



Serving Seniors Raises over \$280,000 in First Virtual Event

The San Diego non-profit held its annual Sips for Seniors, raising record-setting amounts to provide services for older San Diegans.

San Diego, Calif., September 2, 2020—Serving Seniors, a San Diego-based nonprofit helping older adults in poverty live fulfilling lives through health-promoting services, announced today that the organization raised over \$280,000 in the first virtual Sips for Seniors event. This year's gala includes major sponsors of Sempra Energy, Darlene Marcos Shiley, and Qualcomm.

"We are thrilled that Sips for Seniors was so successful, even as a virtual event," said Paul Downey, CEO of Serving Seniors. "Alongside nutrition and housing, there is a tremendous demand for health and social services for older adults and we're honored that we have the support of our community to provide these services."

The Sips for Seniors annual gala was moved online this year to ensure that all participants remained safe and practiced social distancing while still keeping the spirit of the event alive. The virtual happy hour brought people together to help seniors in need in the San Diego area while enjoying their favorite cocktails and learning how to make new ones. Attendees enjoyed pre-event entertainment of learning how to make specialty cocktails by a mixologist, participating in a bustling live, virtual auction and a dedicated Fund-A-Need segment, along with learning how Serving Seniors are helping older adults in the community facing a direct impact from COVID-19.

The amount raised goes directly to bolstering and expanding current programs offered by Serving Seniors. These programs include providing nutritious meals for those facing food insecurity, health and social services and secure housing for seniors who are economically insecure. With a focus on health and social services in times of COVID-19, Serving Seniors launched a brand-new program. The Serving Seniors Connections Program links older adults with trained volunteers for regular, friendly phone calls three times a week to check-in, listen and chat in an effort to combat senior loneliness and boost mental health.

To learn more about Serving Seniors Connections Program, please visit www.servingseniors.org. If you would like to learn more about future events, please visit their [events page](#).

About Serving Seniors

Founded in 1970, Serving Seniors is a 501(c)(3) nonprofit organization based in San Diego, California, dedicated to serving low-income adults aged 60 and over. A leader in senior advocacy and programming, Serving Seniors has created an innovative model of comprehensive

services including nutritional meals, housing, health and social services and lifelong learning opportunities to hundreds of seniors in need. It is the largest provider of meals to seniors in the county, and one of the only organizations in the nation providing such a robust range of services to vulnerable, at-risk older adults.

Serving Seniors President and CEO Paul Downey has been instrumental in the organization's growth over the past 25 years. Since being appointed the role in 1995, Downey has guided the nonprofit's innovative efforts to provide supportive services focused on keeping low-income seniors healthy and independent.

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