



2024  
**ANNUAL REPORT**

# 2024 Directors' Year in Review

## FROM OUR EXECUTIVE DIRECTOR



When I joined the MemoryCare team in April of 2024, the team was hard at work meeting the needs of patients and caregivers. It was immediately evident to me that this team was successful in fulfilling MemoryCare's mission and upholding MemoryCare's values. As a result of the dedication and commitment to supporting those impacted by dementia, MemoryCare served 1,230 patients and 3,573 caregivers in 2024. Our education programs and community outreach efforts reached 2,125 individuals.

This year, MemoryCare more fully developed a dual leadership model. By leveraging the experiences of leadership and clinical excellence, MemoryCare moved through the year successfully providing specialized medical care to older adults with cognitive impairment; supporting caregivers with education, counseling, and assistance with accessing services; and providing community education. The clinical, administrative and development teams are the driving forces of delivering quality care and sustaining operations at MemoryCare. It is a privilege to work with Dr. Noel in guiding MemoryCare's efforts with the MemoryCare team.

## CHRISSIE GULDEN, MPH

Executive Director

## FROM OUR MEDICAL DIRECTOR



As we enter our 25th year of service, I am truly excited for the future of MemoryCare. Our dyad leadership structure combines the best expertise for promoting sound non-profit management and high quality, best practice medical care for persons living with dementia and support for their families. It is MemoryCare's good fortune to have Chrissie Gulden assume the role of executive director, bringing with her proven leadership, stewardship, and administrative skills, as well as a strong commitment to our mission to serve our western North Carolina region. She shares the perspective of what an honor it is to work beside our dedicated staff as they seek to provide families with knowledge, skills, and resources to manage through an incredibly challenging journey. We are so grateful for all who support this work, so that MemoryCare can be deeply rooted in our region and available to all who need our help.

## MARGARET NOEL, MD

Medical Director





# Our 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.

# Our Vision

MemoryCare will be a model program that provides expert guidance for caregivers, comprehensive treatment for people living with dementia, and education about dementia, caregiving, and healthy aging.

# Our Values

## COMPASSION

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

## EXCELLENCE

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

## COLLABORATION

Collaborate 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.

## ACCESSIBILITY

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



# Highlights of 2024

MemoryCare was selected as one of the first programs in the country to participate in Medicare’s Innovation Project, Guiding an Improved Dementia Experience (GUIDE).

MemoryCare presents at the American Geriatric Society annual meeting.

With support from The Dogwood Health Trust, MemoryCare continued work on a 3-year project to extend our virtual education program for low-income families.



The Rotary Club of Asheville – Biltmore hosted the 100 – mile walk with the Brewers of Asheville benefitting MemoryCare and CART, which provided \$43,000 of support to MemoryCare.



Dr. Noel is inducted into the order of Long Leaf Pine for her work in establishing MemoryCare.

Dr. Erin Nicole “Nikki” Gordon was promoted to Associate Medical Director.

With support from The Deerfield Charitable Foundation, The MemoryCaregivers’ Collection is published.







## Our Program

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 Model of Care

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. To reach more rural areas, MemoryCare has a satellite in Waynesville serving Haywood & counties farther west.

## Our services

- 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 a 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 Impact in 2024:

1,230

People living with dementia

3,573

Caregivers

We served 1,230 people living with dementia and 3,573 of their caregivers through our clinical program.



of MemoryCare patients live in their home setting

53-100

Age range of patients

80

Average age of patients

Individuals with dementia seen in our clinical program ranged from ages 53 to 100 with an average age of 80.



of enrolled families came from Buncombe County



Of the 85% of patients reporting their income status, 35% are considered low income by HHS Poverty Guidelines.



came from the other 18 counties in WNC.



## Volunteer Hours:

(by non-board members)

5

volunteers

224.75

hours of service





## Education Series:

As part of our mission, MemoryCare offers free education to the community through a variety of programs and outreach. MemoryCare's Caregiver College offers a series of 6 three-hour lectures for caregivers of people with memory disorders. Sessions are designed to improve caregiver understanding of different aspects of dementia care. Seasonal Deep Dives, led by subject matter experts, expand upon topics learned within Caregiver College. Staff members also provide educational outreach to support groups, churches, and local organizations, addressing topics such as early detection of cognitive issues, distinguishing between normal and atypical aging, and promoting brain health.

# 108

Number of Community education programs

# 2,125

Number of individuals attending education programs

## Foot Care and Health Education Program:

MemoryCare's Mobile Foot Clinic serves underserved residents of Buncombe County with needed foot care and education about healthy aging, mobility, caregiving and more. In addition to providing foot care, the team offers health education, listens for unmet needs and barriers to care to address them when possible, and facilitates referrals to community services when appropriate. The project helps underserved adults in Buncombe County have the best functionality and quality of life possible alongside challenges that often occur with aging.



**IN 2024, FOOT CARE AND HEALTH EDUCATION WERE PROVIDED BY OUR MOBILE CLINIC AT THE FOLLOWING LOCATIONS:**

- A Place to Go
- Burton Street Community Center
- Grove Street Community Center
- Senior Resource Center
- Shiloh Community Center
- Stephens-Lee Community Center
- St. Paul Missionary Baptist Church

# Why MemoryCare?

## DEMENTIA IS COMMON:

1 in 9 people 65 and older in the USA has Alzheimer's or another type of dementia, and 1 in 3 seniors dies with Alzheimer's or another dementia (Alzheimer's Association, 2023 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:

By 2030 Projections estimate there will be more than 232,390 persons aged 65 and older in the WNC region. (Office of State Budget and Management, 2022).

## 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, 2023 Facts and Figures).

## DEMENTIA IS THE COSTLIEST OF DISEASES OF AGING:

More than 11 million Americans provide unpaid care for a family member or friend with dementia, a contribution to the nation valued at nearly \$350 billion. (Alzheimer's Association, 2024 Facts and Figures).

## DEMENTIA IS A CHRONIC, PROGRESSIVE ILLNESS THAT CAN TAKE YEARS TO PROGRESS:

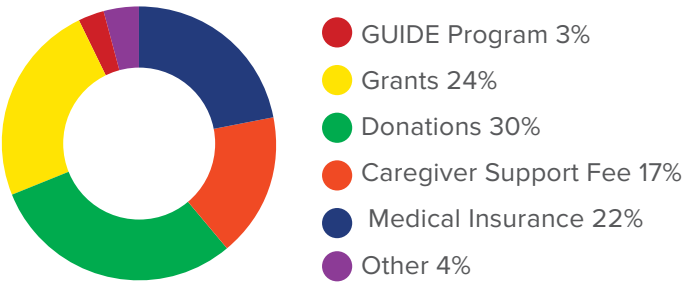
Studies consistently show that active management of the disease with routine engagement of caregivers such as MemoryCare provides can improve quality of life through all stages of the disease both for the person living with dementia and their caregivers.

## MEMORYCARE HELPS SAVE HEALTHCARE COSTS:

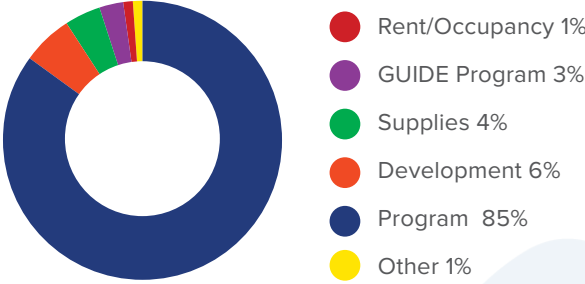
MemoryCare offers an affordable alternative for the medical care of those living with dementia that saves healthcare dollars by facilitating accurate diagnosis and by educating families about potential safety risks and appropriate utilization of the acute care systemYour donations go toward

- Caregiver counseling, education, and support
- Access to care for all with need
- Educational programs
- Caregiver peer support groups

# Income:



# Expenses:



We are a non-profit, charitable organization because of the limited reimbursement available for comprehensive dementia care. MemoryCare ensures that all with need have access to our program and waives fees for those who cannot afford to pay.



# Our Supporters

**THE MAJORITY OF OUR DONORS HAVE BEEN TOUCHED BY MEMORYCARE SERVICES.**

MemoryCare received significant grant assistance from the following foundations in 2024, with additional support from other smaller foundations, charitable trusts, corporations, and churches.

- Members of the SECU Foundation
- The Dogwood Health Trust
- Deerfield Charitable Foundation
- Buncombe County Aging Coordinating Consortium (BASA)

**IN-KIND DONATIONS PROVIDED BY:**

- Givens Estate
- Haywood County Senior Resource Center

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**\$2,087**

is the cost per family, per year to provide caregiver support.

**21%**

of caregiver support fees were waived due to an inability to pay the cost in 2024.

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# Our Collaborative Relationships

We provide education to healthcare professionals from a variety of disciplines and have a collaborative agreement with Mountain Area Health Education Center and Western Carolina University. MemoryCare also 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, adult day programs, local retirement communities, and the Alzheimer’s Association.



# 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. MemoryCare completes a certified audit annually through an independent CPA Firm. MemoryCare’s Board of Directors monitors service activity and financial statements on at least a quarterly basis. MemoryCare conducts a yearly Caregiver Outcomes Survey.

On average, half of MemoryCare’s annual income is from charitable funds through grants, donations, and investment income.

MemoryCare would not exist without the generous support of individuals, foundations, and community agencies who have supported our program over the years.

## A special thanks to the 2024 Board of Directors

**LAURA MEHERG**

Board President

**RYAN HARMAN**

Board Vice President

**NOEL SWARTZ, CPA**

Board Treasurer & Secretary

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**DAVID WHILDEN**

**MARGARET NOEL, MD**

Ex-Officio

**CHRISSIE GULDEN, MPH**

Ex-Officio

scan to  
donate



100 Far Horizons Lane  
Asheville, NC 28803

828.771.2219

*MemoryCare is a 501(c)(3), non-profit organization (Federal Tax ID #56-2178294). For more information on planned giving opportunities, please contact our office. Financial information about this organization and a copy of its license are available from the Charitable Solicitation Licensing Section at 1.888.830.4989. This license is not an endorsement by the State.*

**memorycare.org**