***Directions:*** *Customize this opinion piece (OP-ED) for your local media by dropping in the correct, local data in the spaces highlighted in yellow. This can be signed by agency directors or board members (more than one signature is great!)*

**SPECIAL TO THE <YOUR LOCAL PAPER HERE>**

The Silver Tsunami is here, and the visual of a tsunami couldn’t be stronger. More than 10,000 Americans are turning 65 every day. America has more people over the age of 85 than 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 right now.

Here in <YOUR COUNTY>, we estimate that there are <CHECK CENSUS DATA FOR NUMBER> seniors and people with disabilities in need of some help that volunteers can offer. If we learned anything from the COVID-19 pandemic, the need for volunteers who would serve our homebound elderly and disabled was essential to meeting the most basic needs in our communities.

This demonstrated model of success includes volunteers stepping up to *deliver groceries, pharmaceuticals, and providing personal transportation to critical medical appointments like dialysis and chemotherapy*—when others couldn’t or wouldn’t. We are not medical or professional services; we are volunteers who care. Locally, the <NAME OF YOUR ORGANIZATION> organization provides help to more than <#> homeboundseniors per month, at no charge to our clients.

<NAME OF YOUR ORGANIZATION> mission is to promote the health, well-being, dignity, and independence of frail, homebound elders through one-on-one relationships with trusted volunteers. We provide non-medical, in-home support services and transportation for homebound, frail elders, preventing their premature placement into board and care facilities and making it possible for them to continue to live in the comfort and security of their own homes.

By supporting your local Volunteer Caregiving organization with a few hours a month, you will be helping to serve one of the fastest growing populations in America. Volunteers are needed now more than ever; we hope you can help!

YOUR NAME HERE

TITLE (Executive Director, Board of directors, etc.)

Website address