



ANNUAL REPORT

2013-2014

our mission is to provide specialized care, support, and education for individuals with Alzheimer's disease and other memory impairments, their families, caregivers and the community through our adult day health and resource center.

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thank you!
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WELCOME

Sketching out the Future

Insight Memory Care Center, formerly Alzheimer's Family Day Center, has always been an organization that makes the most of what we have. I was talking with our founder, Lin Noyes Simon, recently, and she told a story from the first year of the center, when we operated out of the industrial arts wing of a growing private school. She said that one day the roof started leaking. And instead of panicking, she simply put a potted plant directly under the leak to catch the water. Then she told the staff and participants, "Well isn't this nice. Now we have our own rainforest!"

We have always made the most of what we have. When we moved to our dedicated space at Old Lee Highway, we laid it out the best we could for individuals with dementia. We later remodeled to make it more home-like and inviting, according to the best practices in research of dementia care. Today, our conference room not only holds meetings, but serves as our art therapy room, copy center, family meeting space, education presentation area and occasionally a mobile office for a family member or two before picking up their loved ones.

This past year has put us in the position to truly make the most of what we have. We're sketching out the future. This past year, Insight Memory Care Center signed a lease for a new facility that will triple our square footage. We will have designated space for art therapy, physical therapy, Music & Memory, our Multi-Sensory environment, and yes, even a secure outdoor space. We will make the most of the space because we can design it. We've sketched out plans for a wonderful new facility that will enable us to care for the growing number of individuals facing this devastating disease. And it's all thanks to you.

I could continue on about the joys of the new space, but it's really just one item on the list of our accomplishments this past year. From being honored as Adult Day Health Center of the Year to renewing our 3-year facility license, we have been hard at work maintaining the quality of care our families deserve. Oh, and we changed our name and rebranded in there too! I hope you'll read more inside about the name change, our accomplishments, and moreover, hear from the families we've served. We're sketching out the future for them.

Sincerely,



Joel Bednoski
Executive Director

first, why the new name?

FAMILY SATISFACTION

For the past 29 years Alzheimer’s Family Day Center has helped countless families and individuals affected by Alzheimer’s disease and other memory impairments to achieve the highest quality of life. We are proud of our reputation in the community, and thought long and hard about our name change and rebranding efforts over the past year.

The process arose out of wanting to serve our families. We had informally heard people calling us the “Family Day Center” — intentionally keeping “Alzheimer’s” out of the name. We would have families call to inquire if their loved one with vascular dementia could attend our day center. And we heard on more than one occasion “I had no idea you offered that!” usually referring to an education program or that we could provide one-on-one consultation.

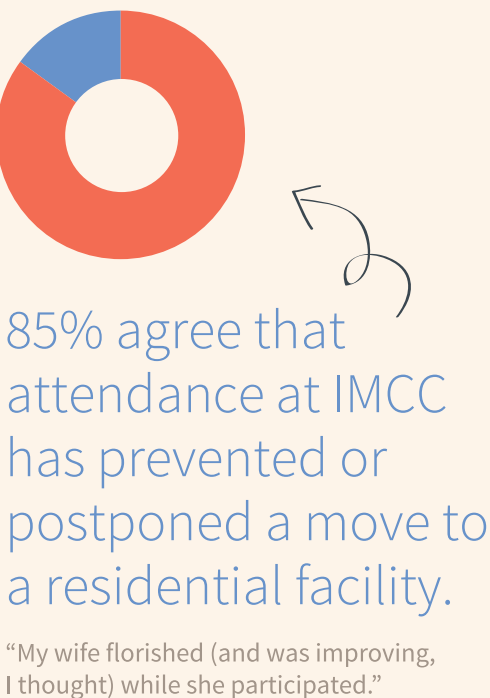
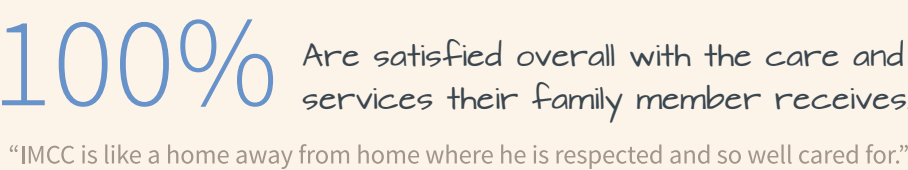
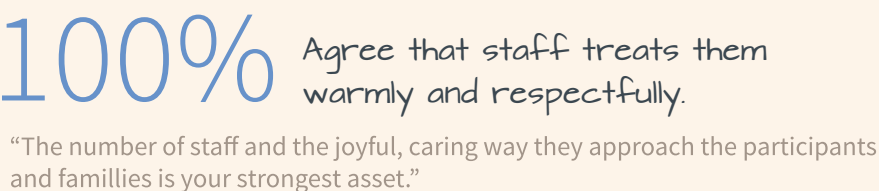
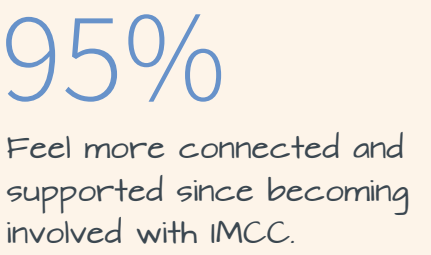
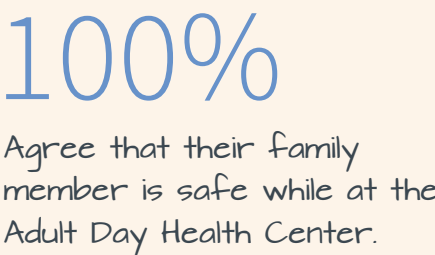
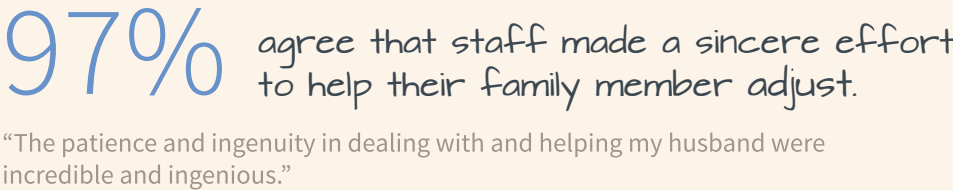
But we wanted to make sure our musings represented a larger view.

We offered surveys and held focus groups for our families, caregivers, and professionals. Our thoughts were echoed and confirmed, and we moved to working closely with our Board of Directors to not only evaluate our name, but our Mission, Vision, and Values as well. We wanted all of these components to be aligned, and best represent our services in the community.

In what became a year-long process, our Board of Directors was critical to the success of the organization and pivotal to our rebranding plans. We sincerely thank everyone involved for all of their effort.

- We are more than just Alzheimer’s.
We pride ourselves in caring for individuals with a variety of memory impairments and helping families through each disease process.
- We are more than just a day center.
Our adult day health center is award winning, and we are proud of the care we provide to the community, however, family caregiver support and education are equally vital components of our programming.
- We are ready to grow.
We are looking to expand our services in all aspects – our adult day health center, our education programs, and our support services.

The new name, Insight Memory Care Center, was announced at our Paintings & Pairings event in October 2013. We wanted a name that reflects the diversity of memory impairments we care for and the variety of programs we offer, as well as one that is truly welcoming to all who come through our doors. Family satisfaction comes first.



early stage

PROGRAMS

Mind and Body Workshop

The Mind and Body Workshop is a weekly wellness-oriented program series designed specifically for families that have received a recent diagnosis. The program focuses on helping people in the early stages of memory loss to maximize their capabilities, while also providing caregivers with new ways to interact with their loved one and adjust to the changing family dynamics.

Reconnections

Reconnections is a weekly gathering of individuals with Mild Cognitive Impairment or who are in the early stages of dementia. Together with professional staff, a small group of club members participate in individualized discussion groups, recreational therapies, learning experiences, and all have the opportunity for peer support and to socialize in a safe, non-judgmental setting.

FEEDBACK



“When my husband was first diagnosed with early Alzheimer’s disease at the age of 67, I had no interest in a support group. As a health care professional I had over 40 years caring for patients, many of whom had memory and dementia problems. I had done my own research on clinical trials, new wills and powers of attorney, etc. and I feared that exposing my husband to “Alzheimer’s patients” would exacerbate his anxiety and depression, as he was still in the early stages. I was wrong. Spending one hour with a patient is not the same as living with increasing memory problems 24/7. What I found with the Mind and Body workshop was a group of caring, realistic, well informed people (many younger than we were) who could share their fears and frustrations and offer practical

suggestions, as well as a coordinator who was extremely knowledgeable and experienced in all aspects of care. What my husband found was a group of people that he could be comfortable with. We both look forward to our weekly sessions.”

“The Mind and Body Workshop has given my wife and I a better understanding of my Alzheimer’s condition and how we can both deal with it. We both appreciate your efforts on our behalf, and are assured that your efforts are also helping others with the affliction to face Alzheimer’s with hope rather than despair. Thank you for your kind attention and efforts on our and others’ behalf.”



adult day health center PROGRAMS

IMCC's adult day health center provides a safe, engaging, and therapeutic environment for people with memory impairment in mid to late stages. It is the only dementia-specific day center in the DC metro area and still the only adult day health center in Northern Virginia with programs for people in the later stages of an Alzheimer's illness.

Friends Club

The Friends program is a therapeutic weekday program providing opportunities for people in the middle stages of memory impairment to connect with others and maintain or improve their physical, social, and cognitive skills in a safe and engaging environment.

Sunshine Club

The Sunshine program is a therapeutic weekday program for people in the later stages of an Alzheimer's illness that provides personal care and sensory, physical, and cognitive stimulation.

FEEDBACK



You have made such a difference in my brother's life, and ours.

This is my family's second go-around with Alzheimer's Disease. My father died of it in 1996. When our brother was diagnosed with it two years ago, we couldn't believe we were back in the same wilderness with no answers.

Then last summer we learned about the Memory Center, and from the day he started going, things got better. We were surprised at how much he liked it there. He told us he wanted to go to play the memory games on the computer. But he also liked the activities, and the group. And he was crazy about the staff. Suddenly he had a reason to get up in the morning. He had a place

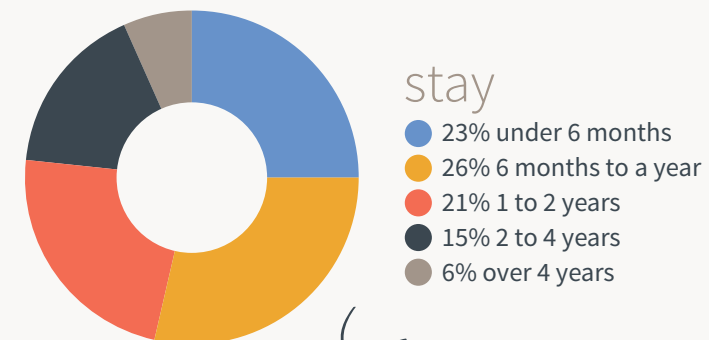
to go, and a structure to his life. Suddenly there was less claustrophobia for us—as much of the burden of caretaking was lessened.

What surprised us most was how he started coming home clear-eyed, even happy. There was a little lilt in his step that hadn't been there in a long, long time.

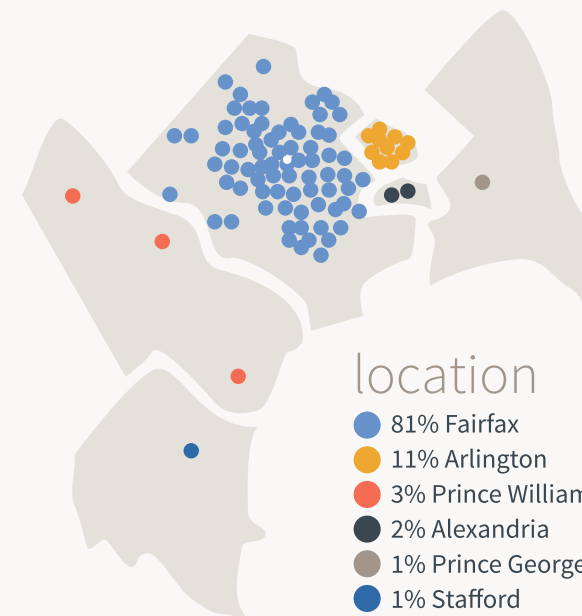
I don't know how you do it exactly; I know it has something to do with kindness and sensitivity, but you have truly found a way to make a difference. As far as our family is concerned, you have made a river appear in the desert.



IMCC served **91** participants in the day center in FY14.

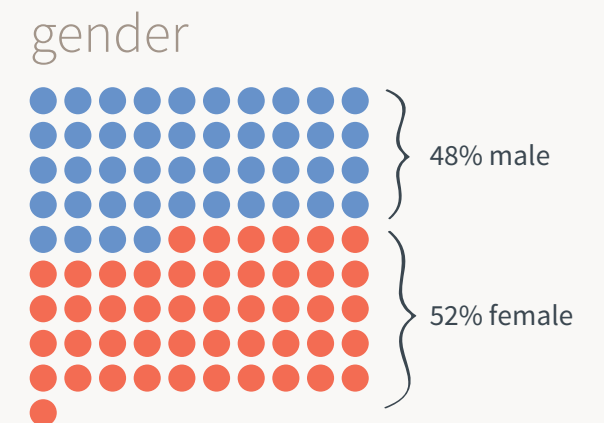
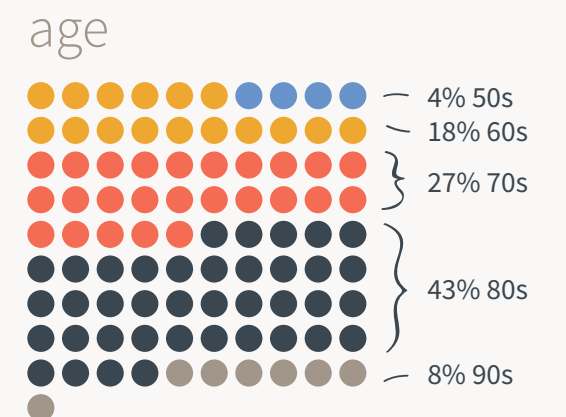


1 year 4 months is the average

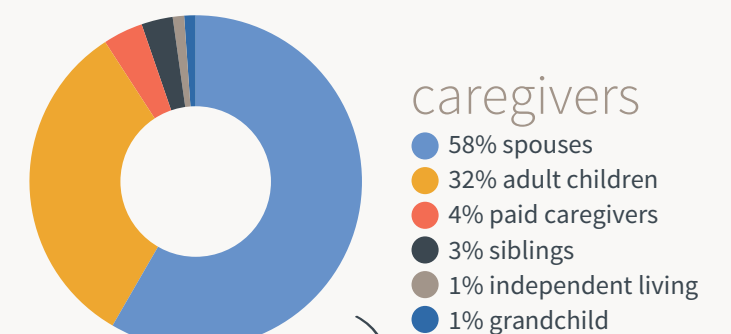


Our youngest participant was **56**.

The oldest participant was **101**.



9 years, **5** months is the longest participant stay at the center.



53% of these caregivers work



support

support PROGRAMS

Support Groups

Led by experts in dementia care, support groups offer people in like circumstances the chance to share practical advice, discuss frustrations and fears and connect with others who are on a similar journey in a secure group environment.

Consultations

Every situation is unique. IMCC can meet with families in person or by phone to discuss a family's specific needs or challenges and make recommendations of area resources that may be appropriate.

Home Visits

When appropriate, IMCC can provide consultation in the family's home, providing additional insight on the living situation and suggestions for modifications to promote a safe living environment.

FEEDBACK



“The caregiver group was very helpful, and I learned a lot. I also deeply appreciated the kindness of Christi, the Outreach and Education Coordinator, in assisting with information relative to when to admit a person to an assisted living facility and how to evaluate different facilities. I liked the people, the programs, the support, the knowledge I gained as caregiver, and that my wife flourished (and was improving, I thought) while she participated.”

“The staff is top notch and very experienced with dementia care. I couldn't be more pleased.”

“Honest, loving caregivers sharing the same fears.”

“The warm, friendly atmosphere and the helpful programs available.”



educate

education

PROGRAMS

Classes for Caregivers

Free specialized classes are offered for caregivers to build their skills and confidence while learning more about Alzheimer's resources in the community. Respite care is provided during each class session to allow caregivers to attend without worry.

Community Training

IMCC offers training options to groups regarding current topics in Alzheimer's disease and caregiving. With our expertise in dementia care, IMCC also provides specialty seminars for long-term care facilities and professional groups serving older adults.

Caregiving at a Glance

A fingertip guide for caregivers, and IMCC's own unique publication, "Caregiving at a Glance" provides strategies for managing behavior challenges and planning for future care. Over 3,500 have been distributed in the community.

FEEDBACK



"The Caregivers Bootcamp was wonderful! What great information and presenters you put together. I'm so glad I decided to go as a participant and enjoy all of it."

"Thank you so much for taking time on your day off to meet with Senior Services of Alexandria's group of Friendly Visitors volunteers. Your presentation really resonated with the group. Several of our volunteers visit seniors with memory issues and I know we have at least a few seniors in the program who have been diagnosed with dementia or Alzheimer's. I received lots of positive comments about your presentation from our volunteers."

"Thank you again for speaking. The families who attended were very intrigued on your day center and could see how important programming and socialization are for loved ones dealing with dementia."



a look back

HIGHLIGHTS

July 2013

IMCC completed **Multi-Sensory Environment** training, resulting in the creation of a Multi-Sensory Room in the day center. The room can provide a calming effect for participants who are anxious, as well as increase stimulation and engagement for those in the later stages.

August 2013

IMCC was selected to work with a pro bono volunteer team from **Compass for Funding Strategy**. The team worked for a full year to present IMCC with an action plan for our expansion. The equivalent market value of the volunteer service is approximately \$172,000.

October 2013

IMCC was honored to be recognized as **Adult Day Center of the Year** from the National Adult Day Services Association. This national award is given to an outstanding and innovative adult day center, recognized as a model others can learn from as “best practice.”

October 2013

Held our fifth annual fall event, “**Paintings & Pairings**” at the Stacy C. Sherwood Center on October 17, 2013. Guests enjoyed artwork and auction pairings in support of our center, doubling last year’s revenues. The name change and move plans were announced.

December 2013

IMCC was again selected as one of the **top 30 favorite charities** in the Washington region by ExxonMobil. We were also fortunate to again be selected as one of 30 agencies to receive a music therapy summer intern through the ExxonMobil Community Summer Jobs Program.

January 2014

As a part of a larger rebranding process, IMCC officially adopted the **new name Insight Memory Care Center** to help best represent the variety of dementias we service and the multitude of services we offer going forward.

March 2014

On our annual monitoring visit from the Virginia Department of Social Services we had a completely deficiency free report, and were granted a **new three-year license** – the highest level for adult day health services in Virginia.

March 2014

IMCC began **two new support groups**, a Lewy Body Dementia group, and a youth support group. These groups are in addition to our bi-monthly community support group, and our day center family support group.

May 2014

IMCC was again named one of the “best small charities in the Washington region” by the **Catalogue for Philanthropy**. IMCC has been fortunate to have been selected for this honor in 2006 and in 2010 as well.

May 2014

IMCC completed **Virtual Dementia Tour** training, which allows us to offer the program for our family caregivers. It is a unique experience for caregivers to better understand the behaviors and needs of their loved ones.

June 2014

The early stage **Reconnections program** began. This program allows the recently diagnosed individual to participate in discussion groups, recreational therapies, learning experiences, have the opportunity for peer support, and socialization.

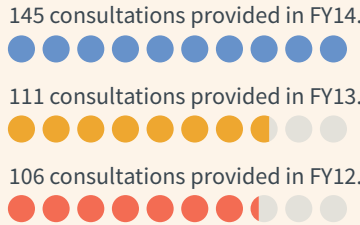
June 2014

IMCC provided over **\$112,000 in financial assistance** to 19 participants and their families throughout the last fiscal year. Our goal is that no one be turned away from needed services for lack of ability to pay.

BY THE NUMBERS →

145

individual consultations were provided for families in FY14.



44

individuals attended the Mind and Body Workshop in FY14.

39

sessions of the Mind and Body Workshop were offered in FY14.

7

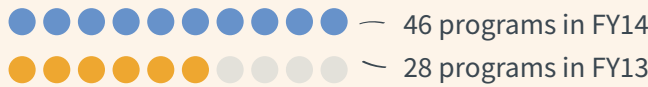
individuals attended the new Reconnections early stage program.

4

sessions of Reconnections were offered, beginning in June.

46

different education programs were offered to caregivers free of charge.



In FY14 we had a full-time Education and Outreach Coordinator for the full year, whereas previously the position had been part-time. This allowed us to greatly expand our education program offerings, an increase of 64%!

537

individuals attended education programs offered throughout the year. Topics range from legal needs to dealing with challenging behaviors.

91

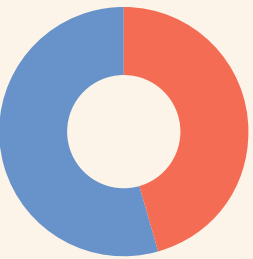
individuals attended the Adult Day Health Center in FY14.

218

individuals attended support groups ongoing throughout the year.

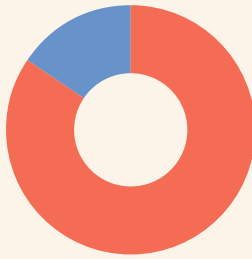
44

support group sessions were held between 4 different group options.



Volunteers served 1708 hours; interns served 2031.

Volunteers each gave an average of 45 hours during the year. Interns, many of whom have course requirements, gave an average of 290 hours each.



38 volunteers and 7 interns provided service.

In FY13, 29 volunteers and interns generously served their time at IMCC. Our increase to 45 volunteers and interns in FY14 represents a 55% increase!



thank you!

our wonderful
DONORS

INDIVIDUALS

Per-Erik Aasum ●
James Albenesius
Leslie Alexander
Joyce Amenta
Kathleen Anderson
Conrad and Lois Aschenbach
Bill Bailes
James Ball
Jimmie and Alice Banks
Katherine Barnett
Elicia Bass
Rabab Batti ●
Catherine Beauchamp
Michael Bell
Walter and Linda Bender
Galeet BenZion
Joseph Berkel
Julie Black
Reagan and Ellen Black
Woodrith and Gary Blazek
Patty Blevins
Jonathan Bloom
Blair and Michael Blunda
Debra Bowers
Ronald Boyle
Vicki Breman
Garfield Brooks
Carmel Brosnan
Ginny Brosseau
Barbara Bryant
Yvette Buot
Marion Burton
Carol Caesar
Susannah Calkins ●
June Callahan
Marilyn Campbell
Ian and Margaret Carr
Barbara Carrington
Annmarie Carroll
Linda Carullo
John and Lynn Cerami
Kalvin Chang
John Chellman
Katherine Cheung
Ross Clark
Pamla Clark ●
Cody Cole
Catherine Cole
Elizabeth Cox
Morgan Cox ●
Kathleen Crabtree
Joanne Crantz
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David Dahlke
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Nancy Dezan
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Joan Forte ●
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Oliver Franklin
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Shonta Greenwood
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Kinderlyn Haynes
Denise Hedrick
Pamelia Henriksen
Catherine and Warren Hogan
William Holloway
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Paul Honigberg
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Richard Igerich
Edward Lee and Kimberly Isler
Edward and Marionette Jones
Marilyn Jones
Thomas Kane
Julie Kapral
Dennis Keefe ●
Bradley Keller
Barbara Kincaid
Leslee Koch
Helen Lane
James Lawless
Paul Lengi
Trevor Leonard
Amelia Leswing
Cynthia Lopynski
Amy Louviere
Bernard Lynch
Mary Mahling
Carol Mahoney
Ian and Karen Markley ●
Edward Marks
Sarah Marks

Yanira Marrero Rodriguez
Patrick Marron
Roselyn Mathews
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Linda Windsor
Marie Woodard
Kelli Wright
Joseph Yao
Vance Zavela and Jean Schiro-Zavela ●
Chad Zeller
John Zimmerman

ORGANIZATIONS

Aarondale Retirement Community ●
Accotink Unitarian Universalist Church
Act For Alexandria ●
Ada and Albert Wibel Foundation ●
Alzheimer's Foundation of America ●
American Airlines Political Action Committee
America's Charities ●
Arden Courts, Annandale ●
Arden Courts, Fair Oaks ●
Arlington County Medical Society Alliance ●
Bank Of America Matching Gifts
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Chesapeake Bay Area CFC
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Episcopal Church Women of the Church of the Holy Comforter ●
ExxonMobil Foundation ●

Fairfax Christian Church
Fairfax County Fire and Rescue Retirement Association
Fannie Mae Foundation
Matching Gift Center ●
FIT Interactive
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Professional Counseling Center
Reed Smith LLP ●
Right At Home
Rotary Club of Tysons
Corner Foundation ●
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Shamrock Real Estate
Silver Diner Development, Inc.
Stay Well Home Health Care
Steele Family Foundation ●
Synergy Home Care ●
Tall Oaks Assisted Living
Tysons Regional Chamber Of Commerce
United Way of The National Capital Area ●
Washington Forrest Foundation ●

Orange circles (●) indicate patrons who have given \$1000 or more.
Red circles (●) indicate IMCC's monthly givers.

IMCC STAFF

Joel Bednoski
Executive Director

David Maloney
Director of Finance & Personnel

Christi Clark
Education & Outreach Coordinator

Carrie Idol-Richards
Director of Communications

Robin McGlothlin
Director of Donor Development

Lisa Wright
Program Manager

Paula Riddle
Director of Recreational Therapy

Stephanie Povirk
Social Services Coordinator

Mary Kanu
Nurse Coordinator

Deirdre Fields
Administrative Office Coordinator

Marilu Rivera
Sunshine Recreation Coordinator

Diana Akumiah
Recreation Therapy Assistant

Heather Lee
Recreation Therapy Assistant

Elba Pfeifer
Recreation Therapy Assistant

Veronica Amponsa
Personal Care and Program Asst

Mirna Bautista
Personal Care & Housekeeping Asst

Tsitsi Mapandu
Personal Care and Program Asst

Mercy Mensah
Personal Care and Program Asst

Mariatu Kanu
Personal Care and Program Asst

Meaza Yimeru
Personal Care and Program Asst

Christine Birden
Nurse Advisor

Kristin Martin
Early Stage Club Director

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Ann O'Neil, RN, MSN
Founder, Care Options

Judith Assmus Riggs
Retired, Alzheimer's Association
National Capital Area

Steve Starnes, MBA, CFP
Financial Advisor, Savant Capital
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Jack Zimmerman
Retired, Shepherd's Center of
Oakton-Vienna

VOLUNTEERS

Deeqa Abby
Vigen Babayan
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Kristen Decker

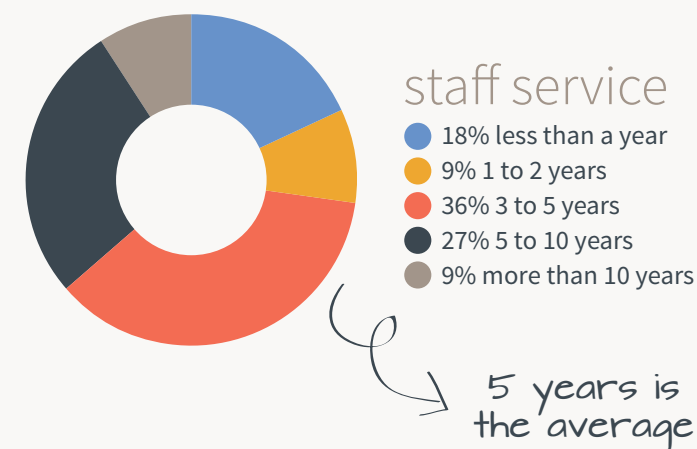
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Patricia Lowney
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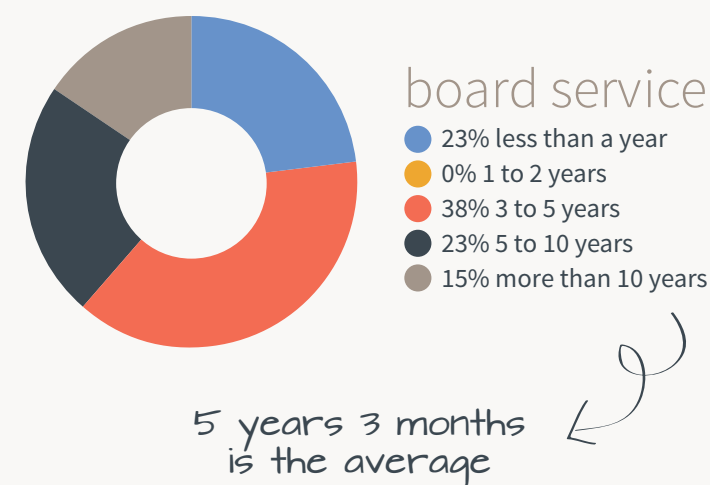
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Cecile Truong
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Devon Yi
Abraham Yoon

Staff, Board, and Volunteer lists
as of June 30, 2014.

A CLOSER LOOK →

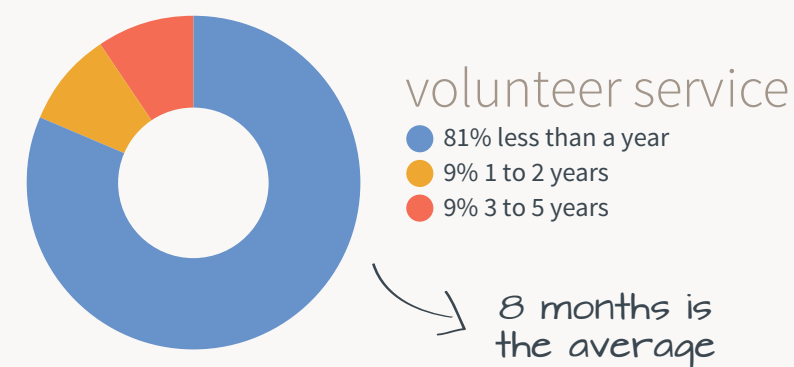
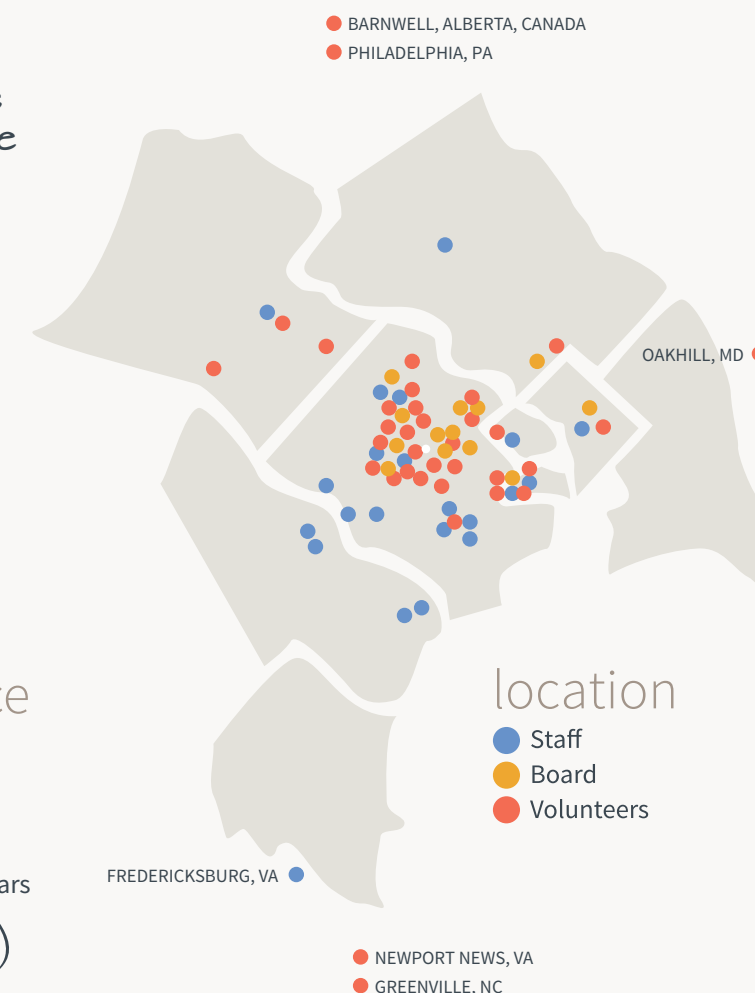


17.5 years is the longest staff time of service.



570 hours were given to IMCC by a single volunteer.

Longest travel was 2,231 miles for an internship at IMCC.



financials

IMCC Financials FY 2014

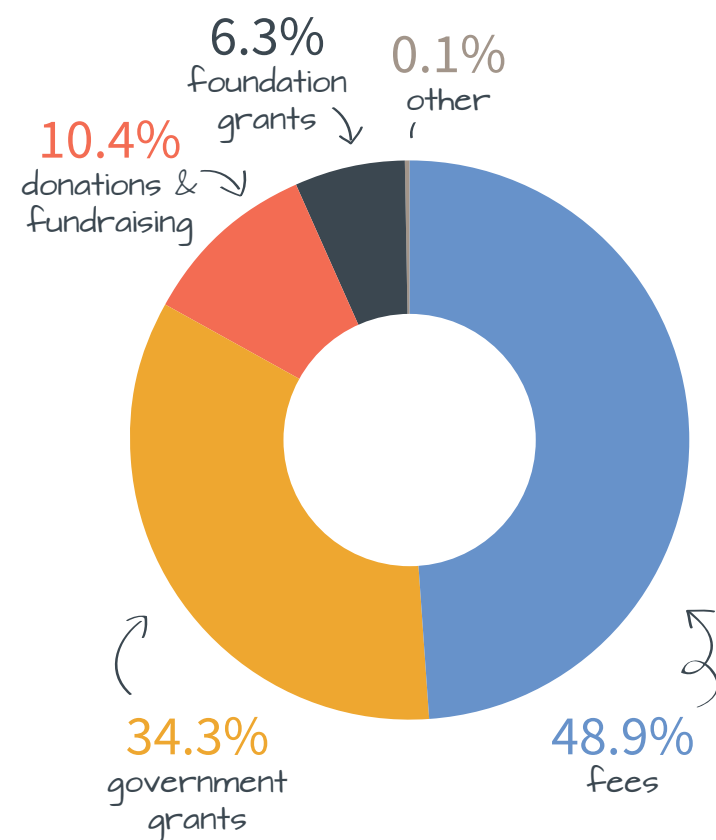
ASSETS

Cash and Cash Equivalents	\$1,194,196
Accounts Receivable	\$20,884
Prepaid Expenses	\$64,612
Total Current Assets	\$1,279,692
Property and Equipment	\$12,180
Other Assets (Security Deposit)	\$69,358
Total Assets	\$1,361,230

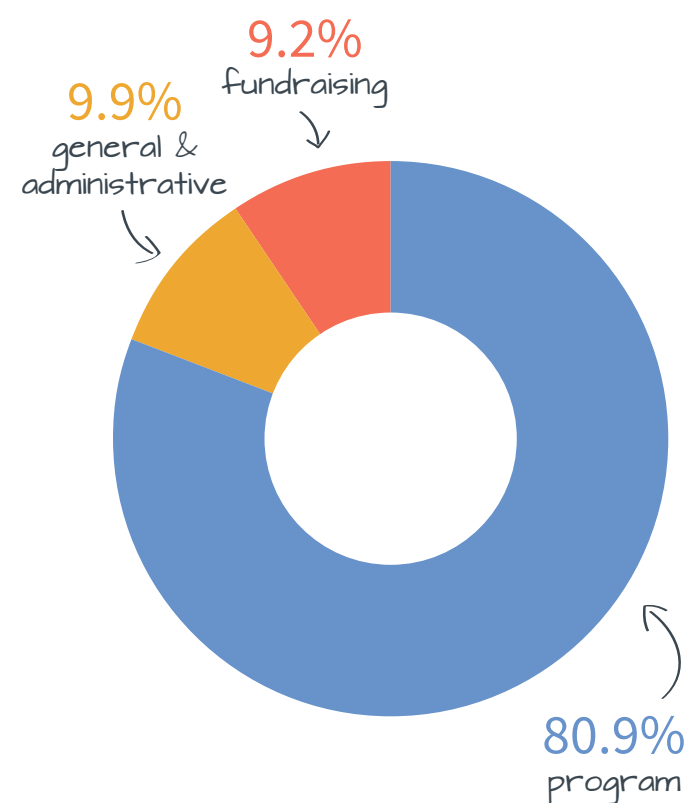
LIABILITIES

Accounts Payable	\$19,062
Accrued Salaries	\$37,347
Accrued Vacation	\$30,006
Payroll Liabilities	\$5,731
Total Liabilities	\$93,879
Total Net Assets	\$1,267,351
Total Liabilities and Net Assets	\$1,361,230

INCOME



EXPENSES



CLOSING STORY

Her “life has been saved.”

Mary was always the life of the party. She had a great sense of humor, was a people person, and always had a way of making everyone have fun. A stroke changed all that.

Needing more round-the-clock care than James, her husband, and son could provide, they used a home care service to help Mary with daily hygiene needs, meals, and chores. However, with her dementia and diabetes diagnoses, she still needed more care than the nurse was able to provide. Mary’s husband, who had learned some nursing skills from his time in the Navy, and found himself testing her glucose and administering insulin daily. Not only was the care a concern, but the situation presented a huge problem to the family finances as well. Her hospital stays had wiped out the retirement account, and James was trying to juggle working while meeting her care needs. Everyone was stressed out from the situation.

Mary’s social worker convinced James to look into Insight Memory Care Center’s adult day health program. That was over two years ago, and Mary has been with the program ever since. Mary is able to participate with the physical therapy, music programs – she loves to sing – and have her glucose and insulin regulated by our nurse when she is at the center. Her husband says he has seen her personality returning; she seems happy coming to see her friends.

James is able to work full time again, without concern for her well-being, and provide for the family. With help from our financial assistance program, Mary can attend the center 5 days per week where are able to address her health concerns, and James has been able to find a job at a local home improvement store.

James told us that he never wanted Mary to just “exist,” and it was painful to watch her daily routine at home, sitting on the couch and arguing with the home care nurse. At the adult day health center, she has a day full of friends and meaningful activity – a semblance of a real life again. James writes, “The fact is Mary’s life has been saved.”

our vision is community where
those affected by Alzheimer’s disease and
other memory impairments can achieve the
highest quality of life.





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