PROJECT DARE

PROPOSAL

Prepared by:
Simone Blackwood
Global Senior-care Institute

Project DARE
Hi,

The Global Senior-Care Institute in collaboration with Jones Psychometric Testing is requesting that your company joins us in our mission by becoming a corporate sponsor. Your support will enable us to raise the awareness of the Major Neurological Disorder, Dementia. Our project aims to differentiate Alzheimer's from Dementia and introduce a new research-based behavioral model care plan that has been proven to provide a clear strategy for primary caregivers.

This training seeks to facilitate approximately 40 persons employed within the caring profession of the aging community, geriatric homeowners, and persons interested in understanding this major neurological disorder. Most importantly, your support will result in an incredible number of individuals who are well equipped to conduct neurological assessments to ascertain the progression of the disorder.

The Global Senior-Care Institute’s board, volunteers, staff and project participants greatly appreciates your generous consideration of our request. Please let us know if there are any additional information we can provide.

Sincerely,
Simone Blackwood BScN.
Managing Director
At the Global Senior-care Institute Ltd, we take pride in providing care for the elderly population. The business offers Training and Development in Senior-care by offering various courses to persons who have an interest in the field of Geriatric care. Family members are also trained to give the necessary care to their elderly loved ones globally. We also offer non-medical home health-care services via specialized geriatric caregivers.

We provide preventative and rehabilitative services through counseling and consultations in a systematic way to individuals, families and communities. The business aims to ensure that all of its patients and customers are given first class treatment. Its health care providers are well trained and equipped to service the market segments that require only home-based services.

**We provide you with:**

- Geriatric Nursing Courses
- Physiotherapy
- Geriatric Massages
- One day workshops and seminars
- Elderly care consultation
- Family Training sessions for elderly care
- Home caregivers services

**MISSION**

“To bring inspiration and innovation in Senior-care, by connecting families, by connecting communities”

**CORE VALUES**

This company was founded on the core values: (CET)

- COMPASSION
- ETHICS
- TRUST
Global Senior-Care Institute in collaboration with Jones Psychometric Testing and the International Behavioral Training Institute are proud to present Project DARE (Dementia Awareness in Rural Environments) which is an innovative and educational approach to elderly care within rural communities throughout the Caribbean beginning in Trinidad & Tobago.

Our project aims to differentiate Alzheimer’s from Dementia and introduce a new research-based behavioral model care plan that has been proven to provide a clear strategy for primary caregivers.

OUR TARGET
Project DARE targets approximately 120 persons who are diagnosed with dementia (60 males and 60 females), their caregivers and family members. These training sessions will be strategically held 4 months apart from each other in different location across Trinidad.

VALUE GAINED
These persons seek to gain extensive knowledge on Dementia, and behavioral techniques and training for in home and residential settings for long-term care. Participants also receive training in CommuniCare which is a digital platform that promotes accountability amongst those responsible for providing care to dementia patients.

PROPOSED VENUES
Chaguanas : Enterprise (African Grounds)  
8th December, 2018  
12pm-4pm

Mayaro: TBA

Sangre Grande: TBA

This project will add to existing research data on dementia and inform a behavioral model for specialized clinics to aid persons living with Alzheimer's Disease and Dementia. Central Statistics Office reports there are currently over 121,000 elderly persons living in Trinidad & Tobago, which is roughly 16% of the population. (Central Statistical Office).

In addition there has been a drastic increase in Dementia & Alzheimer’s’ diagnosis. What’s more interesting is the average person is not equipped to handle the behavioral issues that occurs with the disease.
Project DARE, will bring the much needed education and awareness to the public in rural areas about caring for the elderly in their communities who have been diagnosed with Dementia. We have already targeted The Residential care Association of Trinidad & Tobago (NGO), who has endorsed this training, Geriatric Home-owners will be encouraging their employees, and selected persons within their community to seize the opportunity on this advanced training. Most importantly, your support will result in a number of individuals who are well equipped to conduct neurological assessments to ascertain the progression of the disorder.

**KEY ASPECTS OF PROJECT DARE**

Each student will receive a Project Dare manual, goodie bag (sponsored items) and individualized efforts to ensure that all learning material is understood. After completion of the course, each participant will receive a certificate of completion.

**MARKETING**

**Leading up to the day**
- Media Launch with invited media, sponsors as well as selected students.
- Awareness campaigns via social media

**On the Day**
- The venue will be heavily branded with sponsors advertising material
- Mini Expo and Health Fair with sponsor samples
- Giveaways and Prizes for top students

We ask that you consider our sponsorship packages which will give you major added benefits of advertising leading up on the day of the event.
There are various ways to support Project DARE. By sponsoring the attendance of approximately 50 attendees your company will receive tremendous credit as your brand will be established as one who shows interest in caring for a population susceptible to abuse, which often stems from lack of training.

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<td>• Company Logo on back page of manuals</td>
<td>• Option for inserts into goodie bag</td>
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<td>• Opportunity to make welcoming comments</td>
<td>• Option for inserts into goodie bag</td>
<td>• Logo listed on all produced marketing materials</td>
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<td>• Company Logo on certificate</td>
<td>• Logo listed on all produced marketing materials</td>
<td>• Promotional Booth space</td>
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<td>• Company Logo on front page of manuals</td>
<td>• Company sponsored Goodie bag</td>
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| TT$ 20,000 | TT$ 10,000 | TT$ 5,000 |

Sponsorship can be monetary or in the form of services / equipment / supplies. Monetary payments in the form of cheques should be made payable to “GLOBAL SENIORCARE INSTITUTE”.
THANK YOU

ANY QUESTIONS?

SIMONE BLACKMAN
C:
E: