Sound Generations
Social Media Toolkit
Our purpose is to honor lives, nurture connections, empower action, and inspire hope.

**Mission Statement**
Sound Generations is a comprehensive non-profit organization that supports people on their aging journey through community connections and accessible services. Established in 1967, we support almost 54,000 older adults, disabled persons, and those who care for them annually in King County.

**Description**
Our programs and numerous community partner sites are constantly striving to expand the provision of food security, transportation, health & wellness, and assistance services to underserved and marginalized populations.

**Commitment**
Everybody deserves access. We are committed to helping all people, especially low-income and people of color, obtain the services they need while feeling included and respected in a community that affirms aging.
SERVICES

Food Security
• Meals on Wheels
• Community Dining

Transportation
• Hyde Shuttle
• Volunteer Transportation

Health & Wellness
• Fitness & Fall Prevention
• Health Management

Assistance Services
• Pathways Information and Assistance (I&A)
• Minor Home Repair (MHR)
• Senior Rights Assistance (SRA)
• Statewide Health Insurance Benefits Administration (SHIBA)
• Caregiver Support

Affiliated Senior Centers
• Ballard/NW Senior Center
• Lake City-Northgate Senior Project
• Senior Center of West Seattle
• Shoreline/Lake Forest Park Senior Center
• Sno-Valley Senior Center
We manage over 180 employees and 2,125 incredible volunteers who provided service in 2019. Our work would not be possible without them. BY THE NUMBERS represents the annual impact of Sound Generations’ programs during the 2019 calendar year.

**AFFILIATED SENIOR CENTERS**
- Welcomed 153,404 visits for 12,369 older adults to stay active, take classes, and ease loneliness.

**MEALS ON WHEELS**
- Delivered 438,912 nutritious meals to homebound older adults

**HYDE SHUTTLES & VOLUNTEER TRANSPORTATION**
- Provided 112,817 one-way rides to the doctor and other essential services

**COMMUNITY DINING**
- Served 139,065 delicious and affordable hot meals to local aging adults

**PATHWAYS INFORMATION & ASSISTANCE**
- Provided 1,428 clients with expert advice

**CAREGIVER SUPPORT**
- Alleviated the stress for 329 caregivers

**STATEWIDE HEALTH INSURANCE BENEFITS ADVISORS**
- Assisted 4,784 clients with unbiased healthcare information

**HEALTH & WELLNESS PROGRAMS**
- Helped 22,290 older adults stay fit and healthy

**MINOR HOME REPAIR**
- Kept aging adult homes safe by completing 2,097 repair jobs

**SENIOR RIGHTS ASSISTANCE**
- Provided legal advice in 258 cases
Provides nutritious, life-saving meals to homebound adults who cannot shop or cook for themselves throughout King County.

STATISTICS: Did you know? Sound Generations Meals on Wheels delivers more than 400,000 meals consistently to aging adults across King County, and 70% of our clients live alone.

SAMPLE MESSAGING: Of the nearly 18% of older adults in King County, more than 1 in every 10 experience food scarcity, according to Aging and Disability Services. You can help fight against hunger in aging adults by donating here: http://bit.ly/SoundGenerationsDonate

HASHTAGS: #MealsOnWheels #FoodSecurity #MoreThanAMeal #Community

CLIENT TESTIMONIALS:
1) “Meals on Wheels has given me hope about staying healthy, about trusting someone else for your life, and knowing someone else cares…” - Wayne G.

2) “Thanks so much for all you do. You’ve helped us take care of our aunt by keeping her healthy and independent. You’ve also taken a lot of the worry and work off of us from taking care of a family member. Much appreciated!” - Anonymous

3) “Sound Generations gave us a hug each day when my father-in-law was with us. Meal times were difficult and giving him a choice of what he would like to eat each day gave us a breath of knowing that it would be one less battle we would have in the day.” - Ayrian O.

PHOTOS:
Delicious, cooked-from-scratch meals provide vital nutrition and social interactions for aging adults at nineteen congregational sites.

STATISTICS: Each year, Sound Generations serves over 120,000 meals through its Community Dining Program, run by a multitude of senior centers throughout King County. More than one in ten (11.65%) Washington State seniors face the threat of hunger. Disease-associated malnutrition in older adults in the US costs an estimated $51.3 Billion every year, increasing length of hospital stays an average of four to six days.

SAMPLE MESSAGING: Loneliness and isolation are contributing factors to depression and the decline of one’s physical health. In King County, 21% of older adults live alone, according to Aging and Disability Services. Help us continue to connect communities, one meal at a time by donating here: http://bit.ly/SoundGenerationsDonate

HASHTAGS: #CommunityDining #FoodSecurity #JoinUsForLunch #HotMeals #SeniorCenter

CLIENT TESTIMONIALS:
1) “It makes a difference in my life to have a hot cooked meal each day of the week.” - Diner at Renton Senior Center

2) “[The chef] is an excellent, experienced chef who is great at creating gourmet great meals and desserts too! She is also very generous, warm, friendly, and very good to all of us.” - Diner at Northwest Senior Center

PHOTOS:
Keeps older adults connected to their communities and living independently. They provide rides to medical, dental, and other essential appointments and shuttle them to community dining sites, senior center activities, grocery shopping, and more.

**STATISTICS:** Each year, Hyde Shuttle takes more than 3,000 individuals on over 90,000 one-way trips.

**SAMPLE MESSAGING:** This free transportation service for older adults and disabled persons is essential for these underserved populations to maintain a sense of independence and positive wellbeing. Help me support this vital service by donating to: http://bit.ly/SoundGenerationsDonate

**HASHTAGS:** #HydeShuttle #Transportation #ADA #RideWithMe #Transport #Accessibility

**CLIENT TESTIMONIALS:**
1) “I haven’t been out anywhere for a month... Hyde is my only means of transportation so your service is very important to me.” - Linda C.

2) “Thank you so much for offering such a wonderful service. I could not have gone to my appointments without your help. The entire staff is what makes Seattle such a wonderful place to live.” - Eileen E.

**PHOTOS:**

![Image of Hyde Shuttle in action with passengers]

![Image of Hyde Shuttle exterior]

![Image of Hyde Shuttle drop-off and pick-up]

![Image of Hyde Shuttle interior]

![Image of Hyde Shuttle outside building]

![Image of Hyde Shuttle with staff and passengers]

![Image of Hyde Shuttle at community event]

![Image of Hyde Shuttle in traffic]

![Image of Hyde Shuttle in parking lot]

![Image of Hyde Shuttle in residential area]

![Image of Hyde Shuttle in downtown Seattle]

![Image of Hyde Shuttle in airport]

![Image of Hyde Shuttle in rural area]

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Keeps older adults connected to their communities and living independently. They provide rides to medical, dental, and other essential appointments.

**STATISTICS:** Sound Generations Volunteer Transportation uses a network of over 1,000 volunteers to take older adults to and from their scheduled healthcare appointments.

**SAMPLE MESSAGING:** Volunteer drivers are what makes this program possible. If you would like to show your support, consider becoming a volunteer driver: https://www.tfaforms.com/4777595 or donate here: http://bit.ly/SoundGenerationsDonate

**HASHTAGS:** #VolunteerTransportation #Transportation #VolunteerDriver #Volunteer #Care

**CLIENT TESTIMONIALS:**
1) “I am impressed by the program’s efficiency, organization, follow-through and matching driver with client. [My driver] displayed competency in driving, clarity about the pickup after my appointment, and care!” - Jean P.
2) “The service is just excellent, from the first call to the arrival back home. I like the system.” - Anonymous
3) “I’d never used your service and it was wonderful. [My driver was] such a gentleman and I felt so comfortable. Your service is the best, more than the best, it is excellent. I will be using your service again. Thank you.” - Tasanee L.

**PHOTOS:**
We offer a menu of evidence-based programs, including those addressing chronic disease, depression, balance, and exercise classes designed for older adults.

**STATISTICS:** The CDC states that 1 out of every 4 older adults in the U.S. fall each year. Sound Generations’ health and wellness programs engage more than 20,000 individual participants in these health-improvement programs.

For EnhanceWellness® evaluations from that study has shown a 72% decrease in hospital days, 35% decrease in use of psychoactive drugs and 11% decrease in depressive symptoms.

**EXERCISE & FALL PREVENTION**
- EnhanceFitness
- A Matter of Balance: Managing Concerns About Falls

**HEALTH MANAGEMENT**
- EnhanceWellness
- PEARLS

**SAMPLE MESSAGING:** Sound Generations’ health and wellness programs help older adults live their best life at every age. By making a gift, you would be helping older adults achieve their health goals, regardless of age, income, or other factors. Donate today here: http://bit.ly/SoundGenerationsDonate

**HASHTAGS:** #ProjectEnhance #Exercise #BeStrong #Resilient #NoFalls #Fitness #Wellness

**CLIENT TESTIMONIALS:**
1) “This program is fantastic. It’s the best things I’ve ever done for myself - health wise. And it’s fun! The word needs to get out to ALL seniors in the country!” -Anonymous
2) “Before I got in the EnhanceWellness program, I had been in therapy for a long time... Working with my Wellness Coach ... I am working on taking better care of myself and being kind to myself.” -Anonymous

**PHOTOS:**
We provide free confidential and personalized services and follow-up to unpaid caregivers and their families for an adult 18 years of age or older.

**STATISTICS:** Every year, Sound Generations helps hundreds of unpaid caregivers in King County receive the support they need to continue caring for their loved ones and neighbors.

**SAMPLE MESSAGING:** The average life expectancy is getting longer and longer each year. This puts a strain on the “sandwich generation,” that must care for both their children and their parents. You can help Sound Generations provide caregivers with education, community resources, and tools by donating here: http://bit.ly/SoundGenerationsDonate

**HASHTAGS:** #CaregiverSupport #Assistance #Caregiver #CareForYou #LovingCare

**CLIENT TESTIMONIALS:**
1) “Current caregiver client of Sound Generations. Very grateful for all the help I have received in these past, very trying six months without this help from the most capable staff.” - David B.
2) “The caregiver program supported me as how to find ways to assist my parents in their needs w/o/ I am not longer to manage myself. I felt that they are very compassionate, good listener and responded well the best they can, and I know now that I could rely on their expertise.” - Anonymous

**PHOTOS:**
Our trained advocates guide aging adults and their families to the information and services they need.

**STATISTICS:** Our Pathways Information and Assistance team takes on thousands of calls and assistance cases every year. We maintain a free resource center to help and refer people to, no matter background, income, or circumstance.

**SAMPLE MESSAGING:** Pathways Information and Assistance is often the first point of contact for older adults seeking assistance services. We all know how important it is to have a good support system, which is why I'm supporting this important program for resources for older adults. You can help, too by donating here: http://bit.ly/SoundGenerationsDonate

**HASHTAGS:** #Assistance #Guidance #Resources #Information #Connection #HelpCenter

**CLIENT TESTIMONIALS:**

1) “Professional, humble, supportive to all my concerns and good feedback. Blessed service. Many many thanks for helping me and others.” - Anonymous

2) “It’s important I am heard and that I understood what I was told. Friendly voices are extremely important. Old folks feel like a burden to others so it’s important to us to know we are worthy of your great heart. Thank you!” - Anonymous

**PHOTOS:**
We provide basic plumbing, carpentry, electrical, and other repairs and modifications, such as installation of grab bars, handrails, and ramps to keep older adults safe in their homes.

**STATISTICS:** Every year, Minor Home Repair services over 500 individual homeowners in Seattle, Shoreline, and Bellevue.


**HASHTAGS:** #Repair #Assistance #RepairWithCare #Home #Handyman

**CLIENT TESTIMONIALS:**
1) “[The Minor Home Repair technician] not only provided great service; his kind, relaxed demeanor made all the difference to me. Please let him know how appreciative I am of my easy interaction with him.” - Anonymous
2) “I received a call from [a client] in West Seattle this morning and she wanted to express her thoughts on the Hyde Shuttle and Minor Home Repair. [She] feels that our drivers and handymen/women are extremely courteous, prompt and do an excellent job. She just had a pipe break and was very impressed with how quickly and professionally the whole matter was taken care of.” - Sound Generations Staff

**PHOTOS:**
Our trained volunteers provide critical legal and consumer information on topics such as Tenant/Landlord Issues, Estate Planning, Power of Attorney and Probate.

**STATISTICS:** Senior Rights Assistance enables individuals to take control of their legal rights by connecting them with legal resources. Sound Generations takes on hundreds of assistance cases every year.

**SAMPLE MESSAGING:** Senior Rights Assistance provides free resources and relies on expert volunteers to assist in cases. If you would like to get involved with the program, email info@soundgenerations.org, or you can show your support by donating here: http://bit.ly/SoundGenerationsDonate

**HASHTAGS:** #SeniorRights #Assistance #LegalRights #People #Law #Legal

**CLIENT TESTIMONIALS:**
1) “Just a quick note to say thanks for helping me... Your advice and the paperwork you sent to me were so helpful! Thank you!” - Barbara O.
2) “I want to thank you for the time you spent with me and your advice... It was very helpful in regards with planning my will and related documents.” - Michael C.

**PHOTOS:**
We give free, unbiased insurance information about private and government health programs.

**STATISTICS:** Every year, Sound Generations' SHIBA program takes in thousands of calls from people needing assistance.

**SAMPLE MESSAGING:** SHIBA stands for Statewide Health Insurance Benefits Advisors. This network of trained, impartial volunteers assists and advocate for individuals with Medicare, health insurance, access to care and medication, and more. If you would like to get involved, email shibaadmin@soundgenerations.org or make a gift to support this free, volunteer-run program here: http://bit.ly/SoundGenerationsDonate

**HASHTAGS:** #SHIBA #Assistance #Medicare #HealthInsurance #Healthcare #Insurance

**CLIENT TESTIMONIALS:**
1) “I received a call back within the day I called and all my questions were answered. I was able to receive a packet with all possible insurance plans within a timely manner and they were willing to go over the plans in more detail.” - Anonymous
2) “I have used their services many years ago and have been impressed then and now that this is such an incredible service; just knowing where to look, how to use sites or get the help I need WITHOUT spending tons of time myself trying to figure out how to access what I need, invaluable. Plus they are always so patient and seem to genuinely enjoy what they do and helping.” - Anonymous

**PHOTOS:**