kindness & compassion
INITIATIVE

For Immediate Release

Contact:

Caitlin Crommett

Founder & CEO

caitlin@dreamcatchers1.org

Elaine Arons

Director of Operations

elaine@dreamcatchers1.org

ANNOUNCING: The Launch of the DreamCatchers Foundation Kindness and Compassion Initiative To Combat Senior Isolation Nationwide

During the time of the COVID-19 pandemic, DreamCatchers aims to continue serving our vulnerable populations at risk. To do this, we have launched our **Kindness and Compassion Initiative** to help combat the current tide of social isolation facing the senior population.

Caitlin Crommett, founder of DreamCatchers states "It is up to us to rally around those who need our support the most, especially now. While many organizations are slowing down in this challenging time, we need to ramp up our efforts to continue & even increase our impact and interactions- our services and our people are needed now more than ever."

This nationwide initiative invites individuals and communities everywhere to take part in creating a solution to help alleviate the impact of social isolation on senior well-being through one of two primary methods:

- **Virtual "pen pal" program**: an interactive technology-driven program involving virtual conversations and shared experiences between seniors and volunteers, in the form of a "pen-pal" exchange. Options for video, email or text connections.

- **Video - or physical - greeting cards:** videos or homemade cards created by volunteers to be sent to nursing homes, senior living, and assisted living facilities to increase outside interaction and entertainment for those in isolation.

"More immediately, like everyone else, older people face loneliness, and research shows that loneliness and social isolation can damage our health. As the coronavirus numbers rise, so too may that loneliness. Technology can help reduce feelings of loneliness and even improve health." —Naomi Cahn

Our unique structure already promotes dynamic interactions between the young and old across the nation, putting the organization in a unique position to address this growing issue on a wider scale. Furthermore, these initiatives, primarily targeted at student volunteers, will also serve to help keep students active in their community and engaged at a time when they, too, feel socially disconnected.

We welcome anyone and everyone to join with us on this initiative to spread joy and combat loneliness during this critical time. Because all efforts related to the Kindness and Compassion Initiative are virtual, location does not matter when determining if you are able to engage.

We are currently hoping to identify a manufacturer of technology who wants to join our mission, which will allow for greater reach amongst the senior population that may not have access to appropriate technology to participate. Please reach out to info@dreamcatchers1.org if you might be able to help.

Please visit the link for more information and to sign up for either program: https://www.dreamcatchers1.org/kindness-compassion-initiative/

About Hospice DreamCatcher Foundation: DreamCatchers, founded in 2009, works with high school and college students to fulfill final dreams of hospice patients all over the United States. Currently with 43 clubs in 15 states, DreamCatchers aims to connect youth with those in hospice care, typically the elderly, bridging the generation gap. Our mission is to celebrate all of one's life and grant end of life dreams that are as unique as the individuals we serve. www.dreamcatchers1.org

About Our National Partner, EHORx: Established in 1993, EHO is an experienced, national Hospice Pharmacy Benefit Manager with a deep understanding of the hospice system. Through the partnership, EHO will share its expertise and help DreamCatchers to provide more Dreams to a greater number of patients and to support their efforts for this special initiative to ease senior isolation. Learn more at https://www.ehorx.com/hospice.

Find us on social media:

Facebook: www.facebook.com/dreamcatchersfoundation

Twitter: @dreamcatchersf

Instagram: @dreamcatchersfoundation