



Beyond Dementia  
Coalition

*See the person beyond the disease.*

# 2025 Impact Report



# TABLE OF CONTENTS

<b>Topic</b>	<b>Page</b>
About Us	3
Strategic Plan	5
Community Awareness	7
Dementia Education	13
Resource Development	18
Organizational Governance	22
The Year Ahead	25

*The quantitative data presented within this report is preliminary.  
This document will be updated once the year is closed  
and all information is finalized.*

# 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.

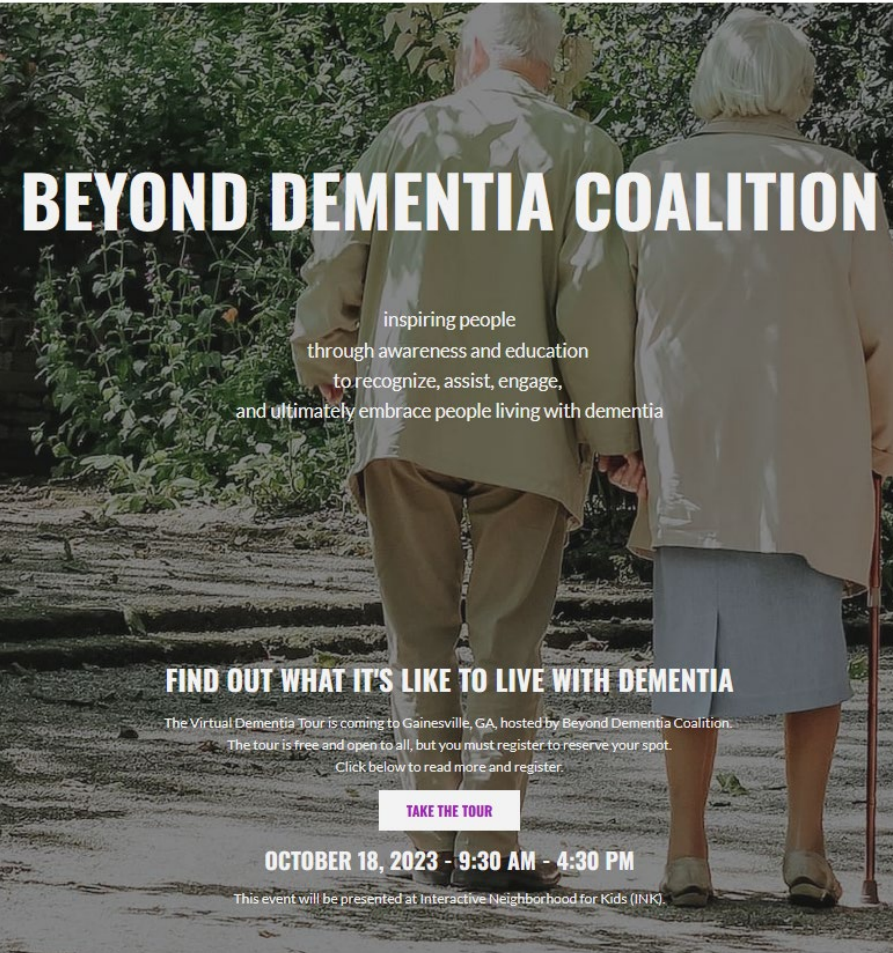
Based in **Gainesville, Georgia** we serve Hall County, North Georgia and beyond.

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



# Our Mission in Action

ABOUT US PROGRAMS ▾ EVENTS CONTACT US



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

## COMMUNITY AWARENESS

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

Develop dementia knowledge within the general public - not currently needing dementia information - through programs that are freely accessible.

COMMUNITY  
AWARENESS

2

Optimize dementia care provision through educational programming tailored to those serving seniors with cognitive impairment

DEMENTIA  
EDUCATION

3

Strengthen and diversify funding sources, promote partnerships, and build solvency and resilience

RESOURCE  
DEVELOPMENT

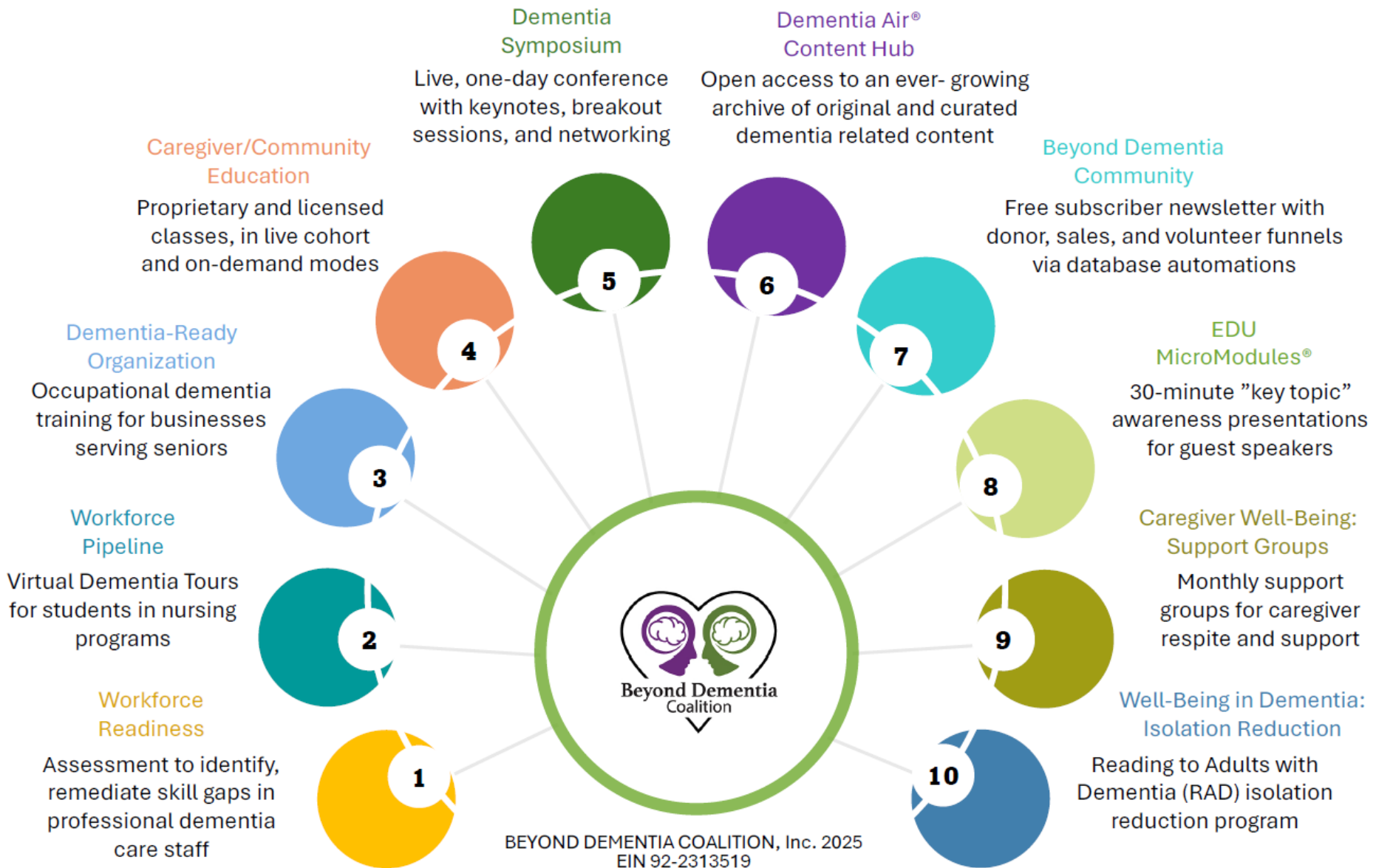
4

Reinforce organizational stability through board development, oversight

GOVERNANCE

# BEYOND DEMENTIA COALITION – 2025 SERVICE INITIATIVES

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





1

## COMMUNITY AWARENESS

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:

Dementia Air Network • Fulton County Library Educational Partnership • Georgia Public Broadcasting Partnership • Community Forums • Alzheimer's Association Community Education • Virtual Dementia Tours • Northeast Georgia Dementia Symposium



# Community Forums

Strategic partnership with Alzheimer's Association Georgia Chapter to reach the general public through congregational outreach



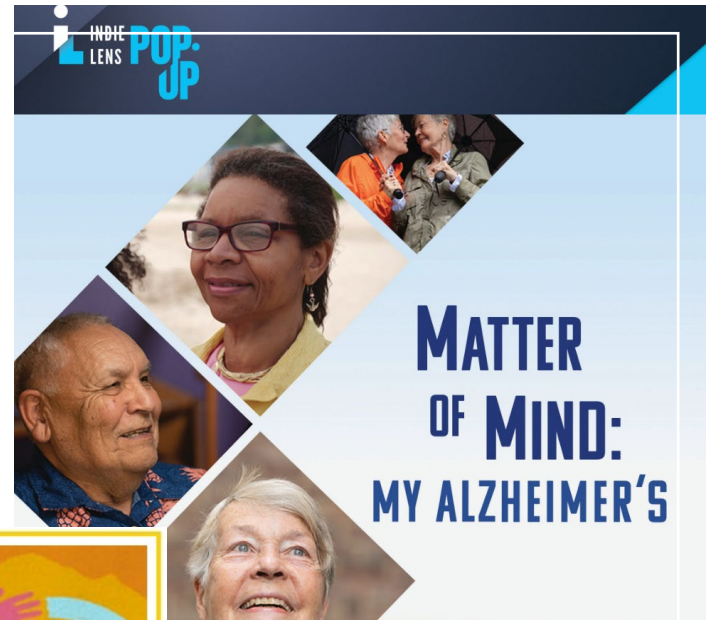
- Dunwoody United Methodist Church
- Birmingham United Methodist Church

# Community Awareness Programming

BDC partnered with Georgia Public Broadcasting and Fulton County Library System, we produced four moderated panel discussions to complement the public screenings of the new documentary Matter of Mind: My Alzheimer's held at four area libraries.

We partnered with GPB again in 2025, to livestream our symposium keynote panel discussion.

BDC partnered with Fulton County Library System to present 20 educational sessions through the year.



Additionally, our community educators presented numerous local sessions in Northeast Georgia.



# Dementia Air Network



PODCASTS

BROWSE



BLOG

BROWSE



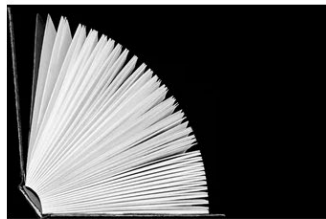
NEWSLETTER

BROWSE



DOCUMENTS

BROWSE



BOOKS

BROWSE



DIRECTORY

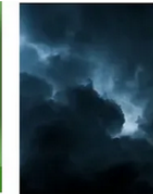
BROWSE

NOVEMBER 2025



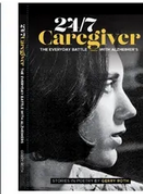
Podcast

Self-Care Practice through Ritual: Learn how dementia affects fiscal health, signs, and safeguards



Article

Dementia and Hurricanes: Part 2 What to remember about cognition this hurricane season



Podcast

When It's Time: How do you know if/when your loved one may be better off in assisted living



Essential Traits of the Caregiving Dyad

Caregiver Learning Session

4 Essential Traits of Caregivers: Principles for providing the care you want to give

IN THIS ISSUE:

- BDC News
- Self-Care Practice through Ritual
- Dementia and Hurricanes: Part 2
- When It's Time
- 4 Essential Traits of Dementia Caregivers
- Dementia Care during the Holidays
- Dementia Symposium Presentations and Handouts
- Upcoming Events
- Dementia News

## New Blog, Newsletter Join Podcast

Dementia Air Network helps Beyond Dementia Coalition make dementia information and education accessible for all, and easy to share with others.

We built on the early successes of our podcast, and added a blog and a newsletter.

The newsletter helps accelerate the growth of our user database for marketing programs and events, fundraising, and volunteer recruitment.

Database marketing helps ensure that our proprietary content reaches our audiences.

Newsletters help us build relationships with our learners, donors, partners, and volunteers.

# Community Awareness Initiatives

<b>Date</b>	<b>Host</b>	<b>Audience</b>	<b>Program</b>	<b>People Impacted</b>
(ongoing)	Fulton County Library System	Public	Educational Series	140
(ongoing)	Beyond Dementia Coalition	Public	Dementia Air Network - Podcast and Newsletter	842
(ongoing)	Beyond Dementia Coalition	Public	Website Page Views	2619
(ongoing)	Beyond Dementia Coalition	Public	Facebook, LinkedIn Interactions	920
(varies)	Alzheimer's Association	Public	Community Educator Sessions	230
January/ February	Milton Community Center	General Public	Caregiver Education	10
March	Lanier Technical College	Graduates, Families	Graduation Address	83
May	Dunwoody United Methodist Church	Public	Community Forum	100
May	Fulton County Library System	Public	Mind Over Matter Panel Discussions with Caregivers	60
May	Birmingham United Methodist Church	Public	Community Forum	100
September	Beyond Dementia Coalition and Alzheimer's Association	Public	NEGA Dementia Symposium	375
November	International Black Ministers Association		Community Forum	100

**5,436+**

# 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 all caregivers.

### INITIATIVES INCLUDED:

- Dementia Ready Industry-Specific Training (Law Enforcement, Hospital Security Staff)
- Senior Enriched Living Dementia Curricula
- Fulton County Dementia Caregiver Educational Series
- Northeast Georgia Dementia Symposium



The Virtual Dementia Tour® is a foundational piece of our program portfolio, bridging the gap between general audiences and dementia caregivers. This simulation provides a first-hand perspective on what it's like to live with the cognitive changes dementia brings.



## Virtual Dementia Tour®

*Invariably participants cite greater patience and empathy for those living with dementia after experiencing the Virtual Dementia Tour.*

We conducted VDTs in conjunction with our Dementia Organization training packages. We offered VDTs to the general public during our symposium and in November at Interactive Neighborhood for Kids®.

*The Virtual Dementia Tour® was created and patented by P.K. Beville, PhD. Internationally renown, the VDT is owned by Second Wind Dreams and provides a major source of funding for the fulfillment of dreams for seniors. Second Wind Dreams is a 501-c-3.*



*BDC conducts Virtual Dementia Tour for deputies and administrators at the Hall County Sheriff's Department.*

# Dementia Ready Organization Training



*Helping NGHS Security Staff 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 with dementia following the VDT
- The DRO Plus (SM) and DRO Pro(SM) harness awareness created through the VDT 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.
- **Dementia Ready Organization** trainings are designed for unpaid caregivers and members of the community.

# Senior Enriched Living® Dementia Course



BDC presented our curated content series “Dementia: What Everyone Should Know” eight-session curriculum three times this year, virtually, to 120 learners aged 65+ who are part of the SEL network.

# Northeast Georgia Dementia Symposium

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:

- 17** Sessions
- 346** Participants
- 17** Exhibitors



**4.7**  
out of 5



## OVERALL CONTENT SCORE

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



OVERALL AVERAGE	Score
Content	4.7
Venue	4.8
Communications	4.7
Registration Process	4.8

## Dementia Education Events

<b>Date</b>	<b>Host</b>	<b>Audience</b>	<b>Program</b>	<b>People Reached</b>
(ongoing)	Senior Enriched Living (SEL)	General Public	8-session course	120
(ongoing)	Alpharetta Library	Dementia Caregivers	Educational Series for Support Group Members	144
February/October	Birmingham United Methodist Church	Dementia Caregivers	Educational Series for Support Group Members	40
March/October	Northeast Georgia Health System Security Staff	Professional	DRO Pro Plus	55
April	Hall County Sherriff's Department	Professional	VDT	100
June	Alpharetta Senior Center	General Public	Educational Session	54
June	NARFE	General Public	Educational Session	28
September	Georgia Public Broadcasting	Public	Symposium Keynote Livestream	82
September	NEGA Dementia Symposium	General Public	Full-day Dementia Event	346
November	Interactive Neighborhood for Kids	General Public	VDT	25

3

### RESOURCE DEVELOPMENT

Funding is essential to fuel the initiatives that support our mission. Our funding for 2025 totaled

**\$183,404**

DONATIONS,  
\$147,314



GRANTS,  
\$12,500

SPONSORSHIPS,  
\$8,470

PROGRAM FEES,  
\$15,120



Northeast Georgia Community Foundation Michelle Prater and Margaux Dolence help Board Chair and CEO Bill Wittel launch wildly successful fundraising campaign with area philanthropist Bob Swoszowski.

With the help of a major matching grant fundraising campaign, our funding from donations increased exponentially.



## Visibility and Trust

We launched social media pages on Facebook and LinkedIn this spring. These channels are a key driver of reach and impact.



## Digital Media



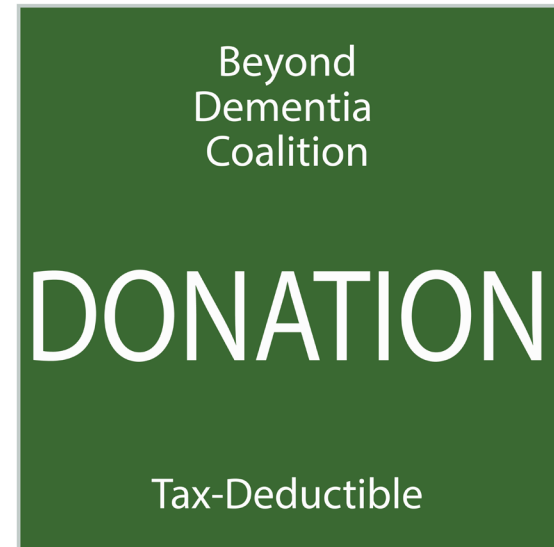
Channel	Impressions
Facebook	23,519
LinkedIn	3,103
Website	6,315



Social media helps grow our newsletter subscriptions (marketing database), as well as donations and program participation.

# Fund Management

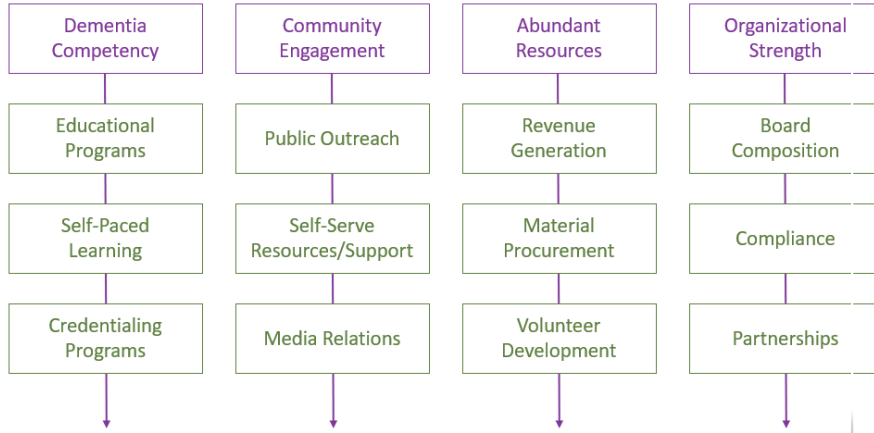
Beyond Dementia Coalition has received donations through the North Georgia Community Foundation in advance of its non-profit status as a 501-c-3. BDC will continue to receive tax deductible donations through NGCF and will set aside donations and gifts through the establishment of an agency fund with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





# OBJECTIVES & STRATEGIES

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



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:

The board of directors voted to change the bylaws so that new board members may be elected at any time, as we continue to focus on developing the breadth of expertise and backgrounds of the board composition to optimally support our strategic plan. We continue to function with the staggered term structure so that only a minority of members will change in any one year. 2026 Committee Chairs will be appointed in January 2026.



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

### 2026 Board of Directors



Libby Dunahoo, Advance Care Planning Director, North Georgia Health Systems

Sid Jacobs, retired CPA, community volunteer

Bruce Leyton, Alzheimer's Association Volunteer and retired IT director

Joan Leyton, retired realtor, community volunteer

Dr. Angela Ritter, Principal Investigator at Center for Advanced Research and Education

Gerry Roth, Alzheimer's Association Advocate and Volunteer and retired retail executive

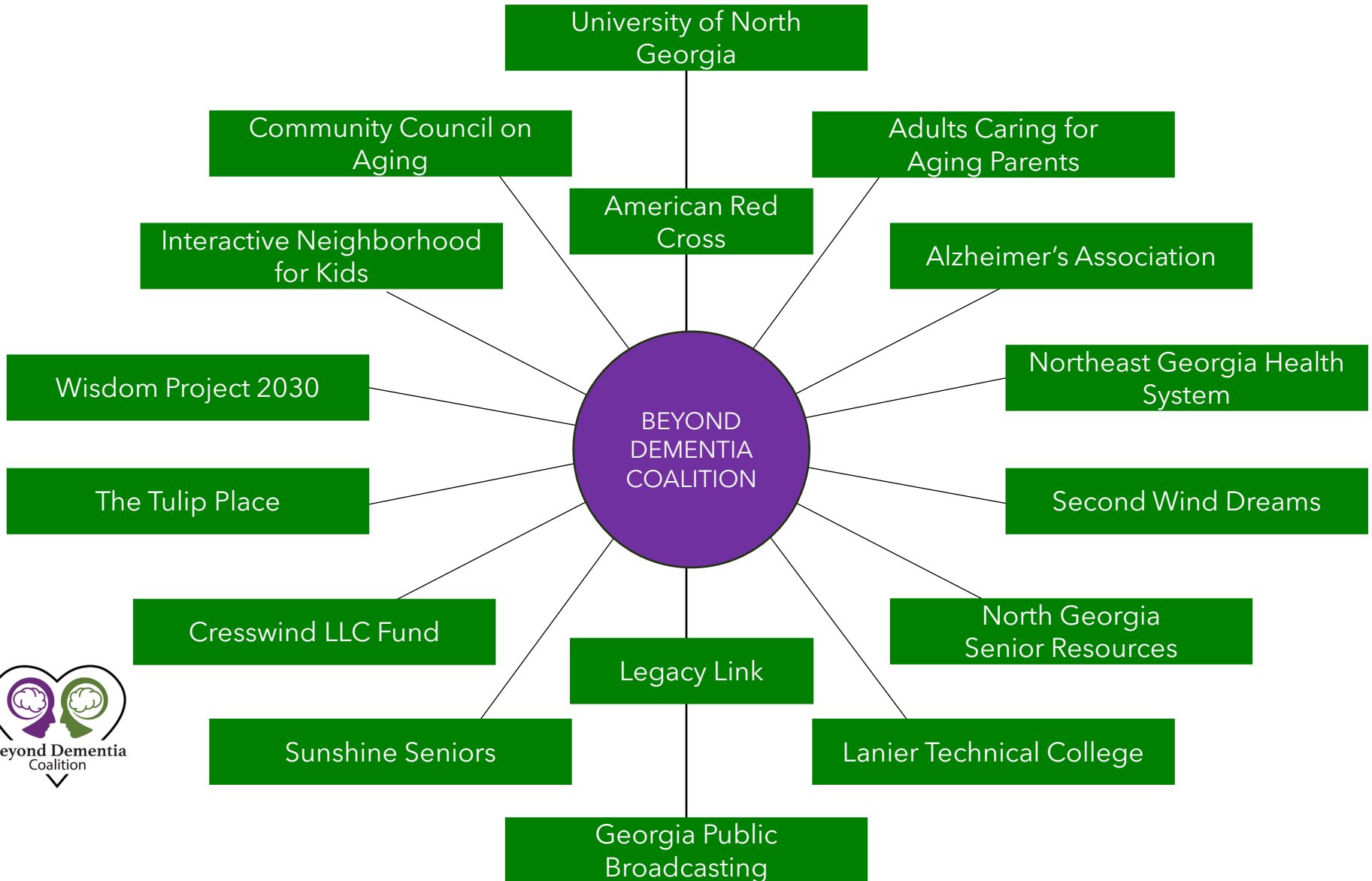
Anga-Lee Tipton, Nurse Practitioner at Lanier Village Estates

Wayne Stradley, retired airline pilot, community volunteer

Ashley Trammell, Dementia Navigator, North Georgia Health Systems

Anslee Wilson, CEO, A Helping Hand Home Care

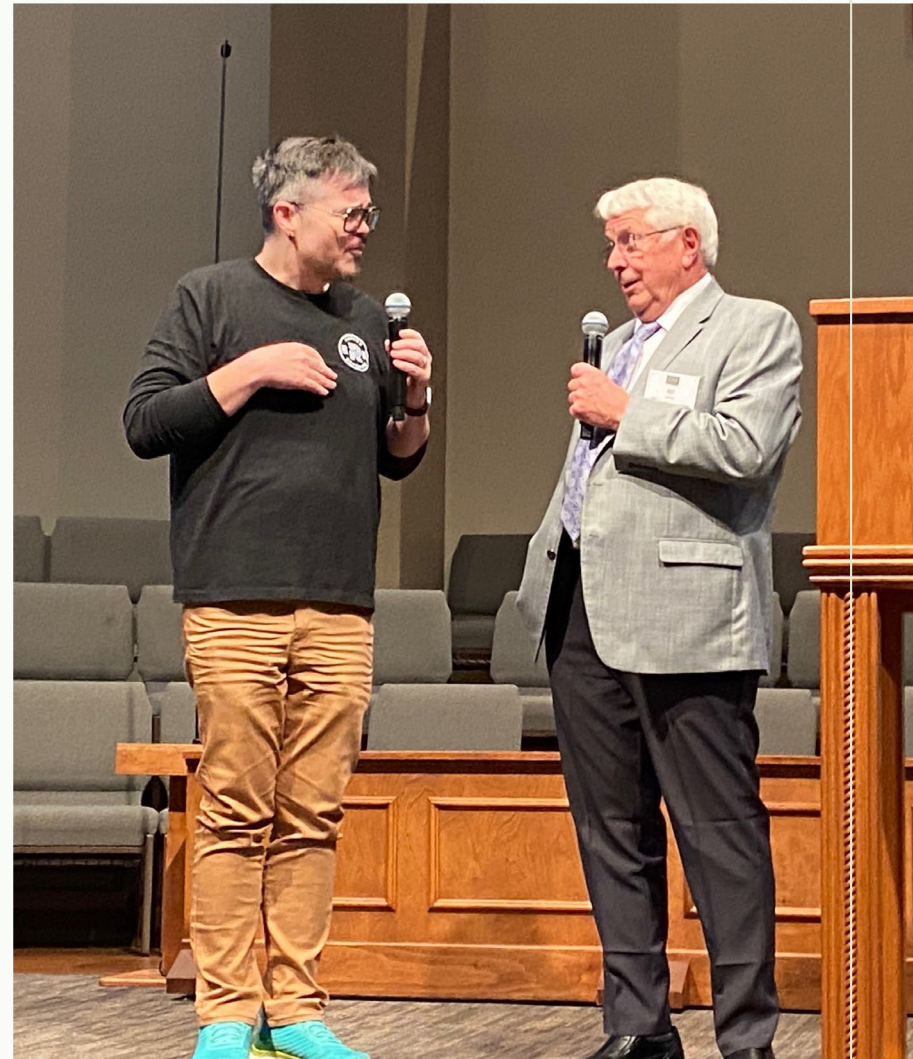
# STRATEGIC PARTNERSHIPS



In 2025 we directly impacted **6,600+ residents** of Northeast Georgia.

## 2025: The Year Ahead

Our strategic plan for 2026 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 our successes in 2025 and introduce additional initiatives to increase our reach, deepen our impact, and expand our coalition in pursuit of our mission.





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)

Beyond Dementia Coalition is a 501-c-3 | EIN# 92-2313519