

How Franchises Are Helping Senior Citizens During COVID-19

By Callie Evergreen | April 1, 2020



Delivering Groceries to Seniors

Tom McCabe, a multi-unit Junk King franchisee in Connecticut and New York, decided to work with his local food bank to collect and then deliver groceries to elderly citizens stuck at home. McCabe reached out about a week ago to Hillside Food Outreach in Danbury, Connecticut, and offered up his vehicles and employees.

“If you’re an empathetic person, you’re going to want to help [seniors] in any way you can,” McCabe said. “Those are the people who have paved the way for everybody who have come after them.”

McCabe’s Junk King locations are still open and operating, with special attention given to social distancing. They’ve come up with a completely touchless process, where customers can get a

virtual estimate by sending a picture, then leaving their items in a specific room, garage, or out on the driveway to be picked up. Employees can take payments over the phone, so there is no face-to-face interaction.

McCabe made a delivery for the food bank on Tuesday, and found out from the director that demand has increased more than 1,000 percent.

“There’s no business, nonprofit or small organization that can handle a 1,000 percent increase in demand, especially when they’re relying on volunteers,” McCabe said.

“They’re stretched unbelievably thin and could use any type of help you can offer.”

McCabe’s employees ran with the idea and started coordinating their Junk King pick-ups with food bank donation drop-offs in the same area. During one drop-off, they might deliver to one or three different families with senior citizens on the way to a job.

“There’s an unbelievable sense of satisfaction when you do something for someone and there’s no expectation of getting something back,” McCabe said.

Whether it's offering up their bright red Junk King trucks for clothing or food drives, or offering to move medical supplies from one hospital to another, McCabe plans to keep working with local nonprofits in the future.

“Without a doubt, this is going to become a piece of the fabric of our culture. We're not just going to stop this once we get back to 'normal,'" McCabe said. “These connections made now will be able to point me in the right direction moving forward.”