Every Tuesday and Friday a group of adults who are experiencing early memory loss gather at the United Methodist Church of Winter Park for the Brain Fitness Club. One thing they have not forgotten is the sense of fulfillment and satisfaction that comes from serving others.

The Brain Fitness Club provides activities to promote intellectual stimulation through a variety of methods like music, art, reading, socialization, mental activities and light exercise. The purpose of the curriculum is to enable an individual to sustain the highest level of functioning possible, while improving their quality of life. The program alternates physical and mental stimulation throughout the day and has been shown to provide additional benefits such as instilling a sense of confidence, enjoyment and self-worth in the participants.

Special events and guest speakers on topics such as pet therapy provide added interest for the members. Another component of the program involves University of Central Florida students in the Masters of Language and Speech Pathology Department, who work one-on-one with Brain Fitness Club participants to teach them techniques to aid in word recognition, speech therapy and memory cues.

The Brain Fitness Club began when someone saw a need and creatively searched for a way to meet that need. Tom and Nancy Gerrity have had a loving marriage for 24 years. A few years ago, Nancy noticed that Tom’s mind was not as sharp as it used to be, and he started having trouble with numbers, something Tom had excelled at as a mechanical engineer. Eventually, Tom had to quit his job after he was diagnosed with early-onset Alzheimer’s, but he was incredibly functional in many ways and yearned to talk and interact with others.

Nancy enlisted the help of Peggy Bargmann, an RN with a specialty in memory disorders and the elderly, to help her start a program for Tom and others like him. Peggy and Nancy set up an advisory committee of medical, academic and service providers with expertise in dementia and communication to help craft the concept into a reality. In fact, Nancy Squillacioti, Executive Director of the Alzheimer Resource Center and Richard Tucker, former Board Chair of ARC joined a number of others in the community on the advisory committee to help bring the concept of the Brain Fitness Club to fruition.

First United Methodist of Winter Park agreed to host the Brain Fitness Club and provided financial support, along with a number of other local funders like the Winter Park Health Foundation and the Joseph G. Markoly Foundation.

The learning, friendships and other activities that take place at the Brain Fitness Club provide participants with a truly unique experience in a safe, relaxed, supportive and fun environment. Nancy and Tom Gerrity’s vision is an example of what can be accomplished by individuals with passion, and the special men and women who attend the Brain Fitness Club personify the thoughts of John Quincy Adams when he said “courage and perseverance have a magical talisman, before which difficulties disappear and obstacles vanish into air.”

If your loved one is experiencing early memory loss, call ARC today for more information about this special program.
A message from the Executive Director

So, how do you like your pizza? If that seems like an odd question, a glance through this issue of our newsletter will help explain my question.

Organizations like the Alzheimer Resource Center are facing the same financial challenges as everyone else in this nation, so it is important that we find new ways to raise money without overburdening those donors who consistently support us.

On May 14th, the Uno Chicago Grill located at 4120 E. Colonial Drive in Orlando, will be donating between 15% and 20% of the total sales earmarked for ARC, providing that those who dine in or take out food that day use a coupon designating that their meal cost is applied to the Alzheimer Resource Center. Take a look at the notice on page 5 of this newsletter for more details. We encourage you to stop by our office or call us and we’ll be happy to provide you with as many coupons as you’d like. What a tasty way to support your favorite nonprofit!

Finding alternative methods of raising money, as well as enhancing awareness of the important services this agency has been providing for 25 years, is especially challenging for many agencies like ARC, which were formerly funded by the Heart of Florida United Way (HFUW). Central Florida’s Heart of Florida United Way made a decision recently to change how they fund nonprofits in our community.

In the past, approximately 70 agencies received financial support for one or more of their programs from HFUW. As long as the agencies met certain programmatic and financial requirements, (assuming HFUW raised sufficient funds during their annual campaigns), organizations like ARC could anticipate receiving some level of funding for our programs out of the “general pool” of money United Way collected in the community each year.

As of July, 2009, Heart of Florida United Way will no longer be funding many agencies based on this process but will, instead, be transitioning all agencies over the next few years to a new funding model called “Investing in Results”. Rather than providing grants for a broad array of community services, HFUW has decided to funnel all community funding into four key areas:

- Building safe communities
- Improving financial stability
- Alleviating hunger and homelessness
- Developing healthy children and families

At this point, services geared to seniors in general, and those aimed specifically at assisting the caregivers of those with Alzheimer’s disease and related dementias, are not a key focus area for HFUW.

What does this mean? Certainly, the support we have received through United Way’s former “serving our seniors” category of funding will no longer be available to us. Other HFUW-funded nonprofits are experiencing similar changes. United Way will continue to provide grants to area agencies based on specific “requests for proposals” they solicit that come under the four key areas noted above. However, proposals will not be requested for services outside of those four focus areas, which directly impacts our agency and numerous others.

It is imperative, therefore, that the Alzheimer Resource Center find additional ways to make up for shortfalls resulting from our local United Way’s change in focus.

There is one extremely significant silver lining that continues to be available to ARC through United Way’s annual fundraising campaigns. Our agency is still able to receive donations that are designated specifically to the Alzheimer Resource Center by United Way donors, not only in Central Florida but throughout the U.S. For example, if your employer takes part in a United Way campaign each year, when you fill out your donation form you may specify that the money you contribute comes directly to our agency by name, rather than into the general funding pool. This is called designating your donation to a particular agency, and United Way is happy to abide by your instructions.

The economy is creating challenges for each of us in different ways. You can help ARC meet the ever-increasing demand for our services by remembering to designate to the Alzheimer Resource Center the next time you donate to United Way. Or take part in one of our enjoyable events like the Spring Fling or Black Tie Waist High Auction. If you enjoy pizza, visit Uno’s on Colonial Drive on May 14th.

100% of your donation stays in Central Florida to help your friends, neighbors and loved ones. Providing critical dementia-related and caregiver services to our community is, and always has been, what the Alzheimer Resource Center is all about, and we plan on continuing that mission for many more years to come.

Warmest regards,

Nancy Squillacioti
Executive Director
Mark Your Calendars!
Black Tie from the Waist High Kick Off Planning Party
Thursday, April 30, 2009 - 4:30 p.m. - 6:00 p.m.
Total Wine & More, LLC
2712 E Colonial Drive, Orlando, FL 32803
(407) 894-6553

Come join us for refreshments, wine tasting and brainstorming!
All are welcome!

Black Tie from The Waist High (Friday, September 25) is our annual fund-raising event which is crucial to our agency’s ability to reach out to caregivers in the community. Janelle Taylor, Auctioneer from Gala Gals will be our host at the kick off party and will focus on “Opportunities & Experiences” and how to creatively brainstorm in acquiring auction items. Start thinking about who you know, who they know and what types of “opportunities and experiences” they can contribute to our fundraiser.

We want to offer experiences we can auction off with little cost to the agency, such as:

- Lunch or dinner with the Mayor (or other local celebrity)
- Boat for deep sea fishing trip
- Chef to host a private dinner party
- Behind the scenes look at Universal Studios, Disney, etc.
- Helicopter ride-along with newscaster
- Cooking class
- Wine Tasting Experience
- Hot Air Balloon Ride
- Limo ride for a Night on the Town

You probably have great contacts that you don’t realize who can provide us with wonderful items, so bring a friend along to join the committee! RSVP to Lorraine at 407-843-1910, ext. 303 or lgismondi@AlzheimerResourceCenter.org.

Spring Fling
Thursday, March 19th - 2:00 p.m. - 4:00 p.m.
Horizon Bay at Lake Orienta
217 Boston Avenue, Altamonte Springs, FL

Silent auction featuring beautiful spring bouquets, flower arrangements, unique baskets and more including refreshments and a delicious gourmet spread provided by Horizon Bay at Lake Orienta. Proceeds to benefit the Alzheimer Resource Center dedicated to helping those who provide care for loved ones suffering from Alzheimer’s or related dementias. RSVP preferred to Gretchin Pierce, Horizon Bay, by March 6th. Please call 407-260-2345.
**Chris’ Corner:**

Planned gift benefits the giver and the receiver

Christopher Burns, CFP®
CERTIFIED FINANCIAL PLANNER™

I would like to share with you an exciting way to support the Alzheimer Resource Center or any other cause that you may care about! I feel it is a technique that is under utilized and can benefit the donor and the charity at the same time.

Let’s assume in this example that Michelle and Bob currently support charity. They have built a stock portfolio that today is worth approximately half a million dollars. They invested in growth stocks to provide financial security when they retire in about ten years. Along with the opportunity for growth of the stocks, Michelle and Bob average about a one percent annual dividend on their portfolio or $5,000.

By creating a “planned gift” with a Charitable Lead Trust they were excited to learn that they could turn the dividends into a meaningful charitable gift and a significant tax deduction.

**Here’s how it works:**

They transfer their portfolio into a Charitable Lead Trust and promise to gift the dividends away for a certain number of years ranging from 1 year to the end of their life. They decided on ten years since it met their time horizon for retirement. As a result of their decision to use this unique form of trust, each year the charity of their choice will receive an income approximately equal to the dividends earned from their portfolio.

The stocks in the trust may grow more than expected and could even double or triple in value, but they’re only required to give to charity what they originally promised...dividends. When the term of the trust expires, the entire remaining balance in the trust goes back to Michelle and Bob. In this case, just in time to fund their retirement years together. They are not signing away their opportunity for continued growth, simply planning to gift the dividends.

In addition to getting their portfolio back at the end of the term, Michelle and Bob were able to take a tax deduction right now equal to the present value of the total amount of money that will be given to their favorite charity over the ten year period.

If you would like to learn more about Charitable Lead Trusts or any other type of planned giving, please feel free to contact me at 407-389-1122.
Florida’s elderly population is growing and our state is committed to putting in place tools and technologies to ensure their safety and protection. The Silver Alert is a standardized and coordinated law enforcement and state agency response to share information with the public to improve the chances of a safe recovery.

What are the criteria?
1. The missing person must be 60 years or older and there must be a clear indication that the individual has an irreversible deterioration of intellectual faculties (i.e., dementia). This must be verified by law enforcement or; under extraordinary circumstances when a person age 18 to 59 has irreversible deterioration of intellectual faculties and law enforcement has determined the missing person lacks the capacity to consent, and that the use of dynamic message signs may be the only possible way to rescue the missing person;

2. The law enforcement agency’s investigation must conclude that the disappearance poses a credible threat to the person’s welfare and safety;

3. If a vehicle is involved and the statewide messaging system is requested, there must be a description of the vehicle, and a tag number to display on the Florida Department of Transportation dynamic message signs; and
   - Local law enforcement must verify vehicle and tag information;
   - The law enforcement agency must have entered the missing person into the Florida Crime Information Center and issued a statewide BOLO (be on the look out) to other law enforcement/911 centers;

4. Local law enforcement has already activated a local or regional Alert by contacting media outlets in theirs and/or surrounding jurisdictions.

How does the Silver Alert get activated?
If you have a loved one missing you should contact your local law enforcement agency immediately. Only a law enforcement agency may activate a Silver Alert. Local law enforcement will take a report, issue a Silver Alert if the criteria are met and in turn, will notify the FDLE if the person is driving a vehicle.

How long does a Silver Alert stay activated?
The Local Law Enforcement Agency will determine the status of the Alert. If road signs are used, they will remain activated for a maximum of six hours unless the missing elderly person is rescued, or unless DOT is otherwise instructed.

What is the role of the public during a Silver Alert?
The public can play an important role in the rescue of missing elderly persons with a cognitive impairment. According to the Alzheimer’s Association, 95 percent of persons who go missing in these situations are found within a quarter mile from their place of residence or last location seen. When they hear about a Silver Alert in their area, they should actively make note of the description of the person and any additional information provided. If the public encounters or believes they see the vehicle or the missing person they should immediately call 911 or *FHP (347) to respond. They should make note of the person’s whereabouts, and if applicable, the vehicle tag, direction of travel and location observation (highway/street, city and county).

What is the role of the media?
Media outlets have the option on whether or not to broadcast Silver Alert information. Large audiences can be reached through the media, thereby enhancing everyone’s efforts in safely recovering a cognitively impaired missing person.

Does a caretaker, physician, or psychologist first have to verify or attest that the person has a cognitive impairment?
The reporting party must articulate to the local law enforcement taking the report the fact that the missing person has a diagnosed cognitive impairment. The local law enforcement agency will determine whether the criteria are met.

How does one file a missing person report?
Contact the local law enforcement agency of jurisdiction where the missing person was last seen.

What area(s) does the Silver Alert cover?
The local law enforcement agency is responsible for contacting their local and regional media outlets. The dynamic message signs will be activated regionally or statewide when criteria are met.

A Tasty Way to Rai$e Dough
Join the Alzheimer Resource Center in a unique fund-raising event. Dine in or take out at Uno Chicago Grill 4120 E. Colonial Drive on Thursday, May 14th and present your Dough Rai$er Donation Ticket. Uno will donate 15% of the sales under $1,000 or 20% of the sales over $1,000 to ARC. To get your tickets call 407-843-1910, ext. 301 or stop by our office: 1506 Lake Highland Drive, Orlando, 32803.
Florida and California represent equivalent areas of opportunity in the Alzheimer’s disease drug market despite the large disparity in population size between the two states, according to a research firm.

Despite having a population half the size of California, Florida’s more elderly-leaning population had 213,900 cases of the disease versus 263,900 in California, according to Decision Resources, a research and advisory firm focusing on pharmaceutical and healthcare issues.

The research firm concluded that based on prescription volumes in both states, Florida’s Alzheimer’s population is undertreated when compared to California. There are almost equal numbers of untreated Alzheimer’s patients in each region — with 130,000 in California and 123,500 in Florida.

Decision Resources does market research publications, advisory services and consulting.

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(407) 886-7933 or (352) 255-4777
www.caringfirst.com

As a caregiver, do you feel you are wearing all of these hats?

Nurse, chef, chauffeur...these are all hats that caregivers for those living with memory loss experience on a daily basis. However, at Arden Courts, we have a team of dedicated, specially-trained professionals readily available to invest the time your loved one needs.

Arden Courts is 100% dedicated to caring for persons living with Alzheimer’s disease and related dementias. Our 18 years of experience, award-winning caregiving approaches, and specific programming focusing on the needs of the memory impaired provides the perfect setting for your loved one.

Call today to arrange for your free consultation with one of our dementia specialists and see how our community can help you and your loved one live life to the fullest.

Arden Courts
Alzheimer’s Assisted Living
1057 Willa Springs Drive
Winter Springs, FL 32708
(407) 696-8400
wintersprings@arden-courts.com
Assisted Living Facility License #9733
Alzheimer Resource Center on eBay

By Cindi Spurgeon

Because of the current state of the economy, many non-profits have had to turn to alternative ways of raising money. Alzheimer Resource Center has been exploring alternative fundraising ideas and have become partnered with the eBay Giving Works program as a certified non-profit.

You can support the Alzheimer Resource Center when you buy or sell on eBay, with the eBay Giving Works program. The eBay Giving Works program is the program that facilitates non-profit listings on eBay and is administered by the licensed nonprofit organization, Mission Fish.

You can get to our eBay non-profit page at http://donations.ebay.com/charity/charity.jsp?NP_ID=28178.

When you sell on eBay you can designate our organization to receive 10-100 percent of your final sale price the next time you list something special*.

Help us offset the cost of operating expenses, to make a specific in-kind donation please consider the following:

- Case or reams of white copier paper
- Executive office chair
- LaserJet COLOR and black ink cartridges for Hewlett Packard 3800 and DELL 942 all in one color and black ink cartridges
- Boxes of No. 10 white envelopes
- White address labels Avery 5160 - 1 in x 2 5/8
- Dark green dual pocket folders (see ARC logo for color)
- Paper products for bath and kitchen paper towels, paper plates, hot and cold cups and toilet paper
- Website designer and web host - ARC will acknowledge your company with your logo and link
- Air conditioned, secured storage space for office records
- Local printer to help absorb the cost for our mailings, newsletters, signage, letterhead, envelopes and business cards
- Promotional products sponsor, cups, pens, bags, file folders

*Certain restrictions may apply. See eBay Giving Works guidelines for prohibited and restricted categories for listings.

IN MEMORY OF:

Mary Jane Griffin
Marlene Hall
Jeanne Harre
Josiah Reese Harrell Jr.
Aurelia Herman
Nancy Hoffman
Rosina Iuzzolino
Dorothy Jones
Norma Lee Jones
Norma Katzenberg
Theresa Kieffer
William Lane
Lamar Limbaugh
Gilbert Margulis
Joan Messer
Max Millitzer
Lena Moore
Loren Nelson

IN HONOR OF:

Carole Oles
Earl Powell
Harry Reed
Henrietta Rulander
Elaine Skinner
Jack Standefer
Joseph Stefko
Anne Tegtmeier
Joe Thomas
Mary Elizabeth
Thompson
Marilyn Turk
Thomas Windram

IN HONOR/MEMORY OF:

Foundations/Grants/Private Donations

American Home Companions
Martin Andersen - Gracia Andersen Foundation
Bowen Foundation
Calvary Assembly of God
Chatlos Foundation
Compass Research
Concord Management Limited
Grand Aerie Fraternal Order of the Eagles
Holloway Foundation
Hughes Foundation
Rosemount Woman’s Club
Dr. and Mrs. Luis Allen
Mr. and Mrs. Charles Bosserman
Mr. Carl Cleaver
Mrs. Harriet Lake
Ms. Sandra Thomas
A lifeline for the family today.
Hope for the family of tomorrow.

Alzheimer Resource Center
1506 Lake Highland Drive
Orlando FL 32803
(407) 843-1910

www.AlzheimerResourceCenter.org

Meet Other Caregivers

The Center has several support group meetings available throughout the Central Florida community. If one of these does not fit your schedule, please give us a call so that we can put you in touch with other support groups that can assist you.

**Caregiver Support Groups**

1st Tuesday, 10:00 a.m.*
Easter Seals Daybreak Winter Park

1st Tuesday, 6:30 p.m.
The Heritage of Lake Forest Sanford

3rd Tuesday, 10:00 a.m.
First United Methodist Church of Winter Park

2nd Friday, 12:00 noon*
Osceola Council on Aging
at the Senior Center Kissimmee

2nd Thursday, 6:00 p.m.
Arden Courts Winter Springs

3rd Thursday, 12:00 p.m.
Lunch Provided Arden Courts Winter Springs

3rd Thursday, 6:30 p.m.
Summerville of Ocoee Assisted Living Ocoee

4th Monday, 6:30 p.m.
Horizon Bay at Lake Orienta Altamonte Springs

4th Tuesday, 6:30 p.m.
Golden Pond Communities Ocoee

**Reeves United Methodist Church Support Group**

2nd Tuesday, 10:00 a.m.
Alzheimer Resource Center

**Orlando Men’s Breakfast Club**

1st and 3rd Thursday, 10:00 a.m.
Bakely’s Restaurant Winter Park

* Respite Care Provided Upon Request