



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

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Two Chester County locations, Phoenixville and Downingtown work together to improve the quality of life for seniors.

Chester County, PA – To help meet the growing demand of older Chester County residents who want to remain in their own homes and stay as self-sufficient as possible Gertie Mourar and Judy Fobes have joined forces with their **Seniors Helping Seniors®** in-home care agencies located in Phoenixville and Downingtown. Their offices will be providing in home non-medical services for seniors throughout the county, and hiring seniors to provide the services.

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, overnight stays and handyman services among others. Providers are seniors with the heart of a volunteer, but are compensated for their time.

Judy Fobes established her Seniors Helping Seniors location in April of 2010 and Gertie Mourar established her location in July of 2010. Once Gertie's office was in operation it became apparent that she and Judy could best serve Chester County seniors by working together. "Covering the entire county just seems to make more sense to people" observed Judy.

"So far our arrangement seems to be working very well" says Gertie. "Now it's much easier to be sure that someone is always available for contact. To me it's a win-win; better service for our seniors plus a more efficient arrangement for us. "The synergy between our two offices is refreshing" observes Judy. "Gertie is a natural, her business experience combined with her compassion for seniors is a powerful

combination. She has learned the business quickly and having a friend so close to share ideas with has been a benefit to us both."

Gertie Mourar, has an intimate understanding of caring for seniors. Providing care for her father is what inspired Gertie to start her own **Seniors Helping Seniors** services. "My father was home bound for 6 years, unable to talk or walk. We had many in-home health care providers over the years that had enormous impact on my father and our whole family," shares Gertie. "We truly could not have kept him home without their help."

Knowing that her father was well taken care of and could remain in his own home is something Gertie wants to provide for her own community. **Seniors Helping Seniors** in-home services matches seniors who want to help with seniors who need a little help. Seniors receiving care can trust and relate to the seniors providing care. In the same token senior Providers are able to remain active participants in their community. "Our goal with **Seniors Helping Seniors** in-home services is to provide quality, trustworthy care while helping to create positive ongoing relationships between seniors," shares Gertie.

Gertie lives in Pottstown, PA. She has spent the last 25 years working in Corporate America in various positions, ranging from administering group health and welfare benefits, to most recently working as a the Director of Global Human Resource Technology and Administration for Bucks Consultants. When not working Gertie is very active in her community, volunteering for the local Meals on Wheels and the Coventry Manor Nursing home.

Judy Fobes was born and raised in the suburbs of Philadelphia. In 2000 she opened her own insurance agency, after working in the field for close to 20 years. In 2002, Judy found herself in a position much like the families of the seniors she cares for today. Her mother was ill, and unfortunately did not live close by. Judy and her sisters struggled as they traveled back and forth between Pennsylvania and Washington D.C., trying to accommodate her doctor's visits, providing home care and general companionship. Judy often wondered why there weren't more services linking compassionate caregivers to families in need. She wouldn't find her answer for some time later... In 2008 two local Seniors Helping Seniors franchise partner's came to her for insurance. After learning what they do and about their business she was inspired to start her own. "I could feel the love coming from the organization and its mission," shares Judy.

Judy is also very active in her community, working with the Alzheimer's Association Memory Walk Committee, Parkinson's Association, YMCA, Soroptomists, National Association of Woman Business Owners and the Phoenixville Business Association.

Sharon Santoni, Regional Owner for Seniors Helping Seniors in Eastern PA, NJ and DE is pleased to have Judy Fobes and Gertie Mourar team up together to serve Chester County seniors. Judy and Gertie both are lovely and caring women who have a strong commitment to Chester County. By helping seniors stay in their homes as long as possible and providing employment opportunities to seniors who want to remain active and engaged they believe they can strengthen their community. They have both experienced caring for aging family members and are looking forward to expanding opportunities for the senior community in Chester County. "Judy and Gertie both exuded all the qualities we look for in the partners we bring into our Seniors Helping Seniors family. They are passionate about helping seniors and bettering their community overall. I am really proud to have both Judy and Gertie as part of my Seniors Helping Seniors region." Sharon Santoni.

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."

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