

MEDIA ALERT

For Immediate Release

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United Way Suncoast Provides \$8,200 In Emergency Support to Seniors in Service of Tampa Bay, Inc. for Telephone Reassurance Program for Seniors

TAMPA, FL - April 24, 2020 – Seniors in Service of Tampa Bay, Inc. will receive \$8,200 in emergency funding from United Way Suncoast to provide much needed reassurance and wellness checks to seniors as part of the 2nd round of distribution of over \$1,200,000 in funding from the United Way Suncoast COVID-19 Response and Recovery Fund.

“United Way Suncoast, our donors, and volunteers are working hard to serve our community at a time of greatest need. Our region’s business community and many generous individuals have contributed to our COVID-19 Response and Recovery Fund to ensure that we have the immediate resources to support the most vulnerable in our community,” says United Way CEO Jessica Muroff.

“Seniors in Service is so grateful to be selected for support from United Way Suncoast’s COVID-19 Rapid Response Fund for TelePals - ongoing friendly calls to check in on isolated seniors, now the big at-risk group. For some it’s the only human connection they’ll have all day,” stated Seniors in Service CEO, Robin Ingles. “The needs of elders, particularly low-income elders, is not a sexy topic. It’s not easy to solve, and now with COVID-19 it’s even more complex. It’s easy to underestimate the danger of isolation. Loneliness in elders eclipses obesity and even smoking in factors contributing to rapid decline. Reaching out to people with just friendly conversation is easy – anyone can do it. TelePals can make a vital difference in someone’s life.”

Seniors in Service of Tampa Bay, Inc. will use the funds to offer social connection and wellness checks over the phone to seniors through their volunteer based TelePals program. Volunteers ask considerate questions, talk about interests, check on client’s well-being, and refer concerns to expert resources. Volunteers can apply at www.TelePalNow.org.

“It is our job to raise funds, awareness of need, and mobilize volunteers for the critical services needed during this crisis. United Way Suncoast is proud to partner with Seniors in Service of Tampa Bay, Inc. This funding is immediately being put to work to support seniors in our community” says Jessica Muroff, CEO United Way Suncoast.

About United Way Suncoast

United Way Suncoast fights for the education and financial stability of every person in the community through educational programs that give children the skills to succeed, helping adults achieve long-term financial stability and activating caring individuals through volunteerism. We are proud to serve the people of DeSoto, Hillsborough, Manatee, Pinellas and Sarasota counties by operating and funding services and programs to help create a stronger, more vibrant community.

For more information, visit www.unitedwaysuncoast.org.