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At the end of 2016, I reported that our development into a more professional, international organization was underway. And indeed, VTI’s accomplishments since then have been strong.

**Education:** The partnership with Meridian Senior Living led to the 4th successful conclusion of our now popular Internet Supported Worker Course. We’ve found 10 different partners for offering our Family Caregiver and Modular Learning courses once we get funding. Thanks to the efforts of the Validation team at the Landesverein für Innere Mission in der Pfalz, the first hospital has received a Validation Certificate of Quality for its special ‘dementia-friendly’ department and integration of Validation throughout the institution. This is in addition to the certification of 6 of their homes for older adults.

**Outreach:** We have 2 new AVOs in Bari and Trieste, Italy and our first AVO in the Middle East is in Tel Aviv. Book and DVD sales have doubled since last year. Recommended Validation presenters are being matched with important conferences to build Validation awareness. A partnership agreement was made with the National Certification Council for Activity Professionals which will bring Validation concepts into their new training in Dementia Care on a US- national level.

**Quality Maintenance:** Research articles from Italy and Japan have been added to our resources. A grant proposal for a 2 million dollar, 4-year longitudinal study to the National Institute of Health has been in the making and will be submitted in 2018. A 2-year long revision of the VTI Quality Manual is concluding. I give huge thanks to **Hedwig Neu**, who took on this project and produced an easy to use and relevant resource for Teachers, AVOs and others in the Validation community. A major pedagogic step has been taken with the development of a new Case Study format for our Level 1 Worker certification course. Training our 400+ teachers, in 13 countries, in using this new form of testing has been going smoothly.
Administration: We have a new grant writer, Meaghan McMahon, who has submitted 11 grant proposals and is submitting new proposals every month. Our fall fundraising campaign was twice as successful as 2016, thanks again to a matching grant. We have two new board members, both skilled at marketing, Rudolf Rodenburg and Mariska Praktiek and we welcome them to our team. Last year’s in-person, strategic planning meeting brought the board together in-person in Washington D.C. The result was an action-packed plan for 2018.

2018 Plans: The development of a Validation course for 1st Responders, development of 3-minute, ‘how-to’ videos to be added to VTI’s video channel, further development of our Board of Trustees, developing new AVOs in Great Britain, Canada, the U.S. and Spanish-speaking countries, continue Foundation grant applications and add legacy/endowment fund contributions, translate the revised Quality Manual into all AVO languages, and develop a strategic marketing plan that coordinates with our fundraising efforts and maintains our values.

None of this would have been possible without the dedication and hard work of Validation Masters who volunteer their time to work on the Education Committee, Jana Stoddard who manages the distribution of Validation materials and all our internet-supported courses (in addition to handling all web-related business and supporting me) and Meaghan McMahon, who graciously took on VTI grant writing and brought it to a new level.

With gratitude to all our donors, whose importance cannot be stated enough, you have personally made a difference,

Vicki de Klerk

“We must find time to stop and thank the people who make a difference in our lives”

John F. Kennedy
What We Do

Education
- Internet-Supported Worker Courses
  - Modular Learning Curriculum
  - Internet-Supported Family Caregiver Course
  - 2018: Validation for 1st Responders

Outreach
- AVO Development
  - Material Distribution
  - Community of 9000 certified individuals

Quality Maintenance
- Research
  - 2018 NIH Application - longitudinal research
  - 15 research articles
- Multilingual Quality Manual
- Education Committee
  - New Tests every 5 years
  - New Training Material Authorization
Our Mission and Vision

The Validation Training Institute is a not-for-profit organization that nurtures respect, dignity and well-being in the lives of older adults experiencing age-related cognitive decline and their caregivers by advancing knowledge, values, education and research rooted in the Validation Method.

VTI’s vision for the future is that every caregiver and older adult experiencing age-related, cognitive decline will feel the joy and love of meaningful communication.
Validation began as the personal practice of a brilliant individual, Naomi Feil. In 1982, with the help of a few supporters, she created the Validation Training Institute (VTI) as a vehicle for spreading information on the method, as well as training practitioners and trainers.

Over the past 36 years, VTI has created and delivered constantly evolving training programs, published four books in 12 languages, created films and built an international network of partnerships. Validation, once a maverick concept, is comfortably in-synch with contemporary thinking as Feil’s concepts have inspired a generation of ‘person-centered’ eldercare.

“Validation has allowed our caregivers to connect with and better understand our residents. Caregiver stress is lowered, and our caregivers trained in Validation feel they have more tools with which to navigate difficult situations. Validation has allowed us to make our residents AND our caregivers happier!”

— G. Michael Leader, CEO, Country Meadows Retirement Communities
VTI’s Strategic Plan for 2018 focuses on sustainability, outreach and partnership.

Financial Sustainability
- Grant writing continues PLUS new Endowment Fund & Legacy giving
- New courses, books
- New AVOs

Outreach
- Validation is presented at international conferences
- 3 minute ‘How-to’ videos are widely viewed
- Coordinated marketing plan

Partnerships
- New AVOs
- Partners for Family Caregiver courses, Modular Learning Curriculum- in-house courses and the Internet Supported Worker course
Financial Overview

2017 Income

- Royalties
- Earned Income
- Contributions: Individuals
- Corporate contributions

2017 Expenses

- Part-time Contractors
- Distribution
- Internet Worker Course
- Legal/Trademark
- Misc

Want more info?

Visit VTI’s “Financial Reports” section to get more information by visiting our Web site at: https://vfvalidation.org/financial-reports/
THANK YOU, SUPPORTERS!

**Corporate Donors:**
- Meridian Senior Living
- George M. Leader Family Corp.
- Sunrise Senior Living

**Individual Donors:**
- Barbara Van Vortwick
- Barbara Porter
- Warren Rubin
- Bernice Wollman
- V. de Klerk
- Susan Goldstein
- Rita Altman
- Kevin Carlin
- Stephen Klotz
- Miriam Hart
- Nadine Toukan
- Dana Firas
- Nancy Bravman
- Ed Feil
- Joyce Stoddard
- Aaron & Fran Bullof
- Harvey Sterns
- Naomi Feil
- Reach Teach
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- Charles de Vilmorin
- A. Golly
- M. Steeg
- Glenn Kaminsky
- Hedwig Neu
- Bruce Haims
- Tom Avenia
- Oasis Senior Advisors of Ohio
Our Staff and Board of Trustees

VTI Staff
VTI operations are primarily run by a four-person team and guided by a board of trustees

Vicki de Klerk-Rubin, Executive Director
Jana Stoddard, Manager
Meaghan McMahon, Grant Writer
Edward G. Feil, Web and e-learning Coordinator

Board of Trustees
The VTI Board of Trustees meets quarterly, normally by teleconferencing. Trustees include members from the health, education, marketing and research sectors. These good people volunteer their time, energy and experience to VTI. Thank you!

Rita Altman, SVP, Memory Care & Program Services, Sunrise Senior Living, Virginia USA
Frances Bulloff, Attorney, Ohio USA
Kevin Carlin, Principal and Chief Sales Officer of Meridian Senior Living, Washington USA
Edward G. Feil PhD, Senior Research Scientist at Oregon Research Institute, Oregon USA
Naomi Feil, Founder of Validation, Oregon USA
Vicki de Klerk-Rubin RN, MBA, Master Validation Teacher, the Netherlands
Stephen Klotz, Executive Director of Validation Education at Country Meadows Retirement Communities, Pennsylvania USA
Hedwig Neu, RN, CVM, head of the Validation Center at Landesverein für Innere Mission in der Pfalz, Germany
Mariska Praktiek MBA, Manager Internal Communications Functions of Shell, the Netherlands
Rudolf Rodenburg MBA, Brand Strategy Director, Switzerland
Harvey Sterns PhD, Professor of Psychology at University of Akron, Ohio USA
Charles de Vilmorin, Founder and CEO of Linked Senior, Washington D.C. USA