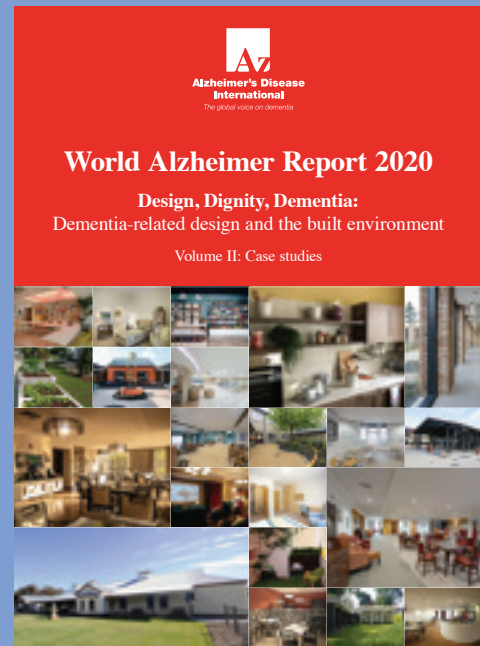


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# ANNUAL REPORT

WE  
MADE  
THE  
CUT!



Abe's Garden is  
internationally  
recognized as a  
groundbreaker in  
dementia design

# 2020: OVERCOMING UNPRECEDENTED CHALLENGES

## A Letter from the Founder and Chairman of the Board

Dear Friends,

Practicing perseverance tops the list for 2020. It was a year of unprecedented challenges locally, nationally and globally. It was also a year of unwavering support from communities near and far.

I'm extremely proud of our passionate and committed team members for working through the pandemic with bravery, creativity and flexibility. They continued to go above and beyond to ensure the health and well-being of residents and staff, including delivering meals daily, creating safe and innovative engagement opportunities, and organizing virtual visits with loved ones. We communicated with family members frequently to share resident engagement, health updates and to relay continuously changing protocols.

One of our greatest challenges was managing significant unbudgeted expenses (including crucial supplies of food, protective gear, and sanitation supplies) with simultaneous decreases in revenue from on-site day program services and deferred move-ins.

Our ability to continue to serve and provide care to our beloved seniors today is thanks to our outstanding team members, residents, friends and donors who supported us emotionally, financially and physically through the unforgettable year.

Personally, and on behalf of the Board of Directors, **thank you** to every single team member and donor of time or treasure for making all we have accomplished possible. I look forward to keeping you informed as we expand to make an even greater impact on the lives of all seniors, not only those with Alzheimer's and related memory challenges, as Abe's Garden Community.

With pride and sincere appreciation,



Michael D. Shmerling  
Chairman of the Board

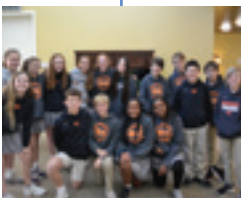


## Here's a look back at some noteworthy moments at Abe's Garden in 2020:

### JANUARY

"Mealtime Assistance and Nutrition for People with Dementia," a collaboration with Vanderbilt University Medical Center, launched "Snack Tips," the fifth video in the nutrition education video series

Sixteen seventh graders visited and interviewed residents for The Ensworth Memory Project, a multidisciplinary school project that launched its partnership with Abe's Garden in 2016



### FEBRUARY

Live entertainment was in full swing, including an Elvis impersonator who charmed and entertained residents on Valentine's Day and Belmont University theatre students who sang Broadway songs

The Independent Living dining room celebrated its grand opening to reveal renovations

The Rapid Response team, including clinical and leadership staff, was developed to be informed daily about COVID-19 and proactively prepare



## MARCH



COVID-19 restrictions began and protocols were implemented per the Tennessee Department of Health

Virtual visits for residents and loved ones were initiated

Delivery of meals and individual in-home engagement activities to Independent and Assisted Living residents began

## APRIL

Virtual engagement activities – such as exercises, “Virtual Vacations” and concerts – were launched via online platforms

Staff communication training through the Paraprofessional Healthcare Institute (PHI) began for those in supervisory positions

The sixth and final chapter of the nutrition education video series, “Mealtime Observations,” premiered

## MAY

Initiated a partnership with Thompson & Associates to offer complimentary estate planning to friends of Abe’s Garden, which reviews or creates a plan to minimize taxes and maximize what is left for loved ones and cherished organizations

In response to the pandemic, Giving Tuesday announced May 5th to be an additional day of global giving and unity, which helped Abe’s Garden raise nearly \$12K

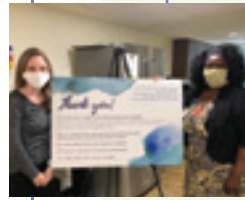


Abe’s Garden Community Group participants virtually reunited once again with their inspirational British pal, Peter Berry, who was diagnosed with early onset dementia and has co-authored *Slow Puncture: Living Well With Dementia*

Residents were treated to Mother’s Day corsages handmade by Primrose students

## JUNE

The entire staff was thanked publicly in *Community Impact Newspaper*



Donna Coleman, MS, CFRE, who served as Gift Planning Advisor, was promoted to Senior Director, Marketing and Development

## JULY

PHI communication training was expanded to all staff

Kylie Stratton joined the team as Senior Director, Home Care to launch Abe’s Garden at Home

## AUGUST

Abe’s Garden celebrated 5 years of transforming care for individuals with Alzheimer’s disease and other dementias with a special 5-year anniversary issue of *Seeds*

## OCTOBER

Abe’s Garden received a Tennessee Community CARES Program grant to help with ongoing efforts to address health and economic needs created by the pandemic

## SEPTEMBER

Alzheimer’s Disease International published *World Alzheimer Report 2020: Design, Dignity, Dementia*, in which Abe’s Garden is featured as a case study and recognized as a “groundbreaker” in design for people living with dementia

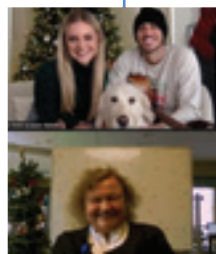


## NOVEMBER

An anonymous \$250K gift was received to support the expansion of music and dance-focused initiatives throughout the campus

## DECEMBER

Musicians On Call, a nonprofit organization that provides unique volunteer-driven music experiences, provided residents with virtual performances and a virtual meet-and-greet with artists Kelsea Ballerini and Morgan Evans



Instruments For Education donated three violins, which are being used by our life engagement team for community performances and to offer residents one-on-one lessons

# WORDS OF GRATITUDE

"Thank you so much! The whole family appreciates all the care the whole Abe's Garden team has taken of the residents during this very lengthy and stressful time. I think you all have done a remarkable job under what has to have been enormous pressure. We certainly appreciate it, and we hope many, many other families have expressed that to you as well."

– **Lee Blankenship, daughter of an Independent Living resident**

"It has been a once-in-a-lifetime struggle to keep Park Manor and Abe's Garden safe and well. You and your management team have done a remarkable job through each long week. Heartfelt thanks from [our entire family]."

– **The family of two Assisted Living residents**

"We are so thankful that my mom was living at Abe's Garden when the pandemic started. If she had been somewhere else, or at home, I would not have felt as comforted as I do. Abe's Garden has been out in front of things from the very beginning. We know how much everyone cares about the residents and the extra effort they are putting in to keep both residents and staff [as safe as possible]."

– **Shanna Whitelaw, daughter of a Memory Support resident**

"Thank you for doing an exceptional job. We are so glad that we are here during this trying time with COVID-19. Thank you for going above and beyond to take care of us and the community."

– **An Independent Living resident**

"I want to personally thank you and the rest of the clinical team for the diligence and care that you all are exhibiting in trying to care for all of us residents during the COVID-19 pandemic. It is a difficult job. I applaud your efforts!"

– **An Independent Living resident**

# ABE'S GARDEN

## 2020 BY THE NUMBERS

OVER  
**15,000**  
RESIDENTIAL  
NIGHTS

HOME TO  
**52**  
RESIDENTS

**513**

philanthropic  
partners gave

**\$1.65M**

in new gifts and pledges in  
support of the  
Abe's Garden mission;

**42%**

of them were  
new donors

**25,710**

NUTRITION  
EDUCATION  
VIDEO SERIES  
VIEWS

**39,560**

TOTAL VIEWS OF  
FREE CAREGIVING  
EDUCATIONAL  
VIDEOS

# 2020 COVID IMPACT

(April – December)

**3,000+**

COVID tests given to team members and residents

**70+**  
**HOURS**

of free virtual support and engagement programming for those in the earliest stages of dementia who could not meet in person for Abe's Garden Community Group

**300+**  
**HOURS**

of nursing staff time spent administering COVID tests

**75+** **TEXT**  
**MESSAGES**

sent to the entire staff with COVID-related protocol and testing updates

**7,500+**  
**HOURS**

of housekeeping staff time spent disinfecting the campus

**90+**  
**LETTERS**

sent to residents and loved ones with COVID-related protocol and testing updates

# OVERVIEW & FINANCIALS

## MISSION STATEMENT

Abe's Garden<sup>®</sup> is establishing a model of residential, day and community-based programs for those with Alzheimer's disease. The goal is to transform care for those with Alzheimer's and other dementias throughout the United States by providing an unprecedented level of care for individuals diagnosed with these disorders. Equally important, it is a site of research and teaching, setting a new standard for other programs and residential communities devoted to caring for our nation's rapidly expanding population.

## HISTORY & BACKGROUND

Year of Incorporation: 2007

Organization's Tax-Exempt Status: 501(c)(3)

Organization's Federal Tax ID Number: 06-1818302





# 2020 BOARD OF DIRECTORS

**Michael Shmerling, *Chairman***  
Clearbrook Holdings Corp.

**Phil Billington, *Treasurer***  
HCA Healthcare

**Donald Holmes, *Vice Chairman***  
Delek US Holdings\*

**Susan Foxman, *Secretary***  
Foxman Law PLLC; Vanderbilt Law School\*

**Chris Brown**  
Wiedenbach Brown, Inc.

**Ryan Moses**  
Best Brands

**Scott Burns**  
Woodmont Investment Counsel, LLC

**Mary Kate Mouser**  
Sideview Partners, LLC; Ascension

**Kim Campbell**  
The CareLiving Foundation

**Faith Ott**  
SageAge Strategies

**Ron Corbin**  
Allstate Insurance Company\*

**Bernard Pargh**  
B.A. Pargh Company; Private Investor

**Katie Crumbo**  
Vanderbilt University Medical Center

**James Phillips, MBA**  
Incarnate Capital

**Jim Daniell, MD**  
Vanderbilt University Medical School\*

**Bill Purcell**  
Frost Brown Todd

**John Hassenfeld**  
The Write! Source

**Jayne Sallerson**  
Charter Senior Living

**Charlotte Nesbitt Langford, MA**  
Park Manor; Abe's Garden\*

**James E. Shmerling, DHA, FACHE**  
Connecticut Children's Medical Center

**Paula Lovell**  
Lovell Communications, Inc.\*

**Saurabh Sinha**  
emids Technologies

**Bob McKown\*\***  
Bob McKown & Company

**Dr. John Zeisel**  
The I'm Still Here Foundation &  
The Hearthstone Institute

**Steve Moran**  
Senior Living Foresight

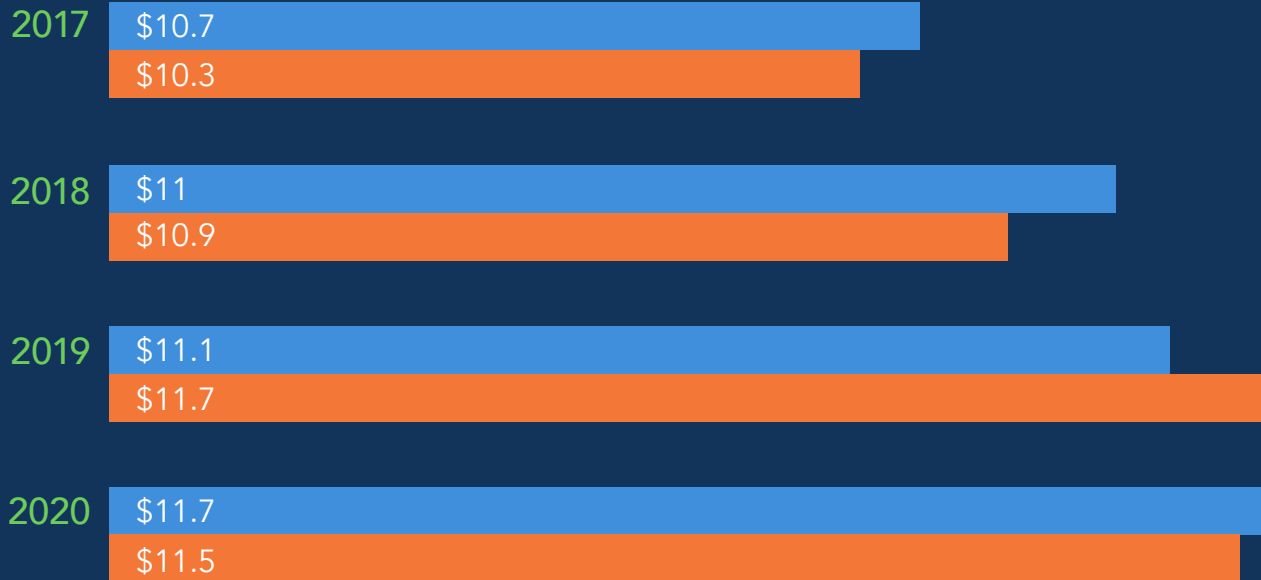
*\*Retired \*\*Deceased*



# REVENUE/EXPENSES

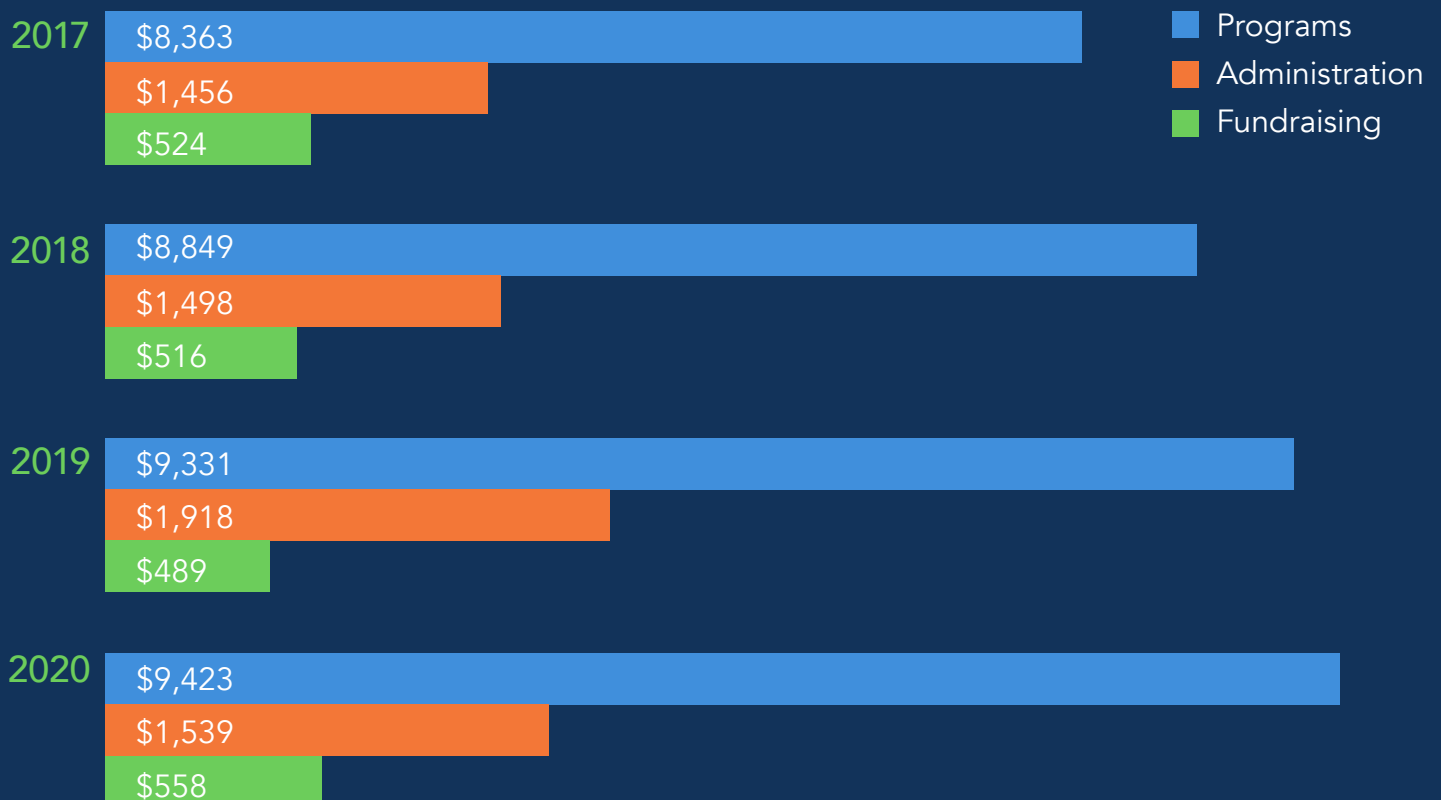
(in millions)

Revenue  
Expenses



## 2020 EXPENSE BREAKDOWN

(in thousands)





# 2021 NATIONAL FACTS

FROM THE ALZHEIMER'S ASSOCIATION®\*

Alzheimer's and dementia deaths have **INCREASED 16%** during the COVID-19 pandemic



More than  
**6M AMERICANS**  
are living with Alzheimer's



**1 IN 3 SENIORS** dies with Alzheimer's or other dementia; it kills more people than breast cancer and prostate cancer combined.



Between 2000 and 2019, deaths from heart disease have decreased 7.3% while **DEATHS FROM ALZHEIMER'S DISEASE HAVE INCREASED 145%**





615.997.3030 | [www.abesgarden.org](http://www.abesgarden.org)  
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@abesgarden

Abe's Garden<sup>®</sup> is a 501(c)(3) nonprofit organization.