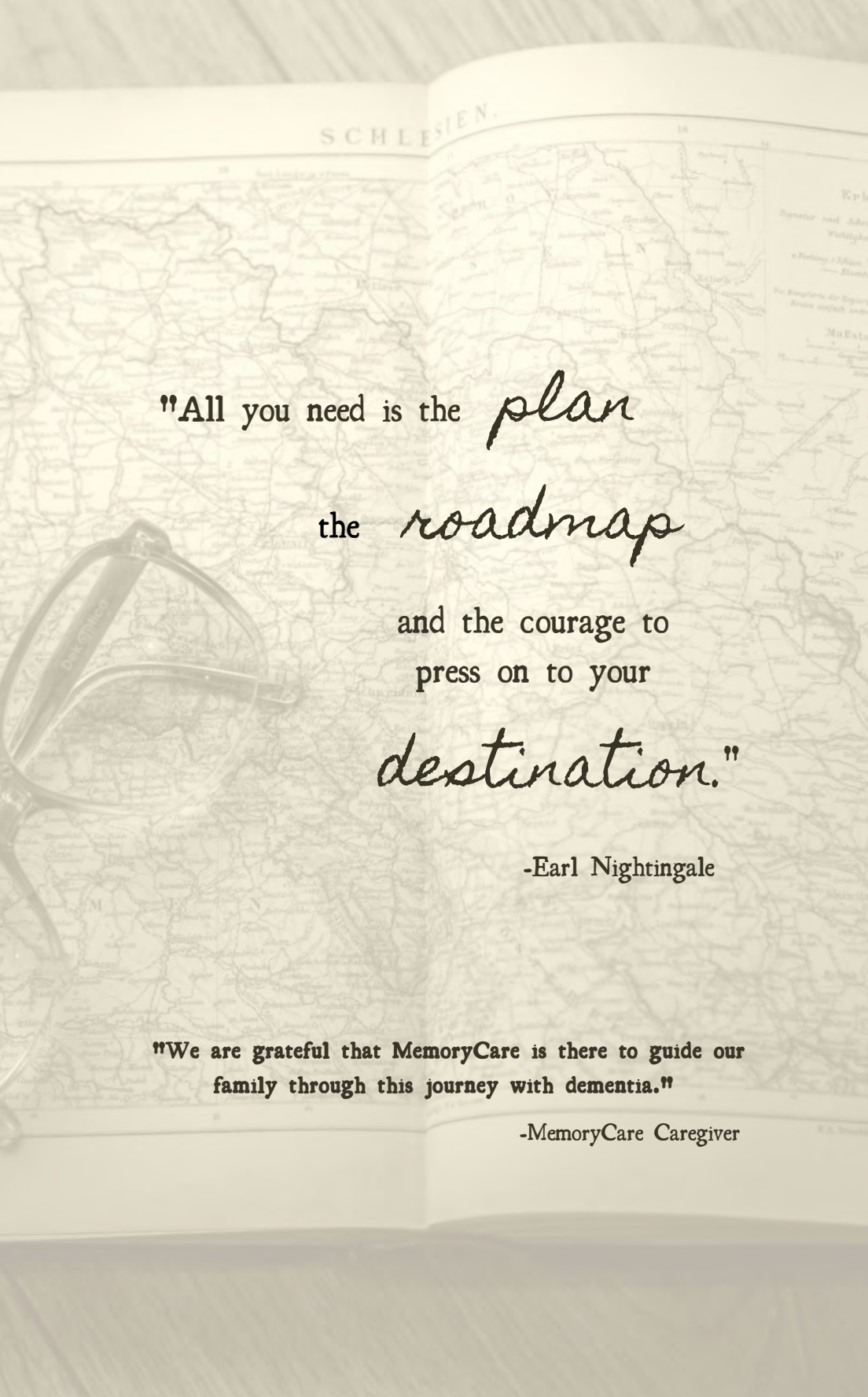




Navigating Your
Journey... *Together*

A vintage map of Schlesien (Silesia) is the background. A pair of dark-rimmed glasses is resting on the left side of the map. The text is overlaid on the map in a mix of serif and script fonts.

"All you need is the *plan*
the *roadmap*
and the courage to
press on to your
destination."

-Earl Nightingale

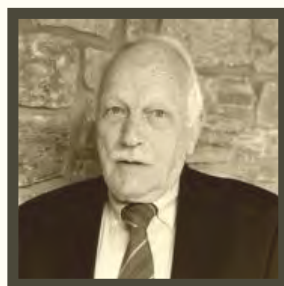
**"We are grateful that MemoryCare is there to guide our
family through this journey with dementia."**

-MemoryCare Caregiver

A Letter From Our President

Dear Friends of MemoryCare,

Dementia is not a “feel good” topic but the disease is affecting more and more people around the world. Families need guidance and, here in western North Carolina, we are incredibly fortunate to have MemoryCare, a nationally recognized, innovative leader in dementia care. This remarkable organization engages caregivers and families as a part of the care team. Their staff gives care and **direction** at a time when it can be hard to see a way forward.



I first learned of MemoryCare when my wife was diagnosed with dementia and, along with her primary care physician, our friends and neighbors recommended the program. It was excellent advice and, as hard as it was, I know our family's journey was better with MemoryCare's help.

I'm not alone in appreciating the expertise, education and support available at MemoryCare: **99-100% of caregivers surveyed say they would recommend MemoryCare for other families caring for a loved one with dementia.** Those with dementia seen at MemoryCare have fewer and shorter hospitalizations than others with the disease, which, from my role as a caregiver, I know makes a huge difference in quality of life!

This past year, 1,034 families enrolled in MemoryCare's clinical program and we provided education to over 2,000 individuals. Every year, we face the challenge of raising half of our income through grants, investment income and donations to pay for expenses not covered by insurance or our caregiver fee. This ensures anyone with need is able to receive services.

As a donor, a board member, a caregiver and an aging adult in this community, I ask for your financial support of this award winning, unique program. Please know what a difference it will make for families. And, thank you for any support you can offer.

A handwritten signature in dark ink, appearing to read "Jerry".

Gerald De Land
Board President

Why We Need Your Support



Western North Carolina is aging and there is an increasing need for best quality dementia care



On average, 50% of our annual budget has to be raised through charitable funds



Nearly half of families enrolled in MemoryCare are low income by HHS Federal Poverty Standards



Insurance does not cover the full cost of services

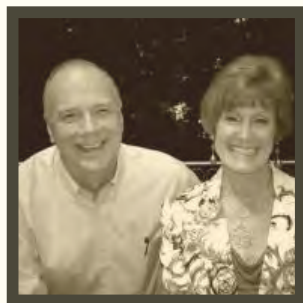


So our program can remain a resource in the community

**"This program is an invaluable
asset in our community."**

-MemoryCare Caregiver

"My wife and I entered the maze of dementia to discover unfamiliar paths, countless dead ends and no clearly marked trail to follow. We were on our own, and it was overwhelming to say the least.



Bill and Laura Smutny

Once we met our MemoryCare team, they were always beside us, helping us with decisions, suggesting a different course to follow, and most importantly, giving us the sense that we were not alone on this harrowing journey."

-Bill Smutny

MemoryCare Caregiver
and Community Educator





MemoryCare has been our Compass

As I walk the path of a caregiver, I realize that there isn't a break. You have to take care of the needs of your loved one in addition to your other responsibilities, including yourself. Some days you feel like you are drowning. If you are lucky, you have someone who will periodically come along and help. I donned the title of caregiver when my mother was diagnosed with dementia. That is when we were lucky enough to be introduced to MemoryCare.

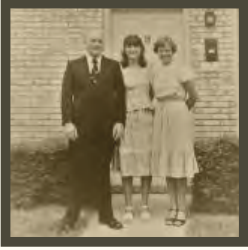


Patty and Claude Cochran

Although presenting symptoms may be very much alike, there are no two cases of dementia, Alzheimer's or other memory problems that are the same, so the care must be individualized as well. The MemoryCare staff are experts not only in senior care, but in care dedicated solely to those with memory loss. Plans are tailored specifically for each person, and the staff consider the person living with dementia and the family inclusive of physical, mental, spiritual and social dynamics. In this way, MemoryCare is the

modern day version of old fashioned care.

They also work cohesively with other health care providers in coordinating care. For our family, the MemoryCare staff have not only been our healthcare providers, but also our compass.

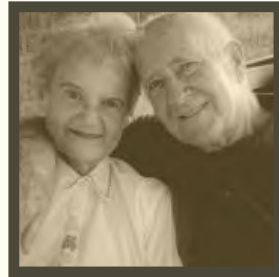


"Nursing School Graduation"
Claude, Jan, and Patty

Our doctor was very clear about expectations and helped us to prepare for what was coming next. They directed us to available resources, which vary depending on the stage we were/are in, and, throughout it all, **they gave us the tools we needed to be the caregivers that my loved ones needed.**

When you love what you do, you do it well. One definition of love is "the unselfish loyal and benevolent concern for the good of another." It is apparent that for everyone at MemoryCare, their work is a labor of love as they serve their clients unselfishly and with compassion.

We are back at MemoryCare with my dad who now has dementia. I fully believe our past experience with MemoryCare has helped my dad to more readily accept his diagnosis and to prepare me so that I am in a better position to be his caregiver. I know the days ahead will not be easy based on past experience. But I also know that with MemoryCare as a guide, **I am not alone on this journey.**



Patty and Claude Cochran

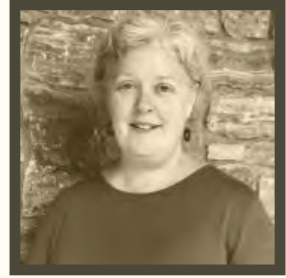
Jan Blakely
MemoryCare Caregiver



You are Not Alone:

A Guide Along Dementia's Journey

Dementia is a family disease. It impacts not only the person with the illness but the family as well. At MemoryCare, when a person having cognitive changes comes to our clinic, they come with family as well—every visit, every time. For the best medical care, input from family that knows the person well is essential in making and implementing appropriate plans. Over time as the illness progresses, having family that understands the disease and has access to an expert team who knows them and their loved one can make all the difference!



Virginia Templeton, MD
Director

Though it touches many, dementia is a topic often avoided due to stigma and the hardship it can bring. MemoryCare teams make what can be a lonely journey better by having a team at the ready to provide guidance along the way. But while all professional guidelines for dementia care emphasize the importance of including family, **no insurance fully covers associated costs for these services.**

Each year MemoryCare has the challenge of raising 50% of our revenue from charitable funds. **Fundraising covers not only costs for the care of low-income families but for the budgetary gap we have for *all* families we see.** Over the years, the community has valued our work and contributed to make it possible. The following are comments from families seen in the past year:

"When you come, you know that you are doing all you can,
and will get the best care- that's priceless"

"You are who I turn to when I need something"

"My dad would be so pleased with the care my mom is getting"

"Our life is better because of MemoryCare"

All of us at MemoryCare feel privileged to work with families and are deeply grateful for the support we receive. Please know that your contribution makes a difference.

Thank you!

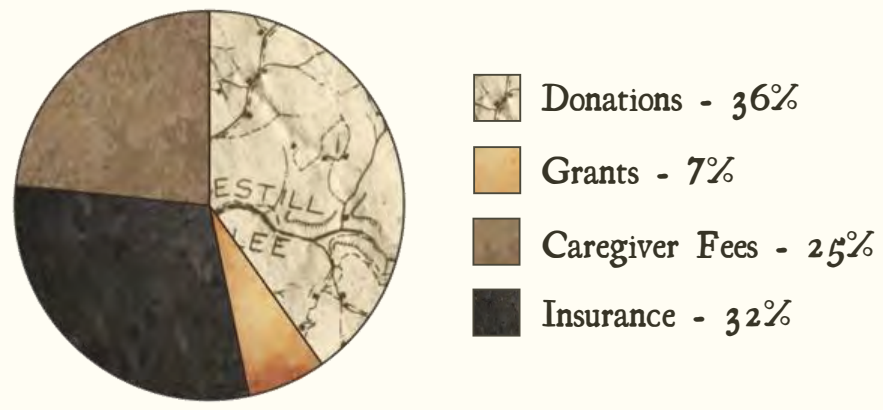
A handwritten signature in cursive script that reads "Ginna".

Ginna

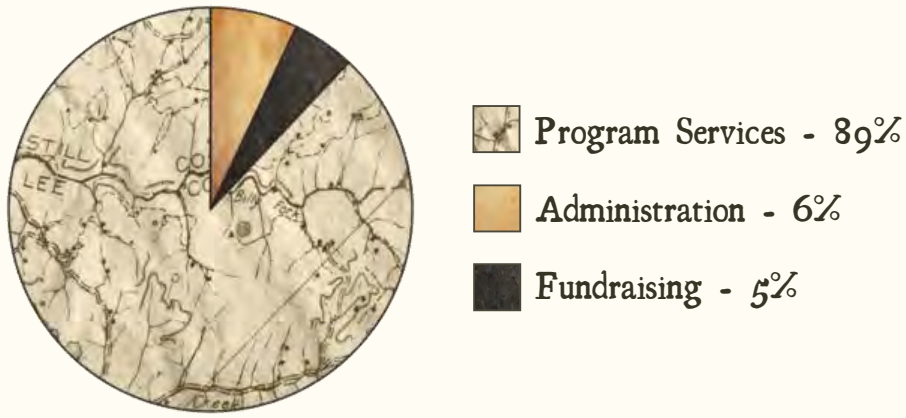
For additional information about giving options, please contact
Development Director, Janet Doyle at doyle@memorycare.org
or Liz Grieco at grieco@memorycare.org



Revenue & Support



Expense Allocation



*Based on a 2018 independent audit report

100% of MemoryCare Staff, Board of Directors, and
Volunteers contribute financially to our program

A Roadmap for Giving

- ✦ **\$50** for materials in our resource center
- ✦ **\$150** for peer support groups of the MemoryCaregivers Network
- ✦ **\$250** to educate caregivers in MemoryCare's Caregiver College
- ✦ **\$500** for our satellite clinic serving rural areas of western North Carolina
- ✦ **\$1,500** to support one family's care for a full year
- ✦ **\$10,000** to endow a "Gift of Care" to support the care of one family every year in perpetuity

If you are 70 1/2 or older, please consider the tax advantages of making a Qualified Charitable Distribution from your IRA directly to MemoryCare

Contact our Development Director, Janet Doyle, for more information at
828.771.2219 or doyle@memorycare.org

My Journey to MemoryCare



During the last eleven years as medical director and primary physician at a local skilled nursing facility, I had the privilege to care for some of the most vulnerable members of our society: the aged, debilitated and those suffering with dementia. Through this experience I discovered my passion to not only provide medical care for these patients, but to also assist their families with the navigation of our increasingly complex healthcare system and the difficult decision-making that comes with an incurable illness.



Having always known about MemoryCare and the excellent care families receive through their program, I was immediately excited to be a part of this team. This allows me the opportunity to focus not only on the care of the person that has been diagnosed with dementia, but also to provide education and support for their families in an effort to keep their loved ones at home longer and ensure the best quality of life. MemoryCare is an invaluable resource in the community, and I am honored to be a part of such a dedicated team.

Della Simon, MD



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Asheville, NC 28803

Phone 828.771.2219

www.memorycare.org

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