



Validation
Training Institute

2020 Annual Report

Connecting Heart to Heart with Older Adults

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Message from the Executive Director

Despite the COVID-19 global pandemic, 2020 was a time of growth, hope and love which I saw reflected in the work of our [Validation Training Institute](#) global network. Thanks to their help, we were able to promote, develop and support Validation worldwide and these are just a handful of our many accomplishments.

Education and outreach

- Our Family Caregiver Course received a second year of grant funding from the NextFifty Initiative in Denver, Colorado and was successfully led by Validation teacher Heather Easterling. We were able to pivot quickly and convert the in-person component into online learning so that the entire course was conducted virtually for 13 family caregivers.
- Responding quickly to a call from our community for help, the [VTI YouTube channel](#) was expanded to include “COVID – 19 Caregiving Tips” series! We also responded to reports from around the world that caregivers were suffering from burn out and PTSD and created a new video series, “Caregiver – Self Care.”
- There are now 8 “How-To...” training videos and 5 “What Do You Do When...” training videos on our YouTube channel. All short and useful for beginners as well as experienced Validators.
- The translations of all our videos are in easy-to-find YouTube channels in German, French, Italian, Spanish, Swedish, Chinese, Japanese and Dutch.
- Recognizing that future training must include more online teaching, and committed to maintaining our pedagogic excellence, we reached out to an online learning expert and together created a special training for our Validation Presenters and Teachers, “How to Teach Validation Online.” It is now offered in English, French and German.
- We continued to convert our face-to-face training to online learning and created a new online course called “Basic Validation Training.”
- We launched a new 3-hour documentary, [Naomi Feil in Workshop](#), filmed live in 2016, now available for rental and purchase.
- VTI Board President Fran Bulloff began an inspirational [bi-weekly blog series](#) in the Spring of 2020 to offer her signature wisdom as our community negotiated the global pandemic.

Quality Maintenance

- The 128-page Quality Manual is available on our website to Validation Teachers and AVOs in Chinese, German, French, English and Italian. It was revised to include new terminology for the four phases and the new levels of certification.
- Senior Living L'Amore and Sino Ocean made a generous contribution to translate and upload the manual into Chinese.

Development

- Our grant writer, Meaghan McMahon, continued to send out grant proposals and managed our successful Fall Fundraiser which raised a total of \$15,301.
- VTI maintained its [nonprofit profile](#) on GuideStar with a Platinum Seal of Transparency.
- The Stichting Validation Training Institute International gained non-profit status in the Netherlands and can now accept donations in the Netherlands for tax benefits to the donor.
- VTI Welcomed a new AVO in Berlin that is managed by Dirk Müller.

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'd also like to welcome Joanna Ata, a new team member who expertly handles our web-related work and aspects of online marketing.

We welcome your ideas and feedback on this report!

Gratefully,

Vicki de Klerk-Rubin

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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

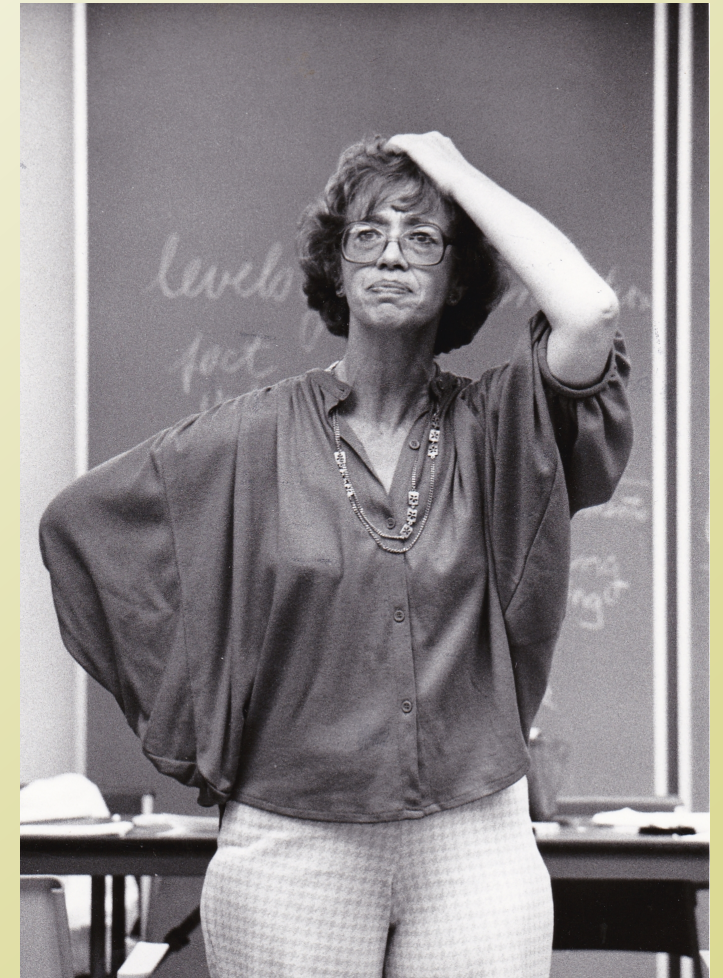
Validation began as the personal practice of a brilliant individual, Naomi Feil.

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 25 AVOs in 13 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.

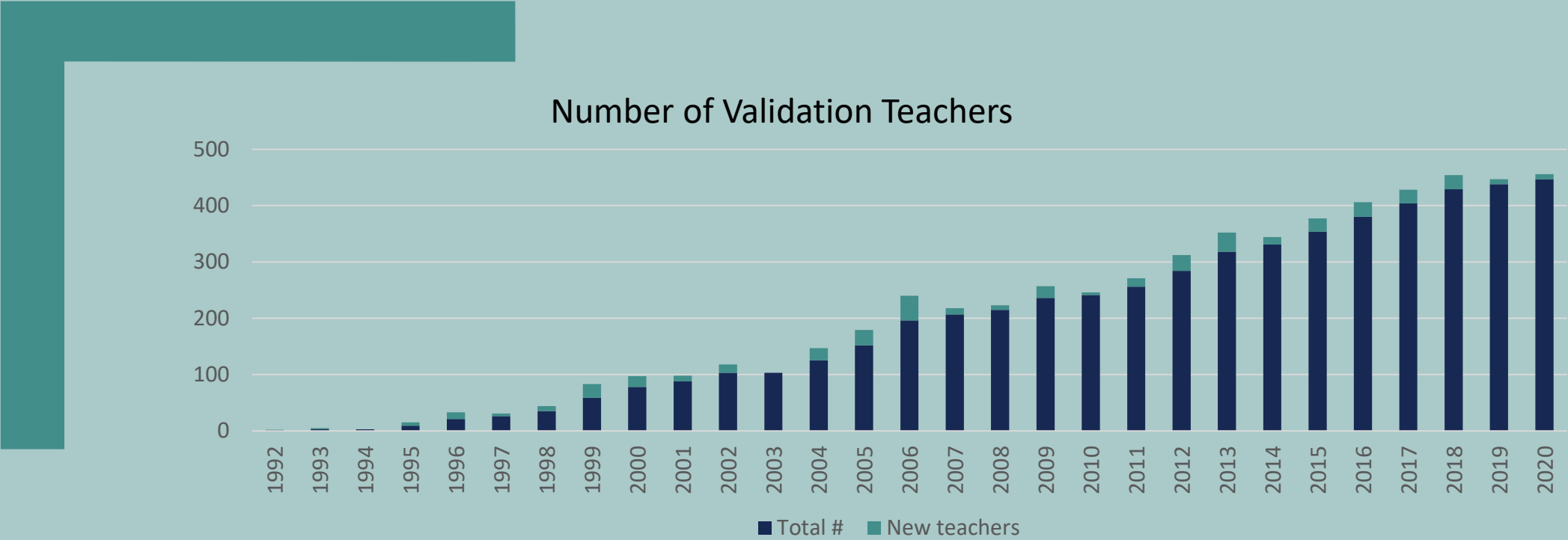
Outreach

- 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 2020



Facts and Figures for 2020

- 6,710 Validation Workers
- 860 Validation Group Practitioners
- 445 Validation Teachers
- 25 AVOs
- 17 Validation Masters

- 13 Countries
- 10 Board Members
- 9 Languages
- 8 “How-to...” Videos Uploaded in 9 Languages
- 14 Online Support Groups Held

Strategic Plan for 2021 and Beyond

Financial Stability

- Design and launch Endowment fund campaign
- Develop Validation training for administrators and home aid staff to add to our increasing number of online [courses](#)
- 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 and online
- Help Validation Teachers maintain their quality both in-person and online
- Have the Quality Manual translated into Japanese and Spanish

Financial Overview

Expenses

■ Product
Related

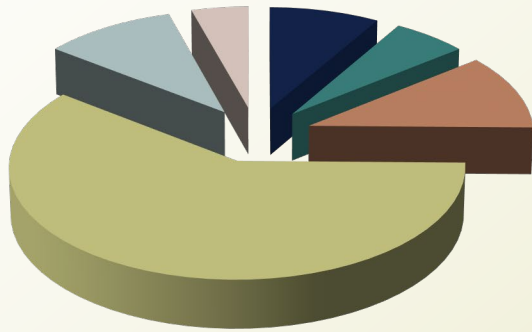
■ COVID
response

■ IT Virtual
Office

■ Staff

■ Accounting/
Legal

■ Misc



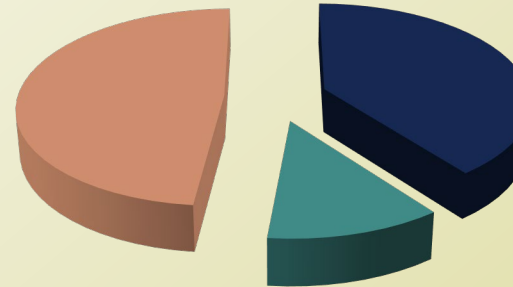
For a complete look at our financial reports, click [here](#)

Income

■ Royalties

■ Sales/
Training

■ Donations



Thank You Supporters

- **Corporate Donors**

- Institute Formation M & R
- Meridian Senior Living
- Senior Living L'Amore
- Sunrise Senior Living

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

- Rita Altman
- Troy Breidenbach
- Nancy Brown
- Fran Bulloff
- Cody Erwin
- Ed Feil
- Meaghan McMahon
- Beth Rubin and Dane McGregor



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
- Joanna Ata, Web Manager

- Board of Trustees

- Rita Altman, SVP, Memory Care & Program Services, Sunrise Senior Living (Virginia, USA)
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