

Looking Ahead to 2021

Expanding Our Impact

While we hope to be able to safely visit care facilities sometime this year, we are prioritizing our online programming, especially our singalongs. Also, we are planning to produce our first magazine this year.

Virtual Singalongs

- We have already licensed 10 recordings and are planning additional Singalong Shows early in 2021.
- We have received a \$985 grant from The Pollination Project Foundation (thepollinationproject.org) in support of our virtual singalongs program.
- Your donation of \$25 can provide a custom backing track for a singalong video.
- Your donation of \$1,000 can allow us to license a popular copyrighted song, such as "Moon River" or "Over the Rainbow," to use in online singalong videos for a full year.

Joyful Memories Magazine

People who have Alzheimer's are much more familiar and comfortable with magazines than with digital media. Print affirms human connection as it conveys permanence, credibility, and authenticity.

Joyful Memories will be designed for families to share with loved ones who have Alzheimer's. Content will be timeless and intergenerational, featuring original and curated pictures, stories, poems, and jokes.

Each 24-page issue will focus on a specific theme (i.e. gardening, childhood, cats, dogs, summer, winter, woodworking, flowers).

- We will conduct a special fundraising campaign in support of the magazine, directed especially toward contacts in printing and publishing.
- An editorial team will produce three prototype issues to be used in fundraising efforts, hopefully allowing us to increase our initial print run and distribution.
- Your donation of \$5,000 can cover the cost of printing and distributing 2,500 copies of *Joyful Memories*.

Online Resources

We will continue to grow our online presence on social media. Publishing more articles will especially help grow our audience on Pinterest. Eric is currently working on articles titled "Singing Together During Alzheimer's" and "Grieving During Alzheimer's."

- Your donation of \$50 can help increase our online presence by extending our reach on social media.

Educational Workshops

While we hope to present workshops in person, we also will consider online presentations as the TechSoup grant we received paid for Zoom Pro and Zoom Webinar subscriptions. Our first workshop offering is tentatively titled "Loving Someone Who Has Alzheimer's" and will be directed especially to primary family caregivers.

- Your donation of \$250 can provide workshop materials for 25 caregivers.

Live Singalongs

As soon as it is safe, we plan to resume leading singalongs at local care facilities. We also plan to find a venue where we can hold a singalong event for families in the community.

- Your donation of \$100 can cover the cost of leading one in-person singalong at a local care facility.