

June 22, 2015 — VVCC launches "900 New Neighbors" campaign

The Verde Valley Caregivers Coalition has launched the "900 New Neighbors in 2015" major gifts campaign to prepare for the 900 additional older adults who will need services by the end of the year.

VVCC Executive Director Kent Ellsworth said his projections are based on the steady increase in needs each year. Last year VVCC enrolled 650 new neighbors and this year expects to enroll 900.

"The vast majority of the older adults we serve are at an advanced age of 85 and older. Nearly 50 percent of the neighbors we serve are 90 to 99 years of age, and 20 of our clients are 100 plus," Ellsworth said. "They all wish to stay living independently in their homes and community of choice for as long as possible."

VVCC launched its major gifts campaign the beginning of the year and has raised \$120,000 in gifts and pledges. VVCC's Board of Directors led the way by supporting the campaign's Lead Gift of \$50,000 from Charles Marr, vice president, and from Eric Meyers, board treasurer, and his wife Bernadette. The campaign's goal is to raise \$200,000 in gifts and pledges by Dec. 31.

Ellsworth said the purpose of the campaign is "to ensure services are available immediately to the elderly at the time when they need us most." He said services that are essential to older adults living independently in their homes include transportation to medical and other appointments, making their homes safer, assisting their pets, and much more. "And we need to do this for 2,400 elderly," Ellsworth adds.

The campaign's chair, Judith Keane, a former Sedona city council member and vice mayor, says supporting VVCC's mission is critical to the quality of life of the senior members of our community. "There is no better way to help our folks who are ill, fragile, and alone than to support with your dollars and time Verde Valley Caregivers--a true life line in the Verde Valley," she said.

VVCC volunteers have also contributed to the campaign. Dr. Joe and Sonya Landholm, volunteers with VVCC since 2013, believe that donating to local, trustworthy organizations are the key to a thriving community. Joe, who provides transportation, says "To be able to donate to a local organization like Verde Valley Caregivers and see your money being used in action for a great cause is a wonderful feeling."

Sonya, who has provided Care Transitions, hospital to home services, adds, "Some neighbors are very much alone. Those without family or no close friends can feel very isolated. If it weren't for VVCC, older adults wouldn't be able to live alone in the comfort of their own homes. Being able to live independently and comfortably in your own home is a wonderful gift. We believe our own gift to VVCC will contribute to bringing about happiness and independence for older adults in our community."

Ellsworth gives his heartfelt thanks to all of VVCC's donors and encourages others to please give their support too. "Your gifts will help ensure older adults in your community can stay living in their homes for as long as they wish. We can only do this with your contributions."

For more information about donating to the "900 New Neighbors in 2015" campaign, please visit <http://www.vvcaregivers.org/major-gifts-campaign.html>. Pledge cards are also available online. You may also call Linda Clark, development manager at (928) 204-1238.

VVCC is in its 23rd year of service to nearly 2,400 older adults throughout the Verde Valley who need assistance to live independently in their homes. VVCC has over 300 volunteers who provide transportation to medical and other appointments, grocery shopping, hospital-to-home assistance, installation of medical alert units, as well as business assistance, handy person assistance, respite assistance, pet assistance, and more.

To learn more about volunteering please contact Kim Meller, operations manager, at (928) 204-1238 or go to: www.vvcaregivers.org.