



STEWARDED DONORS WHO HAVE DEMENTIA

UMD School of Fine Arts

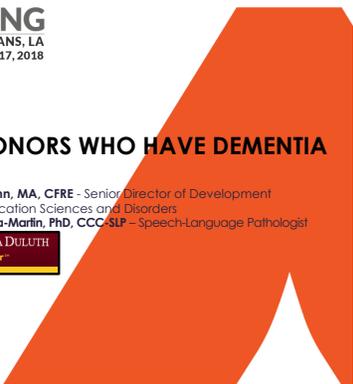
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Affiliations



- Robert Hofmann, MA, CFRE is a Senior Director of Development at the University of Minnesota Duluth (UMD). Today's presentation is a professional independent exercise of the presenter. The University of Minnesota Foundation and UMD have not sanctioned or endorsed the findings of the referenced study nor today's presentation.
- Jolene Hyppa-Martin is a speech-language pathologist, clinical supervisor, and assistant professor in the UMD Department of Communication Sciences and Disorders and conducts research related to severe communication disabilities. Dr Hyppa-Martin has no financial relationships related to the content of this presentation.

Ethics & Dementia



- Professional fundraisers adhere to strict ethical standards
- May wish to continue to steward a respectful, professional relationship with an existing or former donor who is experiencing memory loss, while working with the donor's representatives
- A growing number of our faithful donors are living with Dementia that complicates our relationship with them, their families, care partners, and philanthropy advisors

The Professional Fundraiser



Rob's experience with donors with dementia

- Ill equipped to navigate this issue
- Desire to learn more about dementia
- Desire to apply what was learned to donor relationship

Dementia

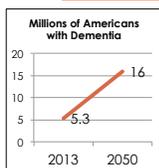


- Definition of Dementia
 - A "collection" of symptoms
 - Memory, attention, language, communication, planning, judgment, decision making, problem solving, sensory systems
- Dementia is not Alzheimer's Disease
- Alzheimer's Disease is the most common cause
 - There are several causes
 - Possible to have dementia, but **not** have Alzheimer's

Dementia



- 1 in 10 65+ year olds have dementia
- Over 5.3 million Americans
 - Expected to double in the next 30 years
- Fastest growing clinical population
- For some professional fundraisers donor population may include many 65+ year olds



Role Play



1. Purpose: To finalize an estate gift to the institution.
2. Purpose: To steward an existing relationship with a long-time donor.

Selected Resources



- Alzheimer's Association: www.alz.org
- The American Speech-Language-Hearing Association, *What Can I Do to Communicate Better with a Person with Dementia?*: <http://www.asha.org/public/speech/disorders/dementia/>
- The American Speech-Language-Hearing Association, *What is Dementia?*: <http://www.asha.org/public/speech/disorders/dementia/>
- National Institute on Aging, *Alzheimer's Dementia*: <http://www.nia.nih.gov/alzheimers/publication/alzheimers-disease-fact-sheet>



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The authors would also like to acknowledge the support of Dr. Dana Collins, PhD, CCC-SLP and Dr. Mark Mizuko, PhD, CCC-SLP

