



THE MEMORY DRIVE

IN SUPPORT OF
Alzheimer*Society*
YORK REGION



Community Giving Project
The Country Day School
13415 Dufferin Street
Lukas Speranza & Michael Polygenis
Tuesday, April 7th, 2026

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Initiating

Problem

Alzheimer's is a growing disease in Canada that mainly affects seniors, with cases expected to rise significantly as the population ages, placing emotional and financial strain on both patients and caregivers. During our visit to the Alzheimer Society of York Region's DAY Program, we saw firsthand how activities like art and social interaction help clients cope with memory loss and isolation. Our personal connection to the cause comes from Lukas's grandfather, George Zaravinos, who lived with Alzheimer's for seven years before passing away in 2019, a loss that deeply affected our family. After his death, Lukas's grandmother received vital support through AS York's programs, highlighting the importance of community services for families facing Alzheimer's.

Reason

We are two Grade 11 DECA students who share a passion for golf and a desire to make a positive impact in our community. Alzheimer's is a cause close to our hearts, and The Memory Drive was created to honor those affected, raise awareness, and support the fight against the disease through a sport we love. Our mission is to bring the community together through golf to provide hope, support, and essential resources for families living with Alzheimer's. Our vision is a future where those affected by Alzheimer's have access to the care and support they need, with every participant contributing to meaningful and lasting change.

Planning and Organizing

Project goals



Raise \$10,000



Host 60-70 golfers



Partner with 10 sponsors



Results

Raised \$40,350

Hosted 144 golfers & 170 lunch attendees

Partnered with 31 sponsors

Established The Memory Drive campaign

June 23rd

Social Media Campaign began

July 5th

Reached 10,000 donations through Alzheimer's Society donation portal

September 3rd

Put together player gift bags and set up decorations at the course

September 27th

June 29th

Confirmed Rolling Hills Golf club as our venue

July 17th

Secured our first sponsorship, gaining \$5,000.

September 19th

Visited the Alzheimer's Society DAY program

September 28th

Held The Memory Drive Golf Tournament

Quality Objectives:

- Execute a smooth, well organized tournament
- Guarantee Funds by partnering with sponsors
- Great Participant Experience and Satisfaction

Proposed Budget:

canada *life*

\$7,500

wholehealth 
pharmacy partners

\$5,000

The **FBI** Group

(Freight Brokers International)

\$5,000

To bring our vision to life it was crucial that we found sponsors who could provide monetary support

Risk Management Plan

IDENTIFY: We prioritized risks based on how likely they were to occur and how much they could affect the event.

EVALUATE: We identified risks related to participation, sponsorship, weather, and participant organization.

RESPOND: We addressed risks through promotion, safety planning, clear communication, and volunteer support.

IMPACT OF POTENTIAL ISSUES: Poor risk management could have reduced funds raised and disrupted the event.



Human Resource Management Plan



We managed sponsorship outreach, invitations, social media promotion, and ran the “Beat the Pros to Beat Alzheimer’s” hole while overseeing the overall execution of the tournament.



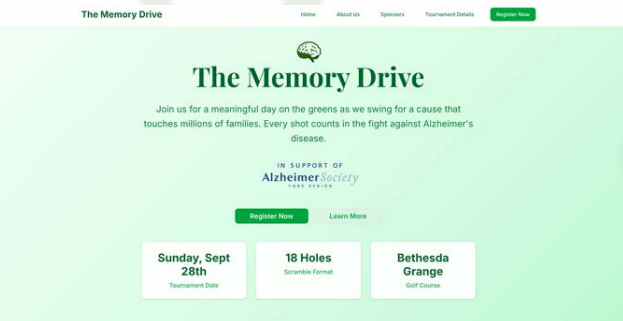
Our families helped track RSVPs, manage finances, and communicate with the golf course to ensure organization and smooth coordination.



Our friends volunteered on the day of the event by running donation booths and on-course games while earning volunteer hours.

Execution

The homescreen from our website, used to inform participants about the tournament and who we are.



The headline from the newspaper article we were featured in (Newmarket Today)

Monitoring

Google Sheets

Golf Genius

Schedule

Controlling

Size of the Venue

Tax Receipts

Air Canada Strike

Recommendations



Early Planning

Frequent Meetings



Organization Systems



A. Statement of the Problem

Alzheimer's is a growing disease in Canada that primarily affects seniors, and there is no known cure. Accordingly, Canada has a rapidly aging population, with the senior population projected to grow by 68% over the next 20 years. With this, 600,000 Canadians are currently living with Alzheimer's, and this number is expected to double by 2030. The severe memory loss often leaves patients feeling confused, suspicious, depressed, fearful, or anxious. Alongside this, caregivers often report high levels of stress. These severe symptoms and their impact underscore the need for innovative care and donation solutions to improve the quality of life not only for patients but also for caregivers.

AS York's DAY Program



We were given the opportunity to tour AS York's DAY program, where clients affected by Alzheimer's participate in a range of activities to keep them engaged. These include drawing, singing, and just having other people to talk to. At AS York, we saw the terrible effects Alzheimer's has on people firsthand, and were able to communicate with patients to better understand their daily challenges and emotional experiences.

Pictured above is Lukas's grandfather, George Zaravinos, born in Tripoli, Greece, in 1935, who spent his early years as a farmer before immigrating to Canada in 1960, where he became an entrepreneur. He lived with Alzheimer's for seven years before passing away in 2019. During those years, the disease slowly deteriorated who he was, including his memories and independence, which was incredibly painful for him and for everyone around his family. His illness and passing were devastating for his family, as he was the cornerstone of their lives, and everything he built was for a better future. After his death, Lukas's grandmother faced overwhelming grief, but she found incredibly helpful support through the Alzheimer Society of York Region, attending the above DAY program that helped her stay active and connect with others. Losing him permanently changed the way their family connects, reminding Lukas how fragile life truly is and how vital support systems are during times of grief.



B. Project Scope

Why We Started

We are two Grade 11 students with a shared passion for golf and a commitment to changing society. As continuous DECA members, we wanted to leverage our skills and interests to create something impactful towards our community. Alzheimer's is a cause that is very meaningful to us, and organizing The Memory Drive gives us the opportunity to honor those affected and raise awareness for those affected. When we were introduced to DECA, we saw it as an opportunity to use our passion and experience to create something special. Both of us love golf, so we decided to combine that passion with our commitment to make a difference. That is how The Memory Drive was born. It is a way for us to honor Lukas's grandfather, raise awareness, and support the fight against Alzheimer's, all while bringing the community together to enjoy a sport we love.

Our Mission

We believe that by bringing our community together, we can make a meaningful impact by supporting families affected by Alzheimer's. Every person who raises funds and awareness helps provide essential care and support services to those who need them most. Our tournament isn't just about golf; it's about the belief that we can actually make a difference for the millions of families living with this challenging disease.



Our Expected Benefits and Vision

We see a world where families affected by Alzheimer's have access to the support resources they need. Through this tournament, we're creating a powerful community that will make a meaningful impact in supporting those living with Alzheimer's alongside their caregivers. Every participant becomes a part of the effort to honor those we've lost, and contribute to better programs for those still fighting.

A. Project Goals



Funds



Educate



Community

The main goal of the Memory Drive was to raise awareness and funds for Alzheimer's while bringing the community together to have fun. We wanted to support families affected by memory loss. Our focus was on creating an impactful, well-organized event. Our objectives included reaching a minimum of seventy-five golfers, securing at least ten sponsors, and raising ten thousand dollars, while increasing public awareness about Alzheimer's. These goals shaped our planning process and ensured that every decision supported the project's overall purpose.

The Memory Drive Golf Tournament

To achieve our goals, we organized the Memory Drive Golf Tournament, a community charity event that appeals to a broad age range, creates strong sponsorship opportunities, and supports a high participation target. The tournament brought together golfers, sponsors, volunteers, and supporters for a shared experience that leveraged sport to support an important cause. In addition to the golf tournament itself, the event included fundraising elements that encouraged participation while educating participants about the impact of Alzheimer's disease. This included having representatives from the Alzheimer Society of York Region present at the tournament to address any questions or concerns, and to create another donation form. A golf tournament was chosen because it appeals to all ages and creates strong opportunities for community engagement and sponsorship. This format allowed us to raise funds efficiently while also creating a welcoming and meaningful environment for participants.

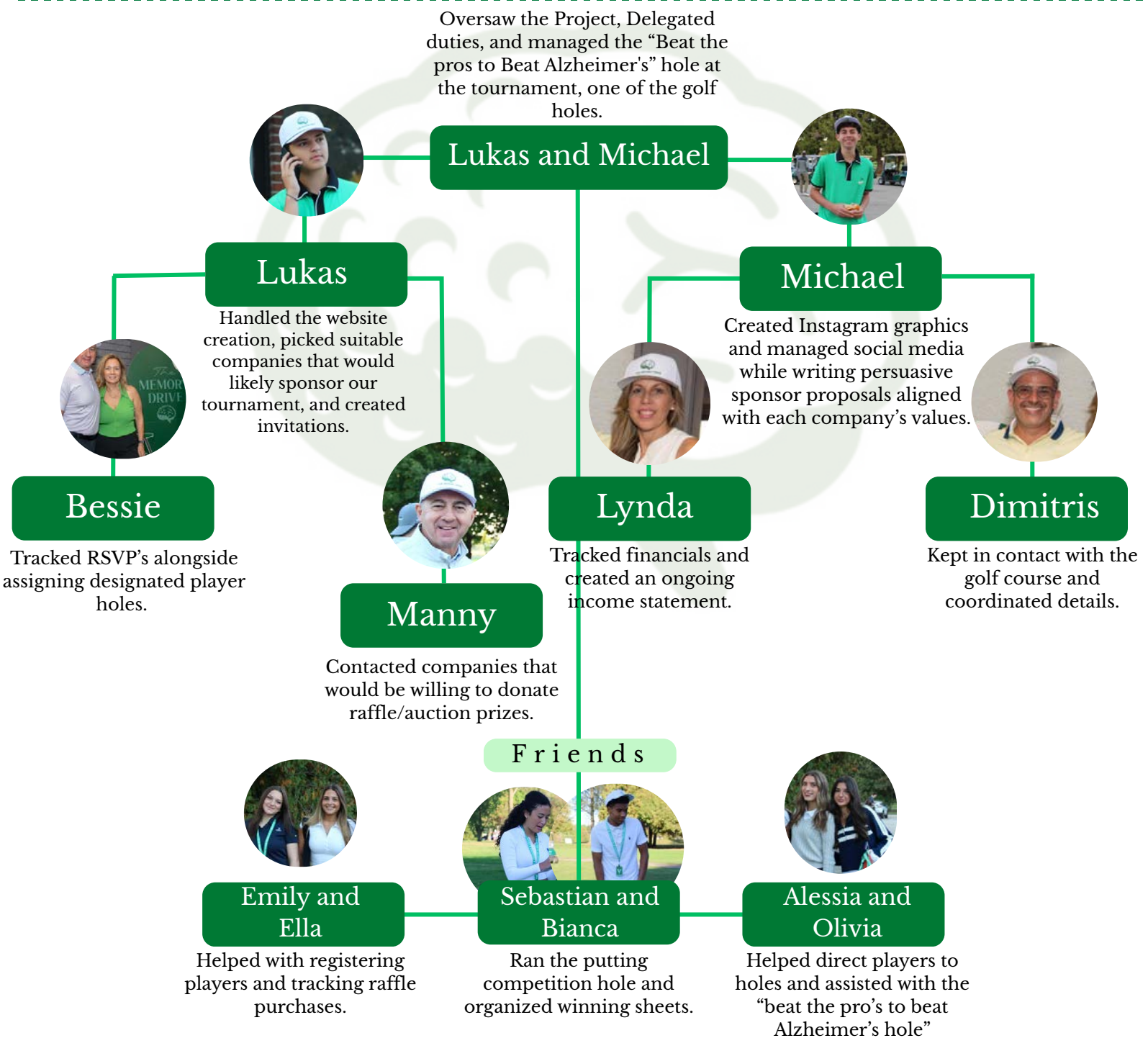
Community Outreach and Funding

Community outreach played a key role in the success of the Memory Drive. We promoted the event through social media, personal networks, and local connections to reach as many people as possible. Fundraising efforts included registration fees, sponsorships, and donations, all of which directly supported AS York, which provides services to individuals and families affected by Alzheimer's. The planning and organization of the project ensured that the event was effective and aligned with our mission.



B. Human Resource Management Plan

When hosting a golf tournament, delegating duties and creating a human resource management plan is essential to ensuring the event runs smoothly, and everyone is content with their duties. A well-structured plan clearly defines roles and responsibilities, enabling volunteers and staff to understand their tasks and what is expected of them. This reduces confusion and prevents critical details from being ignored. Fair delegation also ensures that nobody is overwhelmed and that tasks are completed with attention to detail and proficiency. As a result, teams focus on specific areas, including registration, sponsorship coordination, and social media. By organizing staff effectively, we can improve communication and deliver a great experience for players, ultimately aligning with our quality goals and guaranteeing success.





C. Schedule of Milestones

June 23th



Established The Memory Drive campaign

June 29th



Confirmed Rolling Hills Golf club would be our venue and contacted the course

July 5th



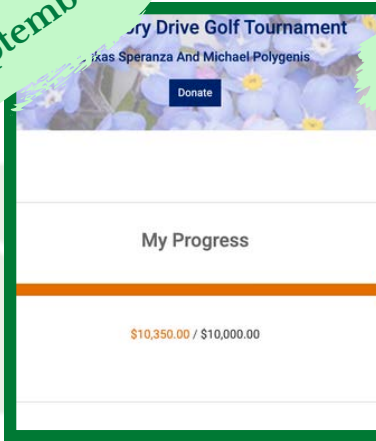
Social Media Campaign began

September 5th



Started to collect raffle prizes for our participants

September 3



Reached 10,000 donations through Alzheimer's Society donation portal

July 17th



Partnered with our first sponsor, gaining \$5,000.

September 19th



Visited the Alzheimer's Society DAY program

September 27th



Put together Player gift bags and set up decorations at the course

September 28th



Held The Memory Drive Golf Tournament at Rolling Hills Golf Club.

D. Quality Management Plan



Quality Objectives:

- Execute a smooth, well organized tournament
- Guarantee Funds by partnering with sponsors
- Great Participant Experience and Satisfaction

To ensure a smooth, well-organized tournament, we promptly confirmed all necessary details, including the golf course, weekend date, budget, and operating costs. The shotgun start and foursome best-ball format was used, as we know it guarantees organization from past tournaments we have attended. We also focused on optimizing decorations, our website, and other small organizational details to show our commitment for success. To secure sponsors, we made it a priority to visit plazas and present our pitch to store owners. We also leveraged our parents' connections to secure sponsorships from organizations more likely to donate. From this, we learned to craft organized, professional emails to pitch our ask. We confirmed the number of players and guaranteed satisfaction by providing on-course vendors such as Kebab and Pizza. Players also appreciated the donation opportunity and received well-crafted gift bags. We also included fun games such as raffles and auctions to keep players engaged during the lunch.

Quality Management for specific milestones

Coordination with a prestige golf course

To ensure quality when connecting with Rolling Hills Golf Club, clear communication and early coordination were prioritized. Initial discussions confirmed course availability, pricing, cart availability, staffing, and food services. We also made it a priority to guarantee a weekend date. All agreements were documented to avoid confusion, and we communicated our expectations for setting up the tournament to the course. Regular follow-up communication was maintained leading up to the event to confirm logistics and address any changes quickly. Quality control was ensured by conducting a final inspection of the venue prior to the tournament to ensure that it was ready for a big tournament. We were mostly looking for cleanliness and course conditions. On the day of the event, we informed all participants who to contact for any information we were not aware of, such as rental placements, to ensure smooth coordination. This approach helped maintain a professional experience for participants and ensured the venue met the standards expected for a charity golf tournament.

Organizing ticket sales through Golf Genuis

Quality management for ticket sales was achieved by using the Golf Genius app, which provided a reliable and user-friendly platform for registration. Multiple ticket options such as golf only, lunch only, and golf with lunch were clearly defined within the app to accommodate different participant preferences. Prior to launch, all pricing and descriptions were reviewed to ensure accuracy and clarity. This reduced confusion and helped simplify the registration process for participants. To maintain quality throughout the ticketing process, registrations were monitored regularly to track sales and identify payment errors. For example, one person who tried to pay through the app was unable to complete the payment, and we had to resolve the issue with them. Customer questions and concerns were addressed promptly to demonstrate professionalism and maintain participant satisfaction. Data collected in Golf Genius was checked in Google Sheets to confirm accuracy, then used to plan meal counts and hole assignments. By using this digital platform, we were able to manage ticket sales efficiently while showing quality in our registration process.



E. Risk Management Plan

Why a risk management plan?

An effective risk management plan was essential to the success of the Memory Drive golf tournament, as community-based events involve many concerns and issues that can arise unexpectedly. Our approach focused on identifying these potential risks early, evaluating their possible impact, and preparing clear and quick response strategies. By planning ahead and remaining flexible, we were able to fix issues quickly and ensure participant safety, while maintaining a positive experience for everybody.

IDENTIFY

To identify potential risks, we reviewed all aspects of the Memory Drive tournament, including finances, safety, and participant experience. Possible risks included low golfer registration, limited sponsorship participation, participant confusion, and poor weather conditions. Communication with team members and coordination with the golf course helped ensure that all major risks were considered before the event happened.

EVALUATE

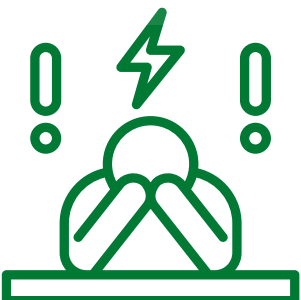
Once risks were identified, we evaluated them based on their likelihood and potential impact on the event. Risks such as low participation and severe weather were prioritized because they could directly affect fundraising totals and partly ruin the event. This evaluation allowed us to focus our planning efforts on the most significant challenges rather than less impactful concerns, such as participant confusion.

RESPOND

Response strategies were developed for each high-priority risk. If golfer registration or sponsorship levels were lower than expected, we planned to increase promotion through social media platforms. We also planned to adjust sponsorship packages to include lower-cost options that were more accessible to small businesses. To address potential weather concerns, we communicated with the golf course about lightning and safety protocols. Alternative plans included starting lunch earlier and organizing indoor golf-related activities. To prevent participant confusion, we sent detailed emails prior to the event that clearly presented the schedule and expectations, and volunteers were assigned throughout the day to assist participants as needed.

IMPACT OF POTENTIAL ISSUES

If these risks had not been managed effectively, they could have negatively affected the overall success of the tournament. Low participation or sponsorship would have reduced funds raised and limited community involvement. Participant confusion could have caused frustration and negatively impacted the experience. Severe weather could have disrupted play and scheduling, making safety a concern. Addressing these risks in advance helped ensure the event remained safe and enjoyable while still achieving its fundraising and awareness goals.



F. Proposed Budget

Our proposed budget for the project was \$5,000 for anticipated expenses such as food, beverages, prizes etc. We knew we wanted to allocate funds to comply with our quality management plan, but based on our prior outreach efforts, we were confident our sponsorships and in-kind donations would cover all of our anticipated expenses. See the appendix for the income statement.

To ensure expenses were fully covered, and to generate additional revenue, we partnered with more than 30 companies to maximize our profit. Some of our most prominent platinum and gold sponsorships include Canada Life, The FBI Group, and Wholehealth Pharmacy Partners.

Anticipated Expenses

Food and Beverage	\$2000.00
Prizes	\$2500.00
Decorations	\$500.00
Course Rental	\$15,000.00
Total	\$20,000.00

Anticipated Revenues

Player tickets	\$15,000.00
Raffles	\$1000.00
Silent Auction	\$2000.00
Sponsorships	\$10,000.00
Total	\$28,000.00

canada  TM **\$7,500**

wholehealth  [®] **\$5,000**
pharmacy partners

The **FBI** Group **\$5,000**

Platinum and Gold
sponsorship options from
our sponsorship package

Good morning,

My name is Michael Polygenis, and together with my close friend Lukas Speranza, I am organizing The Memory Drive Golf Tournament on September 28th, 2025 at Rolling Hills Golf Club (Bethesda Grange course). We are both students at The Country Day School in King City and are hosting this event as part of our DECA project, with the mission of raising awareness and funds for Alzheimer Society of York Region (AS York)

This cause is very personal to us. His grandfather was affected by Alzheimer's, and AS York played a meaningful role in supporting his family during that time. Inspired by this experience, we wanted to create an event that brings people together for a day of fun, while also making a real impact on families living with Alzheimer's.

We would be honoured to partner with Canada Life, given your longstanding and thoughtful commitment to improving the financial, physical, and mental well-being of Canadians. Your Stronger Communities Together program supports impactful initiatives in health and wellness—a perfect alignment with raising Alzheimer's awareness and funding crucial services.

Furthermore, Canada Life is celebrated for engaging employees through volunteerism and community grants, contributing \$11.1 million in support of community initiatives across Canada. We believe this tournament offers a meaningful opportunity for your team to get involved directly alongside our community in York Region.

I have attached our sponsorship package and website, which includes all of the different options for sponsoring and more information about our tournament.

We would love to discuss sponsorship options that align with your company's goals. Whether it's through direct sponsorship, prize donations, or participant support, your involvement would make a meaningful difference.

Thank you so much for considering this opportunity. I would be happy to provide more details or set up a short call at your convenience.

[The Memory Drive](#)

Warm regards,

Michael Polygenis & Lukas Speranza

 **Platinum** **(\$7,500)**

- Name and logo largest on all event branding
- Option of having a vendor at your hole to advertise or sell merchandise
- Option to provide opening remarks
- Social media mentions
- Complimentary foursome entry

 **Gold** **(\$5,000)**

- Name and logo largest on all event branding
- Option of having a vendor at your hole to advertise or sell merchandise
- Option to provide opening remarks
- Social media mentions
- Complimentary foursome entry

Email proposal
to Canada Life

We knew we wanted to perfect our golf tournament not only to guarantee participant satisfaction, but also to show how serious we were about raising funds for the Alzheimer's society of York Region. We did not cut corners and used our full resources to maximize donations and enjoyment. Some examples of this are including a pizza and kebab station throughout the course, hiring a photographer, and buying custom Memory Drive hats for every player to remember the occasion. For donations, we included a raffle and silent auction event, alongside having one of the holes featuring a fun "Beat the Pro" challenge where a player took their shot, and if their ball ended up better than ours, they won a raffle ticket, only for people that beat us, all for a \$20 entry that added excitement while helping raise funds for a great cause. Additionally, we created bundle deals that would add to participant experience while collecting more donations. These added vendors and exciting activities demonstrated our commitment to running a high-quality tournament while supporting an important cause.



We also put a lot of effort into coordination representatives and volunteers to ensure the tournament ran smoothly and minimize confusion. We invited six of our friends to volunteer, helping with operations, running the putting contest, and guiding guests to their designated holes. Alongside this, representatives from the Alzheimer's Society of York Region were present to share information and awareness about the disease while connecting with guests and offer an additional donation portal. Since it was optional to speak with these representatives, we guaranteed awareness and education by inviting a member of the AS York board to offer a speech about what the organization does and whom they help, illustrating our seriousness for the event and the cause.

Guests arrived for breakfast, sponsored by Timbits, where players would get ready, mingle, and buy raffle tickets

7:30

The shotgun start began where players drove to their holes getting ready to begin

8:30

Players finished their rounds and came to the clubhouse for lunch, awards, and speeches.

2:30

Finally, the total raised for the Alzheimer's Society of York Region was announced, and players made their final silent-auction bids.

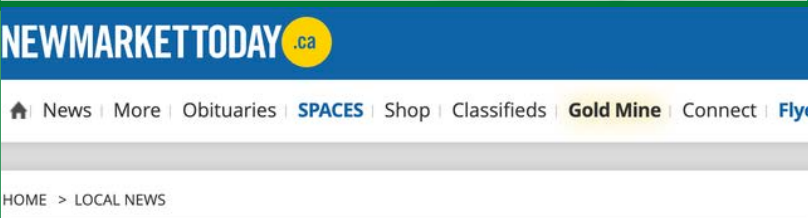
3:00

Alzheimer Society
YORK REGION
DATE: SEPTEMBER 29, 2025
\$ 40,350.⁰⁰
FORTY THOUSAND THREE HUNDRED FIFTY /100 DOLLARS

The homescreen from our website, used to inform participants about the tournament and who we are.

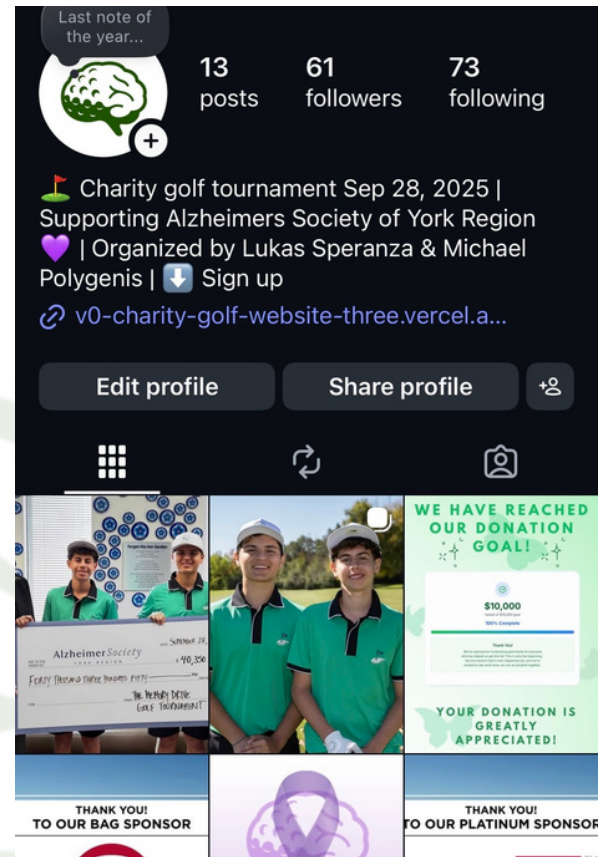


The headline from the newspaper article we were featured in (Newmarket Today)



Array of events in September will support those impacted by Alzheimer's

Our Instagram page that was used to create awareness about Alzheimer's and provide updates about our tournament.



Leveraging Social Media

Website

Creating a website that informed visitors about the golf tournament, who we are, why we were hosting the event, and our total sponsors was highly beneficial to the overall success of the tournament. The website served as a source of information, allowing participants and supporters to easily access event details, and registration links. By explaining our mission and purpose, the website helped build credibility and encouraged community engagement as we connected with our participants. Highlighting our sponsors recognized their contributions and strengthened partnerships. The professional presentation of the website, such as the graphics and format, enhanced our organization's image and made the event feel more legitimate and serious. Overall, the website played a key role in increasing awareness, participation, and support for the tournament.

Instagram

Creating an Instagram account to support the golf tournament was essential to the success of the event. The platform allowed us to share timely updates and keep participants and supporters excited leading up to the tournament. By posting about our progress, we were able to build credibility and generate excitement within the community. It was also very easy to do this on Instagram, as gaining viewers is much easier than through a website. Featuring sponsors on our page recognized their contributions and strengthened relationships, while also increasing exposure for their businesses, building mutual relationships with small businesses. The consistently appealing graphics and professional layout of the account enhanced our organization's image and made the event appear well-organized and legitimate. Overall, Instagram played a key role in informing people about our tournament, progress, increasing awareness, and creating excitement.



A. Monitoring

Monitoring the project was effectively managed by tracking income and expenses through Google Sheets. All financial activity was organized into clear categories such as prizes, raffles, silent auctions, and other event-related costs. This structure made it simple to monitor cash flow and quickly identify unexpected expenses, such as when course rental exceeded \$15,000. Communication with the team and regular updates ensured the information remained current and reliable throughout the planning process.

Project monitoring was also supported by tracking sales and attendance through the Golf Genius platform. The system allowed us to clearly distinguish between participants who were playing in the tournament and those attending only for lunch. This helped ensure accurate planning for tee times, cart assignments, and meal counts. Regularly reviewing this data enabled the team to adjust these factors as needed and prevent resource misuse. Overall, using Golf Genius provided reliable data that supported simple communication with the golf course.

The project was monitored by creating a clear schedule that presented when key tasks needed to be completed leading up to the event. This included creating deadlines for social media posts and planning dates for regular meetups with families and AS York. Having a timeline helped ensure that promotional and communication efforts were consistent and always on time. Progress was reviewed regularly to confirm that tasks were completed as scheduled or adjusted as timelines changed during the project. This scheduling approach kept the team organized and helped reduced lateness toward the tournament.

	1	2	3	4	5
Meeting with families	June 20	July 4	July 18	July 26	August 15
Instagram posts	August 10	September 9	September 12	September 13	September 14
Meetings with AS York	August 15	August 28	September 12	September 24	



Schedule

Golf Genius



Register Now For
The Memory Drive Charity
Golf Tournament

Register now for The Memory Drive Charity Golf Tournament



You may register for the waitlist at this point.

Add to Waitlist

Edit Registration

List of Participants



B. Controlling

Size of the Venue

One issue we encountered was the limited size of the event room at the golf course, which restricted the number of people who could attend the lunch portion of the tournament. To address this, we evaluated capacity limits and adjusted our ticket availability on Golf Genius to prevent overcrowding. Lunch-only tickets were capped at twenty-six people. Clear communication was provided to participants regarding availability. Instagram posts presented how quickly tickets were selling to avoid confusion. By managing capacity and expectations, we ensured a comfortable experience for everyone.



Tax Receipts

Another issue involved companies that wanted to sponsor the event while also requesting a tax receipt, which created a conflict because sponsorship included advertising benefits such as logo placement. However, to receive a tax receipt in a donation, there must be no benefits gained. To handle this, we clearly explained the distinction between a charitable donation and a sponsorship that provides promotional value. We worked with these companies to reach a fair solution by offering a tax receipt only if they chose not to receive advertising or promotional recognition. This approach was communicated respectfully and professionally to maintain positive relationships.



Air Canada Strike

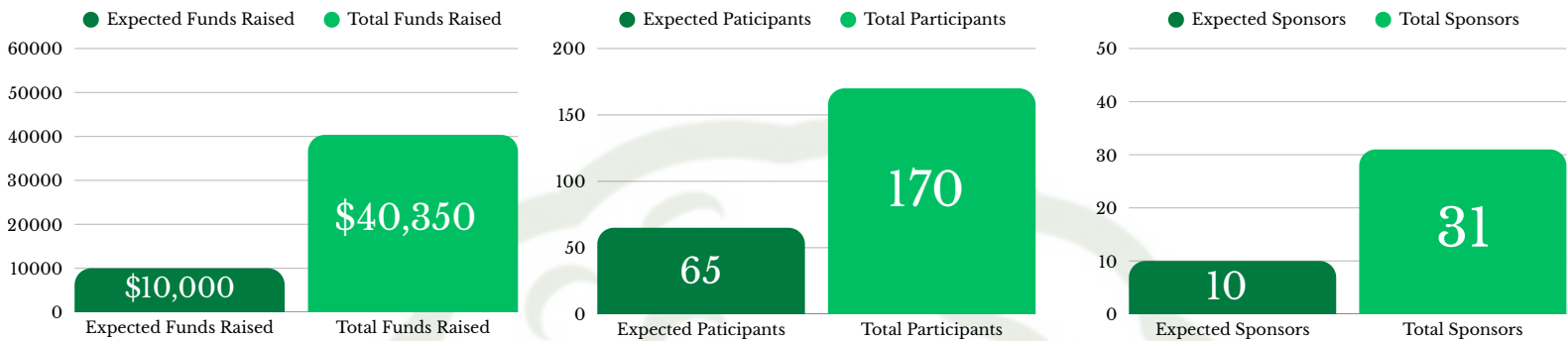
Another challenge occurred when Michael became stranded in Greece due to the Air Canada strike, which partly stopped communication and coordination. The seven-hour time difference made it difficult for Michael to work online consistently and stay aligned with Lukas, as regular meetings could not happen until September. To manage this issue, Michael shifted his focus to emailing sponsors, which allowed him to contribute independently despite the time difference. Additionally, the team used Zoom calls with the Alzheimer's Society of York Region to proactively move the project forward. Although the situation slowed some progress, adjusting responsibilities and communication methods allowed the project to continue on schedule without a significant impact on our timeline or sponsorship targets.





The Memory Drive is a charitable organization that raises funds for the Alzheimer Society of York Region. When brainstorming ideas for our DECA project, we wanted to create something that would make a meaningful impact on people with Alzheimer's while also incorporating our passion for golf. From this, we knew the only option was to host a golf tournament. Our goal of reaching the international stage of DECA motivated us to make the tournament a success, and golf's growing popularity made it appealing to everybody. Beyond fundraising, the tournament provided an opportunity to bring the community together in a beautiful outdoor setting, raising awareness for the cause while creating a fun and engaging event.

Key Metrics



Lessons Learned

Initiating



Picking a meaningful problem with a close personal connection helped us care more deeply about the project and strengthened our commitment to raising funds for Alzheimer's. This personal relevance increased motivation and encouraged teamwork as we knew the impact we were creating.



Starting much earlier, preferably in March rather than July, would have reduced stress throughout the project and allowed more time to carefully think through different aspects of planning. This extra time could have improved decision-making and organization.

Planning



The clear organization of roles and responsibilities, such as tracking income and managing sponsors, allowed the event to run smoothly and ensured everyone understood their tasks. This planning improved coordination and reduced confusion on the day of the tournament.



Organizing all the games on the day of tournament, such as the silent auction, raffle and on course contests was very challenging and caused unexpected confusion. For example, some silent auction sheets were misplaced causing unnecessary stress. Having more organized folders for this beforehand would have helped.

Execution



Creating a professional website and Instagram helped present central portals for information, reducing confusion about the tournament. These social medias also allowed us to share our personal story to our players and our seriousness about educating the community about Alzheimer's.



One challenge during execution was keeping up with posting updates on Instagram throughout the planning and event. Some posts were delayed which limited engagement with participants and potential supporters. This made it harder to build excitement leading up to the tournament slightly affecting overall fundraising and awareness for the cause.

Monitoring



The project was monitored by creating a clear schedule that outlined when key tasks needed to be completed leading up to the event. This included planning dates for newspaper interviews, and emails sent to players and sponsors. Having a timeline helped ensure that promotional and communication efforts were always on time, prioritizing organizing.



Monitoring could have been improved by having more frequent progress check-ins and stronger plans for communication disruptions. At times, delays in coordination made it harder to address issues quickly, which slightly impacted efficiency. Even establishing weekly meetings would have substantially helped communication and shared efforts in tasks.



Recommendations

Several aspects of the project could have been improved to strengthen overall execution and reduce challenges. Starting the planning process earlier would have helped lower stress levels. By doing this, we would have allowed more time for better decision-making and organization. Better structured systems for managing tournament-day activities, such as silent auctions and contests, could have prevented confusion. More consistent social media updates would have increased engagement and excitement leading up to the event. Additionally, more frequent progress meetings would have improved communication and coordination, overall increasing efficiency in our work.

Receiving a letter of recognition from the Alzheimer's Society provided strong credibility and validated the impact of our work on their programs. For future projects, this credibility can be used to build trust with potential larger sponsors, illustrating our past success and commitment to community impact. Sharing this endorsement in proposals can strengthen our case when seeking partnerships. It also sets a quality benchmark that future projects should aim to meet or exceed. Leveraging this recognition will help our future initiatives strive and continue to support The Alzheimer's Society of York Region.

Letter of Gratitude from CEO



November 12, 2025

Dear Friends and Supporters,

On behalf of the Alzheimer Society of York Region, I want to extend our heartfelt thank you for your generous support of **The Memory Drive Golf Tournament** in support of local families impacted by dementia who seek support and education through the society.

This event was made especially meaningful because it was organized by two remarkable high school students, **Luke Speranza** and **Michael Polygenis**, whose compassion and leadership brought our community together for an unforgettable day. For Luke, the tournament held an even deeper significance — he organized it as a **tribute to his grandfather, George Zaravinos**, whose journey with dementia inspired this heartfelt initiative.

Your sponsorship and participation helped transform that personal inspiration into collective impact. The funds raised through the tournament will enable the Alzheimer Society of York Region to continue delivering **vital programs and services for individuals living with dementia and their caregivers**, and to expand **public education and community outreach** that foster understanding and inclusion throughout York Region.

Events like **The Memory Drive Golf Tournament** remind us of the extraordinary power of community and compassion—of how one family's story can ignite action and hope for so many others.

Thank you for standing with Luke, Michael, and all families touched by dementia. Your support helps ensure that no one walks this journey alone.

With heartfelt appreciation,

Kari Quinn Humphrey
CEO
Alzheimer Society of York Region

ALZHEIMER SOCIETY OF YORK REGION ADDRESS:
2-240 Edwards St., Aurora, ON L4G 3B9
TEL: 905-726-3470 TOLL FREE: 1-888-414-5500 FAX: 905-726-1917
EMAIL: donor@alzheimeryork.ca WEBSITE: www.alzheimer.ca/york
CHARITY REGISTRATION NUMBER: 00707 5479 (R00001)
CANADA REVENUE AGENCY: www.cpa.ca/alzheimer-york

Specific strategies to guarantee future success

Early Structured Planning Strategy

This strategy focuses on starting the planning process earlier and using clear timelines and organized systems for all tournament activities. Key components include advanced scheduling, and prepared procedures for games like silent auctions and contests. Without these systems, things can get chaotic fast as important documents could get lost. A solution for this could have been creating specific folders for silent auction bidding sheets. By emphasizing structure and preparation, this approach helps reduce last-minute issues and creates a smoother, more controlled event execution.

Communication and Engagement Strategy

This strategy involves establishing regular team check-ins and a communication schedule, along with planned and consistent social media updates leading up to the tournament. This emphasizes clear progress tracking, and ongoing promotion to maintain awareness together. An example for this could have been establishing clear dates before the project so that it is clear when to meet up. This approach helps keep everyone aligned and builds steady engagement without last minute stress.



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9. "The Memory Drive Charity Golf Tournament Event :: Event Registration." Golfgenius.com, 2026, www.golfgenius.com/pages/11877510185956187818. Accessed 7 Jan. 2026.
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Income Statement

REVENUE

Golf Ticket Sales	\$23,800.00
Lunch Sales	\$600.00
Sponsorships	\$42,000.00
Raffle Ticket Sales	\$4,045.00
Silent Auction	\$4,250.00
Total Revenue	\$74,695.00

EXPENSES

Bethesda Golf Course	\$21,983.80
Pizza Station	\$3,500.00
Hats	\$3,661.20
Sponsor Signs	\$1,150.00
Golf Winner Prizes	\$1,600.00
Raffle Prizes	\$500.00
Silent Auction Prize (TV)	\$350.00
Photography	\$600.00
Cupcakes, Boxes & Stickers	\$1,000.00
Total Expenses	\$34,345.00

NET INCOME

Grand Total to AS York	\$40,350.00
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All Proceeds go directly to the Alzheimer's Society of York Region*