

# SOS Insights

*from my desk to your heart*

Welcome to the second installment of my weekly series of your **SOS Insights**. I hope you found a few minutes to read last week's issue where I provided some insights into many of the challenges SOS faced because of the pandemic and how we were able to stay in service.

Like so many other charities across this county, during times of crisis we tend to be asked to do so much more with so much less. There are more needs, but often fewer resources to meet the needs. Plenty of gaps.

**Thankfully, our community came together** and contributed to our [Grateful Hearts](#) campaign so that we could have fewer gaps in essential services for our most vulnerable residents. That's really why SOS was founded more than 50 years ago. **Let me take you on a little trip down memory lane...**

The year was 1968. A small but mighty group of concerned citizens noticed that some needs were going unmet for local school children and their families. They also saw how many adults and seniors were going without basic necessities.

Because some of these concerned folks worked in the school district, they saw first-hand the number of children who were coming to school hungry and without warm clothing. They also learned that many youth and seniors were going without eyeglasses, orthopedic shoes, dental care, hearing aids and speech therapy. How were kids supposed to thrive when low-income families couldn't afford to adequately feed or cloth them? And how were seniors living on a fixed income supposed to make ends meet?

The founders' vision was to establish a multi-faceted organization that would provide a variety of programs and services designed to meet the needs of disadvantaged and low-income individuals who were not already being supported through government agencies, service clubs, or other charitable organizations. **SOS would be there to fill in the gaps.**

Before the pandemic, SOS offered more than 30 programs, many of which were started more than 50 years ago - a powerful testament to the vision and commitment of our founders and those who followed in their footsteps.

**But times have changed.** We are now living during the time of COVID-19, when physical distancing and safety protocols are dictating the way we provide programs and services. Some programs may not be able to resume for a while and others will need to be adapted or modified. Some programs may no longer be relevant. New programs and services may be born. **Yes, it's a time of change. And you can help guide us.**

Next Tuesday, August 18, you'll receive a "Take Stock" survey in your inbox. It should only take about 10 minutes to complete but will provide us with invaluable input to help shape the way we restart and rebuild programs for children, youth, and families this fall. Your perspective will also help guide how we safely roll out services for seniors and how we

“Care for Community” at Christmas and throughout the winter.

I hope you will continue to help us live up to our 52-year legacy of filling the gaps by responding to our survey next week. Your input matters. Thank you.



Susanna Newton  
Executive Director  
Society of Organized Services

P.S. We just can't say thanks enough. If you have been one of the donors who have contributed to our [Grateful Hearts](#) campaign, please know how much we appreciate your caring!