

Brookdale National Group Respite Program

FOR ALZHEIMER'S FAMILIES

Technical Assistance Office • 2320 Channing Way • Berkeley, CA 94704 • (510) 540-6734 • Fax (510) 540-6771

March 3, 2010

MEMORANDUM

To: Colleagues in Aging and Nonprofit Networks
From: Carmen Mendieta, Director
Re: Seed Grants Available for the Start-up of Dementia Day Programs

We are pleased to announce that The Brookdale Foundation Group will be making grants available to qualified organizations for the development of new dementia-specific, social model day programs. Enclosed is a press release, to help you publicize this opportunity and a Book Order Form of free publications to assist agencies in planning new day programs.

The Request for Proposals (RFP) is now available to fund up to 40 new Group Respite or Early Memory Loss Program sites nationwide. New grantees will receive seed grants (\$7,500 in year one, renewable at \$3,000 in year two), will attend a three-day training conference in November 2010 and will receive intensive technical assistance in developing their new Group Respite or Early Memory Loss programs.

Applications are due by Thursday, July 1, 2010, with the announcement of new grantees to be made in September. Funding will begin in November 2010. Interested agencies may request a grant application and proposal guidelines from the above address in Berkeley, CA or download them from The Foundation's website at: www.brookdalefoundation.org.

Since 1989, we have funded more than 300 agencies to begin social model, dementia-specific respite services in communities throughout the U.S.

Thank you in advance for your assistance in disseminating information about the Brookdale National Group Respite Program, and the 2010 RFP. Please call me at (510) 540-6734 if I can provide you with any additional information.

Enclosures

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For Additional Information Contact: Carmen Mendieta,
Director, Technical Assistance Office
(510) 540-6734

FOR IMMEDIATE RELEASE

Seed Grants Available for the Start-up of Dementia Day Programs

The Brookdale Foundation Group has issued a Request For Proposals (RFP) for the start-up of social model Group Respite or Early Memory Loss programs for people with Alzheimer's disease and their family caregivers. In November 2010, The Foundation will be awarding up to 40 seed grants for the development of dementia-specific Group Respite programs or specialized programs for people with Early Memory Loss. The grants are \$7,500 for the first year with an opportunity for a second tier grant of \$3,000. Any 501(c)(3) or equivalent not-for-profit service agency wishing to develop a social model, day program for Alzheimer's families is invited to apply. Proposals are due at The Brookdale Foundation Group office in New York on Thursday, July 1, 2010. Award announcements will be made in September 2010.

Applications for the dementia-specific Group Respite program should be based on the best practices discussed in the manual, *How to Start and Manage a Group Activities and Respite Program for People with Alzheimer's and Their Families*. For programs focusing on Early Memory Loss, a replicable model is outlined in the guide: *How to Plan and Implement an Early Memory Loss Program*. To order either of these free publications or to download an RFP application and guidelines, visit www.brookdalefoundation.org. To obtain a hard copy of the RFP and guidelines, contact Evelyn Yuen, TA Resources Manager, BNGRP, 2320 Channing Way, Berkeley, CA 94704, **phone** (510) 540-6734, **fax** (510) 540-6771, **e-mail**: ey@brookdalefoundation.org.