

Naples Unites

239-262-8388

NaplesUnites.com



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Compassionate Cognitive Care

About the Artist

Jane Thomson was creative from the start. It was Jane's dream to attend an art college. However the times dictated that young women learn a skill like typing. Jane would graduate college with a degree in psychology; she married her college sweetheart Bill, raised her children and immersed herself in art classes and studio sessions.



As Jane's neurocognitive condition worsened she felt her artwork did not live up to her own high standards. One day Jane was asked if she would paint a "happy elephant" for us. All the skills she had learned so many years ago came rushing back. She was extremely proud and pleased that her painting was so very well received. Jane's "happy elephant" is now part of the logo for the Alzheimer's Support Network. Her landscape painting is the heart of the Naples Unites logo.

While Jane is no longer with us, her spirit and passion live on in all who knew her and her paintings. Jane would be delighted if her story motivates others to reconnect with their passion.

Alzheimer's Support Network

Founded in 1982 to provide services and support to those families coping with the devastating effects of Alzheimer's disease and other cognitive disorders.

Services are offered at no charge.

Special thanks and gratitude to Moorings Park for supporting Naples Unites

1421 Pine Ridge Rd., Suite 100
Naples, FL 34109
(239) 262-8388 / info@support.network
www.Support.Network



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Welcome to Naples Unites

What Do We Mean By: Understanding, Respect, Kindness, and Dignity?

Why Become Involved?

The **PURPOSE** of this program is to unite Naples, Florida in the pursuit of a single unifying goal: Making all of Naples a **Cognitively Kind Community**.

The **GOAL** of the Naples Unites program is to have every business in Naples commit to providing **Compassionate Cognitive Care**. This means that each business will pledge to treat people with Alzheimer's and other neurocognitive diseases with understanding, respect, kindness and dignity. By doing so each business will be providing compassionate cognitive care, and fulfilling the goals of this program.

Our **VISION** is one in which someone with Alzheimer's or related disease can walk into any business in Naples and be treated with **understanding, respect, kindness, and dignity**.

Naples Unites is an extension of the work being done every day by the **Alzheimer's Support Network**. We are a 501 (c)3 nonprofit organization that was founded right here in Naples, Florida. We have been serving the needs of families caring for a loved one with Alzheimer's disease or a related neurocognitive condition in Collier County and beyond since 1982.

Understanding:

People with neurocognitive conditions like Alzheimer's have damage to their brain. Their actions and behaviors can be the result of this damage. Seeing their actions as the result of their disease, and not under their control, makes it easier to offer the kindness they need. The path forward starts with **understanding**.

Respect:

Respect for one's humanity is a human right. People with a neurocognitive condition have not relinquished this need for respect because of their disease. People with Alzheimer's are often very attuned to your attitudes towards them. This is why offering everyone **respect** is so important.

Kindness:

A smile can light the dimmest of paths. A friendly word will help identify you as a friend. Imagine feeling lost where you once belonged. Imagine the unspoken fear. Often a **kind** word can make a smile form from a tear.

Dignity:

"I have Alzheimer's and my lifetime of achievements and distinctions are being hidden by this disease. Things I could once easily do are now challenging. What I need most from you is to help guide me and help me find my way. What I need is to retain my **dignity**."

Naples Unites is for all businesses no matter what you sell or what service you provide. Any encounter with someone living with a cognitive condition is an instance of providing care. Giving businesses tools to promote positive interactions and foster a culture of caring is the dream of this program. By becoming a Naples Unites partner site you will lead the way in helping to make this a reality for our community.

There are many benefits to becoming a partner site:

*Your business will be listed on NaplesUnites.com as a partner site.

*Join a host of well-respected businesses & nonprofits that have already joined this program

*You will help lead the way locally, nationally, and internationally.

*You will show that your business respects and enhances the sense of well being of those who have neurocognitive conditions.

We will work with every partner site to help them fully understand the principles of the Naples Unites Program. Imagine the pride you will feel living in a community that cares; knowing that those with a cognitive condition can go into any store or shop anywhere in Naples and be treated with **Understanding, Respect, Kindness, and Dignity**.