



ALZHEIMER SOCIETY PEEL

Head Office

60 Briarwood Avenue
Mississauga, Ontario
L5G 3N6

T. 905.278.3667
F. 905.278.3964

BRAMPTON

150 East Drive
Brampton, Ontario L6T 1C1

Counselling Office

T. 905.792.1319
F. 905.792.7636

Day Centre

T. 905.789.1306
F. 905.789.1289

BRUNEL

385 Brunel Road
Mississauga, Ontario L4Z 1Z5

Counselling Office

T. 905.507.1991
F. 905.507.6737

Day Centre

T. 905.507.1991
F. 905.507.6737

MEADOWVALE

6535 Millcreek Drive, Unit 1
Mississauga, Ontario L5N 2M2

Counselling Office

T. 905.542.7415
F. 905.542.7493

Day Centre

T. 905.542.7424
F. 905.542.7493

SAM McCALLION

(located beside Head Office)

157 Queen Street East
Mississauga, Ontario L5G 1N2

Counselling Office

T. 905.278.3667
F. 905.278.3964

Day Centre

T. 905.278.2989
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www.alzheimerpeel.com

CHARITABLE REGISTRATION BUSINESS NUMBER
132657396 RR0001

Alzheimer Society PEEL

How Coffee Break® Works and Why it is Important

Coffee Break® is an annual event put on by Alzheimer Society to raise funds for your Alzheimer Society branch; in this case, Alzheimer Society Peel. This year is its 20th anniversary, and we hope to expand its reach far beyond any year before. Last year we raised **\$34,423** and have a goal of **\$40,000** for 2015. This goes to support the operation and growth of Alzheimer Society Peel's programs and services while contributing to community awareness about Alzheimer's disease and related dementias.

In the past four years, the number of individuals served by Alzheimer Society Peel has increased **238%**, and has a steady increase of approximately 8268 individuals each year. In 2015-16 we are expected to serve approximately **50,000** individuals.

Coffee Break® works through our hosts. As a host, you would serve individuals coffee in exchange for donations. Hosting is simple and easy, as you would be provided with the supplies (including coffee, decorations and educational material) needed to run a successful event. Every host does their Coffee Break® differently; while some complement the coffee with baked goods and refreshments, others simply set up a fresh pot of coffee and our coin box at their place of business.

When your event is finished, you may simply remit a cheque for the total amount of money raised to **Alzheimer Society Peel** using the provided envelope. To gain support in their communities, hosts often use local newspapers, company newsletters, community bulletin boards, e-mail, Facebook, Twitter and Eventbrite to promote their Coffee Break® events.

For more information, and/or to register, please complete the accompanying registration form and return it to our office via e-mail or fax.

Thank you for your support and involvement in helping Alzheimer Society Peel reach our goal!

Sincerely,

Andrew Mulhall

Fundraising Assistant

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coffeebreak@alzheimerpeel.com