

## Connecting Heart to Heart with Older Adults



Validation Training Institute, Inc.

2018 Annual Report

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Vicki de Klerk-Rubin

## Message from the Executive Director

2018 has been a great year for development in all aspects of our work.

**Education:** The 5<sup>th</sup> Internet Supported Worker course was completed at Chateau Gardens, our partner organization in Washington State. We received a grant from [NextFifty Initiative](#) to deliver the 1<sup>st</sup> Family Caregiver Course, in partnership with the Colorado Alzheimer Association and Carmen Bowman, a Validation Presenter living in the Denver area. The newest VTI publication is in the layout phase and *Communicate with older adults with cognitive decline: Validation for First Responders* will be published in 2019. Jana Stoddard, VTI Manager, has created [five short YouTube videos](#) demonstrating How-to do simple Validation techniques. These are not only educative but also part of our outreach to a greater market.

**Outreach:** In 2019, I will be presenting at two major conferences: [The National Association of Activity Professionals](#) in Charleston, South Carolina and the [American Society on Aging Annual Conference](#) in New Orleans, Louisiana on Memory Care for Activity Professionals and VTI's training for First Responders, respectively. The VTI Board has authorized a major redesign of our website and that update will be launched in the Spring of 2019. Our new website will be focused on the needs of our visitors and easier to navigate, making Validation more accessible to everyone.

**Quality Maintenance:** Three new research articles have been added to our resources. After the disappointment of not receiving a NIH grant for research, our team went back to the drawing board. They totally revised our proposal and resubmitted the research grant, Randomized Control Trial of Validation for Improving Outcomes for Elder-Patients with Alzheimer's Disease, in partnership with Sunrise Senior Living. Keep your fingers crossed!

The VTI Quality Manual is now online in English. The French translation is being added in the coming months. The German translation will be delivered in Spring of 2019 and uploaded shortly thereafter. We have added three new Masters to our global troop of mentors, one in Italy and two in Austria. We are now up to 17 Masters. These individuals have been teaching Validation

for over five years, have made a significant contribution to the method and now, as members of the VTI Education Committee, hold the responsibility for approving all new teaching materials, curricula and developments in Validation theory and practice. This ensures that our method continues to develop and is always evidence-based.

**Development:** Grant writer, Meaghan McMahon is building on the success of last year by continuing to submit new grant proposals each month for an increasing array of projects around the U.S.

**Marketing:** The marketing plan is progressing nicely, thanks to Board member, Rudolf Rodenburg. We have analyzed ourselves and the market, completed several customer journeys, sharpened our profile to make it clear what we stand for, what makes us unique, and how that benefits our various stakeholder groups. Our marketing strategy matrix will support us in the roll out during the next few years. You will see its first effects when we launch our new website in April.

**2019 Plans:** More ‘How-to...’ videos, grants, partnerships, energy, and lots of new ideas.

A big thank you to the VTI Board for their active role in VTI and to our contributors who make it possible to keep growing.

*Vicki de Klerk*

*“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**

## Our Mission and Vision

Our mission is to nurture 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

Silvia Pellegrini. Italy

*To me, Validation is to ride the same frequency as the older person and - using empathy - get into his/her shoes, to see through their eyes, and to feel the same feelings.*



## Our History

Validation began as the personal practice of a brilliant individual, Naomi Feil. As a 4-year-old refugee from Nazi Germany, Naomi grew up in the Montefiore Home for the Aged in Cleveland Ohio, where her father was the administrator and her mother, the head of the Social Service Department. The older adults were her direct neighbors and friends. This gave Naomi unique empathy and insight into the world of disoriented elders which became the foundation stones for the Validation method.

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 37 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 Naomi's concepts have inspired a generation of 'person-centered' eldercare.



# What We Do

## Education

- VTI offers training where our Authorized Validation Organizations (AVOs) are not active, using our online trainings. We also develop new curricula and training materials based on the needs of the public, like our Modular Learning Curriculum, Family Caregiver Course and Validation for First Responders training.
- 23 AVOs in 12 countries offer a wide range of Validation training that is localized or adapted to the local culture and language. AVOs are contracted to VTI to provide information and training following the VTI Quality Manual.
- Certified Validation Teachers work independently and with AVOs anywhere in the world offering workshops, presentations and training, also following the VTI Quality Manual. Our teachers are required to do continuing education each year and have supervision on a regular basis.

## Outreach

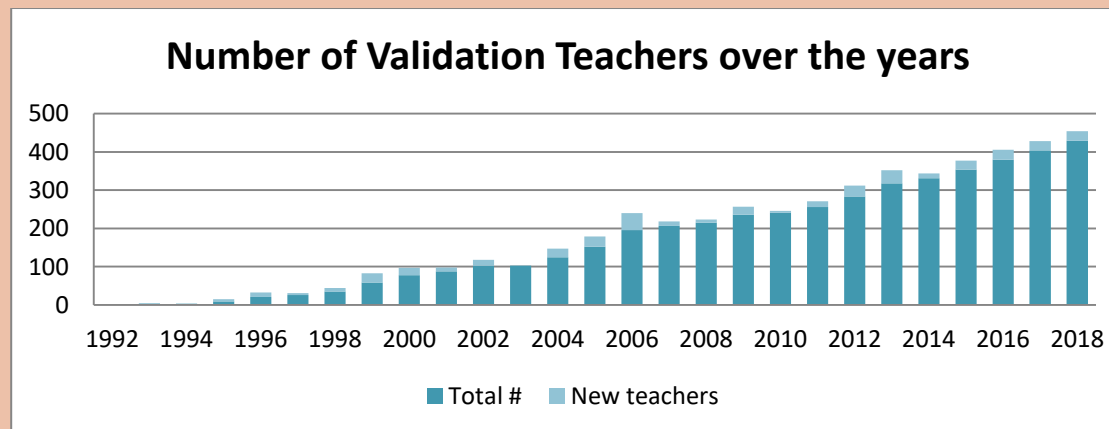
- VTI offers free materials, videos and connection with Validation practitioners around the world.
- Online support groups for both certified and non-certified practitioners are led monthly by Validation Presenters or Teachers.
- Increasing the Validation presence at major conferences is aided by our Authorized Validation Speaker list

## Quality Maintenance

- New training forms, curricula and testing methods, consistent with the latest pedagogical trends, are created by the 17 member Education Committee, comprised of all the Validation Masters in the world.
- The Quality Manual covers all aspects of training and running an AVO.
- Quality Certification for Institutions, that wish to be known as a Validation home, are given only to care communities that meet our holistic criteria.
- All current and past research on the Validation method is archived on our website and VTI stimulates and supports research to be done.

## Facts and Figures for 2018

AVOs:	23
Countries	12
Languages:	9
Validation Masters:	17
Validation Teachers:	429
Certified Workers:	6477
Group Practitioners:	925
Grants awarded :	1
Research papers sent to VTI:	41
Board Members :	11
How-To videos upload to our dedicated VTI YouTube channel:	5
On-line support groups held for Validation practitioners:	24





# Strategic Plan for 2019 and Beyond

## Financial Sustainability

- Grant Writing
- New Endowment Fund
- Legacy Giving
- New course offerings and books to reach new markets
- Nurture new AVOs and help existing AVOs to increase their course offerings

## Outreach

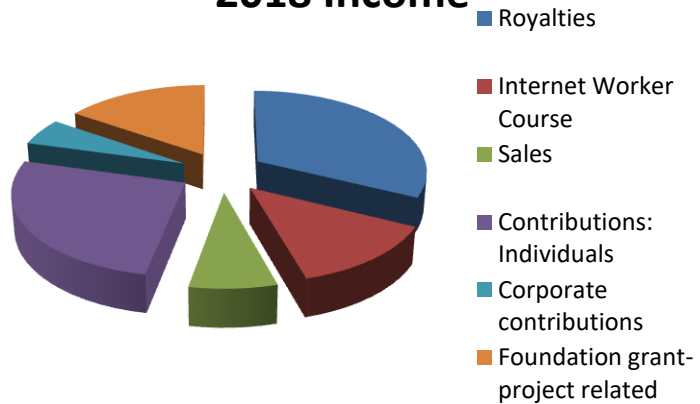
- Launch redesigned website
- Presentations at International Conferences
- Build a catalog of comparisons between Validation and other methods
- Create more How-To... videos
- Roll out the marketing plan
- Create a gallery of testimonials on the efficacy of Validation

## Partnerships

- Develop new partnerships with universities, national and international organizations
- Identify new state partners for Validation courses

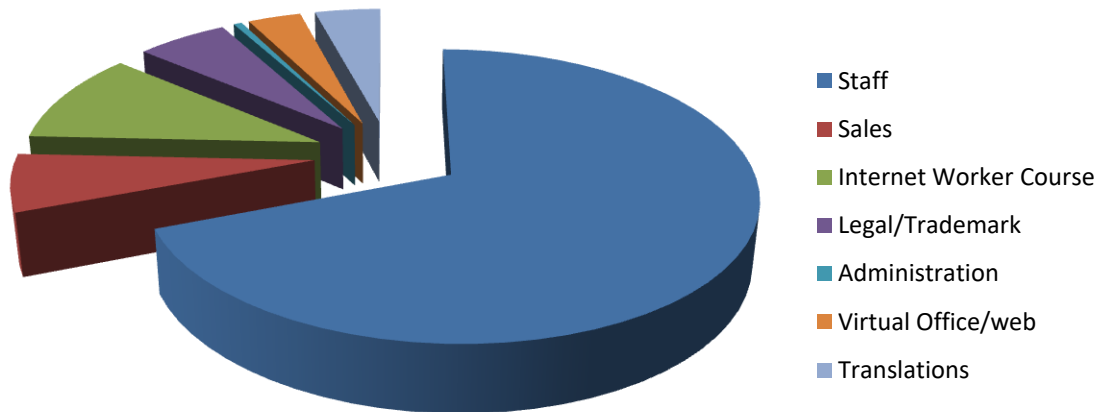
## Financial Overview

### 2018 Income



For a complete look at the Validation Training Institute's financial reports click [here](#).

### 2018 Expenses



## THANK YOU, SUPPORTERS!

### **Corporate Donors:**

Meridian Senior Living  
Sunrise Senior Living

### **Individual Donors \$200+:**

Warren Rubin  
Bernice Wollman  
Susan Goldstein  
Scott Averill  
George Feil  
Miriam Hart  
Caritas Wien  
Kevin Carlin  
Ed Feil  
Aaron & Frances Bulloff  
V. de Klerk  
Kathia Munsch  
Erica Marks  
Joyce Stoddard



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You shop. Amazon gives.

## 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, Retired 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  
Stephen Klotz, Executive Director of Validation Education at Country Meadows Retirement Communities, Pennsylvania USA  
Hedwig Neu, RN, CVM, head of the Validation Center at Diakonissen Speyer, Germany  
Mariska Praktiek MBA, Manager Internal Communications Functions of Shell, the Netherlands  
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