



2020

**Community
Impact Report**



When the COVID-19 pandemic took hold in early 2020, Memory Matters attention moved to first protecting the safety of staff, clients and their families, and how to maintain high quality care in a virtual environment. While there were challenges, our committed staff were determined to stay connected to our clients. The Memory Matters staff found inventive ways to continue supporting program participants and caregivers by offering virtual programs, virtual counseling, and virtual support groups. It was a difficult year, but the staff and families worked together to adapt and grow together.



2020 PROGRAMS & SERVICES



Total
Individuals
Assisted*



Counseling &
Support Group
Sessions



Community
Education
Participants



Memory Care
& Brain Health
Participants



VIRTUAL REALITY



Participants converted
to virtual programs
when in-person was
no longer available



Total number of
virtual sessions
offered during the
COVID-19 pandemic



Individuals
participating in
counseling and
support groups



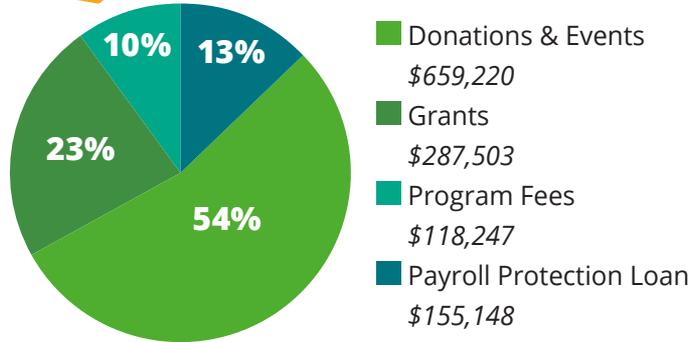
Stronger Together

Among the unknowns at the outset of the pandemic was the impact on our financial position. We are sincerely grateful for the generous contributions of our donors who work with us to ensure that all in our community who need Memory Matters are cared for.

*In 2020, the total individuals assisted through classes, counseling, presentations, emails, phone calls and other support services.



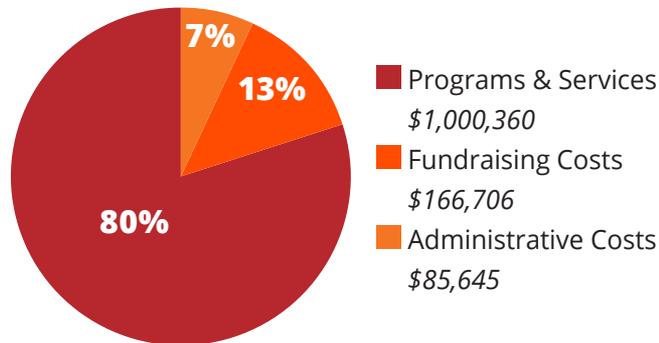
REVENUE & SUPPORT



54% of our annual income is from individual donations



OPERATING EXPENSES



80% of our annual budget is spent on direct services



OUR MISSION

Memory Matters provides compassionate services for those experiencing cognitive decline, offers caregiver respite, supports families, and educates those who want to maintain or improve their brain health.

Beaufort County has an older population than the average community in South Carolina, with 27% of the population being 65 or older, compared to South Carolina's average of 17%. Thus those impacted with cognitive impairments and needing Memory Matters services will continue to increase. At Memory Matters we are preparing to meet the demand.

Programs and Services

In March 2021 we welcomed back our first in-person participants and are now offering programs on-site three days a week and plan to expand to four days by end of the third quarter.

We continue to offer virtual classes three days a week at the request of the caregivers. The results of a caregiver survey conducted as part of our strategic planning process indicated..51% of all respondents want us to continue offering virtual programs/services as an option (and of those that are currently using classes-that response goes up to 63%). Reported benefits of virtual services for the caregivers included..alleviates "safety concerns", "eliminates travel time", "simplifies preparation and logistics of getting to services", "overcomes mobility issues."



Looking Ahead... 2021 So Far

Marketing

We added a new Director of Marketing and Communications to build greater awareness in the community of Memory Matters through more frequent and diverse communications and enhanced public relations efforts.

We redesigned our website to update the design, make it more engaging and most importantly improve the “user experience” so finding needed information is less complex.

We produced an engaging video that tells the story of how we have impacted the many individuals who use our services. The video was premiered at our 2021 Brain Health Summit and again at our 2021 Virtual Gala.

Our Space

We completed a capital improvement project to improve staff office space with new furniture and shared work areas, replaced the flooring in the program building to improve sound and safety, and updated our counseling room with more comfortable furniture for families.

As we look at COVID-19 in the rearview mirror, the Memory Matters Board of Directors is pleased to announce our new Strategic Plan for 2021-2024. The plan was created through a collaborative effort of Board and Staff, and facilitated by Sims & Steele Inc. of Asheville, NC. The plan addresses key elements around building community awareness, program enhancement, revenue growth, and strengthening donor relationships.

Thank you Volunteers & Donors

The contribution to Memory Matters from volunteers is immeasurable. While 2020 was not a true reflection of how many hours our volunteers contribute to the success of Memory Matters, our dedicated volunteer staff continued to give their time any way they could. In a typical year, our volunteers work more than 6,000 hours. Last year, while our doors were closed for 9 months, we still had 59 volunteers giving 1,588 hours.



While volunteers are an integral part of Memory Matters, so are our donors. We do not take the support of our donors for granted. We value each donation and especially appreciate all of you who continued to support us when COVID 19 took the world by surprise. From the bottom of our hearts, we want to give a big Thank You to our donors and volunteers.

Quote from a Memory Matter’s volunteer – “I am so fortunate that I decided, and that MM accepted me as a volunteer 5 years ago. The things I’ve learned, the fun I’ve had, and the friends I’ve made are priceless. Your willingness to help me succeed is just one more example of Memory Matters wonderful personality.”



KIND WORDS FROM OUR FAMILIES

"Again, THANK YOU. You gave my dad dignity and he loved your classes. We will forever be grateful".

"Memory Matters is an amazing asset to our community and my family. We are so grateful."

"We so appreciated the program memory matters offered for my mom. She looked forward to going each week. As a family, we appreciated the care and support Memory Matters gave us".



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