

May 1, 2024

For Information contact:

Sarah Benson: sbenson@elderhelpofsandiego.org / 619-241-8563

FOR IMMEDIATE RELEASE

ELDERHELP CELEBRATES 50TH ANNIVERSARY WITH PROCLAMATION OF “ELDERHELP OF SAN DIEGO DAY”

***Proclamation presented by the Honorable Todd Gloria,
Mayor of San Diego at an ElderHelp client’s home***

San Diego, CA — On April 30, 2024, ElderHelp celebrated its 50th year of service by reflecting on a half-century of unwavering commitment to supporting seniors in San Diego. Outside the home of a senior client, ElderHelp’s leaders and community supporters came together to celebrate the nonprofit’s birthday and mark its fifty years of positive impact on the lives of San Diego’s seniors. San Diego Mayor Todd Gloria presented a proclamation declaring April 30, 2024 ElderHelp of San Diego Day in honor of the 50th anniversary.

“People are living longer and want to age with grace and dignity and in the comfort of their own homes, so the support that ElderHelp provides is becoming increasingly critical,” said Mayor Todd Gloria. “Given their track record of growth to meet changing needs, this organization is well positioned to continue helping our aging residents for many more years.”

Fifty years ago, ElderHelp of San Diego was founded under the name “Mid City Senior Enterprises” as the result of an SDSU School of Social Work study that identified challenges faced by seniors in San Diego. It was apparent that isolation was a critical barrier for many whose wish was simple: to live independently and with dignity in their own homes. A mission was born, and ElderHelp’s journey began with a handful of citizen leaders, along with volunteers, who together set off to meet the needs of San Diego’s seniors.

Over the past five decades, ElderHelp's reputation grew as an agency that was willing to help any senior in need. The organization evolved to meet the changing landscape of aging by growing a portfolio of core programming which now includes care coordination, housing assistance, home safety, transportation, senior nutrition and caregiver support. ElderHelp’s mission was as simple then as it is today: “to help seniors remain independent and live with dignity in their own homes.”

“Words can't express my gratitude for the benefits available to me through Elderhelp,” shared a long time ElderHelp HomeShare client. “At the event today, I learned about even more services I can use. I am glad to see the organization growing and helping seniors thrive. I feel very lucky to have the house sharing services that have been such a benefit to me for over 20 years.”

-- continued on next page --

In its five decades, ElderHelp's team of volunteers and staff have supported more than 260,000 individuals with the care, attention, and resources they deserve. The organization enlists the help of more than 350 volunteers annually, and it is estimated that these volunteers have dedicated more than 450,000 hours of service throughout its fifty years.

"I think of ElderHelp as a smaller organization with a big heart and big impact. Respecting and honoring our valuable, vibrant aging community and inevitable process of aging is what drives us," says Executive Director and CEO Deborah Martin.

On its 50th year of serving local seniors, ElderHelp calls on San Diegans to join the 50 for 50 Club by either contributing to the "50 for 50 Gifts" campaign, sharing memories through the "50 for 50 Moments" story submission form or becoming a new volunteer. Learn more and view photos from the ElderHelp Day event at <https://www.elderhelpofsandiego.org/whats-happening/celebrate50/>.

About ElderHelp

For 50 years, ElderHelp has been providing San Diego seniors with affordable, personalized services and information to help them remain independent and live with dignity in their own homes. The nonprofit organization impacts the lives of more than 7,000 seniors and their families each year by providing vital services such as transportation, advocacy, housing services, home safety management, and support for family caregivers. For more information about ElderHelp's programs, services, and how you can get involved, please visit www.elderhelpofsandiego.org.

###