



FOR IMMEDIATE RELEASE
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AJFCA Launches Senior Resource Connect, An Older Adult Services Website

Baltimore, MD, - July 2015 - The Association of Jewish Family & Children's Agencies (AJFCA) launched Senior Resource Connect, a website that brings the aging services expertise of the AJFCA network to the public, providing information and resources to assist older adults and their caregivers in discussing their needs with aging services professionals via a one-stop connection to local service providers in communities throughout North America.

The aging process presents a myriad of challenges affecting people of all ages and caregivers of older adults experience these issues first-hand. Nearly 30% of Americans and Canadians acting as caregivers, a growing number of which can be classified as long-distance caregivers, living in a different community from the aging parent for which they care. As such the need for information, resources and services to assist both older adults and the individuals that care for them to live happy and healthy lives is more important than ever. In recognition of this need, AJFCA launched Senior Resource Connect in the Spring of 2015. Senior Resource Connect will better position the AJFCA network of community-based Jewish senior services providers to support of older adults to live with health and dignity in the setting of their choosing by connecting them to services and expertise in their own community and communities across North America.

Members of Senior Resource Connect are AJFCA's nonprofit senior services providers, guided by Jewish values and working to support older adults and family members of all backgrounds. Each provider highlighted in Senior Resource Connect offers a unique suite of services to assist seniors and caregivers in their communities. Services may include individualized and group services including information and referral, transportation, home care, caregiver support, meals, and career services. Services may be provided for free, on a sliding price scale or for premium fees depending on the provider and offering. Many Senior Resource Connect organizations employ experienced care managers to help older adults and their loved ones navigate the complex service system by working with them not only to find needed services, but to assess their current situation, understand possible solutions, and develop and implement a care plan while acting as an advocate and manager in the provision of care.

Senior Resource Connect is a valued benefit to AJFCA member agencies, serving as a medium where the public can easily locate local and national information and resources to better aid them in managing their needs or those of an aging parent, spouse or relative through experienced service providers. Member agencies are entitled to feature their services through a provider listing that links to their own website and through the Information & Resources section where they can share their expert advice for those looking for guidance.

ABOUT

Incorporated in 1972, The Association of Jewish Family & Children's Agencies (AJFCA) is a membership organization for Jewish human service agencies in the United States and Canada. AJFCA has approximately 125 member agencies, representing most of the eligible Jewish family and children's agencies in North America.

Strongly rooted in Jewish tradition and values, Jewish family service agencies throughout North America care for the elderly, open doors to the disabled, lift up the unemployed, counsel families and those in mourning, build homes, support education, help immigrants begin anew and more. AJFCA provides the platform through which the actions of each of our member agencies in their communities are united in a single, strong Jewish response to human need. For more information about AJFCA visit, www.ajfca.org.

Attachments:

- Senior Resource Connect logo
- Sample Facebook & Twitter messages

FACEBOOK

Member Message

We are a proud member of the newly-launched Senior Resource Connect, a network of nonprofit senior services, like us, working to help older adults and their caregivers live with health and dignity. Looking for help for you, a loved one or a parent outside of location? Connect to a provider in your area by searching on SeniorResourceConnect.org

TWITTER

- In the voice of a member agency
 - Proud member of Senior Resource Connect- A network of nonprofit Jewish aging services assisting older adults and their caregivers throughout North America
 - Looking for help for an aging parent in another community? Connect to our network—Senior Resource Connect
 - Check out our new network-Senior Resource Connect-linking you to Jewish senior services throughout North America
 - Check out our new network-Senior Resource Connect-linking you to experts in aging throughout North America
- In the voice of Senior Resource Connect
 - Senior Resource Connect-assisting older adults and their caregivers from the Emerald City to the Sunshine State.
 - Announcing the launch of our network of dedicated nonprofit aging services providers—Senior Resource Connect
 - Having trouble navigating the vast web of senior services? Let us help! Connect to an expert in your area-Senior Resource Connect.org
 - Check out our new network-Senior Resource Connect-linking you to experts in aging throughout North America
 - Check out our new network-Senior Resource Connect-linking you to Jewish senior services throughout North America
 - Senior Resource Connect- A network of comprehensive senior services providers driven by Jewish values



Senior Resource Connect

A Service of the **AJFCA** Network