

Guidelines for Alzheimer's Association Community Partnerships (Partnerships)

Mission Statement:

Partnerships are regional volunteer coalitions comprised of healthcare and human service providers, associated professionals, family and caregivers dedicated to providing education, outreach, advocacy and support for individuals with Alzheimer's disease and related dementias and their families and caregivers. Through a Partnership model in alliance with the Alzheimer's Association MA/NH Chapter, (Association), members share resources, increase public awareness and understanding of these illnesses, strive to improve the quality of care and access to community services and promote the importance of research and research funding.

Alzheimer's Association Community Partnerships Core Values:

- Dedication and commitment to the Alzheimer's Association's mission
- Open communication
- Teamwork and volunteerism
- Valuing diversity and differences
- Non-promotional in nature

Relationship of Partnerships to the Alzheimer's Association:

Partnerships were initially established by the Association in 1985 to support grassroots outreach of the Alzheimer's Association. All the Partnerships work in alliance with the Alzheimer's Association to reach the goals of a World Without Alzheimer's and support to those living with dementia. The Partnerships work should align with the Association mission and strategic goals. Each Partnership will have an Alzheimer's Association Staff Liaison to support the efforts of the Partnership. The Alzheimer's Association Community Partnerships act as extensions to the outreach efforts of the MA/NH Chapter, and are part of the Community Engagement team of the Association.

Strategic Goals from the Alzheimer's Association Community Engagement team

- 1. Increase the number of people who receive a service from the Alzheimer's Association (Service Contacts) from the community by 15%.***

Calls the Helpline call

Receives a Care Consultation

Attends an Alzheimer's Association Education Program (in person or online)

Attends an Early Stage Engagement Program

Attends and Alzheimer's Association Support Group

2. ***Increase Engagement of Early Stage Families by 25%***
3. ***Using Volunteers to present/lead our programs***
4. ***Increase awareness in local communities about Alzheimer's disease, the Alzheimer's Association and Dementia Friendly Massachusetts.***

Strategic Plan

Each Alzheimer's Association Community Partnership will create an Annual Plan in September of each year which will help the Partnership in setting goals, and align to the fiscal year goals of the Association. At the start of each fiscal year the Alzheimer's Association will provide direction to the Partnership with a shortlist of recommended activities for upcoming fiscal year.

Fiscal Year

Each Partnership's fiscal year aligns with the Association, starting 7/1-6/30. Dues and elections adhere to this date frame.

Regions:

The Association supports 14 Partnerships across Massachusetts. Each Partnership region is defined by the Association; the Partnerships work should be focused exclusively in the defined region. (see Regional Map). Education programs and events hosted by the Partnership should be held in the towns defined in their regions. This regional map does not confine members to those regions. Partnerships are permitted to collaborate, including the option to co-host/cross promote activities.

Partnership Leadership

1. **Co-Chair(s)**
 - a. Ensures Partnership Guidelines & Mission Statement are known to the members and are adhered to.
 - b. Facilitates the meetings
 - c. Makes decisions on behalf of the Partnership
 - d. Communicates with Alzheimer's Association headquarters
 - e. Attends quarterly meetings at the Alzheimer's Association
 - f. Establishes strategic goals for Partnership each September with input from the Partnership members
2. **Secretary**
 - a. Prepares agenda
 - b. Takes minutes
 - c. Manages Member List
 - d. Communicates with membership
3. **Treasurer**

- a. Collects dues
- b. Manages finances
- c. Completes check requests.

4. **Partnership Liaison**

- a. Acts as Co-Treasurer when Alzheimer's Association hosts Partnership account. The Liaison will provide support and guidance with financial documents, procedures, and issues as needed.
- b. Ensures Partnerships are using tools created by Alzheimer's Association.
- c. Provides Association updates
- d. Attends meetings regularly and contributes to the agenda
- e. Helps Partnership adhere to guidelines
- f. Coordinates with Communication team in re: to branding.
- g. Updates Partnership on strategic goals of the Alzheimer's Association annually
- h. Helps Partnership to complete annual Strategic Plan in September
- i. Attends the Partnership events/programs as a representative of the Alzheimer's Association
- j. When engaging a family member who is interested in joining a partnership, the staff liaison should make the determination if it is the right fit..

Elections

In an effort to ensure a seamless transition and minimize the impact of a significant leadership transition, Partnerships should observe the following:

Each Partnership elects Leadership Positions every 2 years in June. In years that are odd numbers a partnership will elect Co chair & Secretary; and on the even numbered years Co Chair and treasurer. This will avoid a large amount of turnover in Partnership Leadership at one time.

In the event a Partnership Leader needs to resign, a special election can be held to replace the position. All changes in Leadership should be reported to the Partnership Liaison

Partnership Leadership orientations will take place at the Alzheimer's Association in late August - early September each year.

Partnership Members

Each member must be:

- a. A registered member of the Partnership, using the Alzheimer's Association registration form. Each member is added to the Alzheimer's Association Roster Membership tool.

- b. An active participant, dedicated to the mission and the work of the Alzheimer's Association and the Partnership.

- c. A member of the Partnership community professionally, or personally affected by the disease. Each Partnership should include persons living with dementia, family caregivers or former caregivers, to create a strong and viable Partnership.

- d. Family members that join a partnership need to reside in one of the towns the partnership

covers (see regional map)

Members may be active in more than one Partnership.

Each NEW member should receive a Partnership Welcome Letter, including Partnership Guidelines and Mission Statement from the Partnership Secretary upon joining the Partnership.

Dues

Each Partnership collects \$25 dues each Fiscal Year starting on 7/1, by 9/30 annually from each member per partnership which allows up to 2 representatives from the organization to attend the meetings.

It is at the discretion of the Partnership Chair(s) if dues can be waived for non-profit organizations.

All dues support the mission, core values and activities of the Alzheimer's Association and the Alzheimer's Association Community Partnership.

Finances:

Partnerships must be under the financial oversight of an existing IRS section 501(c)(3) nonprofit organization, or use the financial non-profit status of the Association. The finances and accounting of each Partnership must be managed by the nonprofit with whom they are aligned. These Partnerships must comply with the policies and procedures as outlined by their sponsoring organization. Those Partnerships under the financial auspices of the Association must follow the procedures as described in the Alzheimer's Association Partnership (AP) Financial and Accounting Procedures (June 12, 2014).

Grants – Partnerships are unable to apply for any grant without approval from our National office. The Partnership Liaison will need to seek written approval from National before any grant can be submitted using the Alzheimer's Association 501 (c) (3).

Alzheimer's Association Partnerships Primary Activities:

1. Regular Meetings, which include the following:

- Discussion of Partnership business
- Planning and organizing activities for periodic educational and awareness programs
- Hosting dementia-related speakers and presenters
- Sharing information and resources

2. Partnership Events and Programs which include:

- Hosting community, family and/or professional education programs,

- Networking and membership recruitment activities,
- Hosting Public Awareness in alignment with Alzheimer's Association Strategic Goals.
- Hosting an advocacy event supporting the current Alzheimer's Association legislative priorities
- Hosting an event promoting Research participation/Research update

3. Partnership Outreach efforts:

- Promoting & Participate in Advocacy efforts organized by the Alzheimer's Association
- Promoting the Medic Alert + Safe Return programs
- Promoting the Alzheimer's Association's Helpline
- Promoting the importance of research and participation in Trial Match program
- Encouraging the development of Support Groups in the Partnership region
- Participating in The Walk to End Alzheimer's and other fundraising efforts to support the Alzheimer's Association's mission
- Diversity Outreach

Meetings:

- Partnerships should hold regular open meetings, at least once per each quarter.
- The Agenda of a Partnership meeting should include business, programming or educational event updates, and outreach activity updates, Partnerships should be using the agenda template from the Alzheimer's Association.
- Partnerships should have a regular communication mechanism to remind members of upcoming meetings and events/programs.
- The Partnership Liaison from the Association will provide an update on current priorities of the Alzheimer's Association at each meeting.

Communications/Branding/Promotion

1. Logos

- a. Partnerships may use their current logo in conjunction with the Alzheimer's Association logo on communicational material from the Partnership.

2. Flyers:

- a. Partnerships need to use one of the standardized flyers for events using a template created by the Association. Ensuring the Flyer is user friendly, and easy to edit.
- b. The flyer needs to reflect the work is coming from the Partnership in conjunction

with the Alzheimer's Association.

- c. For larger events, the Alzheimer's Association Communications team approves other flyers created by the Partnership prior to distribution.
 - d. Donation letter to solicit food donations
 - e. The flyer will have a textbox for a corporate sponsorship name to be added
 - f. the flyer will have a textbox for a Partnership logo to be added
3. **Press/media:** Public facing promotion of the Partnership and/or Partnership events such as websites, graphics, advertisements, press releases, etc., must:

a. Acknowledge the Partnerships relationship with the Alzheimer's Association by including the Alzheimer's Association, Massachusetts/New Hampshire Chapter's name and/or logo.

b. Present a draft of the materials to the Staff Liaison prior to disseminating to the public to ensure that use of the Association logo/mentions of the Alzheimer's Association adhere to the organization's branding guidelines through the Staff Liaison.

3. Education Promotion

a. ALL Partnership programs will be listed on Community Resource Finder website, and Association education calendar

b. Partnership programs will be listed on direct emails and flyers related to education programs.

c. Emails can be sent via Partnership Liaison to promote Partnership educational events using the Alzheimer's Association Mailing list.

4. Registration:

a. All Partnership events should use the Alzheimer's Association 24/7 Helpline/Community Resource Finder for RSVP/registration. Exceptions can be made when larger events require a registration fee.

b. The registration lists for all Partnership events are the property of the Alzheimer's Association, however Partnership Leadership can work with Liaison to send events out via Alzheimer's Association mailing lists.

5. Recruitment Brochure

a. Alzheimer's Association provides a brochure for membership recruitment

6. Corporate Sponsors

a. Partnerships may seek Corporate Sponsors for underwriting of Partnership activities, however when acknowledging corporate underwriting, no contact information should be included.

b. Partnerships would be responsible for managing sponsorships and collections of sponsorship fees at the local level.

For questions or comments, contact the Alzheimer's Association Liaison for a specific Partnership.
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