



## Senior Rainbow News & Updates

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### A Message from our Chief Executive Officer



**Jessica Jonckheere**

As we enter the Holiday Season, we ask that you remember the Senior Rainbow Assistance Program in your holiday giving. While preparing for gathering and celebrating with family and friends, it's important to stop and reflect on the joy and blessings in your own life while also being aware that not everyone is so fortunate.

The Senior Rainbow Assistance Program was created to provide Illinois LGBTQ seniors with the support they need at a time they need it most. It is our mission to provide temporary assistance for LGBTQ seniors who have experienced hardships due to medical or financial concerns. Our program has three phases of assistance; basic necessities, mortgage or rent support, and home repair. For the elderly, who may be on a fixed or limited income, an unexpected illness or event may force them to make a serious decision regarding the choice to pay for food or to pay for medicine. LGBTQ seniors are often more at risk due to limited family support. During this Holiday Season, please help us to ensure our brothers and sisters can maintain their current living arrangements that are safe, warm and healthy.

Please visit our website at [www.seniorrainbow.org](http://www.seniorrainbow.org) or email us at [info@seniorrainbow.org](mailto:info@seniorrainbow.org) if you would like more information about the Senior Rainbow Assistance Program. Happy Holidays to all.

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### Senior Rainbow Values Giving Back

On Saturday, October 26<sup>th</sup>, the Senior Rainbow executive team participated in National Make a Difference Day by volunteering with Rebuilding Together Metro Chicago in the Austin Neighborhood. The goal for the day was to help make senior citizen's homes safer so they can maintain their independence. Improvements and repairs included the installation of smoke alarms, carbon monoxide detectors, railings and grab bars. Volunteers also worked in the Vision on

Menard Community Garden to prepare it for winter.



Rebuilding Together's Safe at Home program aims to make minor improvements to homes to help prevent falls, accidents and fire hazards, empowering older adults to live independently in their homes for years to come. We felt this program could be a model for our phase three program which is home repair. Volunteering helped us see a well-run program and we picked up a few home repair skills as well.



## Senior Rainbow Updates

Since our kickoff celebration, we have been working to expand our programming. We have been networking with many social service agencies to introduce ourselves and our programming. In addition, we will continue to search for board members, coordinators and volunteers. We have recently added our first board member, **Ashley Conti**, who will be in charge of our social media presence.



**Ashley Conti**

*After attending the Senior Rainbow fundraiser last August, I saw a place where I felt that I could help. I have over 10 years of customer service experience and I've worked my way up the ladder by seeing a need and filling it. My drive has led me to assist in creating my current position with a clear path for future upward mobility. I lead a committee where I am in charge of creating events and marketing campaigns to ensure employee engagement. With my skill set I will identify trends in order to serve our clients, and also to inform donors and followers of our positive impact.*

## Financial Update

We had our first fundraising event back on August 17th and it was a great way to kick-off our new organization and experience the support of our friends and families. This event raised over \$3,700 for the Senior



Rainbow Assistance Program. We want express how very grateful we are for your generous support. The funds collected will directly support our organization and our programming for the LGBTQ Senior community. Please note that if you made a donation during the event or online and did not receive your donation letter via email, please email [jenniferjonckheere@seniorrainbow.org](mailto:jenniferjonckheere@seniorrainbow.org) to have it resent to you.



Our next major fundraising event will be an online campaign for Giving Tuesday on December 3rd. Giving Tuesday is the single most important and largest fundraising event for nonprofit organizations across the globe. Please consider supporting Senior Rainbow Assistance Program as part of our Giving Tuesday campaign.

## Giving Tuesday Dec 3, 2019

**GIVING**  
**TUESDAY**

[GivingTuesday](#) is a global generosity movement unleashing the power of people and organizations to transform their communities and the world on December 3, 2019 and every day.

It was created in 2012 as a simple idea: a day that encourages people to do good. Over the past seven years, this idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

To support Senior Rainbow as part of Giving Tuesday, you can donate through the Senior Rainbow website or via the [#ILGIVE](#) campaign. The [#ILGIVE](#) campaign is an Illinois focused Giving Tuesday website that helps Illinois communities and organizations.

Our goal is to raise \$1000 during Giving Tuesday and will be providing free Senior Rainbow Assistance Program t-shirts for donations \$150 or greater.

## Ways To Give Back

# #1 holiday hack:

When you shop at  
**smile.amazon.com**,  
Amazon donates.



Another way to support us is through [AmazonSmile](#). If you select the Senior Rainbow Assistance Program as your charity, any purchases that you make on [Amazon.com](#) via their the AmazonSmile website, a percentage of your purchase will be donated directly to us.

To make Senior Rainbow your charity of choice, please follow the steps below:

1. Go to <https://smile.amazon.com>
2. Log In to your Amazon account as normal
3. At the top of the page, Click on "Accounts and Lists"
4. In the last section named "Other Accounts", click on this link "[Change your Amazon Smile charity](#)"

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