Memory Café Collective Workshop #4

April 22, 2024
Virtual session from 12 pm – 3 pm
Today's Agenda

12:00 pm  Welcome and Introductions
12:05 pm  Memory Café Operations, Funding, and Stigma – Beth Soltzberg
12:35 pm  Marketing Best Practices, Outreach, and Budgeting – Crowley Webb Communications
1:05 pm  Creative Problem Solving – Teresa Lawrence
2:35 pm  Workshop #5 Logistics and Grant Opportunity
2:55 pm  Closing and Questions
Welcome and Introductions

TPI
Memory Café Operations, Funding, and Stigma

BETH SOLTZBERG
Marketing Best Practices, Outreach, and Budgeting

CROWLEY WEBB COMMUNICATIONS
Creative Problem Solving

TERESA LAWRENCE
Workshop #5 and Grant Opportunity Review

TPI
# Program Timeline

## Memory Café Workshop Series

<table>
<thead>
<tr>
<th>Workshop #</th>
<th>Location/Method</th>
<th>Date/Time</th>
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<tbody>
<tr>
<td>#1</td>
<td>In Person</td>
<td>January 26</td>
</tr>
<tr>
<td>#2</td>
<td>Zoom</td>
<td>February 26 (9am – 12pm ET)</td>
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<tr>
<td>#3</td>
<td>Zoom</td>
<td>April 3 (9am – 12pm ET)</td>
</tr>
<tr>
<td>#4</td>
<td>Zoom</td>
<td>April 22 (12pm – 3pm ET)</td>
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<tr>
<td>#5</td>
<td>In Person, Erie-1 BOCES, 355 Harlem Road, West Seneca</td>
<td>May 16 (lunch served at 12pm ET; workshop from 1pm-4:30pm ET)</td>
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## Memory Café Grant Opportunity

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Due Date/Time</th>
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<tbody>
<tr>
<td>Project and proposal development period</td>
<td>February – August</td>
</tr>
<tr>
<td>Initial proposal and budgets due</td>
<td><strong>June 12, 5pm ET</strong></td>
</tr>
<tr>
<td>Final proposal and budgets due</td>
<td>August 9, 5pm ET</td>
</tr>
<tr>
<td>Grant funding decisions announced</td>
<td>August 30</td>
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Workshop #5 Logistics

- **Purpose:** Workshop #5 will primarily serve as a working session where you can work on your application and talk through any potential issues with TPI and Teresa.

- **When:** May 16th from 12 pm - 4:30 pm ET
  - Lunch will be served at 12 pm with the workshop running from 1pm - 4:30pm.

- **Where:** Erie-1 BOCES is located at 355 Harlem Road, West Seneca.

- Please fill out this survey to indicate attendance, allergies, and initial technical assistance requests: [https://forms.gle/YaTJugfPn26umssJ6](https://forms.gle/YaTJugfPn26umssJ6)

- Don't forget to bring your computer!
Closing & Questions
Exhale Program Funders & Partners

Co-Funders of the Exhale Memory Café Collective:
• Ralph C. Wilson, Jr. Foundation
• Health Foundation for Western and Central New York

Other Project Partners:
• The Philanthropic Initiative (TPI)
• Beth Soltzberg (Director, Memory Café Percolator Network; Director, Jewish Family and Children’s Services, Boston)
• Teresa Lawrence, International Deliverables
• New York Academy of Medicine
• West Falls Center for the Arts
• TimeSlips
• I’m Still Here
Exhale Resources & Key Contacts

Collective Participant List & Workshop Slides

- Accessible Online at: [www.Exhaleforcaregivers.org](http://www.Exhaleforcaregivers.org)

Questions? Contact...

- John Tyler at [jtyler@tpi.org](mailto:jtyler@tpi.org) for program questions
- Beth Soltzberg at [bsoltzberg@jfcsboston.org](mailto:bsoltzberg@jfcsboston.org) for memory café questions and operations support
- Teresa Lawrence at [Teresa@internationaldeliverables.com](mailto:Teresa@internationaldeliverables.com) for questions about creative problem-solving and facilitation
- Anna Mocelynas at [amoceyunas@tpi.org](mailto:amoceyunas@tpi.org) for Zoom, scheduling, and other support