



40
years

RESPITE + FAMILY + INSIGHT

insight

CELEBRATING
40,000
— *stories* —
1984-2024

40 YEARS LATER we're still here

In 1984, Alzheimer's was still in the dark ages in terms of people knowing about it, much less having services available. Caregivers asked me, if we can take care of our loved ones 24/7, why can't there be a place where they can go for even a couple hours a week? With the help of many amazing volunteers, the day center was born. We had a waiting list before we even opened.

I never would have anticipated this journey 40 years ago, but here I am today, personally, with a loved one attending the center, and my family finding support and respite from the programs. I am truly grateful that Insight is STILL here, meeting the needs of the community, and meeting the needs of my own family.

Care partner respite was a priority for us then, just as it is at Insight now.

Today, 70% of dementia caregivers still say that coordinating care is stressful. Even more, 74%, say they are concerned about maintaining their own health since becoming a caregiver. Insight gives care partners the respite they desperately need from day one.

Year over year, the numbers show what we've known all along, respite is vital for care partners. 94% agree they have more time to do work or other needed things since becoming involved at Insight. When care partners have the tools they need to succeed in their role, everyone benefits.

The center benefits those living with dementia as well. While we started the center for the care partners, we were surprised to find that the people living with dementia were also benefiting from the program. We were able to focus on their strengths, and they didn't have to worry about what they didn't remember or didn't know, because volunteers were there to help out.

Over the last 40 years, Insight has incorporated evidenced-based programs, such as music therapy, exercise programs, multi-sensory environments, and so much more, to ensure that participants have days filled with purpose, joy, and time with friends.

Insight remains an essential community for families. What I'm really proud of, 40 years later, is that this community still exists. As of this year, Insight has served over 40,000 through programs and services. Insight has been there for so many families over the years, and will continue to do so, as long as there is a need. Until there is a cure for this terrible disease.

Just as when we began the center 40 years ago, every volunteer and every dollar makes a difference. Thank you for your support of Insight through the years. I couldn't be more proud, and more grateful, that the center still exists today, and with your help, we will be there for the next families who need us too.

From my family to yours,

Lin Simon

Lin Simon
Founder



*that's me in the center,
celebrating with the family
respite center in 1997!*

2004



1984

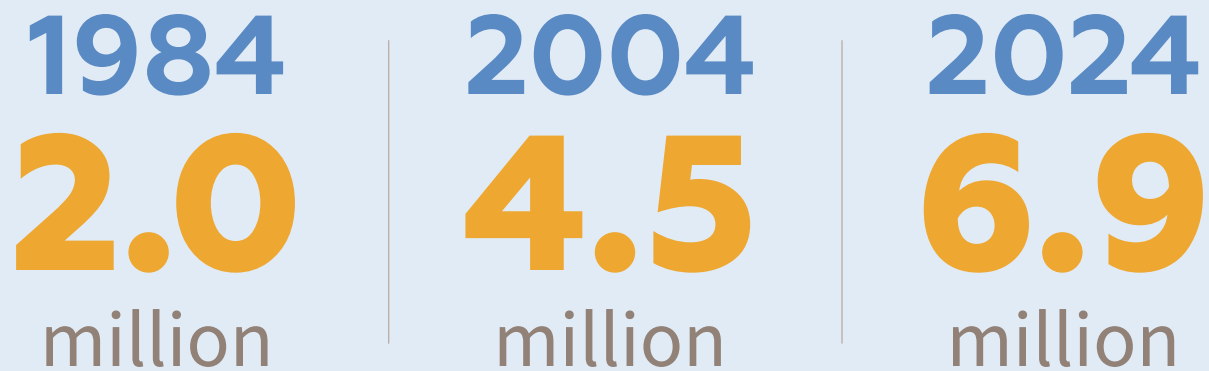
2024



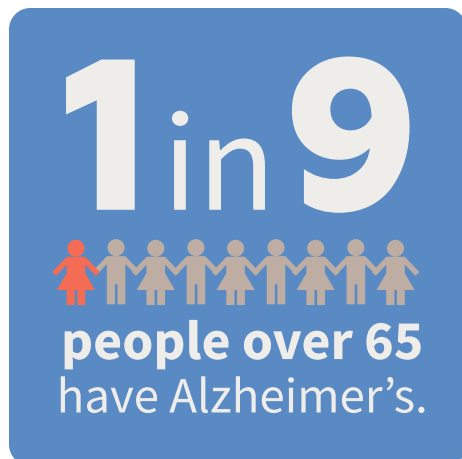
*celebrating with my own
family at Insight's 40th
anniversary!*

BECAUSE, SADLY,
dementia is still here

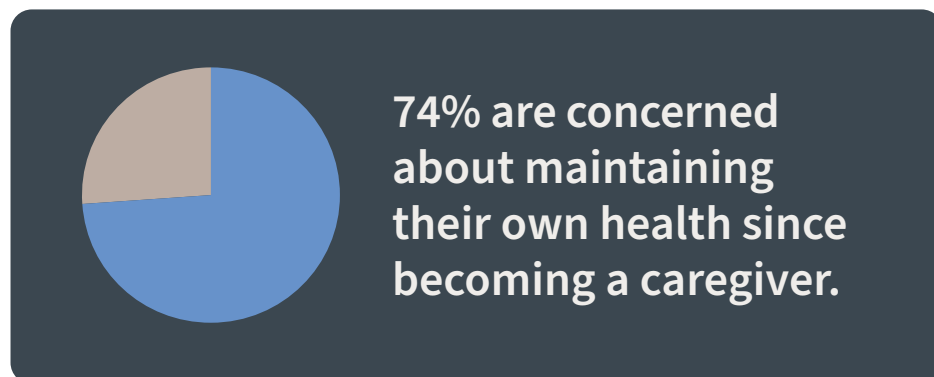
As Americans get older, Alzheimer's is growing.



As the size of the U.S. population age 65 and older continues to grow, so too will the number and proportion of Americans with Alzheimer's or other dementias. By 2050, the number of people age 65 and older with Alzheimer's may grow to a projected 12.7 million, without medical breakthroughs to prevent or cure Alzheimer's disease.



twice as many
caregivers of those with dementia indicate substantial emotional, financial and physical difficulties, compared with care partners of people without dementia.



Information from Alzheimer's Disease Facts and Figures 2024

THERE ARE MORE STORIES TO TELL
and we want to help!

Insight Memory Care Center is a nonprofit providing quality memory and cognitive care for families living with dementia. We do this through specialized day programs for individuals living with memory and cognitive impairments, support for care partners and families, and education and engagement opportunities for the wider community. A nonprofit organization serving Northern Virginia since 1984, Insight offers a spectrum of holistic care, with a vision of a community where those living with cognitive impairment can achieve the highest quality of life.

MISSION

Our mission is to provide specialized care, support, and education for individuals in all stages of memory or cognitive impairment, their care partners, and the community.

VISION

Our vision is a community where those living with memory or cognitive impairment and their care partners can achieve the highest quality of life.

"there are no words to describe when someone you love gets that kind of a diagnosis..."



Lisa's mom, enjoying an art program as a part of her day at Insight's day center.

LISA'S STORY

"Getting mom to the day center and getting her into that routine was indeed a challenge, as I'm sure it is for others. She did not want to come at first, but I was determined to get her. She wasn't driving at that point. I was determined to get her out of the house. She needed that socialization. After the first month or two, she adjusted very well and she looks forward to it now! It gives her a sense of independence. She calls it her class, "I have to go to my class tomorrow," she says when she talks to her sisters on the phone, she tells them what she did. And so it's had a positive impact. The socialization, the exercise, the activities, she loves the art program, those are all just such wonderful things for her and therefore wonderful things for me and my husband.

"My husband was given the diagnosis of early onset Alzheimer's disease at age 62. Now I like to tell people we've learned to live alongside of Alzheimer's disease. He's still in the early stages. We're doing everything we can to slow it down. But it never goes away. It's always with you. So it's very comforting to me to know that Insight is going to be there, in the future. I don't know what I would do without them. They have always been there for me, and I know they always will be there for me."

40,000
stories

Watch more: <https://InsightMCC.org/40>

OUR MISSION

here's what we do

We provide a comprehensive spectrum of care, support, and education to those affected by Alzheimer's disease and other memory impairments throughout the course of the disease process. With physical locations in Fairfax and Sterling, Virginia, our programs are open to the DC metro area and our resources are used across the country.

"I would not be able to keep my mom at home for as long as she has without Insight."



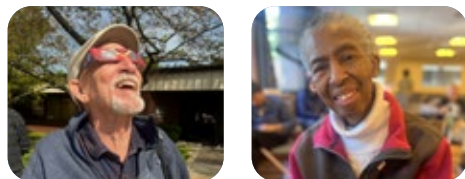
CARE day programs

Insight offers care for all stages of memory impairment. Early stage programs promote brain health and building cognitive reserve, while creating connection with peers in a supportive environment. Our adult day health center provides a safe, engaging, and therapeutic environment for people with memory impairment in early to late stages. It is the only dementia-specific day center in the DC metro area and still the only adult day health center in Northern Virginia with programs for people in the later stages of dementia.



SUPPORT care partner & family support

As families are also affected by the disease, Insight offers support groups and on-on-one consultations to reduce care partner stress and provide practical solutions to caregiving challenges. Additionally, we offer the SHARE Program specifically for families in the early stages looking for a hands-on way to plan for the future. Since living with dementia can be isolating for both the diagnosed individual and their care partners, Insight provides social programs, like Memory Cafes and Care Partner Meet-Ups, as an outlet to enjoy activities together.



EDUCATION in-person classes & online resources

Insight's innovative education programs include caregiver classes, workshops, community and professional trainings. We also share our wealth of knowledge through our online resource library, and through our own publication, *Caregiving at a Glance*. These programs help families remain confident and effective in their caregiving roles and increase understanding of the disease in the community.



HIGHLIGHTS FROM THIS YEAR

accomplishments

JULY 2023

Insight's **Caregiving at a Glance guidebook** is now available in county libraries across the region and was accepted into the Library of Congress!



Insight was honored to be selected by **Compass Pro Bono** for an 8-month strategic planning project.

SEPTEMBER 2023

Our annual monitoring visit from the Virginia Department of Social Services was completely **deficiency free** for the 13th year in a row to renew at the highest level of licensure.

Insight offered a "**New Alzheimer's Treatments Q&A**" with Dr. Turner from the Georgetown Memory Disorders Program. Over 200 joined us online to discuss Leqembi and other treatments.

Partnered with George Mason University's Social Work Department for a research study on the **Obie for Seniors** interactive gaming system!



OCTOBER 2023

We were featured on **News Channel 7**, highlighting our center as a "lifeline" for families living with dementia.

12th Annual Paintings & Pairings fundraising event was bigger than ever at the Westfields Marriott. Supporters generously gave over \$190,000.

JANUARY 2024

Insight began incorporating the **Otago Exercise Program**, a balance and strength training program, which has been shown to decrease fall risk 35 to 40% in older adults.

Insight began offering **Self-Paced Learning!** Our first course is "Caring for You: Mind, Body & Soul," developed in partnership with The Martha W. Goodson Center.

FEBRUARY 2024

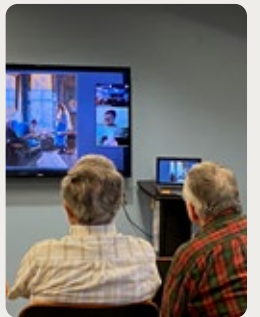
January 2024 marks the beginning of **Insight's 40th Anniversary!** As of February, we have served over 40,000 through our programs and services.



Insight began partnering with the Workhouse Arts Center in Lorton, offering weekly **Dance for Brain Health classes**.

MARCH 2024

Developed a partnership with **See Me at the Smithsonian** to offer virtual museum visits for our early stage Reconnections participants!



APRIL 2024

Insight was honored to receive the 2024 **Rotary Creator of Hope Community Service award** from the Tysons Rotary.

MAY 2024

At the 4th annual **Legacy Breakfast** at Westwood Country Club, guests enjoyed a fantastic morning with the Sentimental Journey Singers, Insight stories, and care partner testimonials.

JUNE 2024

Melissa Long, our Director of Education and Support, was honored with a **2024 Equality Loudoun Pride Award** for mission in service to the queer community and the Loudoun community!



Over \$200,000 was provided to 20 families in **financial assistance** throughout the year!

THROUGH THE DECADES

40 years of Insight

In 1984, a certified hospice and palliative care nurse, Lin Noyes Simon RN, PhD, founded Insight Memory Care Center (the Family Respite Center at the time). While leading a caregiver support group, Lin realized the lack of community resources and support available for individuals with Alzheimer's disease. She decided to act. Today, Insight Memory Care Center operates out of two brick-and-mortar facilities, and serves thousands online through our dementia-specific care, support, and education programs. See how we've grown over the years!



1984

The Family Respite Center was established by Lin Noyes Simon with three participants.



1998

Began the early stage Mind and Body Workshop while also expanding late stage programs to help families throughout their journey.



1989

The Robert Wood Johnson Foundation helped us expand the capacity of the Adult Day Center.



2001

To better clarify what we do, we adopted the name "Alzheimer's Family Day Center."



1994

The Center became a licensed Adult Day Health Center, the first in Northern Virginia to specialize in caring for people with dementia.



2004

The Center doubled its space at a new location in Merrifield specifically designed for people with memory impairments.



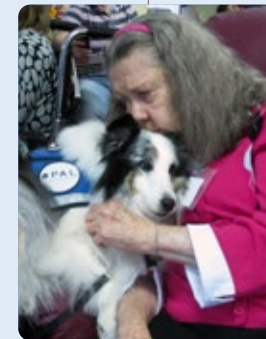
2006

Named one of the "best small charities in the Washington region" by the Catalogue for Philanthropy, the first of several later honors.



2012

We added art therapy, the Music & Memory program, and a Multi-Sensory environment to enhance our Day Center.



2013

We were honored to be recognized as Adult Day Center of the Year from the National Adult Day Services Association.



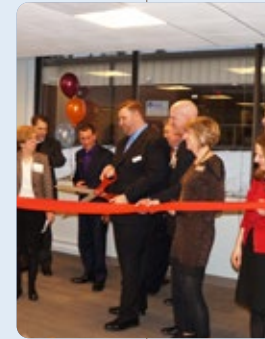
2014

We became Insight Memory Care Center to best reflect the diversity of care and variety of programs offered.



2015

We launched our first Caregiver Cruise, allowing families to vacation in a safe and supportive environment.



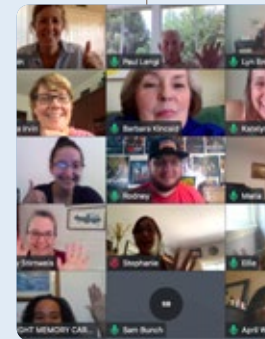
2015

Insight tripled our space in a new center, allowing us to expand all of our services and providing participants outdoor space!



2017

After participating in the pilot program, Insight became one of the first in the country to offer the SHARE program to plan for the future.



2020

During the COVID pandemic, Insight began offering virtual programs for participants and care partners.



2022

Opened our second location, an early stage center in Sterling, to continue to meet the growing need for care in the community.



2024

Insight celebrates our 40th Anniversary with a huge milestone of serving over 40,000 through our programs and services.

THROUGH THE DECADES
who we serve

1984

94

total served

47

care programs

47

caregiver respite

offered our first support groups and classes in 1985!

2004

1,381

total served

91

care programs

240

support programs

980

education programs

2024

10,452

total served

332

care programs

2,661

support programs

7,459

education programs

"I need people my own age, and in my own situation so that we can talk about these things..."



Mike sharing a treat tray with the equine therapy horses during Reconnections outing!

MIKE'S STORY

"I have been diagnosed with Alzheimer's. We were at George Washington Hospital when I was given my diagnosis. And ever since then, we've been trying to figure out what to do, where can we get extra information? What kinds of people, you know, should we be talking to?"

"I have a doctorate in theoretical chemistry. I know tons of things – things that I shouldn't know! – but at the same time, there's no real guidance in the medical community. And so I need people my own age, and in my own situation so that we can talk about these things and kind of put together a place where you could go in and get simple answers to simple questions."

"Attending the Reconnections program is one way for me to make myself feel better. And it takes a lot of pressure off of my family and my family members, to help keep me going in the right line."

Watch more: <https://InsightMCC.org/40>

40,000
stories

HIGHLIGHTS FROM THIS YEAR
demographics

total served
10,452

care: day center

176

participants

80 years

average age

Participants

51% male

49% female

Median Income

77% low income

23% at or above

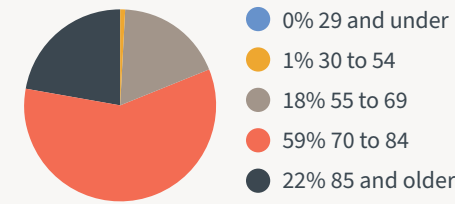
1 year

average stay

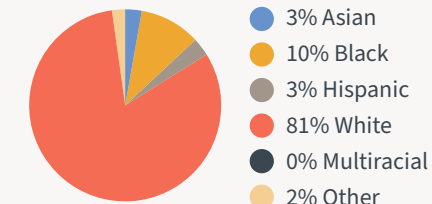
7 years

longest stay

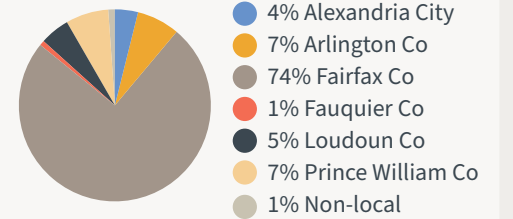
AGE



ETHNICITY



LOCATION



care: reconnections

136

participants

77 years

average age

Participants

61% male

39% female

Median Income

25% low income

75% at or above

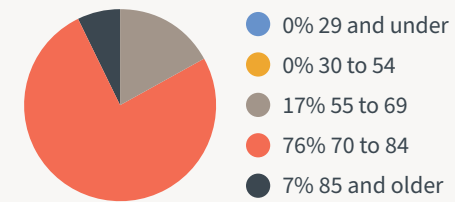
13 mos

average stay

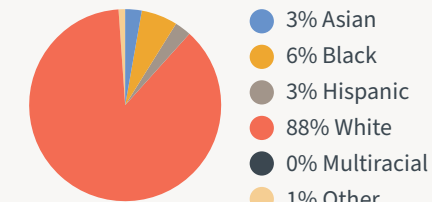
6 years

longest stay

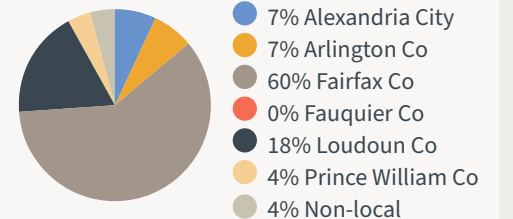
AGE



ETHNICITY



LOCATION



support and education

10,120

participants

Participants

18% male

81% female

1% nonbinary

<1% transgender

Median Income

24% low income

76% at or above

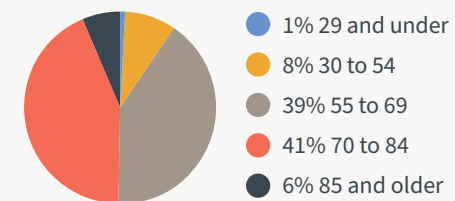
13

webinars posted

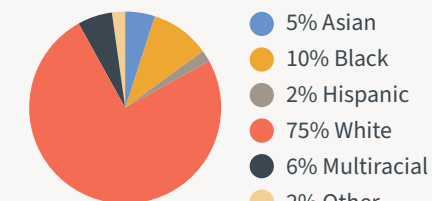
22

states served

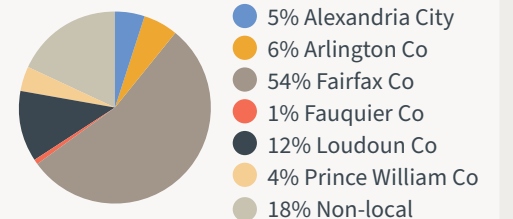
AGE



ETHNICITY



LOCATION



THROUGH THE DECADES
then & now

"It's a godsend. I'm so tired and worn out from taking care of my mother, but I think that's going to improve."

~ care partner, **1984**



"Mother always verbalized how she felt heard, respected, cared for, and appreciated on the ride home. This was so important to her."

~ care partner, **2004**



1984

PROGRAM GOALS

To provide a day care program of stimulating, social, physical, and creative activities to persons with AD within an accepting and supportive environment and which is aimed at minimizing the loss of physical functioning, social isolation and inactivity and maximizing the potential of each unique individual.

To provide respite care and support for members of families caring for persons with AD.

To provide an alternative to institutionalization which will allow AD persons to remain in their own homes as long as possible.

2004

MISSION

Alzheimer's Family Day Center strives to enhance the well being and quality of life of each person before and during the course of the illness, through therapeutic and innovative approaches. As families are also affected by the illness, we promote caregiver education, strengthening and support.

VISION

Creating a community where people with Alzheimer's-type disease can live their lives to the fullest potential, achieve their highest degree of wellness, and continue to live in a compassionate and supportive community with their families.



"Coming to Insight on the days that I come is one of the most special times of my life. I don't know what else to say...I love it!"

~ early stage participant, **2024**



2024

MISSION

Our mission is to provide specialized care, support, and education for individuals in all stages of memory or cognitive impairment, their care partners, and the community.

VISION

Our vision is a community where those living with memory or cognitive impairment and their care partners can achieve the highest quality of life.

FROM OUR FAMILIES

20 years of feedback

Insight completes an annual survey, including over 100 detailed questions, to provide families the opportunity to give feedback. Many of the questions have remained the same for over 20 years to compare trends year over year.

99.7%

are satisfied overall with the day center care and services over the last 20 years

91%

on average have found support groups helpful over the last 20 years

96%

on average have found education programs helpful over the last 20 years

“One of the best things that I’ve gotten from the Insight community is being able to enjoy my mother again as her daughter, not just as her caregiver...”



Mary’s mom, right, dances with new friends in the day program.

MARY’S STORY

“Insight has supported our family in so many ways, not just caring for my father and loving him and giving him a place where he could be silly and fun, but also giving my mother a place where, you know, dad would come home singing every day from Insight and we’d say, oh, dad loves Insight.”

“Mom was a caregiver for such a long time and it wasn’t until she was no longer a caregiver that we actually got to concentrate on her health and well-being that we really saw some signs of change. When we recognized that mother was in more need, I made an appointment with the SHARE counselor here at Insight, and my mother and I came for six weeks, every week, and talked about some of the resources in the community.”

“What I realized by working with Insight so closely is I needed to separate my role as caregiver from my role as daughter. Working with the SHARE counselor gave me really specific information and resources so that I could depend more on the community and fall back into the role as daughter.”

Watch more: <https://InsightMCC.org/40>

40,000
— stories —

HIGHLIGHTS FROM THIS YEAR

survey results

total surveys

184

98%

day center
were satisfied overall with the care and services.

“We’re incredibly grateful for Insight Memory Care Center and the compassionate individuals who work tirelessly to ensure our family member receives the best care possible. Their dedication and kindness make a world of difference in our loved one’s life, providing comfort and support every step of the way.”

100% agree staff made a sincere effort to help them adjust.

92% agree activities are appropriate and therapeutic.

90% agree their loved one functions better on days they attend.

100%

agree day center staff treats us warmly and respectfully.

“The people who work there are heroes. Kind, intelligent, thoughtful, professional, and genuinely caring. They really are the best among us.”

100%

agree their family member is safe while at the day center.

“We love that you keep everyone moving, that you offer so many safe activities that someone is bound to enjoy at least some, if not all!”



94% agree they have more time to do work or other needed things since becoming involved at IMCC.

“Insight is AMAZING! I would not be able to keep my mom at my house for as long as she has without Insight.”



93% agree care partner programs help build my skills, knowledge, and abilities as a care partner.

“I love how thorough and knowledgeable everyone is at Insight. There is so much information that each individual can provide, it’s really incredible. And the resources that you all of amassed are fantastic.”

97%

reconnections
have found the Reconnections group helpful.

“I love the program for my loved one and the support groups have been especially helpful for me. I know my loved one is cared for and treated with respect. Everyone on staff has been extremely helpful.”

97% agree staff made a sincere effort to help them adjust.

93% agree the program has helped my loved one feel connected.

90% agree their loved one functions better on days they attend.

100%

agree staff treats us warmly and respectfully.

“The staff is wonderful and caring. They treat all attendees and family members with patience and respect. They are friendly and willing to answer any and all questions.”

97%

agree it has provided increased socialization opportunity.

“I was really amazed that after the first trial day, she was enthusiastic and started thinking she was supposed to be going more. She really enjoys the other participants and the activities.”



88% feel more connected and supported since becoming involved with Insight.

“I don’t feel alone and that I have a place to go to when I have questions or when things feel overwhelming. My support group has really changed my perspective on how I care for and live with my loved one and I think that has helped our situation greatly. The depth of knowledge and the variation in activities Insight provides really covers the needs of myself as a caregiver and my loved one.”

THROUGH THE DECADES financials

1984

\$15K

seed money to start the center

3

foundations supporting

3

volunteers

25%

percent of budget allocated for scholarships

2004

\$438K

total budget

13

grants awarded

212 | 1431

volunteers and hours

10 | \$30K

financial assistance: families and amount awarded

2024

\$4.4 mil

total budget

22

grants awarded

122 | 5593

volunteers and hours

20 | \$204K

financial assistance: families and amount awarded

HIGHLIGHTS FROM THIS YEAR

thanks to your support!

many thanks to our grantors

While fees cover 63% of our expenses, we couldn't do the work we do without the support of the community. We'd like to thank many of our grantors from the past year:

- 100WomenStrong of the Community
- Fairfax County Consolidated Community Funding Pool
- Northrop Grumman ECHO Workplace Giving
- The Joseph E. and Marjorie B. Jones Foundation
- Rock Spring Congregational United Church of Christ Social Action & Mission
- Alisann and Terry Collins Foundation
- LeadingAge Virginia
- The Safeway Foundation
- The Alzheimer's Foundation of America (AFA)
- Loudoun Impact Fund of the Community Foundation for Loudoun and Northern Fauquier Counties
- Sidgmore Family Foundation
- The Barcroft Foundation
- The Max and Victoria Dreyfus Foundation, Inc.
- The Venable Foundation
- The Closet of Greater Herndon Area, Inc.
- The Neall Family Charitable Foundation
- Virginia Department of Health (VDH)
- Fairfax County Trauma Informed Spaces Program Grant
- The Neall Family Charitable Foundation
- Washington Forrest Foundation
- The Wawa Foundation

INTERACTIVE GAMING RESEARCH

In 2022, thanks to support from the Alzheimer's Foundation of America, Insight Memory Care Center added interactive gaming technology to our day programs. The Obie for Seniors system uses a projector and motion sensors to turn walls, floors, and tables into interactive gaming centers, making it accessible to use for all of our participants from early to late stage.

From our initial use of the system, we noticed right away that late stage participants were getting more exercise by engaging their arms and legs with images projected on the floor. We could also see the social benefit, as participants could play games collaboratively or in friendly competition!

In 2023, we were fortunate to connect with Dr. Megumi Inoue, Associate Professor in the Department of Social Work at George Mason University. She proposed a research study to examine the effects of the gaming system on cognitive function, mood, and behaviors for those living with dementia. Her project received funding from Virginia's Alzheimer's and Related Disease Research Award Fund (ARDRAF), and after recruiting participants from our early stage Reconnections program and our Day Center, the study began in November 2023 with 24 participants and their care partners.

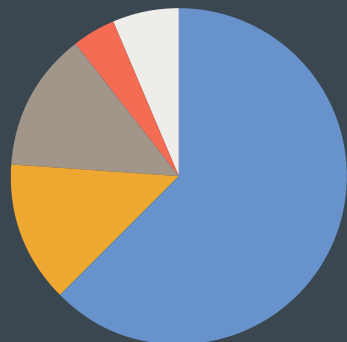
Initial findings from the study were presented at the 2024 Alzheimer's Association International Conference. Preliminary results identified positive impacts of the interactive gaming system for individuals living with dementia, particularly in reducing agitation and enhancing social engagement. Focus groups with care partners echoed these findings from what they saw at home too. Insight is grateful for our continued partnership with George Mason University so that we can continue to offer quality, innovative programming!

Read more: <https://InsightMCC.org/40>



GMU students lead participants in an interactive gaming session as part of a research study.

FY24 INCOME

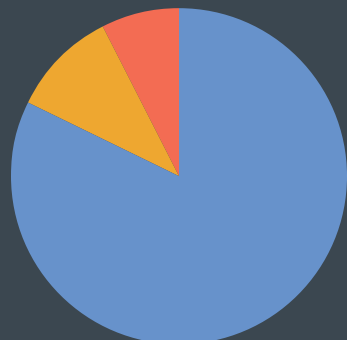


- 62.7% Fees
- 13.5% Government
- 13.3% Donations
- 4.3% Foundations
- 6.2% Other

MANY THANKS!

We are sincerely grateful for the continued support of Fairfax County. Our long-term partnership provides program support, meals, and a portion of our financial assistance fund for county residents.

FY24 EXPENSES



- 82.4% Program
- 10.2% G&A
- 7.4% Fundraising

VALUE OF OUR VOLUNTEERS

5593 hours

\$31.80 value per hour

\$177,871 total value

WHAT COMES NEXT?

we're still here to help

What's in store for the next 40 years? Rest assured, whatever Insight looks like in the future, we will continue to meet our mission - and the need for care - for as long as our families need us.

We are committed to our families.

We aim to continue providing the highest quality programs that meet individual needs; building a community that can support families each step of the way. From updating our Caregiving at a Glance guidebook with current best-practices to offering new virtual learning opportunities, we will continue to grow and adapt to best meet the needs of our families.

We are committed to families who have been traditionally underserved.

We are offering education programs throughout the region to provide wider access to needed information. All of our staff has completed SAGECare Training to ensure our programs are welcoming and supportive. We are improving the application process for our financial assistance fund to eliminate barriers to providing much needed care. But there is always more to be done.

We are committed to all the families whose stories are yet to be told.

We believe that our future will see expanded support programs, wider online education, and even new physical locations to provide high-quality, dementia-specific care that is so desperately needed.

with your continued support, we'll be there for the next families who need us too.



Anita Irvin, Insight's executive director, presents a gift to Lin Simon, Insight's founder, at our 40th Anniversary Celebration.

DEMENTIA EXPERTISE

As we are still the only dementia-specific day program in our region, Insight specializes in providing quality, person-centered care for those living with a wide variety of diagnoses. These are the primary diagnoses from our participants over the past year.

Alzheimer's	37%
Dementia	36%
Mild Cognitive Impairment	7%
Vascular Dementia	7%
Parkinson's	4%
Frontotemporal Dementia	3%
Lewy Body Dementia	3%
Early Onset	2%
Traumatic Brain Injury	1%

Insight offers specialized care partner support programs so that families can meet with others on a similar journey. From a Caring for your Parent Support Group to an Aphasia Memory Cafe, these are how many unique groups were offered throughout the year.

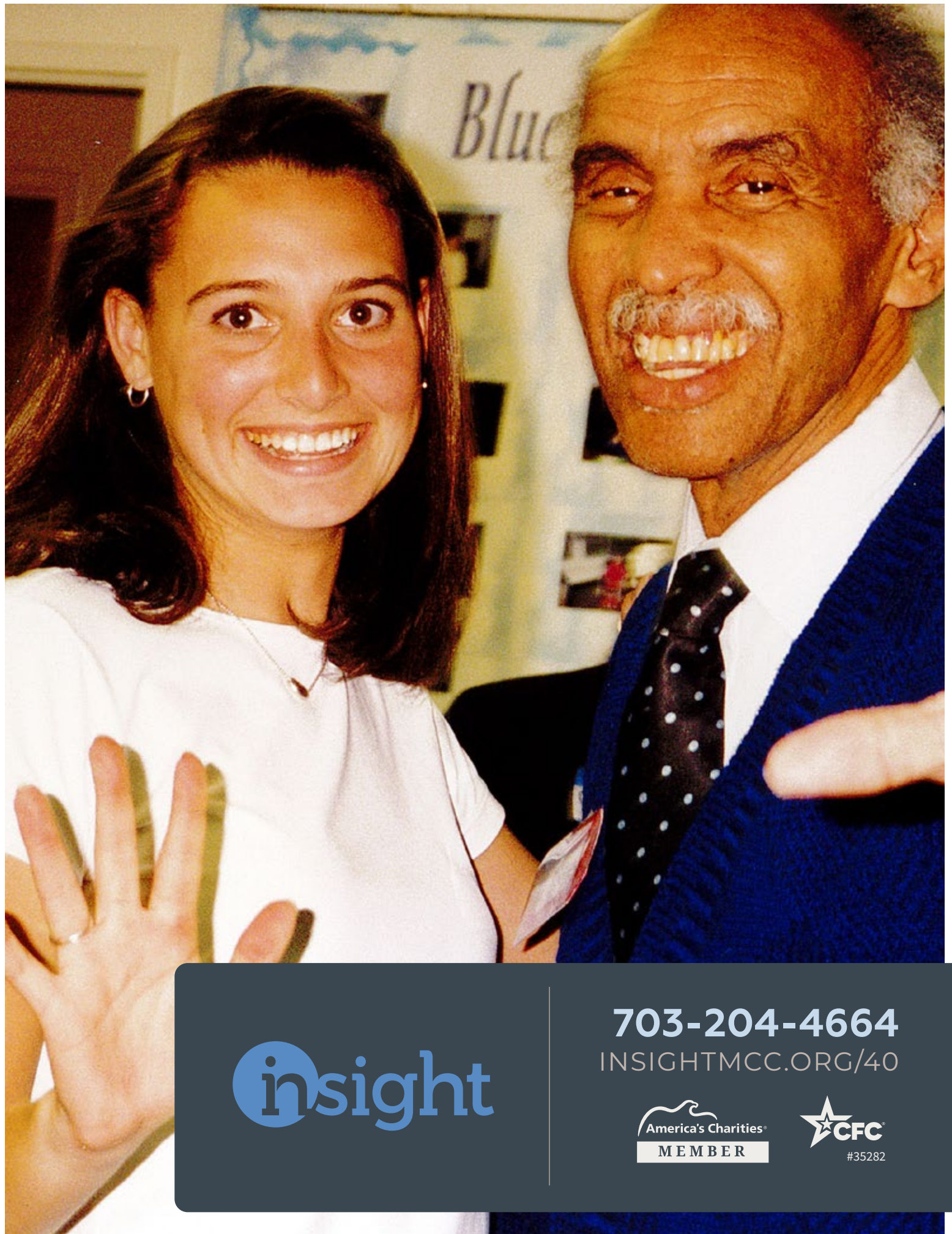
Support Groups	23
Memory Cafes	11

2004



1984

2024



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