

# Two New Ways for Banks to Help Prevent Elder Abuse

**A**s America's population ages, the problem of elder financial abuse is growing. CRA Partners, an SDBA endorsed vendor, has announced two new ways for banks to get involved in protecting vulnerable senior citizens in their local communities.

The organization's two new offerings—Senior Sentry™ and Senior Secure™—build on the widely adopted Senior Crimestoppers® program to address the needs of seniors in communities big and small. Senior Crimestoppers® is a nationwide crime prevention and education program, powered by the Senior Housing Crime Prevention Foundation.

This year, CRA Partners is celebrating its 20th anniversary of providing safety and security to senior citizens with the Senior Crimestoppers® program. More than 200 banks currently support the protection of 100,000 seniors and earn CRA credit through their sponsorship.

Responding to feedback from bankers and health care administrators that elder financial abuse is a primary concern, CRA Partners has created an educational tool, Senior Sentry™, to educate and train health care staff and caregivers at local senior housing facilities to detect the signs of and to prevent financial abuse of those they care for.

"Banks already have access to training materials on financial abuse for their own employees. The gap is in training for those that have the closest contact with America's elder population, housing facility staff members," said Terry Rooker, president of Senior Crimestoppers. "Facilities' administrators appreciate having a resource like this that adds a level of security to their residents."

## Senior Sentry™

Senior Sentry™ is a dynamic educational and online training video that covers topics like how to avoid email and phone scams, warning signs of abuse and what to do if abuse is suspected. It is full of helpful resources to ensure that no one in their golden years is deprived of what they've spent a lifetime saving.

A bank can sponsor a senior facility whether it is low to moderate income or an assisted living facility. This program, which costs \$500 per facility, includes the Preventing Elder Financial Abuse Toolkit for use by banks. The program is great for small banks who don't have robust CRA requirements but want to get involved in educating those that work with seniors.



## Senior Secure™

Senior Secure™ is a more robust program for senior housing facilities that includes the educational component, facility signage plus a toll-free, anonymous tip line with rewards offered for information regarding elder abuse. Designed with both protective and education components, it includes Senior Sentry and Preventing Elder Financial Abuse Toolkit. This program can be installed in a low to moderate-income senior facility for CRA exam credit or an assisted living facility. The cost is \$3,500 for a CRA-qualified facility and \$2,500 for an assisted living facility.

"We developed the Senior Secure™ program for banks that truly believe in and support our mission, but are not yet the size at which they are examined for CRA compliance," said David Lenoir, president & CEO of CRA Partners. "These two new programs are a great complement to our flagship Senior Crimestoppers® program. It makes it possible for more banks to get involved with the senior citizens in their local communities. This is increasingly important to bankers as the average age of Americans continues to rise."




The response from family members of residents and staff at senior housing facilities that already offer protections like these has been tremendous. Expressing her gratitude for the bank and Senior Crimestoppers, Shelly Fuller of Bayshore Towers in Pasadena, Texas, said, "On behalf of Bayshore Towers' senior residents, I want to thank you for your support and partnership with us as we provide a safe community."

For more information, contact Ron Brooks, Jr., with CRA Partners at [Ron.Brooks@shcpfoundation.org](mailto:Ron.Brooks@shcpfoundation.org) or 877-232-0859 or visit [www.SHCPFoundation.org](http://www.SHCPFoundation.org).



# Senior Housing Crime Prevention Foundation®

Our Foundation offers three programs that all help to protect America's senior citizens. Which one is best for you? Compare program components here:

	 <b>Senior Crimestoppers®</b>	 <b>Senior Secure™</b>	 <b>Senior Sentry™</b>
Educational Video for Housing Facility Audience on Preventing Elder Financial Abuse	●	●	●
Preventing Elder Financial Abuse Toolkit for use by Banks	●	●	●
24/7 toll-free Tip Line for anonymous crime and incident reporting with rewards up to \$1,000	●	●	○
Signage - Crime awareness/zero tolerance signage prominently displayed	●	●	○
Ongoing in-service education and training for facility staff	●	●	○
Time of your Life enrichment series	●	●	○
Wish Comes True grants	●	○	○
Personal in-room Lockboxes	●	○	○
CRA compliance credit	●	◐	○
Documentation and support for your CRA Exam	●	◐	○
Funding options * Fully accredited 501(c)3	Loan, Investment, or Grant*	Grant*	Grant*
Commitment period	7 years	3 years	1 year
Sponsorship Funding Model	\$85 per resident	Flat fee per facility	Flat fee per facility
Sponsorship Amount	Based on # of residents in facility	\$3500 CRA qualified \$2500 non-CRA	\$500 per facility

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