**FOR IMMEDIATE RELASE**

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**MEDIA CONTACT**

[Insert name and contact information]

**[XX] Wins Grant for Groundbreaking Holocaust Survivor/** **Older Adult Care**

**International Holocaust Remembrance Day**

[XX] is proud to announce that it has won a grant from The Jewish Federations of North America’s (JFNA) Center for Holocaust Survivor Care and Institute on Aging and Trauma. When combined with matching funds, this award will enable [$X] in new programming for [XX]. In addition, [XX] will receive intensive training on Person-Centered, Trauma-Informed (PCTI) care.

[Insert description of funded program]

[Insert quote from organization leader]

[Insert quote from Jewish Federation leader]

“The pandemic has shown what a difference we can make when we come together, especially for those older adults at highest risk of COVID-19,” said Mark Wilf, Chair of the JFNA Board of Trustees. “Holocaust survivors are our teachers and our heroes, and we are committed to empowering them to live with comfort in their communities. The Federation system is humbled and proud to help thousands of Holocaust survivors, as well as other older trauma survivors and their families during their time of need.”

Jewish Federations launched this program in 2015, following an award from the Administration for Community Living. Acknowledging Jewish Federations’ profound impact, the federal government has increased the funding through the years, highlighted Jewish Federations’ approach as a model for serving all older adults, and empowered Jewish Federations to be the national resource center on aging and trauma.

Since inception, the program has supported approximately 30,000 Holocaust survivors, 15,000 professional caregivers, 5,000 family caregivers, and 2,000 other older adults with a history of trauma. The numbers served include a small amount of duplication as participants received services through multiple organizations and grants. Local organizations have provided specialized care across 21 states and 54 cities.

Jewish Federations work in close collaboration with the Network of Jewish Human Service Agencies and other local and national service providers to implement the grant program. More than 60 experts in aging and trauma volunteer their talents to help JFNA implement the program, train grantees, and build capacity to employ the person-centered, trauma-informed approach.

Person-centered, trauma-informed (“PCTI”) care is an innovative approach, spearheaded by JFNA, that promotes trust, dignity, strength, and empowerment of all individuals by incorporating knowledge about trauma into agency programs, policies, and procedures. Some estimates suggest that up to 90% of older adults in the United States have experienced a traumatic event during their lifetimes, which can affect them as they age. The challenges have become even more acute with social distancing and the threats posed by COVID-19.

JFNA aims to catalyze a nation-wide culture shift toward PCTI care across older adult populations. JFNA is proud to do this work with strong bipartisan Congressional support.

This program is made possible by federal funds from a grant through The JFNA Center for Holocaust Survivor Care and Institute 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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