



What is Coffee Break?

Coffee Break is an annual fundraising and awareness event coordinated by local Alzheimer Society chapters across Canada. Organizations are invited to host a Coffee Break any time during the month of September in celebration of World Alzheimer's Day on September 20, 2018. Hosts support the Society by collecting a donation for every cup of coffee served or for each Coffee Cup Cut-out signed. Whether they like it black, regular or double-double, Canadians have been coming out year after year to support Alzheimer Society Coffee Breaks across the country. Last year, Coffee Break raised over \$1.1 million.

What Are Forget-Me-Not Flower CUT-OUTS?

Forget-Me-Not Flower Cut-outs are paper cut-outs of a blue Forget-Me-Not Flower. We ask that hosts invite their patrons to make a \$1, \$2 or \$5 donation and sign a cut-out. To show support of Coffee Break, hosts display these cut-outs in a prominent location. Do we have to serve coffee? Although you can serve coffee and promote the cut-outs, you are not expected to do both. For a coffee-less event ask for a donation in exchange participants can sign a cut-out. A wall of signed cut-outs can be displayed within your organization.

When is Coffee Break?

Most Coffee Breaks will take place on Thursday, September 20, 2018, which is the official launch date of Coffee Break, however, celebrations continue throughout the month. You can host your Coffee Break anytime in the month of September-for a day, a week or even the whole month.

Where do the Coffee Break Donations Go?

Coffee Break donations go to your local Alzheimer Society chapter to ensure that people whose lives have been impacted by Alzheimer's disease can connect to a community of information, support and education. Funds raised also go towards research to find the causes and ultimately to find a cure.

What is the average donation?

Most organizations collect \$1-\$5 per cup-whether it's a cup of hot coffee or a Forget-Me-Not Flower Cut-out. Or if your organization (grocer, retail or business) does not have the ability to set-up and sell coffee you could donate a portion of your daily sales or ask customers to donate \$1, \$2 or \$5 and write their name on the forget-me-nots which can be displayed at your entrance/exit.

Why participate in Coffee Break?

The number of Canadians with Alzheimer's disease or a related dementia is expected to double in a generation to 1.1 million. When you host a Coffee Break in your community, you help raise much-needed funds for local programs and services for people with Alzheimer's disease and their caregivers. Your support makes a huge difference in their lives.

If you have any questions or would like to become a host please contact Lauren O'Brien at 905-726-3477 ext. 244, lobrien@alzheimer-york.com or complete the host form online [here](#).

Alzheimer Society of York Region
2-240 Edward St. | Aurora, Ontario | L4G 3S9
Phone: 905-726-3477 | www.alzheimer-york.com | Fax: 905-726-1917

How to Host a Coffee Break

Hosting a Coffee Break is a very simple and successful way to raise funds for a great cause.

PRE-EVENT

1. Register with us by filling out the online [Host Registration Form](#) OR call 905-726-3477 ext.244 to register over the phone.
2. Choose if you'd like to serve beverages at your event, have a coffeess event using Forget-Me-Not Flower Cut-outs or do both.
3. Secure a location(s), and set a day and time for your Coffee Break.
4. Request the supplies you would like in your kit (e.g. coffee, cut-outs, brochures, posters, donation containers, etc).

How to Promote Your Coffee Break:

- Post notices about your Coffee Break on bulletin boards, pass out flyers or send out invitation emails.
- Advertise in your company newsletter, local newspapers and community boards.
- Ask local companies to support your event by making a cash donation or by donation items (e.g. donuts, cups, cookies or prizes). Ask us how we can help you do this.
- Ask your company about matching the money you raise.

EVENT DAY

1. Find a secure, but visible location for your donation containers.
2. Provide coffee cups, stir sticks, sugar, milk, cream and any other items you would like to make available.
3. Encourage your participants to take a coffee or sign a cut-out and make a donation.
4. Try to determine the number of participants who came to your Coffee Break.

POST-EVENT

1. Send us a cheque (made out to the Alzheimer Society of York Region) or drop off cash with a copy of your Coffee Break Sign-in.
2. Take a few moments to fill out the Host Evaluation and Records form and send it back to us in the business reply envelope provided to you.
3. Thank participants and let them know about the success of your event (e.g. in your company's newsletter, e-mails or phone calls).

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Coffee Break Kit

Hosting a Coffee Break becomes even simpler when you take advantage of some of our Coffee Break materials. Please indicate on your Host Registration Form which of these supplies you would like to have for your Coffee Break and we will do our best to accommodate your request:

1. Posters: Use these to promote your event and use the space below to advertise time/date/location. Available in small (8x11) and large (11x17)
2. Donation Box: Disposable donation containers. Easy to keep tabs on and you can even fold them up again for next year.
3. Forget-Me-Not Flower Cut-outs: Ask passers-by to “Donate a buck and sign a flower.”
4. Brochures: Information brochures about the Society and Alzheimer’s disease.

Forget-Me-Not Flower Cut-Outs

Forget-Me-Not Flower Cut-outs are paper cut-outs of a blue Forget-Me-Not Flower. They provide an easy way for organizations to become involved in Coffee Break. This year, in celebration of World Alzheimer’s Day, ask everyone to “Donate a buck and sign a flower.” It’s as easy as 1-2-3!

1. Promote the Cut-outs: We provide you with all the promotional materials –posters to place all around your place or send out an email to everyone inviting them to join you and let them know your goal (e.g. “We need your help to put up 150 flowers by Friday”).
2. Explain the Cut-outs to Your Staff: Provide them with markers, the cut-outs from your kit and something to post the cut-outs with tape or sticky tack for the wall or pins for a bulletin board.
3. Ask Everyone to “Donate a dollar and Sign a flower:” Display these cut-outs in a prominent location.

Different Ways to Use the Cut-Outs

- Funny Memory: Why not have everyone write their favourite joke or a funny memory on the cut-outs and post them around your space.
- Java Draw: Use the cut-out as tickets for an office draw. Have a local business or your company donate a prize for the winner.
- Cut-out Challenge: Challenge another office or department, see who can make the longest lap around the office by posting the cut-outs end- to- end.
- Dress Down Friday: Give staff the option to ‘Make a Donation and Sign a Flower’ in exchange for dressing casual on Friday.



COFFEE BREAK – HOST APPLICATION

CONTACT INFORMATION

Organization: _____

First Name: _____ **Last Name:** _____

Address: _____

City: _____ **Province:** _____ **Postal Code:** _____

Email: _____ **Phone:** _____

EVENT DETAILS & SUPPLIES REQUIRED

(These answers would be very helpful, even if you must give an estimated guess)

Date of Event: _____

Estimated # of Participants: _____

Supplies	Quantity	Supplies	Quantity
Forget-Me-Not Cut Outs		Coffee Tin Decaf (20 cups)	
Donation Box		Coffee Tin Regular (30 cups)	
Sudoku Coasters			
8.5 x 11 posters			
11 x 17 posters			

Have you previously hosted a Coffee Break event?

YES or NO

I would like to combine my Coffee Break with another event.

YES or NO (Enter type of event) _____

Send your completed form to:

Lauren O’Brien by email at lobrien@alzheimer-york.com, by fax to 905-726-1917 or by mail to the address below.

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