

SOS Insights

from my desk to your heart

Every winter, we bundle up and wait patiently for the arrival of spring. And if we are lucky, we receive a bit of snow to the delight of children and skiers alike. **But this winter felt different.** For many of us, it felt longer. We were indoors more than usual and missed seeing friends and family, especially over the holidays.

For our community's seniors, the absence of SOS programs that would normally fill their need for social connection, was very much missed. And the temporary suspension of SOS in-person programs that children, youth and families have relied on in past years, has been felt by many.

Thankfully because of the outpouring of support for our Caring for Community at Christmas and Winter Emergency campaigns, we have been able to adapt many of our services to fill the gaps. I encourage you to read our **Spring 2021 SOS Community Impact Report** about some of the ways SOS has invested your generosity helping residents in need. Check your inbox for that next week.



Now that springtime is starting to reveal itself once again, it is easier to feel a bit more optimistic about the future. We can begin to sense the **promise of new beginnings** as we look forward to resuming some of our favourite activities once the current health restrictions ease. And at SOS, we are busy preparing for the time when **we can welcome you all back!**

We are also busy planning for what the future needs of our community will be once the pandemic ceases to preoccupy our every thought and movement. That is why I wanted you to be one of the first to know that **we will be launching a special campaign next month** to help us move beyond addressing immediate needs, although there will still be many.

This campaign will be about **rebuilding our capacity** so that we can provide opportunities to help more kids grow into successful adults, assist more seniors to age in place and to ensure more residents have a safe place to lay their head at night. Simply put, **we believe we must reach more and do more** and we will be calling on the time, talent and treasure of our entire community to help us do that.

So please watch for more information about this important campaign in your mailbox, your inbox, our website, social media and other media. We're excited to share our plans and look forward to moving forward into our future together.

Warmest regards,



Susanna Newton
Executive Director
Society of Organized Services



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