

**FOR IMMEDIATE RELEASE**
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**Donations to Help Seniors Have TWICE the Impact July 15-17**

*Help Oklahoma Seniors During 65-hour Online Giving Match Event*

(OKLAHOMA CITY) –Sunbeam Family Services continues to provide essential services to senior citizens throughout COVID-19. From July 15 to 17, donations made to support Sunbeam’s Senior Services program will be matched up to $5,000 to have twice the impact.

Through the GIVE65 Event, presented by the Home Instead Senior Care Foundation, donations made to Sunbeam’s Senior Engagement and Emergency Senior Shelter programs can be made at [give65.org/Sunbeam](https://www.give65.org/Sunbeam). The 65-hour GIVE65 Event begins at 5 a.m. CDT on Wednesday, July 15 and ends at 10 p.m. on July 17.

“COVID-19 has really highlighted the challenges seniors face on a daily basis. Supporting seniors and providing them the tools to define their own aging journey is always important, but particularly during a global pandemic. We are grateful for the opportunity to partner with Sunbeam Family Services for the fifth-annual GIVE65 Event, and hope that our partnership will inspire greater charitable giving in support of seniors who rely on the very important work of the nonprofit sector,” said Lenli Corbett, executive director of the Home Instead Senior Care Foundation.

### Sunbeam’s Senior Engagement program provides support and solutions for caregivers to help their physical, mental and emotional well-being. This program is available to those providing full-time care for a loved one living in Oklahoma, Cleveland, Canadian, or Logan counties. Caregivers have access to experts in a variety of fields through Sunbeam’s educational series and trainings. Sunbeam’s support groups provide a safe setting for caregivers to connect with other caregivers and share experiences, resources and encouragement.

### The Senior Engagement program also supports grandparents who are raising their grandchildren, without a parent in the home. Sunbeam empowers grandparents by offering support groups, school supply assistance, holiday assistance, and other resources.

“GIVE65 helps seniors in our community while raising awareness of the critical need for the programs and services that so many of our neighbors rely on,” said Sarah Rahhal, LCSW, chief executive officer of Sunbeam Family Services. “Sunbeam has adapted to meet the needs of senior citizens in innovative ways, like providing online video support groups for caregivers and grandparents who are raising their grandchildren. With support from the community, we will continue adapting to meet their needs.”

Sunbeam’s Emergency Senior Shelter is the only facility in Oklahoma serving seniors experiencing homelessness age 60 and older. Residents immediately receive space in a private room, individualized case management, and a 30-day work plan to secure safe, permanent housing. They are also supported by therapists from Sunbeam’s Counseling program and receive medication dispensing.

To make a tax-deductible donation to support Oklahoma senior citizens visit [give65.org/Sunbeam](https://www.give65.org/Sunbeam). For more information about Sunbeam visit 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, providing 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, or join the conversation on Facebook, Twitter and Instagram.

**ABOUT GIVE65**

Home Instead Senior Care Foundation is proud to present GIVE65 - the first crowd-fundraising platform exclusively devoted to helping nonprofits raise funds online for programs and services that create hope for seniors. At GIVE65.org, senior-focused nonprofits in the United States are invited to showcase their programs and services that are helping seniors and those who care for them. People who have a desire to help less fortunate, vulnerable seniors can visit GIVE65.org to share a secure, online donation in support of the featured nonprofit they choose. By combining technology and generosity, GIVE65 inspires greater charitable giving in support of seniors and those who care for them. Visit [www.GIVE65.org](http://www.GIVE65.org) to learn more.

**ABOUT HOME INSTEAD SENIOR CARE FOUNDATION**

Since its founding in 2003, the Home Instead Senior Care Foundation has been helping less fortunate and vulnerable seniors. The Foundation has invested more than $3.5 million in nonprofit organizations serving seniors in the United States. The mission of the Foundation is to enhance the lives of aging adults and those who care for them. This mission is made possible, in part, thanks to Paul and Lori Hogan, founders of Home Instead Senior Care, as well as generous sponsors and donations from the general public. To learn more about the Foundation, visit [www.homeinsteadfoundation.org](http://www.homeinsteadseniorcarefoundation.org).