

# MEDIA TOOLKIT

*Restoring Connection, Dignity and  
Belonging for Seniors and Veterans*



*Because No Senior or Veteran Should Ever Feel Forgotten.*

*We Are a 501c3 Tax-Exempt Charitable Organization | EIN: 33-3723647*

*[SusansLowcountry.org](http://SusansLowcountry.org)*

# ABOUT SUSAN'S LOWCOUNTRY NON-PROFIT ORGANIZATION

## WHO WE ARE...

Susan's Lowcountry Non-Profit addresses the growing issue of social isolation among seniors and veterans by creating meaningful opportunities for connection. Through community programs and shared experiences, we help individuals stay engaged, build relationships, and maintain a sense of dignity and belonging.

Our work ensures that the seniors who built our communities and the veterans who defended them remain connected, valued, and supported—strengthening not just individual lives, but the community as a whole.

### OUR MISSION

*Guided by Gratitude,  
Service, and the  
Power of Shared  
Moments:*

To honor and uplift seniors and veterans through accessible programs that promote social connection, belonging, and compassionate support.

### OUR VISION

*A Future Where  
No One Feels  
Forgotten:*

A vibrant interconnected Lowcountry where every senior and veteran has the opportunity to live with dignity, purpose, and community.

### OUR CORE VALUES

#### FAITH:

*Guided by purpose  
and service.*

#### COMPASSION:

*Meeting people with  
empathy and care.*

#### DIGNITY:

*Respecting every  
individual's life and  
experience.*

# A STORY BY THE NUMBERS

Loneliness is linked to  
an estimated

**871,000**

deaths globally each year  
or the equivalent of

**100**

deaths every hour

*(World Health Organization, 2025)*

Social isolation and  
loneliness increase  
the risk of premature  
death by up to

**29%**

*(Harvard Medical School, 2023)*

Nearly

**40%**

of dementia cases  
worldwide may be linked  
to modifiable risk factors,  
including social isolation

*(World Health Organization, 2025)*

## THE GROWING CHALLENGE OF SENIOR ISOLATION

Behind every story of connection is a larger, growing reality— one backed by data. Social isolation and loneliness are not just emotional experiences; they are measurable public health challenges with serious consequences for seniors and veterans. The data underscores what we see every day: as connection declines, risks to health, independence, and quality of life rise. These numbers help bring visibility to the scale of the issue—and the urgent need for solutions that restore connection and strengthen community.

Loneliness is  
associated with a

**50%**

increased risk of  
developing dementia  
among adults over 50

Older adults who are  
socially isolated are  
at higher risk for  
heart disease,  
weakened immune  
function, depression,  
and cognitive decline

*(CDC, 2024)*

Seniors with high social  
engagement have a

**42%**

lower mortality risk

*(National Institutes of Health, 2025)*

The health risks of  
isolation in later life are  
comparable to smoking  
and alcohol use, and  
can exceed risks linked  
to obesity or physical  
inactivity

*(National Institutes of Health, 2024)*

# OUR VISION FOR CHANGE:

## CREATING OPPORTUNITIES FOR CONNECTION

Susan's Lowcountry Non-Profit provides community-based programs designed to help seniors and veterans stay socially engaged and connected.

Through meaningful shared experiences, our programs restore joy, strengthen relationships, and foster belonging.



## OUR PROGRAMS

- *Free Day Trips + Meals for Seniors & Vets*
- *Vets Supporting Vets*
- *Community Engagement Programs*
- *Outreach and Support Services*



*“Loneliness from social isolation isn’t always visible, but its impact is profound. Creating spaces for connection is one of the most powerful ways we can restore dignity, purpose, and community. The work we do at Susan’s Lowcountry Non-Profit isn’t just about our programs or support services—it’s about making sure people have a place to belong and that those whose lives and service have shaped our communities are never, ever forgotten.”*

— Jon Morgan, Founder & Community Advocate

# ISOLATION AND SOCIAL CONNECTION FAQs:

## ABOUT THE ISSUES...

### *Why is senior isolation such a growing concern?*

As more older adults live alone and face mobility or health challenges, opportunities for regular social interaction exponentially decrease. This lack of connection can significantly impact both mental and physical health, making it an important and growing public health issue.

### *How does isolation affect seniors and veterans differently?*

While both groups experience loneliness, veterans often face additional challenges tied to the transition out of military service and ongoing struggles with PTSD—especially the loss of structure, identity, and built-in community—making peer connection increasingly important.

### *Why is social connection so critical to healthy aging?*

In numerous clinical and medical studies conducted by global leaders in the healthcare space such as the CDC, WHO, and many others, strong social connections are linked to improved mental health, better cognitive function, and overall quality of life. Consistent engagement helps seniors and veterans stay active, independent, while feeling emotionally supported and connected to their communities.

## ABOUT OUR ORGANIZATION...

### *What does Susan's Lowcountry Non-Profit do?*

We create opportunities for seniors and veterans to stay socially connected through free day trips + shared meals, community programs, shared experiences, and accessible events that foster dignity, belonging, and engagement.

## ***Who do we serve?***

We serve seniors and veterans across the coastal Georgia and South Carolina lowcountry areas (coming soon: North Carolina lowcountry!), particularly those facing isolation, limited mobility, or reduced access to social opportunities.

## ***What makes our approach different?***

Our focus is on creating real-time, meaningful, consistent opportunities for connection—not just one-time events. We prioritize accessibility, community-building, and experiences that bring people together in lasting ways.

## **PROGRAMS + IMPACT**

### ***What kind of programs do we offer?***

We offer a range of community-based programs, events, free day trips + meals, and shared experiences designed to help seniors and veterans engage, connect, and feel part of a community.

### ***What kind of impact have we seen?***

Participants often report increased social engagement, improved well-being, and a renewed sense of purpose and belonging through consistent connection and community involvement.

## **COMMUNITY CALL TO ACTION**

### ***How can the community get involved?***

Individuals and organizations can support our mission by volunteering, partnering, donating, or helping expand awareness by evangelizing our mission and helping us combat the issues of chronic social isolation, loneliness, depression, and potential long-term mental, emotional, and physical health complications amongst our lowcountry seniors and veterans.

### ***Why is this work important right now?***

With social isolation and the resultant health risks on the rise as more seniors and veterans age independently, the need for accessible, community-based connection has never been greater. Addressing this issue now helps improve quality of life and strengthens the entire community.

# STORY ANGLE OPPORTUNITIES:

*“If it weren’t for the media, we wouldn’t know what’s happening in the world. The media can be a powerful instrument of change.”*

— Jane Goodall



## MEDIA STORY TOUCHPOINTS

Our work sits at the intersection of aging, isolation, and veteran support, creating timely, human-centered stories with both emotional depth and real community impact. From feel-good features to before-and-after transformations and multi-part series, these stories reveal not only the challenges many face, but the tangible outcomes of connection in action. As more older adults live alone, the need to spotlight solutions, and the people behind them, has never been greater.

## SUGGESTED STORY ANGLES

Designed for single features or multi-part series coverage:

- *The Hidden Epidemic: Senior Isolation in Our Own Backyard*
- *Staying Connected After Service: How Veterans Are Finding Community Again*
- *More Than Social: How Connection Impacts Health As We Age*
- *Faith in Action: Local Outreach Making a Daily Difference*
- *From Alone to Engaged: Inside a Nonprofit Creating Free Experiences for Seniors and Veterans*

# MEDIA INTERVIEW OPPORTUNITIES

## MEDIA AVAILABILITY

Susan's Lowcountry Non-Profit leadership is available to speak with media outlets, podcasts, and community programs about the growing issue of senior isolation and the role community connection plays in improving quality of life for seniors and veterans.

## SUGGESTED INTERVIEW TOPICS:

### *The Hidden Epidemic of Senior Isolation*

Why loneliness among older adults has become a growing public health concern, and how communities can help seniors stay socially connected and engaged.

### *Supporting Veterans Beyond Military Service*

How our "Vets Building Hope" initiative creates pathways to housing, purpose, and peer-driven support for veterans.

### *Community-Based Solutions to Loneliness*

Simple yet powerful ways local organizations, volunteers, and communities can help restore connection and dignity for older adults.

### *Faith and Purpose-Driven Leadership*

How servant leadership and compassion guide work that supports vulnerable members of the community.

### *Why Social Connection Matters for Healthy Aging*

The link between meaningful relationships, emotional well-being, and quality of life for seniors.

### *Building Compassionate Communities*

How local partnerships, volunteers, and community advocates can help ensure no senior or veteran feels forgotten.

### *Vets Supporting Vets in Our Community*

How shared experiences foster trust, rebuild camaraderie, and help veterans reconnect with purpose and community.

*"We see every day how much connection matters. When seniors have opportunities to engage, socialize, and feel included, it directly impacts their mood, their health, and their overall quality of life. Organizations like Susan's Lowcountry Non-Profit are filling a critical gap that so many communities are facing."*

— Activities Director,  
Senior Living Community in  
Effingham County, Georgia



# MEDIA ASSETS:

To assist journalists, editors, and media producers covering Susan’s Lowcountry Non-Profit, we provide a collection of approved media assets and background materials. These resources may be used for news stories, interviews, features, and community coverage highlighting our mission and programs.

## AVAILABLE MEDIA RESOURCES

### *Organization Logos*

High-resolution versions of the Susan’s Lowcountry Nonprofit logo are available in both four-color and one-color, as well as badge and banner style formats for print and digital media use. [CLICK HERE to access our Downloadable Logos!](#)

### *Founder & Legacy Photos*

Approved images of our founder and archival photos honoring Susan Morgan, whose life and legacy inspired the organization’s mission.

### *Program & Community Images*

Photography representing the experiences and programs that help seniors and veterans reconnect with their community.

### *Organization Fact Sheet*

A concise overview of our mission, programs, community impact, and leadership designed to provide quick background information for media coverage.

### *Brand Guidelines*

Official brand identity assets including logo usage, colors, and visual standards to ensure consistent representation of Susan’s Lowcountry Non-Profit. [CLICK HERE to access our Brand Standard Guide!](#)

### *Access the Media Library*

All media assets can be accessed through our website media page. [CLICK HERE to access our Media Resources](#)

## SOCIAL & DIGITAL ENGAGEMENT

To support consistent storytelling and extend the reach of community-focused coverage, we invite our media partners to connect with us across digital platforms. Our social channels highlight real stories, program moments, and the impact of connection in action—offering additional context and visual content that can complement your reporting.

We welcome and encourage partners to tag, share, and amplify these stories to help raise awareness around senior isolation, veteran support, and the importance of community connection.

## SUGGESTED HASHTAGS\*:

*#LowcountryConnections, #StrongerTogether, #CommunityMatters, #CreateBelonging*

### CAUSE-BASED

*#EndSeniorIsolation, #SupportOurVeterans, #HealthyAging, #CombatLoneliness  
#VetsBuildingHope, #VetsHelpingVets*

### ENGAGEMENT / REACH

*#NonprofitImpact, #CommunityStories, #CreatingChange, #CommunityCares*

\*Recommended to use 3-5 max per post

## TAGGING MENTIONS

*Please Tag Us at: ([Instagram](#) / [Facebook](#) / [LinkedIn](#) / [YouTube](#))*

## PLUG & PLAY SOCIAL CAPTION TEMPLATES

### *Template #1 - General Coverage Share*

We're highlighting the important work being done by Susan's Lowcountry Non-Profit to address senior isolation and support veteranAs in our community. Learn more about how connection is making a difference: *[You can add your story link here]*

### *Template #2 - Human Interest / Feature Story*

A powerful reminder of how meaningful connection can change lives. Susan's Lowcountry Non-Profit is creating opportunities for seniors and veterans to stay engaged, supported, and connected. Read more: *[You can add your story link here]*

### *Template #3 - Community Impact & Angle*

As social isolation continues to rise, local organizations like Susan's Lowcountry Non-Profit are creating real solutions through connection, community, and engagement. More here: *[You can add your story link here]*

### *Template #4 - Short / Broadcast Companion Post*

New segment highlighting how community connection is improving quality of life for seniors and veterans. Watch here: *[You can add your video link here]*





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*For more information, scan the QR Code  
or contact us at*

***[912] 210-4433***

*or at*

***SusansLowcountry.org***



**SCAN HERE FOR MORE INFORMATION**