



Senior Resource
ASSOCIATION

Promoting Independence in our Community

FREQUENTLY ASKED QUESTIONS DURING COVID-19

Q: WHAT SHOULD I TELL FRIENDS AND NEIGHBORS IF THEY ASK HOW THEY CAN HELP?

A: Due to the suspension of programs and cancellation of fundraising events during the pandemic, our organization is suffering a loss of revenue with each passing day. If friends want to make monetary donations, reassure them that the funds will be used to purchase food and daily living essentials for homebound seniors, aid in the cost of delivering those items throughout Indian River County, and help ensure Senior Resource Association (SRA) has adequate funds to operate all programs when the crisis ends. Friends and neighbors can also participate in our “Supplies for Seniors” neighborhood drive. Participants place a basket or bucket outside their home so neighbors can drop essential supplies in it. SRA staff will pick up the supplies and deliver them safely to our seniors. A tool kit for the drive is available through Senior Resource Association and all participants can access the kit by calling **772-569-0760** or by email at **ewilcox@sramail.org**. To make donations online, visit **SeniorResourceAssociation.org**. Thank you – and your friends – for the continued support.

Q: HOW CAN I AND OTHERS GET THE MOST UP-TO-DATE INFORMATION ABOUT SRA’S PROGRAM CHANGES?

A: We created a special COVID-19 page on our website in early March that we continue to update as soon as program changes are made in any area of the organization. We also post updates to our Facebook page. Public Service Announcements (PSA) have been recorded for all iHeart radio stations as well as local AM/FM stations. With exception of mass transit changes, out of courtesy to our clients and volunteers, we mail letters to them in advance of the program changes and before we announce the program changes publicly. Mass transit (GoLine) changes have been implemented and the updates were announced immediately by website, Facebook, press releases, and PSAs.

Q: IS SRA COLLABORATING WITH OTHER LOCAL ORGANIZATIONS?

A: Yes. We are collaborating with multiple organizations to serve as many vulnerable seniors as needed, including but not limited to United Against Poverty, Treasure Coast Food Bank, and The Salvation Army.

Q: IS SRA PURSUING GRANTS TO BRIDGE THE GAP DUE TO LOSS OF REVENUE AND SPECIAL EVENT REVENUE AT THIS TIME?

A: Yes. We have applied for and received several grants, including grants from John’s Island Foundation and the United Way of Indian River County. JIF’s grant allowed us to purchase another large-capacity freezer to safely store up to 1,200 additional frozen meals. United Way’s grants allows us to purchase more food and pay for delivery costs to meet the demand. SRA is also applying for a Meals on Wheels America grant specifically for use during the crisis.

Q: HOW HAS THE PANDEMIC AFFECTED SRA SPECIAL EVENTS?

A: To mitigate the spread of the coronavirus and to protect staff and the community, we cancelled the Silver Tones spring concert. The 5th Annual Pro-Am Golf Tournament was rescheduled for November 16th. March for Meals was cancelled, but many local dignitaries who had planned to participate still showed up to volunteer their time.

Q: WHAT PROTOCOLS ARE IN PLACE TO PROTECT STAFF, CLIENTS AND VOLUNTEERS?

A: We immediately instituted a temperature-check system for volunteers who continue to volunteer to deliver Meals on Wheels and daily essentials. Our transit buses and vehicles are fogged nightly with a super-concentrated disinfectant and are routinely wiped down throughout the day. Drivers wear masks and are armed with the necessary materials to clean their vehicles as needed. Thanks to a donation from Vero Beach Quilters Guild and Cleveland Clinic, we received 200 handmade masks for our staff, drivers and volunteers. Our DayAway program is temporarily suspended until further notice. We will re-open when the CDC, and local and national health officials deem it safe.

Q: DOES SRA HAVE A CRISIS MANAGEMENT PLAN IN PLACE?

A: Yes. Our marketing and PR agency, The Alexis Agency, immediately implemented and executed the crisis communication plan. Actions and results of this plan have been made available to the Board of Directors by way of Crisis Communication Reports. We will continue to provide these reports as often as necessary until the crisis ends. In addition, in collaboration with Carter Global, the teams are working together to implement new opportunities for future philanthropic initiatives.