



CASE FOR SUPPORT

“I fell for an IRS scam. I did not think I owed taxes but I was scared. I knew better but I paid the scammer anyways.”

This is what one of the seniors said when we presented at their facility. We have similar heartbreaking stories at each of our presentations. Stories from victims or family/friends that know someone who is a victim.

R.O.S.E. was founded by Joyce Petrowski who recognized a need in the community based on a personal experience with a loved one. She realized that the elderly are often targets of criminals because of their philanthropic and trusting nature. Joyce is a non-profit entrepreneur as she co-founded a successful non-profit in 2014 and R.O.S.E. is the second non-profit she founded in 2021.

R.O.S.E. has an engaged, experienced, and financially committed Board of Directors with the mission to prevent the financial exploitation and defrauding of the elderly through advocacy and education.

Over the past few years, Arizona has ranked in the top ten in the United States for reported financial losses with the 60+ population from financial frauds and scams. In 2020, Arizona's 60+ population reported losses of over \$27 million. This amount doubled in 2021 with over \$54 million lost.

R.O.S.E.'s vision - retirement should be the best years of your life; it should be protected at all costs.

The 60 and over population are looking to retire if not already retired. Their retirement should be a time for enjoyment and living their life with the retirement funds they have saved through their hard work.

R.O.S.E. launched our program in Maricopa County, Arizona and over time will expand to all the counties in Arizona through careful consideration of our operational capacity. Our long-term goal is to establish a trusted brand and operational capacity to expand our operations outside of Arizona.

R.O.S.E. is one of the leading forces in delivering effective, concise, and face-to-face educational programs to the elderly (and their families) so that they will be aware of the types of scams that are prevalent and dangerous to this population and what they can do to help prevent becoming a victim.



R.O.S.E. is creating change by educating and providing awareness of financial scams that typically target the older/elderly population, with a focus on those age 60 and over. We have seen a drastic increase in the number of victims over the age of 60 and monetary loss due to the financial scams and our goal is to reduce the number of victims and monetary loss.

Through thoughtful content creation and impassioned speakers, R.O.S.E. helps to protect our vulnerable seniors and their hard-earned savings. R.O.S.E. engages with local, regional, and national experts in financial crime and cybersecurity. This will help R.O.S.E. to continuously evaluate and update the program with current, relevant content.

Our program is designed to be recurring with a minimum of 2 presentations at the same community per year. This design will assist the seniors to continue to be aware of the frauds, prevention tools, and continue the conversation with their friends and family. This will help the seniors keep the information top of mind because it is not a matter of “if” they will be contacted, it is a matter of “when” and “how often” they will be contacted.

Our purpose, team and content have allowed us to have immediate success with fundraising through year-end appeal and Arizona Gives Day.

R.O.S.E. has created a sponsorship program (see separate sponsorship levels pdf) to engage the community to help build our operational capacity to increase the reach of our valuable program in Maricopa County and throughout Arizona.

To date, R.O.S.E. has presented to nearly 300 seniors, and we have only begun. Arizona ranks in the top 10 with one of the largest senior communities.

Your support of R.O.S.E. will help us achieve our goal to increase our operational capacity to reach more seniors in Maricopa County and throughout Arizona.

We thank you for your consideration. You can learn more and provide support by contacting Joyce Petrowski, Board President at joycepetrowski@roseadvocacy.org or call (602) 445-7675.



TESTIMONIALS

Working in the Assisted Living industry, I have witnessed many seniors fall prey to financial scams. Joyce came in with a wealth of knowledge to share with our residents. They are now better able to recognize when someone is trying to take advantage of them, and what tools are available to safeguard themselves from financial scams. Many thanks to Joyce and all those involved in R.O.S.E.

Kristin McCann ALPD
The Oaks, a Merrill Gardens Community

I have been working in Arizona for over 25 years helping our seniors. I love when I find a new group that can help and protect our seniors at the most vulnerable time in their lives. R.O.S.E. is doing just that! Their content is current and up to date. They are providing education that is relatable and easy to understand with handouts and reminders to take home and view later. I learn something new every time I watch the presentation. Every day scammers are coming up with new ways to target our seniors and R.O.S.E. is staying ahead of the game by helping us understand their tactics. Thank you so much for all you do!!!

Pauline Hall
Medicare Specialist with Devoted Health Plans

Scottsdale Rotary Club recently hosted Joyce to discuss this important issue. Joyce is clearly a subject matter expert in this field and is passionate about it. The work she is doing leading R.O.S.E is making a difference and we are happy to support her. Thanks, Joyce - the world needs more people like you!

Joe Cusack
Scottsdale Rotary Club

I work in the healthcare industry and I have witnessed firsthand how devastating it can be for our seniors to fall victim to scammers. Joyce and Bill have come to our primary care clinics and presented for our patients. They are very knowledgeable and while presenting we are always able to have an interactive conversation. Everyone walked away from the presentation with something new that they learned.

Gabby Turner
Community Outreach Coordinator for Iora with One Medical