

BECOMING A PARTNER SANTA FOR SENIORS OVERVIEW

OUR GOAL

To reach 100,000 isolated seniors, all over the country, through Santa for Seniors by 2033.

OUR SUCCESS

In our five year program pilot, SFS was hugely successful, allowing us to reach more isolated seniors and connect them to critical and life-saving services. SFS has also made our organization stronger - helping us to expand our pipeline of volunteers, grow our in-kind gifts and donors, build stronger partnerships, and increase our visibility.

SFS: WHY IT MATTERS

Santa for Seniors (SFS) is a program that combats the public health crisis of isolation.

Through year-round touchpoints, this program aims to improve isolated seniors' health by strengthening social connections and building bridges to ensure their basic needs - like food, transportation, and medical services - are met.

WHAT'S IN IN FOR YOU

CONNECT WITH MORE ISOLATED SENIORS

In May 2023, [the U.S. Surgeon General](#) recognized that loneliness, isolation, and lack of connection is an urgent public health crisis that exacerbates mental and physical health challenges and even increases risk for premature death. SFS offers our seniors more than once-a-year gifts; it builds a year-long cadence of interactions, touchpoints, and connections that can benefit their health.

RAISE AWARENESS, BUILD BRIDGES

SFS brings seniors' isolation - which is often overlooked - into the spotlight. In five short years, we increased by nine times the number of isolated seniors our services reached - and now many of them are looped in to receive comprehensive services from us and other partners.

CONNECT WITH DONORS AND VOLUNTEERS

Schools, businesses, and community groups are looking for easy, fun, plug-and-play volunteer and in-kind giving opportunities - and SFS is the answer! Through SFS, we now have 467 volunteers onsite and 53 satellite volunteer groups that last year created over 8,800 gifts and connection points with isolated seniors. SFS also helped us to grow our in-kind donations from \$800 annually to over \$13,000 annually in just four years.

WHAT WE SHARE

A TURNKEY, READY-MADE, PROVEN PROGRAM THAT SAVES YOU AND YOUR TEAM TIME

We provide materials and a how-to guide that helps you gain efficiency while you build this proven program within your own organization. The program is ready to go - with everything from branding, to sample messaging, to step-by-step manuals on how to run the program, to forms for volunteers, and so much more. We will also provide your team customized trainings on donor engagement or any topics you need to be successful.

IN-KIND SUPPORT TO GET YOU STARTED

We know it can take time to get a program off the ground, so we're here for you from the beginning! For the first year, the SFS program is **free**, and we provide the **gifts for your recipients**. As excitement grows in your community, we help you build the infrastructure that allows your SFS program to flourish.

WHAT YOU NEED

WE'VE FOUND THAT PARTNERS WHO WILL BE MOST SUCCESSFUL WITH SFS HAVE THE FOLLOWING CHARACTERISTICS:

- Vested interest in senior services
- Connection to community resources
- A strong volunteer base
- Space to receive, store, assemble, and deliver gifts (ideally with a warehouse and receiving dock)
- Desire to support low or fixed income seniors
- Can provide a three year commitment



LEARN MORE AND BECOME A PARTNER

If Santa for Seniors sounds like a good fit for your organization, let's talk! Please email me at the address below, and I would be thrilled to tell you more!

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