

FROM OUR EXECUTIVE DIRECTOR

On behalf of the Board of Directors, staff and families, I'm pleased to provide this year's report to the community. It would be an understatement to say that this was a year of immense challenge and adversity.

Hurricane Sandy was devastating for so many New Yorkers and the City was at a standstill for many weeks - and the recovery continues even today. During Sandy, our most important decision was to keep the center open at all costs. We provided counseling and technical assistance to families in crisis, and worked closely with city agencies, our partners, and elected officials to trouble-shoot day-to-day issues. Despite a gasoline shortage we kept our vans running and the center remained open every day.

Though we survived Sandy, one month later our building was struck by significant boiler problems. We persevered and made do with temporary space-heaters throughout the center to maintain a space warm enough to keep daily programming operational.

Public policy challenges and opportunities at the Federal, State, and local level led us to take a leadership role in advocating on behalf of those living with memory loss and their caregivers. We've listed some of our key efforts on the next page "highlights from our year."

In New York State, Governor Cuomo made huge changes in the Medicaid system requiring all seniors receiving Medicaid to be enrolled into a Managed Care Plan. We've experienced a significant delay in enrollment and authorizations as a result of this huge influx to the system, written off thousands of dollars in expenses, and witnessed the rise of dozens and dozens of new Social Adult Day Centers opening throughout the City. Unfortunately, some of these new centers were not adhering to the New York State minimum standards of care requirements, resulting in a State and Citywide investigation that has closed many of these centers.

The year was also marked with much progress, enhancement and creation of new services for the community. In June of 2012 we

launched New York State's first Memory Arts Café in collaboration with our longtime friend Gary Glazner. Designed for people living with memory loss, their Caregivers, family and friends; this free program seeks to educate, empower, and energize members through active participation in the creative arts. We thank the Alzheimer's Foundation of America for the seed grant and Brooklyn Borough President Marty Markowitz for funding this most wonderful program for the community.

Additionally, we crafted new partnerships and programming with the Metropolitan Museum, the Museum of Modern Art, the Brooklyn Museum and other cultural institutions. Field trips took us to the farmers market, Brooklyn Botanical Garden, Prospect Park Boat House, and to the Jelly Fish Festival at the Brooklyn Aquarium to name a few.

A new photography workshop led by international fashion photographer Flora Hanitijo was met with great enthusiasm and everyone enjoyed learning to work their own camera and to take pictures in many different ways with various settings and backdrops.

Our new improvisation workshop in coalition with Elder Share of the Arts was also a big success and our member actors, "The Untouchables" performed at the Gallery Players Theatre.

If you have not visited the center, please see for yourself why our program is so special. Follow the links on our website, www.nymemorycenter.org to see our recent segment about the center on Brooklyn Independent Television, or to learn about our many services for the community.

Lastly, we are most grateful for all of your support! Your donations this year allowed us to purchase one new van and we are hoping to raise additional monies in the coming months to purchase two new vans



Christopher Nadeau
Executive Director

HIGHLIGHTS FROM OUR YEAR

- Started our falls prevention study in coalition with the New York College of Podiatric Medicine
- Created a new advanced notice three month special events program calendar for families
- Testified in the New York City Council on the impact of Alzheimer's in the community and the need to develop a comprehensive strategic plan for the city
- Met with Haitian community leaders and presented at the Caribbean Health Summit at SUNY Downstate Medical Center
- Presented at the Best Practice Forum for Managed Long Term Care and Senior Service Providers held by the New York City Department for the Aging
- Purchased a brand new 14 passenger wheelchair accessible van for center members
- Expanded our Caregiver support group from one meeting a month to twice per month
- Provided educational training in how to provide dementia capable care in the community to several Managed Long Term Care Insurance plans, reaching over 400 nurses, social workers, administrators and direct care workers.
- Testified in the New York City Council advocating for a certification program to provide more oversight of Social Adult Day Center programs in New York State.
- Traveled to Washington DC to meet with community leaders from around the country and to advocate for the importance of the creative arts in dementia care
- Advocated for reforms to improve dementia care nation wide as a result of passage of the National Alzheimer's Project Act signed into law last year by President Obama
- Assisted the Alzheimer's Foundation of America in providing a free 5 Borough Educational Conference on Alzheimer's for families and health care professionals

"I brag about the center every chance I get, and in all the circles I travel. I do not know how other communities survive without an organization such as yours."

- Betty



Our year in pictures...

Memory Arts Café

Launched with co-producer Alzheimer's Poetry Project on June 13, 2012.



Artists-in-Residence

Program continued with partners that included Rhythm Break Cares Dancers, The Therapeutic Thematic Arts Programming, Alzheimer's Poetry Project, ACE Early Childhood Center, and Elders Share the Arts.



Dementia Arts on Capital Hill

Participating organization in Washington, DC on September 20, 2013.



THANK YOU TO OUR DONORS

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 Richard E. and Sheila White
 Monica Williams

FINANCIAL REPORT

Audited Report for the Year Ended June 30, 2012

PUBLIC SUPPORT & REVENUE

| | |
|---------------------------------|------------------|
| Government Grants & Contracts | \$84,248 |
| Contributions | \$442,095 |
| Grants - Foundation & Corporate | \$55,000 |
| Fundraising | \$15,400 |
| Interest Income | \$54 |
| TOTAL REVENUE | \$596,797 |

EXPENSES

| | |
|--------------------------|------------------|
| Program Services | \$519,297 |
| General & Administrative | \$67,940 |
| Fundraising | \$6,542 |
| TOTAL EXPENSES | \$593,779 |

Increase (Decrease) **\$3,018**

NET ASSETS June 30, 2011 **\$174,052**
 NET ASSETS June 30, 2012 **\$177,070**

Audited Financial Statements for the year ended June 2012, 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 Assistant/Driver: Jamil Johnson, QDCP |
| Program Director: Josephine Brown, QDCS, TTAP-C | Program Assistant/Escort: Agnes Pinckney, HHA |
| Operations Manager: Reed Craig, QDCS | Program Assistant/Driver: Jose Meijas |
| Transportation Manager: Carol Preston, QDCS | Program Assistant/Driver: Jose Vilorio |
| Consulting Social Worker: Marianne Nicolosi, MS, LMSW | Program Assistant/Driver: Alberto Gonzales |
| Consulting Social Worker: Michelle Laguerre, LMS | Program Assistant/Driver: Marvin Sampson |
| Program Assistant/Driver: Margarita Diaz, QDCS | Musician in Residence: Ismail Butera |
| Program Assistant/Driver: Bob Birmele, QDCS | Poet in Residence: Gary Glazner |
| Program Assistant: Mei Yu, QDCS | Percussionist in Residence: David Azarch |
| Program Assistant: Joanne Bucciero, QDCS | Multimedia Artist in Residence: Tara Kacak |
| Program Assistant/Driver: Daniel Tinsley, CNA, QDCP | Consulting Artist, Yoga: Maria Petsching |
| | Consulting Artist, Tai Chi: Tzanna Berman |

*Qualified Dementia Care Specialist/Therapeutic Thematic Arts Programming Certified

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