



# The I'm Still Here Foundation

# ANNUAL REPORT 2021

*The I'm Still Here Foundation*

*Providing hope to persons  
living with dementia  
and their caregivers*



[imstillhere.org](http://imstillhere.org)

# Message from the Leadership

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The I'm Still Here Foundation is committed to supporting organizations and individuals in developing innovative programs for persons living with memory loss, their care partners and local communities. With generous support from the Cummings Foundation, the I'm Still Here Foundation awarded grants in 2021 to four organizations to initiate programs in their communities. We are pleased to highlight these innovative projects in this report.

The Board reviewed and adopted a strategic agenda that will carry the Foundation into the future, expand capacity and further promote the I'm Still Here approach to engaging persons living with dementia. A key step was the hiring of professional staff to manage and administer programs, strengthen communications and lead fundraising efforts.

The Foundation seeks to share our knowledge and experience gained over many years in supporting persons living with dementia. We are very grateful for the support of so many in giving hope and joy to all those whose lives are touched by dementia.

Jerry Pucillo, MA | John Zeisel, Ph.D., Hon D.Sc.  
Chair | Founder and Board Member



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**John Zeisel, Ph.D., Hon D. Sc.**  
Founder

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**Mary Anne Grant**  
Director of Development  
and Communications



# Our commitment . . .

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## Mission

To promote The I'm Still Here engagement programs that enable persons living with dementia to flourish.



## Vision

To be a national and international leader in life-enhancing, non-pharmacological and evidence-based approaches that foster hope and make a difference for those living with memory loss, their care partners and society at large.

## Values

*What we value . . .*



# Why we exist . . .

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To ensure dignity, give hope and make a difference.

The I'm Still Here Foundation fosters and encourages non-pharmacological treatment and community engagement based on the key principles for persons living with dementia and their care partners:

- **Acceptance:** Engage the full person - they are still there.
- **Positivity:** Encourage the person to use their skills and abilities to succeed and master new skills.
- **Open-minded:** Employ all methods to reduce medications.
- **Involved:** Include all persons living with dementia in their communities.
- **Inventive:** Take advantage of existing community resources.
- **Respectful:** Respect each person's choices, wishes and capacities.
- **Relational:** Reinforce relationship with care partners and the community.
- **Comprehensive:** Reach persons with dementia living at home and in other settings.
- **Inclusive:** Include and involve care partners in programs and activities.
- **Educational:** Educate individual and community partners in new and positive ways to engage with persons living with dementia.
- **Meaningful:** Create meaning in the life of each person by helping them give to and share with others.
- **Encouragement:** Help everyone living with dementia to learn and grow.
- **Creative:** Use the arts and all the senses to engage persons living with dementia.



# What we do . . .

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In 2020, the Foundation began to help communities, organizations and care facilities to develop and implement innovation life-giving programs to persons living with dementia. Our Innovative Programs grants provide seed funds to launch programs that utilize the "I'm Still Here" principles. The ISH Foundation supported the following innovative programs:

## 2020 Award

- **Equine Therapy Program, Windrush Farm, Andover, MA**

*The program provided opportunities for persons living with dementia to have meaningful interactions with horses.*

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## 2021 Awards

- **Man's Best Friend Innovative Community Engagement Program  
Poydras Homes, New Orleans, LA**

*Poydras is creating a partnership with a local animal rescue organization to enhance the lives of persons living with dementia through animal companionship and enduring social, emotional and tactile experiences.*

- **Virtual Exercise Classes, Town of Arlington, MA**

This project creates and offers specialized virtual exercise classes for persons with dementia living at home, engaging with care partners and taught by a trained Dementia Friend fitness instructor.

- **Community Social Connections Program, Martha's Vineyard Center For Living, Vineyard Haven, MA**

This program is designed to offer social events in the community for persons living with dementia, their care partners and the community at large to promote dignity, reduce stigma, support independence and foster community engagement. Events include music, a social with horses, museum visits, films and more.

- **"Art Is...In" Program, The Memory Center for University of Chicago Medicine and GoldMind Arts and Aging, Chicago, IL**

Professional curated art kits will be provided for 400 individuals living with dementia so they can engage in meaningful art projects in their homes.

Hundreds of people will be served by the programs created by these organizations.

# Founder Spotlight: Dr. John Zeisel

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“The I’m Still Here Principles foster HOPE and make a difference for persons living with dementia and their care partners. ENGAGEMENT is the key to overcoming most of the problems people have with dementia.”

– John Zeisel



Dr. John Zeisel is the Founder of the I’m Still Here Foundation, which was established in 1996 to advance nonpharmacological (eco-psycho-social) methods and interventions for persons living with dementia. His groundbreaking book, "I’m Still Here: A new philosophy of Alzheimer’s Care", (Penguin/Avery Books 2010), describes neuroscientific evidence for this approach, along with the major underlying social shift necessary for its acceptance. Despair can be replaced with Hope and the acknowledgment that every person can make a positive difference in the wellbeing of persons with dementia by the way we communicate, engage and relate to those living with this condition.

John received his PhD in Sociology from Columbia University, a Loeb Fellowship from Harvard’s Graduate School of Design, and an Honorary Doctorate from Salford University, (United Kingdom). He has served on the faculty at Yale University, McGill University, Harvard Architecture School, University of Minnesota, and Salford University, as well as the Sorbonne University in Paris. His environment-behavior (E-B) research methodology textbook *Inquiry by Design: Environment / Behavior / Neuroscience in Architecture, Interiors, Landscape, & Planning* (W. W. Norton, 2006) is widely used in university courses.

As founder and owner of Hearthstone Alzheimer’s Care for many years, John designed and implemented a carefully planned and managed environment for PLWD that led to lower rates of anxiety, aggression, and apathy, less dependence on medication, and fostered engagement and involvement by families and caregivers. His work has been recognized nationally and internationally and he has received numerous national awards and citations from prestigious organizations. John’s legacy is to share what he has learned over many years to improve the lives of persons with dementia and those who care for them.

# FINANCIALS



## The I'm Still Here Foundation STATEMENT OF FINANCIAL POSITION

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<b>Assets</b>	<b>2020</b>	<b>2019</b>
Current Assets		
Cash	\$ 53,941	\$ 18,436
Total Current Assets	<u>\$ 53,941</u>	<u>\$ 18,436</u>
<b>Total Assets</b>	<u>\$ 53,941</u>	<u>\$ 18,436</u>
<b>Liabilities and Stockholders' Deficit</b>		
Current Liabilities		
Due to related party	\$ -	\$ 1,220
<b>Total Current Liabilities</b>	<u>\$ -</u>	<u>\$ 1,220</u>
<b>Net Assets</b>		
Without Donor Restrictions	\$ 53,941	\$ 17,216
With Donor Restrictions	\$ -	\$ -
<b>Total Net Assets</b>	<u>\$ 53,941</u>	<u>\$ 17,216</u>
<b>Total Liabilities and Net Assets</b>	<u>\$ 53,941</u>	<u>\$ 18,436</u>

## THANK YOU . . .

### *With heartfelt thanks to our donors*

Cummings Foundation	Marc Lessard
1992 Charitable Trust	Llewelyn Foundation
Nancy Aronie	Alice Martell
Anne Basting	Massachusetts Cultural Council
Brookline Community Foundation	McCance Family Foundation
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Robert Kramer	Natalie Yates-Bolton
Susan Law	John Zeisel and Jacqueline Vischer

Family members and donors who wish to remain anonymous.

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



**Thank you for your donation!**