



Busting the Top 7 Myths about Avenidas Village

Myth #1: Avenidas Village is just another place to live.

Nope, that's the whole point of Avenidas Village—you don't have to move and go live somewhere else. Our membership program's #1 goal is to keep you safe, active and connected in the home that you love. So don't expect to see any beds when you come to visit!

Myth #2: I don't need to join until I have an emergency.

We have learned through experience that when members wait to join until a catastrophe occurs, that actually hinders our ability to coordinate support services. We're forced to acquire critical information about the new member and the situation in a time of chaos. Because of all the tension, key information may be omitted or forgotten, complicating the plan of action and causing even more stress for members and their families.

Ideally, by joining Avenidas Village in a calm period when you are healthy and active, we have time to establish a familiar and trusting relationship so that when an emergency does arrive, we can move quickly with accurate information to provide comfort, ease and peace of mind for everyone.

Myth #3: I have children nearby, so there's no need for Avenidas Village.

Members' adult children have a lot on their plates these days, with hectic professional lives, travel commitments, and families of their own to raise. So while it's true that families may live close by, they aren't always available to help. Some members join Avenidas Village specifically so as not to burden their children.

Myth #4: I have vendors I already use, so why do I need your list?

Members have found that their list of service companies accumulated over the years may no longer be up-to-date. Now they can easily turn to the network of over 200 vendors who have been vetted by Avenidas Village. We also negotiate discounts for our members, helping to save them money. We provide members with feedback reports highlighting how current members have rated the various services. Members also benefit from being able to ask fellow members for referrals through our handy group email service.

Myth #5: I can't afford to join Avenidas Village.

If you can spare \$3 a day, (the price of a latte), you can afford to join Avenidas Village. Members have told us that this program is an excellent value, especially with the 24/7 service for all of their needs. As an Avenidas Village member, if an emergency occurs, assistance is just one phone call away.

For example, a member recently returned from an airline trip at 7pm. Looking in her purse for her house key, she realized she had lost it. She didn't have a spare key anywhere, and all of her windows were locked. So she called Avenidas Village, and the after-hours call service was able to quickly connect her to our vetted locksmith who had her back in her house in no time!

Myth #6: I have a spouse to rely on, so why would I need the Village?

Many health related emergencies our members have had require the expertise of a specific professional provider. In a situation, for instance, when one partner has fallen and sprained an ankle, the other is oftentimes eager to offer assistance. Unfortunately, in providing that assistance, the partner can injure himself as well, complicating the problem further. Or the partner gets panicky and can't seem to make decisions. Ideally, the uninjured spouse, after calling 911, should call the Village and then we can assess the needs and supply the appropriate support.

Myth #7: I am not ready yet. I'm too young.

Avenidas Village has members ranging from their 50's to their 90's. The program for many is an insurance policy. None of us have any idea as to when we may have an emergency or need services, so the program gives them security and peace of mind knowing that they have help in place should the need arise.

Additionally, in order for Villages to be sustainable, it is essential that the membership be mixed in terms of ages. Younger members enjoy the social events and the opportunities to meet and develop relationships. They frequently serve as volunteers, driving members who are no longer able to do so, making daily phone calls, and providing technology consults as needed. In addition to gaining the satisfaction and good feeling that comes from helping others, they are assimilating the Village experience and exploring the Village culture. Villages are consumer-driven organizations and younger members are empowered to seek out roles on Village boards or councils where they can impact the directions their Village will take in the future.

For more information, please contact Avenidas Village at (650) 289-5405 or rmccaughan@avenidas.org, or visit www.avenidasvillage.org to download an application.