



## Announcing Two New Ways for Banks to Help Prevent Elder Abuse

As America's population ages, the problem of elder financial abuse is growing. CRA Partners is proud to announce 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 20<sup>th</sup> anniversary of providing safety & security to senior citizens with the Senior Crimestoppers® program. Over 200 banks currently support the protection of 100,000 seniors and earn CRA credit through their sponsorship.

Responding to feedback from bankers and healthcare administrators that elder financial abuse is a primary concern, CRA Partners has created an educational tool, **Senior Sentry™**, to educate and train healthcare 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™** is a dynamic educational and 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.

**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.

"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 compliment 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, TX 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."

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CRA Partners and Senior Crimestoppers are operated by the Senior Housing Crime Prevention Foundation (SHCPF), headquartered in Memphis, Tennessee. The SHCPF mission is to provide protection and an enhanced quality of life for vulnerable senior housing residents through meaningful, turnkey CRA compliance for community focused banks, nationwide.

Funded exclusively by the banking industry and endorsed by the ICBA and over 30 state bankers associations, the Foundation has developed a low-risk, profitable solution — CRA Partners — for banks of all asset sizes and charter types — to fulfill their federally mandated Community Reinvestment Act (CRA) requirements in the form of qualified loans, investments or grants through the operation of the nationally acclaimed Senior Crimestoppers program. For more information, visit [shcpfoundation.org](http://shcpfoundation.org) or call 800-529-9096.