



## FROM OUR EXECUTIVE DIRECTOR

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This past December, New York Memory Center was awarded the Alzheimer's Foundation of America's highest distinction as a **National Center for Excellence in Care**. We are very proud to receive this kind of recognition for the Center's wellness program for adults from the earliest stages of memory loss through the late stages and for our caregiver support services.



At least as important is the feedback we hear from a caregivers, like Michael who sent us a note saying, "My dad and my mom have received outstanding care from the Center's staff. We feel very fortunate to have found such kind, knowledgeable people in Brooklyn – the borough still rocks!"

With an estimated 40,000 adults with Alzheimer's Disease and related dementias in Brooklyn, there are so many more families we need to reach and so we ask for your continued financial support to keep us growing. One of our dreams is to open a state-of-the-art early Memory Loss Center and Memory Café. We are keeping our eyes and ears open for good locations and the resources to make this dream a reality.

New York Memory Center brings a comprehensive, person-centered and community based systems-approach to care planning. We focus on **living** with memory loss and maximizing strengths in a supportive, non-pressured environment. Coming to the Center keeps individuals socializing and active in their community. In turn it helps caregivers stay healthier by giving them respite and time for their own work and activities. Complementary services such as a Caregiver Support Group and the Peace of Mind program, which includes a home care package, give families more help options. Our care-coaching hotline is available for each family member to help guide you through day-to-day challenges.



It has been encouraging to see the new attention given in the national news on medical research related to Alzheimer's and the search for a cure. At New York Memory Center we are simultaneously focusing on the here and now – on the families who need help *today*. We are convinced of the positive impact and importance of a range of non-pharmacological approaches, and we have been bringing in more experts to lead therapeutic programs in art, exercise, music, memory games, and more, to enhance our wellness care. (Continued)

## FROM OUR EXECUTIVE DIRECTOR

(continued)

If you have not visited the Center, please see for yourself why our program is special. Follow the links on our website, [nymemorycenter.org](http://nymemorycenter.org), to see reporter Carol Anne Riddell's "Science&U" segment about brain-training at our Center that was broadcast in November 2011. Recently Susanne Dollnig, a student at the New York Film Academy, created a 10-minute video about our members and New York Memory Center. This spring she is entering it in film contests, and we'll also have a link on our website.

As we work to expand our programmatic offerings we seek contracts and grants from a range of sources, but we continue to need the support of individuals like you. Last fall we received a \$15,000 matching grant from the Brooklyn Community Foundation. We're close to meeting the match but we still need your help to complete the match by June 30. Your gifts will provide scholarships for wellness programming at our Center for new members in need of financial help:

- \$75 covers **one day**
- \$375 covers **one week**
- \$1,500 covers **one month**

Another caregiver sent us a thank you card and said, "Hope the center will always remain in existence for those who are in need." One way to make certain that these services will continue is to consider making a provision in your will for a gift to New York Memory Center.

Caregiving is a dynamic process, both for the families involved and for the services offered by our Center. Different levels of support are required at each stage throughout the disease lifecycle. Your support helps us meet those needs as they arise, and we pledge to continue to provide services that meet the level of excellence for which we are noted.

Thank you very much for your role in helping so many families live with memory loss.

Sincerely,



**Christopher Nadeau**  
Executive Director

## HIGHLIGHTS FROM OUR YEAR

It was a busy and exciting year for New York Memory Center. Some of last year's highlights included:

- Contracting with a company that delivers a Mediterranean-based diet for the noontime meal
- Becoming certified trainers in the Therapeutic Thematic Arts Programming for Older Adults, TTAP Method
- Offering educational sessions for caregivers on subjects including communication techniques and managing behavioral symptoms, and partnering with the Alzheimer's Association, New York City Chapter, to offer the four-part intensive "Family Caregiver Workshop" series.
- Partnering with the New York College of Podiatric Medicine to research problems with brain abnormalities and balance in hopes of extending mobility for persons with dementia
- Continuing the Lotus Club for persons with early stage dementia to maximize independence and minimize excess disability
- Advocating on the local and national levels: we submitted a detailed letter to the National Alzheimer's Project Advisory Council, and we are working with New York City Council Speaker Christine Quinn and the chairs of the Health and Aging Committees to create a strategic plan for Alzheimer's and dementia care for New York City
- Joining a pilot project with the Memory Training Centers of America, which has shown measurable improvement in cognition with the participants
- Meeting with individuals from the legal system in Brooklyn to enhance awareness of the issues of elder abuse and how important caregiver respite programs are to reducing this problem
- Debating our new Improv Program offered by Elders Share the Arts, a pilot program using innovative theater techniques to actively engage adults with memory loss and help them express their feelings without having to memorize lines or remember words and a story
- Welcoming Nazli Parvizi, Commissioner of the Mayor's Community Affairs Unit (CAU) along with two other CAU staff members as they toured NYMC
- Partnering with the American Heart Association as a "Senior Center Champion" in their community-based health initiative to raise awareness of the linkage between diet, fitness, and heart/brain health.
- Development of our Artists in Residence Program supported by a grant from the Corcoran Cares program of Corcoran Real Estate of Brooklyn.



“Your staff's dedication to all of the participants and keeping them active has been greatly appreciated on many levels. As you already know, every chance we get, we recommend the Center to those in need!”

– Betty & Michael



1) Center artists (l to r, front) Kathleen, Ruthie, Ola, and Shirley attended the opening reception for the "Autumn Memories" art show, which was on display in the lobby at New York Methodist Hospital throughout the fall. Art Consultant Tara Kacak (right) coordinated the project, and Center staff Christopher Nadeau (back center), Josephine Brown, and Reed Craig joined in the opening fun.

2) Lucy works on a Cognitive Computer Training program in our Memory Technology Center.

3) Yvonne (left) and Ola enjoy a percussion therapy session.

4) Anna (left) and Sylvia show off their fancy footwork at a holiday party.

5) Manuela plays a serious drum with Consulting Percussionist

6) A grant from businesses and elected officials allowed us to upgrade our clinical software and provide better care plans for families. Pictured: Time Warner Cable Regional Vice President of Government Relations Rory Whelan; Assemblyman Jim Brennan; Brooklyn Community Foundation President Marilyn Gelber; Assemblywoman Joan Millman; NY Memory Center Executive Director Christopher Nadeau; and Selfhelp Community Services Managing Director Tova Klein, who also received a grant.

7) Kathleen, Shirley, and Miss Olivia (l to r) participate in an exercise to express emotions in the new Improv Program with leaders from Elders Share the Arts.

8) Nazli Parvizi, Commissioner of the Mayor's Community Affairs Unit (right) and other members of her staff visited the Center to learn how their office can be more supportive of

NYMC Program Director; Teresa Gonzalez, Chief of Staff, CAU; Samuel Pierre, North Brooklyn Borough Director, CAU; Jennie Smith-Peers, Executive Director, Elders Share the Arts

9) Intergenerational programming benefits everyone. We are lucky to share space in the Park Slope Neighborhood Family Center with a pre-school, and the children often visit to share stories, give a performance, or celebrate holidays with Center members.

10) Honorable Betsy Barros, Kings County Supreme Court, Guardianship Judge (middle) met with Executive Director Christopher Nadeau to talk about the difficult issue of elder abuse and ways that the legal system can intervene more effectively.

## THANK YOU TO OUR DONORS

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## FINANCIAL REPORT

Audited Report for the Year Ended June 30, 2011

### PUBLIC SUPPORT & REVENUE

Grants, Government/Other	\$105,840
Contributions	\$315,301
Grants - Foundation & Corporate	\$19,700
Fundraising Events	\$7,929
Interest Income	\$9
<b>TOTAL REVENUE</b>	<b>\$448,779</b>

### EXPENSES

Program Services	
Total Program	\$362,146
Supporting Services	
General & Administrative	\$48,202
Fundraising	\$8,452
<b>TOTAL EXPENSES</b>	<b>\$418,800</b>

Increase (Decrease) \$29,979

NET ASSETS June 30, 2010 \$144,073  
 NET ASSETS June 30, 2011 \$174,052

Audited Financial Statements for the year ended June 2011, 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 TEAM

Executive Director: Christopher Nadeau, MS, QDCS, TTAP-C\*  
 Program Director: Josephine Brown, QDCS, TTAP-C  
 Operations Manager: Reed Craig, QDCS  
 Transportation Facilitator: Carol Preston, QDCS  
 Consulting Social Worker: Marianne Nicolosi, MS, LMSW  
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 Program Assistant/Driver: Margarita Diaz, QDCS  
 Program Assistant/Driver: Josephine Morales, QDCS  
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 Program Assistant/Driver: Danny Tinsley, CNA  
 Program Assistant: Mei Yu, QDCS  
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\*Qualified Dementia Care Specialist/Therapeutic Thematic Arts Programming Certified

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