

Cyber-Seniors Program for Senior Organizations



Who We Are

Building on Director Saffron Cassaday's 2014 award-winning documentary film and the high school community service project that inspired it, Cyber-Seniors is a non-profit organization that connects tech-savvy youth to older adults. Since its inception in 2015, Cyber-Seniors has developed and disseminated thousands of resources that have enabled organizations throughout North America and the world to provide tech-training for senior citizens using an intergenerational, youth volunteer model. Youth are provided with lessons and learning activities to train them to act as digital mentors and senior citizens gain access to effective technology training and intergenerational communities that keep them socially connected and engaged.

Our Mission

Cyber-Seniors' mission is to bridge the digital divide and connect generations through technology.

Pre-COVID, Cyber-Seniors achieved this mission by working with community partners to provide in-person programs. When COVID-19 restrictions were imposed, Cyber-Seniors responded by adapting its existing service delivery model to a virtual format.

Our Experience

- Cyber-Seniors has been providing tech-training for senior citizens since 2015.
- The Cyber-Seniors program has been evaluated by a third-party researcher and found to significantly improve daily technology use amongst seniors and increase feelings of social connectedness.
- Cyber-Seniors is the only organization in North America that has developed a standardized training program for youth mentors. Our program focuses on teaching young people (who by nature are experts in technology) to work with and be effective teachers of technology to older adults.
- Cyber-Seniors has over 1200 teaching resources housed on its website that are available to seniors wishing to advance their technology skills.
- Our program not only provides instruction, but access to ongoing support and our online intergenerational community, which results in greater long-term adherence to technology.
- The Cyber-Seniors program uses advanced technology that ensures security and quality assurance in the delivery of its training programs and one-on-one tech-support.
- Program training and ongoing support is available in English, Spanish and French, and several other languages dependent on availability from our multi-lingual volunteer pool.

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Options for Bringing Cyber-Seniors to Your Community

Whether you represent a library, senior center, retirement community or government agency, Cyber-Seniors provides two options for ensuring your seniors have access to our online tech training and support – 1) Connect them to our FREE Service **OR** 2) Partner with us to set up your own Cyber-Seniors online program.

CONNECT YOUR SENIORS TO OUR FREE SERVICE

Option #1: Download the FREE Flyers available on our website and hand them out to seniors in your community.

Option #2: Sign up for our weekly newsletter. Each Friday you will receive a list of the following week's webinars that you can share with seniors in your community.

Option #3: Post information about Cyber-Seniors' FREE services on your website and create a direct link from your website to ours.

Option #4: Post our toll-free tech support telephone number on your website and create direct links to our webinar registrations and our one-on-one mentoring sessions, to make it easy for seniors to access these services without ever having to leave your website.

Note: If you are linking to our website please notify us and include our Logo and acknowledge Cyber-Seniors as a partner. Refer to Terms and Conditions, available on our website.

SET UP YOUR OWN CYBER-SENIORS ONLINE PROGRAM

Partnering with Cyber-Seniors provides you with options that cannot be readably or affordably reproduced by most community organizations. We have invested in secure technology (which is important when serving vulnerable populations – youth and seniors) and have an extensive volunteer work force who have all completed requisite training, speak a number of different languages and have a wide range of expertise in technology. Our pre-COVID experience in developing tech-training tools and resources, coupled with the thousands of virtual trainings we have delivered since the COVID-19 outbreak, has provided us with a level of expertise that we believe can benefit other organizations who are working to achieve the same goal of keeping seniors socially connected and safe.

Services we can provide for your organization:

- **Support for Incoming Calls:** Cyber-Seniors can provide your organization with its own unique toll-free phone number that is answered in English, Spanish and French - 5 days/week, 9 am to 9 pm EST. Calls come in through Cyber-Seniors' secure call center platform that blocks all numbers (ie. operators cannot see incoming numbers) and all calls are recorded. After-hour messages are returned the next business day.
- **Managing One-on-One Mentoring Sessions:** Cyber-Seniors can provide your organization with a calendar plugin to post on your website. This allows visitors to your website to sign up for one-on-

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one sessions with a mentor. Seniors specify what they are looking for help with and their language preference. They can also request a specific mentor and invite a caregiver to be included in the session. When a senior signs-up, Cyber-Seniors will search its data base and send out notifications to mentors in your community that match the search criteria. If no one from your community is available, we will pull from our large and diverse volunteer database to find a suitable candidate. Cyber-Seniors uses a secure cloud-based communication platform for all one-on-one telephone support. Callers' numbers are hidden from the operator's view and calls are recorded. In addition, Cyber-Seniors monitors calls to ensure timeliness. If and when a call is delayed, we step in immediately to investigate and rectify the problem.

- **Webinar Production:** Cyber-Seniors can provide a Zoom platform, set up registration (making sure to collect demographic information), and produce any number of webinars on any topic you choose. Webinars are staffed with one of our professional trainers as well as 4 mentors for every 20 seniors participating. All sessions are recorded, edited and can be made available from your website or YouTube channel.
- **Mentor Training Program for Youth in Your Community:** We understand that many organizations want to create their own virtual Cyber-Seniors program whereby they bring together young people and seniors from their own community to create programming and build relationships. Cyber-Seniors can provide your organization with support in recruiting, training and matching volunteer mentors from your community with your seniors.
- **Impact Surveys:** Cyber-Seniors can provide you with impact data from standardized surveys that we administer to determine if participating seniors have increased their use of technology and have experienced decreased feelings of social isolation.

If you are interested in exploring the best partnership structure for your organization please send us an email to set up a meeting (info@cyberseniors.org) and/or complete [this quick questionnaire](#), which will guide you to think about how you anticipate using our assets, the type of services you want to provide to your members and your goals in providing this service.

Once we have received the questionnaire back from you, we will prepare a comprehensive proposal outlining options delivering the service you are interested in, along with the cost to achieving it.

Cyber-Seniors is happy to provide grant writing assistance in the form of describing who we are and what role we will play in your project. A detailed line item budget can also be provided for submission with your grant proposal. A sustainability plan is usually required as part of most grant applications and Cyber-Seniors will work with your organization to develop a realistic sustainability plan for after the grant period has ended.

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