



NEW YORK MEMORY CENTER

Formerly Park Slope Geriatric Day Center

2010 Annual Report

2011 Program Update

The Power of Community

TODAY, WE CELEBRATE a new chapter in the history of Park Slope Geriatric Day Center, and announce our new name: New York Memory Center! We make this change with a deep understanding of our history and the mission and values that continue to guide us. Board President Allan Kramer II and I met with the Center's cofounders, Emilie Corey, Ida Clark, Ann Akers, and Marianne Nicolosi. We shared concerns and outlined the vision of our current board and staff. They gave their support as we reassured them that New York Memory Center will continue doing what we have always done: seek to understand the evolution of needs of older adults and their caregivers in Brooklyn and do our best to act on that knowledge.

In Brooklyn, it is estimated that there are over 40,000 adults living with Alzheimer's or related dementias. This



Program assistant Mei Yu (left) helps member Yvonne with the computer based cognitive training program in our state of the art memory technology center.



Corcoran Real Estate of Brooklyn responded to our call for community support. We thank all their staff who have chosen New York Memory Center as a priority for their Corcoran Cares giving program. Allan Kramer II and Christopher Nadeau (bright ties) personally thanked Corcoran staff members (l to r): Lori Mendelis, Patrice Mack, Ellen Newman, Frank Percesepe (Regional Senior Vice President), and Philip Henn.

“thief of memory” is taking over the neighborhoods we serve and compromising the ability of people to live with dignity and to remain at home as active participants in the community.

We won't stand for that! So, the fight is on. We must build the power of community to fight this disease. First, we must work to meet the needs of families suffering today and prepare for those in need in the near future. Second, we must support those organizations heavily invested in seeking a cure. Look inside and on the back to see some of the people and groups who are part of the community already involved in this fight.

The past year was marked by continual expansion of our services and further outreach into the community. We have recruited excellent leaders for the Lotus Club and Memory Life Services programs, including David Listoken, a local artist, and percussionist David Azarch. We added new staff: Mei Yu, program assistant, who helps with the computer-based cognitive training; Bob Birmele, a driver and program assistant;

Please read on and see the photos from our year...

199 14th Street • Brooklyn, New York 11215 • 718-499-7701 • nymemorycenter.org

Partially funded through grants from the New York State Office for the Aging and the New York City Department for the Aging

A few highlights from our year . . .

a social work consultant and several social work interns for case management, home visits, and care coaching. The occupational therapy program with Columbia University continues, and we've expanded the AARP volunteer program. To keep things lively, children come from P.S. 107 for special parties and events. An exciting new partnership has developed between us, Sephardic Center, the Alzheimer's Association-NYC Chapter, and the Brooklyn Museum to start up an arts program for persons with memory loss.

Last fall we sent a comprehensive survey to all of our member families. The response was great, and many suggestions have helped us strengthen the direction of our efforts.

Fiscally, we are stronger, but we need to redouble our efforts and tailor our services to support as many families as we can. We are only limited by the resources we have, the support we can obtain, the strength of our vision, and the speed in which we can comprehensively seek to create meaningful change.

In the spring we began reaching out to many of our supporters: individual donors, foundations, corporations, past board members, and other community organizations. Immediately responding to our call for help, the leadership team and staff at Corcoran Real Estate of Brooklyn chose our charity as a priority for their Corcoran Cares giving program. Their support will help with some of the projects we have mentioned above, and we will continue outreach over the summer months and into the fall to let everyone know the challenges we face in Brooklyn and our hope for the future.

In addition to this outreach, as a leader in the field we have a responsibility to advocate for change with our elected officials. A strategic plan for Alzheimer's is needed for Brooklyn, New York City, and New York State, and we will push for reforms that better meet the needs of families.

There is a lot to do, but with the power of community we can reach our goals. One immediate need is for scholarship monies to help more families make use of our Center. Your contribution of \$75 will cover the costs of one day's programming for a community member in need.

Thank you for your support. Stay tuned as we endeavor to continue our pioneering work, and break new ground for families in need in Brooklyn. Please call me if you have any questions about the Center or have ideas to help us enhance our services.

Sincerely,



Christopher Nadeau
Executive Director



On September 23rd, NYMC staff and members teamed up with Grimaldi and Yeung, LLP, Elder Law firm for the Alzheimer's Association Walk to End Alzheimer's at Coney Island. The annual event benefits the fine work of the Alzheimer's Association, an integral partner that not only advances the importance of care, but the critical need to invest in further research.



State Assemblyman James Brennan, a longtime supporter of the Center, was presented with an original artwork by member/artist Althea, who created the painting in our art therapy program. Joining the presentation are Program Director Josephine Brown (far right) and Program Assistant Carol Preston.



At the start of National Alzheimer's Disease Awareness Month in November, the Alzheimer's Foundation of America rang the Opening Bell at the NASDAQ MarketSite in Times Square to press the urgency of the need for care and a cure for Alzheimer's. NYMC's Executive Director Christopher Nadeau joined the bell ringing (right side in the pink tie).



Clockwise from above left: David Azarch, a talented session drummer, makes sure the best sound is achieved by holding the drum correctly; his percussion sessions are very popular. Maria Petschnig leads our yoga classes—outdoors when the weather is nice. State Senator Eric Adams has been a good friend over the years; he greeted members and staff during a visit on “Poem in Your Pocket” Day. Fresh Art, a nonprofit arts group that works with people with special needs, brought their engaging sock monkey project to the Center.

During November 2010, we cosponsored two memory screenings in Brooklyn. The first was held at the Bay Ridge Center in early November, and the second was held on National Memory Screening Day, November 16, as part of a Senior Health Fair at the Brooklyn Public Library. Screening Day is an initiative of the Alzheimer’s Foundation of America, and nine partners cosponsored with us. More than 80 people came to be screened during the day. Below, Kathy Livingston, NYMC Board member and staff at Senior



Helpers (one of the cosponsors) and NYMC Executive Director Christopher Nadeau coordinated the screenings. Right, Brooklyn Borough President Marty Markowitz spoke at the opening of the fair. Linda E. Johnson, Interim Executive Director of the Library, and NYMC Board President Allan F. Kramer II (center) joined Marty for a photo.



Alzheimer’s Walk photo by Margaret Coppola. Yoga photo by Kathy Livingston. Nasdaq photo courtesy of AFA. Other photos by Ruth Benn.

Thank You to All of Our Donors!

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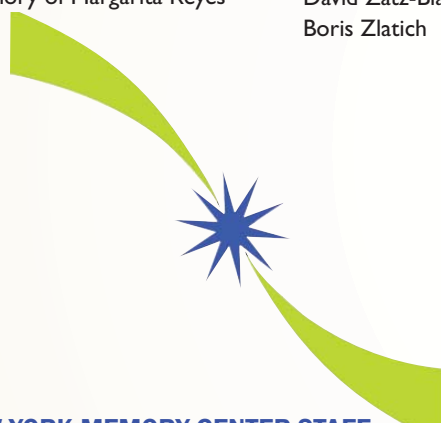
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FINANCIAL REPORT

Audited Report for the Year Ended June 30, 2010

Public Support and Revenue

Grants, Govt/Other..... \$167,443
 Contributions \$180,971
 Fundraising Events \$7,458

Total Revenue \$355,872

Expenses

Program Services
 Total Program \$342,109

Supporting Services
 General and Administrative \$54,738
 Fundraising \$9,600

Total Expenses \$406,447

Increase (Decrease)..... (\$50,575)

Net Assets June 30, 2009..... \$194,648

Net Assets June 30, 2010..... \$144,073

Audited Financial Statements for the year ended June 30, 2010, are filed with the NY Department of State. To receive a copy, write to: NYS Department of State, Office of Charities Registration, 120 Broadway, New York, NY 10271

NEW YORK MEMORY CENTER STAFF

Executive Director: Christopher Nadeau, MS, QDCP, TTAP-C*
 Program Director: Josephine Brown, QDCP, TTAP-C
 Operations Manager: Reed Craig, QDCP
 Transportation Facilitator: Carol Preston, QDCP
 Consulting Social Worker: Michelle Laguerre, LMSW
 Program Assistant/Driver: Margarita Diaz, QDCP
 Program Assistant/Driver: Josephine Morales, QDCP
 Program Assistant/Driver: Bob Birmele, QDCP
 Program Assistant Mei Yu, QDCP

BOARD OF DIRECTORS

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PRESIDENTS EMERITI

Ida O'Grady Clark, Emilie Roy Corey, and Irwin Nesoff

DIRECTOR EMERITI

Lena Bagnini

*Qualified Dementia Care Professional
 Therapeutic Thematic Arts Programming Certified