

Fiscal Year 2025

Affiliated Agency Grant Application

Organization Name: Memory Matters

Project Name: Memory Matters Programs and Services

Executive Summary

An Effectiveness Measurement spreadsheet has been attached to this application.

Fiscal Year 2025

Affiliated Agency Grant Application

Date Received: 01/26/2024

Time Received: 03:25 PM

By: Online Submittal

Applications will not be accepted if submitted after 4 pm on January 31, 2024

A. SUMMARY OF GRANT REQUEST:

ORGANIZATION NAME: Memory Matters

Project/Event Name: Memory Matters Programs and Services

Contact Name: Stacy Floyd

Title: Development Director

Address: 117 William Hilton Parkway, Hilton Head Island, SC 29926

Email Address:

stacy@mymemorymatters.org

Contact Phone: 843-842-6688

Total Budget: \$1,461,724.00

Grant Amount Requested:
\$50,000.00

Provide a brief summary on the intended use of the grant and how the money would be used. (100 words or less)

Funding is requested to support Memory Matters education/wellness events and programs for families facing Alzheimer's Disease and Related Dementia (ADRD) in the Town of Hilton Head. The 2023-2025 SC Statewide Plan to Address ADRD states, "There are an estimated 197,000 caregivers in South Carolina providing almost 300 million hours of unpaid care. That unpaid care provided by family members or friends is valued at over \$4.4 billion. Caregivers of people with dementia indicate substantial financial, emotional, and physical health difficulties." Providing education for caregivers and comprehensive dementia care and support will directly impact the caregiver and individual living with ADRD.

B. DESCRIPTION OF OPERATIONS:

1. For state reporting purposes, give a brief description of the organization. (250 words or less)

Memory Matters is the only local non-profit organization serving individuals and families affected by Alzheimer's Disease and Related Dementias (ADRD) in southern Beaufort County. Caring for a loved one diagnosed with ADRD is overwhelming for most families who don't have the coping skills to manage the journey on their own. The cornerstone of Memory Matter's mission is to provide support and services for family caregivers and individuals affected by ADRD. For 26 years, Memory Matters has provided this support in Hilton Head and surrounding communities through its programs and services including free memory screenings, community and caregiver education, support groups, respite care day programs and care planning. Beaufort County has seen a 354% increase in documented dementia cases since 2000. (SC Alzheimer's Disease Registry) In 2023, Memory Matters served more than 5,000 Beaufort and Jasper County residents through community programs, education and outreach efforts. This grant would provide public function to the Town by creating an opportunity for Memory Matters to offer free baseline memory screenings which can lead to earlier diagnosis and access to treatments and services. This program will also increase access to underserved Hilton Head Island residents by providing fee assistance to attend dementia support programs and services. It will help Memory Matters reach more families affected by ADRD and provide comprehensive dementia resources, guidance, support, programs and services decreasing burden on healthcare and emergency services, ultimately creating a healthier community.

2. Describe in detail how the grant would be used? (250 words or less)

Grant funds would be used to provide fee assistance for Hilton Head families in need of financial support to attend the Memory Care Adult Day Respite Program. We assist with fees up to 90% and in some cases 100%. The Memory Care Adult Day Respite Program provides participants with ADRD a social day with interactive activities and a nutritious meal while the caregiver receives valuable respite time for self-care, medical and legal appointments, rest, etc. Funds will also support education and outreach programs such as The Savvy Caregiver, Friday's for Caregivers, community education events, and support groups. These programs are designed to provide knowledge and skills to support caregivers and help improve quality of life for both the caregiver and individual with ADRD. Funds will help provide free memory screenings in the Town of Hilton Head. Free baseline memory screenings are often our initial contact with a family in need of guidance and resources as they navigate their journey with ADRD and their physician. Memory Matters builds relationships and assists families throughout the disease process. Free Memory Screenings lead to earlier diagnosis and access to treatments and resources. Community education and outreach are also important components of this project to bring information to the community about Memory Matters programs and services and to provide hope and support for families affected by ADRD living in the Town of Hilton Head. We seek funding year round through private donations, foundations, grants, and events to support the remainder of the project budget.

3. What impact would partial funding have on the activities, if full funding were not received? What would the organization change to account for partial funding? *(100 words or less)*

Partial funding may reduce opportunities for residents with ADRD to benefit from programs such as participating in the fee assistance program to attend the Memory Care Adult Day Respite Program. If partial funding is received it could reduce the number of days a participant can attend the respite program. We will not turn anyone away, but it may mean the difference of attending one day per week

instead of two, until more funding is secured. We will continue providing community and caregiver education, however, partial funding may mean less opportunities to bring the services into the community.

4. What is the expected public benefit to these expenditures to the Island's, citizens, visitors, and/or the Town? *(100 words or less)*

The expected public benefit Memory Matters will make through this project is to improve the lives of vulnerable individuals affected by ADRD and their caregivers by increasing access to free memory screenings, dementia care support and resources for the underserved in our community and raise awareness throughout the community about our programs and services within the Town. We will increase collaboration and partnerships with other non-profits, faith-based, and health organizations serving low-income communities. By tracking and reporting data collected during this project we will learn more about the needs for dementia care in the underserved populations in our area.

5. Additional comments. *(250 words or less)*

Memory Matters evidence based programs are a proven resource for Hilton Head Island residents faced with ADRD. They improve quality of life for seniors, increase self-efficacy in managing one's health and increase independence. Memory Matters also improves the mental health of caregivers and has positive effects on depression by offering the Savvy Caregiver, a program designed to empower caregivers with skills and knowledge to help them better care for themselves and their loved one with ADRD.

C. FUNDING:

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1. Please describe how the organization is currently funded. *(100 words or less)*

Memory Matters seeks and receives funding year-round through various sources including individual donations, special events, program fees and grants. Memory Matters prepares financially for contingencies to maintain programs and services for those affected by ADRD during difficult times such as recessions, natural disasters like hurricanes and most recently, the Covid Pandemic. We have weathered all these situations over the past 26 years and after each occurrence have been able to continue to grow programs and services driven by increased demand and need in our HHI community.

2. Please also estimate, as a percentage, the source of the organization's total annual funding.

1%	Government Sources	73%	Private Contributions, Donations and Grants
3%	Corporate Support, Sponsors		Membership, Dues, Subscriptions
23%	Ticket Sales, or Sales and Services		Other

3. Please provide a summary of previous governmental funding applied for, or received, for fiscal year 2024 and fiscal year 2025. (100 words or less)

Church Mouse Thrift Store-\$1,660 received.

Hilton Head Fire Department-\$5,000 received.

Community Foundation of the Lowcountry-\$44,000 received.

Women in Philanthropy-\$25,000 submitted.

4. Please provide a summary of other sources of funding or secured for this initiative. (250 words or less)

Church Mouse Thrift Store-\$1,660 received.

Hilton Head Fire Department-\$5,000 received.

Community Foundation of the Lowcountry-\$44,000 received.

Women in Philanthropy-\$25,000 submitted.

D. FINANCIAL INFORMATION:

Fiscal Year Disclosure: Start Month: January 1, 2024 End Month: December 31, 2024

Financial Statement Requirements:

1. The upcoming year's **operating budget** for the organization.

An Organization Budget has been attached to this Application.

2. The previous two years and current year **profit and loss reports** for the organization.

A Current Profit & Loss Report has been attached to this Application.

Profit and Loss Years Provided:

2022

2023

3. The previous two years and current year **balance sheets**.

A Current Balance Sheet has been attached to this Application.

Balance Sheet Years Provided:

2022

2023

E. MEASURING EFFECTIVENESS:

1. List any award amounts received in fiscal year 2023 and/or 2024.

2023	\$25,000.00	Mobile MoCA's-Free Baseline Memory Screening for Underserved Communities
2023	\$3,000.00	Community Education and Outreach
2023	\$2,000.00	2023 Memories Do Matter Speaker Series
2023	\$10,000.00	Savvy Caregiver Program-Caregiver Education
2023	\$5,000.00	Savvy Caregiver Program-Caregiver Education
2023	\$18,000.00	Memory Care Day Program Meals
2023	\$5,000.00	Volunteer Support
2023	\$20,000.00	Fee Assistance to Attend the Memory Care Day Program
2023	\$15,000.00	Memory Care Day Program Expansion in Bluffton
2023	\$7,500.00	Fee Assistance to Attend the Memory Care Day Program
2023	\$2,000.00	Memory Care Day Program
2023	\$13,000.00	Memory Care Day Program
2023	\$2,500.00	Community Education and Outreach
2023	\$44,000.00	Memory Care Day Program
2023	\$10,000.00	Community Education and Outreach

2. How were those funds used? To what extent were the objectives achieved?
(200 words or less)

The funds above were used to support the delivery of Memory Matters Programs and Services and connect resources and support with

families affected by ADRD in our local community.

In 2023 Memory Matters was able to achieve the following:

- 458 Free base-line Memory Screenings (MoCA's) were administered by staff.
- 255 MoCA's were conducted the in Greater Beaufort County Community and 203 were conducted on HHI.
- More than 200 caregiver resource meetings were conducted.
- More than 100 community education presentations were conducted.
- 135 attended Brain Boosters classes.
- 65 individuals attended the Savvy Caregiver training program.
- 111 individuals participated in support groups in 2023.
- More than 5,000 community members were reached through community education, programs, and services.
- 75 Individuals were served in the Memory Care Adult Day Respite Program compared to

3. What impact did this have on the success of the organization and how did it benefit the community? (200 words or less)

These grants had a significant impact in the community by providing support for Memory Matters to increase awareness and access to Memory Matters resources in low-income communities in our geographic area. Offering free base-line memory screenings in the community helped us reduce travel barriers and assist with establishing trust in underserved communities that are not as familiar with Memory Matters services. We used social media and traditional advertising to help raise awareness for the programs and services Memory Matters offers. This project helped Memory Matters increase access to dementia care support and resources in our community and raised

awareness throughout the community about our programs and services.

4. How does the organization measure the effectiveness of both the overall activity and of individual programs? *(200 words or less)*

Memory Matters tracks attendance in all programs and classes. We evaluate and measure effectiveness based on feedback from participants, caregivers, volunteers, community partners, and staff members. We have also implemented an evidence-based software program (BRI Care Consultation) which will help us with tracking overall activity and follow up with individuals after initial contact often from taking a MoCA and help us build relationships, offer support and resources in rural communities by eliminating the transportation barrier, and much more.

F. EXECUTIVE SUMMARY

Provide an executive summary using the Effectiveness Measurement spreadsheet provided or your own format. If creating your own format, please refer to the Effectiveness Measurement sample spreadsheet and use the criteria as a guideline. *(1300 words or less)*

An Effectiveness Measurement spreadsheet has been attached to this application.

Signature: Stacy Floyd

Title/Position: Development Director

Mailing Address: 117 William Hilton Parkway, Hilton Head Island, SC 29926

Email Address: stacy@mymemorymatters.org

Phone Number: 843-842-6688

	2024 Approved Budget
GROSS REVENUE	
PROGRAM FEES	\$356,611.00
Compass-HHI	\$202,356.00
Compass-Bluffton	\$48,618.00
Connections-HHI	\$51,840.00
Connections-Bluffton/2.0	\$17,280.00
Registration Fee	\$2,640.00
Private Counseling	
Brain Boosters	\$14,157.00
Caregiver Partner Program	\$1,800.00
Savvy Caregivers	\$7,920.00
Music Therapy	
Caregiver Series (Brain Health Summit)	\$10,000.00
DONATIONS	
Unrestricted	\$400,000.00
Annual Appeal	\$315,000.00
Birdies for Charity	\$40,000.00
Contributions – General	\$24,000.00
Memorials/ Honorariums	\$19,000.00
Minot Endowment / CFL	\$2,000.00
Misc income (removing)	\$0.00
Special Events:	\$308,500.00
Social Event (Gala)	\$265,000.00
5K/10K Move Your Mind	\$43,500.00
Temp Restricted (Grants)	\$348,000.00
Grants	\$255,500.00
Individual Rest Major Gifts	\$92,500.00
TOTAL GROSS REVENUE:	\$1,413,111.00
EXPENSES	2024 Budget
PROGRAM – Direct	\$260,986.90
Participant Supplies (art, tools, games)	\$34,000.00
Program Enrichment (yoga, museum, etc.)	\$9,000.00
Contract Labor (C.N.A., etc....)	\$47,661.50
IT Support	\$4,860.00
IT Subscriptions	\$11,102.40
Technology Equipment	\$10,000.00
Catered Meals	\$32,055.00
Pantry Items/Snacks	\$3,900.00
Brain Boosters	\$600.00
Vol Support	\$3,000.00
Cleaning/Laundry Items	\$2,400.00
Professional Cleaning-Reg	\$10,200.00
Professional Ceaning-Extra	\$1,000.00
Water / Sewer	\$840.00
Electric	\$9,600.00
Dumpster	\$3,000.00
Facility Maintenance	\$50,000.00
Security	\$1,000.00
Landscaping	\$3,900.00

	2024 Approved Budget
HVAC	\$3,000.00
Telephone & Internet	\$12,780.00
Caregiver Series	\$7,088.00
HUMAN RESOURCES	\$994,750.00
Payroll/Salaries	\$840,000.00
Employer Taxes	\$58,800.00
Insurance - Health	\$60,000.00
Insurance - Workers Comp	\$2,100.00
Retirement Plan charges	\$1,300.00
401K Match	\$9,850.00
Continuing Education/Staff Dev	\$8,400.00
HR & Payroll Fees	\$14,300.00
ED Search / Relocation	\$0.00
Com Ed / Marketing	\$21,610.00
Caregivers 1ST Fridays	\$660.00
Media (was Marketing)	\$12,800.00
Community Presentations	\$1,800.00
Website Support	\$1,350.00
Promotional Materials	\$5,000.00
DEVELOPMENT EXPENSES	\$48,050.00
Annual Appeal Fund	\$5,000.00
Social Event (Gala)	\$30,000.00
Donor Cultivation	\$1,800.00
5k/10k Move your Mind	\$6,250.00
Donor software license	\$5,000.00
ADMINISTRATION	\$136,326.79
Accounting fees (Jill Locker)	\$0.00
Audit fees	\$8,200.00
Bank Service Charges	\$15,000.00
Copier	\$6,600.00
Insurance	\$35,000.00
Rent	\$49,826.79
Office Supplies	\$6,000.00
Dues and Subscriptions	\$3,000.00
License and Registration	\$2,000.00
Property Taxes	\$0.00
Travel Expenses/ cell phones	\$3,500.00
Postage and Shipping	\$3,000.00
Printing	\$1,200.00
Hub move	\$3,000.00
Contingency Fund	
TOTAL EXPENSES	\$1,461,723.69
Gross Revenue	\$1,413,111.00
Operating Expenses	\$1,461,723.69
EBITDA	-\$48,612.69

Memory Matters

Profit and Loss

January 1-24, 2024

	TOTAL
Income	
4000 Revenue	
4100 Program Fees	
4110 Compass	
4112 Compass HH / 5.0	0.00
4114 Compass Bluff / 3.5	14,335.00
Total 4110 Compass	3,030.00
	17,365.00
4115 Connections	
4116 Connections HH / 2.0	4,200.00
4118 Connections Bluff / 2.0	2,300.00
Total 4115 Connections	6,500.00
4120 Brain Boosters	792.00
4122 Registration Fee	75.00
4150 Savvy	396.00
4265 Caregiver Series	1,450.00
Total 4100 Program Fees	26,578.00
5000 Donations	
5100 Unrestricted Gifts	
5140 Annual	50,375.00
5165 Legacy/Memorials	2,020.00
Total 5100 Unrestricted Gifts	52,395.00
5200 Unrestricted Special Events	
5190 Gala	4,500.00
Total 5200 Unrestricted Special Events	4,500.00
5400 Grants / Major Gifts	
5440 Temp Rest	
5450 Temp Rest Grants	27,910.00
Total 5440 Temp Rest	27,910.00
5470 Major Gifts	
5475 Major Gifts Temp Rest	26,698.97
Total 5470 Major Gifts	26,698.97
Total 5400 Grants / Major Gifts	54,608.97
Total 5000 Donations	111,503.97
Total 4000 Revenue	138,081.97
Unapplied Cash Payment Income	200.00
Total Income	\$138,281.97
GROSS PROFIT	\$138,281.97

	TOTAL
Expenses	
6000 Operating Expenses	
6100 Program-Direct	
6115 Program Enrichment	350.00
6178 C.N.A.	1,841.50
6185 Electric	764.00
6205 Facility Maintenance	45.00
6210 Security	105.00
6215 Pantry Items/Snacks	41.08
6220 Catered Meals	1,299.40
6235 HVAC	129.00
6240 Professional Cleaning - Regular	738.00
6255 Water / Sewer	59.44
6275 Telephone/Internet	1,058.19
Total 6100 Program-Direct	6,430.61
6400 Human Resources	
6410 Payroll - Salaries	30,611.02
6425 Employer Taxes	2,190.38
6440 Insurance - Health	2,493.45
6465 HR/Payroll Fees	521.16
6470 Insurance - Workers Comp	64.28
6505 Retirement Match	387.68
Total 6400 Human Resources	36,267.97
6700 Comn Ed/Brain Wellness	
6790 Media	263.06
Total 6700 Comn Ed/Brain Wellness	263.06
7000 Development Direct	
7040 Gala Expense	598.25
Total 7000 Development Direct	598.25
7400 Administrative	
7015 Bank Service Charges	1,273.00
7480 Copier	498.38
7785 Travel Expense	170.00
Total 7400 Administrative	1,941.38
Total 6000 Operating Expenses	45,501.27
Misc expenses	1,226.50
Total Expenses	\$46,727.77
NET OPERATING INCOME	\$91,554.20
NET INCOME	\$91,554.20

Memory Matters

Profit and Loss

January - December 2023

	TOTAL
Income	
4000 Revenue	
4100 Program Fees	
4110 Compass	
4112 Compass HH / 5.0	168,636.00
4113 Compass Bluff / 2.0	2,335.00
4114 Compass Bluff / 3.5	28,050.00
Total 4110 Compass	199,021.00
4115 Connections	
4116 Connections HH / 2.0	58,450.00
4118 Connections Bluff / 2.0	20,150.00
Total 4115 Connections	78,600.00
4120 Brain Boosters	14,060.00
4122 Registration Fee	3,025.00
4125 Private Counseling	29,327.75
4140 Caregiver Partner Program	1,470.00
4150 Savvy	6,435.00
4265 Caregiver Series	4,960.00
Total 4100 Program Fees	336,898.75
5000 Donations	
5100 Unrestricted Gifts	
5140 Annual	318,501.38
5160 Contributions - Individuals/Gro	42,468.17
5165 Legacy/Memorials	18,066.00
5170 Minot Endowment	2,100.00
5240 Birdies for Charity	40,560.78
5250 Misc. Income	0.00
Total 5100 Unrestricted Gifts	421,696.33
5200 Unrestricted Special Events	
4290 5K/10K	46,502.00
5190 Gala	266,644.00
Total 5200 Unrestricted Special Events	313,146.00
5400 Grants / Major Gifts	
5440 Temp Rest	
5450 Temp Rest Grants	285,950.00
5460 Temp Rest Donations	7,348.12
Total 5440 Temp Rest	293,298.12
5470 Major Gifts	
5480 Major Gifts Unrestricted	89,678.38
Total 5470 Major Gifts	89,678.38

	TOTAL
Total 5400 Grants / Major Gifts	382,976.50
Total 5000 Donations	1,117,818.83
Total 4000 Revenue	1,454,717.58
5800 Investment Income	
5810 Investment Income - Capital	43,891.00
5830 Investment Income - Endowment	115,372.83
5840 Investment Income - Operating	-12,124.95
5850 Fidelity Income	16,834.71
Total 5800 Investment Income	163,973.59
Unapplied Cash Payment Income	5,000.00
Total Income	\$1,623,691.17
GROSS PROFIT	\$1,623,691.17
Expenses	
6000 Operating Expenses	
6100 Program-Direct	
6110 Participant Supplies	7,795.44
6115 Program Enrichment	7,869.50
6125 IT Support	10,682.50
6130 IT Subscriptions	18,648.46
6135 Technology / Equipment	9,461.19
6170 Cleaning/Laundry Supplies	2,402.81
6178 C.N.A.	28,906.50
6180 Dumpster	3,219.55
6185 Electric	9,085.37
6205 Facility Maintenance	12,981.73
6210 Security	872.35
6215 Pantry Items/Snacks	4,205.18
6220 Catered Meals	27,629.79
6226 Landscaping	3,228.00
6230 Professional Cleaning - Extras	600.00
6235 HVAC	9,579.90
6240 Professional Cleaning - Regular	9,008.95
6252 Volunteer Expense	1,543.10
6255 Water / Sewer	757.63
6275 Telephone/Internet	12,624.71
6725 Brain Boosters	165.67
Total 6100 Program-Direct	181,268.33
6400 Human Resources	
6410 Payroll - Salaries	809,598.64
6425 Employer Taxes	58,784.06
6440 Insurance - Health	40,164.04
6465 HR/Payroll Fees	13,158.40
6470 Insurance - Workers Comp	1,700.19
6505 Retirement Match	10,048.49
6590 Continuing Education/Staff Dev	9,872.36
Total 6400 Human Resources	943,326.18

	TOTAL
6700 Comn Ed/Brain Wellness	
6715 1st Fridays	74.20
6785 Community Outreach	1,529.86
6790 Media	21,417.35
6795 Website Support	1,334.53
6800 Promotional Items	2,545.04
Total 6700 Comn Ed/Brain Wellness	26,900.98
7000 Development Direct	
6777 Brain Health Summit	7,939.80
7010 Annual Fund	4,621.53
7020 Donor Cultivation	439.90
7025 Donor Software License	5,863.65
7040 Gala Expense	59,332.53
7290 5K/10K Expenses	5,913.47
Total 7000 Development Direct	84,110.88
7400 Administrative	
7015 Bank Service Charges	14,623.18
7380 Postage and Shipping	3,228.32
7440 Accounting fees	41.75
7470 Audit Fees	8,200.00
7480 Copier	6,235.16
7490 Insurance	34,673.32
7680 Office Supplies	5,627.58
7710 Dues and Subscriptions	2,704.43
7740 License and Registration	2,051.20
7770 Property taxes	2,997.10
7775 Printing	910.96
7780 Rent	1,735.00
7785 Travel Expense	3,159.57
Total 7400 Administrative	86,187.57
Total 6000 Operating Expenses	1,321,793.94
8000 Other Expenses	
7560 Investment Fees - Capital	1,893.54
7620 Investment Fees - Endowment	-32,467.52
7650 Investment Fees -Operating	4,478.50
8010 Depreciation	74,328.39
Total 8000 Other Expenses	48,232.91
Total Expenses	\$1,370,026.85
NET OPERATING INCOME	\$253,664.32
NET INCOME	\$253,664.32

Memory Matters

Profit and Loss

January - December 2022

	TOTAL
Income	
4000 Revenue	
4100 Program Fees	
4110 Compass	135,439.75
4115 Connections	50,360.00
4120 Brain Boosters	9,555.00
4122 Registration Fee	2,875.00
4125 Private Counseling	45,950.25
4140 Caregiver Partner Program	1,610.00
4150 Savvy	3,564.00
4265 Caregiver Series	22,190.00
Total 4100 Program Fees	271,544.00
5000 Donations	
5100 Unrestricted Gifts	
5140 Annual	305,283.68
5160 Contributions - Individuals/Gro	52,721.38
5165 Legacy/Memorials	34,875.17
5170 Minot Endowment	2,000.00
5240 Birdies for Charity	27,233.30
5250 Misc. Income	-313.99
Total 5100 Unrestricted Gifts	421,799.54
5200 Unrestricted Special Events	
4290 5K/10K	35,411.09
5190 Gala	163,048.16
4270 Community Events	440.00
5197 Arts and Appetizers	3,933.00
Total 5190 Gala	167,421.16
Total 5200 Unrestricted Special Events	202,832.25
5400 Grants / Major Gifts	343,133.54
Total 5000 Donations	967,765.33
Total 4000 Revenue	1,239,309.33
5800 Investment Income	
5810 Investment Income - Capital	-71,517.97
5830 Investment Income - Endowment	-96,149.02
5840 Investment Income - Operating	-115,735.27
5850 Fidelity Income	-3,183.19
Total 5800 Investment Income	-286,585.45
Total Income	\$952,723.88
GROSS PROFIT	\$952,723.88

	TOTAL
Expenses	
6000 Operating Expenses	
6100 Program-Direct	
6110 Participant Supplies	381.96
6115 Program Enrichment	3,374.55
6125 IT Support	9,282.60
6130 IT Subcriptions	16,207.26
6135 Technology / Equipment	10,722.18
6170 Cleaning/Laundry Supplies	839.48
6178 C.N.A.	18,107.25
6180 Dumpster	2,555.09
6185 Electric	8,831.65
6205 Facility Maintenance	7,352.54
6210 Security	517.20
6215 Pantry Items/Snacks	1,548.65
6220 Catered Meals	15,641.51
6226 Landscaping	3,580.00
6235 HVAC	1,080.00
6240 Professional Cleaning - Regular	9,902.94
6252 Volunteer Expense	795.23
6255 Water / Sewer	995.40
6275 Telephone/Internet	11,275.42
6725 Brain Boosters	338.49
Total 6100 Program-Direct	123,329.40
6400 Human Resources	
6410 Payroll - Salaries	763,642.54
6425 Employer Taxes	56,777.12
6440 Insurance - Health	29,431.16
6465 HR/Payroll Fees	13,243.86
6470 Insurance - Workers Comp	1,635.25
6500 Retirement Plan	1,300.00
6505 Retirement Match	10,062.53
6590 Continuing Education/Staff Dev	7,932.65
6595 ED Search & Relocation	49,985.67
Total 6400 Human Resources	934,010.78
6700 Comn Ed/Brain Wellness	
6715 1st Fridays	292.50
6785 Community Outreach	1,126.93
6790 Media	7,283.35
6795 Website Support	717.74
6800 Promotional Items	2,648.55
Total 6700 Comn Ed/Brain Wellness	12,069.07

	TOTAL
7000 Development Direct	
6777 Brain Health Summit	18,526.17
7010 Annual Fund	4,773.08
7020 Donor Cultivation	376.52
7025 Donor Software License	3,635.00
7040 Gala Expense	21,514.48
6779 Community Events Expenses	1,225.72
7045 Arts & Apps	744.33
Total 7040 Gala Expense	23,484.53
7290 5K/10K Expenses	7,407.30
Total 7000 Development Direct	58,202.60
7400 Administrative	
7015 Bank Service Charges	14,559.68
7380 Postage and Shipping	2,469.19
7440 Accounting fees	268.75
7470 Audit Fees	7,800.00
7480 Copier	5,937.70
7490 Insurance	25,369.64
7680 Office Supplies	3,564.78
7710 Dues and Subscriptions	1,312.14
7740 License and Registration	847.85
7770 Property taxes	1,569.77
7775 Printing	2,444.18
7780 Rent	9,617.00
7785 Travel Expense	2,740.78
Total 7400 Administrative	78,501.46
Total 6000 Operating Expenses	1,206,113.31
8000 Other Expenses	
7560 Investment Fees - Capital	1,982.51
7620 Investment Fees - Endowment	2,932.38
7650 Investment Fees -Operating	5,037.70
8010 Depreciation	73,412.88
Total 8000 Other Expenses	83,365.47
Total Expenses	\$1,289,478.78
NET OPERATING INCOME	\$ -336,754.90
Other Expenses	
Reconciliation Discrepancies-1	-7.00
Total Other Expenses	\$ -7.00
NET OTHER INCOME	\$7.00
NET INCOME	\$ -336,747.90

Memory Matters

Balance Sheet

As of January 24, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1020 South State Bank	192,691.14
Petty Cash	356.04
Total Bank Accounts	\$193,047.18
Accounts Receivable	
1150 Grants Receivable	55,500.00
Total Accounts Receivable	\$55,500.00
Other Current Assets	
Undeposited Funds	400.00
Total Other Current Assets	\$400.00
Total Current Assets	\$248,947.18
Fixed Assets	
1510 Building & Improvements	1,205,302.13
1520 Furniture & equipment	139,481.45
1530 Land & Improvements	601,862.31
1540 Intangible Assets	31,310.00
1580 Accumulated Depreciation	-795,052.04
Total Fixed Assets	\$1,182,903.85
Other Assets	
1705 Fidelity	516,094.73
1750 Morgan Stanley-Operating Reserve 069	699,766.18
1760 Morgan Stanley-Capital Reserve 067	254,176.97
1770 Morgan Stanley - Endowment Fund - 068	320,499.58
Total Other Assets	\$1,790,537.46
TOTAL ASSETS	\$3,222,388.49
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
3100 Restricted Endowment Fund	202,770.21
3110 Temp.Restricted Bldg. Fund	170,605.84
3120 Temporarily Restricted Grants	92,121.80
3130 Unrestricted Fund	2,221,789.62
Opening Bal Equity	0.00
Unrestrict (retained earnings)	442,570.05
Net Income	92,530.97
Total Equity	\$3,222,388.49
TOTAL LIABILITIES AND EQUITY	\$3,222,388.49

Memory Matters

Balance Sheet

As of December 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1020 South State Bank	250,560.17
Petty Cash	356.04
Total Bank Accounts	\$250,916.21
Accounts Receivable	
1150 Grants Receivable	55,500.00
Total Accounts Receivable	\$55,500.00
Other Current Assets	
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$306,416.21
Fixed Assets	
1510 Building & Improvements	1,205,302.13
1520 Furniture & equipment	139,481.45
1530 Land & Improvements	601,862.31
1540 Intangible Assets	31,310.00
1580 Accumulated Depreciation	-795,052.04
Total Fixed Assets	\$1,182,903.85
Other Assets	
1705 Fidelity	366,094.73
1750 Morgan Stanley-Operating Reserve 069	699,766.18
1760 Morgan Stanley-Capital Reserve 067	254,176.97
1770 Morgan Stanley - Endowment Fund - 068	320,499.58
Total Other Assets	\$1,640,537.46
TOTAL ASSETS	\$3,129,857.52
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
3100 Restricted Endowment Fund	202,770.21
3110 Temp.Restricted Bldg. Fund	170,605.84
3120 Temporarily Restricted Grants	92,121.80
3130 Unrestricted Fund	2,221,789.62
Opening Bal Equity	0.00
Unrestrict (retained earnings)	188,905.73
Net Income	253,664.32
Total Equity	\$3,129,857.52
TOTAL LIABILITIES AND EQUITY	\$3,129,857.52

Memory Matters

Balance Sheet

As of December 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1020 South State Bank	250,560.17
Petty Cash	356.04
Total Bank Accounts	\$250,916.21
Accounts Receivable	
1150 Grants Receivable	55,500.00
Total Accounts Receivable	\$55,500.00
Other Current Assets	
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$306,416.21
Fixed Assets	
1510 Building & Improvements	1,205,302.13
1520 Furniture & equipment	139,481.45
1530 Land & Improvements	601,862.31
1540 Intangible Assets	31,310.00
1580 Accumulated Depreciation	-795,052.04
Total Fixed Assets	\$1,182,903.85
Other Assets	
1705 Fidelity	366,094.73
1750 Morgan Stanley-Operating Reserve 069	699,766.18
1760 Morgan Stanley-Capital Reserve 067	254,176.97
1770 Morgan Stanley - Endowment Fund - 068	320,499.58
Total Other Assets	\$1,640,537.46
TOTAL ASSETS	\$3,129,857.52
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
3100 Restricted Endowment Fund	202,770.21
3110 Temp.Restricted Bldg. Fund	170,605.84
3120 Temporarily Restricted Grants	92,121.80
3130 Unrestricted Fund	2,221,789.62
Opening Bal Equity	0.00
Unrestrict (retained earnings)	188,905.73
Net Income	253,664.32
Total Equity	\$3,129,857.52
TOTAL LIABILITIES AND EQUITY	\$3,129,857.52

Memory Matters

Balance Sheet

As of December 31, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1020 South State Bank	168,492.57
Total Bank Accounts	\$168,492.57
Total Current Assets	\$168,492.57
Fixed Assets	
1510 Building & Improvements	1,205,302.13
1520 Furniture & equipment	139,481.45
1530 Land & Improvements	601,862.31
1540 Intangible Assets	31,310.00
1580 Accumulated Depreciation	-720,723.65
Total Fixed Assets	\$1,257,232.24
Other Assets	
1705 Fidelity	349,260.02
1750 Morgan Stanley-Operating Reserve 069	626,585.41
1760 Morgan Stanley-Capital Reserve 067	212,179.51
1770 Morgan Stanley - Endowment Fund - 068	262,443.45
Total Other Assets	\$1,450,468.39
TOTAL ASSETS	\$2,876,193.20
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
3100 Restricted Endowment Fund	202,770.21
3110 Temp.Restricted Bldg. Fund	170,605.84
3120 Temporarily Restricted Grants	92,121.80
3130 Unrestricted Fund	2,221,789.62
Opening Bal Equity	0.00
Unrestrict (retained earnings)	525,653.63
Net Income	-336,747.90
Total Equity	\$2,876,193.20
TOTAL LIABILITIES AND EQUITY	\$2,876,193.20

**AFFILIATED AGENCIES
EFFECTIVENESS MEASUREMENT**

*Please refer to the SAMPLE Effectiveness Measurement Form for examples. When completing this form, please expand, contract, or add to the sections as needed (but contain the form to a total of approximately 2 pages). You may choose to use your own format instead of this form, and if doing so, please use the criteria below as a guideline. Regardless of format, **each applicant should choose how they measure degree of success. Applicants need to explain why this is an effective measurement technique that reflects results and how that relates to the objective.***

TOPIC	THE PLAN	BUDGET	ACTUAL SPENT	RESULTS <i>When possible, provide planned results vs. actual results, and/or current year vs. prior year results .</i>
Marketing and Community Outreach for all MM Programs and Services				
First Friday	Provide 9 free Zoom caregiver meetings with guest speakers on various topics related to ADRD	\$ 660.00	\$ 74.20	Attendance exceeded 160 participants in both 2022 and 2023.
Community Outreach	Increase Community Outreach through Marketing, Community Presentations, Community events, etc.	\$ 1,800.00	\$1,529.86	Presentation attendees grew from 3736 in 2022 to 4863 in 2023, Free Memory Screenings were up from 301 in 2022 to 458 in 2023
Media	Increase Digital and traditional advertising (print, billboard, TV, social media, etc.) to raise awareness about MM Programs and Services.	\$ 16,748.00	\$ 21,417.35	More than 5,000 served in 2023, compared to 4,000 in 2022 .Increased outreach efforts helped raise awareness about MM Programs and Services.
Web-site Support	Maintain IT support	\$ 1,000.00	\$ 1,334.53	IT support provided to maintain web-page, social media, e-mail marketing, etc.
Promotional Items	Provide Community Events, Speaker Series, Farmers Market and increase attendance for MM classes and programs.	\$ 1,000.00	\$ 2,545.04	Savvy Caregiver increased from 36 attendees in 2022 to 65 in 2023. Speaker Series reached more than 400 individuals. Participation in local events like the Bluffon Farmer's Market and Shelter Cove Volunteer Event has helped increase awareness and attendance as evidenced by increased participation numbers.

**AFFILIATED AGENCIES
EFFECTIVENESS MEASUREMENT**

TOPIC	THE PLAN	BUDGET	ACTUAL SPENT	RESULTS <i>When possible, provide planned results vs. actual results, and/or current year vs. prior year results .</i>
Total		\$ 21,208.00	\$ 26,900.98	

Program Direct-Memory Care Adult Day Respite Program and Early Memory Loss Classes, Brain Boosters				
Ceritified Nursing Assistant	Provide a C.N.A. to support participants with safety, ambulation, toileting, dining, activities, behavior redirection, etc.	\$ 20,628.25	\$ 28,906.50	C.N.A. provided support for Memory Care day program participants. 75 individuals attended in 2023 compared to 66 in 2022. Expanded day program from 3 days per week to 5 days per week and one day in Bluffton in 2023 from 2022 which increased need for more C.N.A. hours.
Participant Supplies	Provide dementia specific, engaging activity programs.	\$ 1,800.00	\$ 7,795.44	Purchased new supplies (activity supplies, crafts, etc.) for increased day program days and locations.
Program Enrichment	Provide engaging social and sensory stimulating programs.	\$ 3,600.00	\$ 7,869.50	Increased entertainers, instructors, artists, etc. to provide enriching programs for the increased day program days and locations.
Catered Meals/Snacks	Provide nutritious lunch and snacks for participants.	\$ 21,495.00	\$ 31,834.97	Increased meals and snacks for added days and increase in food costs.
Brain Boosters	Increase attendees for the Brain Wellness Classes.	\$ 200.00	165.67	Administrative costs, printing. Increased attendance from 97 to 135 from 2022 to 2023.
Volunteers	Increase volunteer program support.	\$ 1,200.00	\$ 1,543.10	Volunteers have increased from 31 to 53. Volunteers help serve participant meals, assist with activities, provide additional safety and assistance during the day program.
IT/Tech Support	Maintain IT support and subscriptions.	\$ 25,000.00	\$ 29,330.96	Tech support to maintain all IT systems, and subscriptions to operate database, tracking software, etc.
Utilities	Maintian utilities.	\$ 24,900.00	\$ 25,687.26	Water, Dumpster, Phone, Electric
Tech/Equipment	Install cameras, update old cameras.	\$ 5,000.00	\$ 9,461.19	New Cameras installed for safety.

**AFFILIATED AGENCIES
EFFECTIVENESS MEASUREMENT**

TOPIC	THE PLAN	BUDGET	ACTUAL SPENT	RESULTS <i>When possible, provide planned results vs. actual results, and/or current year vs. prior year results .</i>
Cleaning	Maintain DHEC Requirements	\$ 14,200.00	\$ 12,011.76	Maintain clean and sanitized dining, activity, office and restroom spaces per DHEC Requirements.
Landscaping	Maintain Grounds	\$ 3,750.00	\$ 3,228.00	Create safe and clean walkways and parking lot for guests.
Maintenance	Maintain DHEC Requirements	\$ 4,000.00	\$ 12,981.73	Repairs as needed to maintain DHEC requirements.
Security	Maintain security system	\$ 420.00	\$ 872.35	System maintained to meet DHEC requirements.
HVAC	Maintain DHEC Requirements	\$ 1,600.00	\$ 9,579.90	New HVAC system installed to maintain DHEC requirements.
Total		\$ 127,793.25	\$ 181,268.33	

Supports Program and Service Delivery to the Community				
Staff to conduct Programs, Services, Administrative/Operational Duties	Retain, recruit and cultivate professional staff members to deliver high quality programs and services to the community.	\$ 957,585.33	\$ 943,326.18	<p>Memory Matters Employs an Executive Director, Development Director, Marketing Director, Financial Services Director, Receptionist, Family Advocate, Social Worker, Programs and Services Director, 2 Program Specialists/Activity Coordinators, Community Education Director, and 1 part-time Volunteer Coordinator.</p> <p>Each employee either provides direct community education, programs/services or helps support programs and services through operational and administrative duties and serves to increase awareness about Memory Matters programs and services.</p>

**AFFILIATED AGENCIES
EFFECTIVENESS MEASUREMENT**

TOPIC	THE PLAN	BUDGET	ACTUAL SPENT	RESULTS <i>When possible, provide planned results vs. actual results, and/or current year vs. prior year results .</i>
				<p>In 2023, MM hired a new Recreation Therapist who is also bi-lingual to enhance programs and services and assist with translation as needed. We hired a part-time Volunteer Coordinator to help recruit, retain and acknowledge volunteers. We brought on a new Social Worker to assist families with guidance and resources. All staff receive annual and quarterly dementia training and ongoing professional development to ensure high quality services are being provided for the community. Memory Matters offers a full benefits package and generous vacation and holidays to attract and maintain staff.</p>
Total		\$ 957,585.33	\$ 943,326.18	

Total		\$ -	\$ -	

**AFFILIATED AGENCIES
EFFECTIVENESS MEASUREMENT**

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**AFFILIATED AGENCIES
EFFECTIVENESS MEASUREMENT**

TOPIC	THE PLAN	BUDGET	ACTUAL SPENT	RESULTS <i>When possible, provide planned results vs. actual results, and/or current year vs. prior year results .</i>
				Memory Matters offers a full benefits package and generous vacation and holidays to attract and maintain staff.
Total		\$ 957,585.33	\$ 943,326.18	

Total		\$ -	\$ -	

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**AFFILIATED AGENCIES
EFFECTIVENESS MEASUREMENT**

TOPIC	THE PLAN	BUDGET	ACTUAL SPENT	RESULTS <i>When possible, provide planned results vs. actual results, and/or current year vs. prior year results .</i>
Total		\$ -	\$ -	

Total Budget to Actual

\$ 1,106,586.58 \$ 1,151,495.49