



NEW YORK MEMORY CENTER

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

Annual 2019 2020 Report

IT'S BEEN QUITE A YEAR. Presenting this Annual Report, we find ourselves dividing memories of the past months into "before March" and "since March." Some of us faced greater challenges than others, and our hearts go out to all in our community who have lost a loved one, struggled with health issues, or faced unemployment and lowered income during this time.

Looking back over the year, **NEW YORK MEMORY CENTER** has been busy — both in person and virtually:

- Attendance at our **day programs** neared capacity and evening program attendance grew steadily throughout the year.
- We began offering a **12-hour program** for working caregivers, picking up members at 7 a.m. and getting them home in the evening after caregivers have had time to unwind from their day.
- **Children from the day care center** in our building join us for a weekly intergenerational poetry session.
- Each week includes an **array of group activities** mixing physical exercise with music, arts and crafts, word games, Spanish classes, meditation, current events discussions, with time for coffee and healthy snacks too.
- Members can also find a **quiet place** and pet the resident robotic cat, read a magazine, or play games with a friend.
- **Occupational Therapy** interns lead small group sessions and offer new activities based on their own talents.
- **Cognitive Computer Training** is available one-on-one and is popular with early memory loss Lotus Club members).
- Since April, **weekly virtual programs** include Poetry with Gary Glazner; Sing-a-Longs with Ismail Butera and Deborah Karpel; percussion with David Azarch; Karaoke with Sara Sisco; and Tai Chi/Yoga with Peter Berman.

We offered many workshops for caregivers and with agency partners including:

- **Lo Básico / basics of dementia in Spanish** with the Alzheimer's Association NYC Chapter
- Senior Safety from **Scams and Fraud** with NYPD Crime Prevention Unit and investors Bank
- **Elder Law Workshop** for Caregivers with Daniel Timins, Esquire, and co-hosted with PSS Circle of Care
- Introduction to **Alzheimer's** and dementia at Emmanuel Baptist Church and

We started the year arriving by van



LEFT: Program Director Marguerita Diaz welcomes an arriving member

BELOW: Memory Arts Café with trumpet player Jesse Neuman (top row, 2nd from left) and host Gary Glazner (top left) and caregivers, members and friends

... now we arrive by computer or telephone



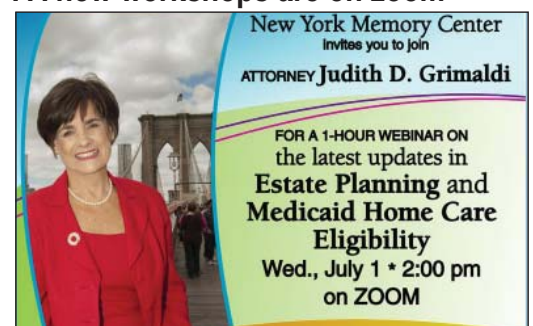
Caregiver workshops were in person



LEFT: Lo básico for Spanish speakers

BELOW: Flyer for legal workshop with attorney Judith Grimaldi offered on Zoom.

... now workshops are on zoom



please read on...

WellCare Health Plans in Clinton Hill/Bed-Stuy

- **Painting with Friends**, a relaxing evening for caregivers to kick off National Caregiver Appreciation Month sponsored with PSS Circle of Care
- **Estate Planning and Changes in Medicaid's Home Care eligibility** with elder law attorney Judith D. Grimaldi on Zoom
- **Effective Communication Strategies** with the Alzheimer's Association NYC Chapter on Zoom
- **Understanding and Responding to Dementia-related Behavior** with the Alzheimer's Association NYC Chapter on Zoom
- Pre-pandemic, we staffed information tables and led workshops at senior fairs in Brooklyn and at city-wide conferences for professionals and caregivers, including LiveOn NY.



Senior Safety from Scams & Fraud workshop for caregivers with investors Bank and the NYPD's Community Affairs Bureau Crime Prevention Unit.

In addition, after an initial period of work-at-home, administrative staff have kept the office open to manage agency business; meet with board members; arrange ongoing programming; participate in local and state information meetings for elder-care agencies; and stay in touch with caregivers for phone support and referral.

“With the shutdown we’ve had plenty of time to clean the center and brighten up and expand program spaces, which will help with social distancing when we reopen. We had to furlough drivers and some program staff, but we expect everyone to return when the state and city announce guidelines for reopening. We look forward to that day — and we’ll be ready!”

— Josephine Brown, EXECUTIVE DIRECTOR



Accordionist Ismail Butera leads a music session on Zoom. Virtual programs have the benefit of being joint enrichment sessions for caregivers and their loved one with memory loss. In addition, caregivers can see how Center programs engage those living with dementia.



The Jewish Museum sends volunteers to lead art workshops that include a mix of teaching and hands-on activities for members during the Adult Day Program.

PHOTOS BY
Ruth Benn
Megan Christ
and Mei Yu



February's Memory Arts Café Valentine Party and Dance.



NYMC Executive Director Josephine Brown (right) and Caregiver Social Worker Megan Christ (2nd from left) after a presentation at Wellcare.



Painting with Friends, a relaxing program for caregivers, co-sponsored with PSS Circle of Care to celebrate National Caregiver Month in November.

Cheers to all of you! Thank you for your support



FOUNDATIONS, GOVERNMENT & CORPORATE SUPPORT

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Joan G. Minov *In honor of Becky
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Marianne Nicolosi
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AUDITED FINANCIAL REPORT For the Year Ended June 30, 2019

SUPPORT AND REVENUE

Program Service Fees	\$845,128
Contract Revenues	\$205,117
Grants and Contributions	\$101,871
Fundraising Events	—
Other Income	\$510
Interest Income	\$1,342
TOTAL REVENUE	\$1,153,968

EXPENSES

Program Services	\$1,001,317
General and Administrative	\$175,444
Fundraising	\$36,735
TOTAL EXPENSES	\$1,213,496
Increase (Decrease)	(\$ 59,528)
NET ASSETS June 30, 2018	\$409,297
NET ASSETS June 30, 2019	\$349,769

Audited Financial Statements for the year ended June 2019, 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.

PRESIDENT'S MESSAGE

It is an absolute honor to be the new President of the Board of Directors of the New York Memory Center (NYMC) as of July 1, 2020. Especially now, during the Covid-19 pandemic, you can be assured that the NYMC is up and functioning. In fact, we have hardly stopped. Our staff remains in telephone contact with each client and caregiver. We offer virtual programming for families to enjoy together, and, we are vigilant about ensuring a safe environment when members return by staying abreast of public health guidance and orders.

The continuation of the New York Memory Center and the essential services the Center provides is personal for me, and I understand all too well how important it is for you. I worked a very full-time job and was a single parent raising three school-age children when my mom developed memory loss. I moved her out of Boston and into our living room. But, what would I do with her during the day? She could not safely be alone, and she enjoyed the company of others.

I am not sure how I found the New York Memory Center, but within a month my mom was attending daily. The staff, drivers, volunteers, poets, dancers, singers, and her peers gave her more than 10 enriching years. As well, the Center gave me and my family more than 10 wonderful years with a well-cared for and adored mother.

Now, even during the pandemic, the New York Memory Center continues its mission of caring for those living with this diagnosis and for the care partners who are under incomparable heart-ache and strain.

Please look over this Report. See what we are doing, and see the smiles on the faces of those we serve.

But, financially it is challenging for our organization. Since March 2020, when we were shut down for in-person services, our revenue has decreased by \$400,000 as compared to last year at this time, while expenses continue for payroll, Artists-in-Residence to lead Zoom sessions, rent, utilities, online presence, mail, etc. The New York Memory Center needs your financial support now more than ever to continue its work with the families who are caring for loved ones with Alzheimer's and other types of dementia.

I look forward to being together again and working with all of you to keep New York Memory Center growing, innovating, and ensuring the highest quality of support and care for all who need us.

Thank you!

SHARON GOLDZWEIG
Board President



Interns from Tuoro College and other universities help with programs like this clay workshop.

NYMC STAFF

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NEW YORK MEMORY CENTER

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