



aging
while
Black®



SOCO BLACK AGING *Summit*

Health Happens in Communities

2027



HIGHROOTS WELLNESS & CONSULTING

We are a community care hub that bridges gaps between healthcare, social support services, and the community. We do this by improving access and navigation to resources. We improve community health through resident-driven insights, data-informed action, and policy and workforce development.

Taking a preventative approach means deeply listening to the stories of people. It means finding the challenges people are experiencing before they turn into long-term catastrophes, and providing solutions that are led by our neighbors.

We achieve our mission by conducting community health needs assessments and evaluations, building health programs, and providing support to community health workers and the organizations that hire them.



Highroots Wellness & Consulting is a member of the Colorado Center for Aging. Membership connects us to a statewide coalition advancing equitable aging policy, peer organizations working in this space, and tools that help us show up more fully for the communities we serve.





Jennaya Colóns PTA, MS, CHES, CBIS

EXECUTIVE DIRECTOR HIGHROOTS WELLNESS

Jennaya has been a dedicated health professional and advocate for over a decade. Community health is her passion, and when she saw gaps in the city she loves, she founded Highroots Wellness & Consulting. She is a Certified Health Education Specialist, maintaining the highest national standards and ethics for health program assessment, planning, implementation, and evaluation. Jennaya holds various community leadership roles focused on improving health access and quality. She is the chair of the Patient Navigation Taskforce for the Colorado Cancer Coalition, and she serves on the Advisory Board for Regional Healthcare Careers for the Pikes Peak Business and Education Alliance. Additionally, Jennaya has been a clinician at Penrose Hospital (CommonSpirit) in outpatient physical therapy for eleven years, helping people regain movement, reduce pain, and improve health. She has also excelled in a previous role as an outreach liaison for the Penrose Cancer Center, increasing access to information and care for the community.

OUR VALUES

Health happens in communities.

Awareness

A sparked insight into what is happening in our community, state, country, and globally to make informed decisions.

Discernment

Assessing beyond surface-level information by leaning into lived experiences to find the best solutions.

Empathy

Listening and relating to what other people experience to support whole community wellness.

Compassion

A call to action to ensure everyone can securely and successfully hold space in our community.



aging while Black



Aging While Black (awB) is a national movement launched in February 2023 that centers the wellbeing, wisdom, and lived experience of Black elders at a decisive moment for aging and racial equity in America. In a period marked by polarization and institutional retreat from equity commitments, awB's work is not simply relevant, it is protective. It safeguards the visibility, dignity, and agency of Black elders while advancing a clear, practice-grounded worldview on what equitable aging requires.

Through a hub-and-network model, awB combines national thought leadership with local action. A central hub develops narrative, tools, and shared learning, while place-based initiatives in cities like Los Angeles, the Bay Area, Chicago, and Denver partner with elders and cross-sector leaders to drive tangible shifts in policy, services, and resource flows. National communities of practice and strategic partnerships with organizations such as AARP, the American Society on Aging, CoGenerate, and the NAACP extend this work across systems.

Now recognized as a leading voice at the intersection of race and aging, awB is focused on strengthening its narrative and cultural infrastructure, deepening impact in key geographies, and scaling partnerships to ensure that aging while Black is visible, valued, and supported in communities nationwide.

*Aging While Black is a registered trademark of Raymond A. Jetson and Kali J. Graves.



Raymond A. Jetson & Kali J. Graves



In February 2023, Raymond and Kali launched Aging While Black, a movement designed to amplify the voices and experiences of Black elders, reimagining aging at the intersection of race. With a deep commitment to reshaping outdated narratives, the movement is built around three pillars: Recalibrating the Village, Embracing Innovation and Rapid Change, and Leaning into Sankofa. Raymond's upcoming book, *Aging While Black: A Radical Reimagining of Aging and Race in America* (Summer 2025), further advances this mission.

A visionary leader, Raymond has spent decades driving change—as a Louisiana State Representative, Deputy Secretary of Health, and pastor of Star Hill Church. As an AARP Purpose Prize winner, Next Avenue Influencer in Aging, and primary caregiver for his ninety-one-year-old mother, Raymond's insights are both personal and professional, shaping his work as a leading advocate for Black elders.

Kali is a strategist, builder, and impact architect, specializing in leading organizations toward meaningful, sustainable change. She has designed and led initiatives that strengthen communities, including programs for Chicago's education system and collective action strategies aimed at transforming conditions impacting Black males in Baton Rouge. Now, as a key force behind Aging While Black, she helps shape its vision, ensuring the movement is both impactful and enduring.

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PILLARS

Aging While Black (awB) is a transformative movement dedicated to improving the aging experience for Black elders through three pillars.

Recalibrate the Village

To be prepared for the oncoming realities of aging while Black, we need a complete overhaul of the ecosystem that engages and supports Black life.

Embrace Rapid Change

Fast moving innovation requires us to adapt to new technologies and systems and recognize their potential for creating new opportunities.

Lean Into Sankofa

The wisdom of the elders is invaluable and must be systemically embraced to build stronger communities.



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FEBRUARY 2027

**The SoCo Black Aging Summit nurtures generational resilience
and vitality for Black residents across Southern Colorado.**



4 WAYS TO PARTICIPATE

Sponsor the Summit

Sponsorships are tailored to your business objectives with maximum flexibility. Sponsoring brands gain visibility, community trust, and leadership in advancing health equity.

Host a Workshop

Engage in specialized gatherings leading up to the Summit. Topics include: Black Caregivers Support Circles, Community Health Screenings, Retirement Planning, and more.

Promote Volunteerism

Your company and leaders have many ways to use their time and talent as Summit volunteers.

In-kind services or Donations

In-kind donations for swag bags, door prizes, and media spots help ensure a successful summit.





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FEBRUARY 2027

Presenting Sponsor

\$5000

- Speaking opportunity at the plenary luncheon.
- Logo featured on all participant thank-you emails (sent after event).
- Verbal recognition during the opening plenary luncheon.
- Recognition on the event's Facebook page.
- Logo featured on all print promotional materials.
- Recognition in Summit event news releases.
- Rights to promote sponsorship in company materials.
- Logo featured on the event landing page.
- Opportunity to display a banner at the Summit.
- Opportunity to connect with the community through gatherings leading to the Summit.
- A recognition gift award after the event.



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FEBRUARY 2027

Gold Sponsor

\$2500

- Verbal recognition during the opening plenary luncheon.
- Recognition on the event's Facebook page.
- Logo featured on all print promotional materials.
- Recognition in Summit event news releases.
- Rights to promote sponsorship in company materials.
- Logo featured on event landing page.
- Opportunity to display banner at Summit.
- Opportunity to connect with the community through gatherings leading to the Summit.
- A recognition gift award after the event.





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Silver Sponsor

\$1500

- Recognition on the event's Facebook page.
- Logo featured on all print promotional materials.
- Recognition in Summit event news releases.
- Rights to promote sponsorship in company materials.
- Logo featured on event landing page.
- Opportunity to display banner at Summit.
- Opportunity to connect with the community through gatherings leading to the Summit.
- A recognition gift award after the event.





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Bronze Sponsor

\$500

- Logo or name included in event program.
- A recognition gift award after the event.



Contact Highroots Wellness

Highroots Wellness & Consulting is available to help answer questions and provide information. Don't hesitate to get in touch with us if we may help in any way.



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