



Memory Café Collective Workshop #4

April 22, 2024

Virtual session from 12 pm – 3 pm



Today's Agenda

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| 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

Workshop #1	In Person	January 26
Workshop #2	Zoom	February 26 (9am – 12pm ET)
Workshop #3	Zoom	April 3 (9am – 12pm ET)
Workshop #4	Zoom	April 22 (12pm – 3pm ET)
Workshop #5	In Person, Erie-1 BOCES, 355 Harlem Road, West Seneca	May 16 (lunch served at 12pm ET; workshop from 1pm-4:30pm ET)

Memory Café Grant Opportunity

Project and proposal development period	February – August
Initial proposal and budgets due	June 12 , 5pm ET
Final proposal and budgets due	August 9, 5pm ET
Grant funding decisions announced	August 30

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>
- 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

**Questions?
Contact...**

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