



1 Centennial Square
Victoria, BC V8W 1P6

E grants@victoria.ca

2015 Strategic Plan Grant Application Form

How to Apply:

1. Complete **Application Form** in its entirety and send to grants@victoria.ca
2. Assemble **Eligibility Documentation**

Attach the following *required* documentation to ensure eligibility and completion of the 2015 Grant Application Form.

X - Society or Charity confirmation – Provide society number and Certificate of Good Standing or Charity Registration Number and CRA Canadian Registered Charities details page showing charity status as **registered**

X - Annual Report and Financial Statements – organization's current filed documents with the Registrar of Companies as required by the BC Society Act

SECTION 1. CONTACT INFORMATION

Organization Name: We Rage We Weep Alzheimer Foundation

Mailing Address: 707-828 Rupert Terrace Victoria, BC V8W 0A7

Contact Person: Marjorie Moulton

Email: drmmoulton@werageweweep.com

Telephone: 250-920-9573

Website: werageweweep.com

SECTION 2. ORGANIZATION INFORMATION

Are you registered under the *Society Act*? x Yes ☐ No

Society Registration Number: S-50138

Are you a registered Charity? x Yes ☐ No

Charity Registration Number: 80814 2277 RR0001

Organization mission/mandate

We Rage We Weep Alzheimer Foundation is a Victoria based independent Canadian Registered Charity. We support caregivers of those with Alzheimer's disease or related dementia. In doing so we fund, administer and/or market programs and services that:

- Make a difference in the day to day lives of caregivers and their loved ones, often a life partner or parent
- Are not currently available through statutory assistance but complement that already existing within the community

Thereby easing the burden of care giving - one family at a time.

The focus of the Foundation is to assist the 70% of people with Alzheimer Disease or related dementia who live at home cared for by family or friends, supporting aging in place, fighting loneliness and isolation. Our programs/services provide an atmosphere of acceptance and encouragement, build self-esteem and create support, security and happiness.

Brief history and role in benefitting residents of Greater Victoria

Since 2006 our organization has been assisting Victorians with dementia, their caregivers & families. We do so by funding & operating the following programs:

- **Project Lifesaver of Greater Victoria** – a VHF radio frequency technology based wander location and recovery program for seniors with dementia *bringing loved ones home!*
- **Arts & Alzheimer's** – an art and music participation program for seniors with dementia living at home with their caregivers *stimulating minds... supporting caregivers.*

How many paid staff at organization? Full Time: 0

Part Time: one

How many volunteer staff at organization? 30

Total volunteer hours: approximately 34 hours per week

SECTION 3. ORGANIZATION FINANCIAL INFORMATION

What is the organization's annual budget? 50,000



1 Centennial Square
Victoria, BC V8W 1P6 E grants@victoria.ca

2015 Strategic Plan Grant Application Form

What other sources of funding do you receive and how is it used?

Source	Total Funding	Use
Victoria Foundation	10,000	Project Lifesaver
Fenton Trust	20,000	Arts & Alzheimer's & Project Lifesaver
Vandekerkhove Family Foundation	5,000	Arts & Alzheimer's

Has the organization filed for bankruptcy or currently seeking credit protection? ☐ Yes ☒ No

SECTION 4. PROJECT OR PROGRAM INFORMATION

Project or program title: Arts & Alzheimer's

Brief description of the project or program and why the grant is needed.

Arts & Alzheimer's – an art and music participation program for seniors with dementia living at home with their caregivers stimulating minds... supporting caregivers. Dementia can affect a person's ability to communicate leaving them feeling lonely and isolated. Parts of the brain associated with the arts and music effect a deep response that can remain intact far into the disease. Arts & Alzheimer's engages the best practices of dementia care including socialization, meaningful activity, emotional/spiritual support, structured routine, and an expressive outlet even if the person is non-verbal.

Does this project or program impact public space? ☐ Yes ☒ No

Please select the Strategic Plan Objective that the project or program aligns with or supports (for further explanation of objectives, please read the full text of the Strategic Plan found at <http://www.victoria.ca/EN/main/city/corporate-strategic-plan.html>). Check off as many as is appropriate.

- | | |
|--|--|
| <input type="checkbox"/> Innovate and Lead | <input type="checkbox"/> Enhance and Steward Public Spaces, Green Spaces and Food Systems |
| <input type="checkbox"/> Engage and Empower the Community | <input type="checkbox"/> Complete a Multi-modal Active Transportation Network |
| <input type="checkbox"/> Strive for Excellence in Land Use | <input checked="" type="checkbox"/> Nurture Our Arts, Culture and Learning Capital |
| <input type="checkbox"/> Build Financial Capacity of the Organization | <input type="checkbox"/> Steward Water Systems and Waste Streams Responsibility |
| <input type="checkbox"/> Create Prosperity through Economic Development | <input type="checkbox"/> Plan for Emergencies Including Climate Change Short and Long Term |
| <input type="checkbox"/> Make Victoria More Affordable | <input type="checkbox"/> Demonstrate Regional Leadership |
| <input checked="" type="checkbox"/> Facilitate Social Inclusion and Community Wellness | |

Explain in detail how this project or program will meet and support the City of Victoria's Strategic Plan Objectives.

Support for arts and culture is increased, inclusive and strategic - The Arts & Alzheimer's program offers its art & music participation sessions twice a week for 2 hours. The first hour is devoted to a creative art project which changes week to week followed by an hour of music, singing and sharing. Additional arts related activities and events such as music, dance, opera, symphony, theater and specialized art gallery tours are incorporated throughout the year. Our focus is those 70% of dementia clients still living at home with a caregiver who may not otherwise have access or opportunity to enjoy the arts.



1 Centennial Square
Victoria, BC V8W 1P6 E grants@victoria.ca

2015 Strategic Plan Grant Application Form

Accessible health services are available for Victoria's most marginalized people - dementia persons often feel they can no longer integrate into their community due to their disease and caregivers are commonly too tired, overwhelmed and over worked to promote engagement. By providing a safe, welcoming, encouraging environment in which to self express and re-connect for both those with dementia and their caregivers we have seen these social challenges overcome. Re-engagement follows.

Enhanced quality of life - The Arts & Alzheimer's program is for persons with all stages of Alzheimer's or related dementia as well as those who have been artists or musicians and those who have not.

Clients with Alzheimer's or related dementia

- Enjoy freedom of expression, social interaction, cultivation of new or renewed talents, increased confidence, self-esteem, a sense of purpose and pride of accomplishment

Caregivers/Families

- Receive a respite from care taking duties and support from one another

Artists & Musicians

- Utilize their skill to foster expression, connection and joy through art and music

Community

- Experiences the continued participation and contributions of those with dementia

City's seniors' facilities have grown their memberships by 50% - By operating our programs through Silver Thread Service Senior Centers we are drawing in more people to the centers thus promoting & encouraging their participation & membership in senior centers.

How many will benefit from the project or program? 75 Percentage of Greater Victoria Residents? 100%

Who is your target audience? Seniors with dementia, their caregivers & families

SECTION 5. PROJECT OR PROGRAM FINANCIAL INFORMATION

Please attach a detailed breakdown of all expenses for this application.

What is the project or program: Total Cost \$25,000 Amount Requested \$5,000

Administrative costs are capped at a maximum of 18% of total budget. Indicate the percentage of administrative costs: 15%

How much is the organization contributing to this project or program? \$500 equivalent in weekly in volunteer hours

Please indicate the funding sources for this application:

☐ Government funding

Organization Name	Contact Person	Phone Number	Amount

☐ Corporate sponsorships

Organization Name	Contact Person	Phone Number	Amount

☐ Matching funds

Organization Name	Contact Person	Phone Number	Amount

X In-Kind contributions



1 Centennial Square
Victoria, BC V8W 1P6 E grants@victoria.ca

2015 Strategic Plan Grant Application Form

Organization Name	Contact Person	Phone Number	Amount
Louise Rose - Musician	Louise Rose	250-386-4467	300

X Waived fees and charges

Organization Name	Contact Person	Phone Number	Amount
Silver Threads Service	Tracy Ryan	250-382-3151	2,000

X Other

Organization Name	Contact Person	Phone Number	Amount
Fenton Trust	Evelyn Kolic	250-953-5972	20,000
Vandekerkhove Foundation		alacanastu@aktiv.com	5,000

Grand Total of Other Funding Sources \$ 27,300

Partial funding may be available. Will the project occur without full funding by the grant? X Yes ☐ No

If you do not receive full funding, what is the impact to the organization and project or program? Please provide an explanation below.

Our program can go forward without the full funding of this grant request. We may, however; depending on the outcome of other grants & the success of fundraising activities need to scale back the number of people we serve in the program to match a more limited budget. Or we may need to reduce the numbers of days or locations in which we run the program.

SECTION 6. PROJECT OR PROGRAM TIMELINE

Project or program dates From: Sep 1, 2015 To: Dec 31, 2015

Project or program location: Silver Threads Services Saanich & Victoria Centers

Project or program timeline and major milestones.

Date	Milestone
April 2011	Program pilot began with just 10 clients, one location, once a week for 8 weeks of year
April 2012	Expanded to 10 weeks a year
Sep 2012	Expanded to second location operating 2 days a week for 2 hours each, 10 weeks of year
2015	Served over 65 clients, caregivers & families, operated 9 months of year, 2 locations, 2 days a week for 2 hours each session

SECTION 7. PROJECT OR PROGRAM VOLUNTEERING

How many volunteers will work on this project or program? 15 Total volunteer hours required: approximately 32

Can the project or program occur without volunteer support? ☐ Yes x No

SECTION 8. PUBLIC ACKNOWLEDGEMENT

All grant recipients are required to publicly acknowledge the grant. How does your organization plan on publicly acknowledging the City's funding support?

- X Website
- X Social Media

☐ Sponsor Plaque



1 Centennial Square
Victoria, BC V8W 1P6

E grants@victoria.ca

2015 Strategic Plan Grant Application Form

☒ Other marketing materials

☐ Newspaper Advertisement
☒ Newsletter

☐ Annual Report

SECTION 9. DECLARATION

I am an authorized signing officer of the organization and I certify that the information given in this application is correct. I agree to the following terms:

- The organization will be in compliance with all applicable municipal policies and bylaws
- The organization will publicly acknowledge the grant awarded by the City
- The organization is in good standing with either: (1) the Province of BC as a registered Society or (2) the Canada Revenue Agency as a registered Charity
- The organization is not in arrears with the City
- The organization is not in bankruptcy or seeking creditor protection
- The grant application meets all the eligibility requirements of the City's Grant Policy

Signature: _____

Position: Executive Director

Name: Marjorie Moulton

Date: Jun 22 / 2015



1 Centennial Square
Victoria, BC V8W 1P6 E grants@victoria.ca

2015 Strategic Plan Grant Application Form

Detailed expense breakdown for project or program

Please see below the details of the full Arts & Alzheimer's budget. If you have any questions please let me know. Thanks very much.

Marketing	200.00
Venue (\$2000)	In-Kind
Art Supplies	250.00
Artists Honorariums	9000.00
Musicians Honorariums	9000.00
Refreshments	300.00
Program Operations	6000.00
Art Gallery & Admissions	250.00
 TOTAL	 25000.00