**FOR** **IMMEDIATE RELEASE:**

March 3, 2020

**CONTACT:**

Anne Peters

Marketing and Communications Manager

[apeters@sunbeamfamilyservices.org](mailto:apeters@sunbeamfamilyservices.org)

405.609.1947 (o) | 580.231.1044 (c)

Angie Doss

Chief External Relations Officer

[adoss@sunbeamfamilyservices.org](mailto:adoss@sunbeamfamilyservices.org)

405.609.2311 (o) | 619.347.4057 (c)

**Sunbeam Kicks Off $20,000 Matching Campaign for Senior Services**

**Donations Help Seniors Experiencing Homelessness**

**(OKLAHOMA CITY)** – Through April 15, Sunbeam Family Services is asking the community to help raise funds to receive a $20,000 matching gift from the Anderson Charitable Foundation. Donations will support Sunbeam’s Senior Services program, including the only shelter in Oklahoma designed to support the needs of seniors over the age of 60.

In the Oklahoma City-area, more than 1,200 residents are experiencing homelessness, including over 300 senior adults. Year-round, Sunbeam works to end senior homelessness through its Emergency Senior Shelter.

“Our Emergency Senior Shelter is the only facility of its kind in Oklahoma,” said Sarah Rahhal, chief executive officer of Sunbeam. “We designed it to meet a need in our community. Concerns like decreased mobility, health issues and medication security make traditional homeless shelters a challenge for seniors.”

Upon arrival, residents work with a case manager to identify the root causes of their housing crises. During their 30-day stay, residents at Sunbeam’s Shelter receive supportive services, individual rooms, warm beds, home-cooked meals, laundry facilities and medication assistance.

“You feel like it’s a home. It’s not a shelter. It’s a house,” said John Cook, former Senior Shelter resident. “The compassion, understanding, and attention you get is a great thing. I’ll be praising it for the rest of my life.”

Since 2001, the holistic efforts of the Senior Shelter have resulted in a 94% success rate in helping seniors find permanent homes. After departure from the Shelter, staff develop an aftercare plan providing key steps for residents to maintain this success rate.

“Our goal is to encourage self-sufficiency by helping seniors stay active in their lives, connected to their communities, and living in their own homes,” said Rahhal. “With your partnership, we can meet the $20,000 match goal, sponsored by the Anderson Charitable Foundation, and continue providing life-changing and supportive services for Oklahoma seniors.”

To join Sunbeam in giving hope and restoring dignity, visit sunbeamfamilyservices.org/dignity or call (405) 609-2311.

Founded in 1907, Sunbeam helps children, families and seniors learn, grow and thrive. To learn more, visit sunbeamfamilyservices.org or call (405) 528-7721.

###

About Sunbeam Family Services

Founded in 1907, Sunbeam Family Services is one of Oklahoma’s longest serving nonprofits, providing help, hope and the opportunity to succeed to people of all ages and all stages of life in central Oklahoma through Early Childhood, Counseling, Foster Care and Senior Services. To learn more, call 405-528-7721, visit sunbeamfamilyservices.org, or join the conversation on Facebook, Twitter and Instagram.