

Family Council 2nd Annual Campaign: Campaign Plan

Suggested timeline - March: Soft launch; April & May: Campaign

Background

The Louis Brier Family Council

Family Council, launched 2016, is a voluntary group of family members, caregiver friends and representatives whose primary focus is to advocate for the delivery of resident-centred care at Louis Brier.

The Council meets monthly, coordinates education sessions and works in collaboration with the senior leadership team at Louis Brier to review and discuss relevant opportunities to enhance the daily life of our residents.

Last year, what started out as an idea to raise \$6,000 to fund requested projects, transformed into a campaign success of over **\$38,000!!** This included an anonymously donated \$18,000 match which energized the whole LBHH community to support.

With the help and support of LBHH senior leadership and The Foundation, the Family Council's priority projects were completed by December 2020.

A Look Back 2020

LOUIS BRIER
Family Council

Family Council Annual Campaign: A look Back – 2020 Campaign



YOUR GIFT WILL HELP FUND NEW EQUIPMENT AND ENHANCE COMMON AREAS AT LOUIS BRIER:



2nd Floor Balcony



2 Big Screen TVs



Libraries



Furniture



Wheelchair Washer



Garden Spaces



2021 Purpose: Projects

1. Memory Cue Boxes

- Purchase a number of memory cue boxes for families who feel their loved one would benefit from having memorabilia displayed for their enjoyment and reflection

2. Home Center Lounge

- Roller Blinds (ordered already) and Wall Murals (painted or stick on)

3. Improve Resident Shower Rooms

- Make shower rooms more “homelike”

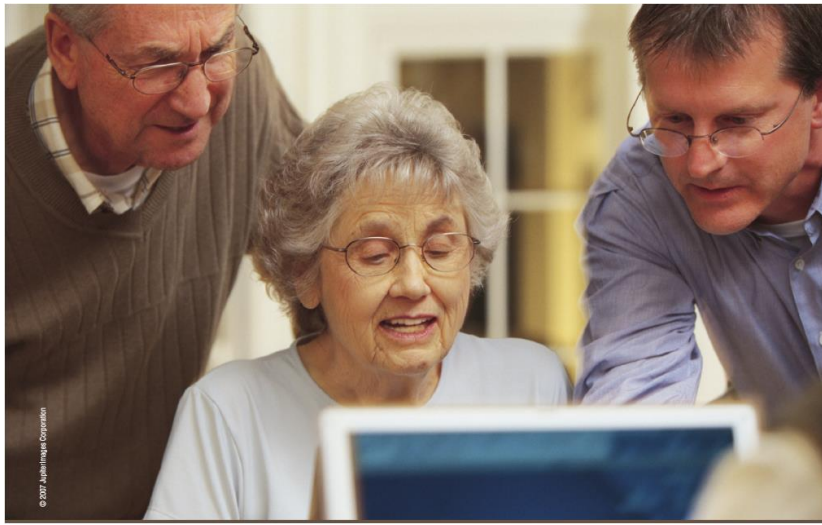
4. Computer Stations

- Create 2 computer stations with large screens, assistive technology and other features. Location: library area of Home Center.

5. Continued outdoor rejuvenation and purposeful accessibility

- Incorporate best practices, from environmental impact studies on seniors, to create something truly beneficial for residents, family and staff.

6. Create another “Lockdown Liftup” recognition day for Staff



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Celebrity Wall circa 1960s



Campaign Goal

Family Council 2nd Annual Campaign Goal 2021

The cost thus far is \$38,050

Last year we raised \$38,227!

This campaign goal is set at level to which we hope will achieve as much success as last year. The specific projects will directly enhance residents' experiences as well as environment staff work everyday.

While all gifts will be designated to Louis Brier Jewish Aged Foundation, 100 percent of the funds raised in this campaign will be allocated to Family Council projects.

We encourage and embrace the entire Snider Community to take part in some way: by donating, being an ambassador, stewarding and sharing your excitement with others, encouraging their support.



A Message from our Campaign Lead

Build community through giving. Be a volunteer!

Give a little. Gain a lot:
Accomplishment, Empowerment, Joy, Pride, Identity

My Commitment to volunteers:

- Training on the psychology of the ask, speaking points/script
- Training on the art of saying thank you to donors
- Supply volunteers with marketing materials, donor cards, thank you cards
- Posters and information at LBHH, online giving with photos