

SOCIÉTÉ ALZHEIMER SOCIETY SUDBURY-MANITOULIN:
SPONSOR A SENIOR PROGRAM

BACKGROUND: HOW IT ALL BEGAN

Elizabeth Fry Chapter IODE Sudbury inspires new program to help those with Alzheimer's Disease and Related Dementias

Sudbury, Ontario: June 29, 2010

People suffering from memory loss in the Sudbury-Manitoulin area of Ontario have a new program of support, thanks to creative thinking by the Elizabeth Fry Chapter IODE in Sudbury.

The Société Alzheimer Society Sudbury-Manitoulin is today launching a new program titled "Sponsor a Senior". **The program is the brainchild of the Elizabeth Fry Chapter IODE in Sudbury.**

In the spring of last year, (June2009), the Société Alzheimer Society Sudbury-Manitoulin invited the Elizabeth Fry Chapter to hold one of its regular meetings in the Alzheimer Day Program centre.

Once the IODE members saw the facility, and realized its crucial role in helping those with Alzheimer's disease maintain their mental and physical abilities ...they wanted to help.

The Day Centre provides a friendly, safe, fun and supportive atmosphere for those with Alzheimer's or a related dementia. Clients arrive in the morning, to a day of structured activities. They take part to the degree they are comfortable. The activities are designed to help them maintain their mental and physical abilities as long as possible. Everything from art lessons, to gentle exercise activities, to crossword puzzles and dancing is regularly scheduled. There is a hot, homemade meal at lunch, every day. The Day Centre is staffed with professionals in the field of dementia and geriatric nursing. By providing a safe stimulating and comfortable atmosphere for the clients, the Adult Day Centre is also providing respite for their family caregivers. They get a break from the demands of 24/7 care giving.

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The IODE members wanted to know if every one who **needed** to attend the Day Centre could actually **afford** the fee and any transportation costs they might incur. (**clients are asked to cover \$17.00 of the cost of their day**). Once the IODE members realized that even this low price could be a stretch for some seniors on fixed incomes, they decided to make a donation that would sponsor a client for one day a week for an entire year of attending the Adult Day Centre. When the membership of United Steelworkers Local 6500 heard about our new program, they too wanted to help.

As a result, **we are thrilled to announce the inaugural sponsors of our Sponsor a Senior Program:**

The Elizabeth Fry Chapter IODE SUDBURY and United Steelworkers Local 6500

The enthusiasm and financial assistance of these two community minded sponsors illustrates their commitment to the health and strength of our community.

The public will be invited to sponsor clients for a variety of fixed terms in six-month increments. For example, the cost to sponsor one senior to attend the Adult Day Centre for one day a week for one year is \$850.00.

The Executive Director of the Société Alzheimer Society Sudbury-Manitoulin is Patricia Montpetit.

She says “This kind of sponsorship will have profound ripples in the community. It helps donors realize that their donated dollars can make a real difference in the quality of life for many people.”

The donation not only gives the client access to the Day Centre, but also provides respite for the client’s family caregivers. Every time their loved one attends the Day Centre, the family caregiver gets a day of relief from the 24/7 demands of care giving.

The Société Alzheimer Society Sudbury-Manitoulin expresses its sincere gratitude to the Elizabeth Fry Chapter IODE Sudbury for creating the concept of “sponsoring a senior”. We salute their commitment to making our community stronger and healthier.

For more information, contact: Ruth Reid, Donor/Public Relations Coordinator
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