

Alzheimer Society

PETERBOROUGH, KAWARTHA LAKES, NORTHUMBERLAND & HALIBURTON

For Immediate Release:

26 June 2013

Local Alzheimer's Society receives \$5000 from Farmers' Mutual C.A.R.E. Program for local services

The local Alzheimer Society has recently received a donation from the C.A.R.E. Program of \$5000. Farmers' Mutual (Lindsay) is proud to support not for profit organizations through a mission to *Create A Ripple Effect* – using the results of their success to create lasting ripple effects for the benefit of the communities where they provide service.

Funds from the C.A.R.E. Program will be used to support local Alzheimer Society activities, to help close the gap in meeting the needs of local clients and the available resources to deliver services. “We are so pleased with this contribution from Farmers' Mutual” shares David Webster, Executive Director. “We have seen a significant increase in our service volumes, and with the aging population in our communities, expect the trend to continue.”

The Alzheimer Society provides support to individuals and their families affected by Alzheimer's disease and other dementias. Service is delivered in individual and group formats by both paid and volunteer staff members. “There is a good fit between the C.A.R.E. Program focus areas and our services” states Webster. “We are certainly directed to improving health care for seniors, both in response to their current needs as well as taking steps to reduce or delay the long-term impacts of memory loss”.

“Farmers' Mutual believes in supporting communities where our policyholders reside. Our CARE initiative, premised on Creating A Ripple Effect, is an avenue to share our success in meaningful ways” says Tim Shauf, President and CEO. Our CARE Committee agreed that the services provided by the Alzheimer Society fit well with our policy. We're very pleased to support their worthwhile programs and services”.



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Alzheimer Society client activity volumes have more than doubled in the past three years. The organization has been taking steps to address capacity issues including successfully engaging with volunteers to facilitate support groups. “We want to ensure that all our client activities are available in all communities, in a way that makes it easy for individuals and families to get the help they need during very stressful times in their lives” states Webster. “This contribution from Farmers’ Mutual Insurance will certainly help us to meet the demand here with our fellow residents”.

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Submitted by:

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