

Memory Café Basics, Best Practices & Budget

JF&CS Memory Café Percolator

Exhale Collaborative Workshop 1, January 26, 2024



For more than 150 years, Jewish Family & Children's Service has been helping individuals and families build a strong foundation for resilience and well-being across the lifespan.

Workshop 1: Basics, Best Practices & Budget

- Brief history of Memory Cafés
- Overview of operational issues
- Focus on best practices and financial sustainability



Where I am coming from

- Clinical social worker, JF&CS in Greater Boston
- JF&CS Memory Café
- JF&CS Memory Café Percolator
www.jfcsboston.org/Percolator
- EMC2: www.emc2project.org
- Balancing Act support group
- Dementia Friends Massachusetts (multilingual and cultural)
- Dementia Friendly Massachusetts



Percolator
surveys



Quarterly
idea
exchanges

Technical
assistance

Percolator
Google group

JF&CS Memory Café Percolator

All resources are free. Visit us at www.jfcsboston.org/Percolator

- In-person and virtual/hybrid café toolkit
- Tip Sheets on Promoting Your Café and Funding Your Café
- Memory Café Guide to Leadership & Meaningful Roles for Participants Living with Dementia
- PSA videos (English, Portuguese, Spanish)
- Recorded how-to videos
- Guest artist/activity facilitator directory
- Idea exchange archives
- Join the email list and come to quarterly virtual idea exchanges!



and just enjoy the experience.

New! Core principles of Memory Cafés

- Developed by national EMC2 Alliance & JF&CS Memory Café Percolator
- Visit <https://emc2project.org/>
 - Who comes
 - How cafés are structured
 - What happens at cafés
 - **Impact of cafés**
 - **How they differ from other programs**
 - **Core values**



Expanding Memory Cafes
Enhancing Meaningful Connection



Impact of Cafés



Research tells us that...

- Attendees build social connections and friendships.
- Attendees experience joy, meaning, purpose, and belonging.
- Attendees experience an easing of symptoms associated with isolation and stigma.
- Attendees can learn about opportunities, services, and ways to navigate living with dementia by sharing experiences with others.
- These same positive benefits can also affect the Café staff and volunteers.
- Cafes demonstrate the possibility of living well with dementia to attendees, facilitators, and the public at large.

How Cafés differ from other dementia support offerings



- Cafes are *not designed to offer drop-off respite care* – but rather to support both the person with dementia and the care partners.
- Cafes are *not a profit-generating program*. Some Cafes might request sliding scale contributions to offset basic costs.
- Cafes are *not a disease-specific lecture or marketing opportunity for aging services*. They are primarily designed to foster meaningful social engagement.

Core values of Cafés



- **Be friendly:** Promote friendship and social connections.
- **Be responsive:** Build activities on the unique culture and interests of attendees.
- **Be curious:** Encourage and invite learning and cultural engagement.
- **Be creative:** Provide access to and engagement with the arts.
- **Be respectful:** Provide a stigma-free, hospitable environment.
- **Be advocates:** Demonstrate that people can live well with dementia with community understanding and support.
- **Be inclusive:** Include people with all types of dementia at any stage of symptoms, and of all cultural backgrounds in the design, marketing and offering of cafe activities

Brief history of Memory Cafés

1997

- First Alzheimer's Café started by Bére Miessen, Leiden, Holland.
- Cafés spread through UK, Australia

2008

- First US Cafés started by Dr. Jytte Lokvig (Santa Fe) and Lori La Bey (Roseville, MN)

2014-16

- JF&CS Memory Café Percolator (Boston)
- Wisconsin Alzheimer's Institute Memory Café Best Practice guide

2023

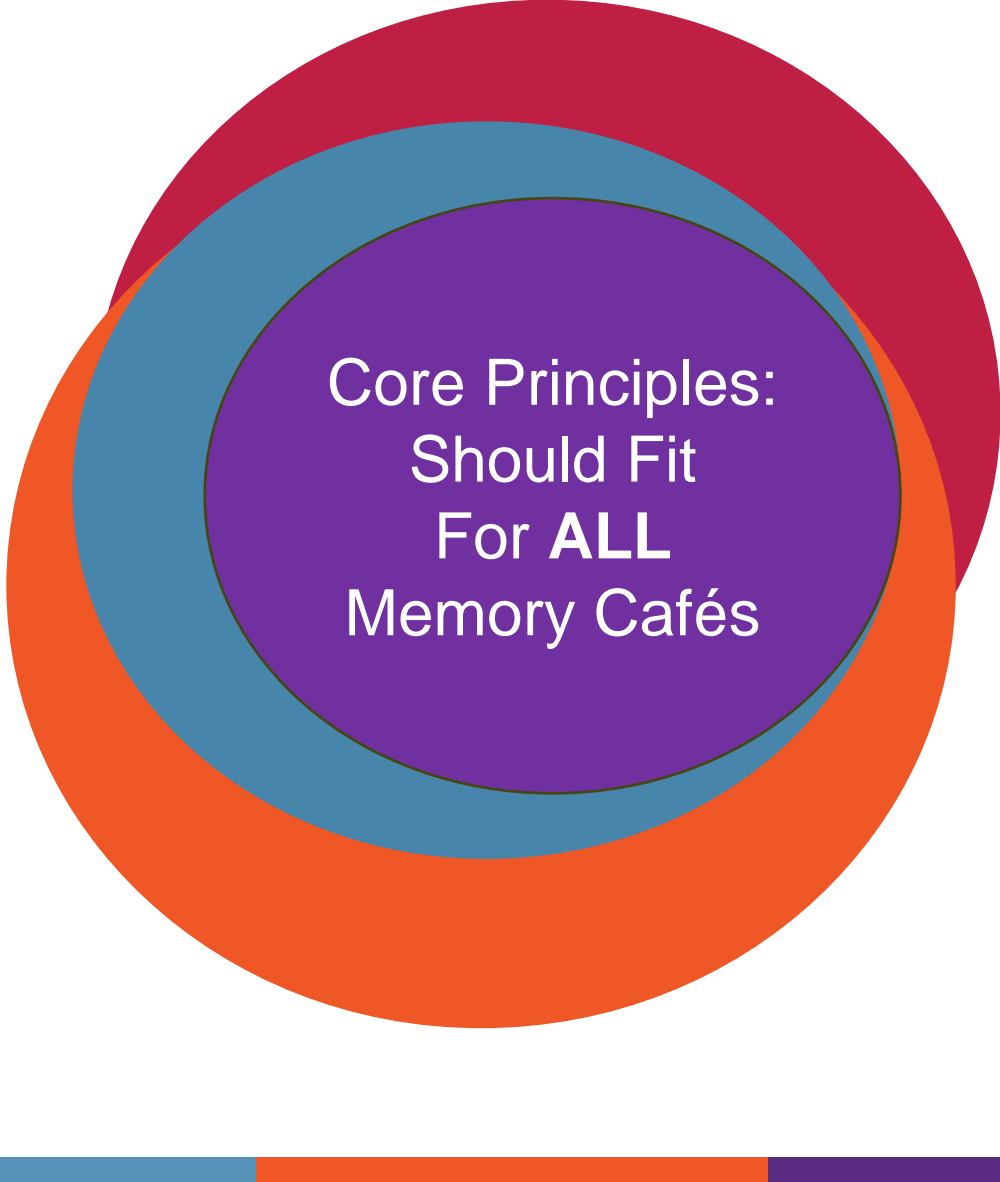
- EMC2 launches national effort to scale access to Memory Cafés



Memory Cafés – where we are today

- Grassroots movement – no one owns the concept
- Culture of sharing rather than competition; open-source resources
- In US, focus is on “leaving the disease at the door” rather than education/support around dementia
- Trend: More openness, advocacy around dementia; more participant-driven
- Greatest challenges over time: stable funding, outreach
- EMC2 is developing a plan for a national map, PR/marketing, funding sources such as social prescribing





Core Principles:
Should Fit
For **ALL**
Memory Cafés

I'm Still Here Philosophy



Operational Issues (a tour through the toolkit)

1. Naming your café
2. Location/setting of your café (in person, virtual, hybrid)
3. Meeting times
4. Participants: inclusiveness and focus
5. Outreach
6. Volunteers
7. Activities
8. Financial sustainability
9. Feedback and program improvement
10. Meaningful involvement – “nothing about us without us!”

What's in a Name?

- Alzheimer's Café vs. Memory Café
- Welcome
- Fun
- Culture
- Information
- Participation

Aroma de Café

Memory Arts Café

SA Amigos Café

Nourish Café

Alice's Café

"Where's the Toast": a memory café

Wild Plum Memory Café

Burlington Memory Café

Friendship Café

Café de los Recuerdos

Location, Location, Location!



- Senior Center
- Library
- Community center
- Day program
- House of worship
- Multiservice agency
- Town hall
- LTC residence
- Park & Recreation facility
- Restaurant or coffee shop
- Museum/historical society
- Nature center
- Outdoor garden
- Arts organization
- Bank/office building
- Etc.

- Accessible
- Upbeat
- All ages

In-Person, Virtual, Hybrid



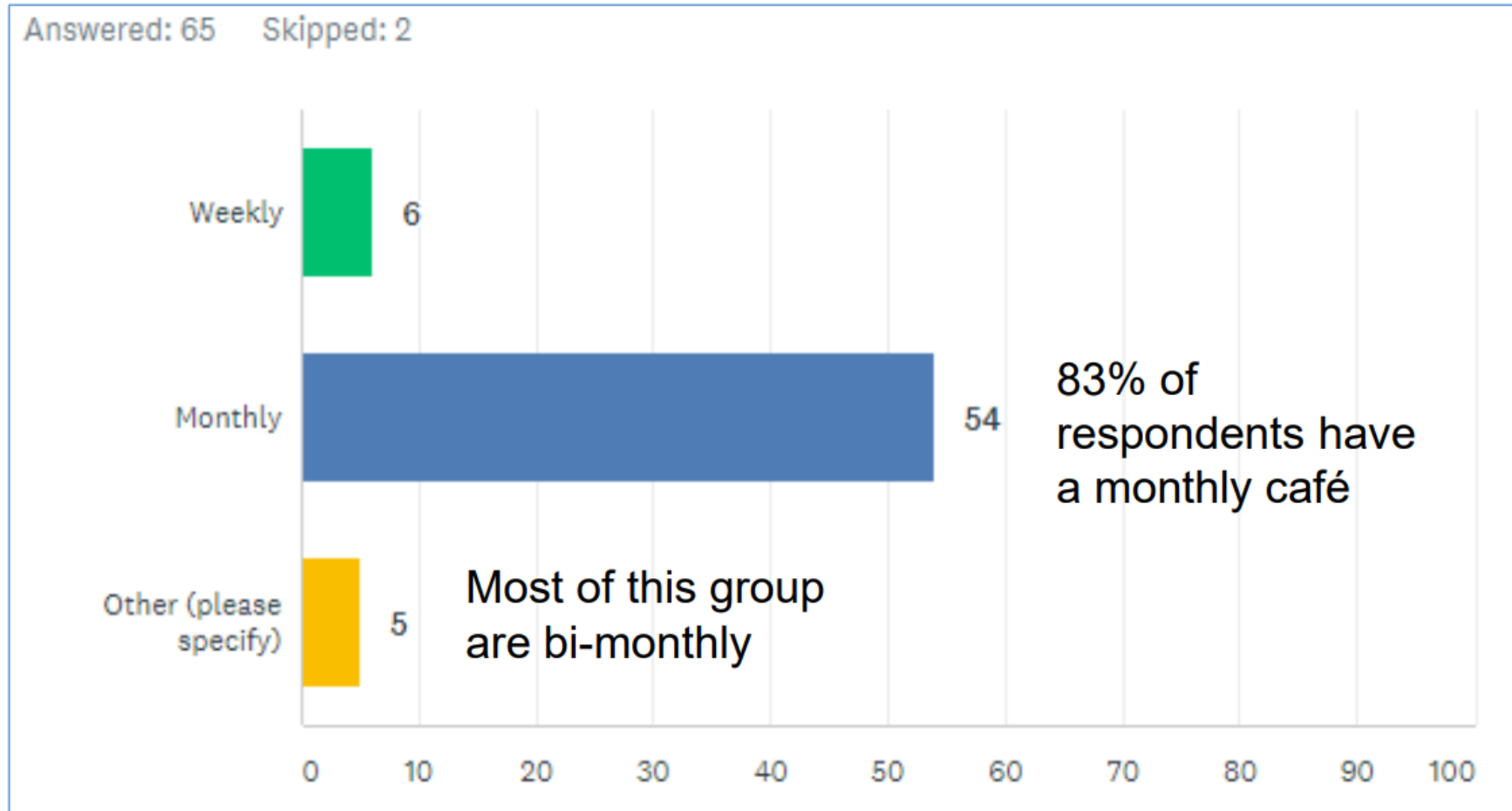
What time is the right time?

- Some participants can only make it in the morning
 - Some participants can only make it in the afternoon or dinner time
- Consider meeting times of nearby cafés
- Do what's sustainable for you
- Avoid mealtimes unless you can provide a meal



From 2019 Percolator survey (65 respondents)

How frequently does your café meet?



Participants: Inclusiveness and Focus

Who are the people in your neighborhood?



Memory Cafés strive to be inclusive –

- free of charge (donations accepted)
- physically accessible
- free of stigma
- responsive to the different cultures and needs in the neighborhood

Cafes for specific communities

THE AFA TEAL ROOM PRESENTS:

A Memory Cafe

FOR THE LGBT+ COMMUNITY

RENEWAL Memory Partners | AFA ALZHEIMER'S FOUNDATION OF AMERICA | sage Advocacy & Services for LGBTQ+ Elders | We refuse to be invisible

Join us at the Age Strong Commission's

MEMORY CAFE

Wednesday, January 11th | 10 - 12 pm
Codman Square Library | 690 Washington Street, Dorchester

SA AMIGOS MEMORY CAFE

FEB 15
MAR 15
APR 19
MAY 17
JUN 21

EVERY 3RD MONDAY
10-11AM
CT

REGISTER: [UTCAREGIVERS.ORG](https://utcaregivers.org)

This is a monthly bilingual English/Spanish event hosted online where families impacted by dementia can enjoy creative activities and socialize with others.

Greater Boston Chinese Golden Age Center | Since 1972 | Boston

Visit

Café de los Reverdos- Memory Cafe

Inicien el año como reyes · Start the year like a king!

Wednesday, January 18
3:30pm - 5:00pm
Add to Calendar

Gail Borden Public Library District

Main Library
Meadows Community Rooms AB

Elements of community-specific cafés

- Understanding of specific community needs and focus on addressing them
- Language(s) spoken at café
- Food, music
- Holiday or meaningful event commemorations
- Outreach materials use images and languages to welcome community members

Café de los Recuerdos
En honor a los padres y abuelos

Memory Cafe
In honor of Fathers and Grandad's

sábado 13 de julio 2019
4 - 5:30 pm
Biblioteca Principal
Salones de la Comunidad

Saturday, July 13
4 - 5:30 pm
Main Library
Community Rooms

¡Una oportunidad para compartir con las personas de la tercera edad en familia y comunidad!

An opportunity to share with the elderly in family and community!

Este es un día perfecto para manifestarle a nuestros abuelitos, padres o tios, lo importante que son en nuestras vidas.

This is a perfect day to show our grandparents, parents or uncles, how important they are in our lives.

Tendremos:

- Refrigerios
- Una actividad especial con Rush
- Y la oportunidad de hacer nuevas amistades

We will have:

- Refreshments
- A special activity with Rush
- Opportunity to make new acquaintances

Abierto a las personas de la tercera edad y sus familias o cuidadores.

Open to senior citizens and their families or caregivers.

Gail Borden LIBRARY
Main Library
270 N. Grove Ave.
Elgin, IL 60120
847-742-2411

Rush Alzheimer's Disease Center

www.gailborden.info

[@GailBordenPublicLibrary](https://www.facebook.com/GailBordenPublicLibrary)
[@GailBordenPublicLibrary](https://www.instagram.com/GailBordenPublicLibrary)
[@GailBordenPublicLibrary](https://www.tiktok.com/@GailBordenPublicLibrary)

Stage of dementia progression

Advantages to serving people at any stage:

- Café will not require screening or exclusion
- Serve people for longer and build a sense of community (remember: disease progression can be rapid)

Concerned about serving guests with advanced dementia?

- Require guests needing personal care assistance to bring a care partner
- Percolator survey of 56 cafés shows that cafés rarely have problems with guests due to dementia symptoms



Benefits to family caregivers

- A rare opportunity to ENJOY together: **“I feel I’ve done something with and for David, fun together.”**
- Provides acceptance: **“Rather than be fearful or embarrassed, people should know of the acceptance and understanding that one experiences at Memory Cafe. And the fun!!”**
- Breaks through the tendency to become isolated: **“Joe is ready to come back next month. It is the first positive activity I have had in months.”**
- Encourages new connections: **“Socialization with other couples we have come to know and shared a common bond in a friendly atmosphere.”**
- Respite for both: **“Dad and I really enjoyed it! It was so good for me to see Dad having a good time and me being able to relax for a while!!! Thanks for all the pampering, too, I needed that!!!!”**
- Helps with symptoms: **“For my husband who is living with younger onset Alzheimer’s, it truly is a “reset” button for him as no matter how his day starts, once we arrive he becomes calm and engaged.”**



A pitch for friends

- Keep friends connected
- Suggest this to families and referral sources!

Memory Cafés: A Place for Friends to Stay Connected

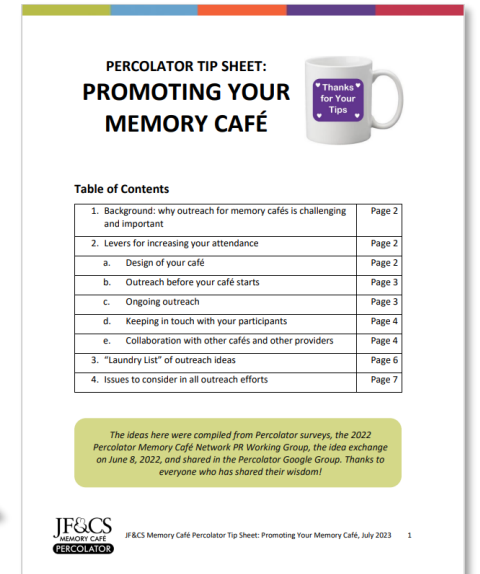
February 25, 2020

Posted by Beth Soltzberg, Director of Alzheimer's/Related Disorders Family Support Program



Outreach: put the time in up front

- Hurdles: silence about dementia and unfamiliarity with cafés
- Share details about café: kickoff event, local media
- Outreach is an ongoing process
- Engage your participants, volunteers, coworkers, sponsors and broader community to help get the word out!



Volunteers

- “Party hosts”
- Volunteers see a strength-based view of dementia
- Give specific roles for virtual cafés



Activities...so many options!

- Singing, listening to music
- Dancing
- Drumming
- Art appreciation
- Collage or other art-making
- Improv/theater games
- Local history presentation
- Flower arranging/seed planting
- Writing and reading poetry
- Sharing photos
- Sports talk
- Intergenerational activities
- Baby animal visits
- “Virtual” travel (see “Tales and Travel Memory Program”)
- Games
- Cooking
- Yoga
- Field trips
- **Make it interactive!**
- **Don’t pack too much in.**
- **Make it responsive!**

Workshop #3, April 3rd

- TimeSlips
- I'm Still Here
- West Falls Center for the Arts



Financial sustainability



**PERCOLATOR TIP SHEET:
FUNDING YOUR
MEMORY CAFÉ**




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The ideas here were compiled from Percolator surveys conducted in 2023 and 2017, and the Percolator Idea Exchange on June 14, 2023. Thanks to everyone who has shared their wisdom!

Download the Percolator Memory Café Toolkit in [English](#) or [Spanish](#) for more guidance on Funding Your Café!

JF&CS
MEMORY CAFÉ
PERCOLATOR

JF&CS Memory Café Percolator Tip Sheet: Promoting Your Memory Café, July 2023 1

Café expenses

- Biggest cost is coordinator's time (~15-20 hours/month for monthly café)
- Most coordinators are paid staff rather than volunteers



Other café expenses

- Food, beverages, paper goods
- Honoraria for guest artists/facilitators (optional)
- Outreach expenses (photocopying, mailing, paid ads)
- Materials for activities (art supplies, shakers and other simple music-makers)
- Transportation, entrance fees (optional)



Start-up tip

- When using a start-up grant, keep expenditures manageable from the beginning



Funding sources

- Grants from foundations (local, regional, national)
- Other local/regional funders (Rotary or other Clubs, Sororities/Fraternities, high school clubs, local or state arts council)
- Government funds (limited eligibility and significant reporting requirements)



On the horizon – social prescribing



Referral

Your healthcare providers identifies a need, and writes a "prescription" for engagement with an arts & cultural activity.

Art Pharmacy

Business sponsorships

- Many cafés have obtained sponsorships (one-time, ongoing)
- Benefits: funding, and encouraging awareness about dementia!
- Put your terms in writing!



Written sponsor handout

- Common sponsors: home health and residential care providers; local businesses
- Consider food or other in-kind donations
- Generally, contributions are fairly small
- Clearly explain how you will acknowledge them
- Invite them to your café!

JF&CS Memory Café Sponsorship Levels



Carafe
\$5,000

Two tickets to the JF&CS Annual Benefit; workshop on dementia inclusion for your company by our Program Director; invitation to year-end lunch with the JF&CS CEO and our Program Director; announced via JF&CS social media; annual sponsor recognition sent to café guests and health care and social service providers; logo on thank you sign, announced from the podium, and invited to provide brochures for café information table; and attend a café session as our guests.



Healing Arts
\$2,500

Invitation to year-end lunch with the JF&CS CEO and our Program Director; announced via JF&CS social media; annual sponsor recognition sent to café guests and health care and social service providers; logo on thank you sign, announced from the podium, and invited to provide brochures and attend a café session as our guests.



Nourishment
\$1,000

Announced via JF&CS social media; annual sponsor recognition sent to café guests and health care and social service providers; logo on thank you sign, announced from the podium, and invited to provide brochures and attend a café session as our guests.



Culture & Coffee
\$180

Annual sponsor recognition sent to café guests and health care and social service providers; logo on thank you sign, announced from the podium, and invited to provide brochures to be laid out at each Memory Café; and attend a café session as our guests. Please consider a biannual or quarterly Culture & Coffee sponsorship!

Yes! Please sign me up as a JF&CS Memory Café sponsor.

Name _____

Business or Organization (if applicable) _____

Address _____

Phone _____

Email _____

Sponsorship Level _____

Anything else we should know _____

Tribute/Memorial sponsorships

- The donation jar usually doesn't bring in much \$\$
- A small number of cafés get large or sustaining donations from individuals or families
- Tribute/memorial sponsorships can be meaningful for bereaved family



Budget – Annual expense

ONGOING PROGRAM EXPENSES	Per Meeting	Annual
Program & Volunteer Coordinator (estimated 20 hours of work time per café session @ \$___ hourly rate)		
Guest Artist/facilitator honoraria		
Artist materials for visual art sessions		
Outreach/Publicity (materials, ads)		
Refreshments		
Paper goods (plates, cutlery, tablecloths)		
Photocopying		
Monthly mailing to guests		
Overhead cost at 12.5% of direct expenses		
Estimated value of volunteer time (see independentsector.org)		
OPTIONAL EXPENSES		
Transportation		
Admission fees for outings		
Fee for use of space		
TOTAL ANNUAL EXPENSES		

Budget – program income & net expense

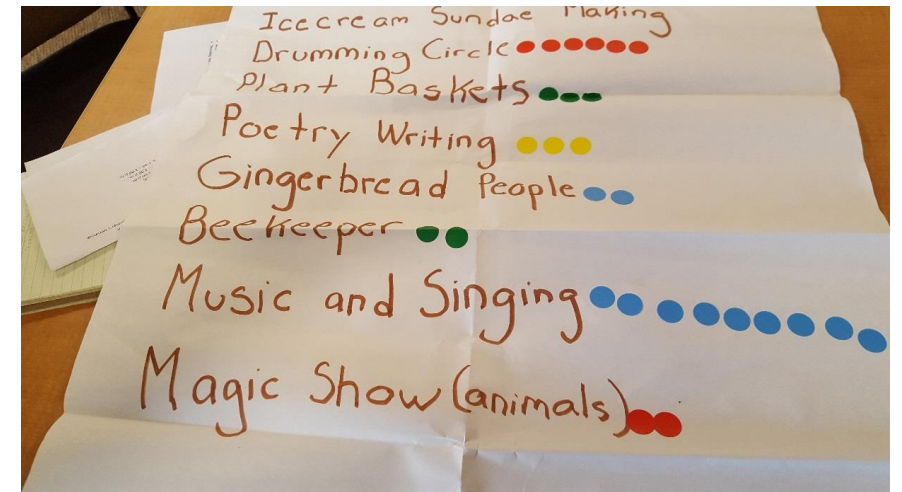
PROGRAM INCOME		Per meeting	Annual
Grant			
Sponsorship			
Donations from Memory Café guests			
In-kind support (food, other items)			
Estimated value of volunteer time (see independentsector.org)			
	TOTAL ANNUAL INCOME		
NET PROGRAM EXPENSE			

Feedback and program improvement

Some approaches used by cafés:

- Each guest completes an 8-face mood scale before and after each session
- One-on-one as part of a monthly reminder call
- Group feedback discussion after each session, or quarterly
- Paper & electronic survey quarterly, every six months, or annually

Memory Café
by the Lake
uses a simple
dot chart



"We Don't Feel so Alone": A Qualitative Study of Virtual Memory Cafés to Support Social Connectedness Among Individuals Living With Dementia and Care Partners During COVID-19, Masoud et al, 2021.

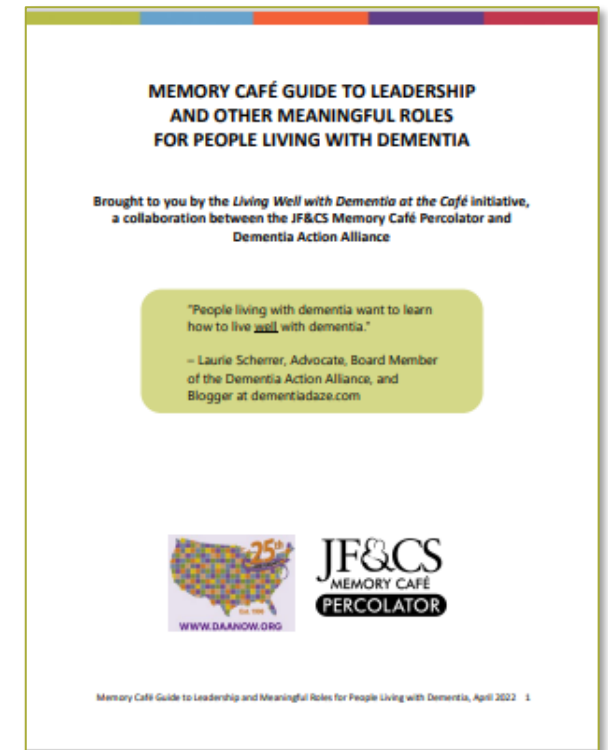
Five key themes were identified: (1) Reprieve; (2) What is still possible; (3) Connectedness; (4) Inclusivity; and (5) Value added (cognitive stimulation, education about dementia, learning about resources, helping others)

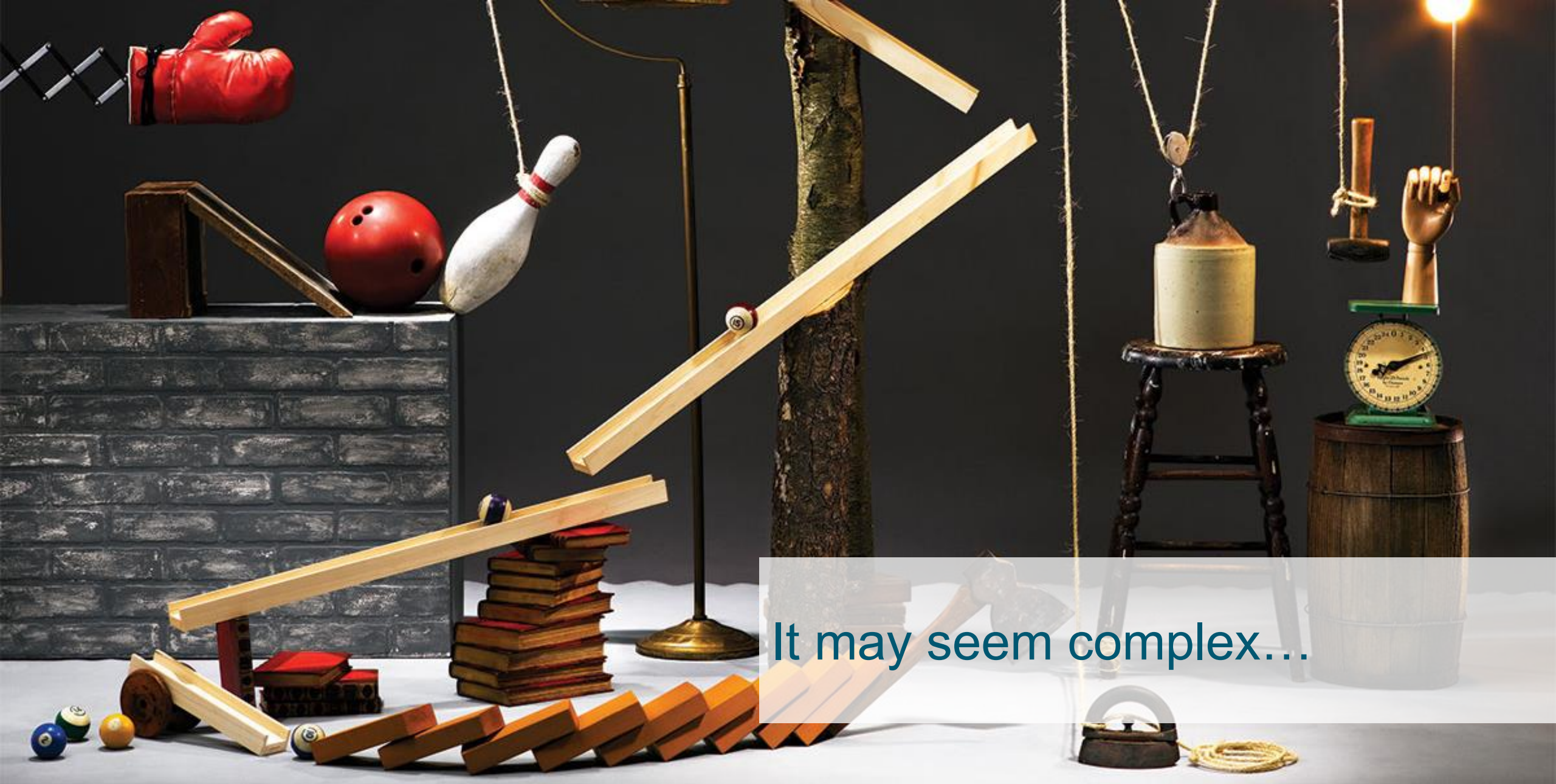
Full text here:

<https://www.frontiersin.org/articles/10.3389/fpubh.2021.660144/full>

Meaningful involvement: “Nothing about us without us!”

- Cafés should invite feedback and engagement from participants
- Focus on the best ways to do this at Workshop #2
- Download “Memory Café Guide to Leadership and Other Meaningful Roles for People Living with Dementia” at www.jfcsboston.org/Percolator





It may seem complex...

Above all, people want to feel they belong



“It has been a great support for me and someplace where there is that love and understanding and sense of community.”



“I’ve made so many friends here. This is what we need – a place where we’re treated like everybody else.”



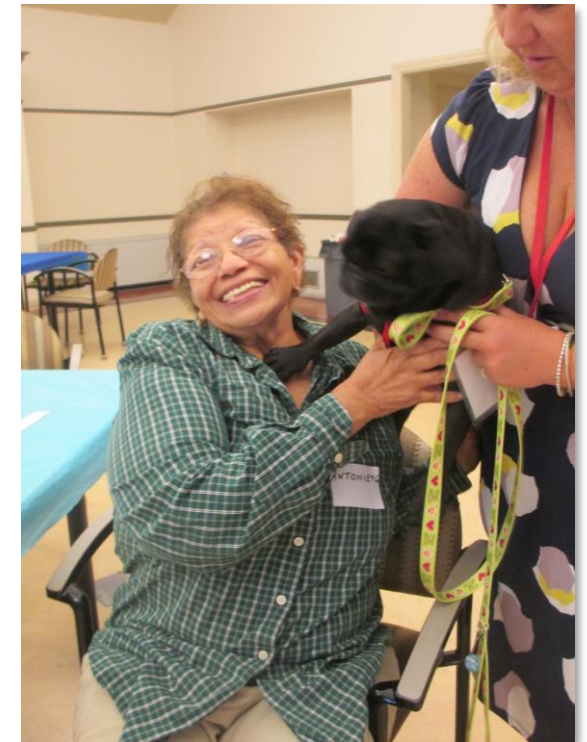
“Interesting, stimulating programs. Kind people. GETTING OUT OF THE HOUSE!”



“For me, it was like bringing back a light of life.”



“It creates a feeling of home.”



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- Join the email list and come to quarterly virtual idea exchanges!

Additional Resources

- engAGED Innovation Hub and 2023 What Works <https://www.engagingolderadults.org/hub>
- Wisconsin Alzheimer's Institute Best Practice Guide to Memory Cafés <https://wai.wisc.edu/documents/best-practice-guide-for-memory-cafes/>
- Book: *The Alzheimer's and Memory Café: How to start and succeed with your own café*, by Jytte Fogh Lokvig, 2016
- National memory café directory: www.memorycafedirectory.com and www.memorycafedirectory.com/cafe-connect/

Individual or Regional Cafés

- [Massachusetts Memory Café Directory](#)
- [Fox Valley Memory Project Cafés, Wisconsin](#) and [Library Memory Project, Wisconsin](#)
- [Memory Arts Café, NYC](#)

Percolator section of next workshops

- Workshop #2: The Participant-Driven Memory Café
- Workshop #3: What to do at a Café and who does it
- Workshop #4: Understanding - and reducing - stigma



Your questions

Let's talk!

