

FOR IMMEDIATE RELEASE



Media Contacts:

Chris Culak
Vice President, Development
VNA
214.689.2601
culakc@vnatexas.org

Kristin Dupont
Marketing and Communications Director
The Senior Source
734.776.6221
kdupont@theseniorsource.org

**VNA & The Senior Source Form Collaboration to
Elevate Care for Seniors in North Texas**

DALLAS (November 29, 2017) – North Texas’ premier advocates for seniors, The Visiting Nurse Association (VNA) and The Senior Source, are collaborating and building an Action Plan for North Texas with the goal to create a better system of service for seniors with support from the Better Together Fund. The Better Together Fund launched on June 7, 2017 as a pilot program to drive large-scale social change by supporting nonprofits that come together in a formal collaboration, for a common purpose, as a way to maximize impact.

While the two organizations have worked closely together for many years providing support and care to the aging community, this is the first joint community-wide planning project. When the Better Together Fund was announced, earlier this summer, it was the catalyst that brought these two agencies together. The goal of the project is to create a unified approach and voice for elevating care and expanding services for seniors in North Texas

As America’s population grows, it is estimated that by 2050, people over age 65 will represent more than 20 percent of the population. According to the U.S. Census Bureau, just before 2020, elderly adults will begin to outnumber young children and this trend is likely continue. As such, ensuring seniors have access to the proper resources is more critical than ever to the community.

The first phase of the collaborative effort will be to create and publish a baseline report that identifies critical gaps in the current services available to seniors. The report will also examine the potential pitfalls moving forward if substantial changes are not made. The completed report will be shared in spring 2018 with a large group of interested parties. VNA and The Senior Source hope the report will serve as a catalyst for building awareness of the current climate as well as advocating for the creation of a community-wide Action Plan.

VNA CEO & President Katherine Krause said, “The timing couldn’t be better. We see the need daily in our work, but it is time to elevate the conversation to ensure seniors in North Texas are heard and are getting the care they need and deserve.”

The project is funded through the Better Together Fund, which launched June 7, 2017 to drive large-scale social change by supporting nonprofits that is funding come together in a formal collaboration, for a common purpose to maximize impact.

“As a community, it is vital for us to come together to ensure older adults in North Texas have the tools necessary to thrive” said Cortney Nicolato, president and CEO of The Senior Source. “We will work collaboratively on the plan that will ensure we meet the needs of older adults long into the future.”

The project will kick off by compiling all available data on senior needs and services currently available. VNA and The Senior Source are inviting nonprofits in the North Texas community currently working with seniors to provide information regarding their programs and services for consideration in the report. All interested organizations should submit their information via Survey Monkey at <https://www.surveymonkey.com/r/NT4seniors> by December 8, 2017.

About The Senior Source

Since 1961, The Senior Source has served greater Dallas as the go-to nonprofit for aging services. The agency offers personalized assistance, protection, and connection support to all older adults in greater Dallas for these individuals to THRIVE. As a United Way service provider, The Senior Source offers comprehensive programs for those 50 years of age and older. For more information, contact The Senior Source at (214) 823-5700 or visit www.theseniorsource.org. You can also find The Senior Source on Facebook at <https://www.facebook.com/theseniorsource> or Twitter using the handle @theseniorsource

About VNA

Established in 1934, VNA is a nonprofit 501(c)(3) organization that helps older adults age with dignity and independence at home. VNA is the community’s most trusted provider of quality healthcare services in the home and is the oldest, most experienced Hospice Care provider in Texas. VNA offers Meals on Wheels in Dallas County, and VNA Hospice and Private Care in Collin, Cooke, Dallas, Denton, Ellis, Grayson, Henderson, Hunt, Kaufman, Navarro, Rockwall, Tarrant and Van Zandt Counties. Visit www.vnatexas.org or call 1 (800) CALL-VNA for more information.

#