



*Fundraising Campaign*  
in support of  
*Dementia Care*

## *The Challenge*

Dementia care requires more than medical treatment. Research and our own experience at York Care Centre show that creating a therapeutic and home-like atmosphere can drastically improve the well-being of those living with dementia and other memory challenges.



Much has been learned about memory care since the advanced memory care floor known as Tower 2 opened at the York Care Center. Today, Tower 2 is as it was in 2010. We now know that this environment does not include the specialized features necessary to support the cognitive, emotional, and physical well-being of residents with dementia.

Many individuals with dementia respond positively to environments that remind them of home. Incorporating familiar design elements like cottage-style décor and natural colours can evoke feelings of comfort and belonging.

The layout, décor, and communal spaces in Tower 2 were not created with this population in mind. Bright, bold colours currently dominate the space, which can cause agitation and discomfort for residents. The lack of sensory stimulation and limited access to engaging environments make delivering the best possible care to our residents challenging.

These challenges underscore the importance of investing in transforming Tower 2 into a supportive, engaging, and therapeutic environment for individuals with dementia.

## *Providing comfort and calm to those most deserving*

The York Care Foundation is embarking on an exciting and essential \$150,000 fundraising initiative to support a renovation project to enhance the lives of residents living with dementia.



The goal of the project is to create a home-like, calming environment that promotes comfort and reduces the challenging symptoms of dementia, such as restlessness, anxiety, and depression.

With your help, we will redesign Tower 2 into a space that encourages physical and mental engagement, enhances nutritional intake, fosters a sense of well-being, and provides comfort to families and caregivers.

Your support will significantly improve the quality of life for the residents by incorporating thoughtful design elements, sensory products, and even the introduction of a pet—all aimed at creating an engaging, familiar environment that feels like home.

Moving into a long-term memory care environment is a difficult transition for both residents and families. With your support, the York Care Foundation is committed to making the transition and living environment warm and comfortable to support this new phase of resident lives, a place where families can take solace in the comfort that residents have, and future residents can expect.

## What Residents will Experience

- Reduced agitation, anxiety, and confusion in a calming and familiar space
- Sensory-rich elements like interactive wall art and textured surfaces
- A thoughtfully designed space with tactile features encouraging residents to interact with their surroundings
- A new home-like dining environment to enhance mealtime experiences and increase motivation to eat, leading to better nutrition and overall health
- A sense of safety and comfort with soft, soothing colours and a home-like setting to mitigate challenging behaviours like aggression, wandering, or restlessness
- Clear visual cues to help navigate their environment independently, fostering a sense of control and self-worth
- Comfortable lounge areas and inviting communal spaces promote social interactions that improve emotional well-being
- Sensory products offer a multisensory experience stimulating memory and cognitive function while reducing feelings of isolation or withdrawal



## About York Care Centre

At York Care Centre our mission is to lead and provide an enhanced quality of life, through an individualized approach for residents, families, and clients.

We provide excellence in long-term care and pride ourselves in being a premier choice for families and residents, regardless of the living style being sought.

Our professional employees care deeply for your loved ones. Through a person-centered approach, families and residents are engaged and part of the overall model of care.

Residents enjoy knowing that we are sensitive to their needs, respecting their desire to maintain dignity and be as independent as possible.

- **190,000 Square foot facility**
- **218 Resident Beds**
- **31 Assisted Living Units**
- **24 Memory Care Beds**
- **40 Advanced Dementia Care Beds**
- **202 Nursing Staff**
- **78 Support Staff**
- **12 Management**





## How will we do this?

### 1. Renovation of Dining Room, Common Areas and Nurses Station. \$75,000

Our plan includes repainting the hallways, dining room and lounge areas in soft, calming shades such as light pink, soft yellow, green, and blue. The addition of cottage-style siding around the kitchen and nurses' stations further enhances the home-like environment, making the unit feel less institutional and more comforting.

The new "Sunset Diner," will resemble a cozy, familiar diner and encourage social interaction during meals. This design is expected to boost residents' nutritional intake and foster a sense of community.

Custom wallpaper will be used to provide visuals of familiar New Brunswick locations and landmarks, which can spark memory and reminiscence.

#### CURRENT



#### CONCEPT



## 2. Sensory Products for Engagement (\$50,000)

Investments in sensory tools like 3D textured wall art, interactive projection devices and robotic pets stimulate residents' physical and cognitive abilities. These items allow residents to engage with their environment in a meaningful way, reducing agitation and boredom which are common symptoms of dementia.



Your support will provide

- An Interactive Projection System
- Virtual Windows to Display Scenery
- Robotic Pets
- Interactive Sensory Wall Art



## 3. Balcony Refresh (\$5,000)

The two balconies in Tower 2 currently overlook the parking lot and rooftops, providing little visual stimulation. By adding green patio turf, flower decals, artificial shrubs, and new furnishings, we aim to create a more outdoor-like setting that feels fresh and engaging, contributing to a more therapeutic environment.

## 4. Establish a Renewal Fund (\$20,000)

As technologies and research advance, an investment of \$20,000 will create a renewal fund for memory care support at York

Care Center. The fund will support future renovations, maintenance, and acquisitions to support memory care residents. The fund will also provide a long-term investment opportunity for future donations, bequests and memorial gifts to support residents.

## Ways to Give

- Make a general contribution of any amount
- Make a recurring gift (weekly or monthly)
- Select a specific item to support (see list)
- Name a Space
  - Dining Room - \$20,000
  - Nurses Station - \$20,000
  - Balcony - \$5,000

## Items to provide Direct Support

Painting of Common Areas	\$35,000
Sunset Diner (Naming Rights)	\$20,000
Nurses Cottage (Naming Rights)	\$20,000
Custom Mural Wallpaper	\$2,000
Interactive Projection Device	\$22,000
Virtual Windows	\$10,000
AIBO – Robotic Dog	\$3,000
PARA – Robotic Seal	\$10,000
Tactile Wall Art Piece	\$2,500
Balcony Refresh (Naming Rights)	\$5,000

## Donor Recognition

All supporters of this initiative will be featured on a friendship wall, which will be displayed in Tower 2 following the renovations. Space sponsors will have their branding and name incorporated into the spaces.

As a donor, your contribution will directly impact the everyday lives of residents who rely on the care and compassion of York Care Centre. Together, we can create a space that promotes comfort, reduces anxiety, and helps residents thrive.

# *Thank you for your consideration*

**To support this project or discuss opportunities to support  
York Care Centre, please contact us:**



**By phone or email:**

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**Online at:**

Visit [www.yorkcarecentre.ca](http://www.yorkcarecentre.ca) and select **Donate now**