

~ ARTZ Philadelphia ~

Corporate Partnership Opportunities



www.artzphilly.org



Table of Contents

Restore the Joy in Long Term Residential Care Communities.....	3
Revolutionizing Healthcare Providers' Interactions with People Affected by Dementia.....	9
Person- and Neighborhood-Centered Care for People Affected by Dementia.....	15
Corporate Partnership Opportunities Form.....	21

Restore the Joy

in Long Term Residential
Care Communities

The Backstory

Residents at long term care facilities are **longing for meaningful engagements with one another** and with the outside world. ARTZ Philadelphia has a ten-year track record of delivering highly interactive, stimulating programs in long term care facilities, bringing creative self-expression, light, and laughter into otherwise dark days of isolation. Programs also enhance the quality of life of residents' family and professional caregivers with a **"ripple effect of joy,"** as one of the family care partners put it.

Restore the Joy in Long Term Residential Care Communities

Track Record

Before COVID, ARTZ Philadelphia served **over 700 people each year** in a dozen care communities. Currently, we are active in just *two communities*.

Future Goal

Our goal is to **restore five programs in 2023**, serving approximately 350 people. We expect to get back to baseline in 2024, with *increased support*.

Your Investment Impact

Investing now is critical to **lessening the impact of prolonged isolation**. Bring joy to our fellow community members who are longing for *human connection*.



LEVEL 1

Connecting Through Conversations Leader (\$6,000)

Sponsor a year of “**ARTZ on the Road**” programs in a single facility. This supports caring, compassionate and engaging relationship building, all through the vehicle of the arts.

- ✓ Logo on website
- ✓ Logo in monthly newsletters
- ✓ One blog or social media post per quarter about corporate sponsorship and its impact

LEVEL 2

Maker Space Ambassador (\$10,000)

Sponsor a year of **“ARTZ in the Making”** programs in a single facility. This supports the delivery of sequential programs that forge relationships and foster creative self-expression.

- ✓ Logo on website
- ✓ Logo in monthly newsletters
- ✓ One blog or social media post per quarter about corporate sponsorship and its impact
- ✓ Presentation to prospective volunteers within sponsoring organization about opportunities to get involved

LEVEL 3

Continuing Care Changemaker (\$15,000)

Support the **training of care community staff** and individual aides. Improve in-house approaches and practices to be supportive of residents' dignity and joy.

- ✓ Logo on website
- ✓ Logo in monthly newsletters
- ✓ One blog or social media post per quarter about corporate sponsorship and its impact
- ✓ Presentation to prospective volunteers within sponsoring organization about opportunities
- ✓ Complimentary workforce care partner conversation facilitated by ARTZ Philadelphia staff

Revolutionizing Healthcare Providers' Interactions

with People Affected by Dementia

The Backstory

In 2016, we piloted an innovative mentoring initiative at Thomas Jefferson University. We created a curriculum to be delivered to students in the healthcare professions, including medical students, nursing students and occupational therapists, among others. This award-winning arts & dementia mentoring program **puts people with dementia and their care partners at the heart of students' learning, sharing their lived experiences of dementia.** The impact of our unique approach has been recognized nationally, and has expanded to other Philadelphia medical centers and universities, including the Philadelphia College of Osteopathic Medicine and Widener University. Just prior to the pandemic, Harvard Medical School launched a pilot modeled on our arts & dementia initiative.

One person with dementia and one future healthcare professional at a time, this initiative is **changing how the healthcare system treats people affected by dementia** and other chronic illnesses.

Revolutionizing Healthcare Providers' Interactions with People Affected by Dementia

Track Record

This program—in two Philadelphia medical centers—has changed the practices of **more than 200 medical and other health professions students**. 50-60 mentors with dementia and care partners have participated and return year after year to *mentor new cohorts of students*.

Future Goal

Expand this program to **medical and health professions** training centers across the country, to ensure that *it becomes mainstream*.

Your Investment Impact

SYSTEM CHANGE

An alarming number—**50%**—of primary care physicians report that they feel inadequately prepared to **care for those living with dementia-related conditions**. (Source: Alzheimer's Association)

With aging baby boomers, this population continues to dramatically increase. It's estimated that by 2050, the nation will require *nearly three times the number of geriatricians currently in practice*.



LEVEL 1

Empathy in Healthcare Annual Sponsor (\$10,000)

Support the training and apprenticeship of **one new arts & dementia mentoring program facilitator** over the course of a year.

- ✓ Logo on website
- ✓ Logo in monthly newsletters
- ✓ One blog or social media post per quarter about corporate sponsorship and its impact

LEVEL 2

Empathy in Healthcare Expansion Advocate (\$20,000)

Support a full academic **year of the arts & dementia mentoring initiative** in one new medical center.

- ✓ Logo on website
- ✓ Prominent logo on monthly newsletters
- ✓ One blog or social media post per quarter about corporate sponsorship and its impact
- ✓ Presentation to prospective volunteers within sponsoring organization about opportunities to get involved

LEVEL 3

Empathy in Healthcare Catalyst for Change (\$35,000)

Sponsor group trainings and apprenticeship of **five new program facilitators at multiple medical and academic institutions** across the country, making it possible to bring arts & dementia mentoring program to 3-5 new medical centers or hospitals.

(The number of facilitators required for each program site depends on the number of student cohorts being mentored simultaneously.)

- ✓ Logo on website
- ✓ Prominent logo on monthly newsletters
- ✓ One blog or social media post per quarter about corporate sponsorship and its impact
- ✓ Presentation to prospective volunteers within sponsoring organization about opportunities
- ✓ Opportunities for corporate VIPs to meet with local alumni of the mentoring program, local mentors, and local facilitators, to hear their stories and the impact of the initiative on their lives

Person and Neighborhood Centered Care

for People Affected by Dementia

The Backstory

In 2018, we launched our “**ARTZ in the Neighborhood**” project in two North Philadelphia neighborhoods, working with community partners who had invited us into their communities to share our approach and our programs. Social and cultural factors influence how people experience life with dementia. ARTZ in the Neighborhood is responding to the different ways that different communities live with dementia, **generating programs that are co-created by and for the people of those communities.**

Person- and Neighborhood-Centered Care for People Affected by Dementia

Track Record

Since Summer 2018, we have worked with community advisory groups (*some advisors with dementia, some care partners, and other, caring neighbors*) and community liaisons in each neighborhood to assess needs, co-design, and implement together intergenerational programs that have touched an average of **200 people per year**, in person and remotely. In 2022, we logged an average of **1,250 monthly touchpoints with community members**, via texts, phone calls, hand-written notes, email, and informal one-on-one meetings.

Future Goal

Black Americans are 2X more likely to develop dementia than white Americans. Hispanic Americans are 1.5X more likely. Even though Alzheimer's Disease and other dementias disproportionately affect communities of color, their access to resources that can combat dementia's devastating impact on quality of life in culturally sensitive ways is woefully limited.

Our ARTZ in the Neighborhood initiative is one of the few antidotes to this desperate and ever-escalating situation.

Our goal is to create nationally replicable, evidence-based models for intergenerational, culturally-specific, and neighborhood-centered interventions that enhance quality of life for those we serve, *through community members' direct involvement* in program development.

Your Investment Impact

SYSTEM CHANGE

Neighborhood by
Neighborhood



LEVEL 1

Cross-Neighborhood Community Builder (\$10,000)

Sponsor greater access to **programs around the corner and a neighborhood away** for community members and their care partners. **Funding transportation** to existing neighborhood programs and new programs in development will enable cross-neighborhood community-building and a wider circle of understanding.

- ✓ Logo on website
- ✓ Logo in monthly newsletters
- ✓ One blog or social media post per quarter about corporate sponsorship and its impact

LEVEL 2

Generations of Change Sponsor (\$20,000)

Support the **collation and synthesis of data gathered during five years of our neighborhood-based experiential program development for people affected by dementia.** An outside project evaluator and graduate student assistants will use these data to create a how-to manual for culturally sensitive program development. These best practices will enable other service providers across the country to work with communities in developing programs that are of, by, and for their residents affected by dementia.

- ✓ Logo on website
- ✓ Prominent logo on monthly newsletters
- ✓ One blog or social media post per quarter about corporate sponsorship and its impact
- ✓ Presentation to prospective volunteers within sponsoring organization about opportunities to get involved

LEVEL 3

Neighborhood Sustainability Advocate (\$30,000)

Support the **hiring and training of a team of two program facilitators**, one from each partner neighborhood, to assume responsibility for sustaining ARTZ in the Neighborhood-piloted programs in North Philadelphia beginning 2024-2025.

- ✓ Logo on website
- ✓ Prominent logo on monthly newsletters
- ✓ One blog or social media post per quarter about corporate sponsorship and its impact
- ✓ Presentation to prospective volunteers within sponsoring organization about opportunities
- ✓ Opportunities for corporate VIPs to meet local community advisors and local facilitators, to hear their stories and the impact of the AiN project in their lives

Corporate Partnership Opportunities Form

Restore the Joy in Long Term Residential Care Communities

- ☐ **LEVEL 1:** Connecting Through Conversations Leader **(\$6,000)**
- ☐ **LEVEL 2:** Maker Space Ambassador **(\$10,000)**
- ☐ **LEVEL 3:** Continuing Care Changemaker **(\$15,000)**

Revolutionizing Healthcare Providers' Interactions with People Affected by Dementia

- ☐ **LEVEL 1:** Empathy in Healthcare Annual Sponsor **(\$10,000)**
- ☐ **LEVEL 2:** Empathy in Healthcare Expansion Advocate **(\$20,000)**
- ☐ **LEVEL 3:** Empathy in Healthcare Catalyst for Change **(\$35,000)**

Care for People Affected by Dementia that is Person- and Neighborhood-Centered

- ☐ **LEVEL 1:** Cross-Neighborhood Community Builder **(\$10,000)**
- ☐ **LEVEL 2:** Generations of Change Sponsor **(\$20,000)**
- ☐ **LEVEL 3:** Neighborhood Sustainability Advocate **(\$30,000)**

PLEASE FILL OUT ALL APPLICABLE FIELDS BEFORE SENDING.

CORPORATION / BUSINESS NAME _____

CONTACT PERSON _____

CONTACT TITLE _____

EMAIL ADDRESS _____

PHONE NUMBER _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

☐ I have enclosed my check, **payable to ARTZ Philadelphia.**

☐ I prefer to pay by credit card. Please charge my: ☐ Visa ☐ MasterCard ☐ AMEX

CARDHOLDER'S NAME _____

CARD NUMBER _____ EXPIRATION DATE _____

SECURITY CODE _____ BILLING ZIP CODE _____

SIGNATURE _____ DATE _____

Thank You!

