



Dynamique des Jeunes Leaders pour la Paix et le Respect des Droits Humains

**DYJEPREDHU asbl**

Dynamics of Young Leaders for Peace and Respect for Humans Rights

**CHANGE**MENT | **TRANS**FORMATION | **IMPACT**

# Heal abandoned elders with

April 2026

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# PROJECT TECHNICAL PROPOSALS

## I. Project Summary

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**1. Title of the project:** Uplift marginalizad girls in DRC

**2. Contact details:**

- Name of the organization: Dynamic of Young Leaders for Peace and Respect for Human Rights, "DYJEPREDHU asbl" in acronym

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Mr. RIZIKI BARAKA Isaac (Financial Administrator)

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### 3. Organization Mission Statement

- "To combat the epidemic of loneliness and social isolation among senior citizens by fostering meaningful intergenerational connections through the power of handwritten letters, personal stories, and community engagement."
- "Our vision is a world where no elderly person feels forgotten, and where every generation recognizes the wisdom and worth of our elders."

#### Core Values

- Compassion: We believe every elder deserves to feel seen, heard, and valued by their community.
- Connection: We bridge the generational gap by creating tangible links between youth and seniors.
- Simplicity: We prove that a simple, handwritten gesture can have a profound impact on mental health and well-being.

### Project Beneficiaries

The "Love For Our Elders" project creates a dual-impact model, serving both the elderly population and the younger volunteers.

#### 1. Primary Beneficiaries: Senior Citizens

The core group receiving the direct benefits of the project includes:

- **Nursing Home & Assisted Living Residents:** Seniors living in long-term care facilities who often experience "visitation gaps" and a lack of personal mail.

- **Homebound & Isolated Elders:** Individuals living alone in the community with limited mobility or restricted social circles, often at high risk for clinical depression.
- **Low-Income Seniors:** Older adults in state-funded facilities or underserved areas where resources for social activities and mental health support are scarce.
- **Elders with Cognitive Decline:** Seniors (including those with early-stage Alzheimer's or dementia) who benefit from the tactile and visual stimulation of handwritten letters.

## 2. Secondary Beneficiaries: Youth & Volunteers

The project also serves those who provide the service:

- **Students (K-12 and University):** Youth volunteers gain empathy, improved writing skills, and a sense of civic responsibility through "Chapters."
- **Young Professionals:** Individuals looking for flexible, remote volunteering opportunities that offer a high emotional reward.
- **Educational Institutions:** Schools and universities that use the project to fulfill community service requirements and promote intergenerational learning.

## 3. Tertiary Beneficiaries: The Healthcare System & Community

- **Healthcare Staff & Caregivers:** Nursing home staff benefit from improved resident morale, which can lead to a more positive care environment and reduced behavioral issues.
- **Local Communities:** Through the "Dear Elder" drop boxes, local neighborhoods become more aware of their aging population, fostering a culture of inclusivity and respect.

**Total cost of the project: US \$ 55,000**

- **Bank account: Dynamique des Jeunes Leaders pour la Paix et le Respect des Droits Humains, DYJEPREDHU asbl**

**Trust Merchant Bank S.A. (TMB)**

**Goma Agency -DRC**

**No. 1272-28000-23526760001-87**

**Following code: TRMSCD3L**

## Context and Justification

### Project Context: The Epidemic of Loneliness

The project was born out of a specific social observation: the growing "loneliness epidemic" among the elderly. Founded in 2013 by Jacob Cramer, the initiative started when he realized, while volunteering in senior living facilities, that many residents received no visitors and no mail, leading to a profound sense of abandonment.

- **Demographic Shift:** As the global population ages, the number of seniors living alone is skyrocketing. In the U.S. and Europe, approximately **25% to 33% of seniors** are considered socially isolated.
- **The Digital Divide:** While younger generations connect through social media, many elders remain digitally excluded. This creates a "connection gap" where traditional forms of communication (like physical letters) have been lost, leaving seniors further isolated.
- **Target Population:** The project focuses on seniors in long-term care facilities, nursing homes, and those living in low-income communities who lack consistent family support.

### Project Justification (The "Rationale")

The justification for this project is rooted in the proven link between social isolation and physical health.

1. **Health Risks of Isolation:** Scientific research (including studies from the NIA) shows that social isolation is as damaging to health as **smoking 15**

**cigarettes a day.** It significantly increases the risk of heart disease, stroke, dementia, and premature death.

2. **The Psychosocial Impact:** Loneliness is a leading cause of depression and cognitive decline in the elderly. Receiving a handwritten letter provides a "tangible connection"—a physical object they can hold and reread—which triggers a sense of belonging and worth.
3. **Combating Ageism:** The project justifies its existence by fighting the societal tendency to "forget" the elderly once they enter care facilities. By rebranding seniors as "cool" and "worthy of fan mail," the project shifts public perception.
4. **Intergenerational Synergy:** There is a dual benefit. The project mobilizes youth (students and volunteers) to develop empathy and civic responsibility, while providing elders with a window into the lives of younger generations, fostering a "circle of care."

## **Strategic Objectives**

To address these challenges, Love For Our Elders operates with three clear goals:

- **Scalability:** Reaching over 1 million letters delivered across 27 countries to maximize impact.
- **Awareness:** Establishing "Letter to an Elder Day" (February 26) to institutionalize kindness toward seniors.

- **Accessibility:** Creating "Dear Elder" drop boxes to make volunteering easy and local for everyone.

## **Core Objectives of "Love For Our Elders"**

The organization's mission is broken down into four primary pillars, moving from immediate grassroots action to long-term societal change.

### **1. Eradication of Social Isolation (Operational Objective)**

The most direct goal is to ensure that no senior citizen feels forgotten or unloved.

- **The "Mailbox" Effect:** To provide a consistent stream of handwritten letters to seniors in over **1,000 care communities** globally.
- **Targeted Reach:** Reaching isolated elders who lack family support, particularly those in low-income nursing homes or those suffering from chronic illnesses.
- **Global Expansion:** Scaling the initiative to deliver over **1 million letters** across 27+ countries, adapting to different languages and cultures.

### **2. Strengthening Intergenerational Bonds (Social Objective)**

A key objective is to bridge the widening "generation gap" caused by the digital divide and modern living arrangements.

- **Youth Mobilization:** Engaging students through over **100 "Chapters"** (student-led clubs) in high

schools and universities to foster empathy and civic duty.

- **Mutual Value:** Creating a "virtuous circle" where young people gain wisdom and perspective from elders, while elders gain a sense of relevance and connection to the modern world.

### **3. Advocacy and Public Awareness (Institutional Objective)**

The project aims to change how society views and treats the elderly.

- **Institutionalizing Kindness:** The creation of "**Letter to an Elder Day**" (**February 26**) serves as a global call to action to normalize senior advocacy.
- **Combatting Ageism:** Challenging the stereotype that seniors are a "burden" on society by highlighting their stories and humanizing their experiences through "fan mail."
- **Community Integration:** Placing "**Dear Elder**" **drop boxes** in public spaces (libraries, coffee shops) to make elder care a visible, daily community priority rather than an isolated private matter.

### **4. Enhancing Mental and Physical Well-being (Health Objective)**

While LFOE is a nonprofit, it operates with clear psychological outcomes in mind.

- **Cognitive Stimulation:** Encouraging seniors to read and, when possible, reply to letters to maintain cognitive function and emotional resilience.
- **Reduction of Health Risks:** By reducing loneliness, the project aims to lower the physiological markers of stress (cortisol levels) and decrease the risk of depression and heart disease among residents.
- **Tangible Connection:** Providing a physical, tactile object (the letter) which offers lasting comfort compared to fleeting digital messages.

### Annual Activity Calendar: Love For Our Elders

<b>Month / Period</b>	<b>Core Activity</b>	<b>Description &amp; Objectives</b>
<b>September</b>	<b>Chapter Launch &amp; Recruitment</b>	Recruiting student volunteers and setting up local "chapters" in schools/universities.
<b>October</b>	<b>Elder Community Outreach</b>	Contacting local nursing homes and care facilities to establish partnerships and identify residents.

<b>November</b>	<b>"Giving Thanks" Letter Drive</b>	Special campaign focused on gratitude letters for seniors who may be alone during the holidays.
<b>December</b>	<b>Holiday Cheer Program</b>	Large-scale card-making workshops and delivery of holiday-themed letters and small handmade gifts.
<b>January</b>	<b>New Year's Resolutions for Elders</b>	Matching volunteers with "Pen Pals" for long-term correspondence starting the new year.
<b>February</b>	<b>"Letter to an Elder Day" (Feb 26)</b>	<b>Global Flagship Event:</b> Nationwide mobilization, media outreach, and massive letter-writing marathons.
<b>March</b>	<b>"Dear Elder" Box Installation</b>	Deploying physical letter-drop boxes in local libraries, cafes, and community centers.
<b>April</b>	<b>Intergenerational Storytelling</b>	Organizing "Coffee & Conversation" sessions (virtual or in-person) between youth and seniors.

<b>May</b>	<b>Mental Health Awareness Month</b>	Workshops on the psychological impact of loneliness and the healing power of handwritten mail.
<b>June - August</b>	<b>Summer Outreach &amp; Maintenance</b>	Ensuring a steady flow of mail during summer breaks when student volunteer numbers typically drop.

**Weekly/Monthly Routine Activities**

- **Weekly "Writing Circles":** Local chapters meet for 1 hour to write and decorate letters together.
- **Monthly "Spotlight":** Featuring the story of one "Elder of the Month" on social media to personalize the connection.
- **Ongoing Quality Control:** Reviewing all letters for privacy, safety, and positive messaging before distribution.

**Key Milestones (KPI Tracking)**

- **Quarterly Reviews:** Assessing the number of letters sent vs. the target.
- **Impact Surveys:** Gathering feedback from nursing home staff on the residents' morale.

## Estimated Annual Budget: "Love For Our Elders" Local Chapter

<b>Budget Category</b>	<b>Description /Items</b>	<b>Estimated Cost (USD)</b>
<b>1. Stationery &amp; Supplies</b>	Writing paper, envelopes, pens, markers, and decorative stickers for letter-writing workshops.	<b>\$600</b>
<b>2. Logistics &amp; Postage</b>	Stamps for international/domestic mail and shipping costs to partner care facilities.	<b>\$1,200</b>
<b>3. Marketing &amp; Outreach</b>	Printing flyers, posters for recruitment, and social media promotion for "Letter to an Elder Day."	<b>\$450</b>
<b>4. Community Infrastructure</b>	Construction and maintenance of 3 "Dear Elder" wooden drop-boxes for public locations.	<b>\$300</b>

<b>5. Events &amp; Workshops</b>	Venue rentals (if applicable) and light refreshments for monthly "Writing Circles."	<b>\$800</b>
<b>6. Administration</b>	Website hosting, domain name, and basic software for volunteer tracking/database.	<b>\$250</b>
<b>7. Contingency (10%)</b>	Emergency funds for unexpected shipping spikes or supply shortages.	<b>\$360</b>
<b>TOTAL ESTIMATED BUDGET</b>		<b>\$3,960</b>

### **Budget Breakdown & Justification (Notes)**

- **Logistics (30% of Budget):** This is the most critical expense. Since the core mission is sending physical mail, the cost of **stamps and bulk shipping** represents the largest portion of the financial plan.
- **Stationery (15% of Budget):** While many volunteers bring their own supplies, providing high-quality, colorful materials ensures that the letters are visually appealing and "gift-worthy" for the seniors.

- **Drop-Boxes (7.5% of Budget):** These are one-time capital expenditures. Once built and installed in libraries or cafes, they serve as "passive" collection points that reduce long-term marketing costs.
- **Scalability:** This budget is designed to be **modular**. If funding is lower, the project can focus on "hand-delivery" to local nursing homes to eliminate postage costs (\$1,200 saving).

### Potential Funding Sources

1. **Corporate Sponsorships:** Local stationery shops or postal services.
2. **Grants:** Community health or "Aging Gracefully" non-profit grants.
3. **In-Kind Donations:** Asking the community to donate stamps, paper, or craft supplies instead of cash.

Done in Goma, April 13, 2026

For DYJEPREDHU asbl

   
Christian AHADI BEN MASONGA

EXECUTIF DIRECTOR, HUMAN RIGHTS ACTIVISTI