



Search and Care's Unique
Pet & Elder Empowerment Project (PEEP)
Receives Fourth Year of Support From
Amie's Place Foundation

September 2013, New York, NY

Search and Care is privileged to announce that their ongoing partnership with Amie's Place Foundation will continue for a fourth year resulting in expanding existing services and launching many new and exciting initiatives for their "Pet & Elder Empowerment Project" (PEEP) at no fee. The PEEP program has now received a total of \$70,000 from the Foundation.

With the initial award in 2010, Amie's Place Foundation has made it possible for Search and Care to provide a specialized volunteer service for Yorkville, Carnegie Hill and East Harlem's frail and isolated elderly clients – 10% of whom have pets who depend on each other – but increasingly face physical and financial challenges in caring for them. To preserve this special relationship that our elders and their pets share, the agency has recruited and trained a growing PEEP volunteer brigade of dedicated New Yorkers who walk dogs, change litter, take a pet to/from a veterinarian appointment, as well as teams of volunteers and their own pets to visit isolated elderly clients in their homes. A portion of the award also helps address unanticipated, emergency pet-care needs, with a stipendiary fund.

In addition, Amie's Place Foundation has allocated to Search and Care and, at their request, their partner agencies, Lenox Hill Neighborhood House and Carter Burden Center for Aging, 25 free six-year MedicAlert memberships, at \$250.00 each, from the Foundation's Grant to MedicAlert Foundation International. These free memberships provide our elders greater peace of mind with this "first-of-its-kind pet emergency contact feature" with 24/7 emergency services and medical ID's which will ensure that their pets are taken care of should they face a crisis.

Robin Strashun, Search and Care's Volunteer and Outreach Coordinator also shared, "the true value of our Holiday Pet Stockings' success -- now reaching 100+ dogs, cats, and birds -- filled to the brim with so many toys, goodies, and treats, can be seen in the eyes of our elderly – most who could never afford to treat their pets with such kindness." Hartz Mountain Corporation, Chase Bank, Best Pet RX and others, have

worked side-by-side with Search and Care and Amie's Place Foundation to help make this possible.

A new "Pet Advisory Committee," the cultivation of a new squadron of bi-lingual East Harlem PEEP volunteers, and a "Spread Some Cheer" holiday visiting with our elders and their pets, complete the exciting range of new 2014 Search and Care initiatives, which Brian Kravitz, Executive Director states, "continues to broaden our unique pet-care assistance model that protects the relationship shared by our elders and their pets – a bond so vital to the health and well-being of those we care about."

About Search and Care

Search and Care is a 501 (c) (3) non-sectarian, not-for-profit agency, founded in 1972. Our mission is to seek-out older people in the community who need help in managing life's daily activities or accessing essential services, and to provide them with the support and companionship they require to live with security and dignity in the manner they choose. Search and Care's range of no-fee services, often provided directly in a client's home, include assistance obtaining benefits and entitlements, arranging homecare and transportation, legal, healthcare and housing advocacy, financial care (bill-paying, daily money management and income stipendiary awards), mental health, nursing and occupational therapy supports, and therapeutic groups (for the more ambulatory). Intergenerational multicultural volunteers add additional assistance, escorting, running errands and shopping, companionship/socialization, and home organization. The overarching goal of the agency is to offer an unparalleled level of compassionate, comprehensive care, acting as surrogate family and safety net for the otherwise at-risk elderly who have few others to rely upon, and few resources to draw from. For more information about PEEP or other Search and Care services, please visit us at www.searchandcare.org or send an email to SandC@searchandcare.org.

About Amie's Place Foundation

It all began in 1982 in Long Beach, Long Island, with the exceptional work of Lewis Gelfand, DVM who provides pet care treatment and assistance for people too ill to care for their pets. Based on Dr. Gelfand's work, Amie's Place Foundation was established in New York City to fund organizations providing programs for people who need assistance caring for their pets, risk losing them during times of crisis, or face barriers limiting access to their pets when they most need each other. In light of the profound healing effect that pets have on individuals who are encountering a difficult, sometimes life-changing event, the Foundation works to provide necessary pet-care assistance and to promote public awareness of the unique relationship a beloved pet and its human companion share. Grants have funded the first Senior Center and hospital-based programs at The Caring Community/1998 and St. Vincent's Hospital/2003 in Greenwich Village, New York City. Amie's Place Foundation has funded programs that include Beth Israel Hospital, FACES (Finding a Cure for Epilepsy and Seizures) at NYU Langone Medical Center, JASA, Mayor's Alliance for NYC's Animals, MedicAlert Foundation International, PAWS NY, Purdue University College of Veterinary Medicine, Schervier Nursing Care Center, Search and Care, and Sunnyside Community Services. The Foundation encourages national replication of programs that help prevent the unnecessary forced separation of people from their pets simply because no one is there to help them. www.amiesplacefoundation.org/