



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

Social Media Campaign began

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

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

June 23rd

July 5th

September 3rd

September 27th

June 29th

July 17th

September 19th

September 28th

Confirmed Rolling Hills Golf club as our venue

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

Visited the Alzheimer's Society DAY program

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.



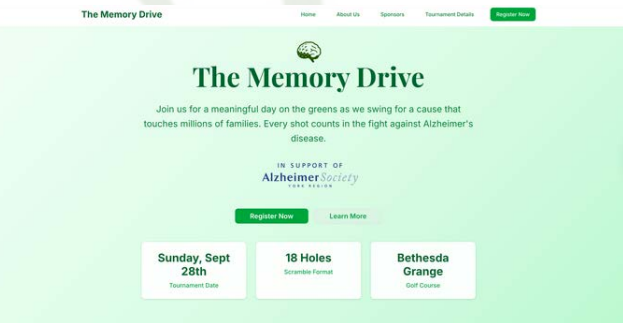
Our families helped track RSVPs, manage finances, and communicate with the golf course to ensure organization and smooth coordination.



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.