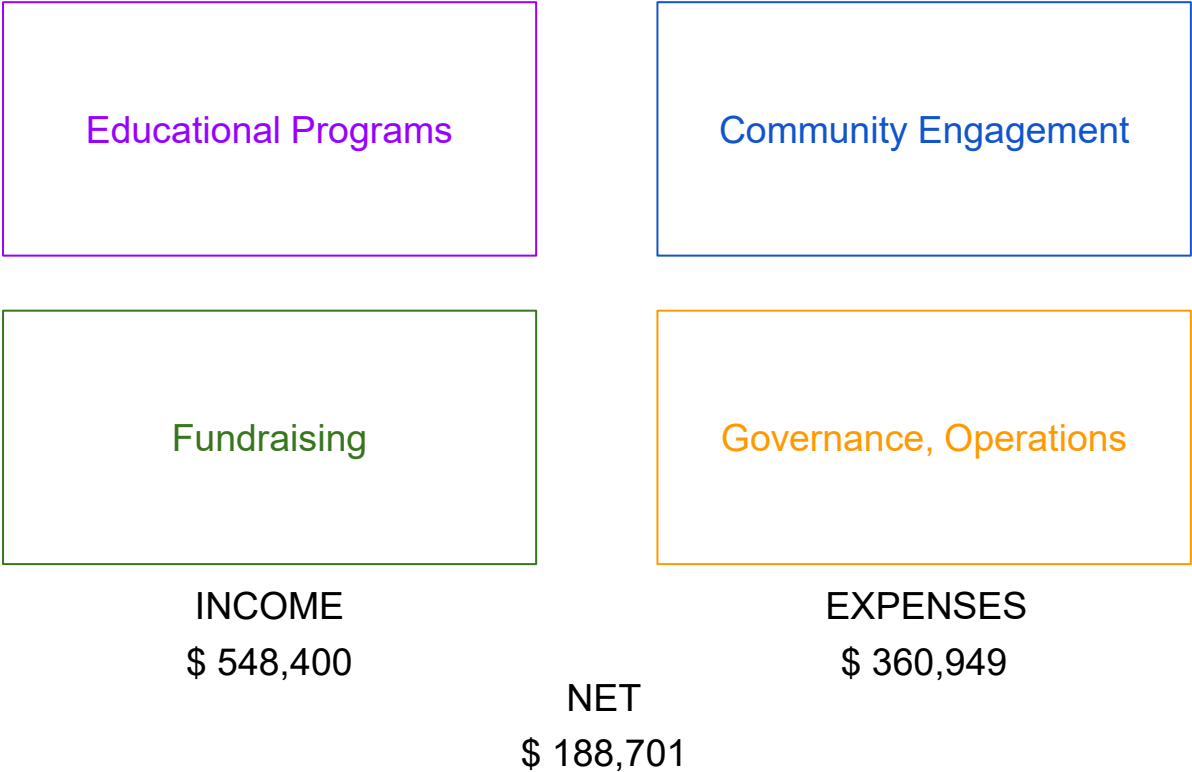




See the person beyond the disease.

# BDC 2024 Objectives



# BDC Strategies

Dementia Competency

Details

Education - General Public

Education - Non-Healthcare Orgs

Education - Healthcare Orgs

Self-paced Learning

VDT

Sector Specific

HB987

IS It Dementia?



# BDC Strategies

Fundraising

[Slide 8](#)  
Details

Individual Donations

Major Donors

Corporate Sponsors

Membership Program

Awareness Campaign

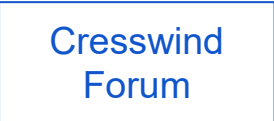
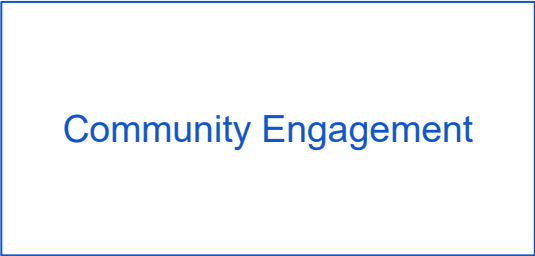
Referral Program

Sponsor Package

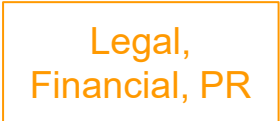
Founding Members



# BDC Strategies



# BDC Strategies



VDTs	Quantity
INK, full day (30 - 60 people)	6
EXTERNAL, half day	18
EXTERNAL, full day (60 people)	16
MULTI-SITE TRAINING PACKAGES	Quantity
≥3 SITES, half day training, half day VDT	6 (18 VDTs)
25 SITES, half day training, half day VDT	2 (50 VDTs)
HB987 TRAINING PACKAGES	Quantity
SINGLE SITE - General Orientation	8
≥3 SITES - General Orientation	4
SINGLE SITE - Dementia Care Staff	4
≥3 SITES - Dementia Care Staff	2

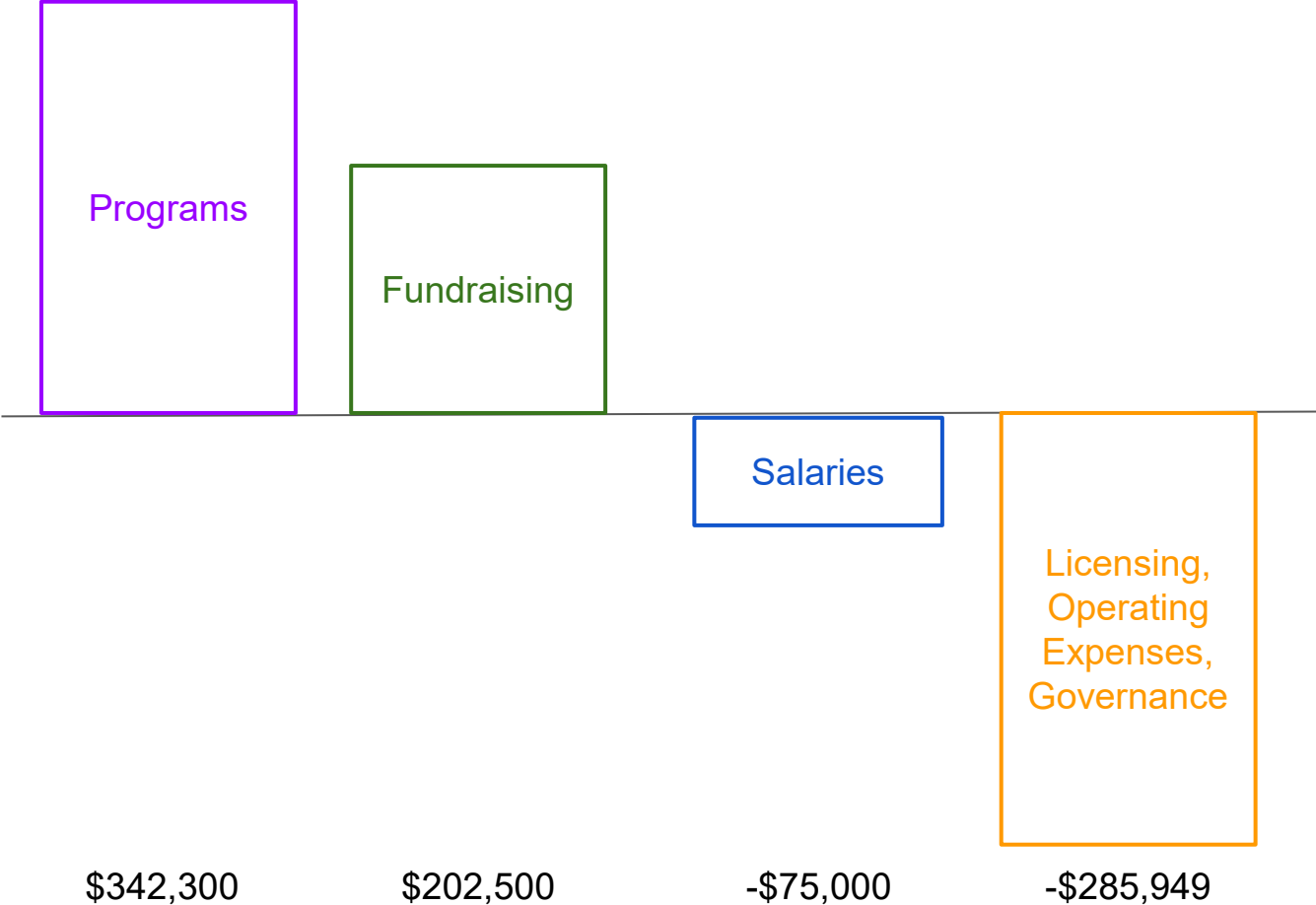
FUNDRAISING	Quantity
INDIVIDUAL DONORS	100
MAJOR DONORS	110
MEMBERSHIP PROGRAM	250
SPONSORS	9
BOOK SALES	Quantity
THE DEMENTIA FIELD GUIDE	250



EXHIBITS	Quantity
Private Events	4
Community Events	8
Alzheimer's Association WALKs	3
Support Group	1
RESOURCES	Quantity
CONTENT - Podcast	9
CONTENT - Newsletter	9
CONTENT - Library	4
DIRECTORY - Partners and Local Providers	1

GOVERNANCE	Quantity
PROFESSIONAL SERVICES	n/a
GOVERNMENT COMPLIANCE	n/a
OPERATION COSTS	n/a
VOLUNTEER COORDINATION	n/a
CERTIFICATIONS/TRAINING	n/a
INCIDENTAL EXPENSES	n/a

# Objectives Comparison: Income vs. Expenses

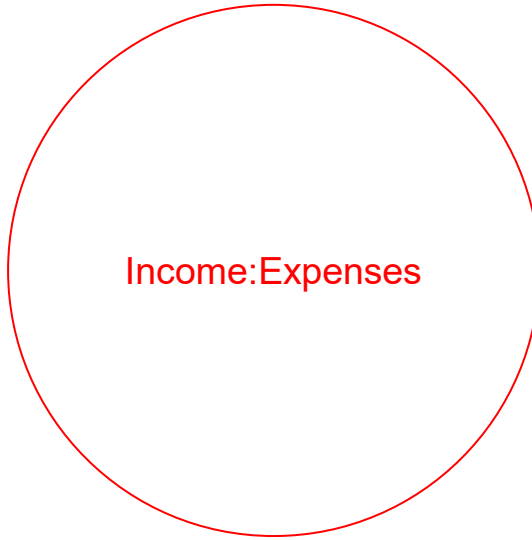


# Overview: Key Ratios



Programs:  
Fundraising

3:2



Income:Expenses

2:1



Overhead:Salaries

4:1

