



*Validation*  
Training Institute

# 2019 Annual Report

Connecting Heart to Heart with Older Adults

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# Message from the Executive Director

It is incredible to reflect on what the [Validation Training Institute](#) accomplished in 2019, especially knowing that we currently have no full-time staff members! I have outlined below some of our most exciting updates.

## Education

- Our Family Caregiver Course was successfully piloted with 16 caregivers in Denver, Colorado with funding from the NextFifty Initiative. We have plans to continue this work in 2020 to support families caring for loved ones living with different forms of dementia.
- The “How-To...” video series on the [VTI YouTube channel](#) is now available with subtitles in French, German, Italian, Chinese, and Swedish. There are more languages to come!
- The new resource, [Validation for First Responders](#), was published in English and German with a French version coming soon.
- The Education Committee made important adjustments in certification levels and the names of the 4 Phases of Resolution.

## Outreach and Marketing

- We rebranded our entire website to improve functionality and visual appeal
- VTI presented at 2 national conferences in the United States last year and at 3 conferences internationally
- There are new [Authorized Validation Organizations](#) (AVOs) in Basel, Switzerland and Vienna, Austria





## Quality Maintenance

- The newly revised, 128-page [Quality Manual](#) is now available on our website to Validation Teachers and AVOs in German, French and English. Italian and Chinese translations are coming soon. In 2020, VTI will locate funding sources to help translate the manual into Japanese and Spanish.

## Development

- We welcomed new board member, [Molly Balunek](#), who brings us financial planning skills and the ability to help manage our new [Endowment Fund](#).
- VTI plans to launch a 2-million-dollar Endowment campaign soon that will provide us with financial stability. We have secured half a million in contributions already with the promise of another half a million in the coming 5 years.
- Our grant writer, Meaghan McMahon, continues to send out grant proposals and managed our successful Fall Fundraiser which raised a total of \$18,210.
- VTI's [nonprofit profile](#) earned GuideStar's Platinum Seal of Transparency.

We continue to grow thanks to our generous supporters, Board of Trustees and especially with the hard work and dedication of Jana Stoddard, VTI Manager, who keeps the entire organization running smoothly day to day.

We welcome your ideas and feedback on this report!

Gratefully,

*Vicki de Klerk-Rubin*

[vdeklerk@vfvalidation.org](mailto:vdeklerk@vfvalidation.org)

# Mission and Vision

The Validation Training Institute is a non-profit organization that *advances knowledge, values, education and research rooted in the Validation method*. The objective is to nurture respect, dignity and well-being in the lives of older adults experiencing age-related cognitive decline and their caregivers.

Our vision for the future is that every older adult experiencing age-related cognitive decline, and their caregiver, can feel the joy and love of meaningful communication.



# History

Validation began as the personal practice of a brilliant individual, Naomi Feil.

As a 4-year-old refugee from Nazi Germany, she grew up in the Montefiore Home for the Aged in Cleveland, Ohio, where her father was the administrator and her mother was the head of the Social Service Department. The older adults she lived with were her direct neighbors and became friends.

This experience gave Naomi unique empathy and insight into the world of disoriented elders which became the foundation 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 about the method and to train 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. Feil's concepts have inspired a generation of 'person-centered' eldercare.



# What We Do

## Education

- VTI offers training to support the existing work of the AVOs. We also develop new curricula and training materials.
- There are 23 AVOs in 12 countries that offer a wide range of Validation training that is adapted to the local language and culture.
- Certified Validation Teachers work independently and with AVOs anywhere in the world by offering workshops, presentations and training that aligns with the guidelines presented in our Quality Manual.

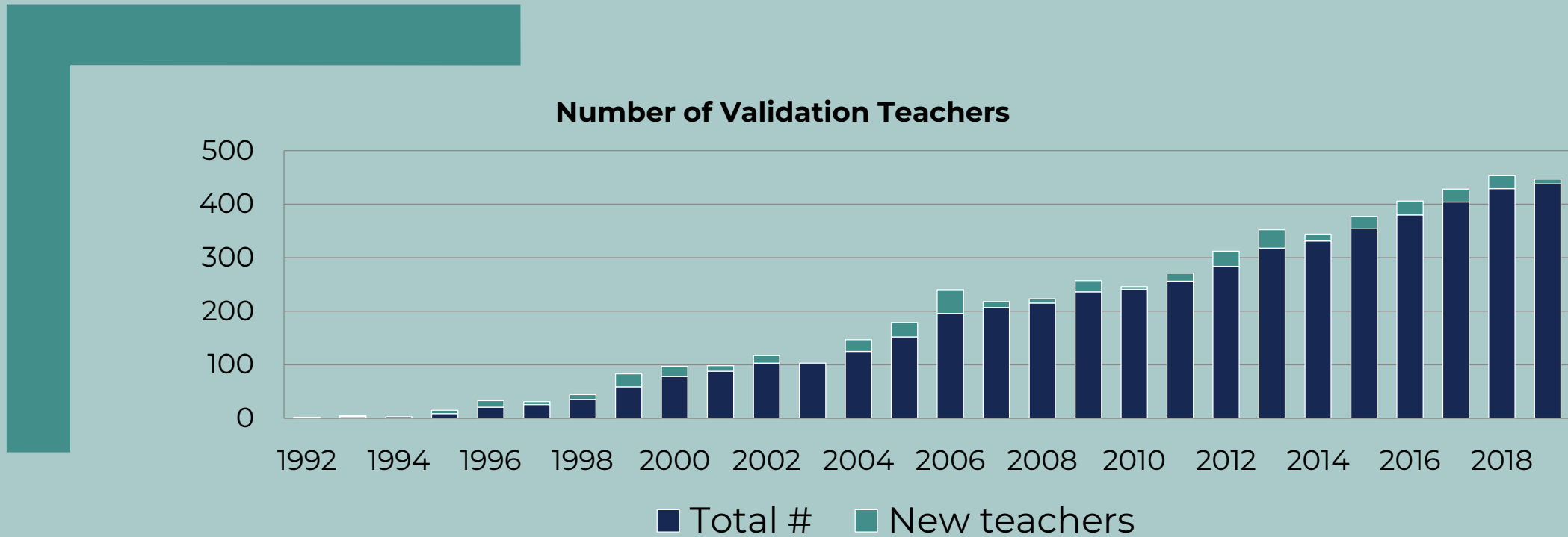
## Outreach

- VTI offers free materials and videos while also helping foster connections between Validation practitioners working around the globe.
- Online support groups for both certified and non-certified practitioners are led monthly by Validation Presenters or Teachers.
- A comprehensive Authorized Validation Speaker list is available [here](#).

## Quality Maintenance

- There is a 17-member Education Committee that creates new training forms, curricula and testing methods.
- The Quality Manual provides guidelines for all aspects of training as information on how to run an AVO.
- Quality Certification for Institutions can be earned by organizations that meet VTI's holistic criteria.
- The VTI website contains [an archive](#) of all current and past research about the Validation method.

# Facts and Figures for 2019





# Facts and Figures for 2019

- 6,710 Validation Workers
- 930 Validation Group Practitioners
- 438 Validation Teachers
- 24 AVOs
- 17 Validation Masters
- 12 Countries
- 11 Board Members
- 9 Languages
- 19 “How-to...” Videos Uploaded
- 20 Online Support Groups Held

# Strategic Plan for 2020 and Beyond

## Financial Stability

- Continue foundation and corporate grant writing and submit three research grant proposals
- Design and launch Endowment fund campaign
- Develop new [courses](#) and books to reach new markets
- Support new AVOs and help existing AVOS increase course offerings

## Outreach

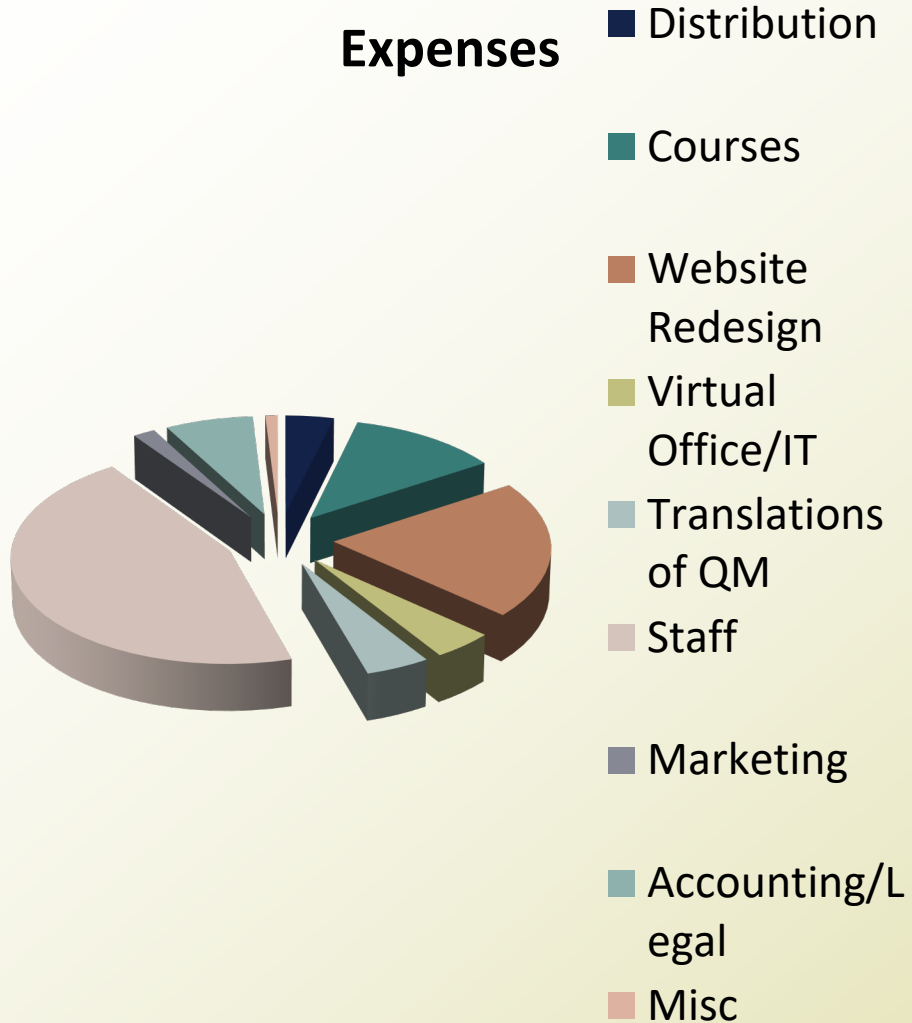
- Create a marketing tool kit
- Gather more data on the efficacy of Validation using pre- and post-workshop and course surveys with the help of the digital evaluation platform Survey Monkey

## Quality Maintenance

- Keep all materials up-to-date
- Complete new tests for Level 2 and 3 certification (translate it into all AVO languages)
- Have Quality Manual translated into Japanese and Spanish

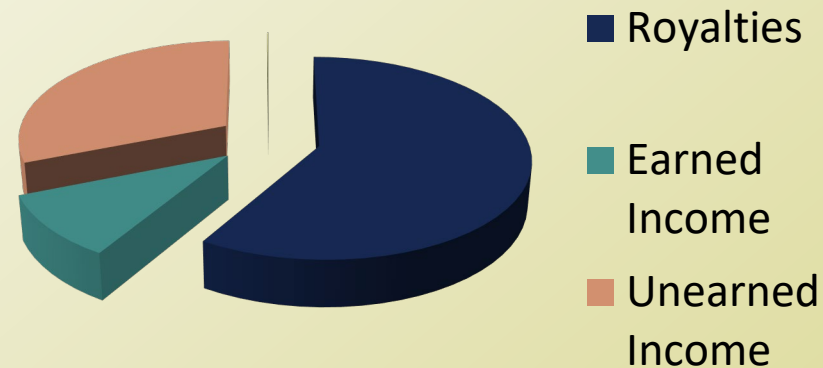
# Financial Overview

## Expenses



For a complete look at our financial reports, click [here](#)

## Income



# Thank You Supporters

- **Corporate Donors**

- Institute Formation M & R
- Meridian Senior Living
- Sunrise Senior Living

- **Individuals Donors (\$260+)**

- Rita Altman
- Fran Bulloff
- Jeff and Joan Harn
- Meaghan McMahon
- Robin Van Riper
- Joyce Stoddard
- Bernice Wollman





# Staff and Board of Trustees

- **VTI Staff Members**

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

- **Board of Trustees**

- Rita Altman, SVP, Memory Care & Program Services, Sunrise Senior Living (Virginia, USA)
- Molly Balunek, Financial Planner and co-founder of Endeavor Wealth Advisors (Ohio, 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, Oregon Research Institute (Oregon, USA)
- Naomi Feil, Founder of Validation (Oregon, 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)
- Rudolf Rodenburg, MBA, Marketing & Brand Strategy Consultant (Switzerland)
- Harvey Sterns, PhD, Professor of Psychology at University of Akron (Ohio, USA)
- Charles de Vilmorin, CEO and Co-founder of Linked Senior (Washington, D.C., USA)