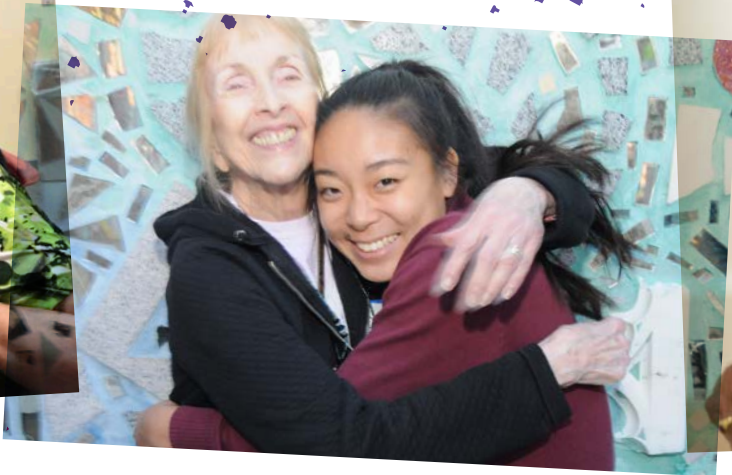


~ ARTZ Philadelphia ~

# Case for Support



[www.artzphilly.org](http://www.artzphilly.org)



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# The Problem

*A diagnosis of dementia is only the beginning.*

- ✓ Dementia is the **most pervasive** chronic illness in America.
- ✓ People fear that the diagnosis will take away their identity, burden their loved ones and rob them of their core. It is **devastating** to receive this diagnosis.
- ✓ When those diagnosed with dementia become isolated, their state of being **declines rapidly**.
- ✓ There are **insufficient** services, programs and trained professionals who approach dementia *differently*.
- ✓ A way that offers hope. We do that at ARTZ Philadelphia. **Let us tell you how.**



# Our Mission

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Our mission and core values directly address the isolation and loss of hope that this diagnosis brings.

*ARTZ Philadelphia is dedicated to enhancing the quality of life and well-being of people living with dementia and their care partners through joyful interactions around arts and culture. Our evidence-based programs connect people with dementia and those they love with artists, cultural organizations, and each other. We help to build caring, supportive communities that restore and preserve the self-esteem and dignity of our constituents, regardless of their color, culture, where they live, or their economic resources.*

# What Sets Us Apart

*At ARTZ Philadelphia, we create the conditions for quality of life for those experiencing dementia and their loved ones.*

Most organizations with missions related to Alzheimer's Disease and other dementias focus exclusively on finding a cure. We strongly believe in **research on prevention and curative interventions**, however our focus is on improving the quality of life—in the present.

**ARTZ Philly concentrates our efforts on programs and approaches that improve life quality, as defined by those with the diagnosis.**

When we ask people living with dementia what they require in order to experience quality of life, they say: to be listened to, to be seen and heard; to be understood and valued as contributing community members; to feel useful; to have purpose in their lives; to be valued for their life stories and experiences; to retain their dignity.

## Our Programs

*ARTZ Philadelphia creates programs and pathways that enhance the quality of life, not only for the person living with dementia, but for the people they love.*

ARTZ Philadelphia facilitators **create safe and joyful spaces** in museums, long term care facilities, arts centers, and day centers, where our program participants are encouraged to express themselves creatively and give voice to their imaginations without fear of judgment. Shared experiences around art stimulate thought, imagination, and connection. **That's why they make such an impact on the people we serve.**

## Susan & Carl's Story

*Susan learned about ARTZ Philly at a support group meeting a few months after Carl's diagnosis, in 2014. They decided to give one of our museum programs a try.*

The day of the program, they were both uncertain, frazzled at having to get out of the house by a certain time. Maybe this was not such a good idea.

They arrived just on time, out of sorts and barely speaking. **ARTZ staff and volunteers greeted them with smiles and name tags** and guided them into a large gallery, where they sat down with others in front of an enormous, black and white painting that looked to Susan like crumpled paper. When the facilitator asked the group if the piece looked “flat” to them, Carl's hand shot into the air. “May I get up?” “Of course!” He leapt from his chair and went to peer at the painting from the side, then announced with a grin “YES, it's flat!” Carl's claim was discussed up, down, and sideways, with much humor, plenty of laughter, and total engagement by everyone present. At the end of the hour, Carl turned to Susan with eyes sparkling and said **“That was FUN!”**

“**That day changed our lives.**

*A door opened where before it seemed that doors were only shutting. Here was a place where no one was defined by his or her limitations. Here was a place of laughter, joy, beauty and fun. **The ARTZ Philly programs are potent medicine**, like a highly effective and empowering tonic, healing and enriching our lives in ways we could never have imagined.”*

- Susan J., care partner, donor, volunteer



## Our Unique Approach

*Our small-group programs bring people with dementia together with their care partners. The visual arts, music, dance, horticulture and other sensory engagements focus their interactions. They delight in their shared experiences, communal discoveries, and the reality that each of them has something to contribute.*

We have also created a **unique initiative that changes the way the health professions (especially physicians) interact with those experiencing dementia**. For seven years, we have delivered a unique curriculum centered on people with dementia and their care partners mentoring more than 200 medical and health professions students. The overarching goal of this mentorship program is to **change the perceptions and the lives of medical and other health profession students** by teaching them about the mentors' lived experiences before, during, and after dementia diagnoses.



# Who & How Many



## ARTZ IN 2022



172

SERVED  
IN PERSON

850



ENGAGED IN ZOOM /  
VIRTUAL PROGRAMMING

2,487



REACHED THROUGH SUPPORTIVE ENGAGEMENT,  
INCLUDING PHONE CALLS, EMAILS , HAND-  
WRITTEN CARDS, AND TEXTS

1,500

PEOPLE ENGAGED IN SOCIAL  
MEDIA AND WEBSITE DIRECT  
INTERACTION WITH OUR STAFF



33,000

FOLLOWED US ON WEB  
AND SOCIAL MEDIA, COMBINED



TOTAL SERVED:

5,019

Total Connections Made: 38,086

# Our Aspirations


At ARTZ Philadelphia, we have big dreams...

1. To measurably **improve outcomes and reduce the impacts of isolation** and stress for those who participate in our programs.
2. To grow our programs and services to **reach 20,000 people within the next ten years**. This will mean expanded services into continuing care communities and also to those still living in their homes. We also want to expand our reach into medical facilities and health professions training centers.
3. To create in the Greater Philadelphia region **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.*





# Why Support is Needed Now



Your help will be put to immediate use in our local region, through our innovative programs that support creative engagement, self-expression and the chance to be seen and heard. Just as important, your gift will also make possible building innovative, more uplifting models of care that are replicable.

**WE SERVE REAL PEOPLE. YOUR NEIGHBORS.**

## In the Works

With the crisis phase of COVID dissipating, ARTZ Philadelphia seeks to **resume in-person programs at care facilities**, where residents are longing for meaningful and creative interactions.

## We Need Change

*Black Americans are **twice** as likely to develop dementia than white Americans. Hispanic Americans are **one and a half times** more likely to develop dementia than white Americans.*

Even though Alzheimer's Disease and other dementia-related conditions disproportionately affect communities of color, their access to the resources that combat the devastating impact of these conditions on quality of life is woefully limited. **Our ARTZ in the Neighborhood initiative is one of the few antidotes to this desperate and ever-escalating situation.**



## Training is Key

*We train those in the health professions about how to connect with the people affected by dementia who need their care.*

According to the Alzheimer's Association, 50% of primary care physicians report that they feel inadequately prepared to care for those living with dementia-related conditions. In order to care for the people anticipated to be affected by Alzheimer's Disease by 2050, the US will need nearly three times the number of current geriatricians. **This is a true crisis of care that only a workforce development, healthcare professional training program like ours can address.**

# Make an Impact

Your investment will create change.  
For the better.



## How Your Gift Makes an Impact

*Your donation supports our direct services and our work to create system-wide improvements in dementia care.*

**Gifts of all amounts are needed.** What follows is several examples of ways your gift will be put to work in the community.

- ✓ To reach one person and one family for one year: **\$6,000**
- ✓ To build and deliver a year-round program in a museum or arts center: **\$6,000**
- ✓ To design and deliver a year-long art-making program in a long-term care facility: **\$10,000**
- ✓ To train our partners on how to improve dementia care related services: **\$2,500 per session**
- ✓ To replicate our mentoring programs for medical and health professions students in hospitals and training centers across the country: **\$20,000 per site**
- ✓ To provide a “caring audit” for businesses so they can better understand their employees’ challenges when they serve as unpaid care partners while working full-time: **\$10,000+ per site**
- ✓ To develop curriculum and practical tools for businesses to address employee challenges related to working while serving as unpaid care partners: **\$20,000+ per site**



Thank You!

