



DEMENTIA ALLIANCE

of North Carolina

A STATE OF CARING

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 **C**omfort, **A**ssistance, **R**esources and **E**ducation 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.



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

BENEFITS

	DIAMOND \$20,000	AMETHYST \$15,000	GOLD \$10,000	SILVER \$7,500	BRONZE \$5,000
Feature Story in DA-NC E-Newsletter (Dist 9,200+)	◆	◆			
Blog Opportunity (one page, double space, 12 pt.) or FB/YouTube Live Interview (5 min)	◆	◆			
Employee Engagement Volunteer Event	◆	◆			
YouTube Education Sponsor	5 episodes	3 episodes	2 episodes		
Opportunity to address audience at virtual event(s) of choosing. (Fundraising or Educational)	5 events	3 events	2 events		
Recognition in Education E-Newsletter (Dist 9,200+)	◆	◆	◆	◆	
Thank You Post(s) on Social Media pages	4	3	2	1	
Tangible Benefits for MOVE to De-Feet Dementia Series	Diamond	Amethyst	Gold	Silver	
Tangible Benefits for Virtual Spring Campaign/Event	Diamond	Amethyst	Gold	Silver	
Customizable Lunch and Learn for Staff /Organization (CEUs included*)	4 Sessions	3 Sessions	2 Sessions	1 Session	
Verbal recognition at start of Education Webinars & Conferences (see page 2 for details)	Conferences, Q&A, Caring With	Conferences, Q&A, Caring With	Q&A, Caring With	Q&A, Caring With	
Tickets to each paid education webinars (to be used as sponsor deems, across multiple events, CEUs included*)	15	10	8	6	4
Logos included in slideshow at start of Education Events (see page 2 for details)	Conferences, Q&A, Caring With	Conferences, Q&A, Caring With	Q&A, Caring With	Caring With	Q&A
Corporate Logo/Name on DA-NC's Website	◆	◆	◆	◆	◆
Recognition in DANC's Annual Impact Report	◆	◆	◆	◆	◆

CORPORATE PARTNER ALLIANCE



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:

FULL

- Diamond \$20,000
- Amethyst \$15,000
- Gold \$10,000
- Silver \$7,500
- Bronze \$5,000

Quarterly

- \$5,000
- \$3,750
- \$2,500
- \$1,875
- \$1,250

Monthly

- \$1,667
- \$1,250
- \$833.33
- \$625
- \$417

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: _____ CVW Code: _____

Please make checks payable to Dementia Alliance of NC



**DEMENTIA
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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!