



NEW YORK
MEMORY
CENTER

MEETING THE NEEDS OF PEOPLE LIVING WITH
ALZHEIMER'S & DEMENTIA-RELATED DISORDERS

Annual Report 2013

FROM OUR EXECUTIVE DIRECTOR

"There is life after diagnosis" is a favorite expression around the New York Memory Center. We are all about promoting life lived to the fullest at whatever capacity an individual retains. Our staff and program leaders are trained Dementia Care Specialists. They know how to respond with creativity in all situations to bring out the best in each person who steps onto our van and comes through the New York Memory Center doors.

Since the Center was founded in 1983, we have made it our business to learn about – and promote – best practices in elder care. Over the years, through our own direct experience, our services and learning expanded to include adults with Alzheimer's disease and other forms of memory loss, which is now New York Memory Center's exclusive focus. Throughout our 31 years, the leadership and staff have approached this work holistically, offering a day program to keep older adults with special needs active in the community combined with Caregiver Support Groups, crisis intervention, benefits and entitlements assistance, other supports, and referrals to help families and caregivers adjust to the inevitable changes and pressures that accompany Alzheimer's and related dementias.

While researchers and scientists search for a cure – and we anxiously await that day – New York Memory Center's job is to help people navigate the realities they face today and to advocate for them in professional and government settings. Attendance at our programs has grown steadily, and other sections of this annual

report give an indication of the wide acknowledgement of New York Memory Center as a model program.

We could not keep growing and innovating without your support and financial help. The "we can do it spirit" of Ola and Minna would not shine through without the funds to support our capable and dedicated staff, and artists in residence to practice their craft and develop dynamic programs. It wouldn't be there without the financial support that helped us purchase two new vans with door-to-door escorts to ensure a safe ride to the Center for our members. The "we can do it" spirit involves each of us doing what we can do to build a strong community of support for every family touched by memory loss.

If you have not visited the center, please come and see for yourself why our program is so special. You can also follow the links on our website, nymemorycenter.org, to see lots of photos and or watch videos from the program. I encourage you to join us at one of our Memory Arts Café programs where everyone – caregivers, individuals with memory loss, friends and strangers – share a free evening of fun, entertainment, and artistic expression.

To meet the growing needs of people and families living with Alzheimer's and related dementias, New York Memory Center extended program hours into the evening, added a second support group session each month, purchased two new vans, and hired more program experts, but the needs outpace our resources. With your support "we can do it," we can continue to grow and meet those needs.

Yours in a common cause,

Christopher Nadeau
Executive Director

Kathleen, Ola, and Minna strike a pose in their photography class, a Lotus Club program. The session involved looking at a familiar artwork and striking a similar pose. In this case their memories were sparked by the "We Can Do It" poster from World War II. They exhibit a "we can do it" determination to enjoy life even as it changes.





PROGRAM YEAR IN REVIEW

The Memory Arts Café continued into a second year of arts and cultural programs for people living with memory loss, their caregivers and friends. MAC is co-sponsored by the New York Memory Center and the Alzheimer's Poetry Project. Our arts and cultural programming were in full swing outside of the center during fair weather months. Programs during the year included field trips to the Brooklyn Botanic Garden (pictured), Brooklyn Public Library at Grand Army Plaza, and Prospect Park. Our new monthly Karaoke Party has received rave reviews, and Rhythm Break Cares led the dancing for another Valentine's Day party, and artist Michele Brody shared CommuniTea with Poetry.



IN THE NEWS

The New York Memory Center, Alzheimer's Poetry Project, and the Memory Arts Café were featured in the September 12 premiere of the "Where Poetry Lives" segment of PBS Newshour. Poet laureate of the United States, Natasha Trethewey (in black) and program host Jeffrey Brown (right) joined the Memory Arts Café program in Prospect Park and sessions at the Center for this nationally broadcast story showing how the arts benefit people with dementia. The Memory Center was also featured on Brooklyn Public Network's Healthbeat program, in a newsletter by State Assembly Member Joan Millman, and on the Alzheimer's Reading Room blog. Our Executive Director was among those interviewed for "Adult Day Centers – Options for Elder Home Care Support" in Social Work Magazine.



BROOKLYN ALZHEIMER'S CONFERENCE

NYMC, through our relationship with the Brooklyn Local Aging Network and Brooklyn-wide Interagency Council on Aging, spearheaded the planning and program development for the Brooklyn Alzheimer's Conference titled, "Thriving in the Community With Dementia." Held at Borough Hall on November 14, more than 300 community members came to learn about resources in Brooklyn, share best practices, understand the latest science and research, and explore issues that ensure the best quality of life for the dementia community.



OPEN HOUSE

More than 100 professionals and caregivers attended New York Memory Center's August 19, Open House where staff and Resident Artists were available to talk personally about the activities they offer Center members. Many families look for help when there is a crisis, and the Open House informed social workers and health care workers about our services to facilitate quick referrals for families in need. Executive Director Christopher Nadeau and Program Director Josephine Brown took their expertise into the community. They gave a training on Alzheimer's care to 300 nurses, social workers and administrative staff from the Visiting Nurses Association, presented on best practices in long term care to managed care agencies, and on Alzheimer's and geriatric care to a Wellcare clinical team.



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FINANCIAL REPORT

Audited Report for the Year Ended June 30, 2013

PUBLIC SUPPORT & REVENUE

Government Grants and Contracts	\$83,445
Contributions	\$514,524
Grants - Foundation & Corporate	\$37,817
Fundraising	\$17,370
Interest Income	\$315
TOTAL REVENUE	\$653,471

EXPENSES

Program Services	\$546,819
General & Administrative	\$88,349
Fundraising	\$8,055
TOTAL EXPENSES	\$643,223

Increase (Decrease) \$10,248

NET ASSETS June 30, 2011 \$187,318

NET ASSETS June 30, 2012 \$177,070

Audited Financial Statements for the year ended June 30, 2013, 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.

NYMC TEAM

Executive Director

Christopher Nadeau, MS, QDCS, TTAP-C*

Program Director

Josephine Brown, QDCS, TTAP-C

Operations Manager

Reed Craig, QDCS

Transportation Manager

Carol Preston, QDCS

Consulting Social Worker

Marianne Nicolosi, MS, LMSW

Consulting Social Worker

Michelle Laguerre, LMSW

Program Assistant/Driver

Bob Birmele, QDCS

Program Assistants/Drivers

Margarita Diaz, QDCS

Jamil Johnson

Rasheef Lopez

Marvin Sampson

Daniel Tinsley

Program Assistants

Mei Yu, QDCS

Joanne Bucciero, QDCS

Agnes Pinckney

Musician in Residence

Ismail Butera

Poet in Residence

Gary Glazner

Percussionist in Residence

David Azarch

Multimedia Artist in Residence

Tara Kacak

Dance Artists in Residence

Rhythm Break Cares

Yoga Artist in Residence

Maria Petsching

Tai Chi Artist in Residence

Tyzanna Berman

*Qualified Dementia Care Specialist/Therapeutic Thematic Arts Programming Certified

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