



# Pitch Deck

**"The Magic Table" Tovertafel Sensory Program  
Virtual Fundraiser Request**

Hawthorne Seniors Care Community

2111 Hawthorne Ave,  
Port Coquitlam, BC  
v3c1w2

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[ccardoso@hawthornecare.com](mailto:ccardoso@hawthornecare.com)

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604-468-5037



# Care is at the heart of our community - working together to make a difference

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We are proud to say that over the course of these five decades the name “Hawthorne” has become synonymous with quality accommodations and quality care for older adults.





## History of Hawthorne Seniors Care

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In our long term care program: we provide a home to 131 residents: 75 seniors who live in our Complex Care program and 56 residents who reside in our Dementia Care Cottages. We also have our community programs: assisted living program where we provide a home to 70 tenants, and we support 75 community clients in our Adult Day Program. Hawthorne is truly a campus of care.



# 1958

The organization was founded by a group of caring and visionary volunteers



# 1973

The lodge opened as a long-term care facility housing 164 residents in 1973



# 2022

Hawthorne launches new innovative sensory program using The Magic Table in our Dementia Care Cottage



# Problem

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Hawthorne is a non-profit charitable organization that relies on community support to fund our specialized therapeutic service programs



## **Problem 1**

There are rising rates of seniors requiring complex care needs in which we are constantly adapting to evolving demands of our elderly population



## **Problem 2**

Seniors living in care experience many losses, which include loss of physical and/or cognitive abilities, social connections, and sensory stimulation.



## **Problem 3**

The Covid-19 pandemic has proven to exacerbate other adverse mental and physical health outcomes in older adults.



# The Magic Table

With your support, we can provide so many benefits to our seniors using The Magic Table



## Solution 1

Provide therapeutic services in care settings which can improve the functional level, well-being, and quality of life



## Solution 2

Provide stimulating environments with sensory experiences that promote emotional and cognitive health



## Solution 3

Provide positive social interactions that can mediate stress and distress for residents, care providers, and family



# Timing

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## Reason 1

We have seen success and positive results using this technology with our residents in our Dementia Care Cottages

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## Reason 2

Increasing our sensory programming to reach our Lodge's complex care program, will promote quality of life of our residents

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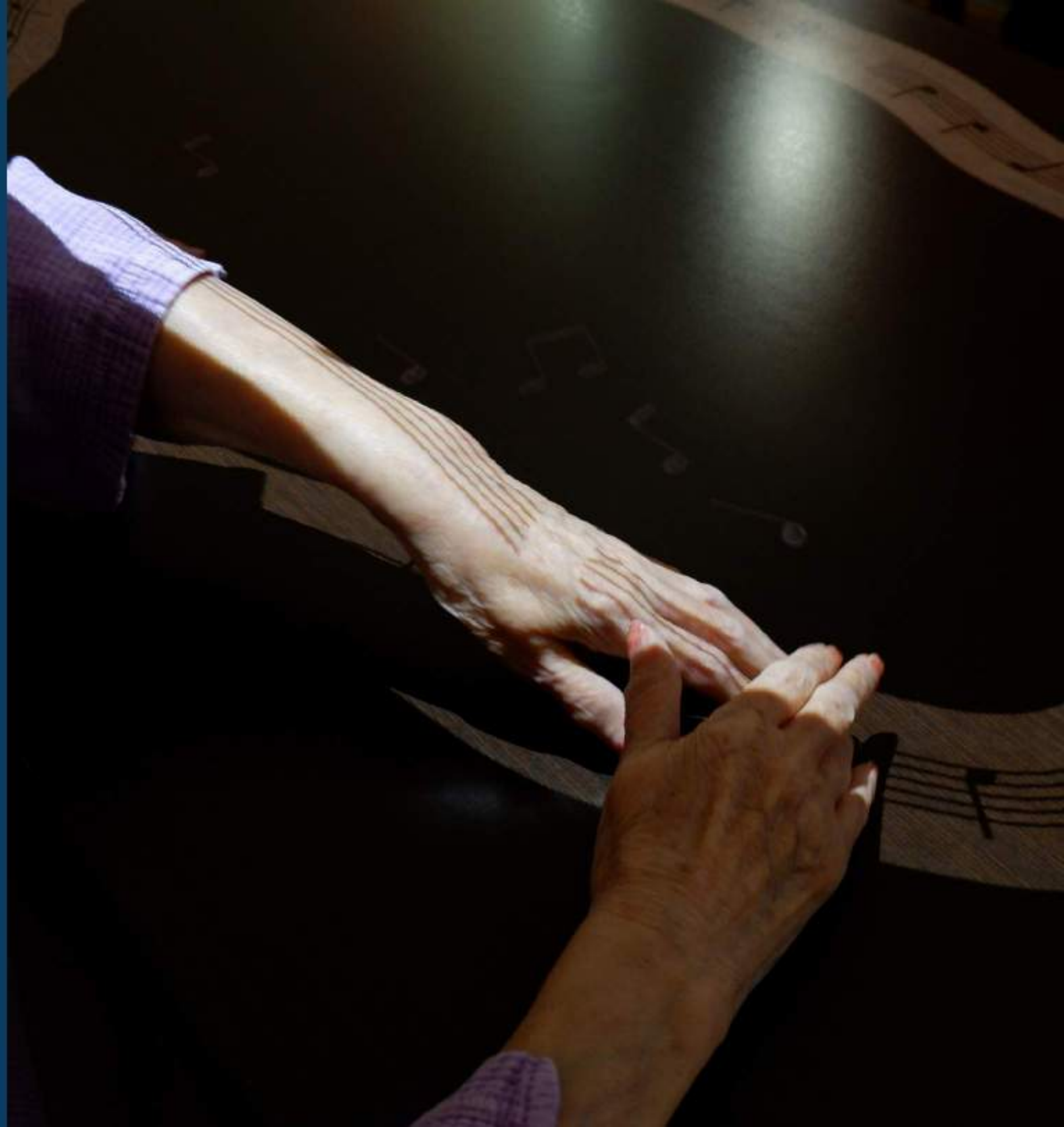
## Reason 3

Research supports this interactive and playful recreation activity promotes social, emotional, physical, and cognitive benefits for residents, care providers, and families

# See the magic of ToverTafel

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[Watch this video](#) to see the  
ToverTafel in action at Hawthorne  
Seniors Care









# Funding Required

We need your help funding the purchase of the ToverTafel unit, ceiling mount, electrical installation, and yearly online platform subscription fees.

**\$16600 + tax**

Total for Tovertafel unit, electrical, and installation

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**\$1560 + tax**

Total for subscription of Online Platform (yearly)

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**\$20339.20**

Total cost including taxes





# What we need

**Request:** We are looking for an organization to partner with the Hawthorne Community to host a virtual fundraiser in order to purchase essential sensory products to improve residents/tenants quality of life.

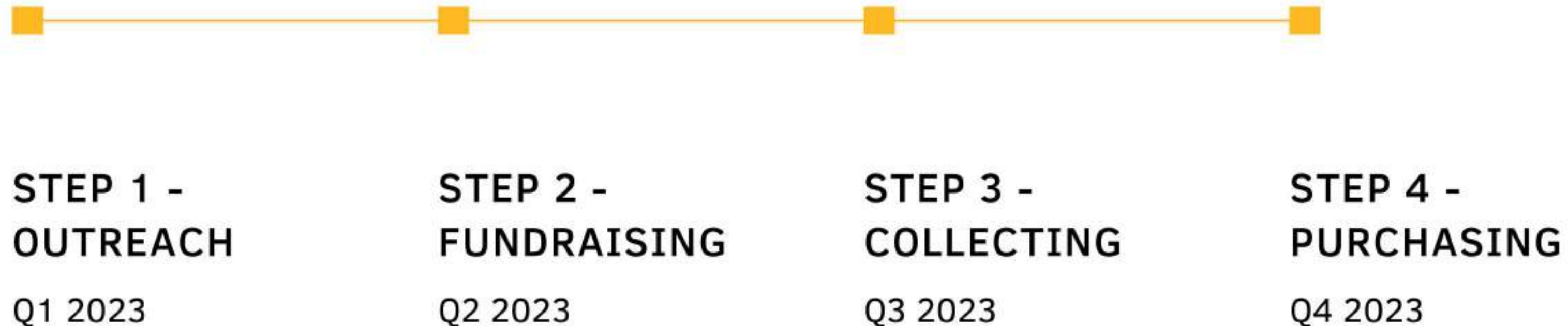
**Location:** To be done off campus, virtually through a corporate organization



# Future Roadmap

We need your support through fundraising campaigns

With your support, we can fund the purchase of a ToverTafel for our residents.







# Contact Us

-  Phone  
604-468-5037
-  Email the Donor Care Coordinator  
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-  Visit our website  
[www.HawthorneCare.com](http://www.HawthorneCare.com)

