

## For-Profit Organizations:

# How You Can Help Older Adults



According to the [U.S. Administration on Aging](#), more than 14 million older adults live alone—often going days or weeks without any social interaction. For many older adults, social distancing during the pandemic has amplified the loneliness they already feel.

[Ready to Care by Home Instead](#) is calling on people with caring hearts to [become a pen pal](#) and write letters to uplift and touch the hearts of older adults across North America. Through our pen pal initiative, organizations can help seniors form meaningful connections.

## Encourage your employees to give back by writing letters...

Volunteerism is an effective way to boost morale among your workforce—building a positive company culture and even helping with employee retention. Not only does a good deed improve your mood, but on a larger scale, it can improve perception of your brand in the community.

Home Instead's pen pal movement is an easy activity to engage employees. Gather members of your organization to write encouraging notes for older adults. You can submit letters online at [ReadyToCare.com](#). Or, send them directly to Ready to Care via email ([info@readytocare.com](mailto:info@readytocare.com)) or snail mail (address below).

### Home Instead

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### Three Tips for Encouraging Employee Volunteerism

1. **Give employees an incentive to volunteer.** Small benefits, such as paid time off, companywide recognition or an extra lunch hour, can motivate your staff to participate in volunteer programs. They can also remind employees that your company's priorities go beyond the business.
2. **Let the team shine.** Empower junior employees to take on leadership roles, whether that's organizing a process for letter writing or packaging the letters to share with Home Instead. New responsibilities can instill confidence in the team and cultivate transferrable skills.
3. **Set aside time for employees to help.** When organizations dedicate time and space for employees to volunteer during normal work hours, they send the message that giving back matters. Consider creating a "Letter Writing Zone" in the break room or even providing flexible clock-in/clock-out hours for staff to share an uplifting note.

**Thank you for helping us fearlessly create today the world  
we want to grow older in tomorrow.**

**For more ideas and inspiration to connect with older adults, visit [ReadyToCare.com](#).**