



FROM THE EXECUTIVE DIRECTOR

Giving Great Joy

One of the highlights of my childhood holiday memories was the arrival of the Sears Catalog the week before Thanksgiving. My brothers and I would flip through the toy section, dog-eared the pages to which we wanted to draw Santa's attention. One year in particular, I was determined to highlight—through any means necessary—the electric football set featuring the Philadelphia Eagles (America's team). In those days, the art of subtlety was discarded for the hinting—turned asking—turned pleading—of my “desperate” eight-year-old self.

Needless to say, my mom came through, as she always did. As a single mother raising four boys with little assistance, she sacrificed greatly throughout the year to make the holidays a time of joy. And boy, did I love that electric football set! While the toys were often gently used, or the clothes not always the highest fashion, my mom taught me that the art of gift-giving is truly discovered in the heart behind the gift. I've tried to live that legacy as a parent—and as a “gift-giver.”

Over the last several years, my extended family has taken on two gift-giving traditions. First, my brothers and I work with social service agencies or religious congregations in our communities (alternating between our different homes) to support a single-parent family during the holidays, anonymously providing financial support to the mother or father so that they can bless their families.

Second, rather than exchange gifts with the other adults in the family, we give a gift in their honor to a charitable cause that is meaningful to them. I find this to be way more fun than shopping in the mall for a gift to give to someone who doesn't “need” anything. It takes time to pay attention, research potential causes, and surprise them on the holiday with a gift made in their honor. It has been our goal each holiday season for the last several years to match our holiday spending on gift-giving with charitable donations to nonprofit organizations.

As you consider your gift giving this holiday season, I'd like to invite you to consider a special gift to the Princeton Senior Resource Center. Perhaps you would like to give an extra gift in someone's honor or memory that will empower our mission to help older adults thrive. As you will read, we are in the midst of our annual fundraising appeal, and a gift to PSRC goes a long way to support seniors in the community. While many senior centers are municipal offices, PSRC is a community nonprofit that relies on the generosity of individuals, businesses, and community partners for over 80% of our budget. Your gift truly does make a difference.



This year, I have had a blast shopping for my own young adult children, as well as my nieces and nephews and their children. There may even be an electric football set under our tree this year! At the same time, there will be great joy in our family sharing our charitable gifts—including one to PSRC—as we remember my mom and honor her gift-giving legacy. I hope you can find the same joy—and I'd love for PSRC to be a part of that for you and your family. May your holiday season be filled with love and light.

All the Best,
Drew A. Dyson, PhD
Executive Director