

The Longest Day Volunteers

“Scoops of Love” Raises Awareness for Alzheimer’s

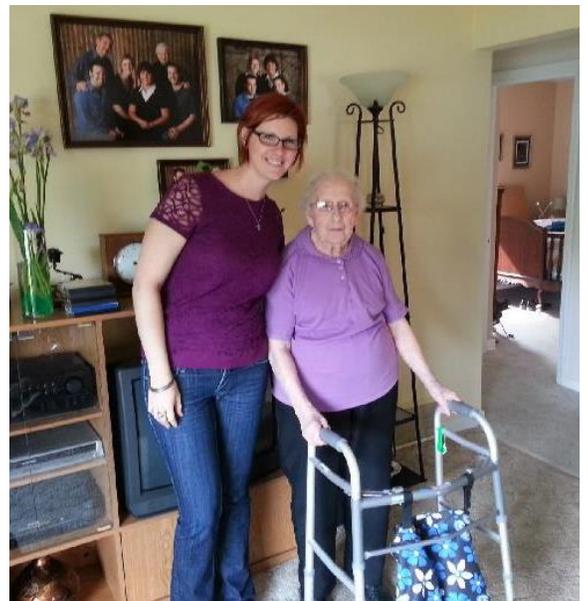
Melissa Gloudeman, Madison, WI

Melissa and her grandmother Joyce had one activity that they loved to do together – eat desserts! So when Melissa got involved with The Longest Day fundraising, it seemed like a natural choice to do something tied to sweets. “When I got involved three years ago it made sense to do something we enjoyed doing,” said Melissa. “Unfortunately, we lost my grandmother to Alzheimer’s last November, and now I do this to honor her and all those living with this disease.”

Melissa started a fundraiser with the Chocolate Shoppe locations in Madison. Her first year was just with one location and last year and this year six Chocolate Shoppe locations will participate in the **Scoops of Love** event. From 12 p.m. to 9 p.m. on Sunday, June 7 locations will donate 10% of the day's sales to help end Alzheimer's.

While the event is in-person, it may have a slightly different feel this year. Patrons can order online and have contactless pick up at the store and take their tasty treat to go.

Melissa has gotten creative in her marketing of the event and uses social media and Facebook fundraising. The Chocolate Shoppe also helps her cross-promote the event. And she personally does her part to support sales by leading an ice cream crawl on June 7th to the various locations!



“I like to tell people to start small when you first start fundraising,” says Melissa. “Do it at your comfort level and take advantage of the tools that the Alzheimer’s Association provides.”

To support Melissa, visit the Chocolate Shoppe on June 7th or donate to her mission:

<http://act.alz.org/goto/melissa-gloudeman>

The Longest Day is the day with the most light — the summer solstice. On June 20 (and leading up to it), people from across the world will fight the darkness of Alzheimer's through a fundraising activity of their choice.