



ANNUAL REPORT

2021



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LETTER FROM EXECUTIVE DIRECTOR MARY DOYLE



As I reflect on 2021, I realize we had many achievements and rewards; the largest being our participants and volunteers back in our building. Our doors remained closed until March 2021 when we were able to have one of our in-person classes resume. Soon, we had two classes in person, and by the fall we had three in-person classes back in session. It felt as though the hardships endured during 2020 were finally in the rearview mirror and we could all enjoy being together again.

In 2021, we served many of our participants and clients through our virtual avenues. Still to this day, some caregivers and individuals actually prefer our virtual offerings, versus coming in person. For many of our educational classes we made sure to provide hybrid options, allowing the community to benefit from the programs, counseling, support groups, and brain education we offered.

I thank you for making 2021 another successful year for Memory Matters, and I wish you many blessings in 2022.

Sincerely,

Mary Doyle

Mary Doyle



Mission

Memory Matters provides compassionate services for those experiencing cognitive decline, offers caregiver respite, supports families, and educates those who want to maintain or improve their brain health.

Vision

To create communities that support individuals and families living with the impact of dementia and to be a leader in brain health.

Values

Excellence: We strive to produce high quality programs and services, and to give our personal and professional best.

Compassion: We approach each day focused first on the feelings and dignity of those we serve.

Hope: We are committed to inspiring hope within each person and family member we work with.

Integrity: We conduct our work with honesty and transparency, and hold ourselves accountable.

Respect: We are considerate of each other's feelings, values, and points of view.

Innovative: We are eager to be creative, inventive, and cutting-edge in delivering our programs and services.



MEMORY CARE PROGRAMS

Our day program is open to adults who have just been diagnosed or have mild to moderate symptoms of Alzheimer's disease or another form of dementia or cognitive impairment.

Some classes meet in person for two or four hours a day and some meet for an hour and 45 minutes via Zoom. Our Zoom classes were a positive result of COVID-19 that closed our doors from March 2020 until March 2021. After our doors reopened, many of our caregivers said they wanted to keep the virtual programs, even if the class was only offered once or twice a week.

A typical program begins with a light chair exercise to get the blood pumping. We then transition to having musicians or outside educators provide lifelong learning and socialization. We also have our participants engage in different activities to keep their brains stimulated. During lunch, the food which is prepared by an outside vendor, adheres to the Mediterranean diet. The diet is full of fresh

vegetables and fruits. Finally, the day ends with some calming breathing and reflection.

"I just love it, I look forward to it every Thursday....It keeps your brain going, which is what we're there for. I wake up and I thank God that I'm up and I can do what I have to do," said Jack, a participant attending virtual Memory Care Programs.

149

Individuals attending Programs

350

Total Program classes

5,072

Hours of Respite for Caregivers



COUNSELING & SUPPORT GROUPS

For many family members, the diagnosis of Alzheimer's or another form of dementia for their loved one can be devastating. Often times a spouse or child isn't quite sure how to feel or what questions to even ask. That's when our board-certified counselor, Ashley Gruber, is introduced to the family. Since it can be such a confusing time, Ashley has the education and expertise to guide anyone through the confusing steps. She offers one-on-one counseling in person and virtually. She also oversees our support groups that were held virtually in 2021.

There are six different support groups held monthly. To ensure the comfort level of everyone attending, there is an all-men's group, an all-women's group, and two co-ed groups. Each meets from 10:30 a.m. until 12:00 p.m. on different days of the week.

Each of these groups allow the opportunity for anyone going through a difficult time to be heard, validated, and learn about resources and caregiving tips in a safe environment.

45

Individuals receiving
counseling

447

Counseling Sessions

109

Individuals in Support
Groups

104

Support Group Hours



BRAIN HEALTH

Brain health is a vital part of living well, yet is often overlooked. We know diet and exercise will make our hearts healthy, but what can be done to make our brains healthy? The brain is a powerful organ that can be kept strong and vibrant through five important brain healthy interventions. If these interventions are practiced, many experts and specialists agree the brain will stay healthy longer. These interventions include - Exercise, Mediterranean Lifestyle, Lifelong Learning, Socializing, and Restfulness. These interventions are what we really focus on in all of our classes and presentations.

The Brain Health Summit is offered to the public educating the importance of brain health and providing the latest research.

How healthy is your brain? Memory Matters staff can let you know through our Baseline Memory Screen.

Using the [Montreal Cognitive Assessment \(MoCA\)](#), this FREE screening offers a non-medical evaluation that includes consultation for next step recommendations and program options. More than 500 studies have shown that MoCA is superior to existing cognitive screening tools to detect Alzheimer's Disease and 20 other disorders such as stroke, diabetes, high blood pressure, heart disease, sleep apnea, and kidney disease, according to [mocatest.org](#).

The screening only takes about 15 minutes and is administered by a Memory Matters certified and trained professional. Call 843-842-6688 to make an appointment. Screenings can be done in person or virtually.

100

Individuals receiving a
Memory Screen



EDUCATIONAL CLASSES

Memory Matters began as a safe place for those living with Alzheimer's while providing their caregivers a break. Today, we also provide training to both the general community and to healthcare workers.

Community Classes:

Our most popular class for the community is Brain Boosters. The class is taught several times a year. "How to" steps are part of the classes and include ways to sharpen focus, create a brain-health lifestyle, relax the brain, become a flexible thinker, memory-enhancing techniques, and how worry affects the brain.

Caregiver Classes:

The caregiver classes are intended for family caregivers who are attending to a loved one. These classes include Savvy Caregiver - a six-week best practice, evidence-based program designed to teach and

empower caregivers to thrive and survive while giving their loved ones a contented, involved life; the Care Partner Program involves enrolling in Savvy Caregiver and then having follow-up caregiving coaching sessions by Memory Matters staff; Fridays for Caregivers is a free monthly one-hour program available online that consists of a different topic presented by a local professional. Topics range from spiritual care and self-care to hurricane evacuation and healthcare; Dementia Dialogues is a curriculum designed for professional caregivers working in the healthcare industry.

1,863

Individuals attending a community or caregiver class



FUNDRAISING & GRANTS

Each year we are overwhelmed with gratitude and appreciation for our faithful donors who keep coming back each year to make contributions to Memory Matters.

Throughout the year, we have three primary fundraisers - our Annual Gala, held in the spring, the Move Your Mind 5K/10K Walk/Run (pictured above) held in September, and our end of the year Annual Appeal that kicks off in October.

In 2021, we received 18 grants from various organizations and businesses. These funds were vital to providing fee assistance to families, technology advancements for virtual offerings, and most importantly the staff being able to provide the care and compassion it does each and every day.

\$279,667
Donations

\$447,239
Events

\$333,264
Grants

Thank you Grantors

Alzheimer's Foundation of America
Bargain Box
Benton House
Berkeley Hall Charitable Foundation
Breedlove Foundation
Charitable Foundation of Beaufort County
Coastal Community Foundation
Community Foundation of the Lowcountry
Friends of Calawassie Island
Hilton Head Firefighters Assoc.
Long Cove Fund
Sisters of Charity Foundation of SC
Walmart
Ward Foundation
Wexford Plantation

FINANCIAL REPORT

Revenue

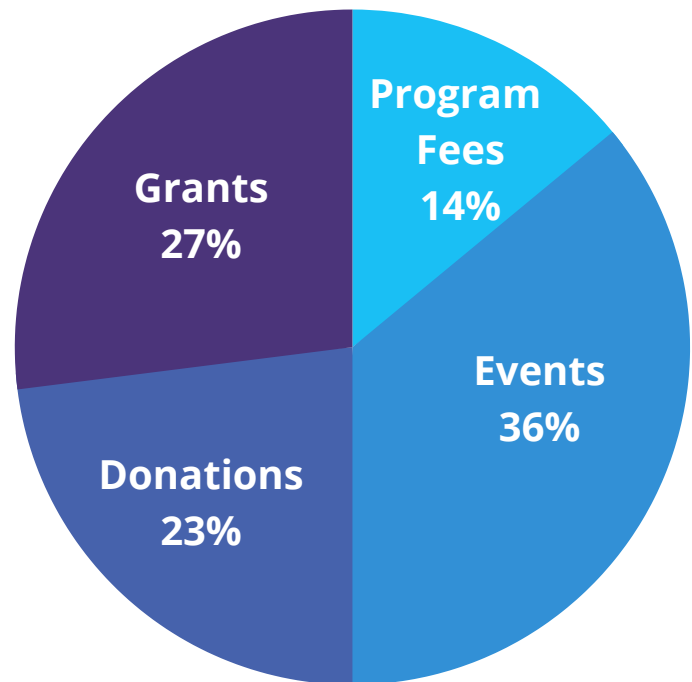
Donations - \$279,667

Events - \$447,239

Grants - \$333,264

Program Fees - \$167,126

Total Revenue:
\$1,227,296



Expenses

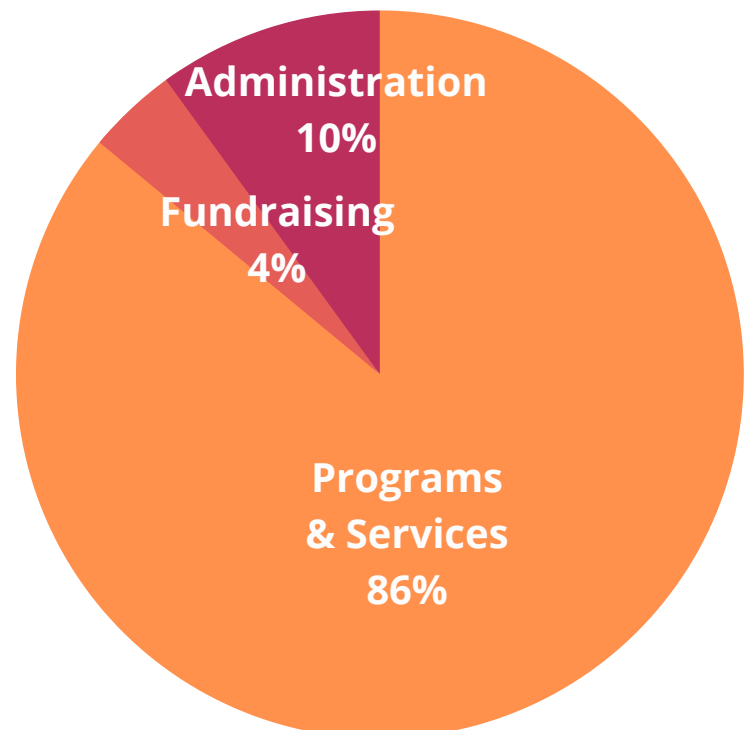
Administrative Costs -
\$116,405

*Programs & Services -
\$966,881

*Includes HR costs

Fundraising -
\$39,371

Total Expenses:
\$1,122,657



All amounts are unaudited



VOLUNTEERS

When reflecting on our volunteers, our hearts overflow with sincere respect and acknowledgment for their dedication and hard work. Too often volunteers are not thanked enough and are overlooked. Not here at Memory Matters. Our volunteers are our family. They work with our participants in the Programs, they work in the kitchen, plating and serving lunch, they work at the front desk greeting guests and answering the phone. They work long hours when we need extra hands at events. Finally, they provide behind-the-scenes data management. A task we so appreciate that allows us to keep our focus on our participants while achieving tasks that **MUST** be completed.

"Volunteering at Memory Matters is more than just a place I go once a week. It's a place where I truly enjoy

every second I'm there and I know I'm helping others," said a Memory Matters volunteer.

Thank you to all our volunteers. You are appreciated and loved.

If you are interested in becoming volunteer, please call 843-842-6688 or fill out an application at www.mymemorymatters.org.





BOARD & STAFF

Memory Matters 2021 Board of Directors.

Greg Gilmour, president
 Kim Baretta, vice-president
 Ted Orban, treasurer
 Linda Fiore, secretary
 George Bafundo
 Malcolm Binks
 Greg DeLoach
 Bryce Edwards
 Kelley Jewett
 Laura Knobel, MD
 Drew Laughlin, Esq.
 Ken Meyer
 Paul Wexler

Memory Matters 2022 Board of Directors.

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 Malcolm Binks
 Greg DeLoach
 Craig Gilmour
 Laura Knobel, MD
 Drew Laughlin, Esq.
 Ken Meyer
 Cheolsu Shin, MD
 Paul Wexler
 John Weymouth

Memory Matters staff in 2022

Mary Doyle, Executive Director
 Pat Cleary, Director of Operations
 Cindy Dimsey, Director of Programs & Services
 Stacy Floyd, Director of Development
 Joy Nelson, Director of Marketing & Communications

Debbie Anderson, Community Education Director
 Morgan Bowers, CTRS, AIT, Program Specialist
 Nikki Drayton, Client Services Coordinator
 Ashley Gruber, LPC, NCC, Counseling Director
 Caroline Larimore, Program Manager
 Cathee Stegall, Family Services Navigator
 Jeannie Thompson, Business Manager