



“it’s that good.”

Insight Memory Care Center
ANNUAL REPORT | 2022-2023

I know he's happy here and I know he's well taken care of... I can't thank you enough. Your consultation has changed my whole life. After meeting with you, I've changed my approach in dealing with her memory loss, and my wife and I are so much happier... You all are like family to me. I'm grateful for the many seen and unseen ways you all encourage and help people... Insight is such a blessing to my life. I probably tell someone about it almost on a daily basis. You should know that his attendance has been life-changing for both of us... You made him feel like a full person... You all have done wonders for us. My husband is in great spirits after spending time at IMCC, and I'm slowly waking up from having only been a head always down, draught horse for 15 years. It's like getting out of a cave... I can't recommend this class enough! I was feeling lost, sad, scared and not supported by my family after the difficult diagnosis of MCI for my mom and I felt overwhelmed on what to do. A session was so helpful and enlightening and the list of resources offered by Insight really amazes me. From practical daily tips to planning long-term, knowledgeable and deeply caring everyone I've met at Insight has been. I quickly began to look forward to my Wednesday sessions. This class is exactly what I needed, exactly when I needed it and I'm forever grateful. I know I'm truly blown away by how much Insight seems to understand my husband after just a month. You should know that his attendance has been life-changing for both of us.

Mission

Our mission is to provide specialized care, support, and education for individuals in all stages of memory or cognitive impairment, their care partners, and the community.

Vision

Our vision is a community where those living with memory or cognitive impairment and their care partners can achieve the highest quality of life.

“ I am truly blown away by how much Insight seems to understand my husband after just a month. You should know that his attendance has been life-changing for both of us. ”

~Family Care Partner

the power of words

This year at Insight Memory Care Center, we have taken a closer look at our words, starting specifically with our mission, vision, and value statements. They were last drafted in 2014, just before we moved from Merrifield to our current facility in Fairfax. To say Insight has grown tremendously over those past nine years is an understatement. Since 2014 we have added new programs and services, opened a second brick-and-mortar location in Sterling, and more than doubled the amount of people we serve each year!

With all the changes Insight – and the world! – have seen since 2014, we are proud of how we have remained committed to our mission. However, we did notice a few things from our original statements that gave us pause. We spent time in this process talking with our families, staff, and board members. Three things came up that we knew our words needed to address.



1. We have programs beyond our four walls in Fairfax.

Our previous mission statement referenced us as an adult day health and resource center - but we now have two centers! We are so excited to have opened our Sterling Early Stage Center this past January and the growth it represents. Beyond our two physical locations, we also have many programs that operate outside our walls in the community and even bypass our regional borders online. During COVID, we shifted virtually, and haven't looked back. We needed to now reflect that we have many programs beyond our four walls in Fairfax.

2. We are committed through the whole dementia journey.

Our early stage programming has grown significantly since 2014. What used to be a 2-day a week program in one location, our Reconnections program is now operating in three locations as well as virtually, up to 4 days a week. We were one of the first in the country to offer the SHARE program, to help those in the early stages plan for future care. We are encouraging families to come to us before a diagnosis of Alzheimer's or dementia. We have updated our mission and vision to include anyone living with memory or cognitive impairment to better include those in the early stages. We remain committed to serving families wherever they are.

3. We are using the term “care partner” as a subtle, but powerful shift.

As dementia care specialist, Teepa Snow, explains, “a caregiver gives care, while a care partner partners in care. While this difference may seem trivial at first, it can create a powerful shift in mindset of your role.” Instead of doing things *for* or *to* your loved one, you are working *with* them and assisting. Partner reinforces the dignity of the person living with memory impairment, and that they are still a person worthy of respect. We agree wholeheartedly with this shift in language, and have adopted the care partner term in our mindset as well.

We hope as you take in our new mission, vision, and value statements, and review this annual report, you'll agree that with just a few tweaks, these words powerfully reflect who we are today.

Sincerely,

Anita Irvin, Executive Director

here's what we did

highlights from July 2022 to June 2023

July 2022

Updated our mission, vision, and value statements with input from staff, participants, and board members to better reflect who we are today.

September 2022

Expanded our Parkinson's Friends group to Fairfax in partnership with INOVA Parkinson's and Movement Disorders Center.

Highlighted as a quality care facility on the Today Show! We were featured with one of our partners, ShiftMed, to highlight innovative nursing solutions providing care to those with dementia.

October 2022

11th Annual Paintings & Pairings fundraising event was back in-person at the Fairview Park Marriott. Supporters generously gave over \$170,000.



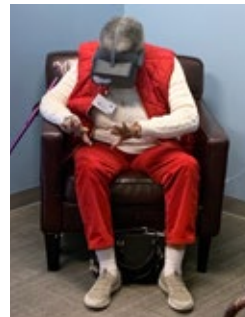
Held a special SPARK film screening to learn more about LBD through Robin William's journey and in discussion with the Lewy Body Dementia Association.

November 2022

Held a Sage Table Event to fight isolation in the LGBTQ+ community through the power of intergenerational connections, with Aging Rainbows.

January 2023

Launched a virtual reality program with Viva Vita for engagement, mental wellness, and quality of life thanks to Alzheimer's Foundation of America and ECHO of Northrop Grumman.



Started a new LGBTQ+ Care Partner Support Group specifically designed for the unique needs of LGBTQ+ care partners. Insight was also awarded Platinum level SAGECare LGBTQ+ Cultural Competency Training.

January 2023

Partnered with Dr. Brittany Lamb to offer a new on-demand course, Making Your Medical Decision Plan.

February 2023

Dr. Carl V. Hill, Alzheimer's Association, gave a presentation on Disparities in Dementia Care and what comes next for more inclusive research.



Our annual monitoring visit from the Virginia Department of Social Services was completely deficiency free for the 12th year in a row to renew at the highest level of licensure.

March 2023

Began three new Memory Cafes, in partnership with Arcola Church, Falls Church Arts and Overture Fair Ridge.



Reconnections Old Town launched in partnership with Elancé of Old Town. The program is for those with MCI or a recent dementia diagnosis.

May 2023

At the 3rd annual Legacy Breakfast at Westwood Country Club, guests enjoyed a fantastic morning with the Sentimental Journey Singers, Insight stories, and care partner testimonials.

June 2023

Insight's Caregiving at a Glance guidebook is now available in county libraries across the region.



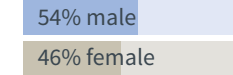
Almost \$270,000 was provided to 26 families in financial assistance throughout the year!

who we served

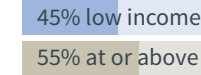
care: day center

170 participants

Participants



Median Income



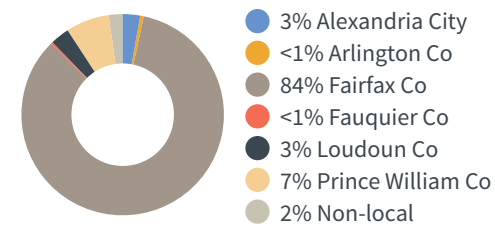
1⁵/₈ yrs
average stay

6+ yrs
longest stay

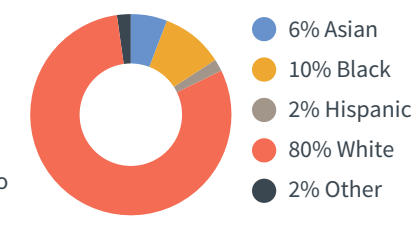
79 yrs
average age

45 yrs
youngest

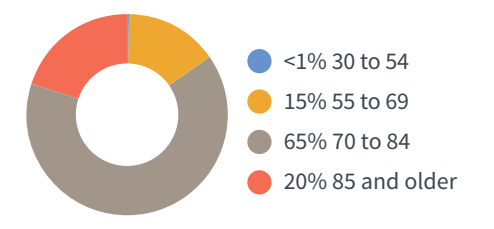
Location



Ethnicity



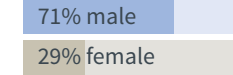
Age



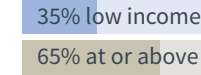
care: reconnections

123 participants

Participants



Median Income



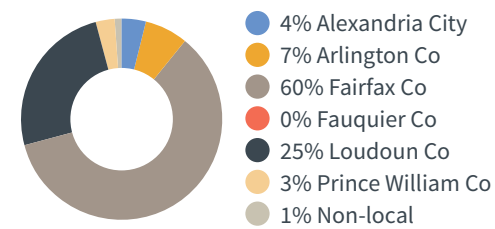
1¹/₃ yrs
average stay

5+ yrs
longest stay

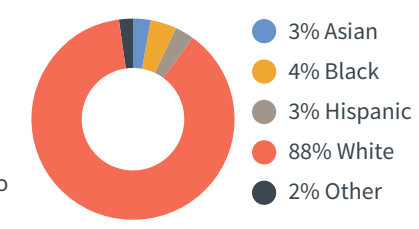
76 yrs
average age

58 yrs
youngest

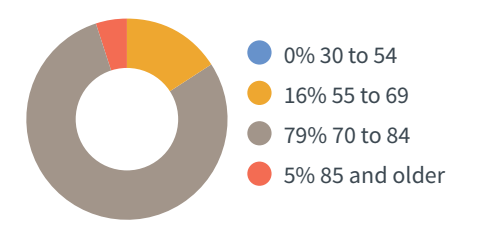
Location



Ethnicity



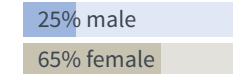
Age



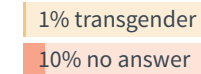
support & education

6,269 participants

Participants



Median Income

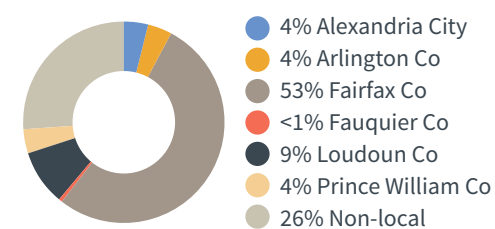


13
webinars posted

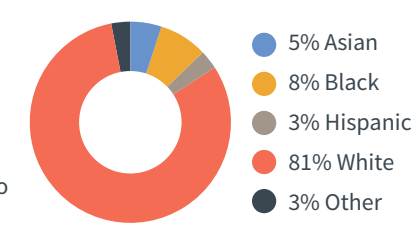
29
states served

2900
Caregiving at a Glance
copies shared

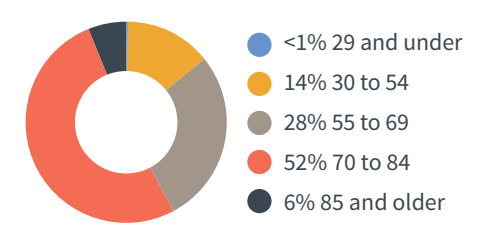
Location



Ethnicity



Age





what our families said

family survey results from the fiscal year



94% agree they have more time to do work or other needed things since becoming involved at IMCC.

“My spouse has a safe place to be that he finds fun and engaging while I am at work. He has made friends and enjoys the socialization. That is invaluable to me.”

98% were satisfied overall with the care and services their family member received in the day center.

“The staff are the most helpful and wonderful people I have met. It is evident they love what they do and have made my life and my wife’s life substantially better. I cannot thank them enough. I would highly recommend them to anyone requiring dementia support.”

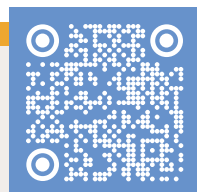
96% agree staff made a sincere effort to help them adjust.

92% agree activities are appropriate and therapeutic.

89% agree their loved one functions better on days they attend.

it's that good

Mary shares their family's story



watch this story

“I began to notice the use of his words, different things that just were off but were not evident to other people. So I think when we finally went to the neurologist, he thought I was nuts! And he said, oh, well, you know, people...you know...and I said, no, he he’s a Wharton grad, he’s articulate, he’s a big talker. No. So, we sent him off for a neuropsych evaluation and then we come back and he’s like, oh, yes. He has MCI.

Jeff’s 67, so he’s fairly young to have it. People know that he has it. And as people get it, I say, well, the first place you need to go is Insight.

Insight is not your typical place. You know, at Insight, they treat the individual as an individual.

You know, you’re not a ratio. They’re really focused on the individual. From the very beginning, you know, they are greeted by name. Everybody knows their name, what their interests are, so it’s all based on their personality.

I’ve never felt from the time that Jeff came here that he was just a number or a group, you know, whenever there’s any discussion it’s by his name. You can tell people understand him that you know him and the approach is very, you know, the best buddy approach is very unique.

I know he’s happy here and I know he’s well taken care of.

And there isn’t...because I live in Woodbridge, so it’s about a 30 to 45 minute - can be more than that - drive. But it wouldn’t matter if it was 2 hours...it’s that good.”



96% agree care partner programs help build my skills, knowledge, and abilities as a care partner.

“The emotional and practical support, the education, the compassion and understanding gained from interaction with other caregivers is what I like.”

“When this started I knew nothing and was all alone. The support group has been a great place to learn about resources and get ideas on how to take care of things.”

100%

agree day center staff treats us warmly and respectfully.

“My Dad always has a good day when he goes to Insight. Everyone is very caring and attentive to my Dad. He loves coming to the center and sometimes does not want to come home with me!”

98%

agree their family member is safe while at the day center.

“I deeply appreciate that Insight makes me feel completely confident that my loved one is safe, happy and well cared for. I am grateful for the hours of precious relief from the incessant demands of caregiving.”

100% were satisfied overall with the care and services their family member received in Reconnections.

“Everyone I have come in contact with was kind and helpful, as well as more than willing to meet me where I was.”

“Staff are incredibly kind and patient. They truly make all involved feel like a family.”

97% agree staff is responsive and professional.

91% agree the program has helped my loved one feel connected.

91% agree activities are appropriate and therapeutic.

100%

agree Reconnections staff treats us warmly and respectfully.

“Greatest benefit of Insight is the access to staff, who are always professional, thoughtful and caring.”

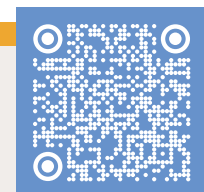
94%

agree Reconnections has provided increased socialization opportunity.

“My husband participates fully thanks to the wonderful facilitators. This is wonderful to see.”



a work of heart girl scouts in the garden!



more on the blog

The Cadette and Junior Girl Scouts from Troop 53039 in Alexandria, VA completed a wonderful service project at the Insight - Fairfax Day Center location this spring. The project involved painting flowerboxes, planting flowers, and cleaning an outdoor sensory space for the participants. Their troop leader shares:

“As they worked, the girls learned about the challenges that people experiencing dementia face. They learned that dementia is a progressive brain disorder that affects a person’s ability to think, remember, and communicate. They also learned that people with dementia can experience mood swings, confusion, and frustration, which can make everyday tasks challenging.

The girls were able to connect with the experiences of the participants at Insight and learned valuable lessons about empathy and compassion. They understood that by creating a pleasant outdoor environment, they could help improve the quality of life for people in our community.

Small acts of kindness can make a big difference in someone’s day.

Overall, the service project was a great success. The participants were thrilled with the new outdoor space, and the girls were proud of their hard work and dedication to the community. The project not only benefited Insight’s participants but also provided a meaningful experience for the girls that they will carry with them throughout their lives.”

Additionally, thanks to the McLean Community Foundation, Insight was able to get many new garden items that expanded our space’s natural beauty and functionality. Most notably, we purchased a wheelchair accessible planter (pictured top center), so that all of our participants can enjoy gardening! Thanks to the McLean Community Foundation and the hard work of Troop 53039 our garden is now full of beautiful blooms and is accessible for all of our participants to enjoy!

by the numbers

individuals served: 6,562

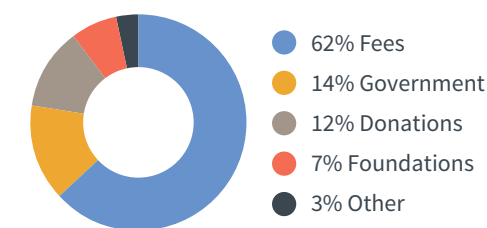
37% increase from last year

Care	Support	Education
Day Center 170	Support Groups 1313	Classes 1540
Reconnections 123	Consultations 284	Webinar Views 1908
Memory Screenings 69	Memory Cafe 356	Prof Training 722
	SHARE Program 56	
	Mind & Body 15	

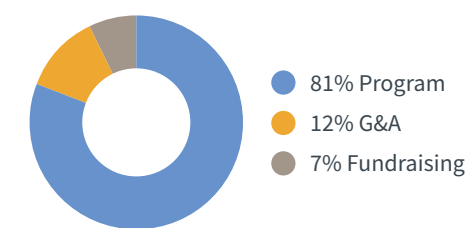
financials: \$3.5 mil budget

17% increase from last year

Income



Expenses



26 families

received aid to attend the Day Center and Reconnections programs

\$267,000

offered in scholarships

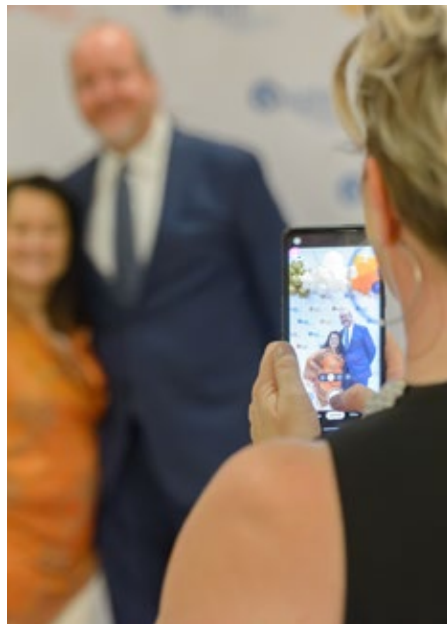
grants received: 28

29% increase from last year

While fees cover 62% of our expenses, we couldn’t do the work we do without the support of the community.

We’d like to thank many of our grantors from the past year:

- 100WomenStrong of the Community Foundation for Loudoun and Northern Fauquier Counties
- The Alexandria Rotary Foundation
- Alisann and Terry Collins Foundation
- The Alzheimer’s Foundation of America (AFA)
- The Arthur Blank Family Foundation
- Claude Moore Charitable Foundation
- Cloudbreak Foundation
- The Dimick Foundation
- Dominion Energy Charitable Foundation
- Fairfax County Nonprofit Sustainability Grant
- Fairfax County Consolidated Community Funding Pool
- Loudoun County Nonprofit Human Service Grant
- The McLean Community Foundation, Inc. (MCF)
- Northrop Grumman ECHO Workplace Giving
- Pratt Family Charitable Fund of the Community Foundation for Loudoun and Northern Fauquier Counties
- Rock Spring Congregational United Church of Christ Social Action & Mission
- The Safeway Foundation
- The Closet of the Greater Herndon Area, Inc.
- The Joseph E. and Marjorie B. Jones Foundation
- The Max and Victoria Dreyfus Foundation, Inc.
- The Neall Family Charitable Foundation
- The Venable Foundation
- Virginia Department of Health (VDH)
- Washington Forrest Foundation
- The Wawa Foundation
- Whole Foods Market’s Community Giving Program



help us forward

5 easy ways you can give back

Every little bit helps. Your small actions - like sharing a Facebook event - join with other's actions - volunteering in the Day Center - can add up to something big! Here are a few easy ways you can help.

1. Make a Donation

Your gift, no matter the size, makes a big difference in the lives of our families.

- **Monthly Giving:** Your secure, recurring monthly gift provides sustaining support to Insight.
- **Workplace Giving:** Giving through payroll deductions is a convenient way to provide support. Find us on America's Charities or in the Combined Federal Campaign (CFC) #35282. Many companies match donations too!
- **IRA Distribution:** Anyone 70.5 years of age or older can give a tax-free Qualified Charitable Distribution (QCD) from a traditional IRA account.
- **Memorial Gifts:** Honor a loved one with your gift; you may choose to have family and friends make a donation to Insight.
- **Leave a Legacy:** With a planned gift, you are able to leave a legacy, supporting a next generation of participants and families.

2. Designate Insight

Bring in needed funds for Insight, without opening your wallet!

- **Host an Event:** Restaurant night, golf tournament, supply drive; Insight is happy to help anyone looking to set up an event!
- **Online Fundraiser:** Use Facebook or Insight's platform to host a fundraiser for a birthday, in honor of a loved one, or just because!

3. Share and Be Social

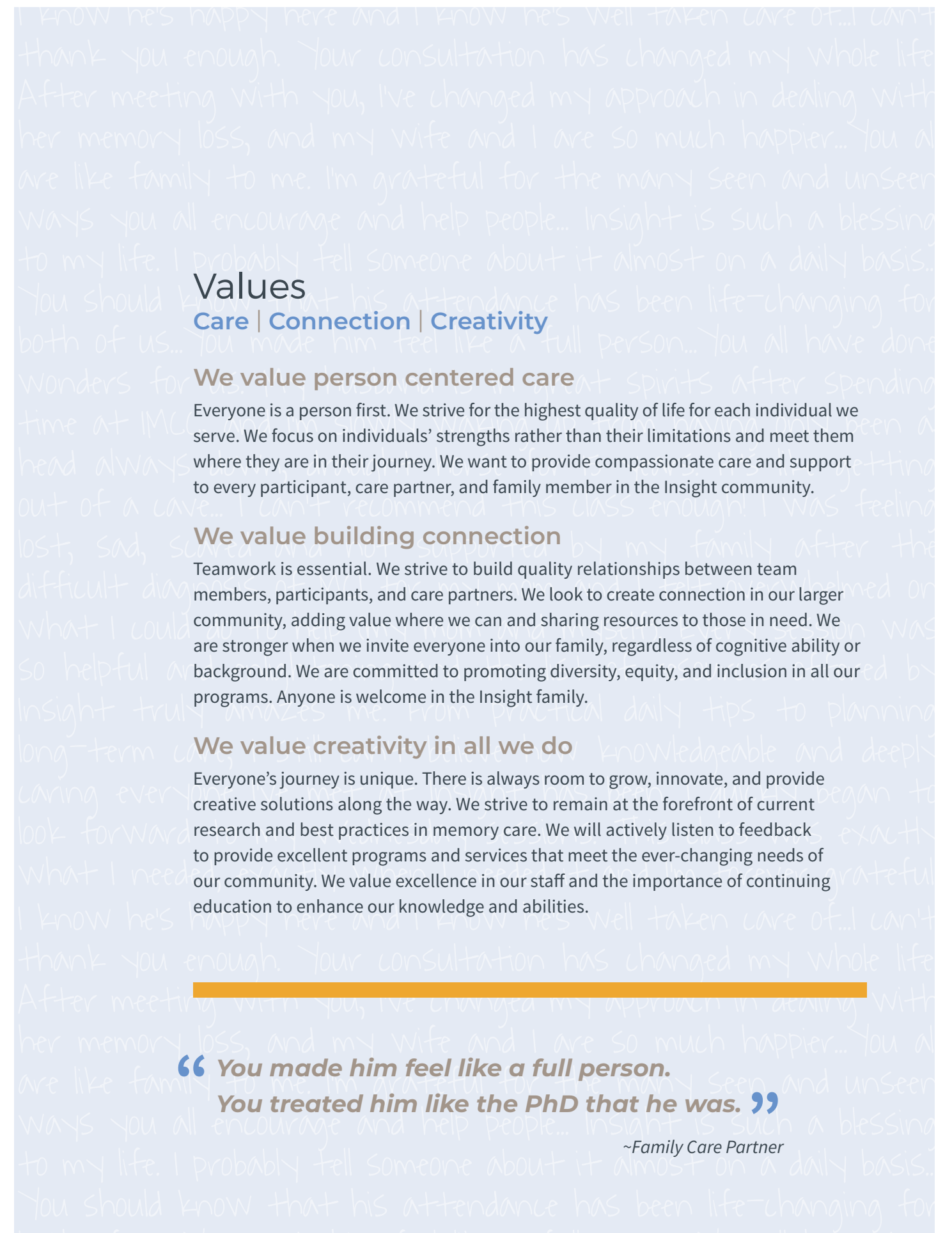
- **Share posts** on your favorite social media channels.
- **Share Insight events** on Nextdoor, the Patch, or in your faith community bulletin.
- **Contact HR;** share our information with your company as a resource.

4. Donate Items

- **Donate items from our wishlist,** or hold a drive for needed items, such as art supplies or bingo prizes.
- **Vehicle Donation:** If you have an older or non-working car, donate it to us and get the tax credit! It's easy through the CARS program.

5. Volunteer Your Time

- **Volunteer to help** with our participants in the Day Center, Reconnections, or even with administrative tasks.
- **Use your professional experience** to provide pro-bono volunteer service, or serve on an event or board committee.



Values

Care | Connection | Creativity

We value person centered care

Everyone is a person first. We strive for the highest quality of life for each individual we serve. We focus on individuals' strengths rather than their limitations and meet them where they are in their journey. We want to provide compassionate care and support to every participant, care partner, and family member in the Insight community.

We value building connection

Teamwork is essential. We strive to build quality relationships between team members, participants, and care partners. We look to create connection in our larger community, adding value where we can and sharing resources to those in need. We are stronger when we invite everyone into our family, regardless of cognitive ability or background. We are committed to promoting diversity, equity, and inclusion in all our programs. Anyone is welcome in the Insight family.

We value creativity in all we do

Everyone's journey is unique. There is always room to grow, innovate, and provide creative solutions along the way. We strive to remain at the forefront of current research and best practices in memory care. We will actively listen to feedback to provide excellent programs and services that meet the ever-changing needs of our community. We value excellence in our staff and the importance of continuing education to enhance our knowledge and abilities.

“ You made him feel like a full person. You treated him like the PhD that he was. ”

~Family Care Partner

forever grateful

healthy brain virginia

Funded by the Centers for Disease Control and Prevention (CDC), as a grant recipient of Healthy Brain Virginia Insight Memory Care Center received funding to collaborate with the Virginia Department of Health (VDH) to improve access and availability of dementia programs. This important funding helped us provide education programs, support for care partners, educate health professionals on dementia caregiving, and print additional copies of our Caregiving at a Glance guide. A care partner shares,

“I was feeling lost, sad, scared and not supported by my family after the difficult diagnosis for my mom and I felt overwhelmed. From practical daily tips to planning long-term care, I still can’t believe how knowledgeable and deeply caring everyone has been. This class was exactly what I needed, exactly when I needed it, and I’m forever grateful.”

We are excited for the connections we have made through Health Brain Virginia that can ensure we are staying current on best practices and can continue to provide quality care, support and education for our families!



Copies of our Caregiving at a Glance guide are making their way across the region – and the state!

703-204-4664
InsightMCC.org

We sincerely appreciate funding from Fairfax County Government.
Many thanks to all of our supporters who make this possible!



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