

Fundraising Plan  
Positive Aging Research and Extension Center  
(PAREC)  
**Making Contribution to the Aging Society**  
December 16, 2019

**1. Purpose of Establishment**

Taiwan with aging population passed the Long-Term Care Policy in 2015 and came into effect in 2017. Government agencies are now most concerned about the sources and training of long-term care personnel. From a positive aging perspective, aging is no longer synonymous with frailty and weakness. If older people do exercises to sustain their mental and physical health, the occurrence of illness can be reduced, thereby holding off the need for costly medical procedures and freeing up valuable human resources in the medical sector. The Center was established to attain a number of other objectives, which are outlined as follows.

- (1) Research Aspect: Apply social constructionism to deconstruct stereotypes assigned to older people, thereby allowing them to view aging in a more positive light and consequently develop the ability to adapt to modern society.
- (2) Extension Aspect: Offer courses for older people that include exercises to improve their mind and physical fitness and provide them with medical knowledge, thus reducing the occurrence of illness.

This approach will first be applied to one community, and after achieving success the method will then be replicated in other communities. By joining one dot at a time to form a larger pattern, the project will benefit communities far and wide, spreading a positive view of aging and helping cut down medical expenses for society as a whole.

**2. Organizational Structure**

As shown in Figure 1, the Center has set up three separate divisions as follows: (1) the Human Resource Development Division; (2) the Retirement Lifestyle Planning Division; and (3) the Education and Extension Division.

By providing assistance with second career opportunities, arranging leisure and recreation courses for retirees, and holding community lectures, the Center promotes a positive aging perspective which breaks down age-based stereotypes and enables older people to lead a more diverse and vibrant lifestyle well into their later years.

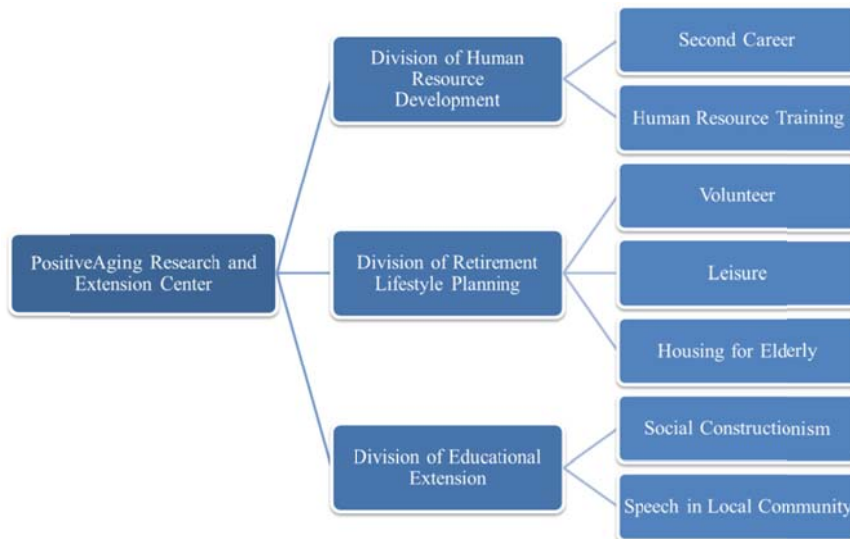


Figure 1: Positive Aging Research and Extension Center Organizational Structure

### 3. Members of the Center

The Center consists of two honorary advisors, Dr. Kenneth Gergen (a World-renowned leader of social constructionism and President of the Taos Institute in the US) and Dr. Mary Gergen (a World-renowned gerontologist); one advisor, Dr. Shi-jiuan Wu (Founder of Center for Creative Dialogue in Taipei, Taiwan), responsible for all consultancy matters; a chair, Dr. Su-fen Liu (Associate Professor, Dept. of Marketing and Distribution Management, National Pingtung University), responsible for setting policy directions and overseeing all matters of business; three section directors charged with reviewing research and extension projects; and an assistant to help with administrative work, and to carry out miscellaneous office tasks.

### 4. Operating Plans

#### (1) Research Aspect:

- a. Research on second career opportunities, training, volunteer, leisure and housing for older people, etc.
- b. Conduct research on older participants using both quantitative and qualitative methods to understand the process of deconstructing old

viewpoints and replacing them with new ones. At the same time, conduct research on the effectiveness of instruction as a basis for continuing such projects in the future.

- c. A dementia research center is under construction by the Pingtung County Government in Haifong, Pingtung. It will facilitate local collaboration through the exchange of resources.
- d. Research the feasibility of transforming elementary schools into education centers for senior citizens.

(2) Extension Aspect:

- a. Hire an assistant to set up the PAREC website, promote the concept of positive aging, and provide a positive view and approach to the aging process or state of oneself or others in an aging society
- b. Educational courses will start with the Haifong community first. National Pingtung University (NPTU) will work hand in hand with Haifong Elementary School. The former will organize the courses, while the latter will provide the facilities. Through various course arrangements, senior citizens can make progress in mental and physical stamina.
- c. After this method of collaboration between university and elementary school has been established, it can be duplicated in other schools and regions.

**5. Three-year Operating Plan and Sources of Funding**

- (1) The Research Center will have no staff quota, and all expenses related to everyday operation will be entirely self-funded. It is estimated that in the next three years, the Center will successfully raise or apply for funding equivalent to at least NT \$200,000. All requests for funding reimbursement will be handled in accordance with related regulations.

(2) Three-year Operating Plan:

Time period	Work tasks	Staff
8/1/2019 - 7/31/2020	1. Raise funds or compile project applications. 2. Prepare all necessary hardware and	Chair, Assistant

	software for the Center. 3. Construct center website.	
8/1/2020 - 7/31/2021	1. Raise funds or compile project applications. 2. Conduct research projects. 3. Maintain Center website	Chair, Assistant, Section Directors
8/1/2021 - 7/31/2022	1. Raise funds or compile project applications. 2. Conduct research projects. 3. Carry out extension work. 4. Maintain Center website	Chair, Assistant, Section Directors

## 6. Fundraising Methods

- (1) The income and expenditure, custody and use of donated income should be handled by a special account; the income and expenditure of the fund should have legal vouchers, and the list of donors and donation data should be prepared for the specified number of years to facilitate the supervision of the Ministry of Education and the audit of NPTU.
- (2) For every donation, in addition to issuing receipts, NPTU also publishes donors' information on the Internet every month with donors' permission. Those who are unwilling to reveal their names will have their information covered.

## 7. Objectives of The Fundraising

2019/08/01 – 2022/07/31 at least NT\$200,000

2022/08/31 – 2025/07/31 at least NT\$200,000

2025/08/01 – 2028/07/31 at least NT\$200,000

## 8. Donation Method

Bank for wire transfer

Bank name: Bank of Taiwan Pingtung Branch

Bank address: No. 43 Chung-Shan Rd. Pingtung City, Taiwan

Swift code: BKTWTWTP017

Beneficiary name: National Pingtung University Account 401

Account no.: 017036030441

## 9. Those who donate more than NT\$50,000 (about US\$200) will receive 3



**copies of the book “Positive Aging – A New Vision for Senior Citizens”**

**10. Contact Information**

Founder and Chair of the Positive Aging Research and Extension Center

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**Thank you very much for your donation.**

**Wish you happiness and good health.**