Cyber-Seniors Invites You To Present

Who We Are

Cyber-Seniors is a non-profit organization whose mission is to bridge the digital divide and connect generations through technology.

Since our inception in 2015, we have developed and disseminated thousands of resources that enable organizations such as libraries, senior centres, retirement homes, schools, and places of worship in the United States and Canada to provide tech-training for senior citizens using an intergenerational, youth volunteer model.

In light of COVID-19 restrictions, Cyber-Seniors has become a digital-first organization, rerouting our existing services to a virtual format.

Our Mission

Cyber-Seniors grew out of the need for older adults to remain socially connected and self-sufficient, and in the wake of COVID-19, our work has never been more important.

During this time of imposed self-isolation, it is crucial for seniors to stay connected to their families, friends and communities. Whether by keeping up with news, using a website to order food or visiting with friends and family via video conferencing, tech fluency makes an enormous difference in allowing seniors to remain self-sufficient and socially connected from the safety of their own homes. In the best of times, digital literacy can be life altering; in times like these, it can be life saving.

Cyber-Seniors responded immediately to the COVID-19 crisis by ensuring seniors had access to technology training and support by setting up a call center and offering daily webinars and one-on-one tech support in several languages. We invested in state-of-the-art technology to ensure security, confidentiality and quality assurance. In 2020, we served over 8,500 seniors who partook in over 26,000 tech-training sessions - all free of charge, and our reach is growing by approximately 3% per week.

As the seniors who participate in our program become more comfortable using technology in their daily lives, they find a welcoming intergeneration community with Cyber-Seniors. We have recently identified a need to expand our programming beyond tech-training to provide seniors with additional opportunities to remain socially connected, self-sufficient and engaged members of their community. Areas of development include programming to include virtual activities, such as exercise classes and social programs, as well as learning to access essential government services and programs online.

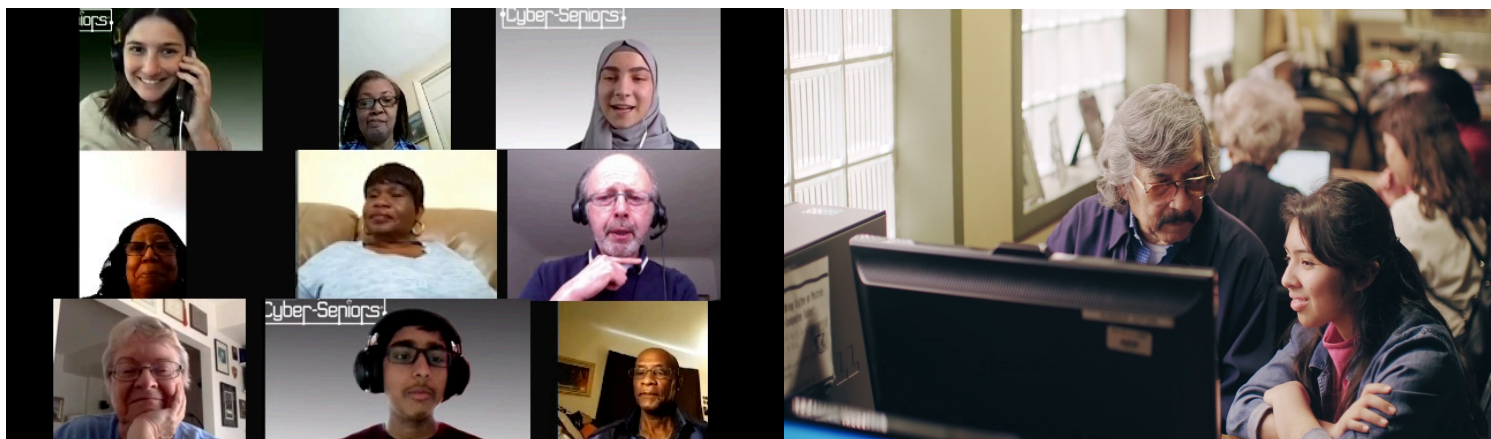We are also developing programs that will allow seniors to mentor and provide workshops and presentations for young people who volunteer for Cyber-Seniors.

Meet the Cyber-Seniors

Cyber-Seniors are as young as their late 50s and life-experienced as their early 90s; we even count a handful of centenarians among our digital enthusiasts. Our growing community is interested learning about cyber-security, the best ways to edit and post photos, and, most importantly, how to keep in touch with loved ones during the pandemic.

Here's What Our Seniors Have to Say:

- Jean's telemedicine moment
- Grateful Participants of the Volunteer Training Program
- Grateful Participants of the New Device Tech-Training Program

Our Reach

Cyber-Seniors delivers up to 15 webinars and over 70 one-on-one tech-support sessions with senior citizens each week - all free of charge. Approximately 400 unique seniors and 100 young people participate weekly in our programs, and over 1900 individuals tune-in to watch previously recorded webinars weekly. In 2020, we engaged over 8,500 seniors who partook in over 26,000 tech training sessions and over 1,500 young people who provided in excess of 5,000 volunteer hours. Our growth rate of senior and youth participants is approximately 3% per week.

We have a dedicated social media following of:

>5200 Facebook Followers
>2600 Twitter Followers
>1100 Instagram Followers
>2500 YouTube Subscribers
>3000 Newsletter Subscribers
And each week we welcome >1700 Website Visitors

We Need Your Help

We are inviting organizations and individuals to help us expand our programming for senior citizens. Programs we are looking to develop include but are not limited to:

- **HEALTH & WELLNESS**

Whether it's a meditation practitioner or an expert in senior nutrition, we are looking for the best and the brightest to teach our community how to live better, stronger, and healthier lives.

- **FITNESS**

Many of us have taken to the Internet to keep up with our fitness routines, and our senior community is no different. Are you a Pilates instructor comfortable teaching online? Or maybe you have a special core-strengthening class. If this sounds like you, give us a shout.

- **RECREATIONAL**

Weekly games' nights or skill-sharing afternoons needn't stay on pause during this time. We're building programming to bring back fun and games to our group.

- **SOCIAL**

Whether it's an LGBTQ+ virtual coffee chat or language-specific club, our social programming aims to create a digital community amongst our seniors.

Presenters will be given the opportunity to display their logo during the session and be recognized in our weekly newsletter. All presentations will be recorded and made available to our growing community of senior citizens. Presenters are expected to inform and teach, not solicit their products or services. Presenters are also invited to become an official sponsor – see opportunities below.

If you or your organization is interested in offering a presentation, we ask that you complete the attached form and submit it. We will contact you to discuss further. Speaker Proposal Form

Sponsorship Opportunities

With a growing and focused audience of both young people and older adults, supporting Cyber-Seniors through sponsorship opportunities provides a good return on investment for companies who market their products and services to these distinct demographic groups.

CYBER-SENIORS PRESENTING WEBINAR SPONSOR

Who will you reach?

Older adults and young people.

What will your sponsorship support?

Research, development, and production of free webinars for seniors and mentoring opportunities for young people.

How will your support be recognized?

- *Recognition of support during sponsored webinar in the form of a shout-out at the beginning, middle and end of the webinar with Logo Display throughout, attended by an average of 70 older adults and 20 young people.*
- *Recognition of support (as above) on taped sponsored webinar(s) (>1900 views per week).*
- *Choice of webinar(s) to sponsor.*
- *Opportunity to be the featured presenter on the sponsored webinar.*
- *Your company will share recognition along with Cyber-Seniors Supporting and Major Presenting Partners.*

Potential Reach: 5000+ individuals

$1,000 per webinar or $5,000 for 6 webinars. Limited to one presenting sponsor per webinar.

INTERNSHIP SPONSORSHIP

This is an opportunity support one of Cyber-Seniors volunteers as they transition to a paid summer internship position with either our organization or one of our partners.

VOLUNTEER APPRECIATION EVENTS SPONSOR

Volunteers are the backbone of our organization and we like to celebrate them and show them our appreciation several times a year. This is an opportunity to support our virtual events during which we invite guest speakers and hand out awards.

PRIZE SPONSOR

This is an opportunity to either donate prizes or fund the purchase of prizes to reward and incentivise our intergenerational online community. It also gives participants in our program an opportunity to try your products or service for free.

YOUTH SPEAKERS SERIES SPONSOR

Supports development and production of a Career Pathway Speaking Series, for our young volunteers. Professionals from different industries will talk about their job, what it entrails and the pathway they took to get there. Your company will also have the opportunity to provide a presentation.

SENIOR SHOWCASE SERIES SPONSOR

Older adults have a lot of wisdom to offer and knowledge to share. This is an opportunity to support the development and production of a webinar series that provides seniors with an opportunity to showcase their talent and wisdom and giving them a voice on social media.

If you are interested in exploring any of these opportunities please contact Brenda Rusnak, Managing Director at brenda@cyberseniors.org.