



AMAZING PLACE 2013 Annual Report

Each day is a gift. As we care for those with dementia and their caregiving families we recognize how special each day is. For most of my adult life, I have carried a wooden angel around and kept it on my kitchen counter where I could see it regularly. It reads "Each day is a gift from the Lord, that's why it's called the present". It has inspired me for years. At Amazing Place, we celebrate the present and try to help each participant and caregiver understand the value in each moment of each day, month and year. Living fully in the present is the best way to approach the journey of dementia and caregiving.

In early 2014, we began serving near capacity levels, which has been our goal and dream for the past four years. We are honored and privileged to serve more participants and caregivers than ever, fully utilizing our beautiful facility, talented team and innovative programs. While we reach more families, we also want to make it clear "we are not full!" Our population fluctuates and we continue to try and find a spot for everyone who needs our services.

We are filled with gratitude for all who have sent a friend, family member or colleague our way, and to the many physicians and other health professionals who encourage their patients to call and take a tour. We are a community ministry and without the support of these referrals, in addition to our 14 sponsoring churches, our dynamic board and advisory board, the hundreds of volunteers who support us each year, and the generous donors who provide the funds we need to operate, we would not be here to serve the ever-expanding number of adults with mild to moderate dementia.

The increasing aging population and corresponding numbers of those with dementia are a challenge we are doing our part to address. Not only do we evaluate our current programs and services every year, as seen on the following pages, but we are also looking forward and indentifying ways to serve the staggering numbers in the future. Our board and staff are actively engaged in strategic planning and a financial sustainability project focused on this goal.

As we live in the present, celebrate the gifts of the past, and look ahead to the future, we thank all of you for your support of the mission of Amazing Place.



Tracey Brown, Executive Director
June 2014

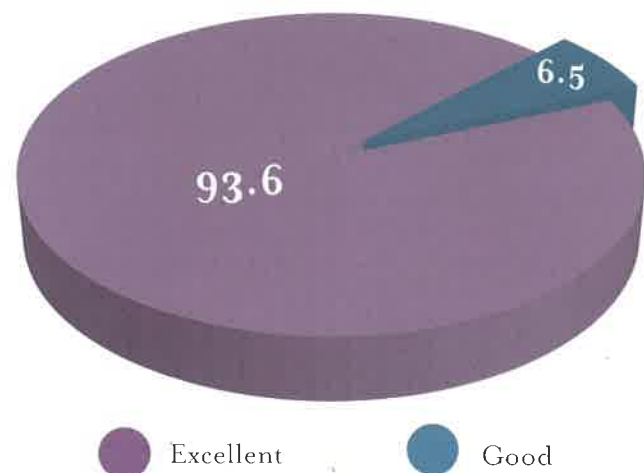


AMAZING PLACE Caregivers Survey

High Satisfaction and Improved Quality of Life for Loved Ones and Caregivers

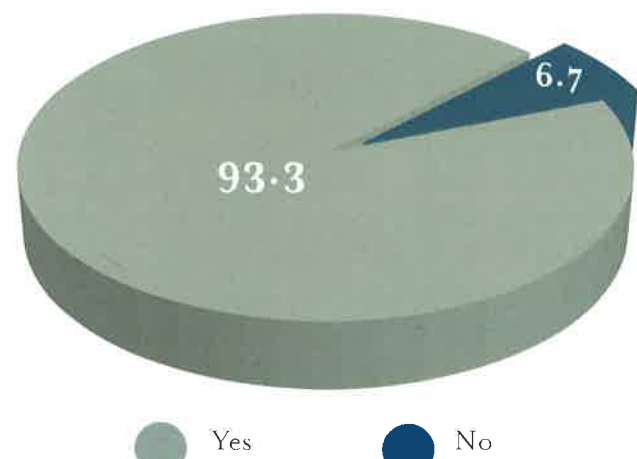
In the second annual survey of Amazing Place caregivers, conducted by Sharon Otswald, PhD, RN, caregivers continue to report exceedingly high satisfaction with all aspects of Amazing Place. A full 100% believe that Amazing Place staff is knowledgeable, friendly and demonstrates respect. Most important, they overwhelmingly felt that as a result of Amazing Place, their loved ones had less anxiety and depression, were more cheerful and had improved quality of life. In addition, the caregivers felt better able to manage their loved ones at home, and also experienced less stress, anxiety and depression.

Caregivers' Overall Rating of Amazing Place on a Scale of Poor to Excellent

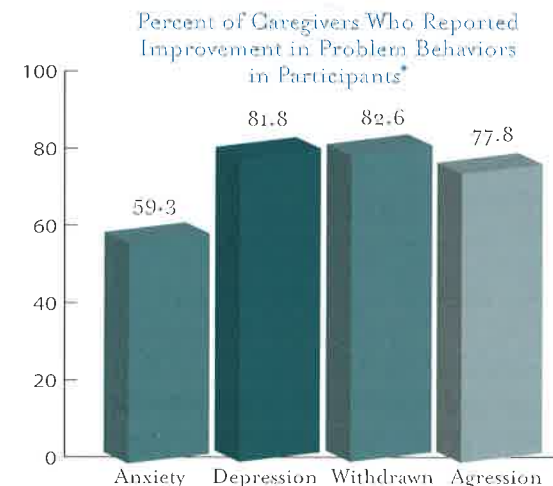


*No Ratings of Poor, or Satisfactory

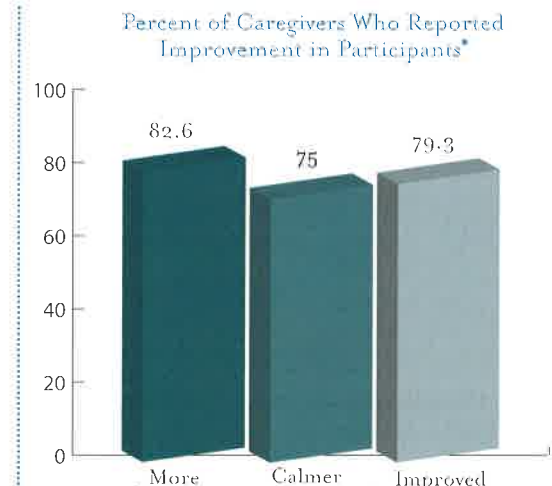
Percent of Caregivers Who Feel Better Able to Manage Their Relative at Home Because of Involvement with Amazing Place



Benefits for Participants



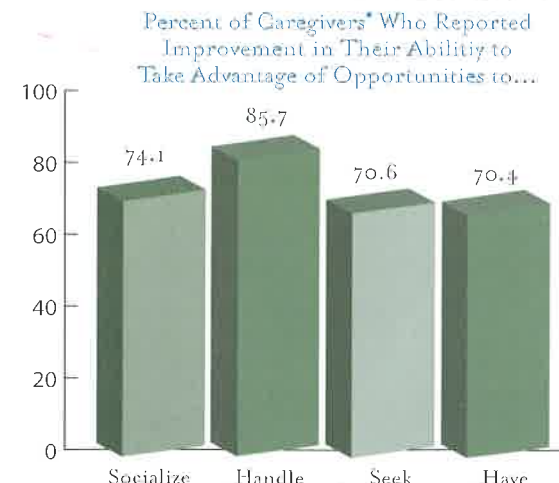
*Behaviors previously reported as problems by caregivers



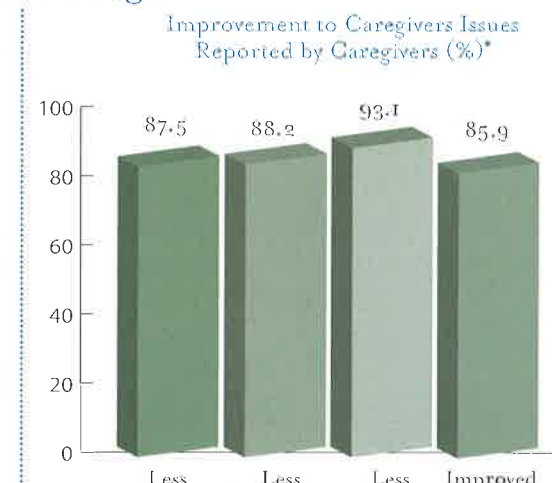
*Characteristics previously reported as a problem by caregivers

"It makes him feel safe, happy and worth something because he learns and experiences things...He looks forward to it every day... the variety of activities is awesome and helps with his enthusiasm and eagerness to participate."

Benefits for Caregivers



*Issues previously reported as problems by caregivers



*Issues previously reported as problems by caregivers

(What I like best is) "the compassionate, dynamic and total approach to managing this disease. The positive effects are reflected in the faces and lives of the participants."



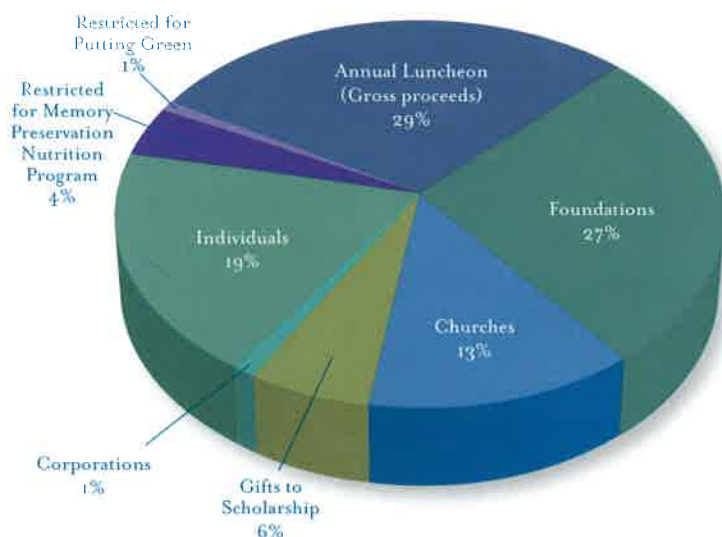
SELECTED Financial Data

UNRESTRICTED ACTIVITIES FOR THE YEAR ENDED DECEMBER 31, 2013

	UNRESTRICTED
REVENUE	
Contributions	\$ 580,708
Participant Revenue, net of scholarships of \$117,704	679,354
Special events	357,496
Less direct donor benefit	(35,774)
Investment return, net	27,100
Total revenue	1,608,884
Net assets released from restrictions:	
Program expenditures	387,481
Capital expenditures	31,917
Total	2,028,282
EXPENSES	
Program services	1,236,811
Management and general	479,838
Development	258,154
Total expenses	1,974,803
CHANGES IN NET ASSETS	53,479

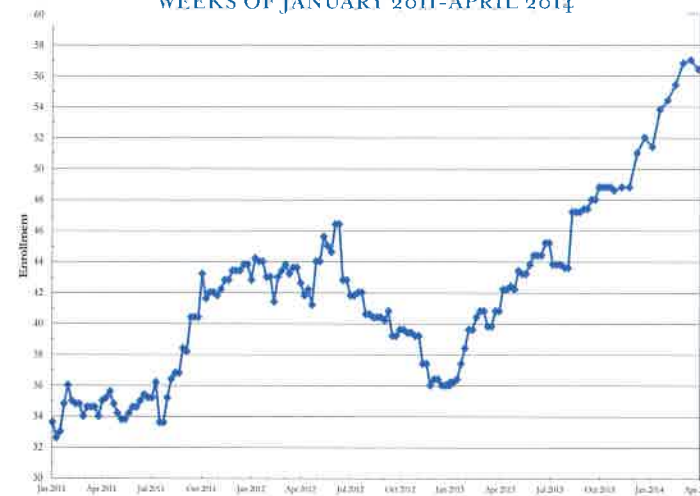
Our fundraising efforts and the response from the community was exceptionally strong in 2013. The Annual Luncheon was our most successful to date, grossing \$357,496. Individual giving was a significant source of growth, and included two significant restricted campaigns for our new Putting Green and the implementation of the Memory Preservation Nutrition program. We are the first day program in the country to implement this evidence-based nutrition program to benefit the brain health of our participants and their families.

2013 CONTRIBUTIONS



Our financial statements and independent auditors' report for the years ended December 31, 2013 and 2012 are available on our website, www.amazingplacehouston.org

AMAZING PLACE AVERAGE DAILY PARTICIPANT ENROLLMENT WEEKS OF JANUARY 2011-APRIL 2014



Our facility was designed to serve 60 participants with mild to moderate dementia per day. In order to build and reach capacity over the last few years, we have had to overcome a number of challenges including the natural denial and resistance among families when it comes to early-stage dementia, and the ongoing attrition that occurs as individuals with dementia progress to need further support and assistance. As a result, it has taken additional resources in marketing, communications and development so that we can continue to serve and attract those who need our unique program. Additionally, we have invested in the staff and technology to run our non-profit like a business. Finally, we continue to invest in providing community support and education about brain health and dementia, implementing a new Speakers Bureau last year, which is available to present to churches, community and professional organizations and companies.

Participant Revenue increased 5% in 2013 as Amazing Place reached close to participant capacity. Enrollment increased steadily throughout 2013 and interest in our program was strong. Marketing efforts of the past couple of years were highly effective in building towards capacity in 2013. Approximately 46% of the support to our operations is derived from Participant Revenue and Scholarships granted.

The makeup of our participants in 2013 was 49% male and 51% female, with an average age of 77. There were five participants in their 50's, 11 in their 90's, with the majority in their 60's and 70's. 63% of our participants were college graduates or have obtained post graduate degrees.

Scholarships granted for tuition assistance and transportation totaled \$117,704 – an increase of 3.5% from 2012. Approximately 20% of our families receive some form of support from our scholarship fund. Scholarships granted range from assistance of 20% of tuition to as high as 85%. Additionally, the VA paid for 35 veterans to attend our program in 2013.

2013 EXPENSES BY FUNCTIONAL CATEGORY

