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Interview available



FriendshipWorks Welcomes New Director of Development and Communications

Boston, MA - FriendshipWorks is pleased to announce that Patty Catalano will serve as its new Director of Development and Communications.

Catalano will spear head the development, communication, and outreach efforts of FriendshipWorks, a Boston-based, volunteer-driven nonprofit whose mission since 1984 remains to reduce social isolation, improve the quality of life, and maintain the dignity of older adults in Greater Boston through its programs and initiatives.

Catalano joins [FriendshipWorks](http://FriendshipWorks.org) after serving almost 10 years in both marketing and development roles at Homes For Our Troops (HFOT), a national nonprofit headquartered in Taunton, Mass., that builds new, specially adapted homes for severely injured post-9/11 Veterans nationwide. During her tenure, she was instrumental in garnering national media attention for HFOT through print and broadcast channels, including providing editorial and production assistance on three Emmy award-winning TV episodes of *This Old House*, which showcased HFOT's home-build process for Veterans. Most recently, in her role of Philanthropy Advisor, Catalano secured multi-year pledges and major gifts from individuals, foundations and corporate partners in support of the organization's annual \$28m budget.

"This role at FriendshipWorks presents a fantastic opportunity to utilize my relationship-building skills as well as my 17 years of professional marketing and communications experience to heighten awareness and raise funds to help reduce elder isolation," said Catalano.

As the pandemic lingers and the need to proactively address social isolation and loneliness grows, the work of FriendshipWorks will continue to be crucial to alleviating social isolation and creating connections throughout Greater Boston. With its compassionate model of matching volunteers and older adults, FriendshipWorks has navigated the pandemic by pivoting programming to ensure continuity of connection in unique but meaningful ways.

"Regrettably, it took a pandemic to make social isolation and the work of FriendshipWorks more relatable than ever," said Janet Seckel-Cerrotti, FriendshipWorks Executive Director.

"To meet the increasing number of older adults in need of connection through friendship and assistance, FriendshipWorks must continue to increase awareness of its services and its need for support. Patty will be key to doing both," she added.

The 2020 Census shows that more than 80% of the Massachusetts population is over 18 *and* 17% are 65+ making it one of the older populations in the country. In fact, the Commonwealth's 65 and older population is projected to increase to 21% by 2030, according to the [2015 Massachusetts Healthy Aging Data Report](#), making the mission of FriendshipWorks an important part of compassionate aging and well-being and healthy communities moving forward.

“The pandemic brought elder isolation to the forefront in 2020, but Janet and her team have been addressing this issue for over 37 years, creating opportunities to enhance quality of life, and preserving the dignity of older adults in Greater Boston. I’m excited to join their team and share the FriendshipWorks story with others to develop more passionate champions to join our mission, and bring joy and companionship into the lives of those who need it most,” Catalano said.

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The mission of FriendshipWorks is to reduce social isolation, enhance the quality of life, and preserve the dignity of older adults in Greater Boston. We accomplish this by recruiting and training volunteers of all ages, faiths, and backgrounds who provide friendship, advocacy, education, assistance, and emotional support.