

MemoryCare
25 Years of Innovative Dementia Care



2025
ANNUAL REPORT

From Our Executive Director

2025 was a spectacular year at MemoryCare. As we celebrated 25 years of service to our community, we reflected with deep gratitude on the lives touched through specialized medical care for older adults with cognitive impairment, compassionate support for caregivers, and community education about dementia and related disorders. This milestone year gave us the opportunity not only to honor our history, but to reaffirm our commitment to the families we serve.

Our 25th anniversary celebration was made especially meaningful by the presence of our generous donors, resilient caregivers, dedicated volunteers, and exceptional staff. Together, we recognized the vision that began in 2000 and the steady, mission-driven growth that has brought us to where we are today.

With the leadership of our committed Board of Directors, we spent the year both celebrating our past accomplishments and strategically planning for our next chapter. The need in our region continues to grow, and we continue to plan and prepare to meet that need. MemoryCare is positioned to move into the future with a strong operational foundation and renewed energy.

Each day at MemoryCare, we witness the power of community. The work in our clinic is facilitated using a team approach. Our care teams and administrative teams form a supportive community for our patients and their caregivers, making sure that in each step of their journey they are met with helping hands, listening ears, and kind hearts.

It is a profound privilege to take part in this process. Thank you for standing with MemoryCare as we continue building a future where individuals living with cognitive impairment and those who care for them are supported, respected, and empowered.



CHRISSIE GULDEN, MPH

Executive 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 is 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

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

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.



Reflections from 2025 at MemoryCare

In 2025, MemoryCare celebrated 25 years of serving our community- a milestone made possible by the many individuals and families who have trusted us along the way. We welcomed Dr. Nikki Gordon as our new Medical Director, bringing energy and fresh vision. Lisa Fort joined as our full-time Director of Philanthropy, guiding our fundraising and community support efforts to ensure our programs continue to thrive. With the addition of Dr. Clara Chay to our clinical team, we continue to grow our capacity to provide compassionate care.

We also held a reception to honor our donors, as well as the retirement of our Founder and long-time Medical Director, Dr. Margaret A. Noel, whose dedication and guidance have shaped MemoryCare from the very beginning and will continue to inspire us in the years ahead.

These moments reflect the heart of MemoryCare: caring for our community, supporting one another, and looking forward to a future filled with hope and impact.



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 Impact in 2025:



90% of caregivers report improved ability to manage caregiver related stress since using MemoryCare services.

"I REALLY UNDERSTAND HOW IMPORTANT IT IS TO TAKE CARE OF MYSELF - IF I GO DOWN, THE SHIP GOES DOWN!"



95% of caregivers report improved ability to manage loved one's changing behavior since using MemoryCare services.

"I KNOW NOT TO ARGUE, HAVE LEARNED WAYS TO RESPOND TO DIFFICULT BEHAVIORS, EXERCISE LOTS OF PATIENCE AND LOVE."



96% of caregivers express improved knowledge of memory disorders since using MemoryCare services.

"I ATTENDED THE CAREGIVER COLLEGE ONLINE LAST YEAR. IT WAS AN INCREDIBLE RESOURCE AND HAS STUCK WITH ME WITH EVERY MILESTONE IN THIS DISEASE."



99% of caregivers express satisfaction with MemoryCare services

"THERE IS NOWHERE I KNOW OF THAT I COULD HAVE GOTTEN THE GUIDANCE AND ADVICE I HAVE RECEIVED SINCE SEPTEMBER OF THIS YEAR."



100% of caregivers would recommend MemoryCare services to other families impacted by cognitive impairment.

"I FELT LOST PRIOR TO THIS PROGRAM. THANK YOU SO MUCH FOR ALL YOU DO."

*Data collected in annual Caregiver Survey



1,251

People living with dementia

3,578

Caregivers

We served 1,251 people living with dementia and 3,578 of their caregivers through our clinical program.

54-97

Age range of patients

80

Average age of patients

Individuals with dementia seen in our clinical program ranged from ages 54 to 97 with an average age of 80.

Volunteer Hours:

(by non-board members)

6

volunteers

363.20

hours of service

42%

came from the other 18 counties in WNC.

59%

of enrolled families came from Buncombe County

93%

of MemoryCare patients live in their home setting

Why MemoryCare?

DEMENTIA IS COMMON:

An estimated 7.2 million Americans age 65 and older are living with Alzheimer’s dementia in 2025. About 1 in 9 older adults in the United States has the disease.

THERE IS NO CURE FOR THE DISEASE:

There is currently no cure for Alzheimer’s or other dementias. Until one is found, families need expert guidance and support like MemoryCare provides to manage symptoms and quality of life.

AGE IS THE NUMBER ONE RISK FACTOR:

The risk of Alzheimer’s and other dementias increases dramatically with age and as the United States population grows older, these conditions will affect even more families.

THE PREVALENCE OF DEMENTIA IS GROWING IN NORTH CAROLINA:

In North Carolina, an estimated 210,000 people age 65 and older are living with Alzheimer’s dementia in 2025, and that number is projected to grow significantly in the coming years as the state’s population ages.

DEMENTIA IS THE COSTLIEST OF DISEASES OF AGING:

In 2025, total health and long-term care costs for people with Alzheimer’s and other dementias in the US are projected to reach 384 billion dollars. Nearly 12 million caregivers provide more than 19 billion hours of unpaid care, valued at over 413 billion dollars annually.

DEMENTIA IS A CHRONIC, PROGRESSIVE ILLNESS :

Alzheimer’s and other dementias progress over many years. Research shows that proactive disease management and caregiver engagement, like the education, support, and structured programs that MemoryCare offers, can improve quality of life for people living with dementia and those who care for them.

Statistics from Alzheimer’s Association, 2025 Facts and Figures

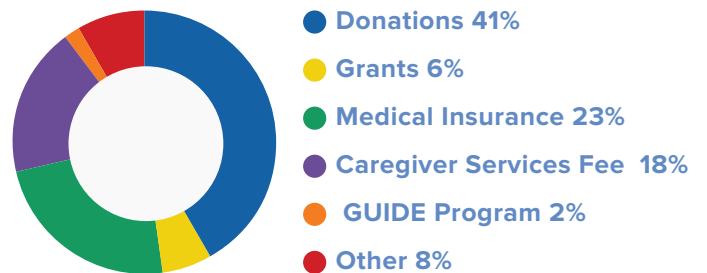
MEMORYCARE HELPS SAVE HEALTHCARE COSTS:

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.

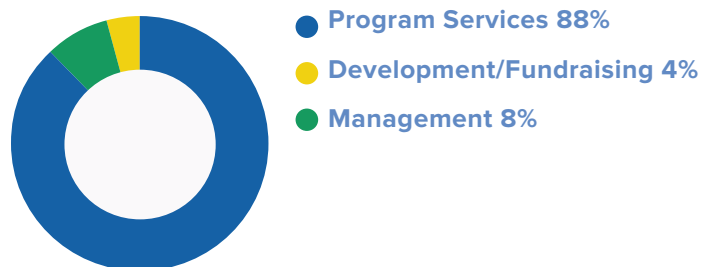
YOUR DONATIONS GO TOWARD:

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

Income:



Expenses:



Education

CAREGIVER COLLEGE AND DEEP DIVES:

As part of our mission, The SECU Center for MemoryCare provides free education to caregivers and the community through Caregiver College, a structured series of six three-hour classes for caregivers of people living with memory disorders. The program strengthens caregiver knowledge, skills, and confidence by addressing key aspects of dementia, caregiving strategies, and support across the disease process. Caregiver College was offered quarterly in 2025 and served 241 caregivers.

Our Deep Dives build on Caregiver College content through focused, in-depth sessions led by subject matter experts. These offerings allow participants to explore specific topics in greater detail and respond to emerging caregiver needs. Topics covered in 2025 ranged from palliative care to brain health.



COMMUNITY OUTREACH

MemoryCare staff members regularly deliver educational outreach to support groups, faith communities, and local organizations. These presentations address topics such as early detection of cognitive change, distinguishing typical from atypical aging, and helping individuals and families understand available resources and how MemoryCare’s services can support them across the continuum of care.

FROM OUR MEDICAL DIRECTOR:

“We believe caregivers deserve access to meaningful resources, guidance, and education to help them navigate the challenges of caregiving with confidence and resilience. Community education is a core passion of our work, and thanks to the generosity and support of our community, we are able to offer Caregiver College and our Deep Dive educational series to the public, expanding knowledge, reducing stigma, and strengthening care across our community.”

NIKKI GORDON, DO
Medical Director



Guiding An Improved Dementia Experience (GUIDE)

For many families, a dementia diagnosis is a hard-fought first step. After years of seeing worrying signs in their loved one and months of paperwork and doctor’s appointments, the day of the diagnosis arrives. There is often a profound sense of grief, confirming one’s worst fears that something more than normal aging is occurring. It can also provide relief, finally having a definitive answer to years of concerns. This relief can be short-lived as caregivers face a lack of dementia-specific resources in their community and the financial realities of progressive memory loss. Someone living with cognitive impairment might eventually require 24/7 supervision and assistance with personal care, reshaping the prior relationship and responsibilities of a new caregiver.

For 25 years, MemoryCare has filled a gap in the dementia care space by providing specialized medical care for those living with cognitive impairment and personalized support for their family caregivers. Over the past year and a half, we have been given the opportunity to do more for caregivers and offer support outside of normal office visits.

In July 2024, MemoryCare, alongside other programs across the country, implemented a new pilot program from the Centers for Medicare and Medicaid Innovation: the Guiding an Improved Dementia Experience (GUIDE) Model. This program is Medicare’s first attempt at providing dementia-specific support services to the millions of unpaid family caregivers doing this work every day. GUIDE was a perfect fit for MemoryCare, with many of its offerings overlapping the services we already provide: a dedicated care navigator to provide tailored support and community referrals, ongoing education classes, caregiver support groups, and regular reassessments of patient and family needs to address changes before they become problems.

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WHO IS ELIGIBLE FOR GUIDE? PATIENTS WHO:

- **Have a Dementia diagnosis**
 - **Have traditional Medicare only (no advantage plans)**
 - **Live at home or in assisted living**
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With the addition of GUIDE services, MemoryCare has been able to address one of the biggest challenges for any caregiver: time.

When caring for someone who can’t be left at home alone, caregivers tend to abandon “extracurriculars” first, such as hobbies, time with family and friends, or their own self-care via exercise or a support group. When caregiving demands increase, this self-abandonment can extend to missing doctor’s appointments, delaying surgery, or missing important family events. Through the GUIDE program, caregivers of those with moderate stage dementia or further are given \$2500 of respite care services annually to help them get back to what matters to them. Over the last year and a half, some of our caregivers have returned to meaningful volunteer work they attended regularly before becoming full-time caregivers. Others have returned to a support group or reclaimed their Friday morning gym class. For the first time in our history, MemoryCare has been able not just to refer out for options caregivers can explore on their own, but to offer streamlined contact with a home companion caregiver or sessions in an adult day program to help caregivers reconnect with the parts of their lives that exist outside of being a caregiver.

MemoryCare is proud to support Medicare’s GUIDE Model and its recognition of the impact of dementia on the whole family. These additional support services reinforce the value of family caregivers and their role in keeping people living with dementia as safe and healthy as possible throughout the disease course. The needs of people living with dementia and their caregivers are equally important, and the GUIDE Model provides another tool for caregivers to maintain their wellbeing.

Collaborators and Supporters

FUELING OUR MISSION

MemoryCare is supported by many organizations that collaborate in many different areas of our work. We are especially grateful for the organizations who are partnering with us on the GUIDE program. This model provides Medicare coverage for a package of care coordination and care management for people with dementia, along with support for qualifying caregivers including education and respite services.

THANK YOU TO:

- Mountain Aging Partners
- Maple Leaf Adult Day
- Four Seasons Home Care
- Senior Helpers
- Always Best Care
- Access Community Based Help

OUR 25TH ANNIVERSARY CELEBRATION SHOUT OUT GOES TO THE GIVENS COMMUNITY FOR WELCOMING AND TRANSPORTING OUR GUESTS TO THE RECEPTION!

Partner Highlights

MemoryCare would like to highlight a couple of organizations that have gone above and beyond: Walnut Cove Members Association (WCMA) and the Rotary Club of Asheville – Biltmore.

WALNUT COVE MEMBERS ASSOCIATION (WCMA)

WCMA has believed in and supported our mission as far back as 2011. Not only have they supported us with grants, we are supported by one of their members who serves as a dedicated volunteer at our clinic on a weekly basis. The Association’s generosity in 2025 included a \$25,000 grant to aid caregiver education.



Lisa Fort, Sierra Paturalski, Chrissie Gulden

ROTARY CLUB OF ASHEVILLE – BILTMORE

Rotary Club of Asheville – Biltmore has supported our work since 2009. Last year’s *Walk to Fight Dementia* exceeded all years prior, with a remarkable \$55,000 to advance care and support of those affected by dementia. MemoryCare is humbled by the generosity and effort demonstrated by this club to support our work.



Grant Partners

Our work would not be possible without the generous support of our grant partners. Their investment reflects a shared commitment to improving the lives of individuals living with dementia and the families who care for them.

The following organizations have played a critical role in advancing our work in 2025. We are deeply grateful for their partnership and for the trust they place in our team, our programs, and the people we serve.

- **100+ Women Who Care**
- **Buncombe Aging Services Alliance**
- **Community Foundation of Henderson County**
- **Deerfield Charitable Foundation**
- **Harry F. Chaddick and Elaine Chaddick Foundation**
- **Harry H. and Martha Washington Straus Foundation**
- **Rotary Club of Asheville - Biltmore**
- **Wal-Mart/Spark Good**
- **Walnut Cove Members Association**

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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.

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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.

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 2025 Board of Directors

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donate



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