

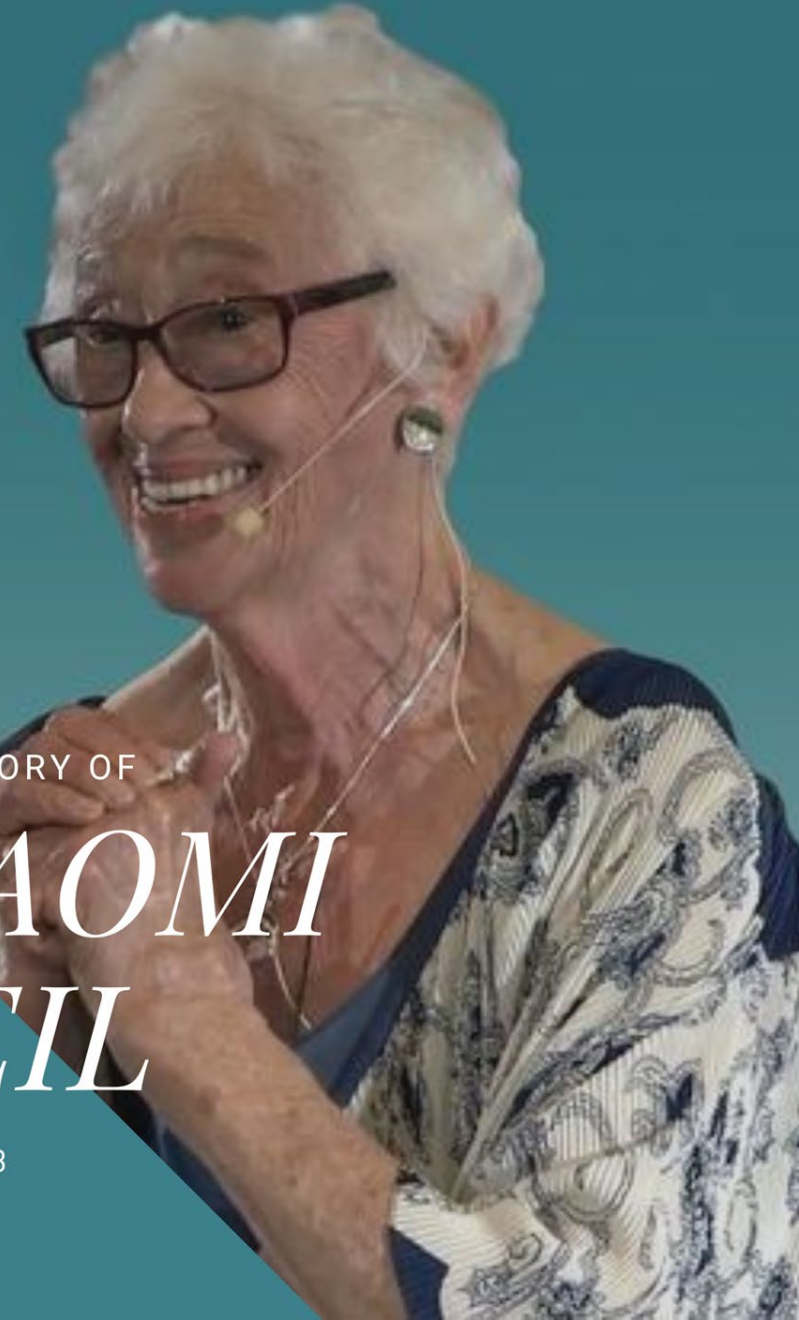
2023 Annual Report

Connecting Heart to Heart with
Older Adults

IN MEMORY OF

*NAOMI
FEIL*

1932 - 2023



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Message from the Executive Director

The loss of Naomi Feil on Christmas Eve was felt not only within VTI but around the world. Despite our grief, the VTI team, working together with Board members, implemented a professional and sensitive communication plan to engage with our community. This fast-moving, thoughtful cooperation is indicative of how our team works and is looking ahead. I am incredibly proud of and grateful to Nancy Brown, Joanna Ata, Conor Davis and Jana Stoddard for their efforts. If you haven't seen the [In Memory](#) page or [Forum](#), please take a moment to watch Naomi's last message to us and the enormous response she received from members of the Validation community. Naomi died knowing that Validation will not be lost; it will be practiced by Validation Workers throughout the world. She felt her death would be a joy rather than a sadness because of all the people who understood her work.

This past year has been marked by many successes. Here are but a few:

- ✓ VTI reached out to younger people who struggle to relate to aging parents.
- ✓ Our first Spring Fundraiser reached its goal, helping us to fund outreach to new members of the Validation community using social media advertising.
- ✓ Validation was represented at many conferences around the world.
 - Alzheimer Association International, Center for Innovation, Alzheimer Europe, International Dementia Conference (Dublin), The Bridge Alzheimer & Dementia Resource Center Caregiver Conference, National Conference of Psychology on Aging (Italy), International Reflexology Conference (Canada)
- ✓ The 2nd World Congress, featuring Naomi Feil, Myra Garcia, Hende Bauer, Al Power, and Cameron Camp was such a huge success (with 736 participants) that we entered a partnership with Dr. Camp's organization CARD. Together with Linked Senior, we organized a new online Congress - Decoding Dementia, which was also a huge success, which had 716 participants. Important discussion points for this gathering were: the similarities and differences between Montessori, Validation and Best Friends approaches, how and why evidence-based approaches are measured and in the end, basic skills of each approach were taught to participants.
- ✓ VTI, in partnership with Meridian Senior Living, completed an Internet Supported Worker course (based in Texas), with 13 participants.

Continued:

- ✓ In partnership with Senior Living L'Amour in Beijing, VTI completed its first online Level 3 training with 5 future Validation Teachers.
- ✓ The beta testing of a new training, *Validation for Physicians* proved to be very successful.
- ✓ VTI collected data on all our training, in the form of pre and post surveys. These data will provide critical information on the quality of Validation training and help us gain acceptance. The results provide us with additional insights to continuously improve the quality of Validation training and help us gain acceptance from accreditation bodies such as CMS and Benjamin Rose Foundation.
- ✓ We have a new Authorized Validation Organization in southern Germany:
Akademie fuer Validation und Demenz (AVD) in Neuffen.
- ✓ VTI's online support meetings now include
 - Talk & Techniques (for everyone), twice monthly
 - Teacher meetings in English, French and German, quarterly at 2 different times/days
 - AVO meetings four times each year.
- ✓ Our outreach efforts have increased our Validation community by over 1000 people, expanding to several new areas.
- ✓ The bi-monthly Newsletter has consistently received high marks from our community.

Where are we going in 2024?

Again, working with our professional Board members, VTI created a new 5-year strategic plan based on the OGSM (Objectives, Goals, Strategies, Measures) model. What I like best about this is that every action we take is directly tied to our goals. It is an effective way to use our scarce resources – our time, money and people.

We plan to continue every project we started in 2023, grow our Validation community and continue to spread Validation around the world. We will show data that our training is of the highest quality. We'll keep updating our literature, professionalize how we run our company and bring our Endowment Fund to \$2,000,000, thus ensuring the future of VTI.

Naomi's final wish was for the Validation method to be understood and used so that older adults feel respected and can express their needs and feelings at the end of life; she wanted VTI to continue with the same energy and passion that she gave to it for over 40 years,

This is how we continue her legacy and honor her.

With gratitude,

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 26 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.

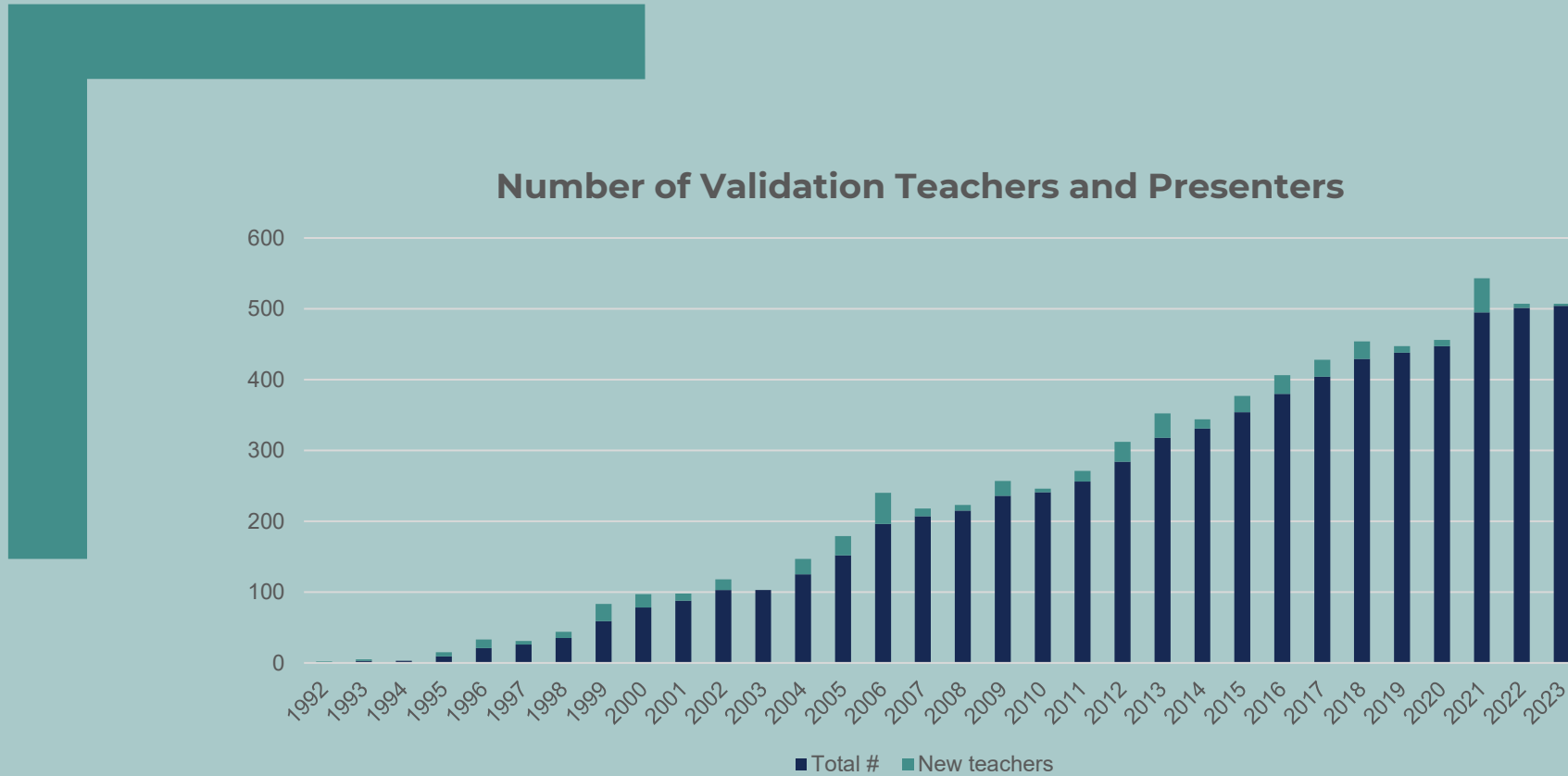
Outreach

- 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 2023

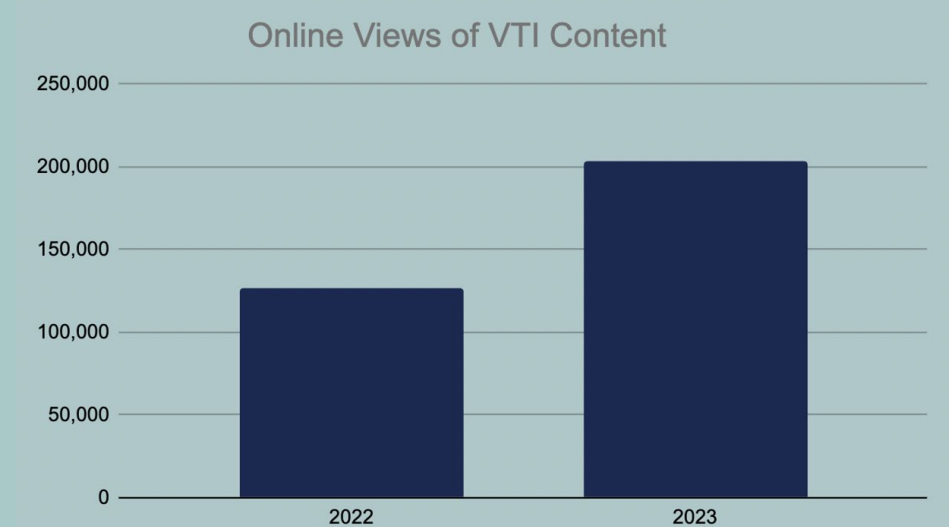
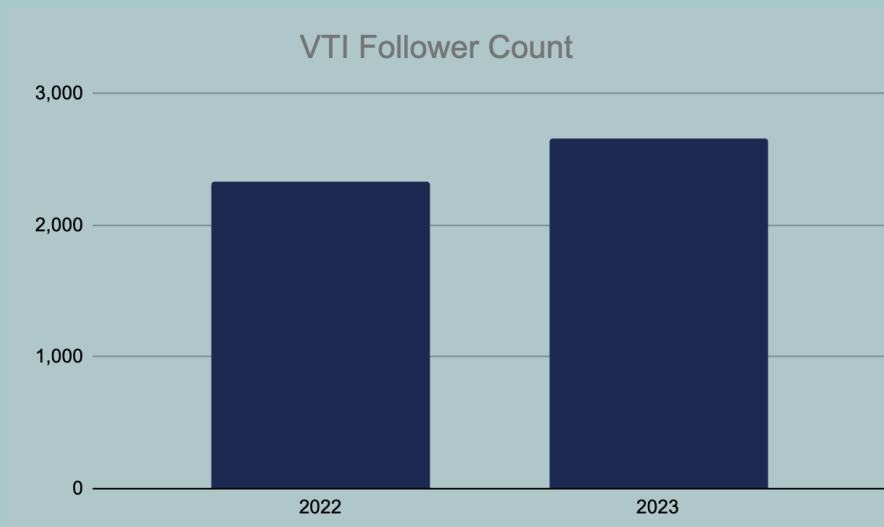


Facts and Figures for 2023

- 8,369 Validation Workers
- 915 Validation Group Practitioners
- 504 Validation Teachers
- 26 AVOs
- 20 Validation Masters
- 14 Countries
- 9 Board Members
- 11 Languages
- 8 “How-to...” Videos Uploaded in 10 Languages
- 52 Online Support Groups Held

Facts and Figures for 2023

Online views and clicks on VTI content continued to grow between 2022 and 2023, further showing that VTI's growing digital momentum,

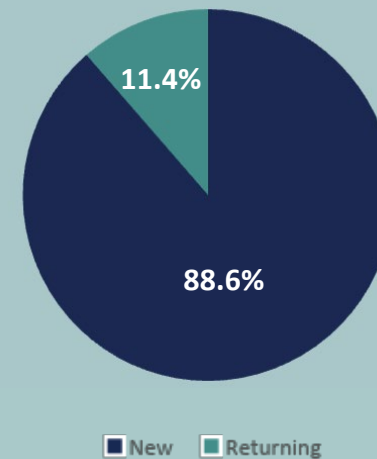


Facts and Figures for 2023

The number of visitors plateaued from 2022 to 2023 . However, the number of new visitors increased slightly, and those who are already familiar keep returning, suggesting a strong sign in our branding.

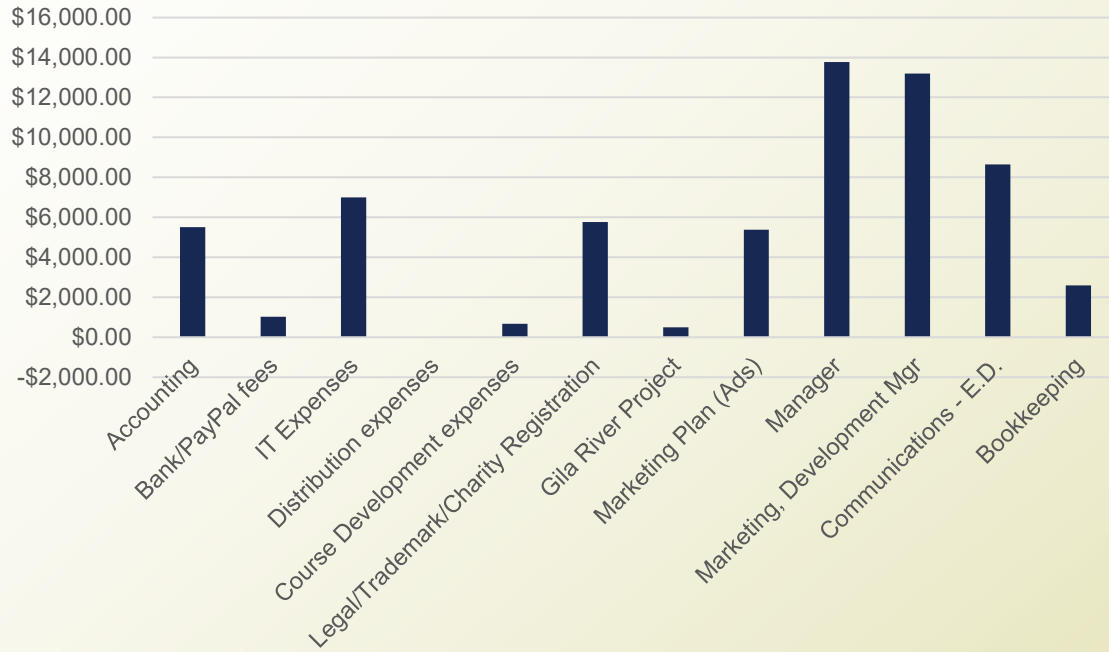


Website Visitors - 2023



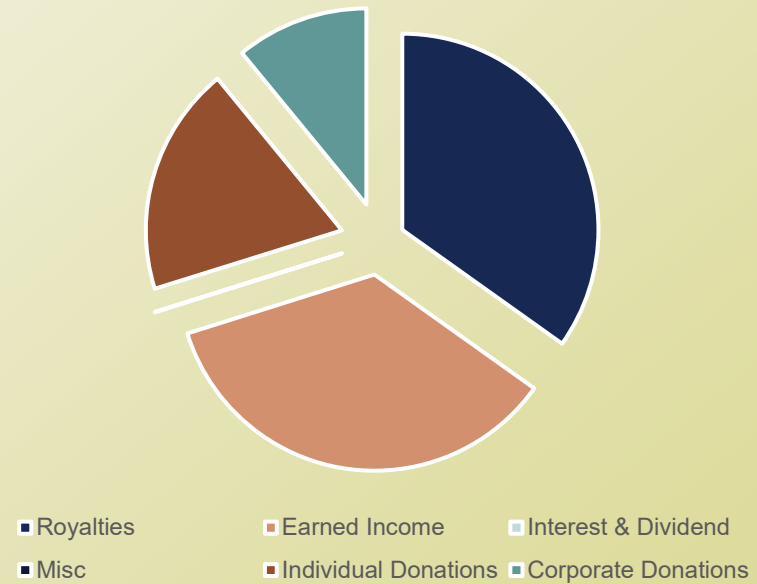
Financial Overview 2023

2023 Expenses



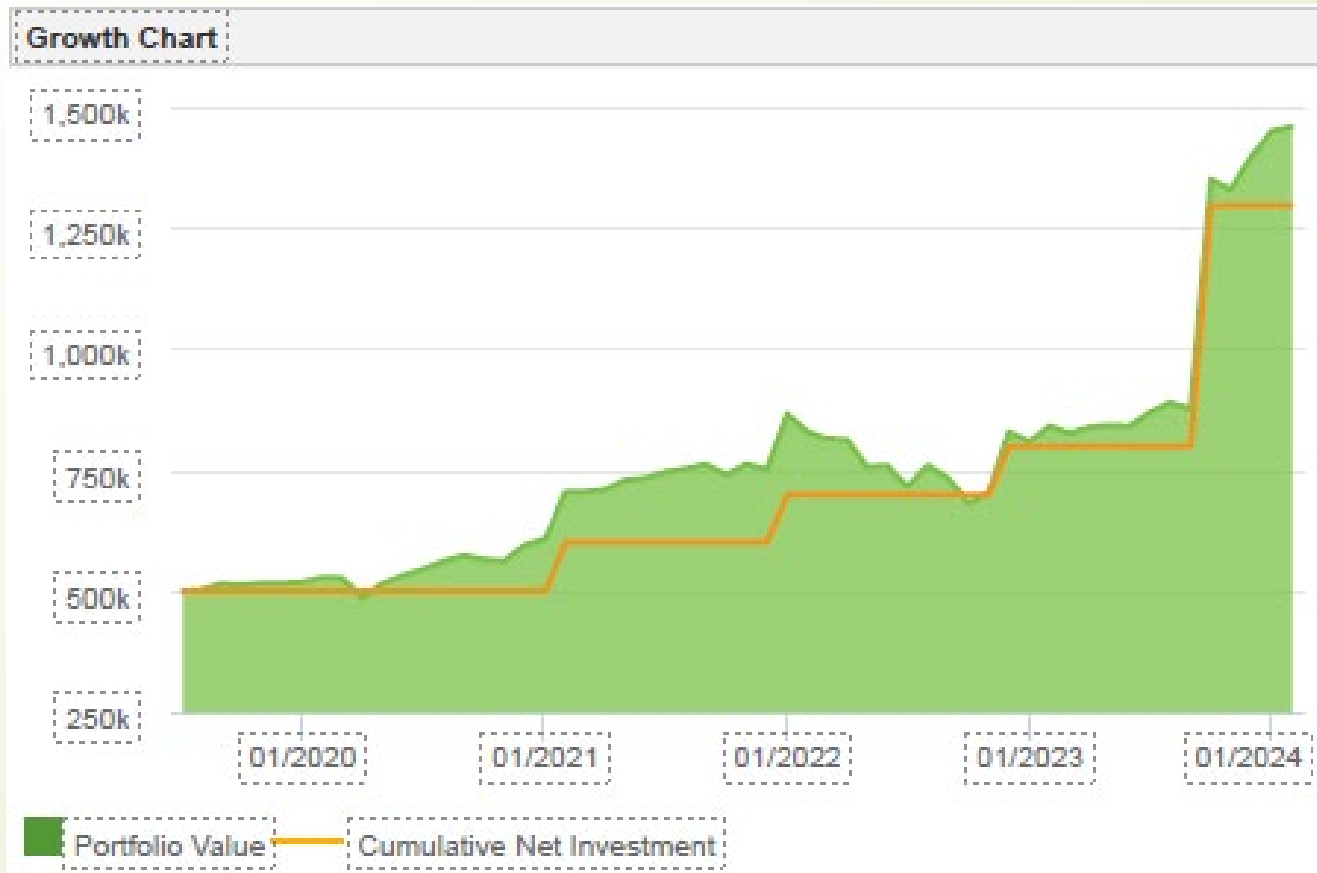
For a complete look at our financial reports, [click here](#)

2023 Income



Financial Overview 2023

Naomi Feil Endowment Fund



Our goal in 2024 is to bring this up to \$2,000,0000.

We encourage donations in memory of Naomi Feil by:

- direct contribution,
- making a bequest, or
- assigning an IRA distribution that is not needed.

See our [Endowment Fund](#) page for more information.

Strategic Plan for 2024 and Beyond

VTI has developed a new 5 Year Strategic Plan for 2024 through 2028:

Financial Stability

- Increase earned revenue through online product sales
- Support new AVOs and help existing AVOS increase course offerings
- Build our Fundraising base to include a broader audience

Outreach

- Increase mailing list by 500 email addresses using targeted campaigns to different markets and utilizing partner list exchange
- Use Google ads to reach new markets

Courses

- Publish results of data collection from all VTI courses.
- Bring *Validation for Physicians* online
- Build *Validation for Community Leaders* and run a trial

Thank You Supporters

- **Corporate Donors**

- Meridian Senior Living

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

- Rita Altman
- Peter & Molly Balunek
- Nancy Bravman
- Nancy Brown
- Frances Bulloff
- Beth Cecil
- Vicki & Piet de Klerk
- Edward G. Feil
- Susan Goldstein
- Jeff & Joan Harn
- Beth Rubin & Dane McGregor
- Daniel Potts
- Sol Sachs
- Amy 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)
- 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)

Appendix - Naomi's Impact

- Following Naomi's passing, VTI received a considerable boost in digital engagement, both as a result of press and increased brand awareness.
- Notable articles/coverage:
 - [Today Show Feature](#)
 - [Wall Street Journal](#)
 - [Cleveland Jewish News](#)
 - [Senior Trade](#)
 - [New York Times](#)
 - [Jewish Chronical \(London based\)](#)

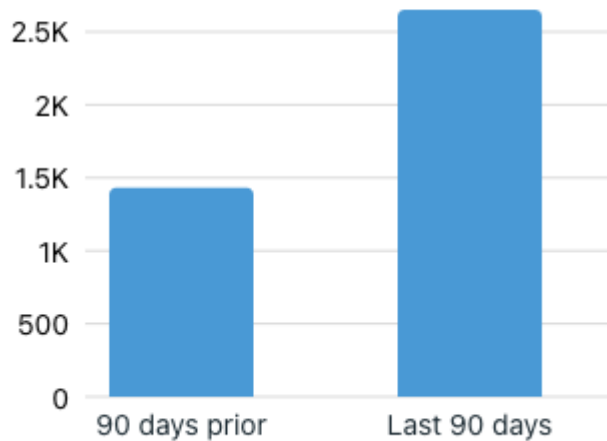
Appendix - Naomi's Impact

Engagement

Post reactions, comments and shares ⓘ

2.7K ↑ 85.1%

Total from last 90 days vs 90 days prior



Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Facebook post
Validation community, It is with heavy hearts that we share the...
Dec 26, 2023, 1:30 PM

This post's reach (5,246) is **1,386%** higher than your median post reach (353) on Facebook.

Highest reactions on a post ⓘ



Facebook post
Validation community, It is with heavy hearts that we share the...
Dec 26, 2023, 1:30 PM

This post received **2,746%** more reactions (370 reactions) than your median post (13 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post
Validation community, It is with heavy hearts that we share the...
Dec 26, 2023, 1:30 PM

This post received 66 comments compared to your median post (0 comments) on Facebook.

Reach

Facebook reach ⓘ

11,347 ↑ 148.3%

