



MEMORY CARE™
HOME SOLUTIONS



*We help
caregivers
like her*

ANNUAL REPORT

JUNE 2013 | MAY 2014



a Message from Lisa Baron



Founder & Executive Director

I can't begin to express my immense pride about the success of Memory Care Home Solutions this past year.

The challenges faced by those who suffer from memory loss, and the loved-ones who care for them can often become overwhelming. I'm elated that our organization is able to provide help and support to those families in need. Since its inception, Memory Care Home Solutions offers solutions to thousands of families providing added reassurance and peace of mind. We could not achieve our goals without the charitable gifts from our generous donors. As we diligently strive toward helping many more, we thank you for your continued support.



BOARD of DIRECTORS

PRESIDENT

Raymond M. Wiesehan

VICE PRESIDENT

Nicole Holst

TREASURER

David Hartley

SECRETARY

Wayne Adams

EXECUTIVE DIRECTOR

Lisa Baron, JD



Amy Bricker

Benita Crook

Kim Grbac

Mona Green

Ed Hickey

Charles Jahneke

Jarel Loveless

Rosalyn Lowenhaupt

John Malpiedi

Chris Miget

Laura Rossmann, CFRE

Mary Spencer, RN, MSN

Matt Thayer

Tim Wehrfritz

Howard Wolkowitz

ADVISORY COUNCIL

Dave B. Carr, MD

Lewis C. Chartock, PhD

George T. Grossberg, MD

Marylen Mann

Steven Miller, MD

John C. Morris, MD

Howard Oppenheimer

William A. Peck, MD

Maurice B. Pickard, MD

The Honorable Betty Simms



MISSION

Memory Care Home Solutions is a non-profit organization that exists to extend and improve quality time at home for families caring for loved ones with memory loss, Dementia, or Alzheimer's Disease.

PROGRAM SUMMARY

Memory Care Home Solutions provided free assistance to

557
Individuals

through its Caregiver Training & Consultation (CTC) program

The staff educates several families about cognitive impairment signs and symptoms, provide personal and home safety devices, and equips caregivers with evidence-based strategies for improving communication, managing difficult behaviors, and reducing strain and stress in the household. Throughout the program's 12-month follow-up, staff continues to support these families through telephone counseling and resource referral.

15%
Increase
over the
previous year.



JAMES & SHIRLEY'S STORY



We received a call from a concerned daughter-in-law, worried about the health of her father-in-law, James, who was caring for his wife, Shirley, who had recently been diagnosed with Alzheimer's disease. The daughter-in-law described an all-too-familiar scenario: James looked tired and run-down, exhausted from dealing with challenging dementia behaviors and withdrawing from his usual routine of volunteering at church and attending family functions. Shirley demanded to drive, although she couldn't do so safely anymore; she made inappropriate comments to family members, which hurt their feelings. She also felt lost - aware of her diagnosis and fearful that her friends were avoiding her.

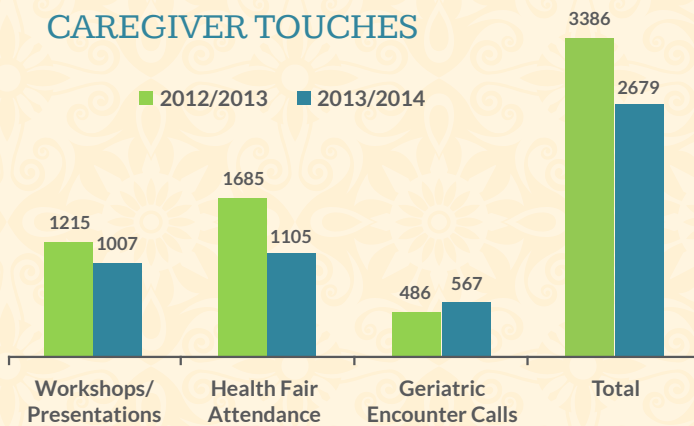
We were able to facilitate a family meeting with their blended family of 6 adult children, spouses, and grandchildren to provide education on dementia symptoms and to teach strategies for every family member to support James while also engaging Shirley. We introduced some formal support so James can get out and nourish his spirit at church functions and Shirley has transportation to fun events with her friends. We worked with Shirley's doctor and family to transition her through driving retirement issues. Most of all, we planned strategies for family celebrations so Shirley didn't get overwhelmed or agitated, yet they could all still enjoy special times together. We are honored to support families in the amazing endeavor of extending and improving time at home for a loved one with dementia!



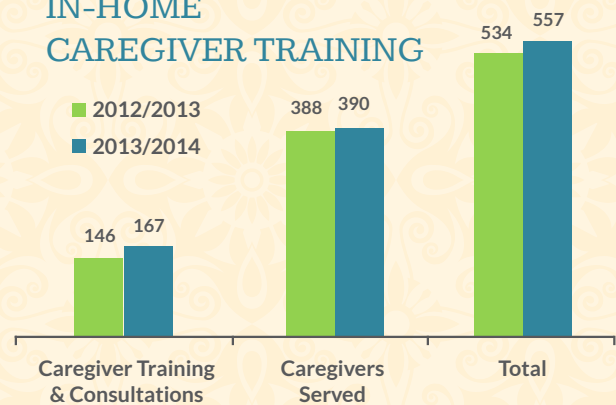
PROGRAM YEAR DATA



CAREGIVER TOUCHES



IN-HOME CAREGIVER TRAINING



We are thrilled to have enrolled 15% more families this year in our most comprehensive and effective program, In-home Caregiver Training and Consultation. In this program, families receive an average of 10 hours of clinical support to implement individualized strategies and changes to help the person with dementia and decrease stress for the family. This is our core program which helps to improve health and extend quality time at home. We targeted our community outreach carefully so that we could serve more families this year.

1,174

social media contacts



13,800

unique webpage hits

YEAR IN REVIEW



INCOME & EXPENSES 2012/2013

Grants	\$231,750
Gifts/Events/Appeals	\$234,947
Interest	\$4,845
Caregiver Fees/Donations	\$4,900
TOTAL INCOME	\$476,442
Program Cost	\$401,666
Fundraising	\$68,031
Administration	\$32,451
TOTAL EXPENSES	\$502,148

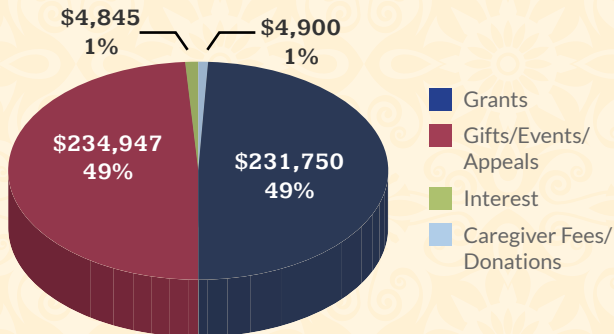
*Does not include capital donations of \$520,586

INCOME & EXPENSES 2013/2014

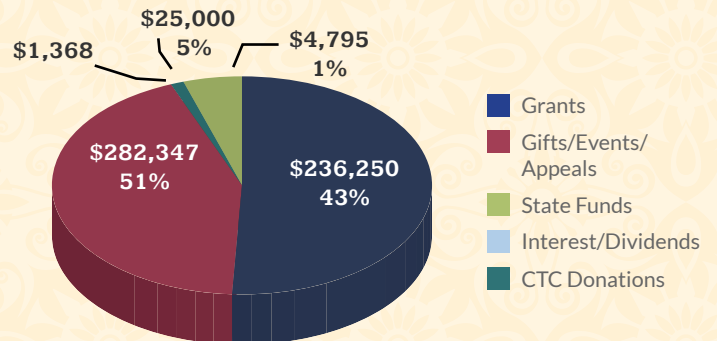
Grants	\$236,250
Gifts/Events/Appeals	\$282,347
State Funds	\$25,000
Interest	\$1,368
CTC Donations	\$4,795
TOTAL INCOME	\$549,760*
Program Cost	\$439,802
Fundraising	\$65,558
Administration	\$44,400
TOTAL EXPENSES	\$549,760

*Does not include capital donations of \$264,002

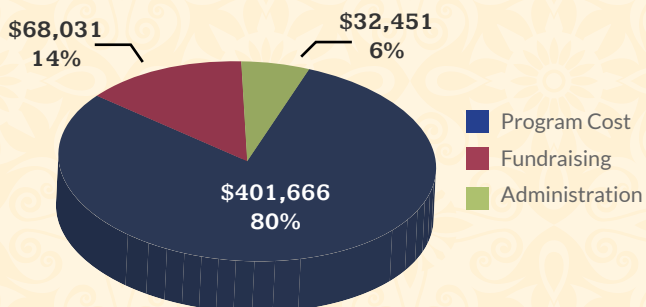
TOTAL INCOME 2012-2013



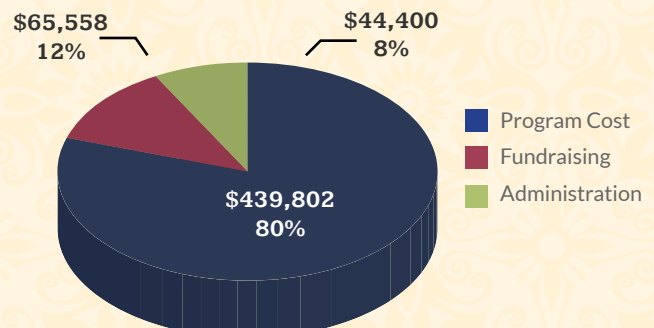
TOTAL INCOME 2013-2014



TOTAL EXPENSE 2012-2013



TOTAL EXPENSE 2013-2014



NOTE: Program year ends May 31, 2014, Emergency Funds total 6-8 months of operations. Event and Program expansion combined in 2013/2014.



ADVANCEMENT

STATE FUNDING

Memory Care Home Solutions' staff and volunteers lobbied in Jefferson City for inclusion in the Missouri State Budget. By sharing stories of client's positively impacted through home-based services, Missouri Legislators view Memory Care Home Solutions as vital to linking hospital systems to community-based health - medically trained healthcare providers to family caregivers - thus reducing systemic and institutional healthcare costs, and elevating wellness and health literacy throughout the St. Louis metro area. Memory Care Home Solutions secured \$50,000 through the Department of Health and Human Services in the 2013 state budget year, of which \$25,000 will be disbursed this summer.

CORPORATE PARTNERSHIPS

Reinsurance Group of America, Watlow Electric, Express Scripts, Ameren, Covidien, Forest Industries and Elan Pharmaceuticals provided substantial funding during the program year. Memory Care Home Solutions looks forward to focusing on expanded corporate and pharmaceutical donations.

GRANTS

90% of grant funds are annually requested gifts from the funders of the same amounts. 10% represents new or expanded donor sources. Grants funding is achieved from local, regional and national funders.



VOLUNTEER CONTRIBUTIONS



Memory Care Home Solutions

Volunteer of the Year 2013

The Thayer Family

"Through our organization's last 10 years there are many special individuals and families who have helped Memory Care Home Solutions shine – present our best face – and grow – but none have done this as thoroughly

in the last year as our Board President - Matt Thayer, his wife Cathy, their children. Our new headquarters and Caregiver Training Environment has been touched, loved, brought to life and envisioned by a lot of hands, but none more dedicated and involved than Matt and his family."

– Erin Kelley, Director of Advancement



Ellen and John Wallace

Both Wallaces have had successful business careers. John joined Cupples Co., a diversified manufacturer, and became president of its charcoal-products subsidiary. In 1981, he purchased the subsidiary and renamed it Imperial Products. When John sold the company in 1989, it was the largest industrial, and third-largest recreational charcoal operation in the United States. He founded the Regency

Group, a mid-sized holding company, that same year. Currently enjoying semi-retirement, John is a member of the owners' group of the St. Louis Cardinals.



Memory Care
Home Solutions

2013 Alzheimer's Community Service Award

In 1990, Ellen became a founding partner of Farmhouse Collection Inc. – a manufacturer of unique, high-end, handcrafted furniture for the designer trade. Before entering the furniture business, Ellen worked with disadvantaged and at-risk youths. For 10 years, she was a citizen deputy juvenile officer with the St. Louis County Family Court system and was a board member of Providence Program.

John and Ellen support several St. Louis organizations and are clearly a much loved couple in the community.

The Wallaces have been major supporters of Memory Care Home Solutions for several years and have served on the Dinner Committee for our largest annual fund raiser, the Memories and Melodies event.

"It is our honor to recognize Ellen and John Wallace for their unique commitment to Memory Care Home Solutions and their leadership in the volunteer and business communities. It is our privilege to work with and learn from them," stated Lisa Baron, Founder and Executive Director, Memory Care Home Solutions.



We were fortunate to begin using our new Headquarters and Caregiver Training Environment in FY 2013-2014. Our main program goes into the home and this environment allows us to do training and family meetings in a more private environment when necessary. Please call if you need our services or would like to tour our new space.



MEMORY CARE™
HOME SOLUTIONS

memorycarehs.org | 4389 West Pine Blvd. | St. Louis, MO 63108

Memory Care Home Solutions is a nonprofit organization which exists to extend and improve quality time at home for families caring for loved ones with memory loss, dementia or Alzheimer's disease. Thanks to donations from our community, all programs are offered at no cost to all - regardless of income.