



June 1, 2023
FOR IMMEDIATE RELEASE

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NEW GAINESVILLE ORGANIZATION BEYOND DEMENTIA COALITION FORMS

(Gainesville, GA) - Beyond Dementia Coalition, Inc. announces its formation as a non-profit organization committed to eliminating stigma and fostering community awareness and understanding about dementia, based in Gainesville, GA. While their 501(c)(3) status is pending, the organization has been accepted as a fiscal sponsorship by the North Georgia Community Foundation (NGCF) in order to manage and accept tax-deductible donations. NGCF supports area non-profits with educational programs, designated funds for donations, fund management, and grant opportunities.

Beyond Dementia Coalition was founded in 2015 as a volunteer organization seeking to ensure that Hall County and north Georgia are prepared to both accept and embrace the population of Georgians who will be impacted by Alzheimer's and other dementia, which is projected to increase at an astounding rate over the coming decades due primarily to the aging of the Baby Boomer generation. During COVID-19, the coalition took a hiatus, but was reorganized in January 2022 with Bill Wittel, a member since 2018, as Chair and CEO. "Thanks to the previous years of planning we launched two successful pilot initiatives in 2022, validating the need for a non-profit organization dedicated to dementia care education and resources," Wittel said.

Beyond Dementia Coalition developed and delivered a Brenau University Lifelong Learners Institute (BULLI) six-session course for dementia caregiving spouses in 2022, which included an evidence-based dementia simulation experience known as the Virtual Dementia Tour. The Virtual Dementia Tour was created, tested, and patented by P.K. Beville, PhD, Founder of Second Wind Dreams, also a non-profit 501(c)(3).

The coalition's 2022 Emergency Comfort Kit program, a joint effort with Wisdom Project 2030 as the lead in collaboration with sponsor American Red Cross and funding from Cresswind LLC Fund, compiled and distributed hundreds of Emergency Comfort Kits to Hall County residents experiencing dementia through area churches and the regional Legacy Link office.

"The NGCF fiscal sponsorship of Beyond Dementia Coalition will allow us to gain visibility and credibility as we become an established non-profit – both of which are essential to funding our work," Wittel said. "Also, the partnership with NGCF makes tax-deductible giving possible, possibly boosting both the numbers and size of donations we receive and, by extension, our potential for meaningful impact across north Georgia in the short- and long-term."

Beyond Dementia Coalition aims to place existing and new education and support resources within the grasp of more north Georgians impacted by dementia. The organization will bring the Virtual Dementia Tour, a state compliant dementia training experience, to healthcare providers, corporate sites, houses of worship, retail establishments, restaurants, and local government and as part of a multi-modal education platform tailored to each audience. The kick-off event will be a Virtual Dementia Tour offered exclusively and specifically tailored to first responders in north Georgia including EMTs, firefighters and



police officers in Gainesville and Hall County, to be held July 14th, 2023. Beginning in summer of 2023 Beyond Dementia Coalition will further its educational intentions by offering quarterly dementia simulation experiences using the Virtual Dementia Tour for the general public, hosted at Interactive Neighborhood for Kids (INK) in Gainesville, GA. The coalition will continue developing partnerships with other organizations to provide resources to caregivers and others in the community with the goal of optimizing engagement with individuals living with dementia in Hall County and North Georgia.

ABOUT BEYOND DEMENTIA COALITION

Beyond Dementia Coalition, Inc. was founded to support those providing care to someone living with dementia. Its mission is to reduce stigma and inspire people through awareness and education to recognize, engage, assist, and ultimately embrace people living with dementia as valued and beloved members of the community. Its programs and services are intended for caregivers, both paid and unpaid, as well as friends, neighbors, first responders, businesses, faith groups, and all members of the community. Beyond Dementia Coalition collaborates with local and national organizations that include Cresswind LLC Fund, Wisdom Project 2030, Alzheimer's Association, Brenau University, Interactive Neighborhood for Kids, Legacy Link, NGHS, American Red Cross, Georgia Mountain Fiber Arts Guild and area churches. Beyond Dementia Coalition is a license holder with Second Wind Dreams, authorized to deliver Virtual Dementia Tour events to the community. CEO Bill Wittel joined the Beyond Dementia Coalition in 2018 as a volunteer following the diagnosis of his wife, Ellen, with dementia, then stepped into a leadership role at the organization following her passing. He brings over 40 years sales management experience to this role. Beyond Dementia Coalition status as a non-profit 501(c)(3) is pending, EIN# 92-2825339. www.beyonddementiacoalition.org

ABOUT NORTH GEORGIA COMMUNITY FOUNDATION

Founded in 1985, the North Georgia Community Foundation (NGCF) is devoted to their mission of helping people and nonprofits invest generously in the lives of those who call our community home. NGCF manages over \$115 MILLION in charitable assets as of April 30, 2023. In 2022, NGCF invested \$12.1 MILLION in the Community through Grants & Scholarships. www.ngcf.org