



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

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Seniors Helping Seniors® In-Home Services Establishes Latest Franchise in Southern Dallas County and Ellis County, Texas

Wyomissing Hills, Pa – To help meet the growing demand of older Texans who want to remain in their own homes and stay as self-sufficient as possible, **Seniors Helping Seniors®** In-Home Services has established its newest franchise, and the first in the state of Texas. This **Seniors Helping Seniors** center will serve Southern Dallas and Ellis Counties, Texas.

Seniors Helping Seniors In-Home Services offer loving, caring, compassionate non-medical services *for seniors by seniors* to help them live with dignity and respect and remain independent. **Seniors Helping Seniors** Providers are matched with senior Receivers. They provide non-medical services that enable seniors to maintain their independence and establish meaningful relationships while helping one another. Providers are seniors with the heart of a volunteer, but are compensated for their time.

Shirley Wesley King was born and raised in Birmingham, Alabama. Her husband, Gosby King was born in Carthage, Texas but raised in Dallas, Texas. Shirley and Gosby have two grown children and one granddaughter. Shirley achieved her lifelong career goal of becoming a social worker which has allowed her to help people to help themselves. In addition, Shirley is an educator, researcher, publisher and trainer. She became a university professor and administrator at one of the largest accredited schools of social work in the country. During the time she was Associate Dean of the school of social work. Among many achievements; she oversaw the rectification of salary inequities for female faculty and conducted the first external audit in the school's history. Shirley later joined her husband in the pursuit of establishing a comprehensive behavioral health care facility to address mental health and substance abuse issues among individuals and families. Her **Seniors Helping Seniors** center will allow Shirley to incorporate her passion, skills and knowledge to enhance the quality of life for seniors. She strongly believes that seniors deserve to enjoy their golden years as they continue their journey of life.

Shirley has many goals for her **Seniors Helping Seniors** center. She said, "We will be the most recognized companion care provider by delivering the highest quality of service with compassion, care, love and excellence. It is our desire to become the non-medical services of choice by individuals who want to remain in their homes. We will also provide peace of mind for seniors' loved ones who might not always be able to be there. They will know that their loved ones are safe, happy and receiving the dignity and respect that they deserve. We will provide

loving, caring, skillful, knowledgeable and responsive companions for seniors by matching them with other seniors who have similar interests and experiences.”

Throughout the years, Shirley and Gosby King have been dedicated volunteers. They have served on nonprofit boards including Big Brothers/ Big Sisters of North Texas and the Moorland YWCA. They were founders and officers of two nonprofit organizations, one which was designed to provide jobs for inner city youth. The second is a Department of Justice community capacity development organization whose mission is to reduce the incidence of gangs, guns, crime and violence. They have served on city-wide planning commissions and most recently, Shirley was Chair of the Mayor’s Southern Dallas Task Force, Area I aimed at enhancing economic development in the Southeast/Pleasant Grove sector of Dallas.

In addition, Shirley was named Woman of the Year by Zeta Phi Beta Sorority, Top Lady of the Year twice by Top Ladies of Distinction, a national service organization which helps build leadership among youth and in 2007 she was named a Bank of America local hero for outstanding service in the area of community capacity development. Shirley is a charter member of the Delta Sigma Theta Sorority South Dallas County Alumnae Chapter. She is a member of the Dallas Gerontological Society; a founding officer of the Friends of Senior Affairs, an independent fundraising entity for the City of Dallas Office of Senior Affairs and she is a volunteer and consultant to Creative Services for the Elderly & Youth, Inc., a nonprofit organization aimed at improving the quality of life for frail, isolated aging and elderly of Dallas County.

Shirley believes that **Seniors Helping Seniors** services are essential to her community. She said, “The population is aging and seniors make up a significant segment of our society. The profile of seniors is evolving and they have new needs and interests. The types of services that they require will have to adapt to satisfy their needs. Interdependence will continue to be a prized desire, but will require support in various forms. **Seniors Helping Seniors** In-home Services are among a new genre of support services for seniors. What used to be seen as a luxury of having help in one’s home has become a necessity to many, in order to maintain their desired quality of life.”

She adds, “I was blessed to be able to care for both of my parents during their final years. Those years were a treasured time for us. My father’s time with us was short but we were able to fulfill his desire of staying at home until the end. In the case of my mother, we had several years of planning and structuring care plans to keep her in her home and then later our home for her remaining years. Being able to fulfill the wishes of your parents who cared for you for so many years is one of the greatest gifts a child can give their parents. This cycle of caring is the very essence of our humanity and it is what makes us as human beings unique. My early, intermittent and positive experiences in care with and for the elderly had an impressive impact on my sustained commitment to the field of gerontology. What began as simply family care grew into a professional interest and career. While I have taught and trained social work practitioners, conducted research and consulted in this field, I believe this avenue is yet another distinct way I can combine my passion, skills, knowledge and interest to enhance the quality of life for seniors as well as their loved ones.”

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.”

Philip is pleased to welcome Shirley Wesley King as a Franchise Partner. “She comes to our **Seniors Helping Seniors** community with many years of social services and care giving experience. Shirley’s professional, personal and philanthropic efforts demonstrate her desire and passion to help others. Shirley will make an excellent addition to our franchise family, people who are dedicated to providing the **Seniors Helping Seniors** brand of loving, giving, caring and compassionate service and who will fulfill our mission in further expanding our care giving and companionship services throughout the United States.”

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.”

“Today we are excited to offer our services through over 55 franchises in Arizona, Alabama, Arkansas, California, Connecticut, Colorado, Florida, Georgia, Hawaii, Illinois, Indiana, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, New Jersey, New York, Ohio, Pennsylvania, South Carolina, Texas, Virginia and Washington,” said Philip.

He adds, “We support all of our franchises with the expertise we have gained in running **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 simultaneously help seniors remain independent and continue contributing to their community.”

For additional information, contact Shirley King at (972) 780-0811, visit her website <http://www.seniorshelpingseniors.com/SouthDallasCounty/> or email her at Admin.shs@gskingconsultants.com.

For Franchise Information:

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