

Connecting Heart to Heart with Older Adults



Validation Training Institute, Inc.

2017 Annual Report

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Message from the Executive Director

Vicki de Klerk-Rubin

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 reserach
- 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.



Our History

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.

DEEPER CONNECTIONS, LESS STRESS...

"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



Laying the Groundwork for VTI's Future

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

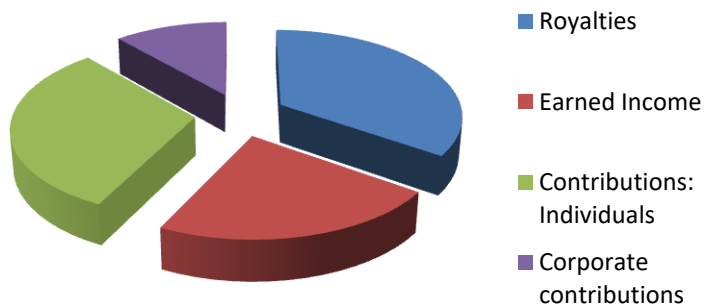


Partnerships

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

Financial Overview

2017 Income

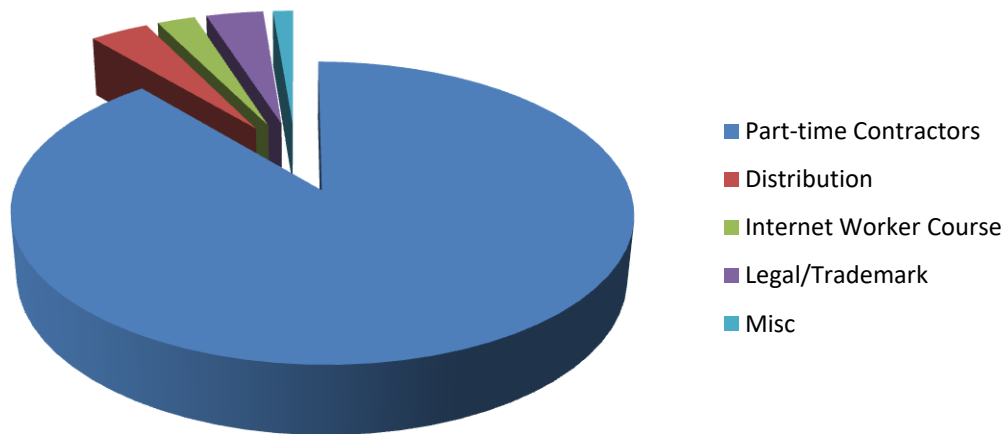


Want more info?

Visit VTI's "Financial Reports" section to get more information by visiting our Web site at:

<https://vfvalidation.org/financial-reports/>

2017 Expenses



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 Bulloff
Harvey Sterns
Naomi Feil
Reach Teach
Sandy Strathmeyer
Stuart Torrance

Kathryn Hellerstein
Nancy Brown
Cinzia Siviero
Paula Mixson
JoAnn and Ken Edwards
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