



Dr. Marjorie Moulton
Executive Director

We Rage, We Weep Alzheimer Foundation

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We Rage, We Weep Alzheimer Foundation

'Easing the financial burden of care giving - one family at a time'

Media Release

January 23, 2007

For Immediate Release

New Alzheimer's Charity Foundation Seeks Founding Donors

Dr. Marjorie Moulton, Executive Director and founding Board Members June Fuller Moulton, Linda Conn, Bob Russell, David Greenshields and Sandy Hamel are pleased to announce the recent successful granting of charitable status to the new

We Rage, We Weep Alzheimer Foundation.

The Foundation's mission is to ensure that no caregiver feels alone, isolated or without adequate financial resources. Our goal is to supply grant funding to caregivers who experience economic hardship in their care-giving role. Financial assistance may be given for necessary supplies, medications, nursing, respite, renovations, and equipment through qualified service providers thus complimenting community programs already available.

Be a part of this exciting new initiative by joining us as a founding donor. Your contributions will help make it more manageable for caregivers to administer to those with dementia allowing the Foundation to meet a **primary focus; to enable Alzheimer patients to stay at home longer** helping significantly reduce the current overall societal cost per patient of long-term care and the emotional trauma of separation to both patient and caregiver

Dr. Marjorie Moulton, Executive Director of the new *We Rage, We Weep Alzheimer Foundation* states, "We can no longer sit back and wait for someone else to address the growing financial burden caregivers face. We are blessed in BC with amazing social programs and caregiver support but with the number of dementia cases mounting every day for some caregivers it's often not enough. **Caregivers need more concrete help, fiscal help.**

Join us as a founding donor and help ease the toll this disease eventually takes on all of us", says Moulton.

Donations are now being accepted.

Mail donations by cheque to:

1760 Kisber Ave.

Victoria, BC

V8P 2W7

Credit Card (Visa/Mastercard) donations by phone at:

(250) 920-9573

Background: *We Rage, We Weep* Alzheimer Foundation

The Foundation is a concept born from the personal experience of the Moulton Family and their struggle to cope with this devastating disease. June Fuller Moulton, a successful author, lost her husband, Arthur (Rusty) Moulton, to Alzheimer Disease August 18, 1995. June shares her experience, as Rusty's primary caregiver, in *We Rage, We Weep: A Rural Caregiver's Experience Coping with Alzheimer's Disease* which has gained acclaim across the country and throughout North America.

The frightening future of Alzheimer Disease has created a desire to do something more for caregivers left to carry a heavy burden with minimal assistance and to leave a lasting legacy to ensure that no caregiver ever feels alone, isolated or without monetary resources again!

The Foundation offers the following benefits:

- Financial assistance to those caregivers in need
- Decreased social demand for monetary support to come from already overwhelmed government, social or community service plans
- Reduced societal burden of placing Alzheimer patients in homes before absolutely necessary
- Reduced financial and overall caregiver stress so focus can be placed where it's needed, on the dementia patient's care
- Collaboration between government, social/community services agencies, non-profit organizations, the businesses and individual caregivers through the Foundation's extensive referral network.

One in thirteen Canadians over age 65 has Alzheimer Disease. That's an anticipated 750,000 in the foreseeable future. The economic hardship on families, 25% of which are under fiscal strain, is crippling. Currently there is no monetary break or tax credit because 90% are ineligible even though they assume 75-85% of the care at an annual cost of \$9,000-\$37,000.

Contact/Donation Information:

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