

"WITH A LITTLE HELP
FROM OUR FRIENDS"



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Asheville, NC 28803
828-771-2219
www.memorycare.org



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We express our sincere appreciation to the families for sharing their words and pictures for this publication.



FRED AND CAROL HALTON

During our first visit to MemoryCare, the staff offered us compassion and dignity. Those simple lifelines allowed me to start the process of accepting and coping with this new way of life. No problem was too insignificant for this wonderful team.

MemoryCare not only supports their patients, but they offer outstanding support for the caregivers as well. Oh my! I learned about the physical and mental aspects of dementia, *and* about how to take care of myself - without feeling guilty. These resources were a godsend to me, and I encourage all caregivers with loved ones in the program to utilize all that MemoryCare has to offer.

My heartfelt thanks to MemoryCare for the kindness, care, and compassion they gave to us.

Carol Halton, Caregiver

A LETTER FROM MEMORYCARE'S BOARD PRESIDENT

As music can inspire, MemoryCare families and friends inspire me in my role as MemoryCare's board president. As a caregiver myself, I understand the joys and heartache that can come with caring for a loved one with dementia. I also understand the enormous relief and comfort of having experts with the latest knowledge and greatest compassion to help with this journey. It is caring friends like you who help make MemoryCare's program possible. In this past *unusual* year, you helped with gifts of support that enabled our care teams to reach over 1,000 families, 40% of whom are low income. Our incredible staff is a symphony of caring professionals whose dedication is a joy to see. Our new virtual educational programs allowed us to continue the educational part of our mission through the pandemic and, going forward, will help us reach families who are more geographically distant and in need of the information. As surveyed, nearly 100% of individuals who participated in remote education said they would do so again and caregivers said they would recommend MemoryCare to others on dementia's journey. It is all an incredible testament to the importance and excellence of our work!



Needs for dementia care are increasing, especially in Western North Carolina, and thoughtful, supportive friends like you make a world of difference! MemoryCare relies on grants and charitable gifts for half of our operating budget. Please take time to look inside at what we have accomplished with your help this year. Your generosity can continue to propel this incredible program to better the lives of those we serve. YOU keep the music going with your gifts and we are deeply grateful!

A handwritten signature in black ink, reading "Rebekah M. Lowe".

Rebekah M. Lowe, Board President

INTERVIEW WITH A MEMORYCARE CARE TEAM:

DR. DAVID JOHNSON AND LAUREN HEDDEN, BSW



WHY DID YOU CHOOSE TO WORK FOR MEMORYCARE?

Dr. Johnson: I have worked with older adults throughout my career, a large proportion of which also had cognitive impairment. Dementia is a problem that I have faced with families throughout my 28 years of work as a physician. It is a family illness, and I find working with families fulfilling.

Lauren: I felt like I was supposed to be here... the mission of MemoryCare touched my heart. I am blessed to work for an organization that cares so much about the families they serve as well as their community and employees.

WHAT IS YOUR FAVORITE PART OF WORKING WITH FAMILIES?

Dr. Johnson: Helping families learn the skills they need to better manage caring for someone who has dementia is gratifying to me, especially when they discover ways to care for themselves along the way.

Lauren: I love that I can support families navigating the uncertainty that is caring for someone with a memory disorder while helping them recognize, appreciate and cherish what their loved one still offers and each day they have with their loved one.

WHAT IS THE BEST ADVICE YOU CAN GIVE A CAREGIVER WHO IS ON THIS JOURNEY?

Dr. Johnson: Be patient with yourself. Small changes in how you approach your loved one or resources you choose to use can make a big difference. Take this journey one step at a time. Be kind to yourself, and take care of yourself first, so that you can continue to care for your loved one.

Lauren: Spend quality time with your loved one in a way that is most meaningful for your relationship. And to keep in mind that we are all human and there will be good days and bad. Regardless, each day is a blessing.

MEMORYCARE HELPS MORE THAN 1,000 FAMILIES EACH YEAR

A daughter whose loving mother does not always recognize her

A husband who is struggling to cope with his beloved wife's changing abilities

Siblings grappling over how best to support a parent who can no longer live safely alone

Dementia impacts the entire family...

TOGETHER WE CAN PROVIDE...

Connections to community resources

Assistance for low-income families who cannot afford services

Remote access to services for families through telehealth and our satellite clinic

Education and training for family and professional caregivers to better understand and manage this disease



BILL AND RHONDA MOBLEY

"Our MemoryCare team helps us navigate the system of care."

WITH A LITTLE HELP FROM MEMORYCARE

The Beatles were right. Everybody needs *"Help!"* at some point in their lives. With a dementia diagnosis, assistance is mandatory. Help must be enlisted from highly skilled, empathetic, experienced professionals. MemoryCare filled this vital role for us.

My avocational interest in popular music has aided me in reflecting upon our medical predicament. The patient can't just concede that it's *"Funny How Time Slips Away"* and the caregiver can't casually remark *"Don't Worry,"* everything will be fine. Our marriage vows have *"Always"* reminded us that our love would be present and our unspoken pledge was *"I Can't Stop Loving You."*

Jill retired from a career as a pre-school teacher and a decade later, began manifesting cognition loss. The *"Blue Skies"* of our marriage were suddenly being darkened by *"Stormy Weather."* With the progressive nature of Jill's illness, my role as chief caregiver required definition and guidance. We both sought MemoryCare's help to better understand the unwanted journey we were taking.



THE COOPER FAMILY



LEE AND JILL COOPER

There were constant temptations to claim *"It's Only Make Believe"* about new signs of dementia, or to feel as if we were compelled to dwell alone in *"Heartbreak Hotel."* MemoryCare emerged as our *"Bridge Over Troubled Water"* and the staff daily demonstrate *"Amazing Grace"* as empathetic advisors. Our care team carefully analyzed Jill's condition, provided personal counseling about caregiving techniques, and even offered advice about lifetime medical and financial planning. Their educational programs suggested best practices in dealing with the progressive stages of this disease. Rather than just advising caregivers *"Don't Be Cruel,"* they stressed *"Try A Little Tenderness"* and *"Put A Little Love in Your Heart"* as guiding principles of care.

Jill and I recently celebrated our 57th wedding anniversary. She couldn't remember the exact date. She couldn't recall the state where we were wed. But, she still knew with certainty that I was her husband and her chief caregiver. Her warm smile and her ongoing delight at being with her three children made me think of the soaring devotion voiced by Whitney Houston in *"I Will Always Love You."*

The nature of my lifetime journey with Jill has not been diminished by her battle with dementia. In fact, my admiration for her has grown and deepened as we have struggled together. She's brave. She's involved. She appreciates help. MemoryCare has been a constant during our time of need. The people we have encountered there resonate with energy, bristle with ideas, and foster hope that enables us to *"Imagine"* a fulfilled life together.

Dr. Lee Cooper, Caregiver



WE GET BY WITH HELP FROM OUR FRIENDS



I agree... the Beatles got it right. *We get by with a little help from our friends.* When MemoryCare started in 2000, we knew insurance would cover only a portion of the cost for services to families impacted by dementia and that we would have to rely on others for help. Having families share *with us* in covering remaining costs makes it possible for us to be here and provide the best possible care. Each year, to keep family fees affordable and ensure anyone with need has access to our services, we work to contain expenses. Still we have to raise, on average, half of our budget to meet needs. We are very grateful for our friends who make this possible!

With generous help from friends, old and new, MemoryCare is now in our 22nd year and a nationally recognized, award-winning dementia care program serving over one thousand families each year. Your support makes a very real difference in people's lives as they grapple with this challenging disease and we are immensely grateful to be here.

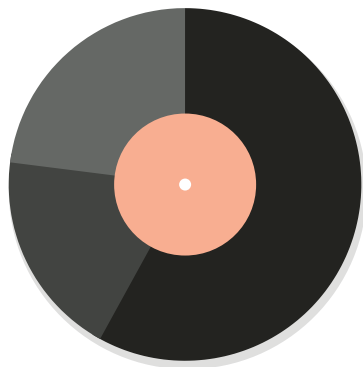
Thank you for giving generously.

Virginia Templeton, MD
Executive Director, MemoryCare

**89 CENTS OF EVERY DOLLAR
DONATED TO MEMORYCARE
GOES DIRECTLY TO
PROGRAMS AND SERVICES
FOR FAMILIES***

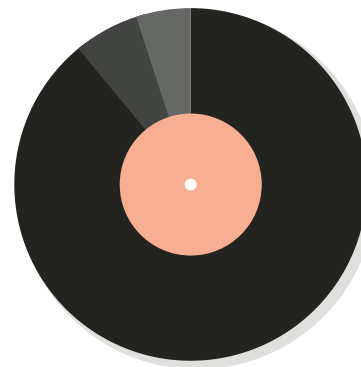
**per 2020 independent audit*

REVENUE + SUPPORT



Charitable Support - 58%
Caregiver Fees - 19%
Insurance - 23%

EXPENSE ALLOCATION



Program Services - 89%
Administration - 6%
Fundraising - 5%

**Per 2020 independent audit*

**100% of MemoryCare's extraordinary Board of Directors, staff,
and volunteers give to our program**

MAKING A DIFFERENCE

- \$50** for materials in our resource center
- \$150** for peer support groups of the MemoryCaregivers Network
- \$250** to provide live and on-demand education events to caregivers
- \$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

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



**DR. AMY COHEN CONDUCTS A
TELE-HEALTH VISIT WITH A FAMILY**

"Telehealth made it possible for us to stay in touch with families who needed our care and support but who couldn't safely come in to the office this year- what a gift!"

BECOME A RECURRING MEMORYCARE SUPPORTER

Our MemoryCare Friends stand shoulder to shoulder with our team of doctors, nurses, social workers, and other professionals providing best quality dementia care to families in our community. Becoming a Recurring MemoryCare Supporter can make such a difference!



Consistent support means we can be here as a reliable resource for families



Your gifts can help sustain needed programs and have a **greater cumulative effect** over time



Your support allows us to **use resources where they are needed most** - providing services

"With my recurring monthly gift, I feel I can make a difference in such an easy and simple way and show my gratitude at the same time!"

- Bob McCollum, MemoryCare Supporter

Benefits of Giving Monthly

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

To become a Recurring MemoryCare Supporter, visit www.memorycare.org/donate