

# Social with a Purpose

**Social with a Purpose®** is the rebranded name of the fall fundraiser Coffee Break®.

Social with a Purpose® is a do-it yourself fundraiser that promotes the importance of socializing and building strong relationships in the community, even while staying physically apart.

As social distancing became a part of our daily routines, we began to understand the overwhelming feelings of loneliness that people living with dementia experience in their normal, day-to day lives, services that we provide help to minimize these feelings. In 2019, our Society raised over \$73,000.00 which stayed **local** to help provide these much needed services, that improve the quality of life of those in our community who are affected by a dementia.

## How To Get Started - It's As Easy As 1-2-3

1. Register online and create your **personal fundraising event** web page at **on.alz.to/socialwithapurpose** and you will receive a unique donation link.
2. Email the unique donation link to friends/family/coworkers to make a secure online donation in support of the Alzheimer Society.
3. Choose your virtual hosting platform of choice, and email the invite to meet with your group (ex. Zoom, Skype), and promote by posting to your web page and social media platforms.

## Did You Know?

**Our local society must fundraise \$400,000.00 each year** to provide to provide essential services, which have been adapted and have continued throughout Covid-19. By donating \$30.00, a person living with dementia and their care partner will be able to attend an 8 week session of Minds in Motion, which is a vital program that provides physical exercise, social interaction and brain stimulation activities. This program and other services, such as education, family support and recreation therapy, have been shown to help delay admittance into long term care.

Dementia is not a natural part of aging, yet remains the biggest risk factor. After 65, your chances of developing dementia double every five years. Dementia can be present in the brain for up to 25 years before symptoms appear. Over 3,000 of our local people are affected by Alzheimer's disease and related dementias.

## Social with a Purpose® Award

This year will mark the 18<sup>th</sup> year for the trophies to be awarded to the *Host with the Most* in several categories.

To be eligible for the trophy, your Social with a Purpose®<sup>11</sup> fundraiser **must be held before**

**Thanksgiving.**

### Here's a look at last year's winners:

Ontario Finnish Rest Home	Kiwedin Public School
MNRF/MTO/MECP/MOL/ENDM/MCCSS	Elliot Lake Secondary School
Alzheimer Society SSM	Silvana Dereski
McDougall Energy	Marian's Book Keeping
Algoma Steel Inc.	Community of Christ Church
Joe & Janice's No Frills	Camille's Island Cafe

In addition, if you raise over \$100.00, you will have a chance to win a coffee gift box generously donated by St. Joseph Island Coffee Roasters!