



## Transforming Dementia Care by Creating Meaningful Moments

**“Every Life Matters. Meaning Matters. Moments Matter. People Matter”**

We hope 2023 is the year The Elliott Community will adopt the “Butterfly Model” of caring for our residents. The model moves a facility away from the traditional medical approach to care and would fulfill our vision and dream of being a caring community where everyone is at their best.



In 2019, staff had a clear vision about how this project could help our residents living in LTC and retirement lead a life full of meaningful experiences and the purposeful role’s within the home. “And then COVID hit.”

The COVID-19 pandemic disrupted some of the organization’s immediate plans and put fundraising on hold for the “Butterfly Household Model” project. However, the past two years have strengthened our residence’s new vision. As people sat inside, watching the world go by from their windows, we were experiencing some of the loneliness and purposelessness that residents in long-term care and retirement homes felt even before COVID-19 hit. The pandemic helped paint a picture of how important it is that, as humans, we’re connected.

The butterfly effect is a transformative culture change. Our goal is to move away from a traditional model of care and take a chance on fun, kindness, and creating a meaningful care culture where people are “free to be me.” The staff offer ongoing support to our residents living in the home and helps residents make choices about how they spend their discretionary time throughout the day. These choices include waking up early or sleeping in, food choices, and how they spend their free time. Residents and staff spend time together, connecting and sharing meaningful moments.

This project will provide a happier atmosphere for residents. Each home area and room displays decorations that remind residents of their personal lives, like meaningful clothing, household items, or photos. The home area entrances look and feel like houses in a neighbourhood with brightly coloured front doors and blue skies on the ceiling above. Connections to the outdoor environment are emphasized. Staff are allowed to wear everyday clothes instead of scrubs. Each home area’s walls are full of colour, texture, and objects that tell the stories of the people living and working here at The Elliott.

**To learn more about The Butterfly Household project, please follow the link: <https://youtu.be/aYrMu3ujs-Y>**

Our people have long been asking for the “Butterfly Household Model” to take place here at The Elliott Community. The pandemic and funding have made this challenging, but now we are ready to take this on and find a way to make this vision a reality for our residents, families, and staff here at The Elliott Community. The start-up cost of the project is \$100,000, and with your help, we are close to meeting the first step of our fundraising goal!

**This holiday season, you can support The Butterfly Project by donating online here: <https://tinyurl.com/4b67rz53>**



# The Donors Bulletin

Christmas Edition 2022

A PUBLICATION FOR DONORS AND FRIENDS OF THE ELLIOTT COMMUNITY



## Your Gift of Securities and Stocks Helps Bring Hope!



Thanks to our generous community, your donation of securities has helped change lives here at The Elliott! By making a gift of appreciated stocks or securities to The Elliott Community, you have helped ensure our care teams have the best virtual equipment and technologies needed to provide exceptional care for those living with dementia. Thanks to our donors The Elliott Community was able to purchase interactive projector systems and sensory carts. Both technologies are suited for our residents living with dementia.

Here are important projects that were funded by donors this past year:

**OMi Motion-Activated Projection systems:** The Omi equipment is a motion-activated projection system that projects quickly onto tables, beds, and floors. Our residents have been able to use this equipment as part of group activities as well as during 1:1 emotional and calming sessions while in bed.

**Mobile Snoezelen Carts:** Snoezelen carts are designed to deliver stimuli to various senses, using lighting effects, colour, sounds, and music. These carts help create a therapeutic environment for the purpose of delivering high levels of stimuli to our seniors living with dementia.

Things you should know when donating a gift of stocks or securities to The Elliott Community:

### Capital Gains Tax

Your gift of appreciated stock or securities is exempt from any capital gains tax.

### Charitable Donation Receipt

All gifts of appreciated stocks or securities receive a charitable donation receipt.

### Securities Transfer Procedure Form

You can locate the Securities Transfer Procedure form on our website:

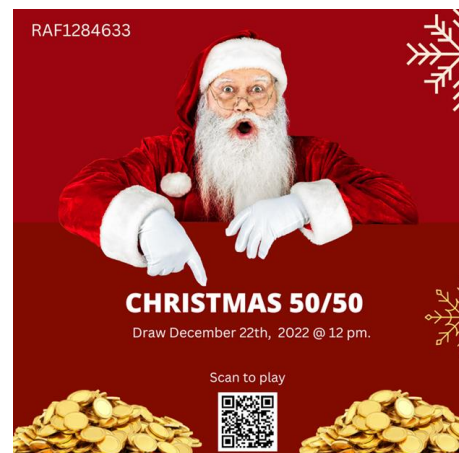
<https://www.elliottcommunity.org/giving>

If you would like to learn more on how to donate a gift of securities or stocks, please call Rebecca McKinlay at 519.822.0491 ext.2242

## Christmas 50/50 Draw

Early Bird prize is on November 24<sup>th</sup>, @ noon

Play here: <https://elliottcommunity.bump5050.com>



Proceeds support The Butterfly Project and high-quality recreation programs designed to serve the complex mental health needs and the well-being of our residents.