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**Volunteer Caregiving movement prepares for 40th Anniversary**

***Local Public Affairs firm to lead communications pro bono***

Stacy Miller Public Affairs, Inc. is donating the firm’s services to The National Volunteer Caregiving Network in anticipation of the 40th Anniversary of the launch of volunteer caregiving.

Pioneered in 1984 by the Robert Wood Johnson Foundation, the Volunteer Caregiving movement was designed to serve vulnerable populations such as frail seniors, people with disabilities and AIDS patients who benefit from the helping hands of good neighbors.

Volunteers are vetted and trained to provide non-medical, non-professional services at no cost to members of their local community. Services such as transportation to medical appointments, grocery shopping, picking up prescriptions, meal prep, changing a lightbulb and even a friendly visit are examples of daily activities that allow people to continue to live independently in their own homes throughout life.

As the 40th Anniversary approaches, Stacy Miller Public Affairs, Inc. will be working with the National Volunteer Caregiving Network to provide a creative campaign template available to more than 1,000 programs throughout the United States, and the territories of Guam, Puerto Rico and Virgin Islands.

Based in Ventura County, Stacy Miller Public Affairs, Inc. is a full-service communications and public affairs firm that serves a wide-range of public sector, private and non-profit clients.

“We are your firm that understands and responds to rapidly changing stakeholder and media conditions, both traditional and online. Where others see challenge, we see opportunity—allowing us to capitalize on new opportunities for our clients,” said President & CEO Stacy Miller.

“The pandemic lockdowns demonstrated to us how critical the Volunteer Caregiving movement is for vulnerable populations in our nation, but more than 1,000 programs continue to fly under the radar. Our team is looking to change that perception,” added Miller.

NVCN’s 40th Anniversary Campaign plans will be led by the firm’s Chief Strategist Gail Morgan, who brings more than 35 years of communication experience in the public sector and nonprofit arena. Volunteer Caregiving Organizations need not be a member of NVCN to access the strategic plan for the 40th, but they will need to sign up for a temporary trial membership at no cost.

For more information, email Kaylin@nvcnetwork.org or visit<https://nvcnetwork.org/wp/index.php/organization-membership/>

For more information about Stacy Miller Public Affairs, visit<https://stacymillerpa.com/team/>

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