

### ***Be a Santa to a Senior – Key Messages***

- Home Instead Senior Care offices across Toronto have partnered with retailers, nonprofits and community organizations to make sure isolated seniors receive gifts and companionship through the *Be a Santa to a Senior* program.
- According to the Government of Canada’s National Advisory Council on Aging, close to 7 per cent of seniors 65 and older live under the Low Income Cut-Offs (LICO). The figure is considerably higher for unattached seniors, and in particular women.\*
- With the support of area retailers, volunteers and members of the community, local Home Instead Senior Care offices will collect and distribute gifts to seniors who might otherwise spend the holiday alone.
- Christmas trees go up in local businesses/retailers/retirement residences/long term care facilities and feature ornaments with the first names of the seniors and their respective gift requests. Holiday shoppers are asked to pick up an ornament off special *Be a Santa to a Senior* Christmas trees, buy items on the list and return them unwrapped to the store, along with the ornament attached.
- The Home Instead Senior Care office will then enlist the volunteer help of its staff, senior-care business associates, non-profit workers and others to collect, wrap and distribute the gifts to seniors.
- The Toronto Home Instead office owners would like to thank our local partners for making this program possible, including:
  - The Dunfield Retirement Residence
  - Del Manor-North Town
  - Chartwell Avondale
  - Toronto Western Hospital
  - Sherrard Kuzz LLP

- Shoppers Drug Mart
- Starbucks
- *Be a Santa to a Senior* gives back to older adults in our area, many of whom have had significant, positive influence in our lives.
- During this season of giving, we encourage shoppers to buy a little extra to say thank you to these community members.
- More information can be found at [www.BeaSantatoaSenior.ca](http://www.BeaSantatoaSenior.ca).

**General Key Messages for Home Instead Senior Care:**

- Founded in 1994 in Omaha, Nebraska
- The Home Instead Senior Care network is the world's largest provider of non-medical in-home care services for seniors, with 1,000 independently owned and operated franchises providing in excess of 45 million hours of care throughout Canada, Japan, United States, Portugal, Australia, New Zealand, Ireland, The United Kingdom, Taiwan, Switzerland, Germany, South Korea, Finland, Austria, Italy, the Netherlands and Mexico.
- Local Home Instead Senior Care offices employ more than 65,000 CAREGivers worldwide who provide basic support services – assistance with activities of daily living, personal care, medication reminders, meal preparation, light housekeeping, errands, incidental transportation and shopping – which enable seniors to live safely and comfortably in their own homes for as long as possible.
- At Home Instead Senior Care, it's relationship before task, while continuing to provide superior quality service that enhances the lives of seniors everywhere.

*\*Aging in Poverty, National Advisory Council of Aging - Government of Canada; online at <http://publications.gc.ca/collections/Collection/H88-5-3-2005E.pdf>*