

Our cornerstone Ginny Gives® Award categories, each with their acronym explained:

Dementia ENRICH™

Engaging – Creating opportunities for meaningful participation through music, arts, movement, and touch that stimulates joy and connection.

Resourceful – Adapting activities and therapies to the individual's abilities and preferences, finding creative ways to encourage expression.

Inspirational – Encouraging self-expression and celebrating achievements, no matter how small, to foster confidence and pride.

Connective – Using therapies to build relationships, foster social interaction, and create shared moments of understanding and belonging.

Holistic – Addressing the emotional, mental, and sensory needs of the individual, recognizing the whole person beyond their diagnosis.

Dementia CARER®

Compassionate – Approaching every interaction with kindness and understanding.

Adaptable – Being flexible to adjust to the evolving needs of the person living with Dementia.

Respectful – Honoring the care recipient's individuality, dignity, and preferences.

Empathetic – Truly listening and connecting with the emotions and experiences of the individual.

Resilient – Staying strong and persevering through challenges with hope and determination.

Dementia SMART®

Simple – Designing technology that is intuitive, easy to use, and tailored to the needs of individuals with Dementia and their caregivers.

Meaningful – Ensuring innovations address real-life challenges, enriching the quality of life and fostering connection.

Accessible – Making solutions affordable, inclusive, and available to everyone, regardless of their abilities or resources.

Respectful – Creating tools that uphold the dignity and autonomy of individuals living with Dementia, fostering empowerment.

Trusted – Developing reliable and secure innovation that caregivers and individuals with Dementia can depend on with confidence.

Dementia QUEST®

Questioning – Continuously asking critical and innovative questions to uncover the root causes and mechanisms of the Dementia syndrome.

Understanding – Deepening knowledge through research to comprehend the complexities of Dementia at all levels.

Exploring – Pioneering new pathways, technologies, and treatments to tackle Dementia from every angle.

Solutions – Developing practical and impactful interventions to improve care, delay progression, or cure the various underlying causes of Dementia.

Teamwork – Collaborating across disciplines, institutions, and communities to accelerate breakthroughs and progress.