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For Immediate Release

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San Diego Seniors Community Foundation to Deliver Inaugural State of Seniors Address and Unveil a Landmark Initiative

The State of Seniors address is an assessment on
San Diego Older Adults as well as initiatives to help improve their lives.

San Diego, Calif. (March 24, 2026) -- San Diego Seniors Community Foundation (SDSCF) is holding the **first-ever State of Seniors address.** Much like a State of the Union, the State of Seniors report provides a candid assessment of where San Diego stands today on the critical issues facing its older adults (housing, healthcare, care access, and longevity), and the picture it paints is sobering. The address will be on Monday, March 24.

The State of Seniors address will deliver a candid, data-driven assessment of where San Diego stands today on the critical issues facing its more than 730,000 older adult population, a number projected to exceed one million by 2040. The report brings to light the hard truths about aging in San Diego and the urgent decisions that must be made to drive meaningful, lasting impact.

The State of Seniors in San Diego is at a precarious crossroads. Good work is being done in the community and there is still time to bolster our systems. But the demographic realities of dramatic increases in the number of older adults, coupled with rising economic insecurity, mean the clock is ticking.

“Decisions made now — across policy, philanthropy, housing, healthcare, and transportation — will shape how this region ages for the next half-century,” said Paul Downey, Chief Advocacy Officer, San Diego Seniors Community Foundation. “Only through strategic collaboration among aging services, nonprofits, philanthropies, and government can San Diego build a future where seniors are valued, supported, and empowered.”

Key Findings:

- **Urgency:** More than 730,000 San Diego County residents are age 60 or older today, projected to exceed one million by 2040, yet two in five seniors lack the $30,000 annually needed to cover basic needs. Coordinated action across government, philanthropy, and the aging services network is urgently needed before the window to build adequate infrastructure closes.
- **Economic Insecurity:** 56% of San Diego seniors are housing cost-burdened, more than 2,400 became homeless for the first time in 2025, and 184,000 face food insecurity. Targeted investment in affordable housing, rental assistance, and expanded food access programs is essential to stabilizing the growing number of older adults in crisis.

- **Elder Fraud:** San Diego seniors lost nearly $140 million to financial fraud in 2025 which is low since most victims are too embarrassed to report their incident. Expanded community education, stronger coordination with law enforcement and financial institutions, and public awareness campaigns are critical to turning the tide.
- **Ageism:** Ageism costs older adults jobs, healthcare, and dignity. 48% of older adults report lower earning potential due to age discrimination and only 5% of healthcare providers trained in geriatric care. Combating ageism requires inclusive workplace policies, increased geriatric training, and a cultural shift that recognizes older adults as vital contributors.
- **Healthcare:** With nursing home costs reaching $205,422 annually and a projected shortage of 3.2 million direct care workers in California by 2030, the current healthcare model is unsustainable. A shift toward preventive, community-based care, including telehealth and mobile health services, is essential to keeping seniors healthier and out of costly institutional care.
- **Longevity:** About a third of San Diego seniors are socially isolated. This is a condition that raises dementia risk by 50% and early mortality by up to 26%. San Diego must move beyond simply extending life and invest in programs that help older adults thrive with purpose, connection, and opportunity.

Longevity Fund and the Longevity Club

As part of today's address, SDSCF is proud to announce the launch of its $2 million Longevity Fund philanthropic campaign, a bold initiative designed to establish a groundbreaking Longevity Club in East County and provide substantial grants to existing senior centers, empowering them to elevate their longevity-focused programming and services.

The Longevity Club is not your traditional senior center. It is a revolutionary reimagining of what it means to age well in a dynamic, welcoming environment dedicated to supporting the physical, mental, and social wellbeing of older adults. Picture state-of-the-art fitness centers and tailored classes, a hub of lifelong learning offering programs in arts, technology, travel, and finances, and dedicated case managers to help members navigate Social Security, Medicare, housing support, and more. Most importantly, it is a true gathering place where older adults belong, connect with peers, build new friendships, and pursue their passions.

The campaign has already gained significant momentum. The Grossmont Healthcare District provided a generous $250,000 grant to jumpstart the effort, with additional support from the Sahm Family Foundation and the West Health. With these generous donations, SDSCF has already secured more than $530,000 in seed funding and is now launching a capital campaign with goal of $2 million.

The Longevity Fund reflects SDSCF's commitment to changing the conversation around aging to ensure that every older adult in San Diego can pursue a life filled with purpose, connection, and fulfillment.

Event Details

Monday, March 24, 2026

11:00 a.m. – Program begins

Grossmont Healthcare District Library

9001 Wakarusa St., La Mesa, CA 91942

Editor's Note – Pre-event interviews, a copy of State of the Seniors report, broll and photos are available upon request.

About San Diego Seniors Community Foundation

The San Diego Seniors Community Foundation (SDSCF) is the first community foundation in the United States dedicated exclusively to seniors. A 501(c)(3) nonprofit, SDSCF works to strengthen the physical, mental, financial, and social well-being of older adults by addressing the most urgent challenges facing an aging population. Through education, advocacy, and strategic partnerships, SDSCF focuses on preventing elder fraud, combating senior isolation, supporting healthy aging, and building the infrastructure seniors need to live safely, independently, and with dignity. www.sdscf.org.