

**FOR IMMEDIATE RELEASE**

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**MEDIA CONTACT**

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**[XX] Receives Funds for Holocaust Survivor Care  
COVID-19 Pandemic Necessitates Extra Help  
International Holocaust Remembrance Day is January 27, 2021**

[XX] is proud to announce it has received a grant from The Jewish Federations of North America's (JFNA) Center on Aging and Trauma, a project of the Holocaust Survivor Initiative. When combined with matching funds, this award will enable [\$X] in new programming for Holocaust survivors [if applicable, insert names of the other populations] over the next [two] years. Programming is particularly needed to help during the COVID-19 pandemic. In addition, [XX] will receive intensive training on Person-Centered, Trauma-Informed (PCTI) care. [For Expanded Critical Supports grants: XX will convene community-wide Leadership Councils to plan a comprehensive approach toward serving older adults with a history of trauma.]

[Insert description of funded program and the population it serves]

[Insert quote from organization leader]

"Holocaust survivors are our teachers and our heroes," said Mark Wilf, chair of JFNA's Board of Trustees and past chair of JFNA's Holocaust Survivor Initiative. "With inspiring strength and conviction, they teach us about the past. Now, they are teaching us how to better serve all older adults who have survived trauma. We are honored to partner with the federal government to lead this initiative and call on all communities to come together to support Holocaust survivors in need."

This grant is part of The Jewish Federations of North America's partnership with the Federal government to improve lives for Holocaust survivors, and comes as the world observes International Holocaust Remembrance Day. Recognizing the value of the person-centered, trauma-informed (PCTI) approach, the U.S. Department of Health and Human Services Administration for Community Living has awarded a new grant of \$5 million to JFNA's Center on Aging and Trauma to serve Holocaust survivors, other older adults with a history of trauma, and their family caregivers. Funds from private philanthropists complement the federal grant.

Reports suggest that one out of three Holocaust survivors in the U.S. lives in poverty, and as many as 90% of older adults in the U.S. have a history of trauma, which can be caused by events such as war, violence, accidents, domestic or sexual abuse, or discrimination based on race, religion, sex, or sexual orientation. The COVID-19 pandemic has increased the challenges experienced by Holocaust survivors and other older populations. Many live alone and are at risk for social isolation, depression, and other physical and mental health conditions.

PCTI care is a holistic approach to service provision that promotes the dignity, strength, and empowerment of all individuals by incorporating knowledge about the role of trauma in victims' lives into agency programs, policies and procedures. Spearheaded by JFNA, this approach acknowledges that survivors of trauma have distinct and extraordinary needs, and that service delivery must include an understanding of these needs to avoid re-traumatization.

As part of JFNA's Holocaust Survivor Initiative, the Center on Aging and Trauma promotes excellence in service delivery together with the expertise of partner organizations including the Network of Jewish Human Service Agencies and the Conference on Jewish Material Claims Against Germany. In addition to providing sub-grants for local services, the Center on Aging and Trauma offers robust technical consultations on the development and implementation of PCTI programming, as well as trainings open to all aging service providers to catalyze a nationwide culture-shift toward PCTI care. The grant relies upon annual Congressional appropriations and private philanthropic contributions. JFNA is proud of the bipartisan Congressional support for this program championed by Senators Ben Cardin (D-MD) and Kevin Cramer (R-ND), and Representatives Debbie Wasserman Schultz (D-FL) and Bill Johnson (R-OH). [XX Agency is proud to have the support of Sen. XX and Sen. XX and Rep. XX]

This program is made possible by federal funds from a grant through The JFNA Center on Aging and Trauma. Approximately X% of the project, or \$X, comes from federal sources. Approximately X% or \$X comes from non-federal sources.

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