



Quality Time Quality Care



*"I am not afraid of storms for I am  
learning how to sail my ship"*

*- Louisa May Alcott*

## ***A Letter From MemoryCare's Board President...***

For so many families, including my own, MemoryCare provides the grounding needed to weather storms that inevitably come with a diagnosis of dementia. While the disease erodes everyday norms, our teams share knowledge and support that take root throughout the journey so families can withstand the many changes over time. They say, "a tree with strong roots never falls over." MemoryCare helps families build a strong foundation to stay upright and savor life's joys along the way.

As an estate and elder law attorney with professional and personal experience with dementia, I see how the disease wears away a person's skills, reasoning and memory. I also see the toll it can take on caregivers. When I asked my wife to describe MemoryCare's support of her as a caregiver for her grandfather she said, "Memory Care helped me understand the disease and find a plan for my grandfather's care as we adjusted to a new normal. They were with us through highs and lows and at every step, I felt as though I were making decisions with a trusted family member." Sadly, dementia is a public health crisis and, with nearly 24% of Western North Carolinians 65 and older, we will continue to face this challenge in our community for years to come. With MemoryCare, we are fortunate to have a dedicated, award-winning, expert team at the ready to support families.

MemoryCare relies on charitable donations for half of our operating budget every year. This year, grants and generous donors helped our teams care for over 1,000 families, 40% of whom were low income. On behalf of our Board of Directors, staff, and volunteers, 100% of whom donate to support this work, thank you for considering joining us with a contribution to MemoryCare to help families weather their journey with dementia as well as possible. It truly makes a difference!

Gratefully,

Andrew D. Atherton  
Board President





## *With Us Through the Storm...*



My husband, Miles O. Hayes, and I were truly soulmates. We formed our consulting company in 1977. We shared the same passions (flyfishing, birding, reading, writing books). As a Professor of Geology, Miles supervised 72 Masters and Ph.D. degrees, thus he is often referred to as the Father of Coastal Geomorphology. Miles worked in 40 countries on every continent, including Antarctica, where he was honored with the naming of Hayes Head, a prominent coastal headland. Together, we led a multinational team to study the impacts of the Gulf War oil spill along the Saudi Arabian coast; Miles said that it was the greatest field project of his life!

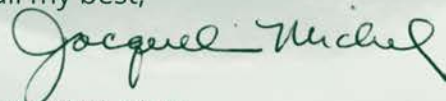
When it became clear that his cognitive function was declining, I knew I would have to find the best support—for us BOTH. Although we live over an hour away, we gladly drove to MemoryCare in Asheville to get that kind of support. At our visits, while Miles underwent cognitive testing, I met with the staff. I was impressed! Clear explanations about his care now and what to expect in the future. Solid recommendations to keep Miles as safe as possible and always emphasizing my self-care. I wanted to keep him at work and home as long as possible, but he required constant attention. Covid-19 made caregiving even more challenging, and with recommendations from my MemoryCare team, I brought in paid caregivers who were a great support for us both as Miles' illness progressed.

What I appreciate most about MemoryCare was that they responded so quickly to my emails about changes in Miles' behavior, mood, medications, and health. Every dementia case is unique, so there is a lot of trial and error in getting the right treatment over time. I would describe his behaviors, and the MemoryCare staff quickly responded with suggestions and encouragement. They were constantly telling me to take care of myself.

When Miles had to move into a skilled nursing facility, I continued to rely on the staff at MemoryCare; I trusted them so much and got the support I needed through really tough decisions. I could not have made it through these years without the support the staff at MemoryCare provided me.

Thank you for your support of this remarkable organization- it will help them in their work to support families who truly need this care.

With all my best,

A handwritten signature in black ink that reads "Jacquie Michel". The signature is fluid and cursive, with the first name "Jacquie" being more prominent than the last name "Michel".

Jacqui Michel, Ph.D  
Caregiver





## Weathering the Storm...

Like a hurricane, dementia disrupts lives and creates new obstacles for families. It leaves in its wake change different for every person and exposes the profound need we all have for support through turbulent times. MemoryCare teams provide a lifeline of knowledge, information and support. Robert Frost said, "the best way out is always through," and, while dementia's journey can be challenging, our expert teams are here to help families as they sail through the eye of dementia's storm.



MemoryCare is a model program that meets every guideline for best practice dementia care and more. The Journal of Alzheimer's Disease published an article this year showing demonstrable benefits of our virtual education program for caregivers. Families routinely let us know what a difference our program makes for them as they navigate this terrible disease.

Insurance helps cover the cost of services for people with dementia enrolled on our program but no insurance covers the full cost of services we provide to families. To be here and provide this award-winning care, MemoryCare relies on charitable support to cover half of our expenses every year.

Please consider a contribution to help families receive our best practice dementia care. With your gifts, we can weather this storm and be here for families as they learn to sail through the hurricane of dementia and weather the many storms it brings. Your support makes such a difference! Thank you!

With deep appreciation,

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

Elizabeth Stavish, MBA, LNHA  
Associate Director

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

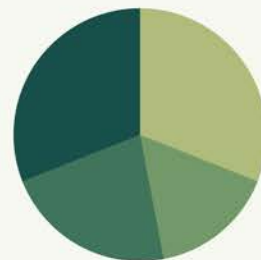
Virginia Templeton, MD  
Executive Director

**"MemoryCare is a true gift to our community providing expert professional care to patients and tremendous support and information to caregivers of those with cognitive impairment."**

*-MemoryCare Caregiver*

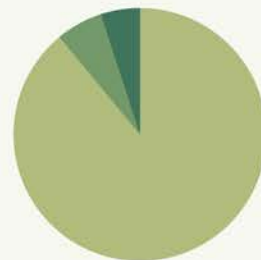
***If you are 70 1/2 or older, please consider the tax advantages of making a Qualified Charitable Distribution from your IRA directly to MemoryCare***

***Contact our Development Director, Janet Doyle, for more information at 828.771.2219***



### Income Sources

- Donations 31%
- Grants 16%
- Caregiver Fees 22%
- Insurance 31%



### Expenses\*

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

\*Per 2021 Independent Audit

***40% of families enrolled in MemoryCare are low income by HHS Federal Poverty Standards***



## *Interview With MemoryCare Care Managers...*



**Rebecca Carter,**  
PTA

### **Why is MemoryCare special to you?**

**Rebecca:** MemoryCare is such an important resource for our community! I am humbled and grateful to be a part of this journey with our patients and caregivers and am thankful to work for a nonprofit committed to providing care to all income levels.

**Kali:** MemoryCare is special to me because of the support that the organization provided my family when my grandmother was diagnosed with dementia and for being a place families can share their concerns and get the care they need.



**Kali Fleagle,**  
BSW

### **What have you learned since joining MemoryCare?**

**Rebecca:** So much! Though I worked with people with dementia before coming to MemoryCare, I know more about communication techniques, medications, community resources, and ways to manage behaviors. There is an amazing amount of knowledge here, and I look forward to continuing the learning journey!

**Kali:** The biggest thing I've learned since coming to MemoryCare is how dementia affects everyone differently. No matter if you are a caregiver or a person diagnosed with cognitive impairment or if you have Alzheimer's or another type of dementia, the experience is truly different for everyone.



## What is your favorite part about working at MemoryCare?

**Rebecca:** My favorite part about working at MemoryCare is being part of a care team that genuinely works hard to provide support to patients and caregivers through their memory loss journey.

**Kali:** My favorite part about working at MemoryCare is being in clinic with the patients and caregivers. These appointments are so incredibly important for evaluating things and allow us to provide the support and resources each family needs.

## What is the best advice that you can offer to a caregiver on this journey?

**Rebecca:** First of all, thank you for taking on this role! The journey is different for each caregiver, but if I had to give one piece of advice, it would be to reach out for help. Support might come from family, friends, or community resources... *you don't have to do it alone!*

**Kali:** Take time to take care of yourself, whatever that looks like for you. It could be doing something you enjoy, relaxing, or spending time with your friends and family. Also, give yourself grace- caregiving is a hard job, but you can do this!

## ***Sailing Through the Storm...***

**"MemoryCare is a beacon of hope to those of us who are drifting with family problems of dementia... I will remain a strong supporter of MemoryCare for the rest of my life!"**  
*- MemoryCare Caregiver*

***To support our program visit  
[www.memorycare.org](http://www.memorycare.org)***

*or scan here!*



**\$50**

*For materials in our resource center*

**\$150**

*To provide live and on-demand education events to caregivers*

**\$250**

*For peer support groups of the MemoryCaregivers Network*

**\$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*



## ***Your donations go towards...***

- Caregiver counseling, education, and support
- Access to care for all with need
- Health screenings in underserved communities
- Educational programs
- Caregiver peer support groups



## ***Why we need your help...***

- Insurance does not cover the full cost of our services
- With our aging population, WNC needs a best practice dementia care program
- Half of our annual budget comes from grants and donations
- So we can be here and serve families as long as there is a need

**Every gift makes a difference in our capacity to help families navigate the troubled waters of dementia. Join our MemoryCare crew by becoming a Recurring MemoryCare Supporter today!**

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



**The SECU Center for  
MemoryCare**  
100 Far Horizons Lane  
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828-771-2219  
[www.memorycare.org](http://www.memorycare.org)



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