



SENIORS Helping SENIORS®
...a way to give and to receive®

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A heartfelt mission provides new hope for Luzerne County seniors who would like to stay in their homes but need a little help to remain living independently.

Bear Creek, PA – To help meet the growing demand of older Luzerne County area residents who want to remain in their own homes and stay as self-sufficient as possible Karen and John Loucks, have established a new **Seniors Helping Seniors®** in-home services franchise location. They will be providing services for seniors throughout Luzerne County.

Seniors Helping Seniors in-home services offers loving, caring, compassionate non-medical services *for seniors by seniors* to help them live independently with dignity and respect. **Seniors Helping Seniors** Receivers are matched with senior Providers. They provide services, such as; companionship, transportation, meal preparation, personal care, overnight stays and handyman services among others. Providers are seniors with the heart of a volunteer, but are compensated for their time.

Senior services are important to our community

With nearly 1-in-4 residents in Luzerne County age 65 years or older and the fastest growing age group in the US, the need for senior services is on the rise. There is a growing desire for seniors to remain in their own homes, connected to their families and community. **Seniors Helping Seniors** in-home services is well equipped to support seniors in need of assistance or who desire to provide assistance. John notes that, "this business format enables us to work in the community serving seniors specifically. We have a heart for seniors, their needs, and a desire to see them live fulfilling lives."

Karen shares that, "it is my desire to help make a difference in the level of respect and care seniors receive. First and foremost, our goal to provide loving, compassionate, and caring service for seniors and families in need. Equally important is to identify opportunities for our senior helpers to connect with their peers and receive compensation as well. The senior connection between provider and receiver is at the heart of our service and is really rewarding everyone."

A life of caring for the needs of others

Working with seniors as an RN in a hospital setting Karen has enjoyed the opportunity to serve them and their families and bring some joy to their day. She noticed that the amount of time available to care for a patient vs the requirements of medical facilities is decreasing. Karen decided to seek out more fulfilling ways to assist seniors and provide compassionate care. A **Seniors Helping Seniors** franchise was an attractive solution that satisfied both her professional and personal goals.

While there is significant competition from other service providers in the area, the **Seniors Helping Seniors** business model is the only one designed to encourage able seniors to provide services to their age peer group. Unlike other services, the **Seniors Helping Seniors** goal is to balance the motivation of providers to be more orientated toward a heart of 'giving' vs. just making money or having a 'job'.

Karen has volunteered with the American Red Cross, and local soup kitchens. During several holiday seasons, Karen arranged for the family to visit with residents at a local assisted living center. To Karen's credit, each of her three children worked during their high school years at a local assisted living facility developing lifelong relationships with the residents.

A lifelong quote Karen feels very strongly about:

"He is no fool to give what he cannot keep, to gain what he cannot lose." Jim Elliot

Sharon Santoni, **Seniors Helping Seniors** Regional Owner in Eastern PA, NJ, and DE, knows John and Karen Loucks to be truly loving and caring people with very strong family values. John and Karen exude professionalism and demonstrate respect and warmth for seniors, as well as people in general. Santoni said, "They will make their **Seniors Helping Seniors** business a personal opportunity to help the generation of people who have given so much to us and our country. They look at this as an opportunity to give back. It is my belief that their experience, education, and skills along with their naturally loving, caring nature and concern for others will make them an asset to their community."

Philip Yocom, and his wife, Kiran Yocom, co-founded **Seniors Helping Seniors** in-home services, which began as a non-profit organization serving Berks County, Pennsylvania over ten years ago. The original **Seniors Helping Seniors** center continues that tradition, providing over 1,000 hours of service every month.

Philip Yocom said, "What began as a heartfelt mission to fill a need that was not being served by our local community is now being recognized as a prime business opportunity being fueled by the fastest growing demographic in our society." He continued, "We want the existing **Seniors Helping Seniors** organization and our franchises to be the first place that seniors in need of non-medical services and those seeking extra income call."

Seniors Helping Seniors organization has grown to over one-hundred franchises in thirty states including Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, Nevada, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and Washington.

Philip adds, "We support all of our franchises with the expertise we have gained in running the **Seniors Helping Seniors** Berks County office. We also provide marketing, sales, management, and technology support. We believe we have found a practical, cost-effective way to help seniors remain independent and continue contributing to their community."

For additional information, contact:

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