

FROM THE BOARD CHAIRMAN

The close of 2014-15, provides us with an opportunity to appreciate all the moments that have made this year so special for the New York Memory Center. This year has been especially meaningful for us and for me as the new Board President. The Board of Directors undertook strategic planning and set forth a plan for the Center's future with a new mission statement that aptly summarizes our purpose and goals.

"The New York Memory Center is a day Center that enriches the community living with Alzheimer's and other forms of dementia by providing affordable services, arts programs, education and support while collaborating with providers and researchers to raise awareness and expand treatment options."

This past year has also been a time of exciting growth for the Center's outreach and programs. In late 2014, we were awarded a grant from the New York State Department of Health to expand our programming and outreach. As a result we opened a new facility in Brooklyn. We identified a location in the borough's Bushwick section and with help from volunteers from Habitat for Humanity and Brush with Kindness as well as generous donations from Lowe's, Home Depot and the Donald and Barbara Zucker Foundation; we opened the new facility this spring.

Meanwhile our evening program in Park Slope is now accepting referrals. We continue to offer a variety of programs created and facilitated by our expert staff and artists in residence and our clients have enjoyed creating art and exhibiting it in our Center and at the New York Methodist Hospital. Our members have also benefited from the new classes on the art of improvisation, taught by the skillful volunteers from the Elders Share for the Arts, a non-profit organization, and have themselves performed in front of their fellow members.

The New York Memory Center has received awards locally and nationally in recognition of our unique, holistic approach. Scholars, administrators and health care practitioners from other parts of the country and as far and wide as the U.K., Germany, Japan, Norway and Australia, are now visiting us to find out what we are doing that works so well. Our executive staff were invited to present dementia care workshops at conferences around the US and to participate in the Coordinating Council for Alzheimer's and Related Dementias which reports to the governor where they have advocated on issues related to the National Alzheimer's Project Act.



Left:
Gary Glazner poetry session with local school children

Bottom:
Memory Arts Café, February 2014

Estimates say that there are **5.4 million** Americans living with Alzheimer's today. By mid-century the number is projected to reach **16 million** Americans.



NEW YORK
MEMORY
CENTER

Meeting the Needs of People
Living with Alzheimer's &
Dementia-Related Disorders

The cost to care for people with Alzheimer's is currently estimated to be **\$183 billion** per year, by 2050 costs are projected to be **\$1 trillion** per year.



Left to right:
Volunteers from Elders Share the Arts

Seniors and volunteers work on a mural

Audience participation at Memory Arts Café, December 2014



These costs and the emotional toll associated with this disease and other forms of dementia will **affect millions** of family members and friends who provide round-the-clock care.

The disease significantly impacts every family but, we are learning that it is particularly harsh in the communities with less access to support services. Research tells us that if programs for those living with various forms of dementia are not sensitive to families living in these diverse communities – often imbedded in low-income neighborhoods with less access to a variety of services – we cannot effectively assist them and their caregivers. Comprehensive programs which are designed to address the needs of these communities must also be aware of the potential cultural stigma associated with dementia and the resulting unfamiliarity with appropriate care. National research indicates that socio-economic issues, such as language and cultural barriers often frustrate efforts to diagnose and obtain access to services and support for caregivers.

The New York Memory Center recognizes the particularly urgent need for care and support of those living with dementia and their caregivers in the immigrant and minority communities. The Center strongly believes that it is imperative that our programs will reach out to and help more of these families with our comprehensive new programming at our centers and provide access to medical care and related services to their family members.

In 1983, Park Slope Geriatric Day Center (PSGDC) opened its doors to older adults that aged out of general senior centers and were in need of additional assists with transportation and social services. The need for dementia care was apparent and PSGDC recognized the importance of creating a state-of-the-art national model dementia specific center. Today, we are committed to expand and respond to the urgent needs of minority and immigrant communities. The Department of Health grant and the support of our friends allows us to make that commitment real. We are proud of our new Center in Bushwick, offering multilingual services to these communities that desperately need such services.

We appreciate your continued support and we hope that you will join us as we grow and continue to improve the services that we offer. We invite you to visit and see what we do.

Warm Regards,

Joe Giamboi
President/ Board Chairman



Data indicates that an estimated **30-40%** of dementia caregivers will experience depression, high levels of stress or burnout.

Nearly **all caregivers** will at various times experience sadness, anxiety, loneliness and exhaustion.

Center:
Sing for Hope volunteers perform
Bottom:
Party at the Center in Park Slope



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FINANCIALS

AUDITED REPORT FOR THE YEAR ENDED JUNE 30, 2014

PUBLIC SUPPORT & REVENUE

Government Grants and Contracts	\$105,612
Contributions	\$649,625
Grants - Foundation & Corporate	\$53,200
Fundraising	\$11,455
Interest Income	\$19
TOTAL REVENUE	\$819,911

EXPENSES

Program Services	\$684,897
General & Administrative	\$90,330
Fundraising	\$14,922
TOTAL EXPENSES	\$790,149

Increase (Decrease) \$29,762

NET ASSETS June 30, 2013 \$187,318

NET ASSETS June 30, 2014 \$217,080

Audited Financial Statements for the year ended June 30, 2014, 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 STAFF

(Park Slope and Bushwick)

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Josephine Brown, QDCS,
TTAP-C

Operations Manager
Reed Craig, QDCS

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