



Humboldt Senior Resource Center
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FUNDRAISING CONTINUES AS NEW ALZHEIMER'S CENTER BREAKS GROUND

EUREKA – The Humboldt Senior Resource Center (HSRC) today held the groundbreaking ceremony for the New Alzheimer's Center at the construction site for the new facility.

The New Alzheimer's Center will be located on California Street in Eureka, across from the main HSRC building and next to the agency's Adult Day Health Services program.

To date, HSRC has raised \$3.35 million of the \$4.5 million needed to complete the New Alzheimer's Center. Nearly 600 individuals, businesses, service clubs and foundations have contributed to the project. Umpqua Bank worked with HSRC to provide a gap funding loan so construction of the building could begin before the fundraising campaign is complete.

HSRC will continue to raise the additional needed funds over the next year as construction is underway.

"The groundbreaking is an important milestone in our capital campaign to build this much-needed resource for Humboldt County," said Joyce Hayes, HSRC executive director. "Continued community support will be critical as we build the New Alzheimer's Center in order to raise the remaining \$1.15 million for the project."

Danco Builders was selected to construct the new facility, which was designed by John Ash Group Architects.

The New Alzheimer's Center will provide specialized day care for people with all forms of dementia as well as resources and support for families throughout the North Coast.

Because people with Alzheimer's disease are profoundly affected by their environment, the facility has been designed using the most up-to-date design principles for clients with dementia. The

interior design has a residential rather than institutional feel and will feature special lighting, color and acoustics.

An atrium garden will provide natural light in the building while a mobility pathway encircles much of the program space to allow clients to walk and move as they wish. Program spaces will include a living room, family room and kitchen as well as art, music and physical therapy rooms.

The second floor of the building will feature a family resource center with a library, meeting room and small memorial rooftop garden. The family resource center will allow the New Alzheimer's Center to provide services for families and caregivers such as support groups, individual and family counseling and caregiver education.

Such services are critical because seven out of 10 people with dementia are cared for at home. By using adult day care for their loved one, family caregivers can remain employed or simply have a respite a few days per week. Education, counseling and support services are also needed to help families cope with the emotional impact of having a loved one with dementia.

"Our fundraising campaign slogan is 'Building Hope, Changing Lives,'" Hayes said.

"Dementia can seem to be such a hopeless situation, but there absolutely is hope for patients and families to improve their quality of life, and that is what the New Alzheimer's Center will do for countless members of our community."

To make a donation to the New Alzheimer's Center, call (707) 443-9747 or visit www.humsenior.org/alz.

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