



Dear Colleagues:

Earlier this year the Massachusetts Association of Councils on Aging and Senior Center Directors (MCOA) established the MCOA Charity Committee to bring senior centers across the state together in an annual fundraising effort. The committee is tasked with determining which organization will be the target of the annual fundraiser and announcing the annual campaign to you. The first MCOA charity campaign information is contained within this letter and we hope that you will support this important cause.

As we all know, many towns in western Massachusetts were changed on June 1, 2011 when a tornado ripped through the area. After speaking with several senior center directors in affected areas, the MCOA is committed to helping the senior centers and the older adults within these communities by raising funds to assist in tree planting efforts as well as providing funding for individual and group therapy sessions for those suffering from post-traumatic stress. Funds raised would be given to MCOA for disbursement to area senior centers, mental health organizations and town tree wardens.

All of the discussions among senior center directors in these areas referred to the changed landscape and the way in which the older adults of the community are dealing with the aftermath of this disaster. At this time, most of the immediate needs have been met and people are working on the rebuilding of property and repairing damages with insurance funds and assistance from FEMA.

The MCOA charity campaign is asking for participation in this project from you and your senior center community, to raise money at your senior center and donate towards this important cause. Fundraising can be done in a way that is most comfortable for your senior center; however, the charity campaign committee has listed some ideas on the back of this letter, should you need suggestions.

We have set a goal of \$25,000 for this campaign. We are asking each senior center raise \$100. With participation from every senior center in the state, we will surpass our goal. This is a small amount that will go a long way towards helping older adults in the affected communities. We would like to complete this statewide campaign by December 31, 2011.

Many of you have not seen the damages from this storm. If you are interested in photos from the affected areas please visit www.masslive.com and type "tornado pictures" in the search bar. You will be amazed by what you see.

Please forward all donations (via check made out to MCOA) along with a short description of your fundraiser to the MCOA office at 116 Pleasant Street, Room 306, Easthampton, MA 01027. Please be sure to write TORNADO RELIEF in the memo line of the check. We are also interested in any pictures of your event for our Spring 2012 edition of Focal Points.

We appreciate your support of this important project.

Sincerely,

Barbara Farnsworth
President, MCOA

Co-Chair Terri Marciello
Director, Wilmington COA

Co-Chair Rebecca Moriarty
Director, Hamden COA