fénix improves daily living for seniors by addressing their physical, emotional, and cognitive needs holistically.



Stronger Family & Community Ties

Families and communities are empowered to play an active role in creating an inclusive environment for seniors.



**Empowered Seniors & Caregivers** 

Fénix equips seniors with new skills and caregivers with the tools to manage their roles effectively.



## Invest in Impact:

# Creating a Self-Sustaining Future for Seniors

Rotary's help today creates the foundation for a self-sustaining, scalable model tomorrow.



Municipal & Government Partnerships

We collaborate with local governments to integrate Fénix into public elderly care policies, securing long-term public funding and expanding services to a wider population in need.



"Sponsor a Senior" Individual
Giving Program

Donors can adopt a senior by funding their monthly care, meals, and medical assistance, ensuring direct, long-term financial stability for both the elderly and the program.



Corporate Social Responsibility (CSR) Partnerships

We collaborate with corporate partners that integrate our project into their CSR initiatives, ensuring ongoing funding and employment opportunities for seniors in







# Caring for our elders is not just charity—it's a responsibility that defines our humanity.



# THANK YOU!

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