



2025 Annual Report

Validation
Connecting Heart to Heart with Older Adults

Validation Training Institute

Contents

- 1 Message from the Executive Director
- 2 Our Mission and Vision
- 3 Our History
- 4 What We Do
- 5 Facts and Figures for 2025
- 6 Digital Presence & Outreach
- 7 Products & Sales
- 8 Financial Overview
- 9 Our Supporters
- 10 Our Staff and Board of Trustees



Message from Vicki de Klerk-Rubin

The year 2025 marked a period of meaningful growth and transition for the Validation Training Institute (VTI), as we took several important steps forward.

At the managerial level, VTI experienced a change in leadership. After stepping down as Executive Director on January 1, I was honored to pass the role to Tamorra Sims, whose leadership will guide the Institute into its next chapter.

From a fiscal perspective, VTI initiated its first external audit conducted by professional auditors. This step reflects our commitment to transparency, accountability, and full compliance with state charity regulations.

On the research front, VTI entered into a contract with the Scripps Gerontological Center at Miami University in Ohio to conduct a comprehensive scoping review of worldwide literature on the Validation Method and its teaching. This project represents a significant investment in the evidence base that supports Validation practice and education.

Each of these initiatives strengthens VTI's foundation and supports our continued growth with integrity, guided by the core values of Validation. I am deeply grateful to have had the opportunity to initiate these important projects and confident that they will continue to benefit VTI well into the future.

(continued..)

Message from Vicki de Klerk-Rubin

As I look back on my time in leadership at VTI, I feel both gratitude and pride—gratitude for the dedicated community that makes this work possible, and pride in the Institute’s steady commitment to compassion, rigor, and ethical practice. Validation has always been more than a method to me; it is a way of seeing and honoring people, first taught to me by my mother, Naomi Feil. I remain deeply connected to VTI’s mission and will continue to present, teach, and work closely with the Education Committee as we carry the spirit and integrity of Validation forward.



— Vicki de Klerk-Rubin, Executive Director

Mission and Vision



Our Mission

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

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.

Our History

1930s

Naomi Feil, a 4-year-old refugee from Nazi Germany, grew up in the Montefiore Home for the Aged in Cleveland, Ohio. The older adults were her direct neighbors and friends.

1963

Naomi held her first workshop at the Montefiore Home, developing what would become the Validation method through her unique empathy and insight.

1982

With a few supporters, she created the Validation Training Institute (VTI) to spread information about the method and train practitioners and trainers.

Today

Over 40+ years, VTI has delivered evolving training programs, published four books in 12 languages, created films, and built an international network. Feil's concepts have inspired a generation of person-centered eldercare.



What We Do



Education

VTI offers training to support AVOs worldwide. We develop new curricula and training materials. Certified Validation Teachers offer workshops, presentations and training aligned with our Quality Manual.



Outreach

VTI offers free materials and videos while fostering connections between Validation practitioners globally.

Online support groups are led monthly by Validation Presenters or Teachers.



Quality Maintenance

An 8-member Education Committee creates new training forms, curricula and testing methods. The Quality Manual provides guidelines for all aspects of training. Quality Certification is available for qualifying institutions.

Facts and Figures for 2025



30

AVOs

↑2 from 2024



8,533

Validation Workers

↑97 from 2024



952

Group Practitioners

↑71 from 2024



541

Validation Teachers

↑27 from 2024



21

Validation Masters

↑1 from 2024



4

New AVOs in 2025

across 3 countries

New AVOs Added in 2025

VTI welcomed 2 new Authorized Validation Organizations in 2025, expanding our global network to 30 AVOs.



Servior

Luxembourg



Vincore SCCL

Spain

Total AVOs: 30 | Countries: 15+ | Languages: 9

Digital Presence: Website Analytics



21K

Active Users



27,441

Total Sessions



42.3%

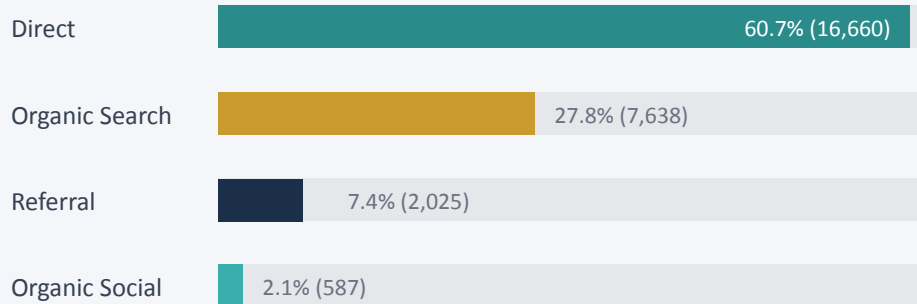
Engagement Rate



1m 11s

Avg. Engagement Time

Traffic Sources



Top Countries by Users

United States	8,300
China	4,700
Singapore	1,800
Germany	1,200
Canada	659
United Kingdom	546
Australia	489

Digital Presence: Search Visibility

Google Search Console (2025)

15.6K

Total Clicks

1.94M

Total Impressions

0.8%

Average CTR

10

Average Position

Most Viewed Pages

Validation Training Institute (Home)

10,000

VTI Courses

2,400

What Does it Mean to 'Validate'?

1,800

What is Validation?

1,700

Log In (Course Portal)

1,300

My Courses

1,200

Key Events

Page Views

55K

User Engagement

37K

File Downloads

2.4K

Link Clicks

2.3K

Products & Sales 2025

 **89**

Total Orders

 **135**

Units Sold

 **\$16,012**







Total Revenue

 **8**

Countries

Courses & Training

\$15,060 · 92 enrollments

Practical Validation Training (Israel)		\$4,800 (24)
Validation for Activity Professionals		\$4,325 (22)
Family Caregiver Course		\$2,400 (18)
Internet Supported Worker Course		\$1,250 (1)
Practical Val. Training (Nancy/Oran)		\$875 (4)
Skill Building Blocks + Other		\$1,410 (40)

Books & Media

\$952 · 43 units sold

V/F Validation by Feil (3rd Ed)	\$450 (30)
The Validation Breakthrough (4th Ed)	\$172 (4)
Family Guide to Improving Comm.	\$115 (5)
The More We Get Together	\$75 (1)
Introduction to Validation DVD	\$75 (1)
Naomi Feil Workshop (Vimeo)	\$40 (1)

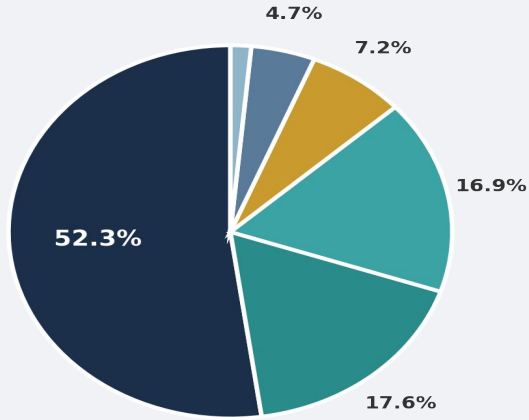
Orders by Country

US 38 · Israel 27 · UK 19 · Other 5

Courses = 94% of revenue · Books & media = 6%

Financial Overview 2025

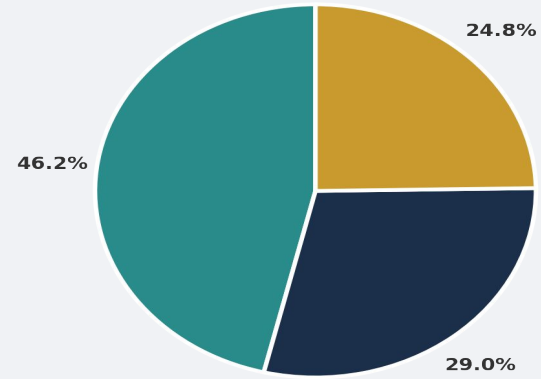
Expenses



- Staff (52.3%)
- Course Delivery (17.6%)
- Accounting & Legal (16.9%)
- Marketing (7.2%)
- IT (4.7%)
- Bank & Other (1.5%)

Total Expenses: \$77,114

Revenue



- Contributions (46.2%)
- Earned Income (29.0%)
- AVO Royalties (24.8%)

Total Revenue: \$79,058

Net Operating Income: \$1,944 · Endowment & Investment Income: \$299,175 · Total Net Income: \$308,806

Thank You to Our Supporters

Corporate & AVO Donors

Meridian Senior Living

Servior AVO (Luxembourg)

Validation Teachers Association (Japan)

APVAPA (France)

Individual Donors (\$250+)

Piet & Vicki de Klerk

Rubin-McGregor Family

Francis Bulloff

Scott Averill

Rebecca Adelman

Barry & Rita Altman

Ed Feil

P. de Klerk

Molly Balunek

Laurie Allen

Nancy Bravman

Amy Wollman & Gerry Berkowitz

Jennifer Velazquez

Eileen Spence

Dirk van Leeuwen

Strategic Plan for 2026 and Beyond

VTI's 5-Year Strategic Plan (2024–2028)



Financial Stability

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



Outreach

- Increase mailing list by 500 email addresses using targeted campaigns
- Utilize partner list exchange and market-specific outreach
- Grow digital presence across web and social channels



Courses

- Publish results of data collection from all VTI courses
- Launch new Validation for Activity Providers course (NAPA partnership)
- Continue expanding international training offerings

Staff and Board of Trustees

VTI Staff Members

Vicki de Klerk-Rubin, Executive Director

Nancy Brown, Deputy Director for Communications

Jana Stoddard, Manager

Conor Wilmot, Marketing Manager

Joanna Ata, Web Manager

Board of Trustees

Rita Altman – SVP, Memory Care & Program Services, Sunrise Senior Living

Molly Balunek – Financial Planner, Endeavor Wealth Advisors

Frances Bulloff – Retired Attorney

Kevin Carlin – Principal & Chief Sales Officer, Meridian Senior Living

Edward G. Feil, PhD – Senior Research Scientist, Oregon Research Institute

Hedwig Neu, RN, CVM – Chair of VTI's Education Committee

Mariska Praktiek, MBA – Head of Strategy, The Athena Group AG

Rudolf Rodenburg, MBA – Head of Strategy, The Athena Group AG

Harvey Sterns, PhD – Professor of Psychology, University of Akron

Charles de Vilmorin – CEO & Co-founder, Linked Senior

Thank You

For your continued support of VTI's mission to nurture respect, dignity and well-being through the Validation method.

www.vfvalidation.org

info@vfvalidation.org