CARING FOR THOSE WHO CARE

CARING. CONNECTING. SUPPORTING.

MemoryCare
Quality Time Quality Care
The Tree of Life symbolizes a celebration of the determination and courage present in everyone. It effortlessly unites us, reminding us that in some small way, we are all interconnected and can make a difference.
We had never heard of MemoryCare when we were referred by my wife’s physician due to a diagnosis of dementia. Since that time, seven years ago, MemoryCare has been an invaluable support as we face what someone has called “the long goodbye.” For instance, MemoryCare has helped remove much of the fear of the unknown. MemoryCare has done much to reassure us that we are not alone in this journey. MemoryCare, while having suggestions for what to do at each turn, has always respected our wishes, never forcing us to move until we were ready (such as placement in a nursing home). In short, MemoryCare treats us for who we are, never using a “cookie cutter” approach. We cannot imagine what this journey would be like without MemoryCare – nor do we want to try. Thank you, MemoryCare!”

Jim Thurman, Ruth Thurman, Sterry, Scott Sterry, & Edie Thurman
Caregivers
I don’t know what we would have done without MemoryCare. It’s comforting to know you’re here when we need you. The support is great.”

-MemoryCare Caregiver
MemoryCare is an incredible organization and we in western North Carolina are so lucky to have it right here as a community resource. As an active community volunteer I was aware of the startup efforts of MemoryCare in 2000. At that time, I was very impressed with the incredible dedication of Dr. Margaret Noel and her commitment to working not only with patients but also with families and caregivers struggling with a loved one who had a diagnosis of dementia. Since my initial exposure in 2000, MemoryCare has grown from one care team to five. The number of patients seen in 2000 was 222; this year we saw almost 1,000.

My personal involvement began several years later when my mother-in-law, suffering with Alzheimer’s disease, was enrolled as a patient. For a period of six years I saw and experienced MemoryCare in action. My intelligent, independent and beautiful mother-in-law was treated with respect and dignity as Alzheimer’s steadily diminished her ability to care for herself and as she required more help in her daily life. The quarterly assessments we received were so helpful for our family, giving us an accurate picture of exactly what we were dealing with and strategies to best care for my mother-in-law. Our wonderful caregivers were included in meetings and were encouraged to express concerns and ask questions. Our phone calls and emails were always answered – and quickly.

Our family’s patient/caregiver involvement with MemoryCare ended two years ago. However our family continues to support MemoryCare because we understand that there is no cure for Alzheimer’s disease. We also recognize that as our population ages the burden of caring for people with Alzheimer’s disease and other cognitive dementias will only increase.

I hope that you will read this information and familiarize yourself with the unique work MemoryCare does. Our staff, under the leadership of Dr. Virginia Templeton, is approachable and we are always available to answer your questions. I also hope that you will consider a gift to help continue the valuable work of MemoryCare.

Eleanor Owen, Board President
Our Dad’s Journey

Dad has always had a great inner strength and optimism. After Mom’s death he went fishing, worked in his yard, and explored the mountains. He has always loved hard work and is a true example of one of the “Greatest Generation.” One thing that has always been so apparent is his fierce independence. When he started having trouble finding words and driving, we knew something was wrong. Our family doctor suggested having him tested at MemoryCare and he was diagnosed with vascular dementia.

The MemoryCare staff has been a miracle guiding our family through the progression of his illness. They have been a wonderful resource, counseling us on how best to care for Dad, suggesting medication changes, and so many other things that help us on this challenging journey. They have respected our father and our whole family and provided us with the tools we need to care for him.
Dad has always been insistent that he wanted to live out his years in his beautiful home that he took such pride in taking care of. Enabling him to stay safely at home is our goal and MemoryCare has been instrumental in making it possible to honor this choice.

We can’t imagine how we would have dealt with his illness without MemoryCare. It was a blessing that our primary care physician recommended the service. We would and will recommend MemoryCare to anyone dealing with cognitive issues for their elders. Thank you, MemoryCare for all that you do for our family! We would also like to thank all the supporters of this unique program. MemoryCare makes our community a better place to live and age with dignity.

Sincerely,

Lynelle Flowers and Cheryl Lee
Why We Need Your Support

The Celtic Dara Knot is a powerful image that beautifully illustrates the interconnectedness of MemoryCare’s families, staff, and supporters. Like the “Tree of Life” MemoryCare has an elaborate root system and tall branches that provide shelter for those who need it. Together we make a difference. Your contributions allow our dedicated staff to provide the comprehensive care families need and our expertise is there to guide caregivers throughout their journey. Like the Celtic Dara knot, woven together, our program is stronger.

The “Tree of Life” also symbolizes determination and courage. Appalachian Trail thru-hiker, Johnny Morris, embodied these attributes when he completed the 2,189 mile Appalachian Trail to raise awareness about dementia and funds for MemoryCare. His journey reached a broader audience who now has a better understanding about the impact of this family disease across generations. Like the Celtic Dara Knot, our program recognizes the strengths and challenges of those impacted by the disease and is there to provide the support needed alongside their determination and courage.

With no cure on the horizon, increased lifespans, and an aging Baby Boomer generation, the number of people diagnosed with Alzheimer’s disease and other types of dementia is skyrocketing. MemoryCare’s roots in the community are deep, but to meet this growing challenge, we need your support. In addition to your annual gift, by designating a percentage of your estate, a fixed dollar amount, or an insurance or retirement policy, you are helping ensure MemoryCare’s “Tree of Life” is here for generations to come.

Making a planned donation of any size to MemoryCare is a conscious decision that acknowledges the profound need now and in the future for a program like ours. Our futures are intertwined and we need your support. Together we make a difference!

Sincerely,

Chad Conaty, MBA, Director of Development & Outreach - Conaty@MemoryCare.org
MAKING A DIFFERENCE

Your Donations in Action

- Caregiver training, counseling, and support
- Caregiver College
- Community education through workshops, resource center, and e-newsletter
- Connecting families with community resources
- Low income community health screenings
- Peer support groups with the MemoryCaregivers Network
- Rural outreach through our satellite clinics
- Support for indigent families

Ways You Can Help

C onsider a monthly donation of $25 or more to support our program
A ssist a MemoryCare family by giving $1,000 to cover the cost of their care
R enew your support with a “Gift of Care” of $10,000 to sponsor a family in perpetuity
I ncrease your donation by 10% or more to help sustain our future
N ame MemoryCare in your estate via bequest, insurance policy or stocks
G ive a designated donation to support a MemoryCare program of your choice

Revenue Sources

- 24% Insurance Fees
- 31% Donations
- 20% Caregiver Fees
- 25% Grants

Expenses

- 13% Overhead Costs
- 87% Direct Services to Families
MemoryCare helps me understand and deal with Alzheimer’s Disease and care for my husband in the best possible way. My husband is the love of my life and I am thankful for their support, advice, counseling...and availability.”

- MemoryCare Caregiver
Gratitude is the memory of the heart.”

- Jean Baptiste Massieu
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We express our sincere appreciation to our patients and their families for sharing their words and pictures for this brochure.