



## Talking Points for the 7<sup>th</sup> annual *Walk to End Elder Isolation*

- The largest walk to raise awareness and funds to end the epidemic of elder isolation will be hybrid this year. *Take the next step and help us shorten the road of elder isolation.* Together, we'll cross the finish line on Sunday, May 15. Let's get started!
- Since 1984, FriendshipWorks has been at the forefront of reducing elder isolation by matching volunteers to older adults in need of a friendly visit, helping hand, escort to a medical appointment, or the unconditional love of a pet visit. All at NO cost to the elders.
- Volunteer Maggie told us: "After each call, I know without a doubt I've brought joy and light to her life. But what I recall most is how much lighter I felt after talking to her."
- FriendshipWorks continued to connect older adults during the COVID crisis. Tele-friends called elders weekly, some used Zoom or Facetime to meet on-line, and held book discussions, shared crafts projects, took virtual museum tours, and more.
- Sheldon said of his medical escorts: "I always know I can count on the volunteers to give me a hand" His daughter told us: "volunteers have helped keep his window to the world open."
- FriendshipWorks is volunteer-driven and serves elders in Boston, Brookline, Newton, Cambridge, and Somerville.
- MusicWorks has been bringing the joy of music to older adults in senior buildings continuously since its inception in 2015. During COVID, these concerts were held outside.
- Liz reminded us of the power of a match when she said that while this program's purpose is to end elder isolation, many times it feels like Edward has been the one that's making her feel less lonely.
- Elder isolation has always been a problem. But there is a solution, YOU!

FORM A TEAM. RAISE MONEY. WALK. SHARE THE NEWS. VOLUNTEER. DONATE.

Have your own story? Share that! See *Telling your Story* and *Elevator Pitch* for ideas.