



2025 Ginny Gives®

Awards Program | Terms & Conditions

- Purpose: To increase life-enriching outcomes to benefit those living with Dementia and their care partners.
- Judges: DSA Board of Directors and its Advisory Council.
- Work Product: Dementia programs, activities, or initiatives **completed**.
- Program/Activity/Initiative Completion Date Range: 2024 - 2025.
- Submissions Accepted: October 1, 2025, to November 2, 2025
- Awards Announced: Monday, December 1, 2025.
- Award Recipients are required* to provide a representative via Zoom at its Annual Recognition Night on Tuesday, December 9, 2025, 7:00 – 8:30 PM ET.
- Primary Award Categories:
 1. Music,
 2. Graphic arts,
 3. Movement/dance,
 4. Sensory stimulation (non-audio/visual),
 5. Creating writing,
 6. Songwriting,
 7. Theatrical works,
 8. Motion pictures,
 9. Dementia awareness/friendly initiatives,
 10. Research (DSA's Dementia QUEST® Award),
 11. Technical (digital/physical) innovations (DSA's Dementia SMART® Award),
 12. Excellence in person-centered care (DSA's Dementia CARER® Award).

***Organization representative is required in attendance to receive the Award.**



NONPROFIT AWARD APPLICANTS

Available only to a recognized **nonprofit** organization(s) across the US/Canada. Examples include long-term care or assisted living, Continuing Care Retirement Communities (CCRC), adult day care programs, senior centers, organized community initiatives, schools, educational programs, professional organizations, research institutes, and others.

CASH AWARDS: \$10,000 (= < 2 awards); \$5,000 (= < 4 awards); \$2,500 (= < 8 awards).

Nonprofits also receive a Beautiful Award Plaque.

FOR-PROFIT / INDIVIDUAL AWARD APPLICANTS

Available to any for-profit company/organization, civic group, informally organized group, individual, and others across the US/Canada.

NON-CASH AWARD: Beautiful Award Plaque.

TERMS & CONDITIONS (TERMS & CONDITIONS SUBJECT TO CHANGE. ALL DSA DECISIONS ARE FINAL).

HOLD HARMLESS

Dementia Society, Inc., dba Dementia Society of America (DSA), its subsidiaries, and assigns shall be held harmless from all liability arising from any aspects of the Applicant work product, including the program, activities, participants, employees, venue, etc. The Applicant shall indemnify DSA against any lawsuits arising from the Applicant's work product (program/activity). The Applicant meets all liability/insurance requirements.

ACCESSIBILITY AND INCLUSIVITY

All work undertaken shall be free of harassment, politics, prejudice, hate speech, sexual references or sexual innuendo, and any other content DSA deems objectionable. When applicable, Applicant shall meet Americans with Disability Act (ADA) accessibility standards.

REPEATED WORK PRODUCT (PROGRAMS, ACTIVITIES, INITIATIVES, ETC.)

To broaden the reach of the Awards, Applicants are asked to apply for an Award just once for the same work product that repeats from year to year. However, at the sole discretion of DSA, repeat Awards may be given from year to year – although the likelihood of receiving a repeat award may diminish over time.

INTELLECTUAL PROPERTY

Applicant agrees to be in DSA marketing/communications in perpetuity. Use of DSA Intellectual Property (IP), i.e., logos, trademarks, patents, copyrighted content, etc., with written permission only.

NON-ENDORSEMENT

The Award is recognition, not an endorsement of the Applicant or their work product.

RIGHT TO SEVERE RELATIONSHIP

At any time, DSA has the sole right to determine the suitability of the Award Applicant or Winner and may deny or revoke the Application or Award for any reason.

www.ginnygives.org Contact: info@dementiasociety.org