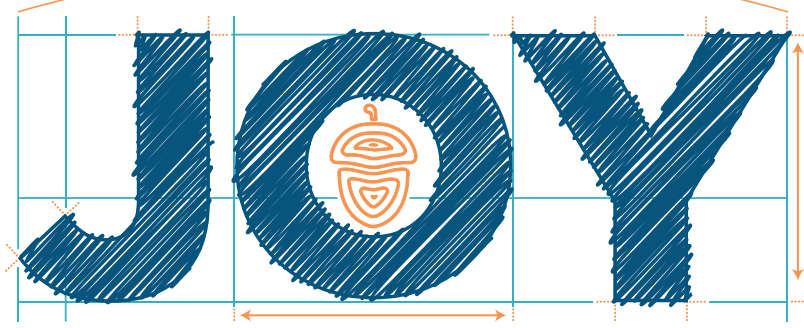




*Building*



**Because The Need For Connection  
Never Grows Old**

**We'll never outgrow the right  
to experience **JOY!****

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## Dear Friends,

Nearly 50 years ago, a trailblazing group of women sought to answer a need they identified in the community – one that would improve the lives of older adults with cognitive or physical challenges living at home with their families. Thanks to generous community support and partnerships, the women’s dreams became a reality and Oakwood Creative Care (OCC) was founded in 1975.

Over the years, OCC has maintained a steadfast commitment to quality, affordable, and dignified services, earning national recognition for our innovative models of dementia care. Our greatest honor is to serve people in their last years, and we want to ensure that everyone can live each day to its fullest potential! As Arizona’s population continues to grow, so does the number of lives affected by Alzheimer’s disease and related dementias. To answer this growing need, we’ve spent the past 5 years challenging ourselves to think bigger than ever – embarking to expand upon OCC’s mission and fill the gaps in care.


Through this process, we discovered the primary challenge our families continue to experience: *the need for more help at home*. In fact, this realization has already driven an expansion of OCC’s vision: to improve the quality of life for older adults living with cognitive and physical challenges to now include their families, as well. Therefore, we’ve researched high and low to discover and introduce evidence-based programs that will better equip families to navigate this journey – in and out of the home. The time is *now* to expand support for those within our community, and we invite you to take this journey along with us.

Personally, there is a deep desire in my heart to see OCC’s model transform how society approaches aging, treating people for *who they are*— not the diagnosis on their medical record. We’re excited for this next chapter, and look forward to you joining us and the countless lives we’ll touch through this critically important moment in history!

Sincerely,

*Sherri Friend*

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We always say,  
“Life isn’t over  
after a dementia  
diagnosis.  
There is still  
JOY to feel,  
love to give,  
and memories  
to make.”

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# WHO WE ARE

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**For nearly 50 Years, Oakwood Creative Care  
has committed to fostering the JOY in aging!**

Our mission is to enhance the quality of life and spark JOY for older adults with cognitive or physical challenges, as well as their family care partners, through day clubs, memory cafés, and home and community-based services.

Our vision is to eliminate boredom, isolation, and care partner burnout.

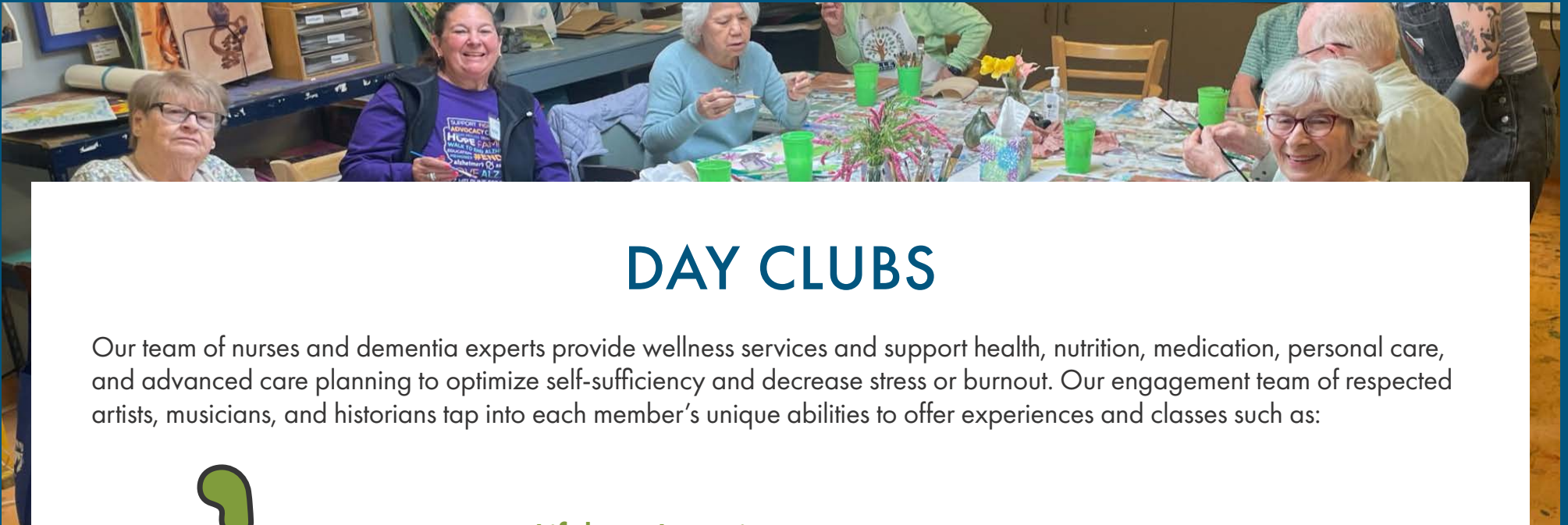
Even after a difficult diagnosis, the body's mind, heart, and soul still crave that familiar sense of inclusion, productivity, and community.

Our programs help older adults with age-related challenges find JOY and purpose each day, while supporting their families through navigating the difficulties that can arise when caring for an aging loved one.

We do this through our...

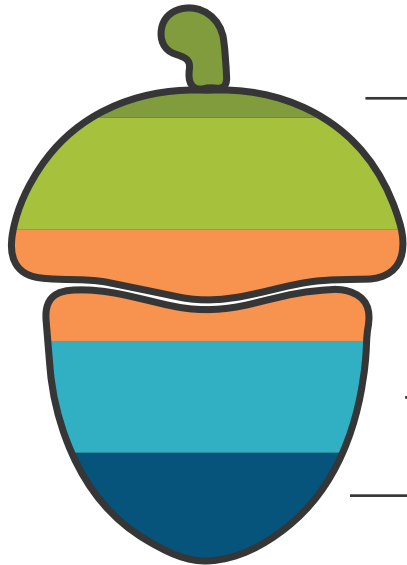






## DAY CLUBS

Our team of nurses and dementia experts provide wellness services and support health, nutrition, medication, personal care, and advanced care planning to optimize self-sufficiency and decrease stress or burnout. Our engagement team of respected artists, musicians, and historians tap into each member's unique abilities to offer experiences and classes such as:



- **Lifelong Learning:** History, poetry, discussion, creative writing, philosophy
- **Music:** Choirs, jam sessions, drumming circles, piano, chimes, etc.
- **Fitness:** Chair yoga, zumba, kickboxing, strength training, tai chi, etc.
- **Expressive:** Dance, gardening, volunteering, intergenerational, etc.
- **Art:** Watercolor/acrylic painting, mixed media, woodworking, sculpture, etc.

### 2022 Dementia Society of America® Best Carer Award

"Oakwood Creative Care's day clubs are unique by everyone's standards due to the innovative, research based, cutting edge, person-directed engagement curriculum that focuses on each individual's strengths, interests, and wellness."







# THE DEMENTIA HUB

A community center that offers:

## CAREGIVER EDUCATION

Caregiver self-care and education classes on medication management, nutrition, fall prevention, planning ahead, disease education, behavior management, etc.

## MEMORY CAFÉS

Weekly events that offer care partners and their loved one with memory impairment an opportunity to connect with others on a similar path. Attendees enjoy coffee & pastries before breaking off into an enriching engagement class or support group.

## COPE DEMENTIA COACHING SESSIONS

Care partners learn how to navigate dementia specific challenges at home to increase the quality of life for the whole family through hands-on training with a COPE (Care of Older Persons in their Environment) certified Occupational Therapist, Physician Assistant, and Family Support Navigator.

## MEMORY SCREENS

Early intervention is key. Prompt detection allows the Hub's team to help align support in order to optimize quality of life for the person who may be exhibiting signs of dementia.

## FAMILY SOCIAL ENGAGEMENT

The Hub provides a supportive, inclusive environment for families to connect outside of club hours through drumming circles, live music, art-making experiences, happy hours, open mic nights, intergenerational activities, and more.

## COMMUNITY TRAINING & EDUCATION

Community/workforce seminars and training on topics such as: becoming a certified dementia friend or certified dementia-friendly business, navigating and accessing financial resources, communication strategies, successful care coordination and fall prevention.

We foster a sense of

**BELONGING**

**DIGNITY**

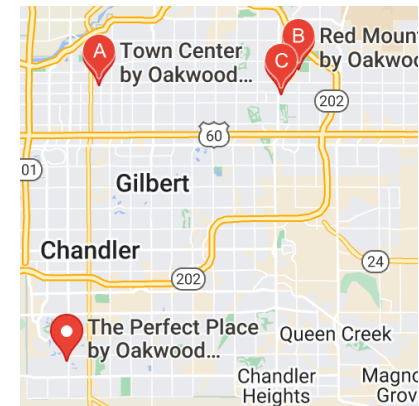
**& RESPECT**

for those who enter.

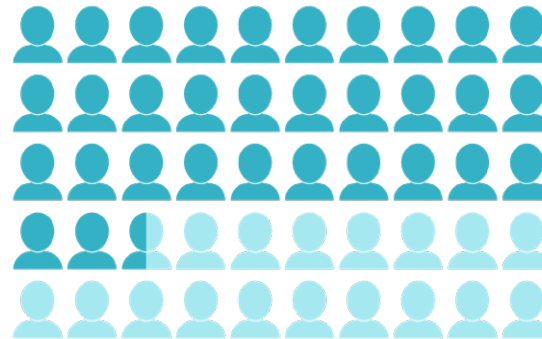
Don't ALL  
older adults  
deserve this?

Oakwood Creative Care has elevated the quality of life for **28,000** older adults, their families, and loved ones over the past five decades. We currently operate in the following areas:

- Town Center: Central Mesa
- Red Mountain: East Mesa
- The Perfect Place: Sun Lakes
- The Dementia Hub: East Mesa

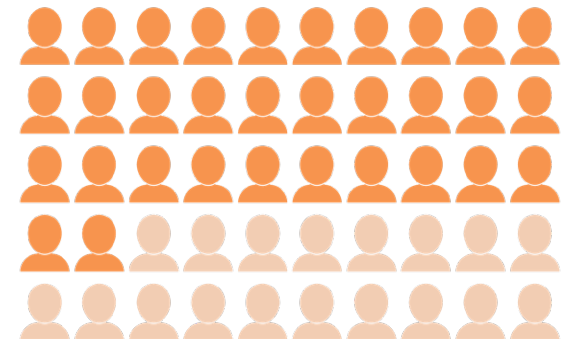


Through club programming, self-sufficiency and quality of life improves – as demonstrated by these metrics:



**65%**

of members *maintain or improve* cognitive abilities within first six months of attendance



**64%**

of members *maintain or decrease* in depression within the first six months of attendance

# TAKING ACTION

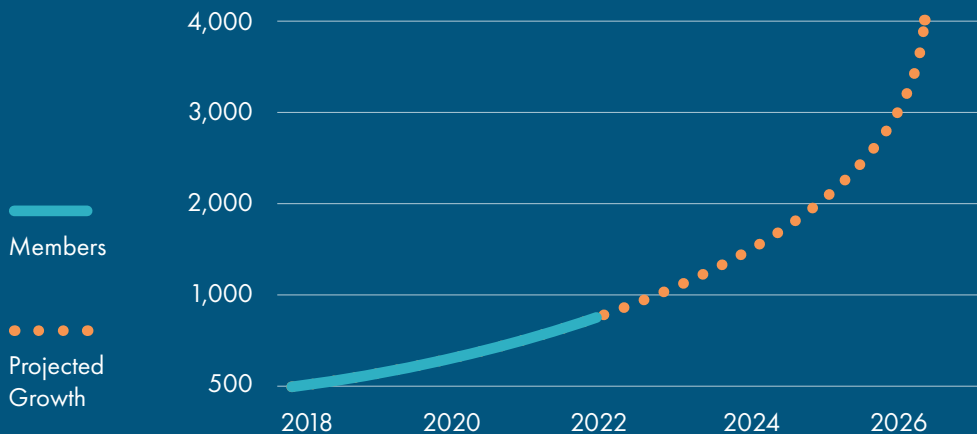
A recent study by the Stanford Graduate School of Education\* found that above all, older adults seek:

- Community
- Companionship
- Purposeful Living

When we get older, many of us plan to pursue interests we never had time for, learn stimulating new skills, or explore ways to contribute to society. What we dread – for ourselves and our loved ones – is the thought of sitting in front of a TV all day, or activities that stymie our cognitive growth and physical activity. No one wants to sleep through the latter phase of our life span; we want to be active in the world!

In 2022, Oakwood Creative Care served nearly 500 persons! The need for our services is increasing exponentially every year.

## Demand For Services



\*Link to Stanford Study

69%

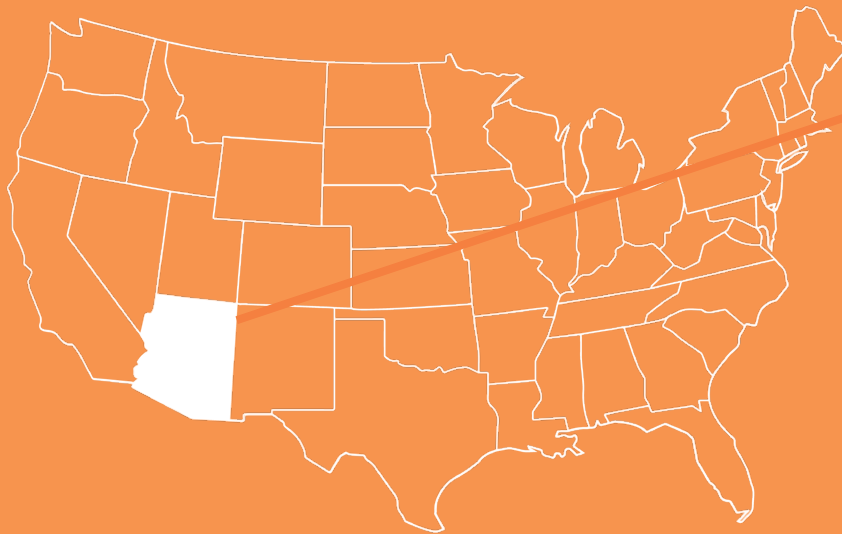
of Participants  
Require Financial  
Assistance





# BY THE NUMBERS: A GLOBAL CRISIS

With America aging faster than in any other time in history, Oakwood Creative Care provides innovative solutions to helping older adults remain in their homes for as long as possible while also promoting connectedness to community.



**ARIZONA**  
has the fastest growth rate for Alzheimer's disease in the United States of America.



Alzheimer's is one of the **costliest conditions** to society and the U.S. economy



Approximately **1 in 9** people aged 65+ has Alzheimer's dementia.



3 out of 4 of adults over the age of 50 report that they want to stay in their forever homes as grow older.



By 2033, over 11 million middle-income seniors aged 75+ will be unlikely to qualify for Medicaid to pay for their care needs, and may struggle to pay for assisted living.



The shortage of care and lack of resources means some older adults may never get off waiting lists for care. The impact of this is even greater on minority groups.

# JOY MATTERS!



Experts estimate that up to 40 percent of people with Alzheimer's disease suffer from significant depression.\*



Depression is associated with increased risk of morbidity, suicide, self-neglect, and decreased physical, cognitive, social functioning.



After retirement, the #1 cause of unhappiness cited is the loss of social connections and feeling of purpose in their daily lives.\*\*



“ I am confined to a wheelchair due to a massive stroke. Oakwood has given me reason to get out of bed in the morning!

-Ron, Member of Oakwood Creative Care”

## OCC'S PHILOSOPHY OF JOY

JOY benefits our emotional, spiritual, and physical health. As we get older, the need to experience joy is often outweighed by advancing physical & medical demands. However, we never outgrow the yearning to feel hope, meaning, and JOY in our lives! At OCC, our belief in every person's right to experience joy – regardless of age or medical condition – is fundamental to everything we do.

\*Alzheimer's Institute \*\*Harvard Study of Adult Development







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## PROJECT DESCRIPTION

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Building JOY is a \$5 Million campaign to dramatically expand needed support for older adults with cognitive or physical challenges – as well as their families and communities – in two areas:

- 1. Advance Family Support and Community Education in Mesa & Surrounding Areas**
- 2. Expand Services and Delivery Space in the Chandler/Sun Lakes Area**

# THE NEED #1

For the past 2 years, the Dementia Hub has run a pilot program offering services and resources for people living with dementia and their care partners and families. The response we've received has been remarkable – demonstrating a deep need in our community for more help for those impacted by dementia.

Many of the classes, support groups, trainings, educational presentations, and memory cafés are offered for free and are reliant on the support and generosity of the community to continue.



## BLUEPRINT FOR JOY #1

### Elevate Family Support Services

- Expand upon free community services and support in a sustainable model.
- Increase # of families served in COPE program from 24 to 90 annually.
- Add more Memory Cafés times to accommodate growing # of attendees.
- Facilitate “Pop-up Memory Cafés” in underserved communities or where additional accommodations are needed (ex. spanish speaking).
- Launch Workforce Training program and certify 150 local working professionals annually, to make Mesa age-inclusive and dementia-friendly.
- Promote increased dementia awareness and prevention.

## THE NEED #2

The Perfect Place (TPP) is the newest of our 3 Day Club locations, joining the Oakwood family in 2022. Operating out of a small trailer behind a local church, TPP provides essential care and companionship to the Sun Lakes/Chandler community.

However, this location's limitations have posed significant challenges preventing TPP from obtaining the necessary licensing to offer the comprehensive services our members require. A larger, ADA compliant building with the required facilities will allow us to serve a greater number of people, provide advanced support, create a "dementia hub", and expand family support services.



## BLUEPRINT FOR JOY #2

### The Perfect Place Expansion



Obtain licensing to:

- Begin offering nursing care and healthcare/wellness services.
- Establish contracts with Medicaid and VA.
- Serve low-income families.



Double # of members served in the day club to 30 daily (currently 15 daily).



Increase # of classes offered to 6 daily (currently 4 daily).



Offer training & education to Sun Lakes/Chandler community.



Develop a Dementia Hub with COPE program.



# OUTCOMES BY 2027

270 Families served through the COPE program

180 Veterans and their families served in the Chandler and Sun Lakes areas

360 Families served at The Perfect Place location

450 Workforce professionals trained as certified "Dementia Friends"



## 90% OF PEOPLE EXPERIENCE:

- Increased quality of life
- Sparks of JOY!



## BUILDING JOY Project Budget

<b>BUILDING COSTS</b>	<b>\$3,859,000</b>
• Building Acquisition	\$3,410,000
• Improvements	\$342,000
• Furnishings, Fixtures, Equipment	\$107,000
<b>PROGRAM EXPANSION</b>	<b>\$525,000</b>
• Dementia HUB	\$233,000
• The Perfect Place	\$292,000
<b>INDIRECT COSTS</b>	<b>\$616,000</b>
• Campaign Operating Expense	\$116,000
• Operating Reserves	\$500,000
<b>TOTAL CAMPAIGN</b>	<b>\$5,000,000</b>

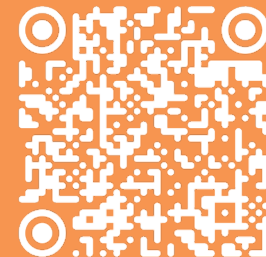


# JOIN US

in building JOY for generations to come!

## METHODS OF GIVING

Explore flexible options which make it possible for everyone to join us in building a tomorrow where aging doesn't mean an end to JOY! Check out our "methods of giving" packet and submit your commitment letter today.







“ My mom started coming here a couple weeks ago, she loves it! She comes home so excited of all she did during the day! A whole new attitude and demeanor on the days she attends! Love this place!

-Daughter of OCC Member ”