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## ***What is an Alzheimer Coffee Break?***

It is fun, social and **very easy to organize**. An Alzheimer Coffee Break is a gathering where you invite your co-workers, clients, colleagues, friends or neighbours to enjoy a cup of coffee (or any other beverage) at a break time or another specific get-together. Then, simply ask everyone to make a donation (instead of what they might spend at a Coffee shop that day). If you like add some donuts, home-baked goodies or fruit with the coffee and watch the donations pour in!

## ***Why host a Coffee Break?***

Every Coffee Break makes a difference. The idea is to have fun and raise funds and awareness for the Alzheimer Society of Niagara Region and those living with dementia in your neighbourhood. Some raise a few dollars, others raise a few thousand dollars. All money raised stays in the Niagara Region to benefit our clients living with dementia and their care partners. The Alzheimer Society provides many programs and educational opportunities across Niagara to support, advocate and help our clients access a wide range of resources.

## ***Does it have to be a Coffee Break and does it have to be held on Thursday, September 19<sup>th</sup>?***

Jim Bradley, Regional Chair and our Coffee Break Honourary Chair will be kicking off our campaign on September 19, 2019 but you can certainly choose a date that is convenient to you. Our local Campaign will run from September through December of 2019. Some businesses collect donations throughout an entire week in September. It is also not limited to a Coffee Break. Over the years, Coffee Break hosts have become very creative in their fundraising efforts, hosting BBQs, parties, donating proceeds from coffee sales, dress down days and even community challenges. Several retailers have also shown their support for Coffee Break by offering cutouts to their customers for donations.

## ***Would you like an Alzheimer Society Education Facilitator or representative to attend your Coffee Break?***

For larger public events (with 15 or more attendees) the Alzheimer Society would be happy to send representation from the organization (Staff and/or Board Members). In conjunction with your event, we can offer a Mini Educational Session (15-30 minutes) or up to a full hour session on: "Healthy Brain", "What is Dementia?" or "Creating A Dementia Friendly Community". All on-site representation is based on availability so please book your Coffee Break early!

## ***Where can I host a Coffee Break?***

Coffee Breaks are held just about **anywhere** - large corporations, small businesses, private residences, hospitals, schools, clubs, fire departments, banks, grocery stores, health care facilities, churches, service stations, and group meetings have all been ideal host locations.



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## *Can I host a virtual Coffee Break?*

YES. We understand you may not have the space or time to host a physical Coffee Break so we created a page for you to host a virtual Coffee Break: [www.alzheimerniagara.ca/virtualcoffeebreak](http://www.alzheimerniagara.ca/virtualcoffeebreak). You can register as an individual or group on this platform. And if someone is unable to attend your event you can register on this site and send them the link so that they can still support your Coffee Break!

## *Prizes for Hosts*

**NEW THIS YEAR!** Our top Coffee Break hosts will receive one of our wonderful prizes including a Keurig with coffee pods! All hosts will also be entered into a random draw to win a prize! To be eligible for prizing the Coffee Break has to be hosted and money returned by January 6, 2020.

## *Can I donate an item for a Coffee Break host prize?*

Yes! We are really looking to raise more money for people in Niagara living with dementia and we are offering incentive prizing for our Coffee Break hosts this year! For people or businesses that are interested in donating items, they will be suitably acknowledged on the Coffee Break section of our website, and in our newsletter or Social Media wherever possible.

## *What is included in a Coffee Break Kit?*

The kits are **free** and we include enough coffee for one pot (or if you think you will have a lot of attendees let us know and we can give you some extra), but the host provides the rest (coffee maker, sugar, milk, cups etc.) Some hosts provide treats and other refreshments. You can make it as big or as small as you like. We also provide you with a coin box, pledge sheets for tax receipts, a poster to advertise your event and some banners and brochures on the Alzheimer Society if you like.

## *How much was raised last year? What is this year's goal?*

Thanks to over 150 Coffee Break hosts in the Niagara Region, our Society raised \$60,000 in support of programs and services for individuals living with Alzheimer's disease and related dementias! The need is even greater this year! **We need your help in raising our goal of \$75,000 this year!**

## *How do I get more information?*

Contact Cassandra Best, Manager of Fund Development, at (905) 687-6856, ext. 556 or by email at [cbest@alzheimerniagara.ca](mailto:cbest@alzheimerniagara.ca) or visit [www.alzheimerniagara.ca/coffeebreak](http://www.alzheimerniagara.ca/coffeebreak)

