* About

Idea: Create a centralized 3-digit number (easy to remember) for seniors’ access. This number is analogous to 911 but caters to the needs of seniors. It is not meant for a medical emergency or any such event which requires police assistance. This number connects organizations and volunteers that carry out any kind of senior support activity and so is a central point of contact (easy to approach) for seniors to connect to for any kind of assistance they may need. The service will be provided locally in Windsor.

* Features
  + Multi-lingual service
  + Easy to remember
  + Connects volunteer organizations in helping seniors
  + Generating minimum-wage employment
  + Encourages volunteering (including universities)
* Services
  + Housekeeping (for e.g., Snow removal)
  + Volunteer drop-offs (e.g., Medicine from Pharmacy, Grocery from a store, Pet supplies, and their grooming)
  + Grooming (E.g., Haircuts)
  + Home maintenance (such as repairs, yard work, lawn mowing)
  + Transportation (for example taking seniors to appointments, and errands)
  + Counselling
  + Entertainment services (Friendly visits to the home/Social events)
  + Health and Wellness class (E.g., Fitness and Senior walking club)
  + Organizing workshops/seminars (E.g., Technology workshops. Money management, elder abuse, Tax filing sessions)

Either these services can be provided by existing organizations that register at the call center or people could be recruited to provide these services, or these services can be provided by volunteers.

* Budget for various activities.
* Marketing
  + Adds on local newspapers or new channels (Windsor Star)
  + Flyers
  + Social media (Eg. Facebook/Instagram/Twitter)
  + Local religious institutions/communities
  + Word of mouth
* Timelines
  + Creation of the number and
  + Setting up the call center including renting a place for setting up of the office, recruiting people to run the call center, and purchasing and renting materials, equipment and supplies. (5-6 months)
  + Simultaneously, organizations and volunteers could be contacted to register at the call center for providing their services.
  + Advertising/Marketing (2 months)
  + Services begin on 1st April 2023 and continue till 31st March 2025
* Metrics for measuring results
  + Number of calls received
  + Number of calls serviced/fulfilled
  + Calls that were received and got acknowledged by the seniors.
  + Weekly reports for these metrics
  + Cost involved in doing the paid services.