



Validation
Training Institute

2021 Annual Report

Connecting Heart to Heart with Older Adults

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Message from the Executive Director

Another COVID year; another year of loss balanced by creativity. The Validation community was saddened by the loss of Naomi Feil's husband, Ed Feil. Ed, an award-winning documentary filmmaker, created all the classic Validation films that helped Naomi spread the concepts of Validation throughout the world. You can watch a video tribute to this remarkable man [here](#).

Education

VTI made a successful jump to online learning, maintaining our quality standards thanks to our consultant, expert in online pedagogy. Our first online training was launched in 2009, so we had some experience to lean on as we developed new and more complex [learning opportunities](#).

- Beginning Validation Tutorial
- Skill Building Blocks
- Practical Validation Training
- Family Caregiver Course
- Internet-Supported Validation Worker course (a Level 1 certification training)
- To support our Validation Teachers who wished to teach online, our How to Teach Validation Online training continued this year in English, French and German.
- Memory Care: Validation for Activity Professionals, a specialized training offered in collaboration with our partner, National Certification Council for Activity Professionals (NCCAP) was successfully run three times.
- Tutoring, Coaching and Support groups continue

Outreach

Our efforts to better market the Validation method and our training continued with a revision of the website and a targeted, digital ad campaign. This increased our outreach to new people which is our main goal for the coming year. Davis Jackson, our in-coming Marketing and Development Manager specializes in digital marketing and spent December onboarding alongside outgoing Development and Marketing Manager, Meaghan McMahon. While we are sad to see Meaghan leave, we take comfort in knowing we will work together in her new position at Linked Senior, another VTI partner. Meaghan brought VTI far, giving generously of her many skills. We are confident that Davis will bring VTI even farther.

Quality Maintenance

The Education Committee creates new training, curricula and testing materials, as well as authorizes all changes to Validation theory or practice. In order to make our Education Committee nimble, VTI made membership smaller and revolving. In this way we hope decisions can be made quicker and creative energy will be higher.

Our Research Committee's proposal for a National Institute of Health grant to study the effects of Validation training was rejected, primarily due to there being so much research already done on the efficacy of the method. See our [archive of research](#) on Validation. Two exciting research projects are in development in 2022.

Looking forward to a new year filled with possibility,

Gratefully,

Vicki de Klerk-Rubin

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 40 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.

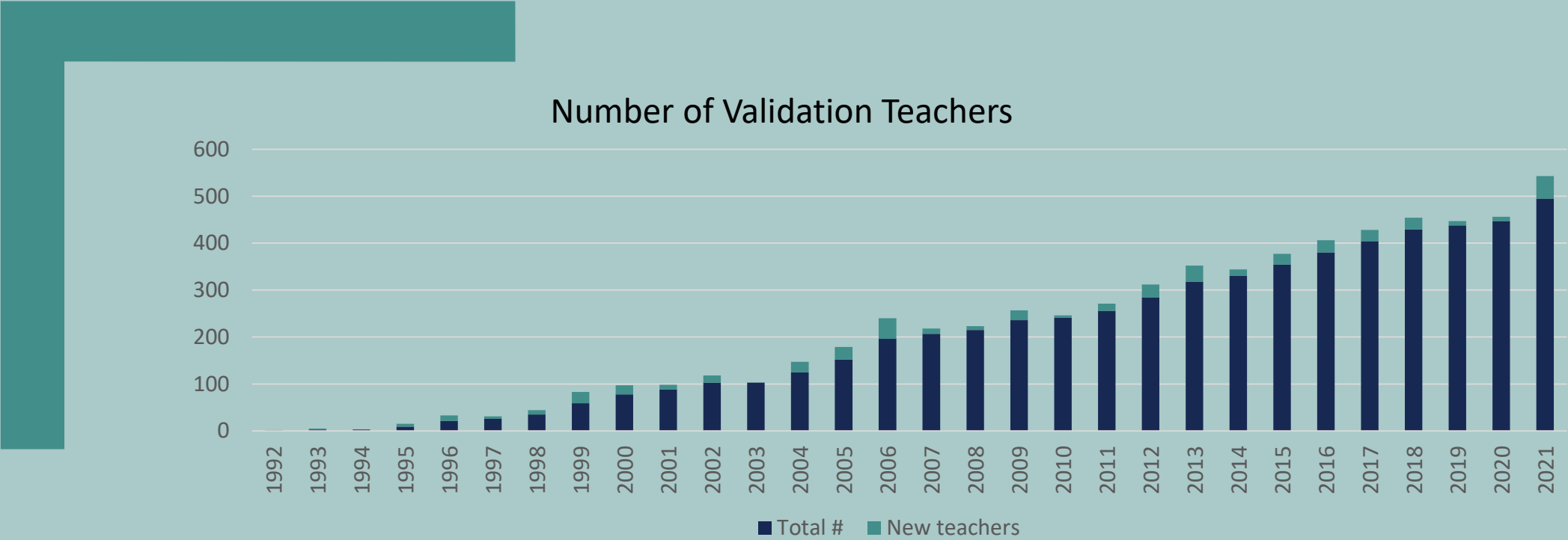
Outreach

- 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 an 8-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 2021



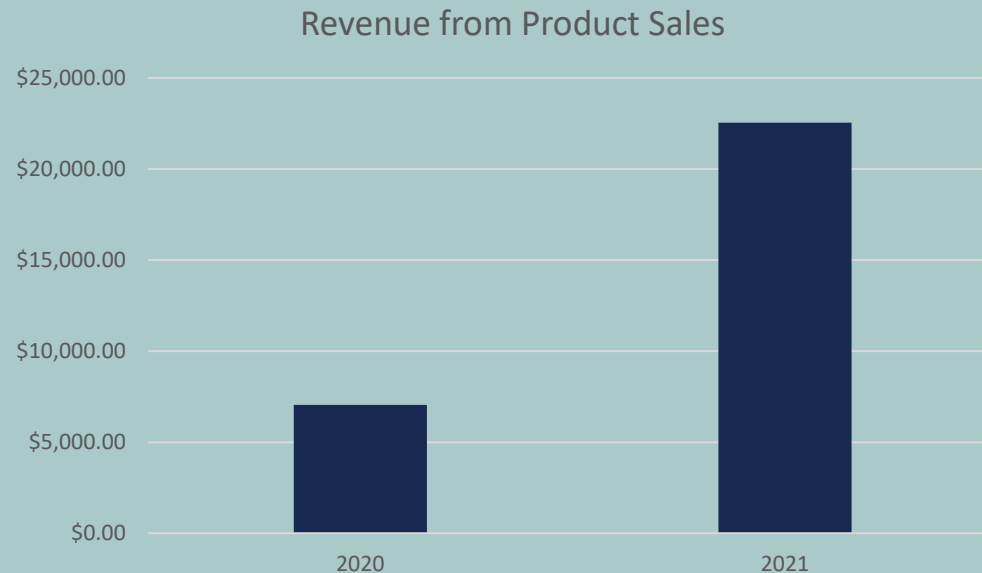
Facts and Figures for 2021

- 8,224 Validation Workers
- 860 Validation Group Practitioners
- 495 Validation Teachers
- 23 AVOs
- 19 Validation Masters

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

Facts and Figures for 2021

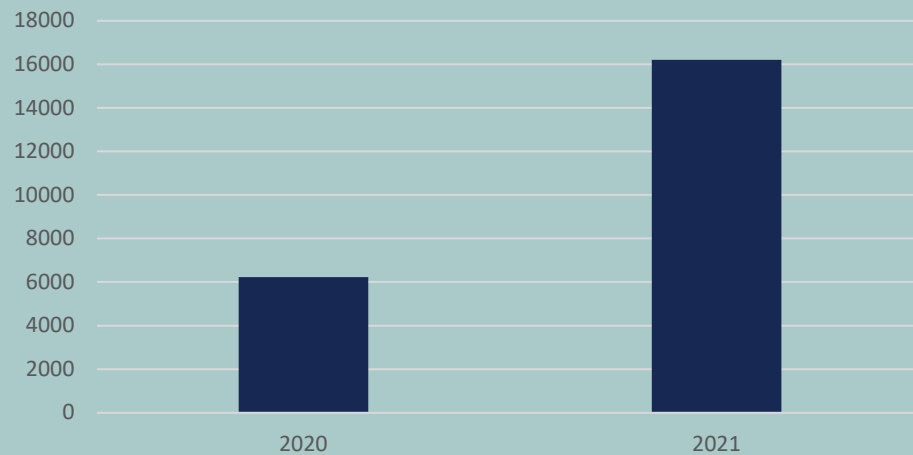
Revenue generated by product sales increased by more than 30% compared to 2020. Our goal is to continue increasing earned product sales in 2022.



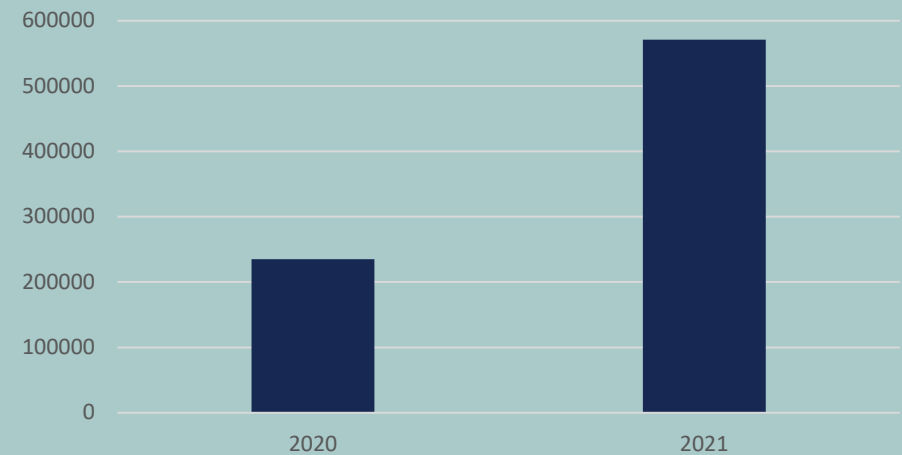
Facts and Figures for 2021

Online views and clicks on VTI content more than doubled between 2020 and 2021, which suggests further opportunities for growth in 2022.

Online Clicks on VTI Content

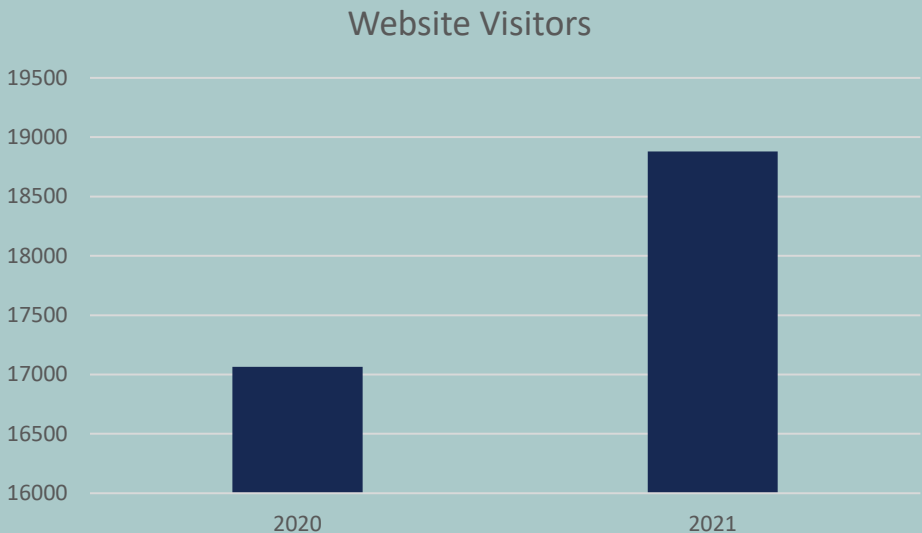


Online Views of VTI Content

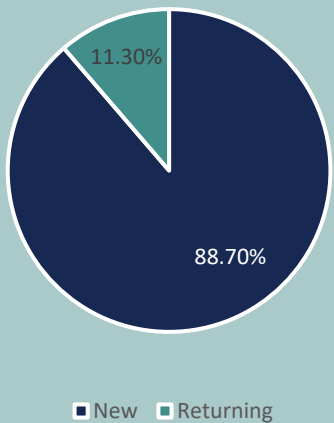


Facts and Figures for 2021

There were nearly 2,000 more website visitors in 2021 compared to 2020. A larger share of visitors were new to VTI, which suggests an overall increase in the number of people interested in VTI.



Website Visitors - 2021



Strategic Plan for 2022 and Beyond

Financial Stability

- Increase earned revenue through online product sales
- Support new AVOs and help existing AVOS increase course offerings
- Design and launch Endowment fund campaign

Outreach

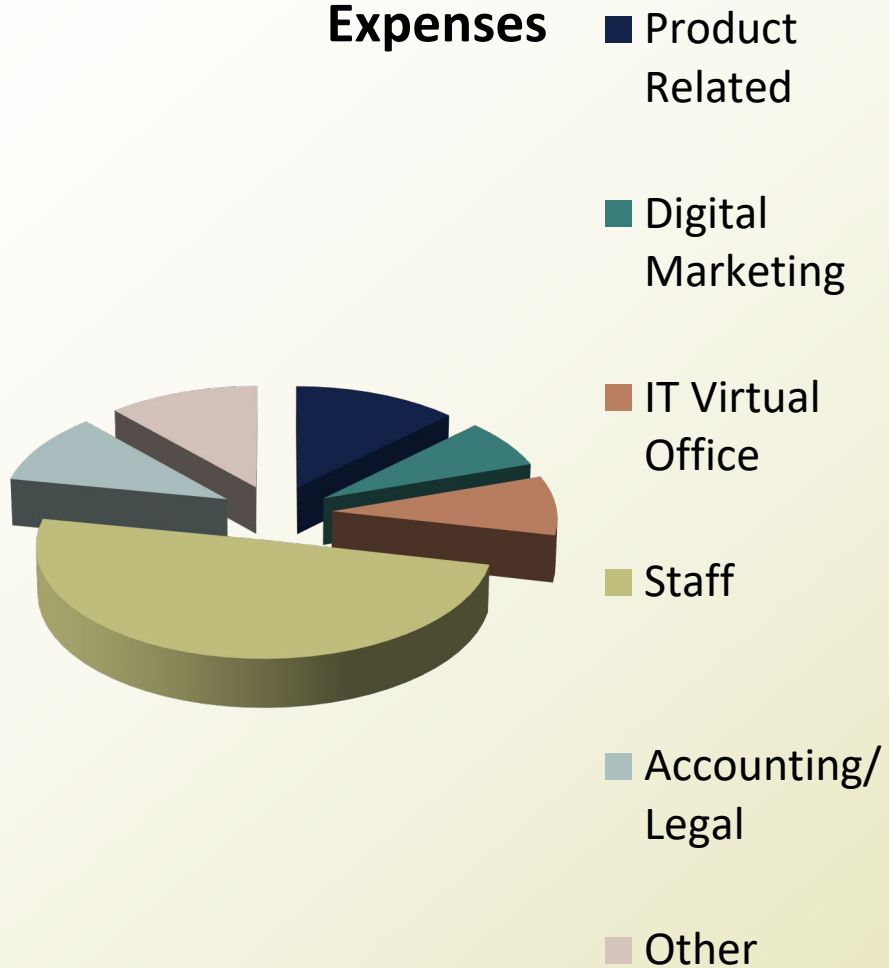
- Develop and expand online audiences through digital advertising
- Gather more data on the efficacy of Validation using pre- and post-workshop and course surveys with the help of the digital evaluations

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

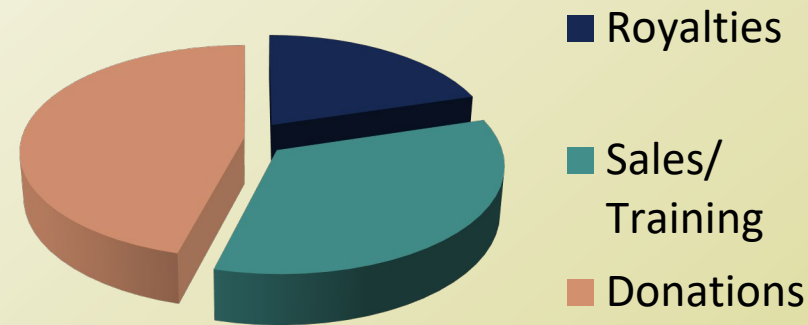
Financial Overview 2021

Expenses



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

Income



Thank You Supporters

- **Corporate Donors**

- Fidelity Charitable (In Memory of Warren Rubin)
- Meridian Senior Living

- **Individual Donors (\$250+)**

- | | |
|-------------------------|-----------------|
| • Barry & Rita Altman | • Kevin Carlin |
| • Molly & Peter Balunek | • Jeffrey Harn |
| • Nancy Brown | • Piet de Klerk |
| • Fran Bulloff | • Craig Leve |
| • JoAnn & Ken Edwards | • Erica Marks |
| • Naomi Feil | • Dane McGregor |
| • Ed Feil | • Kathia Munsch |



Staff and Board of Trustees

VTI Staff Members

- Vicki de Klerk-Rubin, Executive Director
- Nancy Brown, Deputy Director for Communications
- Jana Stoddard, Manager
- Davis Jackson, Marketing Manager
- Joanna Ata, Web Manager

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, Head of Strategy, Employee Engagement and Mindfulness, The Athena Group AG (The Netherlands)
- Rudolf Rodenburg, MBA, Head of Strategy, Branding and Culture, The Athena Group AG (Switzerland)
- Harvey Sterns, PhD, Professor of Psychology at University of Akron (Ohio, USA)
- Charles de Vilморin, CEO and Co-founder of Linked Senior (Washington, D.C., USA)