



**For maximum exposure, please
reserve your sponsorship as soon as possible**

To Whom It May Concern:

Solo agers (aging in place) represent a rapidly expanding and susceptible group within our nation. **At no time in our history has it been more important for individuals to step forward and contribute their time and resources to support this successful social services initiative:** Volunteer Caregiving. Currently, more than 350,000 volunteer caregivers are serving more than 500,000 seniors and people with disabilities. Our goal is to double or even triple our volunteer base between 2024 and 2029.



If we learned anything from the COVID-19 pandemic, the need for Volunteer Caregivers who would serve our homebound elderly and disabled was essential to meeting the most basic needs in our communities. At the heart of this mission are volunteers who combat loneliness and isolation. These two issues are so critical that the Centers for Disease and Prevention, National Institute of Health, World Health Organization,



and National Council of Aging, have deemed them a public health crisis. This demonstrated model of success will mark 40 years in 2024, with volunteers stepping up across the nation to deliver groceries, pharmaceuticals, and providing personal transportation to critical medical appointments like dialysis and chemotherapy—when others couldn't or wouldn't. **Please consider a volunteer commitment as well as local or national sponsorship gifts.**

We are not medical or professional services; We are helping hands with hearts who care. Our programs are rooted in community-based organizations, hospitals, government agencies and faith-based communities. In fact, we trace a large number of our programs to the original Faith in Action—an outreach project that helped to establish volunteer caregiving in pockets where our administrative functions could best serve large circles of individuals who were naturally-inclined to support each other.

In conjunction with the National Volunteer Caregiving Network • www.nvcnetwork.org • (512) 582-2197
100 percent of your local gift serves your local community



The Silver Tsunami is here. More than 10,000 Americans are turning 65 every day. **America has more people over the age of 85 than we do under the age of five.** This socio-economic shift impacts employees, families and neighborhoods. Investing in Volunteer Caregiving could not be more critical than it is now. We must prepare as a nation—and we must encourage volunteerism. That's what **40 for 40** is all about!

Our campaign asks individuals to lend their time and talent by contributing 40 hours to their local volunteer caregiving organization. With upwards of 1,000 programs around the country, **40 for 40** has an opportunity to double or triple the number of volunteers serving seniors and people with disabilities.

We can't advance our mission without your help. The average volunteer caregiving program operates on \$350,000 per year while serving an average of 500 people. By supporting **40 for 40**, you will take the lead in raising awareness of one of the fastest growing populations in America. You will be a champion for volunteerism.

Please consider offering a volunteer commitment of 40 hours for each of your employees. Your corporate presence will be widely enjoyed throughout the community.

Thank you for your consideration,

Inez Russell

Board President

National Volunteer Caregiving Network

boardpresident@nvcnetwork.org