



*Validation*  
Training Institute

# 2022 Annual Report

Connecting Heart to Heart with Older Adults

# Contents

- Message from the Executive Director
- Our Mission and Vision
- Our History
- What We Do
- Facts and Figures for 2021
- Strategic Plan for 2022 and Beyond
- Financial Overview
- Our Supporters!
- Our Staff and Board of Trustees



# Message from the Executive Director

2022 was a year with great successes and motivations for getting stronger. How is that for phrasing things positively?

## On the positive side, VTI:

- together with our partner, Linked Senior, hosted our First Validation World Congress which was attended by over 300 people over 4 hours!
- translated our online, 'on-demand', Beginning Validation Tutorial into French and German to help support our AVOs.
- continued to publish articles in magazines, e-journals, blogs and proudly had a piece published in Practical Neurology.
- increased our subscriber base 50%.
- presented at 8 international conferences.
- collected research on the effectiveness of our online, 'on-demand' Skill Building Blocks training which was positive. We were also able to collect research on the Family Caregiver Course which demonstrated that Family Caregivers really did learn how to better connect and communicate with their loved ones living with cognitive decline.
- maintained more consistent contact with our training centers and Teachers by hosting monthly meetings and offering them continuing education in social media marketing and online pedagogy.
- discovered that the new Skill Building blocks training was our top seller for the year which shows us that short, online training is what people are wanting.
- increased new visitors to our website.
- Received its first legacy donation from Bernice Wollman who was a supporter of VTI for many years.
- **and of course, in July, celebrated Naomi Feil's 90<sup>th</sup> birthday with a successful Facebook fundraiser, a 16-minute video tribute of her life and greetings from over 60 Validation practitioners from all over the world telling Naomi what they gained from her and the Validation method.**

## **Our challenges for the coming year (s):**

- Continue doing what we did in 2022!
- Build a yet larger network of supporters so that we can increase the number of donors (and repeat donors), as well as increase sales of the wonderful array of training possibilities that are already offered.
- Use our website more actively by adding more useful content regularly.
- Growing further by creating more partnerships with like-minded organizations.
- Grow our Endowment Fund to 2 million dollars.
- Increase the number of AVOs in the U.S., Canada and Great Britain and Ireland.

The Board of Trustees has approved a new 5-year Strategic Plan which starts now and includes all these goals for the future plus many more.

As I start to reflect on the future and my retirement (in four years), it is even more important to get VTI financially on firm footing with a broad base of supporters. We are getting there.

I am grateful to everyone who gives their skills and time to the Validation Training Institute. To our team of professionals, Joanna, Jana, Conor, Davis, Maria and Nancy – our growth is due to your efforts. To the Board of Trustees who donate their skills and time, your leadership has brought us so far already and your continued guidance in the future keeps us on track. To all of you in the Validation community – we are here because of you. We are here to support your Validation work and you support us generously with your contributions and your everyday use of Validation. To our partners: we are grateful to be traveling along this pathway WITH you, gaining strength from each other.

Onward,

***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 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 24 AVOs in 14 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.

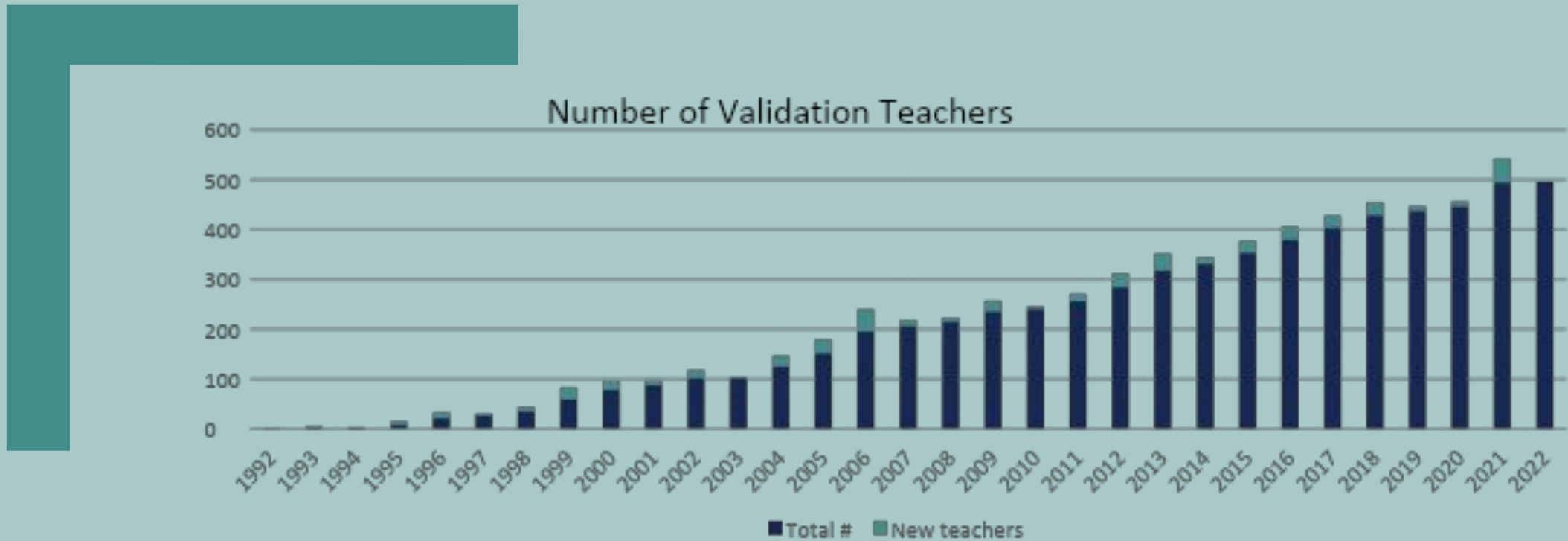
## Outreach

- 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 2022

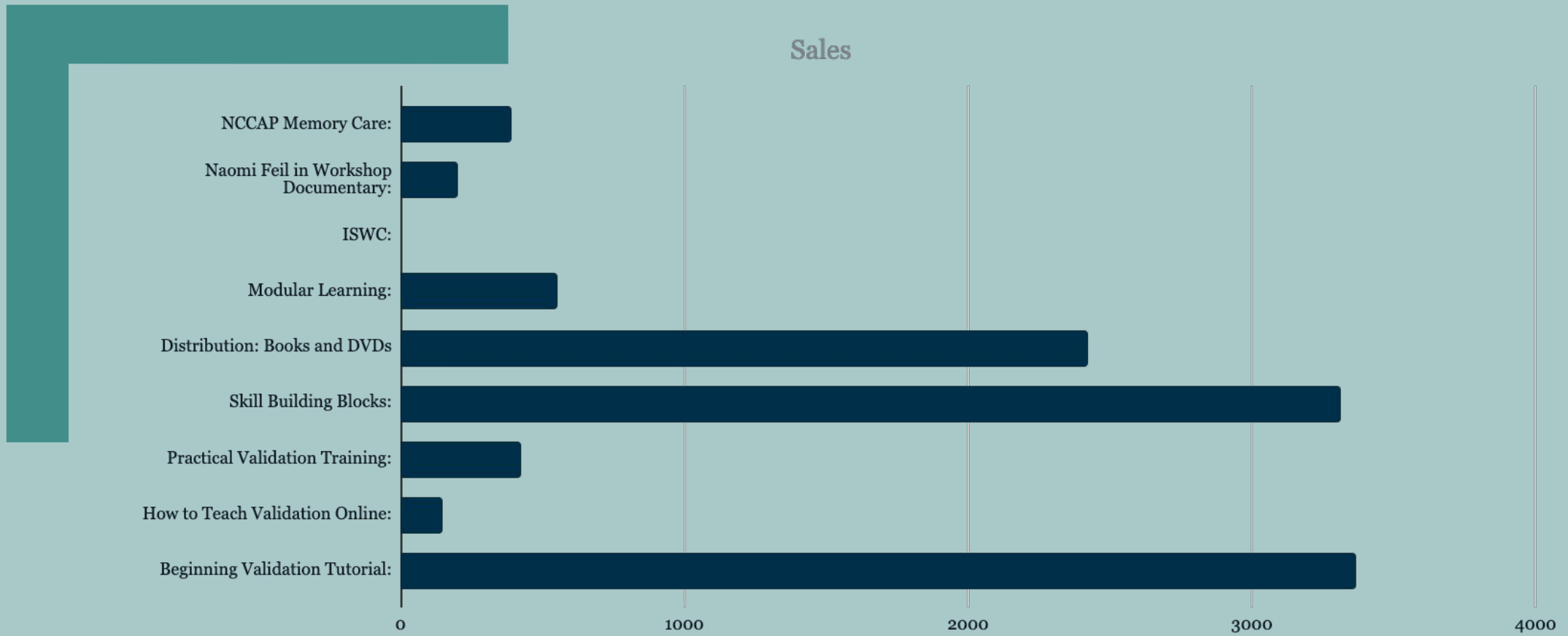




# Facts and Figures for 2022

- 8,315 Validation Workers (↑91)
- 881 Validation Group Practitioners (↑31)
- 498 Validation Teachers
- 24 AVOs
- 19 Validation Masters
- 14 Countries (↑2)
- 10 Board Members
- 11 Languages
- 8 “How-to...” Videos Uploaded in 10 Languages
- 24 Online Support Groups Held

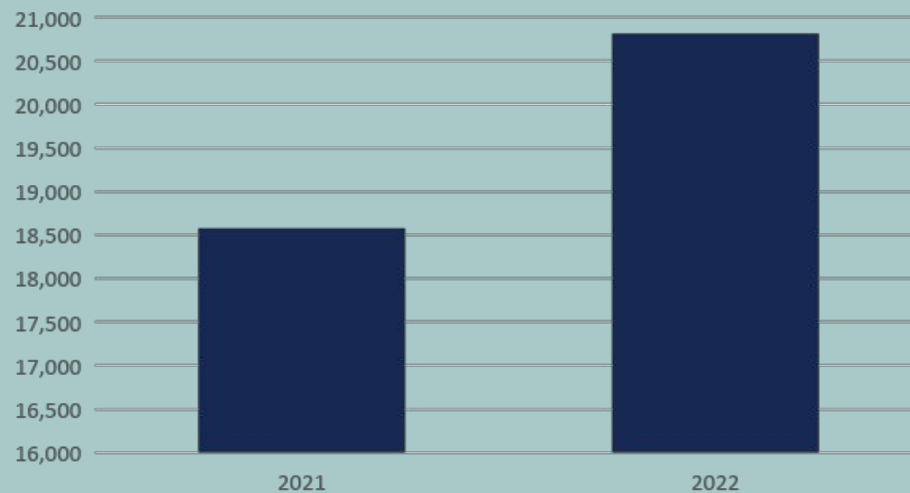
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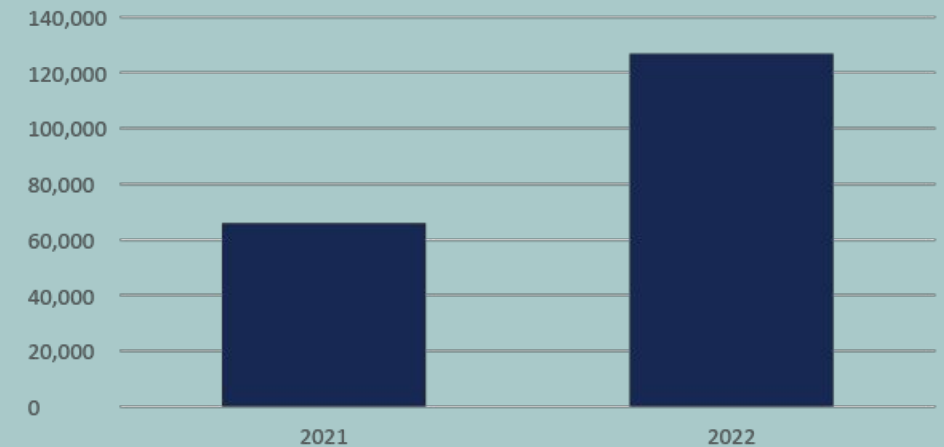
# Facts and Figures for 2022

Online views and clicks on VTI content almost doubled between 2021 and 2022, further showing that VTI's growing digital momentum,

Online Clicks on VTI Content



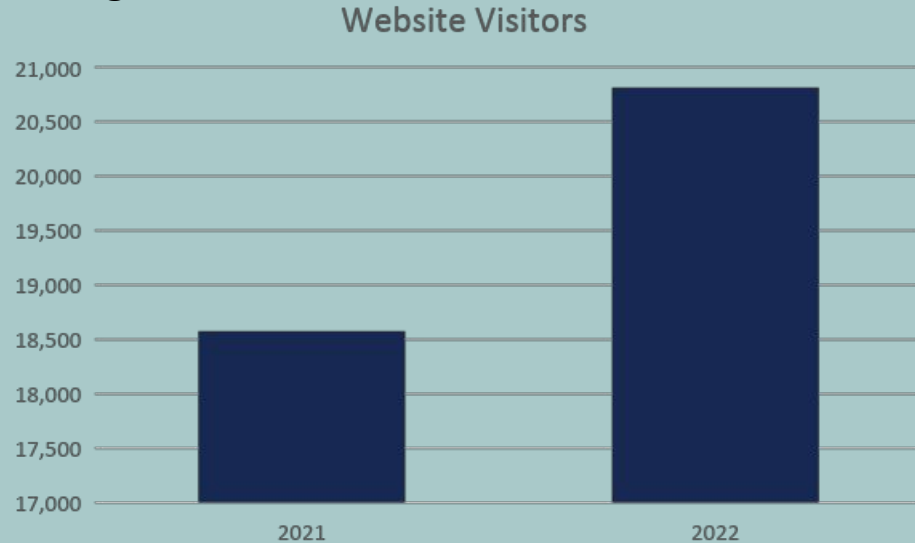
Online Views of VTI Content



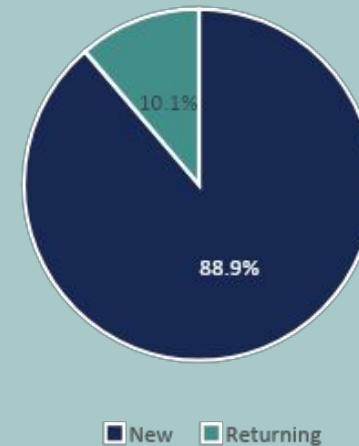


# Facts and Figures for 2022

The number of visitors kept growing from 2021 to 2022 . While the number of new visitors decreased slightly, those who are already familiar keep returning, suggesting a strong sign in our branding.



Website Visitors - 2022



# Strategic Plan for 2023 and Beyond

VTI has developed a new 5 Year Strategic Plan for 2023 through 2028:

## Financial Stability

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

## Outreach

- Increase mailing list by 500 email addresses using targeted campaigns to different markets and utilizing partner list exchange

## Courses

- Repurpose courses already built that fulfill the needs of new potential customers, specifically home caregivers and managers/owners (both for themselves and for their entire staff.)
- Validation for Physicians will launch this year.

# Financial Overview 2022

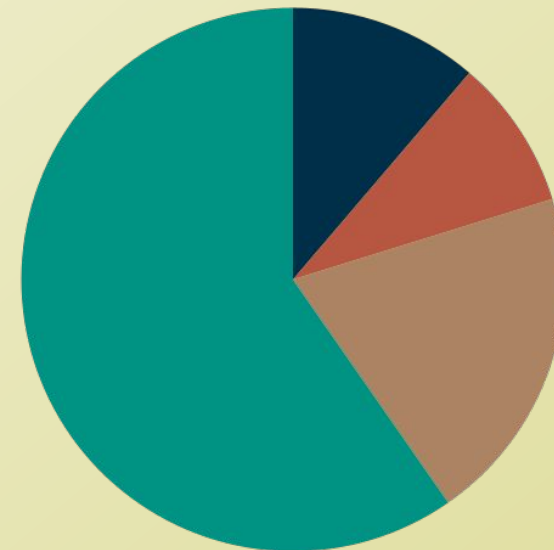
For a complete look at our financial reports, click [here](#)

Expenses



- Product Related
- Digital Marketing
- IT Virtual Office
- Staff
- Accounting/Legal
- Other

Income sources



- Royalties
- Earned Income
- Unearned Income
- Wollman Legacy





# Thank You Supporters

- **Corporate Donors**

- Meridian Senior Living
- Sunrise Senior Living

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

- Scott Averill
- Peter & Molly Balunek
- Piet & Vicki de Klerk
- Naomi Feil
- Barbara McGregor
- Dane McGregor & Beth Rubin
- Bernice Wollman



# 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
- Conor Wilmot, 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 Vilmorin, CEO and Co-founder of Linked Senior (Washington, D.C., USA)