

Alzheimer Society offers up a different style of Coffee Break

This Week

The Alzheimer Society of Peterborough, Kawartha Lakes, Northumberland and Haliburton is rebranding its traditional Coffee Break fall fundraiser to Social with a Purpose in response to the COVID-19 pandemic.

Social with a Purpose is a do-it-yourself fundraiser that promotes the importance of socializing, staying in touch and building a strong positive relationship with friends, family, and community.

The fundraiser launches Tuesday (Sept. 1), coinciding with World Alzheimer's Month. Taking advantage of how so many people have pivoted to the virtual world during the pandemic, the new fundraiser's participants are working to make connections more special and meaningful by supporting people living with Alzheimer's disease and dementia, and their care partners who experience social isolation every day.

"Our participants are being really creative," says event coordinator, Susan Fisher. "They are turning weekly online card games with friends and book club video chats into fundraisers. Their creativity is highlighting the importance of coming together to support people in our community living with dementia."

It's also a great opportunity for people to share their skills such as hosting an online paint night or cooking class in exchange for a donation. Folks that feel intimidated by taking the lead can download one of the digital kits that are available for download on the Alzheimer Society's website. Many kits are available ranging from a sing-a-long concert to a wine tasting and even game nights.

"It's all for a good cause. All the money raised will go directly toward supporting local people living with dementia in our four counties," adds Fisher.

Funds raised will help provide those living with dementia and their care partners much needed social recreation programming.

"Social recreation programs have been proven to improve life quality and reduce isolation, something that everyone has experienced over the last few months," adds Fisher, noting that, a donation of just \$30, will enable a person living with dementia and their care partner to attend one session of Minds in Motion, a vital program that provides physical exercise, social interaction, and brain stimulation activities with other clients, volunteers, and staff. (Minds in Motion has been offered virtually during the pandemic.)

To host a Social with a Purpose fundraiser, visit www.alzheimerjourney.ca to register. It only takes just a few minutes to get set up with a customized web page and unique link that can be shared with each participant's family and friends.