



Nationally Recognized Pioneers in Dementia Care

Supporting Families Since 2000






*Gourd Art by
Susan Brooks*

When asked how my art relates to our life journey with dementia, symbols of transformation, new life, and growth come to mind for there is little in life that can change you more than living in the world of dementia. Much of my work carries images of dragonflies known as symbols for change, wisdom, adaptability, endurance, hope and new life. MemoryCare was the nurturing environment to enable and support the transformative processes we faced. We were not alone. Thank you, MemoryCare.

Susan Brooks, Caregiver

A Letter From the Board President

MemoryCare distinguishes itself as the premier community-based medical center dedicated to specialized care for adults with cognitive impairment. Now in its 20th year, MemoryCare continues as the only physician-based practice in WNC that integrates caregiver education and support with the medical care of those with dementia. MemoryCare now serves more than 1,000 people with dementia and assists 3,300 of their family caregivers, regardless of ability to pay. Cumulatively over 20 years, nearly 70,000 WNC residents received direct care, counseling, and education. Each year, MemoryCare relies on charitable funds for half of its operating budget.



Your generosity in 2019 helped MemoryCare achieve two significant goals. A new care team now serves families to reach an additional 250 people with dementia *plus* their caregivers each year. The telehealth educational program was developed to deliver dementia information and counseling to underserved rural areas of our region. Your contributions made these services possible- and allows MemoryCare to be here fully for families during this challenging COVID-19 period. Thank you!

As a fellow donor, a board member, and one who benefited personally from the caregiving resources of MemoryCare, I ask you to join me in a challenge. ***I will match every new or increased gift donated to MemoryCare's 20th Annual Fund Drive, dollar for dollar, up to \$20,000.*** With your help, MemoryCare will look forward to another year of service and growth in Western North Carolina.

A handwritten signature in dark ink, appearing to read "Jerry". The script is fluid and cursive.

Jerry De Land, Board President



Your Support Helps Us...

Connect families with education, training, and community resources

Address the need in Western North Carolina for a best practice dementia care program

Raise funds necessary for our operations- insurance and fees covers only on average 50% of the cost of care (after fee waivers)

Insure all families with need have access to our program - 40% of those enrolled are low income by Federal Poverty Standards

Navigate with families through the challenges of dementia

G*ive the best possible care and support to families!*



As someone with training in both geriatrics and palliative care, my goal as a physician has always been to help vulnerable patients live their fullest life. After learning about MemoryCare's innovative model of care, where patients and families are provided the medical expertise, education, and support needed to cope with dementia, I knew I wanted to be a part of this extraordinary program. MemoryCare has granted me the rare opportunity to be the kind of physician I always hoped to be; to care for people in a comprehensive and holistic way. I am so grateful to join this compassionate team and to be able to work in an environment where patient care truly comes first. For the past 20 years, MemoryCare has supported families who are facing this difficult disease. I am thrilled to be a part of this program as it continues to serve as a vital resource to our community.

Stelley Gutman MD

Stelley Gutman, MD



What You Meant to Us

My husband, Marshall, was diagnosed with Mild Cognitive Impairment in 2014 and later with Frontal Temporal Dementia. We understood it would progress over time and wanted to find resources right away. Our neurologist referred us to MemoryCare, and we were impressed from the outset, conversing with staff who were very knowledgeable about dementia, asked important questions, and told me about MemoryCare's various programs, including an invitation to the MemoryCaregivers Peer Support Group.

I knew I needed help and decided to try the monthly peer support group meetings. When I entered, I was greeted warmly and introduced to other spouses and family members struggling with various issues in their respective journeys. Their guidance was instrumental in helping me through phases of Marshall's illness, supporting and challenging me to face decisions and milestones that I didn't want to acknowledge.

Soon after, we began seeing our MemoryCare care team. What a different experience that was!

Wholistic medicine at its best!!! The medical staff was compassionate, warm, and understanding while being clear about the prognosis and next phases to come. The social worker was always available to help identify the specific, local resources needed at just the right times for our journey.



**Susan, wife
and Marshall**



**Maren, daughter
and Marshall**

I was grateful that MemoryCare welcomed participation from our children, enabling more empathy and support within the family. At the end of each visit, Marshall was invited to join us to review his test results, consult on next steps, and answer questions with our treatment team. The incorporation of my husband, even when we knew he no longer understood, was deeply thoughtful, sensitive and empowering. The MemoryCare team treated Marshall respectfully and with dignity and as a valuable part of his treatment team. Perhaps most importantly, we were encouraged to call at any time with questions or concerns or crises that needed attention in between our visits.

I signed up for Caregiver College, a 6-week program offered by MemoryCare where experts in the field taught “Dementia 101.” This program armed me with invaluable tools and resources for better understanding this new world, for strategies for my own caregiver stress coping skills, and with ways to help my husband continue to thrive to the best of his ability.

Without MemoryCare and its amazing team of professionals, I would not have had access to the valuable resources and information to help guide my role as caregiver - and make the important decisions that supported my husband and kept him safe and secure along the way.

Since Marshall's passing, MemoryCare remains in touch, offering an outlet and seeking ways to support me. I'm so very grateful and feel so very blessed to have found them - and only wish that other communities had such an amazing resource. I can't thank MemoryCare enough for joining us, leading us, supporting us, and loving us through our amazing journey!

Susan Brooks *wife* and **Maren Books** *daughter*

Twenty Years of Pioneering Care

The dragonfly is known for change, adaptability, endurance, and hope. The changes it undergoes during its life cycle beautifully illustrate the journeys families face with dementia... and ones MemoryCare has faced over these 20 years as well.



It is hard to believe 20 years passed since MemoryCare began. It seems like yesterday we were in kitchenettes. Givens so graciously allowed us to use as we began our start-up nonprofit providing dementia care *that included families*. Family involvement in medical care for those with dementia was a novel idea then, but it worked! We have stayed true to this mission educating and supporting nearly 70,000 people with dementia and their caregivers and providing community education to over 45,000 individuals. MemoryCare is now nationally and internationally recognized as a pioneer in dementia care. Thank you for helping make that possible!

Every year, because no insurance covers the full cost of this care, MemoryCare has to raise on average half of our operating budget. We are committed to serving all with need. **Since 2000, MemoryCare has provided nearly \$10 million in charitable care.**

This year, our board president, Jerry De Land, issued a generous personal challenge to commemorate MemoryCare's 20th anniversary of service to Western North Carolina by offering to match dollar-for-dollar the first *new or increased gifts* up to \$20,000 to the annual fund drive. We hope you can help us get there... and double your gift in the process! *Thank you, Jerry!*

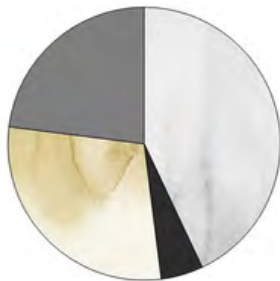
All of us at MemoryCare are grateful to be here and extend our heartfelt appreciation for your support. On behalf of our staff and board of directors, please stay safe and know your gifts make a difference in many lives!

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

Virginia Templeton, MD
Executive Director



Revenue & Support



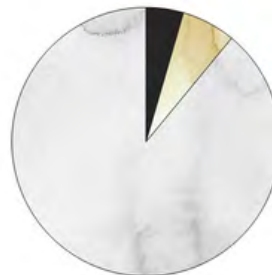
Donations - 43%

Grants - 5%

Caregiver Fees - 23%

Insurance - 29%

Expense Allocation



Program Services - 89%

Administration - 6.5%

Fundraising - 4.5%

**Based on a 2019 independent audit*

**100% of MemoryCare's extraordinary Staff, Board of Directors,
and Volunteers contribute financially to our program**

Making a Difference

\$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



Whether you are a long-time donor of MemoryCare or are starting your tradition of giving for the first time, please consider the benefits of a recurring gift:

Simple Your gift is divided into affordable increments with flexibility to choose your gift amount and frequency.

Convenient Your gift is tax-deductible and you will automatically receive a receipt by email.

Secure Your automatic payment information is safe and secure, and you can make a change to your gift anytime.

Important Smaller installments, made more often, add up to a meaningful gift that makes such a difference!

To make a recurring gift, visit www.memorycare.org, click "Donate" in the top right corner and choose "Recurring Donation."

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



"My wonderful mother is 90 years old and still able to live in her home with support. The way to get through this difficult disease is with your sense of humor and MemoryCare."

- Dr. Susan Hensley



"I would not want to be facing this journey alone and am exceedingly grateful for MemoryCare."

- Binky Curwen

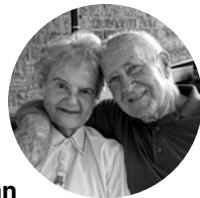
"The care, resources, and just plain love we experience at MemoryCare are just beyond words..."

- Alexandra Ceden



"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."

- Claude Cochran



"MemoryCare has changed my family's life, and the day that I met the staff was a turning point in Mom's care."

- Lyn Wiseman



"The level of care and concern we have found at this program has been truly astonishing."

- Karen Zimmerman

"People will forget what you said, people will forget what you did, but people will never forget how you made them feel." - Maya Angelou

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www.memorycare.org



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We express our sincere appreciation to the families for sharing their words and pictures for this brochure. Thank you to Liz Grieco for her help with the design.