



Hosting an Alzheimer Coffee Break

Kit items

(Each event is unique; the following are only suggestions that will vary depending on the Coffee Break and not all kits contain the same materials)

- **Coffee Break Poster (2 sizes):** Write the date, time and location of your Coffee Break and post in a visible place
- **Plastic Banner:** Hang at your Coffee Break
- **Coffee & Coasters:** Brew a pot of coffee; distribute coasters to guests/on tables
- **Coin Box:** Set out at your event to collect smaller change
- **Sign In Sheet:** Have your guests sign in and complete all information for tax receipt purposes (for donations of \$10 or more)
- **Tent Cards:** Stand up next to your coffee station/cash register to inform patrons of event
- **Coffee Cup Cut-outs:** Can be sold either by collecting \$1 or \$2 or utilizing the electronic code with a cash register system
- **Brochures:** Information about the Alzheimer Society for your interest
- **Evaluation:** Please take a few moments after your event to complete and return
- **Coffee Break Envelope:** Use large one when *dropping off* the money at the Society - don't forget the sign in sheet and evaluation form. Use the self-addressed stamped envelope to mail in a cheque

What Do I Do With the Money After the Coffee Break?

- Count the donations received
- If you prefer, you can use the large envelope to collect the individual cash/cheque donations and then drop the envelope off to the office. We are located at 403 Ontario Street, Unit #1 in St. Catharines
- You can write one cheque, made payable to the **Alzheimer Society Niagara Foundation**, for the total amount you collected and mail in the enclosed self-addressed envelope
- If you are unable to write a cheque or drop off the donations, **please call 905-687-6856 x 556 and we will arrange for a pick up**

What else do I need to return to the Society in the return envelope?

- The sign in sheet with names and addresses for anyone requiring a tax receipt. Tax receipts will be issued from our office for donations of \$10.00 or more where all information is provided on the sheet.
- We would appreciate it if you would take a few moments to complete the host evaluation to assist us in improving this event

Who can I call if I have questions?

Contact: Terry McDougall, Director of Fund Development

Phone: 905-687-6856 Ext: 556 or Email: tmcdougall@alzheimerniagara.ca



What is an Alzheimer Coffee Break?

It is fun, social and **very easy to organize**. An Alzheimer Coffee Break is a time when you can invite your co-workers, clients, colleagues, friends or neighbours to enjoy a cup of coffee (or any other beverage) at a break time or another specific get-together. Then, simply ask everyone to make a donation. Add some donuts, home-baked goodies or fruit with the coffee and watch the donations pour in!

Why host a Coffee Break?

Every Coffee Break makes a difference. The idea is to have fun and raise funds and awareness for the Alzheimer Society and the disease. Some raise a few dollars, other raise a few hundred dollars. All money raised stays in the Niagara Region to benefit our Client Services Program. The Society provides, assessments, individual and family counselling, coping strategies, behavioural interventions and information regarding accessible resources.

Where can I host a Coffee Break?

Coffee Breaks are held just about **anywhere** - large corporations, small businesses, private residences, hospitals, schools, clubs, fire departments, banks, grocery stores, health care facilities, churches, service stations, and group meetings have all been ideal host locations.

Does it have to be a Coffee Break and does it have to be held on Thursday, September 15th?

While many Alzheimer Coffee Breaks in Canada will be held on September 15, 2016, National Coffee Break Day, you can certainly choose a date that is more convenient to you. Our local Campaign will run from September through December, 2016. Most banks and Credit Unions are planning to host their Coffee Breaks in late September. Churches and schools usually select their Coffee Breaks to be held in October or November. Some businesses collect donations throughout an entire week in September. It is also not limited to a Coffee Break. Some of the most successful Coffee Breaks in the past have involved doing something a little different. Over the years, Coffee Break hosts have become very creative in their fundraising efforts, hosting BBQs, parties, donating proceeds from coffee sales, dress down days and even community challenges. Several retailers across the country have also shown their support for Coffee Breaks by offering paper cup cutouts to their customers for donations. There is no break too big or too small!

How much was raised last year? What is this year's goal?

Thanks to more than 200 Coffee Break hosts in the Niagara Region, our Society raised over \$85,000 in support of programs and services for individuals affected by Alzheimer disease and related dementias! **This year's ambitious goal is to raise \$100,000.**

How do I get more information?

Contact Terry McDougall, Director of Fund Development at (905) 687-6856, ext. 556 or by email at tmcdougall@alzheimerniagara.ca. An Alzheimer Coffee Break is simple. We provide the kit, you provide the social environment and in turn your participation will ensure compassionate support for our clients in the years to come. Your **free kit** contains the promotional materials needed to advertise your event, a coin box and your first pot of coffee.