



2020 ANNUAL REPORT

MemoryCare

The SECU Center for MemoryCare
100 Far Horizons Lane
Asheville, NC 28803

828-771-2219 phone
828-771-2634 fax
www.memorycare.org

Nationally Recognized Pioneers in Dementia Care
Supporting Families Since 2000



2020 Annual Report Table of Contents

- I. Director’s Perspective, pp. 3
- II. Mission, Vision, and Values Statements, pp. 4
- III. Board of Directors, pp. 5
- IV. Program Summary, pp. 6-7
- V. Detailed Clinical Activity Report, pp. 8-9
- VI. Community Outreach and Education, pp. 10-11
- VII. Income & Expense Pie Graph, pp. 12
- VIII. Accountability Statement, pp. 13
- IX. Staff Directory, pp. 14

“We were wandering around with very little understanding of the situation and what to do before we got with MemoryCare and are amazed at what a difference knowledge makes.

Thank you, MemoryCare!”

MemoryCare Caregiver, 2020

2020 MemoryCare Director's Perspective

2020 marked two decades since MemoryCare opened its doors to support families caring for loved ones with dementia in Western North Carolina. *With Covid-19, our work has never been more important.* Throughout the many challenges of the year, our wonderful staff served families, and our educational programs transitioned to being broadcast live for safe access from home by more people in need of the information. As I reflect on the year, I see that, like many others, we learned an enormous amount about virtual and tele-communications but, also about the fundamental need for personal, caring support during challenging times. We are deeply grateful to be here!

With pandemic restrictions and the isolation necessary for everyone's safety, support structures many relied on are no longer available, and routines are upended. Change can be hard for those with dementia and Covid-19 takes quite a toll on families we serve. In our clinic, we see nearly 30% increase in calls and emails from families as they grappled with these changes. We are fortunate that our staff can be here to listen, guide, and offer support.



Alongside the many new challenges this year, there were also new ideas, new ways of approaching our work, new opportunities... new people. With support from The Duke Endowment, The Cannon Foundation, the Leverage Fund of the Dogwood Health Trust, and generous individuals, we welcomed Dr. Stelley Gutman and social worker, Shira Wolf-Camplin, who are now seeing families in our Asheville clinic. Having them with us reduces wait times for appointments *and* makes our team all the better! Presenting MemoryCare's model of care at the Alzheimer's Association International Conference brought a new audience to learn of our success in reducing hospitalizations for those with dementia, enabling longer time at home. With the personal protective equipment we now use routinely, we also have new decor in our offices with facemasks and hand sanitizers to keep everyone safe.

Through the Covid-19 pandemic, our care teams served 1,021 families in our clinical program and, by pivoting quickly to a virtual platform, continued MemoryCaregivers Network support groups and reached 1,206 people with dementia-specific education. We were honored this year by a Proclamation from the City of Asheville for our 20 years of service to the community. *Since our start, MemoryCare has provided nearly \$11 million in charitable services and reached over 70,000 people in Western North Carolina with care and education.*

This year, in addition to operational grants from United Way of Asheville and Buncombe County, Buncombe Aging Services Alliance, People in Need from Community Foundation of WNC, and WNC Bridge Foundation, there was an outpouring of support from the community with gifts of facemasks and equipment to keep us safe. With these and Covid-19 relief funds from a PPP loan, DHHS, WNC Bridge Foundation, and Members of the SECU Foundation, we have been here throughout the pandemic in spite of the challenges. *Moreover, 100% of our dedicated staff, board of directors and volunteers gave this year in support of our operations.*



We are immensely grateful to Givens Estates for their visionary leadership in welcoming us to use space on their campus to launch MemoryCare in 2000 and for being a steadfast partner all these years. It is through generosity of individuals, grants, and foundations that we serve families with personal, caring support during challenging times. We maintain a deep commitment to serve all with need and provide what one caregiver called "*Caring done right.*"

I am pleased to present this report of our activities in 2020 and thank you for your interest.

With Appreciation,

A handwritten signature in blue ink that reads "Gina".

Virginia Templeton, MD
Director, MemoryCare



VISION

MemoryCare will be a model program that provides expert guidance for caregivers and comprehensive treatment for people living with dementia.

MISSION

MemoryCare is a nonprofit organization whose mission is to provide specialized medical care to older adults with cognitive impairment; to support caregivers with education, counseling, and improved access to services; and to provide community education.

VALUES

❖ EXCELLENCE

Maintain the highest quality in clinical, supportive, and educational services.

❖ COMPASSION

Provide a safe, caring environment that demonstrates respect for all individuals.

❖ COLLABORATION

Work with patients, caregivers, staff, and other organizations to enhance services and share knowledge.

❖ INTEGRITY

Act at the highest level of ethical behavior, fiscal responsibility, fairness and accountability.

❖ SUSTAINABILITY

Ensure that our services remain available to the region as an independent, non-profit organization and a well-established model for others to follow.



2020 BOARD OF DIRECTORS

Board Members	Officer and/or Committee	Primary professional or community affiliation	Geographic Representation (Town/county)
Jerry De Land	Board President/ Executive/ Finance Development/ Governance	Community Volunteer	Asheville/Buncombe
Rebekah Lowe, CLC ACC	Board Vice President/ Executive/ Finance	FizzyWork Executive Coaching	Asheville/ Buncombe
Andrew Atherton, Esq	Board Treasurer/ Executive/ Finance	Attorney at Law, McGuire, Wood and Bissette PA	Asheville/Buncombe
Becky Anderson	Development/ Governance	Becky Anderson Consulting, Inc, Givens Resident	WNC
Sok Heang Cheng, CPA, ABV, CFF, CVA	Finance	Shareholder Johnson Price Sprinkle PA	Asheville/Buncombe
Georgia Crump, LPN, GRN	Personnel	Geriatric Resource Nurse, NC Veterans Home	Black Mountain/Buncombe
Caroline Knox, Esq	Personnel (chair)	Attorney at Law, Knox Law	Hendersonville/Henderson Asheville/Buncombe
Carol Lawrence	Development (chair)	Community Volunteer	Asheville/Buncombe
Janet Moore	Development	Community Volunteer	Asheville/Buncombe
Claire Smith	Development	Community Volunteer	Asheville/Buncombe
Virginia Templeton, MD	Executive/ Finance/ Development/ Personnel	Executive Director, MemoryCare staff physician	WNC
Margaret Noel, MD Ex-Officio board member (nonvoting)	Finance/ Governance/ Personnel	Founder, MemoryCare staff physician	WNC

Community members who serve on committees in 2020: Mark Bailey (Development), Suzi Berl (Development), Mary Donnelly (Network representative, Development), Sherri Metzger (Development), Eleanor Owen (Finance), and Pam Turner (Finance). We gratefully acknowledge their time and assistance.

We pay tribute to Robert Patterson (1942-2020) who served as a community member on the Development and Outreach Committee from 2014-2019 with ideas, encouragement and support for the organization and was elected for board service in 2020.

MEMORYCARE 2020 PROGRAM SUMMARY

Who Are We?

- ❖ MemoryCare is an independent, community-based, charitable organization established in June of 2000 in Western North Carolina. We serve adults with cognitive impairment and their families with a model that *integrates* education and support of caregivers with medical care of those with dementia. Our services include:
 - Accurate diagnosis (through cognitive testing and focused physical examination)
 - Caregiver training, counseling, and support
 - Disease planning (respite and in-home care options, long-term care planning, prompting to address necessary financial/legal issues and safety issues unique to the disease)
 - Behavioral management
 - Coordination of services provided by other agencies
 - Prescriptions for dementia-related medications
 - Help filing for assistance for low income families
 - Assistance with end of life decision making/advance directives
 - Provision of written care plan to families in coordination with primary care physicians
 - Guided introduction to our lending library of caregiver resource materials
 - Education on aging issues to the community and dementia-specific training for health care professionals
 - Home visitation program in Buncombe County for clinical assessment when needed
- ❖ Our clinical, care management and educational services are provided by a team of seven physicians, one registered nurse, and four social workers. We have sixteen full-time and six part-time staff members.
- ❖ A dedicated Board of Directors comprised of community volunteers governs MemoryCare.
- ❖ To reach more rural areas, MemoryCare has a satellite in Waynesville serving Haywood & counties farther west.
- ❖ To address our waiting list for enrollment, MemoryCare expanded services in 2002, 2006, 2008, 2012, 2015, 2018, and 2020 and established a home visit program in Buncombe County.
- ❖ In 2020, with support of The Duke Endowment, The Cannon Foundation, Dogwood Trust (Leverage Fund), and generous donors, we launched a pilot tele-health education program and added a new care team.
- ❖ Through the Covid-19 pandemic, we have utilized in-person and tele-medicine visits and saw a *30% increase in email and telephone communications between care teams and families served.*
- ❖ We offer a Caregiver Consultation for caregivers who need resources prior to (or instead of) enrollment.
- ❖ MemoryCare's model of care incorporates best practice guidelines outlined by The Alzheimer's Study Group, National Alzheimer's Plan, and a DHHS review of dementia programs and Medicare's Dementia Quality Measures.
- ❖ We are a non-profit, charitable organization because of the limited reimbursement available for comprehensive dementia care *and* to ensure that all with need have access to our program.
 - It costs on average \$1800 per family per year for the comprehensive care MemoryCare provides.
 - On average, half of MemoryCare's annual income is from charitable funds through grants, donations, and investment income. *Per independent audit (2020), 89 cents of every dollar raised goes directly to services.*
 - In addition to charitable funds, our program has income from patient insurance reimbursement and a cost-sharing caregiver fee from enrolled families that is waived for those unable to afford it.
 - In 2020, *twenty-six percent* of caregiver fees were waived due to an inability to pay the cost.
 - MemoryCare would not exist without the generous support of individuals, foundations, and community agencies who have supported our program over the years.

Who Do We Serve?

- ❖ In 2020, we served 1,021 people living with dementia and 3,375 of their caregivers through our clinical program.
- ❖ Individuals with dementia seen in our clinical program ranged from 50 to 100 years of age with average age of 80.
- ❖ 53% of enrolled families came from Buncombe County with the remainder from 17 other counties in WNC (46%) and from out of state (1%).
- ❖ 52% of MemoryCare's primary caregivers have a spousal relationship, 39% are children of the person living with dementia, 6% are other family, 2% have a non-familial relationship, and 1% are paid caregivers.
- ❖ 90% of the people with dementia seen by MemoryCare teams are living in their homes, 7% in assisted living facilities and 3% in skilled nursing facilities.
- ❖ 40% of our patients are considered low income by HHS Poverty Guidelines.
- ❖ 6.2% of MemoryCare clients are from the Givens Communities.
- ❖ Professional education is provided to medical students, physicians in training, geriatric and hospice fellows, nursing, social work, dental and other students. We also provide training for dementia care specialists.
- ❖ MemoryCare facilitated 78 presentations, one virtual caregiver education conference, and reached 1,206 individuals with dementia-related education.

Why Are We Needed?

- ❖ *Dementia is common:* One in 10 people 65 and older in the USA has Alzheimer's or other type of dementia, and 1 in 3 seniors dies with Alzheimer's or another dementia (2020 Alzheimer's Disease Facts and Figures).
- ❖ *There is no cure for the disease:* Intensive research continues but until there is a cure, families need expert guidance and support such as MemoryCare offers to manage the disease as well as possible.
- ❖ *Age is the number one risk factor for dementia:* Our WNC community is older than the rest of the state and country. Of the 19 counties in NC served by MemoryCare in 2020, on average 23.9% of the population is age 65 and older compared to 16.7% in the rest of the state (U.S. Census Bureau, V2020).
- ❖ *Traditional medical models are not equipped to manage the challenges of dementia:* 87% of primary care physicians expect to an increase in people living with dementia over the next 5 years and half say the medical profession is not prepared to meet this demand (Alzheimer's Association, 2020 Facts and Figures).
- ❖ *MemoryCare is a model program for dementia care:* Our work is a testament to the possibility of including family and providing best practice care for those with dementia in spite of limited insurance reimbursement.
- ❖ *Dementia is a chronic, progressive illness that can take years to progress:* Studies consistently show that active management of the disease with routine engagement of caregivers such as MemoryCare provides can improve quality of life through all stages of the disease both for the person living with dementia and their caregivers.
- ❖ *Dementia is the costliest of diseases of aging:* In 2020, the cost of caring for those with dementia in the US was estimated at \$244 billion (Alzheimer's Association, 2020 Facts and Figures).
- ❖ *MemoryCare helps save healthcare costs:* MemoryCare offers an affordable alternative for the medical care of those living with dementia that saves healthcare dollars by facilitating accurate diagnosis and by educating families about potential safety risks appropriate utilization of the acute care system. Early and *accurate* diagnosis could save \$7 trillion in medical and care costs nationally (Alzheimer's Association).

Who Are Our Supporters?

- ❖ *100% of MemoryCare's staff, Board of Directors and volunteers give in support of our program.*
- ❖ The majority of donors have been touched by MemoryCare services.
- ❖ Givens Estates showed visionary leadership in 2000 in giving us a home to launch MemoryCare and for being a steadfast partner throughout the years. They generously provide an in-kind land lease for *The SECU Center for MemoryCare* and assistance with the cost of building maintenance.
- ❖ MemoryCare received significant grant assistance from the following foundations in the past three years: Members of the SECU Foundation, The Duke Endowment, The Dogwood Health Trust, WNC Bridge Foundation, Mission Health, People in Need grant from the Community Foundation of WNC, The Cannon Foundation, Deerfield Episcopal Retirement Community, the Buncombe County Aging Coordinating Consortium (BASA), and the United Way of Asheville and Buncombe County, alongside support from other smaller foundations, charitable trusts, corporations, and churches.
- ❖ Space for our Haywood County Satellite Clinic is provided by the Haywood County Senior Resource Center.
- ❖ Cognitive screenings and peer support groups are held in churches, senior lunch sites, low income housing apartments, and other locations provided by the community.
- ❖ In 2020, MemoryCare received charitable donations from 886 individuals, 9 foundations, and 28 community partners/sponsorships allowing MemoryCare to provide \$1,071,358 in charitable services that help ensure our program is accessible to all with need and that fees remain affordable.
- ❖ MemoryCare appreciates the dedicated volunteers who commit their time in support of our program.

Who Are Our Collaborators?

- ❖ MemoryCare enjoys collaborative partnerships with the Givens Communities and the Senior Resource Center of Haywood County.
- ❖ We provide education to healthcare professionals from a variety of disciplines and have collaborative agreements with Mountain Area Health Education Center and Western Carolina University.
- ❖ MemoryCare has strong working relationships with numerous other organizations serving the geriatric population in WNC including Buncombe and Henderson County Councils on Aging, Land of Sky Regional Council, Black Mountain Neuro-Medical Treatment Center, adult day programs, local retirement communities, and the Alzheimer's Association.

“You provide us with the means to cope with our situation – I feel a great load lifted off my shoulders after each encounter with MemoryCare and can't imagine where we would be without you!”

MemoryCare caregiver



2020 Clinical Activity

Client Overview

Number of Patients Enrolled in MemoryCare in 2020: 1,021 (296 were new patient evaluations)

Gender of Patients: 62% female, 38% male

Percentage of Patients Living in Home Setting: 90%

Total Number of Caregivers Enrolled in 2020: 3,375

Ratio of Active Caregivers to Active Patients: 3.3:1

Clinical Efficiency

Number hours filled with actual patients/hours available for appointments: 91.3%

Tele-visits: 19.6% (8% new and 22% follow-up visits were done via tele-platform this year due to Covid-19 pandemic)

Counties:

Avery	(0.20%)
Buncombe	(52.99%)
Burke	(0.49%)
Caldwell	(0.20%)
Catawba	(0.29%)
Cleveland	(0.29%)
Haywood	(8.42%)
Henderson	(15.08%)
Jackson	(3.72%)
Macon	(1.57%)
Madison	(2.64%)
McDowell	(1.37%)
Mitchell	(0.59%)
Polk	(1.18%)
Rutherford	(0.78%)
Swain	(0.78%)
Transylvania	(5.29%)
Yancey	(2.64%)
Out of State:	(1.47%)

Givens Residents: 6.2%

Income Levels:

40% of MemoryCare families are considered low income by Federal Poverty Standards

Medicaid: 2.3%

Enrollment Information

Fee waivers: 26% of caregiver fees were fully or partially waived in 2020.

Transition to Inactive Status: 306 (30.0%) of enrolled families chose to go inactive during 2020

Reasons provided for going Inactive:

- Stable: 54
- Facility Placement: 60
- Moved out of area: 20
- Not able to transport: 3
- Patient refusal to return: 14
- Patient declining/Family coping: 44
- Hospice Enrollment: 10
- PACE Enrollment: 4
- Death: 76
- Transition to other provider: 3
- Unable to meet expectations: 0
- No response to letter/calls: 15
- Other: 3

Caregiver College 2020

Number of 6-week sessions: 3 (18 modules)

Number attending course (live stream): 173

Number of participants *not* enrolled in MemoryCare: 55

Number of participants of online course (self-study): 34

Total number of Caregiver College participants in 2020: 207

MemoryCaregivers Network

Groups were in person through March 2020 at 3 sites, then all meetings via Zoom platform due to Covid-19

Total number of meetings held in 2020: 47 caregiver groups (9 in person, 38 virtual)

Total number of caregivers attending two or more meetings in 2020: 77

Number of caregivers attending two or more meetings who are *not* enrolled at MemoryCare: 30

Average # of participants per meeting (all locations): 12.7 individuals per group (range 4-21)

- Average # of participants per meeting (Fletcher): 13.0
- Average # of participants per meeting (New Hope): 14.0
- Average # of participants per meeting (Woodfin YMCA): 14.0
- Average # of participants per meeting (ZOOM): 12.4

Communications:

6 e-newsletters sent to 2,885 addresses

Geriatric Caregiver Consultation

Number of caregivers receiving service: 17

Volunteer Hours (by non-Board members- volunteer participation limited by Covid-19)

14 volunteers provided 193.25 hours of service in 2020

- Administrative – 21.50 (11.1%)
- Development – 18.75 (9.7%)
- Events – 0 (0%)
- Resource Center – 153.00 (79.2%)

Staff:

Physician: 5.3 fte of which 4.5 is clinical (0.2 to the Haywood County satellite, 0.4 to the home visit program, 0.2 to educational program, 0.8 to development/management)

RN Care Manager: 0.8

SW Care Manager: 3.7

Fundraising/Community Outreach: 1.6

Office Administrator: 0.9

Program Assistants/Scheduling: 1.9

Data Coordinator/Billing Assistant: 1

Network staff: 0.275



2020 Public Outreach and Education

Presentations:

Mary Donnelly: “Say This Not That,” Land of Sky Caregiver Chats (via Zoom), 6/30/2020 (virtual attendance: 12).

Margaret Noel, MD: “Using the Dramatic Arts for Dementia Education: ‘Steering into the Skid,’” Four Seasons Palliative Care Immersion Course, 7/15/2020 (virtual attendance: 27), (10/14/2020 (virtual attendance: 38).

Della Simon, MD: “Caring for the Caregiver and Memory Issues in Parkinson’s,” 2020 Parkinson’s Disease Conference (virtual event), MAHEC, 9/25/2020 (virtual attendance: 45).

Virginia Templeton, MD: “Cognitive Disorders and Parkinson’s Disease – What MemoryCare has to Offer,” Givens Parkinson’s Support Group, Asheville, 1/20/2020 (attendance: 35); “Brain Health, MemoryCare, and Aging,” Women’s Civic Club of Asheville, 2/4/2020 (attendance: 32); “Aging with Grace: Respecting Differences That May Come with Age,” Givens Estates series on inclusivity (virtual event), Asheville, NC, 8/27/2020 (initial screening audience: 28; on-demand: # unknown); “Dementia Care Practice: Integrating Medical and Caregiver Support in a Community-Based Program,” Alzheimer’s Association International Conference (virtual event), 7/30/2020-8/31/2020 (on-demand audience: # unknown; Q&A session, July 30th, virtual audience: 24); “Dementia Education Program,” Family Nurse Practitioner students at Western Carolina University School of Nursing, 10/20/2020 (virtual attendance: 24); “Fraudcast: Memory Issues and Fraud,” NC AARP, 12/9/2020 (29 views).

Virtual Educational/Outreach Events:

Community Caregiver Conference

“Strategies for Dementia Care: Teepa Snow Shares Her Positive Approach® to Care,” MAHEC, 9/23/2020 (virtual attendance: 190).

MemoryCare Adult Exercise Program

“Move for Memory,” Dr. Tiffany Salido, 7/21/2020 to 8/25/2020 - 6 occurrences on Tuesdays, 7/22/2020 to 8/26/2020 - 6 occurrences on Wednesdays, 10/5/2020 to 12/16/2020 – 22 occurrences on Mondays and Wednesdays (virtual attendance: 44).

Caregiver College

Spring Session (Tele-education), Modules 1-6, Instructors: Margaret Noel, MD (virtual attendance: 48); Summer Session (Tele-education), Modules 1-6, Instructors: Margaret Noel, MD, Mary Donnelly, Caroline Knox, Esq., (virtual attendance: 79); Fall Session (Tele-education), Modules 1-6, Instructors: Margaret Noel, MD, Mary Donnelly, Caroline Knox, Esq., (virtual attendance: 45); Online version for self-study (34 received).

MemoryCare Caregiver Education Series (Coordinated by Dr. Margaret Noel)

“Navigating the Maze of Alzheimer’s,” Bill Smutny, 5/7/2020 (virtual attendance: 56); “Protecting Assets and Quality of Life: Basics of Medicare, Medicaid, and Long-Term Planning,” Andrew Atherton, Esq. and Kathleen Rodberg, Esq., 5/14/2020 (virtual attendance: 52); “End of Life Care – Understanding Goals of Care in Progressive Dementia,” Virginia Templeton, MD, 5/21/2020 (virtual attendance: 57); “Carrying the Burdens of Grief,” Bill Smutny, 6/4/2020 (virtual attendance: 65); “Elder Fraud Wars,” David Kirkman, 8/20/2020 (virtual attendance: 50); “Understanding Lewy Body Dementia,” Meg Word-Sims, MD, 9/10/2020 (virtual attendance: 39); “Assistive Technology: Easing Your Caregiver Journey,” Cameron Kempson, M.Ed. and Emily Danclu-Grosso, MPA – Simply Home, LLC, 9/17/2020 (virtual attendance: 29); Book Club – *Creating Moments of Joy Along the Alzheimer’s Journey: A Guide for Families and Caregivers* by Jolene Brackey, Lindsey Kremer, BSW, 10/1/2020 (virtual virtual attendance: 6); “Lifestyle Choices that May Lower Your Risk for Dementia,” Stelley Gutman, MD, 10/8/2020 (virtual attendance: 30); “Diamonds to Pearls – Using Teepa’s GEMS® to Identify the Progression of Dementia,” Mary Donnelly, 5 presentations from 11/17/2020 to 12/15/2020, “What to Expect with End Stage Dementia,” GEMS® series, 12/15/2020 (virtual attendance: 83).

Clinical Observation/Students (Coordinated by Dr. David Johnson):

PG, MD, MAHEC, Clinical Observation, 2/24/2020; AN, PharmD, MBA, MAHEC, Clinical Observation, 9/17/2020; AK, PharmD, MAHEC, Clinical Observation, 9/17/2020; RR, Masters in Social Work Intern, Western Carolina University, Clinical Observation, 9/30/2020; DT, MD, MAHEC, Clinical Observation, 10/19-23/2020.

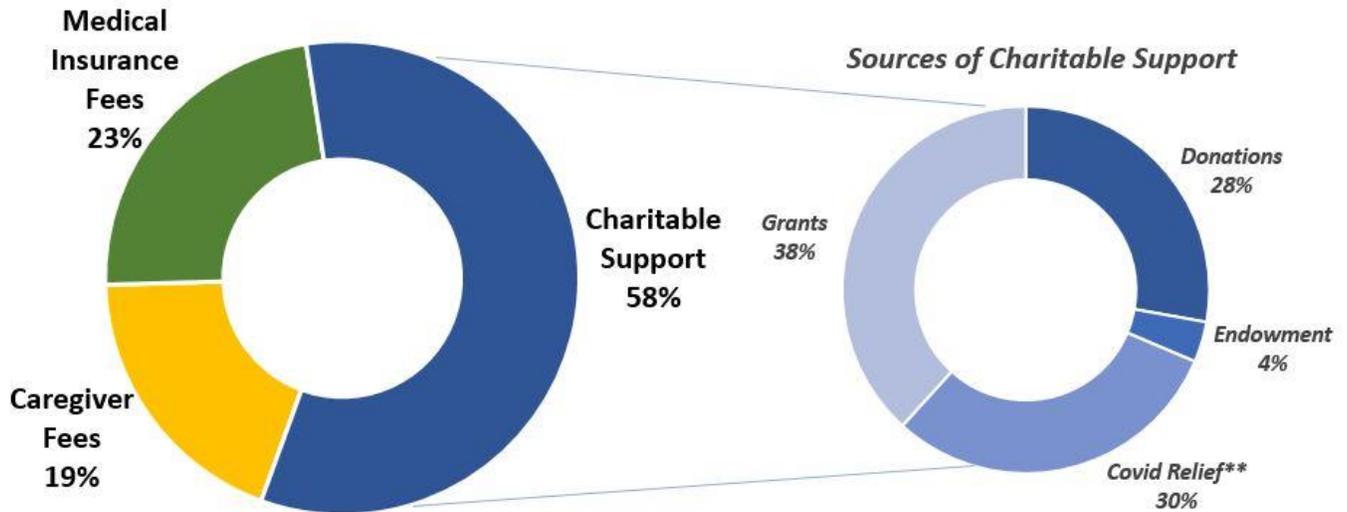
Total of 78 presentations and one community caregiver conference with 1,206 individuals reached + Facebook.

(Attendance and presentations are counted only once in shared presentations).

Comments from Participants of our Educational Series and Caregiver College:

- I am so impressed and grateful for this program – thank you! The materials are extensive yet highly accessible. The presenters know this material in their bones, easy to listen to, lots of helpful anecdotes. The underlying philosophy is so respectful, so loving. THANK YOU!!
- This program is excellent in content and presentation – essential information to us who are facing aging experience and our families, even without a current dementia challenge.
- This has been extremely valuable and convenient. A lot to absorb and review. Your presentation is excellent. Thank you for your work.
- Thank you so much! I’ve been so out of my depth with knowing how to help my Mom, but this is exactly the help I need.
- Not one minute of my time was wasted during this course. Everything you covered I needed to know, and so well organized. Thank you.
- A lifesaver - so practical - thank you!

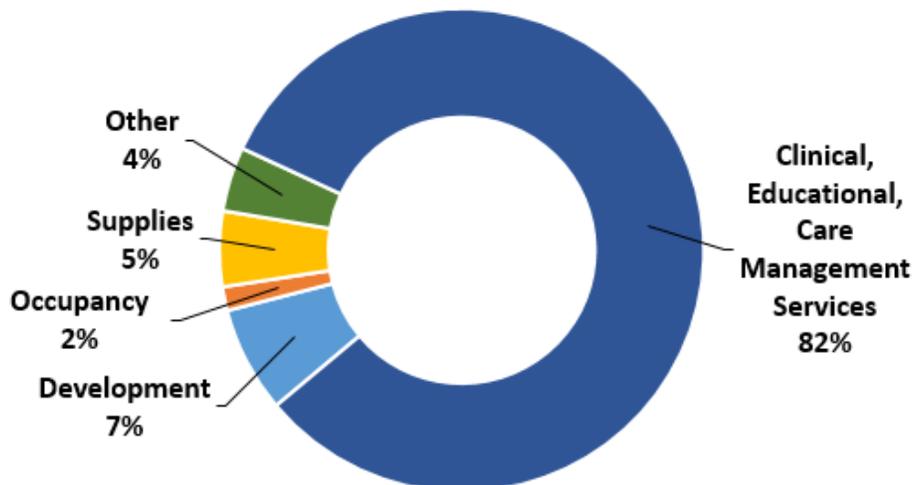
2020 MemoryCare Funding Sources*



* Total Operating Funds: \$ 2,011,790

** Covid relief funds came from DHHS, Members of the SECU Foundation, PPP loan and a WNC Bridge Foundation community grant. We are deeply grateful.

2020 MemoryCare Operating Expenses*



* Total Operating Expenses: \$2,008,037

*amounts are based on *pre-audit*, modified cash basis



ACCOUNTABILITY STATEMENT

- MemoryCare is a 501(C)(3) non-profit, charitable corporation (Federal Tax ID: 56-2178294) governed by a board of directors who are members of our community.
- We are licensed by the state of North Carolina to do charitable solicitation.
- Since inception, the program has received significant grant support from The Duke Endowment, The Fullerton Foundation, The Community Foundation of Western North Carolina, The Janirve Foundation, The Kate B. Reynolds Charitable Trust, Members of the State Employees' Credit Union Foundation, Givens Estates, Deerfield Episcopal Retirement Community, The Community Foundation of Henderson County, The Cannon Foundation, Buncombe County via the Buncombe Aging Services Alliances (previously Aging County Consortium), Mission Health, United Way of Asheville and Buncombe County, Dogwood Health Trust (Leverage Trust), and WNC Bridge Foundation.
- In 2020, we received in kind assistance with occupancy costs from the Givens Estates and the Haywood County Senior Resource Center.
- Givens Estates provides assistance with a long-term land lease for MemoryCare's building and financial assistance with building maintenance.
- MemoryCare completes a certified audit annually through an independent CPA Firm.
- MemoryCare works with community organizations (the Western North Carolina Chapter of the Alzheimer's Association, Asheville Buncombe Institute for Parity Achievement, Mountain Area Health Educational Center, Adult Day Care programs, Buncombe and Henderson County Councils on Aging, Land of Sky Regional Council, Mission Health Partners, and other community programs) to provide education, avoid duplication of services and promote collaboration.
- MemoryCare's Board of Directors monitors service activity and financial statements on at least a quarterly basis and authorizes a yearly Caregiver Outcomes Survey.

**100% of MemoryCare's Board of Directors, staff and volunteers
give in support of the organization.**



Staff Directory 2020

Office phone: 828-771-2219; fax: 828-771-2634

**Visit our website for additional information: www.memorycare.org
or send an email to: office@memorycare.org**

MemoryCare Staff

Amy Cohen, MD, Staff Physician
cohen@memorycare.org

Kellie Dillingham, Scheduler
dillingham@memorycare.org

Janet Doyle, Director of Development
doyle@memorycare.org

Anne Gardner, Program Assistant
gardner@memorycare.org

Liz Grieco, Development Assistant
grieco@memorycare.org

Stelley Gutman, MD, Staff Physician
gutman@memorycare.org

Lauren Hedden, BSW, Care Manager
hedden@memorycare.org

Ann Hendrix, Office Manager
hendrix@memorycare.org

C. David Johnson, MD, Staff Physician
johnson@memorycare.org

Lindsey Kremer, BSW, Care Manager
kremer@memorycare.org

Elizabeth Lackey, Program Assistant
lackey@memorycare.org

Margaret Noel, MD, Founder
noel@memorycare.org

Ashton Ryals, Program Assistant
ryals@memorycare.org

Della Simon, MD, Staff Physician
simon@memorycare.org

Virginia Templeton, MD, Executive Director
templeton@memorycare.org

Shira Wolf-Camplin, BSW, Care Manager
wolf-camplin@memorycare.org

Carly Woods, BSW, Care Manager
woods@memorycare.org

Margaret Word-Sims, MD, Staff Physician
word-sims@memorycare.org

Jenell Wright, RN, Care Manager
wright@memorycare.org

MemoryCaregivers Network Staff

Mary Donnelly, Network Coordinator
network@memorycare.org

Pat Hilgendorf, Network Co-Facilitator
patricia.hilgendorf@gmail.com

Caregiver Consultant

Pam Lessig, MA, MBA, LPC
office@memorycare.org