


# Empowering Lives: Caring for Medellín's Elderly Together


# FÉNIX

## Rotary Club Medellín

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# The Problem: Challenges Our Seniors Face

Fenix targets the 3 greatest challenges faced by our elders.

These statistics from 130 disabled elderly individuals in our care show the true impact of

## Isolation

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

## Limited Access to Healthcare

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

## Poverty

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.

03

## **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 company-led projects.




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



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# THANK YOU!

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