Dementia Alliance of North Carolina is a local 501c3 nonprofit, with the mission to improve the lives of all North Carolinians impacted by dementia, engaging and empowering them through support, education and research.

Our programs are built on a foundation of CARE - providing Comfort, Assistance, Resources and Education for individuals and families living with dementia. Through our CARE approach, we transform N.C. into a state of caring for caregivers and individuals living with dementia.

2021-22 Plans:

PUBLIC EDUCATION CONFERENCES & WORKSHOPS

Live Online Schedule:

- **Education Conferences** - Dementia Alliance hosts three to four half and full-day conferences each year. These workshops feature experts from across the state and country on various topics related to dementia care and support.

- **Caring With Workshop Series** - We will host eight 1-hour sessions throughout the year. Topics to include the following:
  - Financial challenges associated with dementia
  - Identifying and Managing Dementia Behaviors
  - Aggression, Resistance and Sundowning
  - Legal Considerations for Caregivers
  - And more ...

- **Q&A Sessions with Melanie Bunn** - These workshops allow families to ask questions directly to our Nurse Consultant on various topics related to caregiving. We have four 1-hour sessions planned.

Content Shared Online:

- **DANC YouTube Channel** - Pre-recorded educational videos with local dementia experts, including Melanie Bunn. Our YouTube channel, covers a wide range of topics caregivers can view any time. Topics include: Sleep, Managing Life with Dementia During COVID, and Refusing to Accept Help. *This channel has received nearly 9,500 views since launching in February of 2020.*

- **E-Newsletter** - Our twice monthly e-Newsletter is distributed to over 9,300 contacts and includes educational information, resources, opportunities and support information for caregivers.

- **Employee Engagement/Volunteer Opportunity** - Customizable employee volunteer event to foster team building while helping NC’s dementia community.

*Updated August 2021*
**Zoom and In-Person Content (post pandemic):**

- **Customizable Lunch and Learn for Staff/Organization**
  Session designed specifically for your team or clients. Topics may include:
  - The difference between normal aging and dementia
  - Warning signs of dementia and what to do if you suspect someone is having a problem
  - Caregiver talk on handling stress and self-care
  - Progression of dementia
  - Daily care or specific issues such as bathing
  - Communication tools
  - Business of caregiving
  - Activities for with people living with dementia.

CEU's are included through the NC Division of Health Service Regulation Adult Care Licensure Section. Visit https://info.ncdhhs.gov/dhsr/acls/ceu.html for details about these credits.

**Signature Fundraising Events:**

- **Spring Virtual Event** - Details to be announced early spring 2022. Past events have included galas, auctions, wine tastings and more.

- **Move to De-feet Dementia Campaign 2021** - Our 2021 Move to De-feet Dementia fundraising series unites communities across the state to engage with one another and help families impacted by dementia access **CARE** – **Comfort**, **Assistance**, **Resources** & **Education**. This campaign could include walks, runs and rides depending on health guidelines at that time. As a high profile fundraiser, this event provides a much expanded opportunity in numerous markets throughout the state. More details can be found at dementiaNC.org/Move2021

**Audience:**

**Primary** - dementia caregivers in three age brackets:
- 18-34 (25.4%),
- 35-54 (39.3%),
- 55-65+ (35.2%)

Of those percentages, 76.2% are female, 24.8% male.

**Secondary:**
- extended family
- medical community
- academia
- social services
- assisted living providers
## Corporate Partner Alliance

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<thead>
<tr>
<th>Benefits</th>
<th>Diamond ($20,000)</th>
<th>Amethyst ($15,000)</th>
<th>Gold ($10,000)</th>
<th>Silver ($7,500)</th>
<th>Bronze ($5,000)</th>
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<tr>
<td>Feature Story in DA-NC E-Newsletter (Dist 9,200+)</td>
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<td>Blog Opportunity (one page, double space, 12 pt.) or FB/Youtube Live Interview (5 min)</td>
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<td>YouTube Education Sponsor</td>
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<td>3 episodes</td>
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<td>Opportunity to address audience at virtual event(s) of choosing (Fundraising or Educational)</td>
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<td>3 events</td>
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<td>Recognition in Education E-Newsletter (Dist 9,200+)</td>
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<td>Thank You Post(s) on Social Media pages</td>
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<td>Tangible Benefits for MOVE to De-Feet Dementia Series</td>
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<td>Tangible Benefits for Virtual Spring Campaign/Event</td>
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<td>Customizable Lunch and Learn for Staff/Organization (CEUs included*)</td>
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<td>Verbal recognition at start of Education Webinars &amp; Conferences (see page 2 for details)</td>
<td>Conferences, Q&amp;A, Caring With</td>
<td>Conferences, Q&amp;A, Caring With</td>
<td>Q&amp;A, Caring With</td>
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<td>Tickets to each paid education webinars (to be used as sponsor deems, across multiple events, CEUs included*)</td>
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<td>Logos included in slideshow at start of Education Events (see page 2 for details)</td>
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<td>Recognition in DANC's Annual Impact Report</td>
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Updated August 2021
As a member of the Corporate Partner Alliance, your investment in Dementia Alliance of North Carolina (DA-NC) is an investment in communities all across our state. This partnership will help fulfill your organization’s marketing goals by receiving on-going recognition in print, social media, at events, and on the DA-NC website.

YES! We want to be a 2021-22 member of the Corporate Partner Alliance

Corporate Partner Alliance pledges can be paid in full or broken into quarterly or monthly payments:

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<th>FULL</th>
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<td>□ Bronze $5,000</td>
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Sponsor/Company Name: ____________________________________________________________
(List exactly as it should appear on promotional materials.)

Contact Name: ________________________________________________________________

Address: ________________________________________________________________________

City: __________________________ State: ________ Zip: ____________

Phone: __________________________ Email: _______________________________________

Payment Method: □ Check   □ Cash   □ Credit Card

Credit Card #: __________________________ Exp. Date: ________

Signature: __________________________ CVV Code: ________

Please make checks payable to Dementia Alliance of NC

Remit payment and completed form to:
Dementia Alliance of North Carolina
9131 Anson Way, Ste. 206, Raleigh, NC 27615

For more information, please contact Heather Hooper at (919) 832-3732 or hhooper@dementianc.org

Thank you for your support!