



There's No Place Like Home

The 2025 Red Slipper Campaign



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Dear Friends,

Subject: "There's No Place Like Home" - The 2025 Red Slippers campaign for seniors

2025 is promising to be a big year for Seniors for Social Action (Ontario).

We are engaging a communications and public affairs team to create a public awareness campaign - and also lobby the provincial government - to get funding and more and better care for seniors in their own homes and communities.

We are launching "There's No Place Like Home" - The 2025 Red Slipper campaign and we need your help.

Many years ago, my own grandmother was forced into a nursing home because of a lack of other options. What she endured there I would not wish on anyone.

Sadly, as the pandemic showed us, conditions have changed for the worse. Her ordeal and my attempts to help her have left me with a lingering commitment to change.

Our work over the past five years has been accomplished by committed volunteers, with some financial support from co-founders and members for which we are truly grateful.

But if we hope to have a much larger impact in advancing our agenda for change, we need a provincial advocacy campaign to achieve that. We want you to be part of it.

The goal is to raise \$60,000 by the end of January to pursue our agenda of building awareness across Ontario for our efforts.

- We will be organizing fundraising events and awareness activities to let people know what we stand for.
- You can help us by talking to your contacts and urging them to support this campaign and to ask others to do so as well.
- If you belong to a retiree organization, a council on aging, a Canadian Federation of University Women or CARP chapter, asking them to assist with this campaign would help.
- If you are retired from a company that provides charitable donations, you can help with contacts for us.

Think of it as an investment in the future of our loved ones and in ourselves. We all have worked for and deserve a dignified old age among friends and family in our own communities, not segregation in an institution.

With your help, we can accomplish our goal and make flourishing in place a reality for all of us.

Please use the yellow donate button on our website to send an e-transfer

<https://www.seniorsactionontario.com/donate>

or email us today with your fundraising ideas and contacts

seniorsactionontario@gmail.com

We can't do it without you!

For every donation of \$1000 or more, you will get a special red slippers pin as a token of our thanks.

Thank you,

Patricia Spindel
Chair, Seniors for Social Action (Ontario)



Keep Toto Happy
Donate Now