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**Sunbeam Invites Community to Support Seniors  
During 65-Hour Online Giving Event in July**

**(OKLAHOMA CITY)** – According to AARP, nearly seven baby boomers turn 65 every minute. This is expected to continue into the 2030s. Sunbeam Family Services seeks to give Oklahomans, who paved a way for current generations, a safe and loving support system through its Senior Services program. From July 9 to 11, donations made to Senior Services through the Give 65 promotion may have twice the impact. Thanks to the Home Instead Senior Care Foundation®, donations may be matched up to \$5,000\*.

Sunbeam is participating in the fourth-annual GIVE65 Event, a 65-hour online giving event to help nonprofit organizations serving seniors raise financial donations online. The 65-hour GIVE65 Event begins at 7 a.m. CDT on Tuesday, July 9 and concludes at 11:59 p.m. on July 11. To make a donation visit [give65.org/SunbeamGivesHope](http://give65.org/SunbeamGivesHope)

“Every gift makes a difference in the life of a senior on the local level,” says Lenli Corbett, executive director of Home Instead Senior Care Foundation. “We’re excited to partner with Sunbeam Family Services for the fourth-annual GIVE65 Event, and we are hopeful our partnership will inspire greater charitable giving in support of seniors who rely on the nonprofit sector to age with independence and dignity.”

The goal for Sunbeam’s one-stop assistance program for senior adults is to encourage independence and self-sufficiency by helping seniors stay active in their lives, connected to their communities and living in their own homes for as long as possible. Last year, Sunbeam supported more than 3,100 seniors through its Caregiver Fundamentals, Senior Companions and Emergency Senior Shelter.

Sunbeam's Caregiver Fundamentals program creates an environment of support for families who provide care to others in their families, including grandparents raising grandchildren. With the goal of encouraging self-care, the program provides support groups, counseling, respite care, training services and resources-referral information to over 2,200 caregivers each year.

Ninety percent of Americans over 65 want to stay in their homes as long as possible as they age. Sunbeam's Senior Companion program makes that a possibility by sending volunteers into the homes of seniors who cannot afford companion services. These senior volunteers provide support and fellowship to other homebound seniors in their community.

Sunbeam provides sustainable independence for seniors who are victims of abuse, neglect and/or exploitation through the operation of only a few Emergency Senior Shelters in the United States - and the only one of its kind in Oklahoma. Each year, this vital service helps 90 to 110 homeless seniors obtain housing by providing individualized case management and a 30-day work plan. The plan for safe, permanent housing includes support goals that are focused on health and wellness, employment, and housing and financial stability. Since 2001, residents have had a 94 percent success rate in finding a place to call home.

This event is an initiative of the Home Instead Senior Care Foundation® and the nation’s first and only crowd-fundraising platform focused on helping nonprofit organizations across the country raise funds for programs and services benefiting seniors.

\*All participating organizations are eligible for matching grants. Home Instead Senior Care Foundation is providing \$200,000 in matching grants. Every participating nonprofit is eligible for up to \$5,000 in matching grants. This is a dollar-for-dollar match (as long as funds are still available), which means organizations do not have to reach \$5,000 and/or their fundraising goal to receive matching dollars. In addition to matching grants, all approved, participating organizations will be eligible for one of two \$10,000 financial rewards recognizing outstanding small-, medium- and large-sized participating nonprofits based on operating budget.

Through Sunbeam's 112-year history, the nonprofit has evolved to meet the growing needs of children, families and seniors across central Oklahoma. The nonprofit serves nearly 15,000 individuals through its robust Early Childhood Education program, long-standing Foster Care program, sliding scale Counseling program and multifaceted Senior Services program. Sunbeam's programs work together to serve Oklahomans in need of assistance and to provide help, hope and the opportunity to succeed to people of all ages. For more information visit [SunbeamFamilyServices.org](http://SunbeamFamilyServices.org) or call 405-528-7721.

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#### About Sunbeam Family Services

Founded in 1907, Sunbeam Family Services is one of Oklahoma's longest serving nonprofits and is one of the original United Way of Central Oklahoma Community partners. Sunbeam's mission is to provide help, hope and the opportunity to succeed to people of all ages through Early Childhood, Counseling, Foster Care and Senior Services. To learn more, call 405-528-7721, visit [sunbeamfamilyservices.org](http://sunbeamfamilyservices.org), or join the conversation on Facebook, Twitter and Instagram.