

# *Savor the Memories*



**Alzheimer's Association  
Minnesota – North Dakota**

# Savor the Memories



**Thank you for hosting a party to “Savor the Memories.” Your generosity will make a difference by helping the Alzheimer’s Association provide critical services to individuals facing Alzheimer’s disease. None of our work would be possible without the ongoing support of people like you. Now, let’s get started!**

Everybody can help spread the word and raise money for the Alzheimer's Association. Involve your family, friends and colleagues by hosting an event and asking them to make a gift to the Alzheimer's Association. Some possible types of parties are:

- **Birthday or Anniversary Party**  
Ask guests to donate instead of giving a gift.
- **Book Club, Movie Club, any Club**  
Collect contributions at a few meetings. Then use half the funds to treat the group at your next meeting and donate the other half.
- **Weddings and Showers**  
Ask for donations instead of gifts.
- **Poker or Bridge Party**  
Split the winning pot between the winner and the Alzheimer's Association. Maybe the winner will donate their half back to the cause.
- **Neighborhood Block Party**  
Set up fun games like croquet, badminton or volleyball. Collect donations to play or entry fees for each badminton or volleyball team.
- **Dinner Party**  
Host a party yourself or ask a few friends to host the party with you to share the expense and have greater attendance!
- **Movie Night**  
Charge "admission" or pass around an empty popcorn tub for donations.

## **Suggestions for any “Savor the Memories” Party**

When it comes to planning a fabulous party, celebrity party planner, author and television host David Tutera is the expert. Now, he shares tips and ideas for throwing your own "socially responsible" party to help raise awareness of Alzheimer's disease and funds for the Alzheimer's Association.

## Party Checklist

Planning your Savor the Memories Party can be fun, easy and rewarding. First, you need a simple pre-party plan. Use this check list to get started:

- Select date and location of your party.
- Create a budget.
- Determine the type of party you want to throw.
- Build a guest list.
- Set a donation goal and a minimum donation from each guest.
- Use the party request form at the end of this packet to order supplies and request additional help from the Alzheimer's Association.
- Host your party.
- Send thank you notes to your guests.
- Fill out the follow-up form included in this packet and send it to the Alzheimer's Association.

## Invitations

To make things even easier for you, the Alzheimer's Association will provide you with invitations for your party if you'd prefer not to create your own. They are designed for you to fill in the details about your event and send to your friends and family. Matching thank you cards are also available.



## David Tutera Decor and Menu Ideas for 3 Types of Parties

When it comes to décor and menu, there are many great ways to incorporate purple - the official color of the Alzheimer's Association - into your party, if you choose. David Tutera shares what he describes as "beautiful, delicious and easy ideas" for throwing your own Savor the Memories Party. Please see the recipe section at the back of this packet or follow the hyperlink for step-by-step recipes for the dishes below!

### The Formal Dinner Party

#### *Decor:*

- For place settings, tie purple napkins with another shade of purple ribbon and accent with a purple orchid, lavender rosehead or other purple-colored flower.
- Print purple menu cards for each setting with guests' names at the top.
- For the more advanced or adventurous party planner, use square mirror tiles as a runner with a series of glasses filled up with purple colored water. Just put a few drops of red and blue food coloring in the glasses, or leave a few with clear water, then submerge purple orchids and floating candles.

#### *Menu:*

- First course: Cauliflower soup garnished with an edible purple flower. You could even color the soup with purple food coloring - a few drops of red and blue will do the trick.
- Entrée: Steamed halibut with thinly sliced beets and fennel with flash-fried purple kale.

- Dessert: Customize small sugar ice cream cones by dipping the bottom edge of the cone in melted lavender colored chocolate. Allow them to dry on parchment paper. Colored chocolate and melting instructions can be ordered online through chocolate supply companies. Put a scoop of vanilla or white ice cream in the cone and serve on a bed of coconut or with blueberries.

## The Gourmet Cocktail Party

### Decor:

- Fill martini or other stemmed glasses with water and float a single purple rosehead in each. Add some sparkle by tying a dangling glass bead or crystal to the stem of the glass with a clear cord such as fishing line.
- Place simple purple flowers in small silver vases - perfect for the bar, side tables and powder room.
- To decorate and protect your serving table or buffet, cover it with purple gift wrapping paper.
- Spread a layer of dry white beans (for an earthy feel) or white confetti (for a festive feel) on top of a purple table cloth before setting the table.

### Menu:

#### Drinks:

- Place blueberries on a skewer in blackberry infused vodka martinis.
- Garnish a glass of champagne with purple strawberries. Just marinate them in blue curacao to create a beautiful purple color.
- Drop frozen purple grapes in lavender colored martinis. Just use a few drops of grape juice for color in your martini shaker.

#### Hors d'oeuvres:

- Serve sliced purple potato chips with crème fraiche and eggplant caviar.
- Hollow out cooked eggplant and fill with an olive tapenade. You can purchase tapenade in a jar or make it yourself.
- Spread endive or another leafy green veggie with lavender colored cream cheese.
- Use grape or another purple colored juice for a slightly sweet taste, or a few drops of red and blue food coloring to get all of the color while maintaining that savory flavor.
- Serve grilled balsamic chicken over steamed purple cabbage.

## The Dessert Party

### Decor:

- Fill clear plastic boxes with purple candy and place them as a runner down the center of your table.
- Decorate your dessert plates with purple and white icing. Squeeze the icing in stripes or polka dots on the plates before placing your dessert on them.
- If you want to illuminate the room, place an abundance of purple votive candles on all surfaces throughout your home.
- For the amateur florist with professional ambitions, make small spheres of flowers.
- You will start by purchasing "oasis" (foam) balls. Soak them in water to keep your flowers fresh, then stick cut purple flowers about two inches long into the spheres until they are completely covered. You can also add a tall taper candle to the top.

*Menu:*

*Drinks:*

- Cool off your guests with white chocolate martinis or warm them up with white hot chocolate shot; add some coloring to give them a purple color.

*Dessert:*

- Serve white chocolate mousse with an edible purple pansy garnish. Whip blue and red food coloring into the mousse to give it a purple color.
- Drizzle white chocolate over fresh grapes. Chill and serve.
- Make miniature vanilla cupcakes iced in purple and white stripes.

### **\*\*Where do I find it?**

Remember, décor ideas can be modified to meet your budget, skill level or available supplies. Just be creative and add your own twist! All craft supplies can be purchased from your local craft, or party supply store. Depending on the season, certain flowers may be available from your local flower shop – just drop in and inquire. If you can't find an ingredient at your regular grocery store, check out your city's gourmet or specialty food stores by looking in the yellow pages. Can't find it locally? Just Google it. Anything you need can be found online and quickly delivered to your home. Recipe variations can be found at [www.allrecipes.com](http://www.allrecipes.com).

### **\*\*Color it Purple!**

There are several ways that you can add color to just about any dish, dessert or drink. For color and sweetness, try blueberry, grape, blackberry or other purple colored juice. To maintain the flavor of your food item or drink, try a few drops of red and blue food coloring.



### **The Big Day**

There are several other things that you can do to make your Savor the Memories Party a special and unique experience for your guests.

- *Hear* - Remember to play background music. Select sounds that help to set the mood, but don't overpower the voices of your guests.
- *Bid* - Want to try something a little more exciting to raise money at your Savor the Memories Party? Hold a small silent auction for guests with items that you've collected from local vendors or items that you've made yourself. Place the items on a separate table with a sheet of paper next to each. Have guests write their bids for each item. At the end of the evening, the highest bidder wins the prize.
- *See/Smell* - Dress up your party with an array of purple flowers. David's favorites include roses, tulips, anemone, freesia, fresh lavender, carnations, forget-me-nots, hyacinth, iris, day lily, aster and lilacs.
- *Give* - Give your guests a simple and sweet favor to take home. Purchase small gift bags and include additional information about Alzheimer's disease and the Alzheimer's Association with a "Sweet Reminder" about the cause. You can even fill the bags with purple chocolates.

- **Inform** - Have appropriate information about the cause that you are supporting. Use the enclosed order form to receive material about Alzheimer's disease. Distribute it to guests upon arrival or give a short presentation about Alzheimer's disease to kick off your party.

Let your guests know they are in good company and show them the "Reason to Hope" DVD. This DVD offers an overview of the Alzheimer's Association and is available for order. You can also request to have an Alzheimer's Association staff member at your event to share information about the disease and answer questions and/or a display about the disease and the Association is available.



### Talking Points about Alzheimer's disease and the Alzheimer's Association

Alzheimer's disease is a brain disorder named for German physician Alois Alzheimer, who first described it in 1906. Scientists have learned a great deal about Alzheimer's disease in the century since Dr. Alzheimer first drew attention to it. Today we know that Alzheimer's:

- **Is a common and serious brain disease.** More than 5 million Americans now have Alzheimer's. Although symptoms can vary widely, the first problem many people notice is forgetfulness severe enough to affect their work, lifelong hobbies or social life.
- **Gets worse over time.** As the disease progresses, other symptoms include confusion, trouble with organizing and expressing thoughts, misplacing things, getting lost in familiar places, and changes in personality and behavior.
- **Is the most common cause of dementia,** a general term for the loss of memory and other intellectual abilities serious enough to interfere with daily life. Other diseases which cause dementia are Vascular dementia and mixed dementia.
- **Has no current cure.** But treatments for symptoms, combined with the right services and support, can make life better for the millions of Americans living with Alzheimer's. We've learned most of what we know about Alzheimer's in the last 15 years. There is an accelerating worldwide effort under way to find better ways to treat the disease, delay its onset, or prevent it from developing.

### Facts & Figures

- There are more than 5 million people in the United States living with Alzheimer's.
- Every 71 seconds, someone in America develops Alzheimer's.
- The direct and indirect costs of Alzheimer's and related diseases amount to more than \$148 billion annually.

### Tips for Making the Donation Ask

Asking your Savor the Memories Party guests to contribute isn't as hard as you think. Here are ways to make "the ask" effortless and effective. Simply put, it's all in the way you say it.

**Make it meaningful** - Tell your guests about the fact that there are currently more than 5 million Americans living with Alzheimer's and that figure is expected to grow to as many as 16 million by 2050 if nothing is done. However, we can make a difference today by helping to fund care, support and research that will lead to a cure. Guests should know that this cause is important to you.

**Programs your party can support** – As the event organizer, you can choose to have the funds raised at your party to one or several of our local programs and services. You can designate one of these programs on the Party Supply Request form on page 13. Information on these programs will also be available for your party.

These programs include:

- Support Groups
- Early Stage Programming
- Family Education

**Make it personal** – Almost everyone knows someone who has been affected by Alzheimer’s disease. Throw your Savor the Memories Party in honor of the friends and family members, current and future, who will directly benefit from their generous donation.

**Collecting donations** – Use the envelopes and collection box that the Alzheimer’s Association can provide for you. You can also include donation envelopes with your invitation. When guests arrive, they can slip the envelope in the box. At the end of the evening, send your collected donations to:

Alzheimer’s Association

Attn: Ashley Snell

4550 W 77<sup>th</sup> Street, Suite 200

Minneapolis, MN 55435

### Saying “Thank You” to Your Guests

At the end of the evening, when the candles have burned out and the dishes are done, you and your guests will be left with a warm feeling that you made a difference.

Don’t forget to thank your guests for their generous support by sending them a personalized thank-you card or note. “Savor the Memories” themed thank you cards and envelopes are available for order on page 13. You will want them to know how much you appreciate and value your friendship.



## FAQ:

- What does the Alzheimer's Association provide?
  - The Association will provide you with invitations, thank you cards, donation forms and envelopes, a donation collection box, a centerpiece, an informational DVD and handouts, an Alzheimer's Association display, an Alzheimer's Association representative at your party and guidance and advice leading up to your event. These items can be ordered on page 14.
  
- What am I, as the host, responsible for?
  - The host is responsible for setting the date of the party, inviting guests and tracking RSVPs, letting the Alzheimer's Association know what supplies are needed, providing food and beverages and acting as the organizer for the day of the party. We also request that you return the form on page 15 to the Alzheimer's Association after your event.
  
- Are my expenses deductible?
  - As the host of the party, the expenses that you incur may be tax deductible. Please consult your tax advisor for more information.
  
- To whom should checks be made payable?

Checks should be made payable to the Alzheimer's Association Minnesota-North Dakota. Please note if your guests make checks payable to the Alzheimer's Association just forward those checks directly to the Association in the return envelope.
  
- How do I send the donations I collect to the Alzheimer's Association?
  - Please do not mail cash to the Alzheimer's Association. If you receive cash, please convert it into a cashier's check or bank check before mailing, The Association's mailing address is:  
Alzheimer's Association Minnesota-North Dakota  
Attn: Ashley Snell  
4550 West 77<sup>th</sup> St., Suite 200  
Minneapolis, MN 55435
  
- Will my donors receive a receipt?
  - Donors to your event who desire a receipt for their gift must make checks payable to the Alzheimer's Association Minnesota-North Dakota and indicate on the check that they would like a receipt. The Association will send a receipt automatically for any check donation of \$100 or greater. If you would like all of your guests to receive receipts, regardless of their gift amount, please indicate that when sending in your donations.

Questions? Contact Ashley Snell at 952.857.0532 or [ashley.snell@alz.org](mailto:ashley.snell@alz.org) for more information. Thank you for your efforts and support of the Alzheimer's Association Minnesota – North Dakota!



## Recipes

### Purple Cauliflower Soup (Serves 4)

#### Ingredients:

- 2 tablespoons unsalted butter
- 1 onion chopped
- 2 large beets
- 1 head cauliflower, broken into small florets
- 1 potato, peeled and diced
- 2 cups vegetable stock
- 2 cups milk
- Salt and pepper to taste
- 1 cup shaved parmesan cheese

#### Directions:

1. Melt butter in a large pot over medium heat. Add onions and sauté for 5 minutes. Stir in the cauliflower and potato, and sauté for 5 more minutes.
2. Pour in the stock and bring mixture to a boil. Reduce heat to low and simmer for 20 minutes, or until all vegetables are tender.
3. Add in the milk, stirring well to blend. Season with salt and pepper to taste.
4. To give it that purple color and some sweet flavor, roast 2 large beets (see directions below), puree, and pour into soup mixture.
5. Serve hot and garnish with beet curls and fresh shaved parmesan cheese.

### Steamed Halibut with Roasted Beets and Fried Purple Kale (Serves 6)

#### Ingredients:

- 6, 6-ounce fillets of halibut
- 3 teaspoons dried dill weed
- 3 teaspoons onion powder
- ¼ teaspoon paprika
- 1 pinch lemon pepper
- 2 teaspoons dried parsley
- 1 pinch garlic powder
- 2 tablespoons lemon juice
- Salt and pepper, to taste

#### Directions:

1. Preheat oven to 375 degrees
2. Cut 6 foil squares, large enough for the size of each fillet
3. Place each fillet in the center of foil square and sprinkle with dill weed, onion powder, paprika, seasoned salt, lemon pepper, parsley and garlic powder.

4. Sprinkle lemon juice over each fillet. Fold foil over each fillet to make a pocket. Pleat foil edges to secure.
5. Place packets on a baking sheet and bake for 30 minutes.
6. Remove and serve over kale with beets

### Roasted Beets

#### Ingredients:

- 1 pound medium-sized beets, peeled and sliced
- 4 teaspoons olive oil
- ½ teaspoon kosher salt
- 1 teaspoon fennel

#### Directions:

1. Slice beets; place in a large sealable plastic bag. Add olive oil and salt; seal and shake to coat.
2. Place a piece of heavy-duty foil (about 12 inches long) in a 15" x 10" x 1" baking pan. Arrange beets on foil and sprinkle lightly with fennel. Fold foil around beet mixture and seal tightly. Bake at 400 degrees until tender.

### Fried Purple Kale

#### Ingredients:

- 3 bunches purple kale – washed, dried and shredded
- 3 tablespoons olive oil
- 1 onion, chopped
- 3 cloves garlic, minced
- 1 cup bread crumbs
- Salt and pepper, to taste

#### Directions:

1. Heat oil over medium-high heat in a large frying pan. Add onions and garlic; sauté until onions are transparent and softened.
2. Mix in breadcrumbs, salt and pepper; cook and stir until golden brown.
3. Stir in fresh kale, and cook until wilted. Serve hot with balsamic chicken over the top (see below for recipe).

### Mediterranean-Style Stuffed Eggplant

#### Eggplant Ingredients:

- 1 eggplant, halved lengthwise
- 2 tablespoons olive oil
- Salt and pepper, to taste
- 1 lemon

#### Directions:

1. Preheat oven to 350 degrees.
2. Brush flesh side of eggplant with olive oil, season with salt and pepper, place face down on a greased cookie sheet.
3. Bake in preheated oven for 30 to 40 minutes, or until eggplant is tender.
4. Scoop out flesh in order to fill with olive tapenade.

5. Cut lemon in half and squeeze juice over the eggplant halves to prevent browning.
6. Sprinkle with salt and pepper.
7. Please in refrigerator to chill before serving.

### Olive Tapenade

#### Ingredients:

- 1 tablespoon olive oil
- 2 tablespoon balsamic vinegar
- 1 teaspoon dried rosemary
- 1 teaspoon dried thyme
- ¼ teaspoon cayenne pepper
- 2/3 cup pitted, chopped kalamata olives
- 2 cloves garlic, minced
- Salt and pepper, to taste
- 1/3 cup chopped toasted walnuts
- 1 (8 ounce) package of cream cheese, thinned with ¼ cup milk

#### Directions:

1. Combine all ingredients in a bowl, mix well.
2. Place in refrigerator to chill.
3. Spoon tapenade into hollowed out eggplant.

### Balsamic Chicken with Steamed Cabbage (Serves 4)

#### Balsamic Chicken Ingredients:

- 2 tablespoons olive oil
- 4 skinless, boneless chicken breast halves, cut into bite-size strips
- 2 large onions, quartered
- ½ cup balsamic vinegar
- ¼ cup red wine vinegar
- 2 tablespoons dried oregano
- 2 tablespoons all-purpose flour

#### Directions:

1. In a large skillet over medium-high heat, warm oil and sauté chicken strips until fully cooked. Remove chicken from skillet and place on a plate.
2. Peel onion layers apart. Add onions to skillet and sauté over low heat until they are translucent and softened.
3. Add the reserved chicken strips, balsamic vinegar, red wine vinegar and oregano and cook for 5 more minutes.
4. Add the flour and stir into the mixture to thicken. Heat for 2 more minutes, remove from heat.

### Steamed Cabbage

#### Ingredients:

- 1 large head cabbage, quartered, with core intact
- 1 teaspoon salt, to taste
- ½ teaspoon ground black pepper, or to taste
- 1 quart water

Directions:

1. Bring a large pot of water to a boil. Add quartered cabbage and cover pot with lid.
2. Reduce heat and simmer for 30 minutes, or until tender.
3. Drain and season with salt and pepper, to taste.
4. Place on a plate, spoon balsamic chicken over the top.

### White Chocolate Mousse (Serves 4)

Ingredients:

- 4 tablespoons granulated, white sugar
- 4 tablespoons orange liqueur
- 1  $\frac{3}{4}$  cups heavy whipping cream
- 6 ounces white chocolate, chopped
- Purple food coloring

Directions:

1. Mix sugar and liqueur in bowl.
2. In a heavy saucepan on low heat, warm  $\frac{1}{4}$  cup of the cream and the white chocolate, stirring constantly until chocolate melts. Let mixture cool until it is lukewarm.
3. Add white chocolate to sugar and liqueur, mix gently.
4. In a separate medium bowl, whip remaining 1  $\frac{1}{2}$  cup cream to soft peaks. Fold into melted chocolate mixture, one-third at a time, until no streaks remain.
5. Add a few drops of purple food coloring.
6. Layer in parfait dishes, serve chilled.

### Vanilla Cupcakes (Serves 6)

Ingredients:

- 1 cup granulated, white sugar
- $\frac{1}{2}$  cup unsalted butter
- 2 eggs
- 2 teaspoons vanilla extract
- 1  $\frac{1}{2}$  cups all-purpose flour
- 1  $\frac{3}{4}$  teaspoons baking powder
- $\frac{1}{2}$  cup milk
- 1 container of store bought icing, purple

Directions:

1. Preheat oven to 350 degrees. Grease and flour cupcake tins.
2. In a medium bowl, cream together the sugar and butter. Beat in the eggs, one at a time, then stir in the vanilla. Combine flour and baking powder, add to the creamed mixture and mix well. Finally, stir in the milk until the batter is smooth. Pour or spoon batter into cupcake pans.
3. Bake for 20 to 25 minutes. Cake is done when it springs back to the touch.
4. Cool completely.
5. Decorate with store-bought frosting.

### Blackberry Infused Martini (Serves 2)

#### Ingredients:

- 8 ounces gin
- ½ ounce dry vermouth
- ½ ounce sweet vermouth
- 4 cups ice cubes
- 2 ounces blackberry juice

#### Directions:

1. Fill cocktail shaker half full with ice cubes. Add both dry and sweet vermouth and shake to coat ice.
2. Add gin and blackberry juice in shaker and shake vigorously.
3. Pour into two chilled martini glasses.

### White Chocolate Martini (Serves 1)

#### Ingredients:

- 4 ounces of Absolut Vanilla vodka
- 1 ounce of clear Crème de Cacao
- 2 ounces of Godet White Chocolate liqueur
- 1 teaspoon of coconut flakes
- 1 chilled martini glass
- Purple food coloring

#### Directions:

1. Add the vodka to a shaker half full of ice.
2. Shake vigorously for a full minute.
3. Add the white chocolate liqueur, Crème de Cacao and a few drops of purple food coloring.
4. Swirl the shaker for a full minute, and then let it rest for a minute.
5. Strain into the chilled martini glass.
6. Add a few drops of purple food coloring.
7. Add the coconut flakes to the rim of the glass.
8. Stir the martini gently and serve.

# Savor the Memories Party Supply Request



**Please indicate the items that you would like for your party:**

- Invitations: \_\_\_\_\_ (specify amount)
- Thank you cards: \_\_\_\_\_ (specify amount)
- Guest donation forms and envelopes \_\_\_\_\_ (specify amount)
- Donation collection box \_\_\_\_\_
- "Savor the Memories" centerpiece \_\_\_\_\_
- "A Reason to Hope" DVD \_\_\_\_\_  
*(a 5-minute DVD highlighting the Alzheimer's Association's program and services)*
- Alzheimer's Association display \_\_\_\_\_

Would you like an Alzheimer's Association representative at your event? \_\_\_\_\_

Your name \_\_\_\_\_

Your address \_\_\_\_\_

Your e-mail \_\_\_\_\_ Your phone number \_\_\_\_\_

Date and location of event \_\_\_\_\_

Indicate the local program or service you would like to help fund: (you can choose more than one)

Support Groups \_\_\_\_\_ Early Stage Programming \_\_\_\_\_ Family Education \_\_\_\_\_

Please send this form, at least two weeks prior to your party, to the Alzheimer's Association Minnesota – North Dakota, Attn: Ashley Snell, 4550 West 77<sup>th</sup> Street, Suite 200, Minneapolis, MN 55435 or fax: 952-830-0513.

# Savor the Memories Party Follow-up Form



Your name \_\_\_\_\_

Your address \_\_\_\_\_

Your e-mail \_\_\_\_\_

Date of event \_\_\_\_\_

Describe your event

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How many people attended? \_\_\_\_\_ How many people donated? \_\_\_\_\_

Do you have any tips that you would like to share with others who may be planning a similar event?  
What worked? What didn't? What will you do next time?

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I have enclosed the donations collected at my event, which total: \$ \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

In order to send donors a written confirmation of their contributions, the Alzheimer's Association needs the names and addresses of guests who made donations. Please send all donations, along with this report, to the Alzheimer's Association Minnesota – North Dakota, Attn: Ashley Snell, 4550 West 77<sup>th</sup> Street, Suite 200, Minneapolis, MN 55435 or fax: 952-830-0513.