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Campaign makes texting a “GRAND” way to help seniors

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Atlantans can honor their grandparents with a text message this month.

Senior Connections, a nonprofit organization based in Chamblee that serves metro seniors 60 and older, regardless of income, has begun a text campaign aimed at supporting its meal-delivery, in-home care and home-repair programs.

The campaign, which runs through the end of September, was launched in celebration of National Grandparents Day on Sept. 12.

By texting “GRAND” to 20222 from your cellphone, you will make a \$10 donation to Senior Connections.

HOW IT WORKS

Want to make a text donation to Senior Connections?
Text “GRAND” to 20222 and a one-time donation of \$10 will be charged to your mobile phone or deducted from your pre-paid balance.
Service is available on most carriers. Messaging and data rates may apply.
Donations are collected for Senior Connections by the Mobile Giving Foundation

“Our research tells us that more and more young people are aware of the needs of Atlanta’s aging community and want to get involved and help – through volunteering, or through new fund-raising ways like this campaign,” said Debra Furtado, CEO of Senior Connections. “You make an immediate \$10 donation when you text “GRAND” to 20222 – it’s a great, direct way to show your support of our work at Senior Connections, and we think it is a great way to honor your grandparents on National Grandparents Day, or to remember the ones you have lost.”

According to the Atlanta Regional Commission, more than 60,000 seniors in metro Atlanta are at risk for hunger on a daily basis. Home-delivered meals may be the only human interaction a senior has that day.

Additionally, as of 2007 more than 6 million children – about 1 in 12 – were living in households headed by grandparents or other relatives.

Many times, grandparents take on primary responsibility for the children’s needs without either of the children’s parents present in the home.

Even if they have food enough for themselves, they may have to stretch it for the grandkids.

Donation can also be made via Senior Connections’ Web site (www.seniorconnectionsatl.org) or by mailing a contribution to Senior Connections, 5238 Peachtree Road, Chamblee, GA 30319.



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