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ALZHEIMER SOCIETY PEEL'S ONE COMMUNITY: REIMAGINED FOR THE FUTURE — CAPITAL CAMPAIGN LAUNCHES

MISSISSAUGA, ON, July 8, 2025 — Since 2001, the Meadowvale Adult Day Program has been more than just a service — it has been a safe and vibrant community where persons living with dementia can find joy, purpose, and connection. However, as the need for dementia care continues to rise, Meadowvale has outgrown its space.

To meet the growing demand and offer even more personalized, dignified care, **Alzheimer Society Peel (ASP)** is proud to launch the **Brunel-Meadowvale: One Community, Reimagined for the Future** capital campaign. This fundraising initiative will support the complete renovation and expansion of the Brunel Adult Day Program facility, which will soon become the unified home of both the Brunel and Meadowvale programs — a space designed with care, comfort, and connection at its core.

Set for completion by late 2025, the **newly expanded state-of-the-art site** will feature: **Multiple bright, purpose-built program areas, quiet rooms for rest and reflection, a secure walking path and therapeutic garden room, a fully renovated kitchen and restorative dining space.**

This revitalized space will allow the Alzheimer Society Peel to support 10 additional day program spots (with secured funding) above the current 52 individuals and CarePartners being served, offering a lifeline to clients and CarePartners in Mississauga, Brampton, and communities throughout Peel.

"Her memory is not there; she doesn't know who I am or what my name is most of the time." Barbara Lawton, CarePartner, said, "Having her go to the [ASP] program gives me peace of mind because I know she is looked after, and she is having fun. There is a memory there that is good for her."

There will be a 42% increase in dementia cases within the Peel region over the next 8 years. By **2030**, nearly **1 million people in Canada** will be living with dementia. That number is expected to grow to **1.5 million by 2050**. But with early investment, community collaboration, and compassionate care, we can change the future of Canadians, starting right here in Peel.

"The service you build has to be a service you would use." Said Christopher Rawn-Kane, Chief Executive Officer, Alzheimer Society Peel. "As support and care for persons living with dementia changes over the years, bringing new programs, retraining staff, and spending more time on client-centred care, we think it will benefit the clients instead of trying to react to it later when most people are in need. With your help, we can open the doors to a revitalized space where support is not only offered but truly felt."

Alzheimer Society P E E L

Alzheimer Society Peel invites community members, businesses, and corporate partners to help bring this vision to life. Every gift—big or small—helps expand our capacity to deliver life-changing programs to persons living with dementia and respite to CarePartners in need.

Donate today and be a part of BUILDING Help for Today and Hope for Tomorrow.
To learn more or make a donation, please visit alzheimer.ca/peel.

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ABOUT ALZHEIMER SOCIETY PEEL (ASP)

Alzheimer Society Peel was incorporated in 1983 as a charitable, non-profit Society and has become the largest chapter across Canada. Last year alone, ASP worked diligently to provide more than 109,347 units of support and services to 55,389 persons living with dementia and their CarePartners.

The ASP provides services throughout the Region of Peel, with locations across Mississauga. The chapter promotes public and professional awareness of Alzheimer's disease and related dementias while offering various services and programs, such as Nora's House Respite Care, a centre with a home-like environment; Four Adult Day Programs: Sam McCallion Day Centre at 157 Queen St E, Mississauga; Evelyn's Place Day Program at 7560 Airport Rd, Unit 10, Mississauga; Meadowvale Day Centre at 6535 Millcreek Drive, Unit 1, Mississauga; and Brunel Day Centre at 385 Brunel Road, Mississauga, each providing customized support and enjoyment to all participants—additional services include education, a Bathing Program, Music Therapy, Behavioural Supports Ontario, and more.

All services and programs are offered either free of charge or at a nominal fee. You do not need a diagnosis or a referral to access ASP's services.

Alzheimer Society Peel collaborates with all service providers and levels of government to ensure that optimal health and social services are provided for individuals with Alzheimer's disease and their CarePartners in the Region of Peel.