



What is Coffee Break?

Coffee Break is an annual fundraising and awareness event coordinated by local Alzheimer Society chapters across Canada. Organizations are invited to host a Coffee Break any time during the month of September in celebration of World Alzheimer's Day on September 21, 2017. Hosts support the Society by collecting a donation for every cup of coffee served or for each Coffee Cup Cut-out signed. Whether they like it black, regular or double-double, Canadians have been coming out year after year to support Alzheimer Society Coffee Breaks across the country. Last year, Coffee Break raised over \$1.1 million.

WHAT ARE Forget-Me-Not Flower CUT-OUTS?

Forget-Me-Not Flower Cut-outs are paper cut-outs of a blue Forget-Me-Not Flower. We ask that hosts invite their patrons to make a \$1-\$2 donation and sign a Cut-out. To show support of Coffee Break, hosts display these Cut-outs in a prominent location.

Do we have to serve coffee?

Although you can serve coffee and promote the Cut-outs, you are not expected to do both. For a coffee-less event just use the Cut-outs.

WHEN IS COFFEE BREAK?

Most Coffee Breaks will take place on Thursday, September 21, 2017, which is the official launch date of Coffee Break, however, celebrations continue throughout the month.

Do we have to host our Coffee Break on September 21st?

You can host your Coffee Break anytime in the month of September-for a day, a week or even the whole month.

WHERE DO THE COFFEE BREAK DONATIONS GO?

Coffee Break donations go to your local Alzheimer Society chapter to ensure that people whose lives have been impacted by Alzheimer's disease can connect to a community of information, support and education. Funds raised also go towards research to find the causes and ultimately to find a cure.



WHAT IS THE AVERAGE DONATION?

Most organizations collect \$1-\$2 per cup-whether it's a cup of hot coffee or a Forget-Me-Not Flower Cut-out. Or your organization may prefer to donate a portion of your daily sales-for example restaurants may consider donation \$0.25 for every cup of coffee sold.

WHY PARTICIPATE IN COFFEE BREAK?

- The number of Canadians with Alzheimer's disease or a related dementia is expected to double in a generation to 1.1 million
- Every five minutes another Canadian is diagnosed with Alzheimer's disease. In 25 years from now, it will be every two minutes.
- The costs of dementia care will increase from \$15 to \$150 billion within a generation.
- Families will spend 756 million hours caring for a family member with dementia.

Help us realize our dream that no one should feel alone when facing Alzheimer disease.

If you have any questions or would like to become a host please contact Bojana at 416-640-6315 or bmilanovic@alz.to

How to Host a Coffee Break

Hosting a Coffee Break is a very simple, but successful way to raise funds for a great cause.

PRE-EVENT

1. Register with us by filling out the Host Registration Form OR call 416-640-6315 to register over the phone.
2. Choose if you'd like to serve beverages at your event, have a coffeeless event using Forget-Me-Not Flower Cut-outs or do both.
3. Secure a location(s), and set a day and time for your Coffee Break.
4. Request the supplies you would like in your kit (e.g. coffee, cut-outs, brochures, posters, donation containers, etc).



HOW TO PROMOTE YOUR COFFEE BREAK

- Post notices about your Coffee Break on bulletin boards, pass out flyers or send out invitation e-mails.
- Advertise in your company newsletter, church bulletins and local community newspapers.
 - Ask local companies to support your event by making a cash donation or by donation items (e.g. donuts, cups, cookies or prizes). Ask us how we can help you do this.
 - Ask your company about matching the money you raise.

EVENT DAY

1. Find a secure, but visible location for your donation containers.
2. Provide coffee cups, stir sticks, sugar, milk, cream and any other items you would like to make available.
3. Encourage your participants to take a coffee or sign a cut-out and make a donation.
4. Try to determine the number of participants who came to your Coffee Break.

POST-EVENT

1. Count and deposit the proceeds of your event to the Alzheimer Society of Toronto bank account at your nearest TD Canada Trust branch. This information is provided to you in your Host Kit OR send us a cheque (made out to the Alzheimer Society of Toronto).
2. Take a few moments to fill out the Host Evaluation and Records form and send it back to us in the business reply envelope provided to you.
3. Thank participants and let them know about the success of your event (e.g. in your company's newsletter, e-mails or phone calls).

Coffee Break Kit

Hosting a Coffee Break becomes even simpler when you take advantage of some of our Coffee Break materials. Please indicate on your Host Registration Form which of these supplies you would like to have for your Coffee Break and we will do our best to accommodate your request.

1. **Posters:**
Use these to promote your event and use the space above the coffee cup to advertise time/date/location. Available in small (8x11) and large (11x17).



2. **Tent Cards:**
Convenient for retailers or restaurants to place on individual tables, advertising your Coffee Break.
3. **Donation Box:**
Disposable donation containers. Easy to keep tabs on and you can even fold them up again for next year.
4. **Forget-Me-Not Flower Cut-outs:**
Ask passers-by to “Donate a buck and sign a flower.”
5. **Brochures:**
Information brochures about the Society and Alzheimer’s disease.

Forget-Me-Not Flower Cut-Outs

Forget-Me-Not Flower Cut-outs are paper cut-outs of a blue Forget-Me-Not Flower. They provide an easy way for organizations to become involved in Coffee Break.

This year, in celebration of World Alzheimer’s Day, ask everyone to “Donate a buck and sign a flower.” It’s as easy as 1-2-3!

1. **Promote the Cut-outs:**
We provide you with all the promotional materials – tent cards for tables and posters to place all around your place or send out an email to everyone inviting them to join you and let them know your goal (e.g. “We need your help to put up 150 flowers by Friday”).
2. **Explain the Cut-outs to Your Staff:**
Provide them with markers, the cut-outs from your kit and something to post the cut-outs with tape or sticky tack for the wall or pins for a bulletin board.
3. **Ask Everyone to “Donate a dollar and Sign a flower:”**
Display these cut-outs in a prominent location.



DIFFERENT WAYS TO USE THE CUT-OUTS

- **Funny Memory:**
Why not have everyone write their favourite joke or a funny memory on the cut-outs and post them around your space.
- **Java Draw:**
Use the cut-out as tickets for an office draw. Have a local business or your company donate a prize for the winner.
- **Cut-out Challenge:**
Challenge another office or department, see who can make the longest lap around the office by posting the cut-outs end- to- end.
- **Dress Down Friday:**
Give staff the option to 'Make a Donation and Sign a Flower' in exchange for dressing casual on Friday.



Host Registration Form – Coffee Break 2017

CONTACT INFORMATION

Organization: _____ (if applicable)

First Name: _____ Last Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Email: _____ Phone: _____

EVENT DETAILS & SUPPLIES REQUIRED

(These answers would be very helpful, even if you must give an estimated guess)

Date of Event: _____

Estimated # of Participants: _____

Supplies	Quantity	Supplies	Quantity
Small Poster (8.5 x 11)		Tent Cards	
Large Poster (11 x 17)		Alzheimer Brochures	
Donation Container			
Forget-Me-Not Flower Cut-outs			

(Supplies are limited, but we will do our best to fill your request)

Coffee Required? *(If yes, please fill out estimated # of participants)*

- No
- Yes

I would like to combine my Coffee Break with another event.

- No
- Yes *(Enter type of event)* _____

Please forward this form to Bojana Milanovic by fax at 416-322-6656, by email at bmilanovic@alz.to or by mail at the address below.