



2022 ANNUAL REPORT

MemoryCare

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Nationally Recognized Pioneers in Dementia Care
Supporting Families Since 2000



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“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, 2022

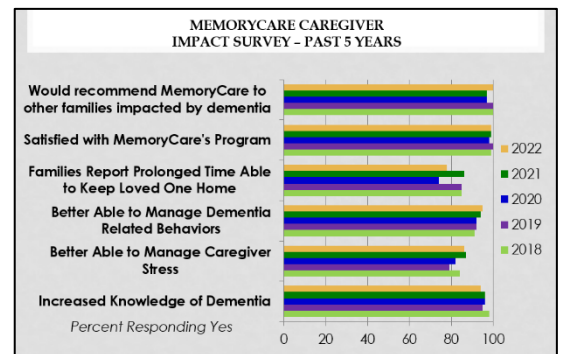
2022 MemoryCare Director's Perspective

In my role as MemoryCare's executive director, I am continually inspired by families we serve and by my colleagues. However you look at it, dementia is a challenging disease. Every family, every person is different and while researchers search for ways to prevent dementia, treat it, manage it, learn more about it, our teams are laser-focused on providing expert, evidence-based care that makes a difference in lives now. *This is our passion*. For all of us at MemoryCare, it is a privilege to be here and provide the best possible care.

In 2022, we served 1,137 people with dementia and 3,479 of their family caregivers through our clinical care management program and 2,157 in our educational programs. Our Founder/Medical Director, Margaret Noel, MD, established MemoryCare after practicing as a general geriatrician in the community for over 10 years during which she saw the fundamental importance of family caregiver involvement in the care of a person living with dementia. She also saw the limitation of insurance reimbursement to cover the cost of such care making it a challenging to offer in a sustainable way. Alongside our unique *clinical* model, she wisely developed a charitable "business" model as well and, with community support, our work has been possible these past 22 years. MemoryCare teams have served thousands of families and provided over \$13,000,000 in charitable service. We are now an internationally-recognized, award-winning dementia care program. In 2022, the *Journal of Alzheimer's Disease* published an article demonstrating the tangible benefits of our virtual education program for caregivers as they navigate their journey with dementia.

Every year we ask families for input about how our work affects their lives and how we might improve our program to meet needs.

Intuitively we know our program makes a difference and, through a more formal process of evaluation, you can see in this graph what families have said over the past 5 years. 99-100% report being satisfied with our program and 99-100% say they would recommend MemoryCare to other families for whom dementia is an issue. The results are humbling and their consistency underscores the most common phrase I see in comments that **MemoryCare is, "A lifeline"** for many families through their journey with dementia.



In 2022, Elizabeth Stavish, MBA, LNHA joined our staff as Associate Director and alongside her business and leadership skills brought warmth and compassion to our organization. We welcomed care managers, Rebecca Carter, PTA and Kali Fleagle, BSW, development and technical assistant, Kylie Robinson, and scheduler, Hanna Ledford who have been wonderful new team members as well. We partnered with the Asheville Buncombe Institute for Parity Achievement and the Shiloh Community Association in development of our Foot Clinic and Health Education program with support from the WNC Bridge Foundation and will continue the program through a Human Services grant from the Community Foundation of WNC. The MemoryCaregiver's Network continued its peer support groups virtually and our electronic newsletter was sent to over 4,200 caregivers. We will miss Pat Hilgendorf who retired from her role as co-facilitator with Network support groups after 10 years with MemoryCare in that role. Thank you, Pat!

We are grateful for operational support received this year from Buncombe County, Pisgah Health Foundation, the WNC Bridge Foundation, and the United Way of Asheville Buncombe County for service to low-income families and to the Dogwood Health Trust for support of our virtual education program. Forty-two percent of those served in 2022 were low-income by Federal Poverty Standards and in need of care. This year, *100% of our staff and board of directors gave in support of our operations*. We have an incredibly dedicated team at every level for which I am deeply grateful. I am pleased to share this report of our 2022 activities and appreciate your interest in our work.

With all my best,

Virginia Templeton, MD
Executive 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 non-profit 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.



2022 BOARD OF DIRECTORS

Board Members	Officer and/or Committee	Primary professional or community affiliation
Andrew Atherton, Esq	Board President/ Executive/ Finance/ Governance	Attorney at Law, McGuire, Wood and Bissette PA
Sherri Metzger	Board Vice President/ Development	Community Volunteer
Sok Heang Cheng, CPA, ABV, CFF, CVA	Board Treasurer/ Executive/ Finance (chair)	Shareholder, Johnson Price Sprinkle PA
Becky Anderson	Development (Chair)	Becky Anderson Consulting, Inc, Givens Resident
Georgia Crump, LPN, GRN	Personnel (chair)	Geriatric Resource Nurse, NC Veterans Home
Faith Doyle	Finance	Financial Advisor, Webb Investment Services
Ryan Harman	Finance	Financial Advisor, Edward Jones
Nancy Lauffer	Development/ Personnel	Community Volunteer
Laura Meherg	Development	Partner and Founder of Wicker Park Group
Janet Moore, MPS, APR	Development	Community Volunteer
Claire Smith	Development/ Governance	Community Volunteer
Virginia Templeton, MD	Executive/ Development/ Finance/ Personnel	Executive Director, MemoryCare staff physician
Margaret Noel, MD Ex-Officio board member (nonvoting)	Finance/ Governance/ Personnel	Founder of MemoryCare, staff physician

Non-board, community members who served on committees in 2022: Mark Bailey (Development), Mary Donnelly (MemoryCaregivers Network representative for Development), Jerry De Land (Finance), and Caroline Knox (Personnel). We gratefully acknowledge their time and assistance.

MEMORYCARE 2022 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 six physicians, one nurse practitioner, four social workers, one registered nurse, and one physical therapy assistant.
- ❖ In 2022, we had eighteen full-time and five 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. *We hope to add a new care team in 2023* to address the ongoing need for best practice dementia care in our WNC community.
- ❖ In 2022, with support from The Dogwood Health Trust, we began a 3-year project to extend our virtual education program for low income families.
- ❖ 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 \$1,936 per family per year for the comprehensive care MemoryCare provides.
 - *Per independent audit (2021), 89 cents of every dollar raised goes directly to services.* On average, half of MemoryCare's annual income is from charitable funds through grants, donations, and investment income.
 - 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 2022, *twenty one 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 2022, we served 1,137 people living with dementia and 3,479 of their caregivers through our clinical program.
- ❖ Individuals with dementia seen in our clinical program ranged from 52 to 99 years of age with average age of 80.
- ❖ 55% of enrolled families came from Buncombe County with the remainder from 17 counties in WNC (42%), 2 counties in other parts of NC (1%), and from out of state (2%).
- ❖ 52% of MemoryCare's primary caregivers have a spousal relationship, 40% are children of the person living with dementia, 6% are other family, 1% 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.
- ❖ 42% of our patients are considered low income by HHS Poverty Guidelines.
- ❖ 6.5% 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 165 presentations, one virtual caregiver education conference, and reached 2,157 individuals (plus radio and television audiences) with dementia-related education.

Why Are We Needed?

- ❖ *Dementia is common:* 1 in 9 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 (Alzheimer's Association, 2022 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 18 counties in WNC served by MemoryCare in 2022, on average 25.2% of the population is age 65 and older compared to 16.8% in the rest of the state (U.S. Census Bureau, V2022).
- ❖ *The prevalence of dementia is growing:* North Carolina is expected to see a 16.7% increase in the number of people with Alzheimer's dementia between 2020 and 2025 (Alzheimer's Association, 2022 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 2022, Alzheimer's and other dementias will cost the nation \$321 billion (Alzheimer's Association, 2022 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 and appropriate utilization of the acute care system.

Who Are Our Supporters?

- ❖ *100% of MemoryCare's staff and Board of Directors 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, Pisgah Health Foundation, 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.
- ❖ In 2022, Advent Health provided generous sponsorship for Caregiver College.
- ❖ Space for our Haywood County Satellite Clinic is provided by the Haywood County Senior Resource Center.
- ❖ In 2022, MemoryCare received charitable donations from 850 individuals, 8 foundations, and 36 community partners/sponsorships allowing *MemoryCare to provide \$1,095,231 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 Asheville Buncombe Institute for Parity Achievement, 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.

We cannot over-emphasize how helpful and meaningful MemoryCare has been throughout our experience. We have recommended these services to several families, and endorse MemoryCare fully.

- MemoryCare Caregiver, 2022



2022 Clinical Activity

Client Overview:

Number of Patients Enrolled in MemoryCare in 2022: 1,137 (330 were new patient evaluations)

Gender of Patients: 60% female, 40% male

Percentage of Patients Living in Home Setting: 90%

Total Number of Caregivers Enrolled in 2022: 3,479

Ratio of Active Caregivers to Active Patients: 3.1:1

Clinical Efficiency:

Number of hours filled with actual patients/hours available for appointments: 92.7%

Tele-visits: 2.34%

Counties:

Buncombe	(54.88%)
Burke	(0.44%)
Caldwell	(0.09%)
Catawba	(0.35%)
Cherokee	(0.18%)
Clay	(0.26%)
Cleveland	(0.18%)
Graham	(0.18%)
Haywood	(9.06%)
Henderson	(13.02%)
Jackson	(3.34%)
Macon	(1.93%)
Madison	(2.90%)
McDowell	(1.50%)
Mitchell	(0.62%)
Polk	(1.50%)
Rutherford	(1.06%)
Swain	(0.97%)
Transylvania	(3.69%)
Yancey	(1.41%)
Other counties in NC	(0.26%)
Out of State:	(2.20%)

Givens Residents: 6.5%

Income Levels:

42% of MemoryCare families are considered low-income by Federal Poverty Standards

Medicaid: 1.4%

Enrollment Information:

Fee waivers: 21% of caregiver fees were fully or partially waived in 2022.

Transition to Inactive Status: 357 (31.4%) of enrolled families chose to go inactive during 2022

Reasons provided for going Inactive:

- Stable: 67
- Facility Placement: 53
- Moved out of area: 35
- Not able to transport: 5
- Patient refusal to return: 23
- Patient declining/Family coping: 29
- Hospice Enrollment: 27
- PACE Enrollment: 2
- Death: 92
- Transition to another provider: 3
- Unable to meet expectations: 1
- No response to letters/calls: 19
- Other: 1

Virtual Education (hosted by MemoryCare):

Caregiver College

Number of 6-week sessions: 4 (24 modules)

Number attending course live: 268 (263 via live stream and 5 in person)

Number of participants in the online course through Thinkific (self-study): 51

Total number of Caregiver College participants in 2022: 319

Number of participants *not* enrolled in MemoryCare: 146

Education Series (non-Caregiver College)

Number of courses: 7

Number attending: 383

MemoryCaregivers Network:

MemoryCare hosts three virtual peer caregiver support groups each month.

Total number of meetings held in 2022: 36

Total number of caregivers attending two or more meetings in 2022: 76

Number of caregivers attending two or more meetings who are *not* enrolled at MemoryCare: 26

Average # of participants per meeting: 21.9 individuals per group (range 15-31)

Communications:

6 e-newsletters were sent to 4,208 addresses

Foot Clinic and Health Education Program:

Total number of clinics held in 2022: 23

Locations: Bethel SDA Church, Burton Street Community Center, Givens Gerber Park, Harvest House, Maple Crest Apartments, Senior Opportunity Center, Shiloh Community Center, St. Paul Baptist Church, Tried Stone Missionary Baptist Church

Total number of attendees: 185 unique individuals attended at least one clinic in 2022

- 153 received foot care; 39 received referral(s) for another community resource
- 100% had access to educational materials

MemoryCare Adult Exercise Program/"Move for Memory" (Virtual Events):

Total number of classes held in 2022: 78

Total number of people attending at least one class: 52; average 12 per class

Geriatric Caregiver Consultation:

Number of caregivers receiving service: 45

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

4 volunteers provided 172 hours of service in 2022

- Administrative – 135.35 (78.69%)
- Development – 36.65 (21.31%)

Staffing:

Clinical Providers: 5.5 fte of which 4.6 is clinical/program (0.2 to the Haywood County satellite, 0.6 to the home visit program, 0.25 to the educational program, 0.9 to development/management)

Program RN: 0.05

Care Managers (SW/PTA): 4.9

Fundraising/Community Outreach: 1.6

Associate Director: 1

Office Administrator: 0.9

Program Assistants/Scheduling: 2.15

Data Coordinator/Billing Assistant: 1

Network staff: 0.275



2022 Public Outreach and Education

Presentations:

Mary Donnelly: “Living Next Door to Dementia” (90-minute version), Trinity View Assisted Living, Arden, 1/6/2022 (attendance: 30); “Living Next Door to Dementia” (3-part series), Pisgah View Retirement Community, Candler, 1/12/2022, 1/26/2022, and 2/2/2022 (total audience: 47 + virtual); “Living Next Door to Dementia” (90-minute version), Givens Highland Farms, Black Mountain, 1/26/2022 (attendance: 100); “Normal Aging or Dementia?/What is MemoryCare?,” Alpha Delta Kappa – NC Beta Upsilon Chapter, Weaverville, 1/27/2022 (attendance: 20); “Why are my Keys in the Refrigerator?” (with Janet Doyle), Rotary Club of Hendersonville - Four Seasons, Hendersonville, 4/4/2022 (attendance: 11); “Resources for Dementia, Panel discussion”, one of three panel members, Pisgah View Retirement Community, Candler, 5/2/2022 [attendance: 25 (15 virtual + 10 in-person)]; “Diagnosis Dementia – Now What?” Mills River Life Enrichment Center, Mills River, 8/3/2022 (attendance: 75); “Living Next Door to Dementia (3-part series),” Montreat Wednesdays, Montreat Presbyterian Church, 11/2/2022, 11/9/2022 and 11/16/2022 (attendance: 75); “Could This Be Alzheimer’s? Early Warning Signs and Help for Caregivers,” Dementia Caregivers and Friends, Higgins Memorial United Methodist Church, Burnsville, 11/17/2022 (attendance: 40).

Stelley Gutman, MD: “Lifestyle Choices that may Lower your Risk of Dementia,” Camp Keystone, Brevard, 9/19/2022, (virtual attendance: 25). “Providing Person-Centered Care: Integration of Family and Caregivers,” Alzheimer’s Association Project ECHO for Rural Providers in WNC, 5/23/2022 (virtual attendance: 16); “Communication of Findings to Patients and Caregivers,” Alzheimer’s Association Project ECHO for Rural Providers in WNC, 7/11/2022 (virtual attendance: 16); “Routine Care Planning,” Alzheimer’s Association Project ECHO for Rural Providers in WNC, 9/12/2022 (virtual attendance: 16).

David Johnson, MD: “MemoryCare’s Foot Clinic,” ABIPA Body & Soul – radio talk show at WRES, Asheville, 3/3/2022 (radio audience).

Elizabeth Lackey, MSW: “Is This Normal? An Overview of Normal Aging vs. Cognitive Impairment and What to Do If You Have Concerns,” Givens-Highland Farms, Black Mountain, 11/11/2022 (attendance: 15).

Margaret Noel, MD: “Using the Creative Arts in Medical Education: ‘Steering into the Skid,’” Four Seasons Palliative Care Immersion Course, 3/23/2022 (virtual attendance: 32); “Using the Creative Arts in Medical Education: ‘Steering into the Skid,’” Four Seasons Palliative Care Immersion Course, 6/15/2022 (virtual attendance: 32); “Six Steps to Managing Alzheimer’s Disease and Dementia,” Andrew Budson, MD, acted as moderator for Q&A, 6/23/2022 (attendance: 130 virtual, 12 in-person); “Project ECHO Dementia Evaluation and Diagnosis for Rural Providers in WNC,” 6/27/2022 (virtual attendance: 20); “Project ECHO Dementia Care Management: Cognition and Co-morbidities for Rural Providers in WNC,” 8/22/2022 (virtual attendance: 18); “Using the Creative Arts in Medical Education: ‘Steering into the Skid,’” Four Seasons Palliative Care Immersion Course, 10/12/2022 (virtual attendance: 30); “Coordination of Care Transitions,” Alzheimer’s Association Project ECHO for Rural Providers in WNC, 10/24/2022 (virtual attendance: 15).

Della Simon, MD: “Dementia,” MAHEC Rural Grand Rounds, Asheville, 5/18/2022 (virtual attendance: 29); “General Dementia Overview,” Appalachian Mountain Community Health Centers, Asheville, 7/21/2022 (virtual attendance: 30).

Elizabeth Stavish, MBA, LNHA: “Introduction to MemoryCare,” Buncombe Aging Services Alliance (BASA), 8/17/2022 (virtual attendance: 13).

Virginia Templeton, MD: “MemoryCare,” Rotary Club of Asheville – Biltmore, 1/3/2022 (virtual attendance: 35); “The Integration of Medical and Social Programs,” focus group for the Governor’s Advisory Council on Aging, 4/29/2022 (virtual attendance: 7); “MemoryCare’s Foot Care and Health Education Program,” Liveable Appalachia – Access to Healthcare in Rural Areas, an AARP webinar live-streamed on 3 AARP Facebook pages (NC, VA, TN), WDBJ, and covered in a news report by WDBJ, 8/4/2022 (virtual attendance: 67 viewed live and 365 viewed recording as of 12/31/2022).

Caregiver College:

Winter Session (Tele-education), Modules 1-6, Instructors: Stelley Gutman, MD, Mary Donnelly, Caroline Knox, Esq.; Spring Session (Tele-education), Modules 1-6, Instructors: Stelley Gutman, MD, Mary Donnelly, Caroline Knox, Esq.; Summer Session (Tele-education), Modules 1-6, Instructors: Margaret Noel, MD, Stelley Gutman, MD, Mary Donnelly, Caroline Knox, Esq.; Fall Session (Tele-education), Modules 1-6, Instructors: Margaret Noel, MD, Mary Donnelly, Caroline Knox, Esq. (attendance: virtual via Zoom - 263; in-person - 5; Thinkific version (virtual enrollment) - 51).

Foot Care and Health Education Program:

23 sessions held (locations: Bethel SDA Church, Burton Street Community Center, Givens Gerber Park, Harvest Community Center, Maple Crest Apartments, Senior Opportunity Center, Shiloh Community Center, St. Paul Baptist Church, Tried Stone Missionary Baptist Church); attendance: 185 unique individuals – 153 received foot care, average: 8.7 people per clinic received foot care, 39 received referrals, and 100% had access to educational materials.

MemoryCare Caregiver Education Series (Virtual Events):

“Lifestyle Choices that may Lower Your Risk for Dementia,” Stelley Gutman, MD, 6/2/2022 (virtual attendance: 52); “Let’s Talk Caregiver Resources,” Lindsey Kremer, MSW and Carly Woods, BSW, 6/9/2022 (virtual attendance: 43); “Assistive Technology: Easing Your Caregiver Journey,” Emily Danciu-Grosso, MPA from Simply Home, 6/19/2022 (attendance: 30 virtual, 1 in person); “Six Steps to Managing Alzheimer’s Disease and Dementia,” Andrew Budson, MD, Margaret Noel, MD (moderator for Q&A), 6/23/2022 (attendance: 130 virtual, 12 in person); “Dementia and Driving Safety,” Jan Stephanides, MS OTR/L, CDRS, CDI, 9/15/2022 (virtual attendance: 31); “How to Choose and Transition to a Long-Term Care Setting,” Barbara Kenney, MS, BSN, RN, ACM, CCM, 9/22/2022 (virtual attendance: 47); “Keeping Love Alive as Memories Fade,” Edward Shaw, MD, MA, Margaret Noel, MD (moderator for Q&A), 9/29/2022 (virtual attendance: 37).

MemoryCare Adult Exercise Program (Virtual Events):

“Move for Memory,” Tiffany Salido, PT, DPT, CSPS, Ph.D., and Rebecca Carter, PTA, 1/10/2022 to 12/19/2022 - 78 occurrences on Mondays and Wednesdays (attendance: 52; average: 12 per class).

Programmatic Education:

Site visit from DB of OhioHealth (presentation by ES), 8/8/2022; Site visit from MD, MD, Keystone Geriatrics, Eagle, ID (presentation from ES), 9/7/2022.

Clinical Observation/Students:

JA, MD, MAHEC, 4/20/2022; IC, MedServe/AmeriCorps fellow, 5/12/2022; MD, MD, Keystone Geriatrics, Eagle, ID, 9/7/2022; LH, MSW student at UNCC, phone interview with Carly Woods, BSW, 3/7/2022; KJ, PharmD, MAHEC, 9/15/2022, 10/20/2022, 11/17/2022, 12/15/2022; EK, DO, MAHEC, 8/29/2022, 8/30/2022, 9/6/2022, 9/7/2022, 9/8/2022, 9/9/2022, 9/12/2022, 9/13/2022, 9/14/2022, 9/15/2022, 9/16/2022; CL-J, MD, MAHEC, 8/18/2022; YO, PharmD, MAHEC, 1/7/2022, 1/20/2022, 2/17/2022, 3/17/2022, 4/21/2022, 5/19/2022, 6/18/2022; SP, MD, MAHEC, 3/8/2022, 3/15/2022; LS, undergraduate, Duke University, 8/9/2022, 8/16/2022; AT, PharmD, MAHEC, 9/15/2022, 10/20/2022, 11/17/2022, 12/15/2022; ET, nurse practitioner student at Carson-Newman University, 3/14/2022, 3/21/2022, 3/28/2022, 4/4/2022, 4/8/2022, 4/18/2022, 4/25/2022, 4/29/2022; EW, PharmD, MAHEC, 1/20/2022, 3/17/2022, 4/21/2022, 5/19/2022, 6/18/2022.

165 presentations with 2,157 individuals reached *plus* radio and television audiences

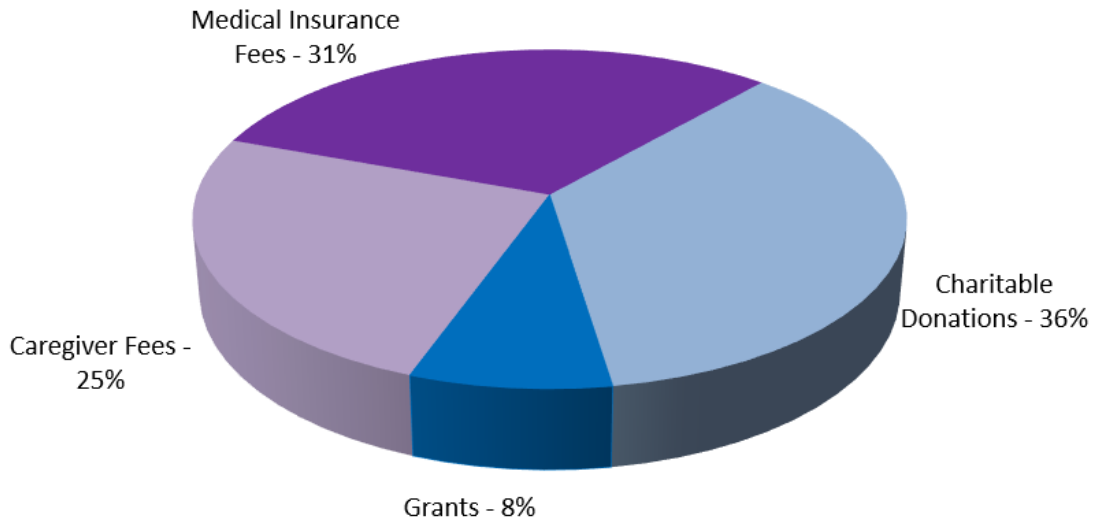
(Attendance and presentations are counted only once in shared presentations).

Comments from Participants of our Educational Series and Caregiver College:

- Caregiver College is a wonderful program!
- This was a great educational experience - thank you!
- A lot to take in! Extraordinary gift! It is likely I will take the class again.
- Program is excellent and covers most things experiencing with person with memory loss. Helps person dealing with this 24/7 and how to handle it.
- Wonderful resource.

MemoryCare 2022 Operating Income

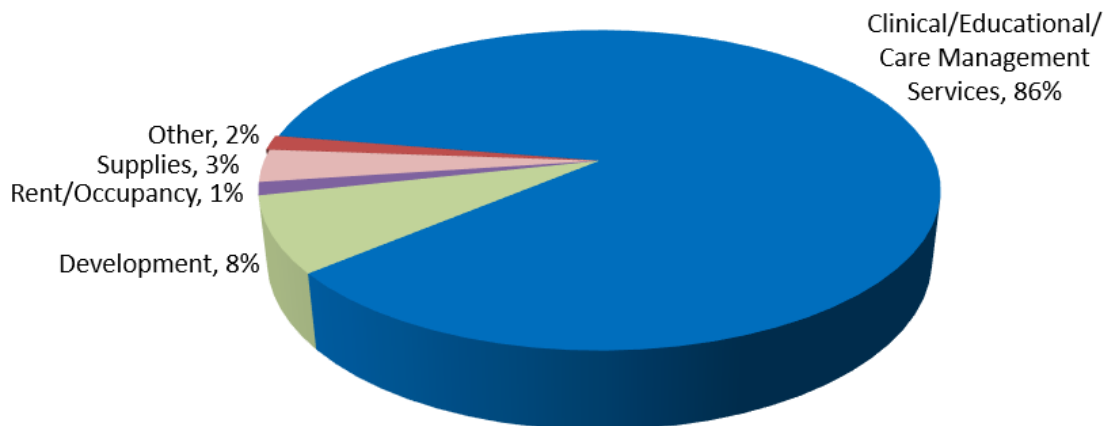
Total Operating Income: \$2,204,128*



* Includes \$359,638 in other income needed to cover costs- \$68,731 from DHHS and \$290,907 from donations.

MemoryCare 2022 Operating Expenses

Total Operating Expenses: \$2,201,043*



* 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. We also received support from other smaller foundations, charitable trusts, corporations, and churches.
- In 2022, we received in-kind assistance with occupancy costs for our clinical care management and educational programs 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, Shiloh Community Association, 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 and staff
give in support of the organization.**



Staff Directory 2022

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**Visit our website for additional information: www.memorycare.org
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