



الجمعية السعودية  
الخيرية لمرض الزهايمر

SAUDI ALZHEIMER'S DISEASE ASSOCIATION



## Saudi Alzheimer's Disease Association

### Strategic Assistance Program for supporting the transformation and empowerment pathways

#### Endeavor Pathway (Massaie)

Our goals is achieved by your efforts, and our endeavors by your response, through and under which the hopes are achieved and pains are mitigated with decision-makers under the supervision of the executive council. The Pathway includes the following programs:

- Inclusion of Patient in Insurance

Based on the claim presented by the Chairman of the Association for the inclusion of Alzheimer patients in health insurance card, the Council of Cooperative Health Insurance has made various amendments to the schedule of cooperative health insurance policy. Such amendments included 9 new cases to the insurance policy, covering the costs of the patients treatment up to fifteen Saudi riyals as maximum.

- Establishment of Specialized Clinics

The Association motivated the medical sectors in KSA to establish five (5) clinics specialized in Alzheimer.

- Codification of Diagnosis Tools and Treatments

The Association, within its efforts to serve Alzheimer patients, works to Arabicize the diagnosis and measurement tools. The Association obtained the approval to Arabicize these tools with their intellectual properties and performed such procedures through its medical scientific committee and under the direct supervision of its advisory board.

- Launch of the National Record

The Association has established a national record and database of Alzheimer with the participation of more than thirty (30) specialized centers. This national record of the Association is characterized with high-level technical and security advantages designed in King Faisal Specialist Hospital and Research Centre (KFSH&RC), through the activation of the cooperation agreement made by and between the Association and the Hospital.

- Issuance of Zakat Fatwa

The Association has obtained the Fatwa of his Eminence the Grand Mufti dated 24.08.1430 H (corresponding to 15.08.2009) with permission to receive Zakat to spend on the medicines and equipment required for Alzheimer from the low-income individuals.

- Attraction of International Professionals

In order to make use of the previous experiences in this field and to allow the Association to begin from the endpoints reached by others, multiple visits by expert American doctors specialized in Alzheimer have been prepared.

- Establishment of Working Committee

There establish committees specialized in the contribution of the Association's works development including diverse programs and projects.

- Establishment of Advisory Board

The Board assesses the programs of the Association and provides advices regarding everything that serves Association, so that it can achieve the goals for which it was established, especially the treatment and patient healthcare aspect, healthcare provider, preparation of scientific and medical researches and studies and all matters related to the establishment of relationships with the worldwide medical associations and centers specialized in Alzheimer. The Board consists of an outstanding number of foreign experts from the US.

To-Do:

- Classification of Alzheimer as "Disability"

Alzheimer patients are included within the "Disability" and the material and moral support are provided to them.

## Eiraq

As the tree sprouts its leaves, extending its shadow and growing fruits, the Association is developed by and with you.

For Associations' Resource Development under the supervision of Endowment and Financial Resource Development Committee, this Pathway includes the following:

- Local and International Recognition

The Association has participated in various local and international prizes and become prominent in many programs rewarded by local and international prizes.

- Parent Endowment

Launching "Parent Endowment" in three (3) endowment tracks.

- Strategic Partnership Program

With a desire to activate the national strategy to integrate charitable activities on the national level in order to reach the largest possible number of targeted and needy segments in the Kingdom, the Association has initiated to establish the Strategic Partnership Program.

- SMS Campaigns for Spreading Awareness and Education

Launching a unified number to collect donations via SMS (5057)

To donate 40 Halalahs daily, send 1 to 5057, or to contribute for one time with SAR 10, send empty message to 5057.

- General Assemblies and Communication

Based on the conviction of the initiators of countrymen, who rushed to join the membership of the Association's Board of Directors, with the importance of completing where the others finished, and with the use of expertise and accumulative experiences to our predecessors in this field and granting the priority to the educational and awareness axis in the Association's strategy, the members periodically meet to discuss the disease-related field through the General Assembly. The General Assembly has held 10 meetings.

- Launching Prince Sultan Bin Abdulaziz Prize

Granting a worldwide award under the name of His Highness Prince Sultan bin Abdulaziz, May he rest in peace, to the prominent contributors in the charitable activities of Alzheimer Disease.

- Strategic Assistance Program

The strategic assistance aims to support and develop the Association resources and to support its programs and projects serving Alzheimer Patient and his family. The supporters of transformation



and empowerment reached 6, with sustainable participation opportunities in Sakhaa Eiraq with value of 500,000, Namaa Eiraq with 300,000, Ataa Eiraq with 200,000 and Wefaa Eiraq with 100,000.

## Moeen

The water seeped away, and our thirst is satisfied.

For the Alzheimer Patients Caregivers under the supervision of the Social Support Committee. This Pathway includes the following:

- Workshops:

More than 90 rehabilitative workshops tailored for the Alzheimer patient's caregivers in the regions and governorates of KSA.

- Returning the Favor

Training program based on the skills to rehabilitate the caregiver.

- Online Training

Establishment of an online training program serving various classes and committees of the Association, with the training of the caregivers on the top priority. The program focuses to give them a group of skills to be perfect regarding the care of Alzheimer patient without the need to go anywhere. The Program comes to your place with the flexibility in its times, whereas the caregiver can attend the training program while the patient is asleep or at any convenient time. The Program serves the members of the Association and promises to work and communicate with the caregivers and promise them with the social cooperation with excluding the personal suffering as possible.

- Psychological Support Groups

The Association established the support groups for Alzheimer patients' caregivers. The idea of such groups depends on holding meetings with patients' families from the members and caregivers of the Association to speak about their daily experiences, sufferings and behaviors practiced in caring with the patient to reach the method of providing the care better, discussing and encouraging best practices and behaviors. It aims further to correct wrong behaviors as it shifted to online group.

- Housing Alzheimer Patients

Paying the rents of low-income patients' families.

- Psychological and Social Support

Providing Advice to the caregivers to release the stress and burden of the families.

- Association Diverse Publications

A comprehensive manual to deal with Alzheimer patients in addition to the manual of specific equipment helping the caregiving and keeping the safety of patients.

- Rafqa Social Integration Project

This Project seeks to provide social, medical, awareness and financial services to Alzheimer patients and their families through the visits of “Caravan for Benevolence” to the houses of the registered Alzheimer patients.

- “Fulfilling Religious Duties for Them” Project

Launching Haj and Umrah campaign on behalf of the patients who do not have the chance to fulfill the Haj.

- Assistance

Providing medical and household appliances for the patients.

- Legal Support

Providing free legal advices to the patients’ families.

- Rights of Alzheimer patients

Preparing a list of patients’ rights and awareness of the society and patients’ families.

To-Do:

- Online Application

Creating an online application providing all available services to the society about Alzheimer and serving the patients and their families.

- Golden Hour

Limiting the caregivers sufferings and granting them a free hour to complete their own duties, with ensuring the safety of the patients.

- Unified Line 937

A unified line is launched for free inquiries and advices for 24 hours.

**Teryaq:**

**Memory fails and mind becomes absent; the association becomes the medicine and the remedy.**

This targets Alzheimer Patients under the supervision of the Scientific Committee. The pathway includes the following programs:

- Visiting Doctor Project

The Kingdom lacks specialized doctors in the Alzheimer diagnosis and treatment, as the community suffers from a rarity of doctors in this field. Hence, the Saudi Alzheimer Disease Association has made several attempts to help and support Alzheimer patients in reaching appropriate diagnosis and free support treatment.

- Home Care

Believing in the importance of providing integrated services to the families of Alzheimer patients and direct supervision of cases the Association supports by the available various means, the Strategic Plan for Health and Social Care has been prepared for Alzheimer patients and their families in various regions of KSA. A variety of health sectors are participating in it, represented by departments of domestic medicine, administrative and working members.

- Free Clinics

Establishing a free specialized clinic once a week to diagnose and treat cases of low-income Alzheimer patients.

- Tracking Bracelet

Providing tracking bracelets for Alzheimer patients with early stages in order to reduce losing Alzheimer patients through advance precautions to track them.

- Winter Clothing

Providing winter clothes kits equipped for Alzheimer patients of different stages.

- Dress of Taqwa

Providing a costume designed by a specialized doctor to simplify the lives of Alzheimer patients of different stages and contribute to the mitigation of caregivers.

- Trips for Benevolence

Supporting Alzheimer patients and their families by specifying certain days for social activities and entertainment to them at the Saudi Electricity Company Club.

- Patient Transportation

Launching 1"Alzheimer Patient Transport" program, which ensures secure and comfortable means of transportation for Alzheimer patient while receiving treatment in specialized hospitals or clinics, by hiring a transportation driver, after contracting, from the Charity Committee for Orphans Care "Insan" to recruit orphans and provide them with a livelihood as well.

- Meals on Wheels

Delivering meals to Alzheimer patients' houses in cooperation with specialized nutrition companies as needed by each individual.



- “We Take Care of Them to Protect Them” Project

Providing housemaids trained to nurse the low-income elderly and Alzheimer patients.

- Emergency Team

Searching for lost Alzheimer patients due to the symptoms of the disease.

To-Do:

- Day Care Centers

Establishing the kingdom's first day care center; the first of its kind in the Arabian Gulf.

- Mobile Dental Clinics

Providing direct services to Alzheimer patients, raising awareness of Alzheimer disease and limiting the toothache that could be one of the causes of the patient behavioral problems.

**Mubader:**

**“It is these who hasten in every good work, and these who are foremost in them” a Qur’anic Verse. And you're making initiatives.**

New members’ initiative under the supervision of Membership and Volunteers Committee, and includes the following programs:

- Festivities on International Volunteer Day

International Volunteer Day is an annual international celebration that falls on December 5th each year. The stated objective of this activity is to thank volunteers for their efforts and to raise public awareness about their contribution to society. The association's participation in this celebration have several objectives; the main objective is raising the awareness of the community, especially the youth, with Alzheimer's disease and identifying the ways to prevent it. There are also several sub-objectives including: activating the role of the association working member in particular, highlighting the role of the association members in general, training the association volunteers through a number of workshops designed for such reason, and developing the society's resources from the proceeds of activities and programs organized by the Association alongside with the Festivity.

- Mazwala Initiative

The first Arab volunteer initiative of its kind, launched by members of the Saudi Alzheimer Disease Association from different backgrounds under its umbrella in order to harness their resources and capabilities to raise awareness of Alzheimer disease, educate the community about the suffering of their families and adopt their case. They also seek to improve their communities and diversify the modern income sources that keep pace with the renewed charitable work.

- Sila Initiative

Forming alternative families for women in social welfare homes.

- Muwasah Initiative

Providing visits to patients in hospitals, and moral support to caregivers in providing condolence duty.

- Publishing Membership Directory and Volunteer Charter

Organizing and legalizing the work of members and volunteers of the Association and issuing a membership directory, where meetings of members and members were held and entitled "We All for Them" to clarify the work of the membership, its activation, committees and the subcommittees. In the meeting of members, this adequate definition of the volunteer, its rights, duties and the benefits guaranteed by its membership in the committee, which enable the association volunteers to effectively participate by issuing a volunteer guide and volunteer charter in a number of important meetings implemented and giving them key roles in addition to their membership in the main and sub-assembly committees, has been made.

## **Wa'ei & Ra'ei Pathway**

**“And that the man will not get but what he endeavors”. “Striving is only the result of Awareness”.**

For our elderly, youth, and future generation under supervision of Executive Committee. The Pathway includes the following programs:

- International Conferences

A scientific gathering that discusses pressing issues with scientists from different countries in one place with the aim to exchange professional and research experiences that will undoubtedly benefit a wide range of specialists and those who are interested in these issues.

- International and Local Representation

Achieving the first membership of a charity in a global organization.

- Awareness Campaigns

A holistic awareness campaign in key areas.

- Training Doctors and Health Practitioners

The Association has participated in a number of awareness and educational events of the disease through seminars, lectures and meetings to increase public knowledge of the disease symptoms and methods of dealing with the patients.

- Awareness Films

Launching a number of awareness films and television clips aiming to introduce the disease and the way of dealing with patients. The Association also translated number of awareness television messages and worked on broadcasting them on a number of Gulf and Arab satellite channels. There has been launched the Alzheimer film that shows the first real cases of Alzheimer disease and the suffering of their families. The film won two awards.

- Launching Social Media Platforms

The Association has invested in social media sites and created verified accounts on Twitter, Facebook, Instagram and Snapchat.

- Diverse Publications by the Association

The Association has printed a number of bulletins and publications related to the disease. Also, it translated a number of them into Arabic and reproduced them in accordance with the community.

- International Campaigns during Alzheimer's Month

They are concurrent campaigns with international campaigns in cooperation with various public and private sectors to raise awareness of Alzheimer disease. The Kingdom obtains a global rank with the Alzheimer's Disease International (ADI).

- Supporting Awareness Programs

Supporting all programs that deals with Alzheimer disease.

Supporting scientific researches via database and by our strategic partners.

- Supporting Scientific Research

They are concurrent campaigns with international campaigns in cooperation with various public and private sectors to raise awareness of Alzheimer disease. The Kingdom obtains a global rank with the Alzheimer's Disease International (ADI).

### Strategic Partnership

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You have made a great work, and now it is the time of gaining; we have nothing but thanks and prayers

“As you have nothing to give,  
Your kind words can make people happy...”

### Annual Partnership Duration

#### One Gregorian year

Twelve (12) months from the date of executing the cooperation document between the two parties.

#### Three Gregorian year

Thirty-six (36) months from the date of executing the cooperation document between the two parties.



Group	Support Value	Media and promotional advantages	Official advantages	Logistic advantages	Additional opportunities
Eiraq Al-Khair	75.000 SAR	<ol style="list-style-type: none"><li>1) Placing the supporting partner's logo on the support program's publications.</li><li>2) Raising awareness regarding the support in the media through the news that is published about the programs.</li><li>3) Placing the name and logo of the partner on the Association's website.</li><li>4) Distributing the partner's publications in the Association's files, which shall be distributed to the attendees in the Association's programs.</li><li>5) Placing the logo and mentioning the partner in the annual report of the Association's work.</li><li>6) Submitting a profile about the partner and the partnership to the database, including the different sectors, supporters, members, strategic partners, and care providers, in addition to volunteers and those interested.</li></ol>	<ol style="list-style-type: none"><li>1) Honoring the partner at the General Assembly's ceremony with an honorable shield and a discretionary certificate submitted by the President Emeritus of the Association.</li><li>2) The partner shall be announced in the opening words of these projects.</li><li>3) Providing (1) seat in the lounge VIP Guests in the General Assembly.</li></ol>	<ol style="list-style-type: none"><li>1) Granting the partner a pavilion to present his products at events requiring an accompanying exhibition.</li><li>2) Free invitation to attend the Association's activities.</li><li>3) Providing the supporter with a printed annual final report on the Association's work.</li></ol>	



Group	Support Value	Media and promotional advantages	Official advantages	Logistic advantages	Additional opportunities
Eiraq Al-Wafaa	100.000 SAR	<ol style="list-style-type: none"><li>1) Placing the supporting partner's logo on the support program's publications.</li><li>2) Raising awareness regarding the support in the media through the news that is published about the programs.</li><li>3) Placing the name and logo of the partner on the program's submissions.</li><li>4) Placing the name and logo of the partner on the Association's website.</li><li>5) Placing the sponsor's logo and name in various advertisements such as local newspapers, satellite channels and the Internet.</li><li>6) Placing the partner's logo on programs, printed and visual marketing materials.</li><li>7) Distributing the partner's publications in the Association's files, which shall be distributed to the attendees in the Association's programs.</li><li>8) Placing the logo and mentioning the partner in the annual report of the Association's work.</li><li>9) Submitting a profile about the partner and the partnership to the database, including the different sectors, supporters, members, strategic partners and care providers, in addition to volunteers and interested persons.</li></ol>	<ol style="list-style-type: none"><li>1) Honoring the partner at the General Assembly's ceremony with an honorable shield and a discretionary certificate submitted by the Emeritus President of the Association.</li><li>2) The partner shall be announced in the opening words of these projects.</li><li>3) Providing (1) seat in the lounge VIP Guests in the General Assembly.</li><li>4) Sending the invitations to press conferences held by the Association.</li></ol>	<ol style="list-style-type: none"><li>1) Granting the partner a pavilion to present his products at events requiring an accompanying exhibition.</li><li>2) Free invitation to attend the Association's activities.</li><li>3) Providing the supporter with a printed annual final report on the Association's work.</li><li>4) Assigning a colored page in the event guide to the projects including an accompanying exhibition.</li></ol>	



Group	Support Value	Media and promotional advantages	Official advantages	Logistic advantages	Additional opportunities
Eiraq Al-Ataa	200.000 SAR	<ol style="list-style-type: none"><li>1) Placing the supporting partner's logo on the support program's publications.</li><li>2) Raising awareness regarding the support in the media through the news that is published about the programs.</li><li>3) Placing the name and logo of the partner on the program's submissions.</li><li>4) Placing the name and logo of the partner on the Association's website.</li><li>5) Placing the sponsor's logo and name in various advertisements such as local newspapers, satellite channels and the Internet.</li><li>6) Placing the partner's logo on programs, printed and visual marketing materials.</li><li>7) Distributing the partner's publications in the Association's files, which shall be distributed to the attendees in the Association's programs.</li><li>8) Placing the logo and mentioning the partner in the annual report of the Association's work.</li><li>9) Submitting a profile about the partner and the partnership to the database, including the different sectors, supporters, members, strategic partners and care providers, in addition to volunteers and interested persons.</li></ol>	<ol style="list-style-type: none"><li>1) Honoring the partner at the General Assembly's ceremony with an honorable shield and a discretionary certificate submitted by the Emeritus President of the Association.</li><li>2) The partner shall be announced in the opening words of these projects.</li><li>3) Providing (2) seats in the lounge VIP Guests in the General Assembly.</li></ol>	<ol style="list-style-type: none"><li>1) Granting the partner a pavilion to present his products at events requiring an accompanying exhibition.</li><li>2) Free invitation to attend the Association's activities.</li><li>3) 3-Providing the supporter with a printed annual final report on the Association's work.</li><li>4) Assigning a colored page in the event guide to the projects including an accompanying exhibition</li></ol>	

<p>Eiraq for Growth</p>	<p><b>SAR 300.000</b></p>	<ol style="list-style-type: none"> <li>1) Placing the logo of the supporting supporter in the publications of the programs.</li> <li>2) Mention the support in the media through the news that is published about the programs</li> <li>3) Placing the supporter's logo in the background of the main platform of the event.</li> <li>4) Placing the supporter's logo in the program's documents.</li> <li>5) Placing the name and logo of the supporter on the website of the assembly.</li> <li>6) The supporter's logo and name in various advertisements such as local newspapers, satellite channels and the Internet.</li> <li>7) The supporter's logo on the program, printed and visual marketing materials for the assembly's activities, and on the invitations.</li> <li>8) Distributing the supporter's publications in the assembly's files, which are distributed to the attendees in the assembly's programs</li> <li>9) Placing the logo and mentioning the supporter in the annual report of the work of the assembly.</li> <li>10) Sending a profile of the supporter and the news of the supportership to the database, including different sectors, supporters, members, strategic supporters, and caregivers, as well</li> </ol>	<ul style="list-style-type: none"> <li>- Honoring the supporter at the General Assembly ceremony with an honorable shield and a discretionary certificate by the President Emeritus of the Assembly</li> <li>- The supporter is announced in the opening words of these projects</li> <li>- Providing 4 seats in the VIP lounge in the General Assembly</li> <li>- Sending invitations to press conferences held by the assembly</li> </ul>	<ul style="list-style-type: none"> <li>- Giving the supporter a pavilion to present his products in occasions that require organizing the accompanying exhibition.</li> <li>- Two free invitations to attend the activities of the assembly</li> <li>- Providing the supporter with a printed annual final report on the work of the assembly</li> <li>- Assigning a color page in the effectiveness guide to projects with an accompanying exhibition</li> </ul>	<p>Giving the supporter the opportunity to name the media center on one occasion during the year.</p>
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		as volunteers and interested persons. 11) Advertising through social media and electronic publishing.			
Eiraq for Generosity	<b>SAR 500.000</b>	<ol style="list-style-type: none"><li>1) Placing the logo of the supporting supporter in the publications of the programs.</li><li>2) Mention the support in the media through the news that is published about the programs</li><li>3) Placing the supporter's logo in the interface of the main platform of the event.</li><li>4) Placing the supporter's logo in the program's documents.</li><li>5) Placing the name and logo of the supporter on the website of the assembly, with the feature to move to the supporter's website.</li><li>6) The supporter's logo and name in various advertisements such as local newspapers, satellite channels and the Internet.</li><li>7) The supporter's logo on the program, printed and visual marketing materials for the assembly's activities, and on the invitations.</li><li>8) Distributing the supporter's publications in the assembly's files, which are distributed to the attendees in the assembly's programs</li><li>9) Placing the logo and mentioning the supporter in the annual report of the work of the assembly.</li></ol>	<ol style="list-style-type: none"><li>1) A special presentation for the grantor's strategic supporter, through a special film about the company, that does not exceed 3-5 minutes, in the forums of the assembly supporting the programs.</li><li>2) Thanks and appreciation to the supporter (company name and logo) through all social media of the assembly for the special introduction of thanks.</li><li>3) <b>Honoring the supporter at the General Assembly ceremony with an honorable shield and a discretionary certificate by the President Emeritus of the Assembly</b></li><li>4) The supporter is announced in the opening words of these projects</li><li>5) Providing 6 seats in the VIP lounge in the General Assembly</li><li>6) <b>Sending invitations to press conferences held by the assembly</b></li></ol>	<ol style="list-style-type: none"><li>1) 4 free invitations to attend the activities of the assembly.</li><li>2) Providing the supporter with a final printed annual report on the work of the assembly.</li><li>3) Assigning a colored page in the effectiveness guide to projects with an accompanying exhibition</li><li>4) The appearance of the Strategic Support in the assembly's electronic correspondence of all the registered database.</li></ol>	Giving the supporter the opportunity to name the Media Center on two occasions throughout the year.



	<p>10) Sending a profile of the supporter and the news of the supporter ship to the database, including different sectors, supporters, members, strategic supporters, and caregivers, as well as volunteers and interested persons.</p> <p>11) Advertising through social media and electronic publishing.</p> <p>12) Marketing the supporter's services to the members of the assembly.</p> <p>13) Including the supporter's logo in the paid advertising campaign directed to all members of the community.</p>			
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Package	Support Value	Media Promotional and Advantages	Official Advantages	Logistic Advantages	Additional opportunities
Eiraq for Honorary "Honorary Strategic Supporter"	1000000	<ol style="list-style-type: none"> <li>1) Placing the logo of the supporting supporter in the publications of the programs.</li> <li>2) Mention the support in the media through the news that is published about the programs</li> <li>3) Placing the supporter's logo in the interface of the main platform of the event.</li> <li>4) Placing the supporter's logo in the program's documents.</li> <li>5) Placing the name and logo of the supporter on the website of the assembly, with the feature to move to the supporter's website.</li> <li>6) The supporter's logo and name in various advertisements such as local newspapers, satellite channels and the Internet.</li> <li>7) The supporter's logo on the program, printed and visual marketing materials for the assembly's activities, and on the invitations.</li> <li>8) Distributing the supporter's publications in the assembly's files, which are distributed to the attendees in the assembly's programs</li> <li>9) Placing the logo and mentioning the supporter in the annual report of the</li> </ol>	<ol style="list-style-type: none"> <li>1) A special presentation for the grantor's strategic supporter, through a special film about the company, that does not exceed 3-5 minutes, in the forums of the assembly supporting the programs.</li> <li>2) Thanks and appreciation to the supporter (company name and logo) through all social media of the assembly for the special introduction of thanks.</li> <li>3) <b>Honoring the supporter at the General Assembly with an honorable shield and a discretionary certificate by the President Emeritus of the Assembly</b></li> <li>4) The supporter is announced in the opening words of these projects</li> <li>5) Providing 6 seats in the VIP lounge in the General Assembly</li> <li>6) <b>Sending invitations to press conferences held by the assembly</b></li> </ol>	<ol style="list-style-type: none"> <li>1) Giving the supporter a pavilion at the interface location, essential for occasions that require organizing the accompanying exhibition.</li> <li>2) 8 free invitations to attend the activities of the assembly.</li> <li>3) Providing the supporter with a final printed annual report on the work of the assembly.</li> <li>4) Assigning a colored page in the effectiveness guide to projects with an accompanying exhibition</li> <li>5) The appearance of the Strategic Support in the assembly's electronic correspondence of all the registered database.</li> </ol>	<p>Giving the supporter the opportunity to designate the information center at all major events, such as the General Assembly, the International Conference, or an initiative that devolves the large-scale social project to all members of community.</p>



	<p>work of the assembly.</p> <p>10) Sending a profile of the supporter and the news of the supporter ship to the database, including different sectors, supporters, members, strategic supporters, and caregivers, as well as volunteers and interested persons.</p> <p>11) Advertising through social media and electronic publishing.</p> <p>12) Including the logo of the supporter in the official identity and e-mail correspondence to the employees of the assembly.</p> <p>13) Mentioning the support through Alzheimer's media icons from social media influencers and a review of the role of support for development programs.</p> <p>14) Placing the supporter's logo in the awareness - raising films, campaigns to keep up with the World Alzheimer's Days, volunteering, and paid ads.</p> <p>15) Marketing the partner's services to the members of the assembly.</p> <p>16) Including the partner's logo in the paid advertising campaign directed to all members of the community.</p>			
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