



Beyond Dementia  
Coalition

*See the person beyond the disease.*

July 2023 - December 2024

# Impact Report



# About us

Beyond Dementia Coalition is a non-profit organization, with a mission to:

**reduce stigma and inspire** people, through awareness and education, to **recognize, engage, assist, and ultimately embrace people with dementia** as valued and beloved members of the community.

Based in **Gainesville, Georgia** we serve Hall County, North Georgia and beyond.

We incorporated in February 2023 and achieved our **501-c-3 non-profit** status in May 2024.



# Strategic Plan



*Board of Directors cheers on Board Chair and CEO Bill Wittel and Executive Director Cloud Conrad as they “cut the ribbon” to join the Hall County Chamber of Commerce, April 2024.*

Our mission drives the rationale for our four **strategic objectives** as a start-up non-profit organization.

## COMMUNITY ENGAGEMENT

The general population benefits when dementia awareness and education is fostered. Communities can be stronger when those with dementia are supported, even empowered.

## DEMENTIA EDUCATION

An ever-expanding educational program portfolio provides a revenue stream while distinguishing our approach to dementia care.

## RESOURCE DEVELOPMENT

Funding through sponsorships, grants, donations, and fee-based programs fuels our growth and impact.

## GOVERNANCE

Credibility and expertise are paramount to our success. Corporate best practices and organizational oversight by subject matter experts shape our conduct.

# Strategic Objectives

We define the four elements of our strategic plan as follows:

1

Initiatives designed for the general population - those who may not currently need dementia information - that are freely accessible and relevant in a local context.

Community  
Engagement

2

Educational programming tailored to the dementia caregiving experience, helping learners capably problem solve dementia's unique challenges for optimized care.

Dementia  
Education

3

Develop and strengthen diverse funding sources, promote partnerships, and build solvency and market resilience.

Resource  
Development

4

Board composition, board oversight, board guidance to ensure management and operational best practices for organizational stability.

Organizational  
Governance

# 1

## Community Engagement

We believe that communities will be stronger when every member is able to recognize the signs of dementia and know how to help a person living with cognitive decline succeed in everyday activities.



### INITIATIVES INCLUDED:

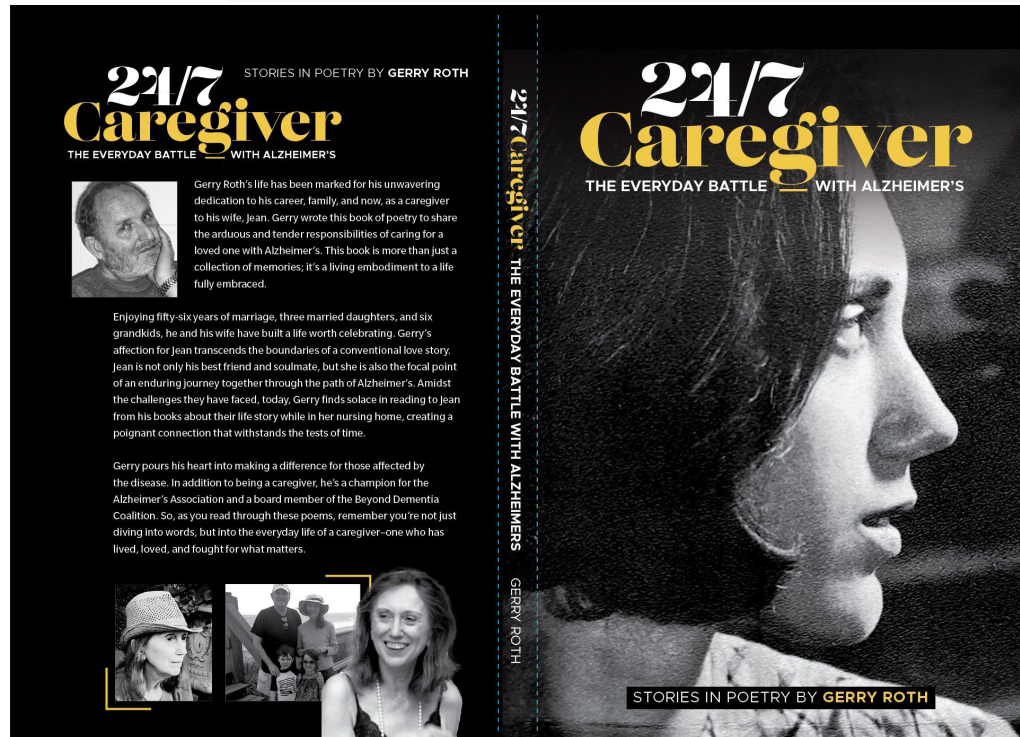
Podcast Launch • Reading to Adults with Dementia (RAD) Launch • Community Forums • Support Group Launch • Seniors Enriched Living Curriculum • Alzheimer's Association Volunteer Recruitment and Onboarding • Alzheimer's Association Community Education • Community Action Partnership with Alzheimer's Association Georgia Chapter • Northeast Georgia Dementia Symposium

# Podcast

Our podcast launched with a series of seven episodes featuring Beyond Dementia Coalition board members Gerry Roth and Bruce Leyton

Bruce interviews Gerry about his book, "24/7 Caregiver" and his experience as a primary caregiver for his wife, Jean.

Following the 24/7 series, Bruce and Gerry will explore additional dementia topics with dementia thought leaders and experts from Georgia, the Southeast, and beyond.



## PODCASTS

### 24/7 CAREGIVER - EPISODE 1

AN INTRODUCTION TO "THE 24/7 CAREGIVER"  
author Gerry Roth discusses his book, 24/7 Caregiver, and the reasons he chronicles his dementia caregiver story in poetry.

EPISODE 1

### 24/7 CAREGIVER - EPISODE 2

CAREGIVING  
Gerry realizes his wife can't change and her dementia won't reverse, that her well-being is up to him and that he, the caregiver, is the one who must change.

EPISODE 2

### 24/7 CAREGIVER - EPISODE 3

TRUST  
Gerry shares his insights as he works to gain and regain his wife's trust while navigating the unique manifestations of her Alzheimer's symptoms.

EPISODE 3

# Reading to Adults with Dementia

A companionship program for senior living communities.



- Beta phase research partner was the Phoenix of Braselton
- Proof of concept/pilot program implemented during six weeks in Q2 2024 with two volunteers and two residents living with cognitive impairment
- Program outcomes included 29 total hours of companionship added to the participants' calendars and resident well-being scores averaged in the 80<sup>th</sup> percentile.



We produced several free community events throughout the year including community forums, panel discussions, adult learning curricula for a third-party provider, and presentations at industry conferences.

The subject matter for these programs is intended for the community in general, seniors particularly, and dementia care partners more specifically.

- (3) Community forums at Cresswind Lake Lanier, Gainesville, GA
- Panel Discussion on dementia caregiving, Trinity Lutheran Church, Lilburn GA
- (3) semesters with Senior Enriched Living, Roswell, GA
- Panel discussion on professional dementia caregiver training, 2023 Georgia Gerontology Society Conference, Lake Oconee, GA
- Presentation and demonstration, Healthy Aging Conference, Stone Mountain, GA

## Community Programming





# Northeast Georgia Dementia Symposium

"CLOSING THE PREPAREDNESS GAP"

As a key element of our community engagement strategy, we designed our **\*FIRST ANNUAL\*** symposium to be as accessible and relevant to as many community members as possible, with free admission, free lunch, and a wide array of topics, speakers, learning modalities, and local resources.



## BY THE NUMBERS:

**25** Sessions

**295** Participants

**14** Exhibitors

**4.8**  
out of 5



## OVERALL CONTENT SCORE

*This symposium was a result of our strategic community partnership with the*



OVERALL AVERAGE	Score
Content	4.8
Venue	4.9
Communications	4.4
Registration Process	4.5



# Community Engagement Events

**800+**

<b>Date</b>	<b>Host</b>	<b>Audience</b>	<b>Program</b>	<b>People Reached</b>
November 2023	Cresswind LL	Seniors	Lecture	137
February 2024	Cresswind Twin Lakes	Seniors	Lecture	85
March 2024	Seniors Enriched Living	Seniors	Lecture Series	40
April 2024	The Tulip Place	Seniors	Dementia Support Group	20
April 2024	Phoenix Senior Living	Residents	RAD Pilot	5
June 2024	Seniors Enriched Living	Seniors	Lecture Series	35
June 2024	Healthy Aging Conference	Professionals, Community	Lecture, Demonstration	75
June 2024	Cresswind LL	Seniors	Dementia Support Group	10
July 2024	BDC Website	General Public	Podcast Series	na
August 2024	Seniors Enriched Living	Seniors	Lecture Series	32
August 2024	The Tulip Place	People with Dementia/ Caregivers	The Dementia Exchanges	30
September 2024	BDC, Alzheimer's Association	General Public	Symposium	335 <sup>11</sup>

# 2

## Dementia Education

While scientists pursue preventatives, treatments, and a cure for dementia we can influence the trajectory of non-medical dementia care by focusing on empowering the caregiver.



### INITIATIVES INCLUDED:

Virtual Dementia Tours (5) • VDT Pro Industry-Specific Training (First Responders, Public Health Agents, Social Workers, Restaurant Workers) • State-Compliant Dementia Care Staff Training Program

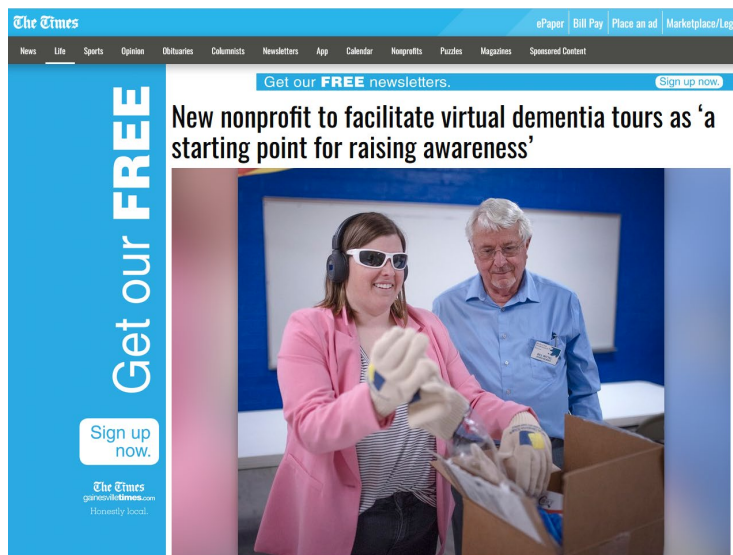


# Virtual Dementia Tour®

The Virtual Dementia Tour is the foundational piece of dementia education in our program portfolio. This simulation provides a first-hand perspective on what it's like to live with the cognitive changes dementia brings. Invariably participants cite greater patience and empathy for those living with dementia as a result of the Virtual Dementia Tour.

# Virtual Dementia Tour®

An eight-minute simulation demonstrates what it's like to live with dementia. A ten-minute debrief helps participants understand what it's like to live with dementia 24/7.



The VDT shows that even small, everyday tasks are challenging for a person living with dementia. This powerful experience demystifies dementia, discourages stigma, and invites curiosity and conversation about dementia care.

**BEYOND DEMENTIA COALITION**

inspiring people through awareness and education to recognize, assist, engage, and ultimately embrace people living with dementia

**FIND OUT WHAT IT'S LIKE TO LIVE WITH DEMENTIA**

The Virtual Dementia Tour is coming to Gainesville, GA, hosted by Beyond Dementia Coalition. The tour is free and open to all, but you must register to reserve your spot. Click below to read more and register.

**TAKE THE TOUR**

**OCTOBER 18, 2023 - 9:30 AM - 4:30 PM**

This event will be presented at Interactive Neighborhood for Kids (INK).

*The Virtual Dementia Tour was created and patented by P.K. Beville, PhD and is the property of Second Wind Dreams, an internationally recognized non-profit organization dedicated to changing the perception of aging.*



# VDT Plus® and VDT Pro®

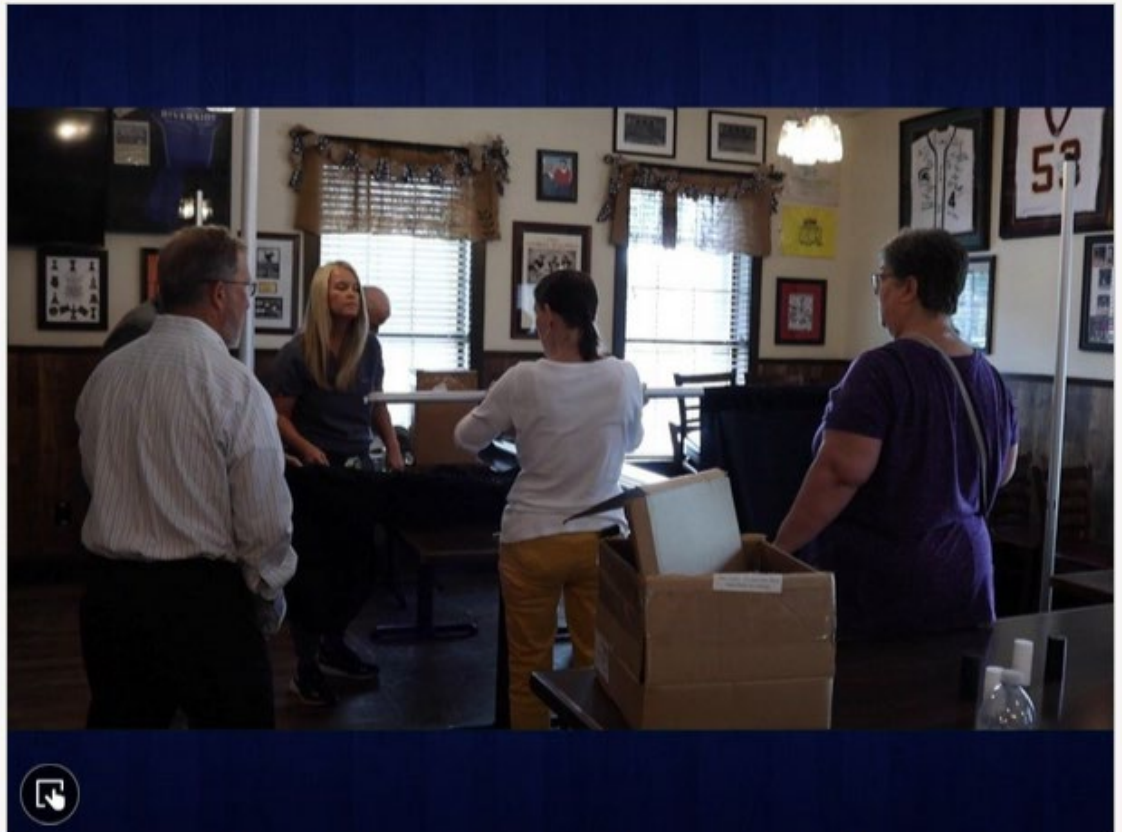


Helping learners apply dementia knowledge on the job by combining the Virtual Dementia Tour with industry-specific dementia training.

- The Virtual Dementia Tour sparks curiosity in participants and motivates them to understand more about dementia.
- Participants routinely mention new-found patience and empathy for the person living with dementia following the dementia simulation
- The VDT Plus and VDT Pro harness awareness created through the dementia simulation to help learners understand the cognitive changes caused by dementia, the symptoms these changes create, and how to support a person living with dementia to succeed in their daily activities.
- **VDT Plus** trainings are designed for unpaid caregivers and members of the community.
- **VDT Pro** training programs are tailored to the participants' industry, that helps participants know how to modify their operations and manner when serving a person living with dementia and practice using the tools and techniques that they have just learned, using role play.

# VDT Pro®

## Longstreet Café



Beyond Dementia Coalition Executive Director Cloud Conrad (center) helping set up the Virtual Dementia Tour at Longstreet Cafe on Tuesday, Sept. 18.

William Daughtry

On Tuesday, the Beyond Dementia Coalition trained the staff at Longstreet Cafe on how to care for customers who may be experiencing dementia.

The training included the Virtual Dementia Tour, which saw employees put on gear that reduced their cognitive functions and then being tasked to do basic tasks for eight minutes.

# Dementia Education Events

**435+**

<b>Date</b>	<b>Host</b>	<b>Audience</b>	<b>Program</b>	<b>People Reached</b>
July 2023	Hall County First Responders	Professional	VDT	57
August 2023	Interactive Neighborhood for Kids	General Public	VDT	49
September 2023	Cresswind Community Fund	Seniors	VDT	54
October 2023	Interactive Neighborhood for Kids	General Public	VDT	43
January 2024	Wisdom Project 2030	Seniors	VDT	32
February 2024	Athens Community Council on Aging	Professional	VDT Pro	24
March 2024	Dawson County Senior Services	Professional	VDT Pro	18
April	Hall County Sheriffs Department	Professional	VDT	102
May 2024	Interactive Neighborhood for Kids	General Public	VDT	41
September 2024	Longstreet Café	Professional	VDT Pro	16



# 3

## Resource Development

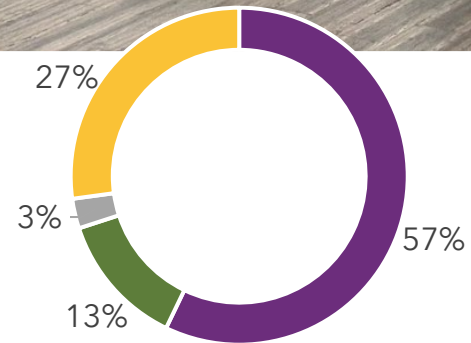
Funding is essential to develop and implement initiatives in support of our mission. Funding sources may include educational program fees, sponsorships, gifts, grants, and donations.

### OBSERVATIONS:

As our reach and reputation grow, we see an increasing interest from the community to support our work. Motivation to sponsor or donate is sparked by the individual's personal experience with dementia or by a personal or organizational desire to support good works in Hall County, GA.



2024 Funding Sources



■ Sponsorships ■ Donations ■ Grants ■ Program Fees

# Funding Sources

## CORPORATE DONATIONS, SPONSORSHIPS and GRANTS

Conditioned Air Systems  
Bob and Wanda Swoszowski  
Longstreet Café  
A Helping Hand Home Care  
Hydro  
North Georgia Health System Foundation  
Alzheimer's Association  
Stifel  
Grace Episcopal Church  
Cresswind Community Foundation  
Phoenix Senior Living Braselton

## PRIVATE DONATIONS

(numerous individuals)

# Fundraising Strategy

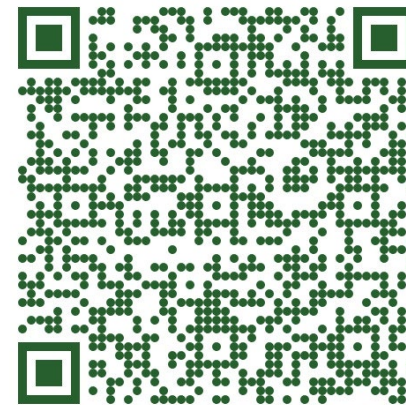
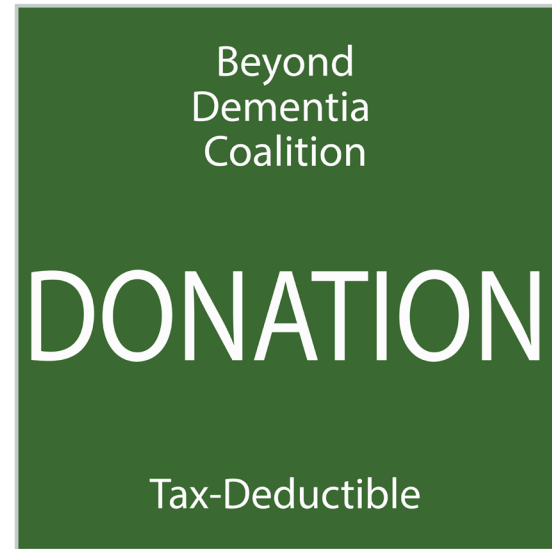
- Proof
  - Deliver tangible outcomes aligned with goals/objectives
  - Generate earned media wherever possible
- Audiences
  - Identify potential parties who share goals, values, audiences
  - Research for relevant initiatives, language, partners, approaches
  - Build outreach list and timing
- Messaging
  - Develop clear and precise talking points
    - Strategies
    - Supporting initiatives
    - Funding requirements
    - Value/outcomes
  - Media training for all board members
  - Fine tune collateral



**Beyond Dementia Coalition, Longstreet Cafe holds dementia training for staff including a "Virtual Dementia Tour"**

# Fund Management

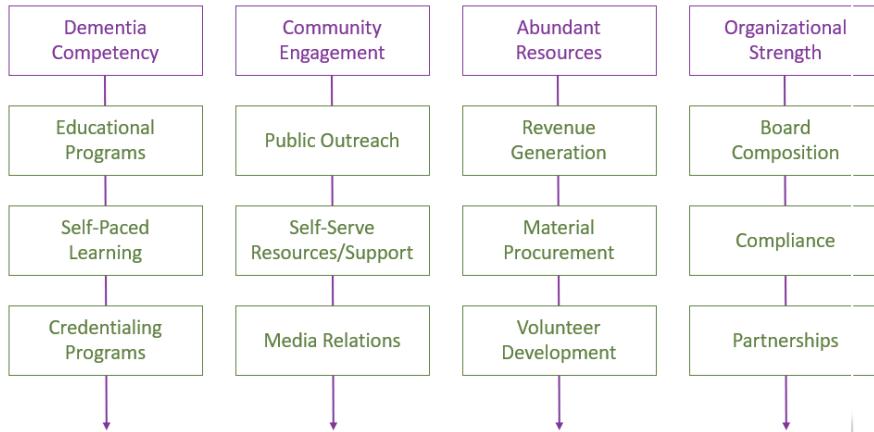
Beyond Dementia Coalition has received donations through the North Georgia Community Foundation in advance of its non-profit status as a 501-c-3. BDC will continue to receive tax deductible donations through NGCF and will set aside donations and gifts through the establishment of an agency fund with NGCF in Q1 2025.





## OBJECTIVES & STRATEGIES

Click on any strategy below, in purple, to advance to the Details sheet for that Strategy.



# Organizational Governance

A strategic plan, developed by a board of directors' subcommittee and approved by board vote, guided our work as we moved to create tangible outcomes in our mission.

### BOARD DEVELOPMENT AND ROLE:

A board subcommittee developed organizational by-laws that were ultimately adopted by board vote. The by-laws specify a temporary, transitional means to work toward a staggered term framework so that in any one year only a minority of board members would finish a term. Recruitment to fill board seats to be vacated in January 2025 is underway, with a focus on developing the breadth of expertise and backgrounds of the board composition to optimally support our strategic plan. 2025 Committee Chairs will be appointed following board elections in November 2024.



Expertise, connections, and involvement in our initiatives are the main factors we seek in board membership. State and federal compliance is essential to our health and growth, and we rely on board oversight to guide our practices.

## Leadership

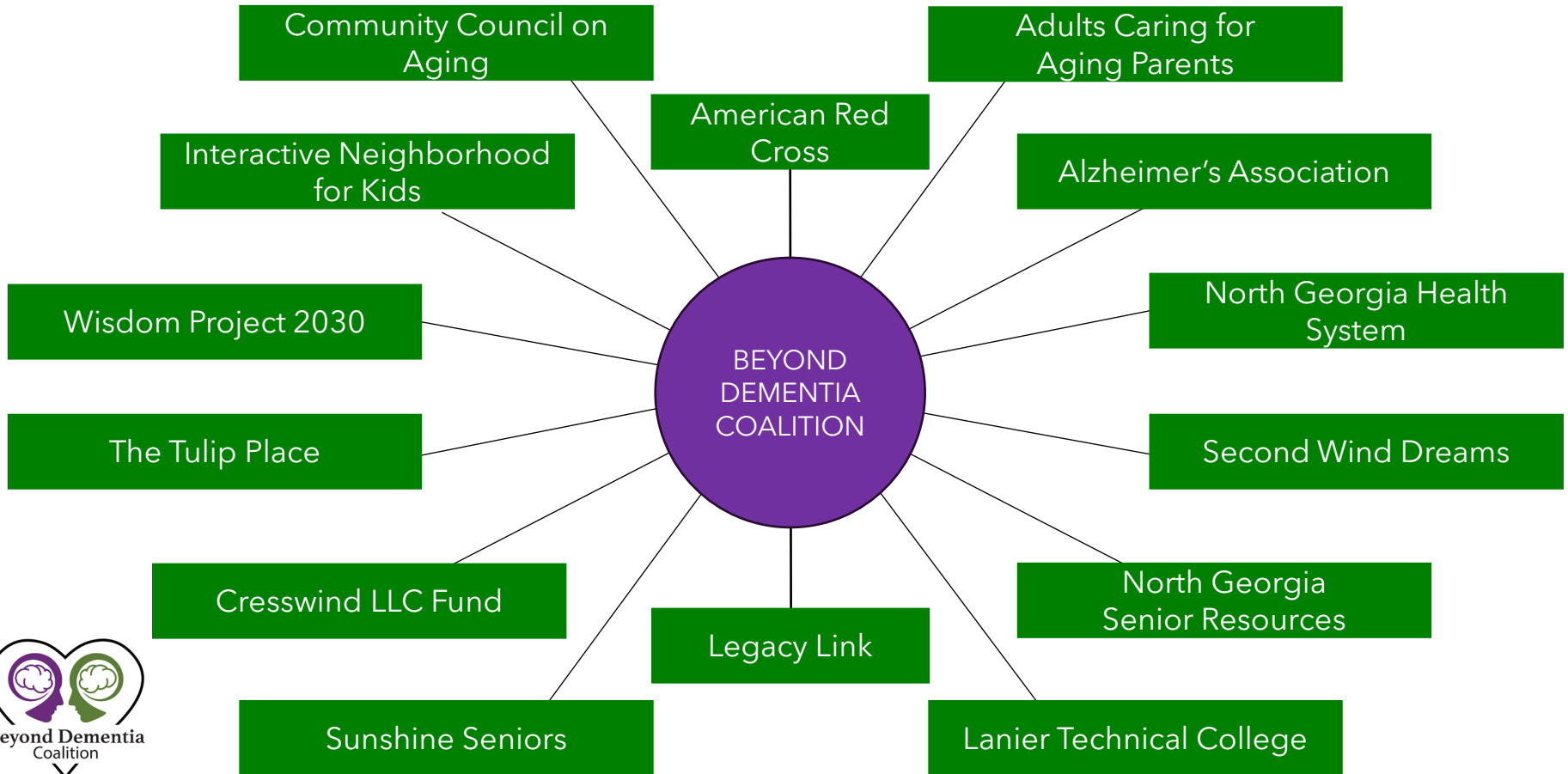
Bill Wittel, Chairman and CEO  
Cloud Conrad, Executive Director

### 2024 Board of Directors

John Copenhaver, former Southeast Regional Director for FEMA  
Libby Dunahoo, Advance Care Planning Director, North Georgia Health Systems  
Doug Hanson, former Chairman and CEO, North Georgia Works  
Will Hicks, VP at Stifel  
Bruce Leyton, Alzheimer's Association Volunteer and former IT director  
Bill Rhoads, attorney  
Gerry Roth, Alzheimer's Association Advocate and Volunteer and former retail senior executive  
Ashley Trammell, Dementia Navigator, North Georgia Health Systems  
Anslee Wilson, CEO, A Helping Hand Home Care



# STRATEGIC PARTNERSHIPS



In 2024 we directly impacted 1200+ residents of Northeast Georgia. With meager funding and community awareness. Imagine what we can accomplish in 2025!

## 2025: The Year Ahead

Our strategic plan for 2025 calls for the continuation of the objectives and strategies outlined herein, serving our four organizational points of focus: Dementia Education, Community Awareness, Fundraising, and Governance. We will build on the foundation established in 2024 and introduce additional initiatives to increase our reach, deepen our impact, and expand our coalition in pursuit of our mission.



Beyond Dementia Coalition is a 501-c-3 | EIN# 92-2825339





Please support  
our work.

Thank you.

Bill Wittel

770-335-1481

[bill@beyonddementiacoalition.org](mailto:bill@beyonddementiacoalition.org)

[www.beyonddementiacoalition.org](http://www.beyonddementiacoalition.org)

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