

marymac missions



2013 Annual Report

February 15, 2014

Dear friends,

Thank you for your continued support of our vision-in-action since 2010. 2013 was a difficult year for our mission work due to my father's death in May and my subsequent need to spend six months in Syracuse, NY managing my family's estate. Perhaps this crisis and my writing about it on the Marymac Missions' Monthly News (e-newsletter) and the marymacmissions.com website contributed to the site growing 400% (monthly average unique visits increased from 300 in 2012 to 1600 in 2013). We delivered holistic health programs for free and for a fee to 13,000 total unique visitors (at rest-stop-ranch.com- up 100% from 2012) online and 303 people onsite. In the course of preparing a keynote presentation for the Alzheimer's Association CNY Chapter DEMENTIACARE 2013 Conference, I developed and presented a new & improved "Take Care" 12-step teaching, coaching & practice model for dementia-carers ages 8-88+, to include best-practices findings of global dementia-carer researchers. At our home, Rest.Stop.Ranch, we planted an evergreen hedge in the spring, art pops in summer, and had 14 friends from NE-ARC Burlington, MA test our wheelchair-accessible gardens in the fall. Please enjoy reading the annual report!

Moving forward with a listening heart,
vision, inquiry, and action,
~ Mary

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our values: Creative, Accessible, Sustainable

our vision: caregivers and receivers feel and know the presence of caring community companions throughout and beyond the long-term-care journey; they are empowered to love themselves and each other in balanced ways; they experience universal comfort, respite and recreation in local natural places of hospitality.

our mission statement: **we meet people where they are**

Champions for individuals, couples, and families affected by extended illness, **we: meet people where they are** (locally, financially, physically, mentally, emotionally, socially, spiritually); provide positive experiences, strategies, practices, coping methods and skills through the cycle of health, illness, loss, recovery and renewal; raise public awareness and facilitate community alliances between individuals, families, businesses and community organizations to reach, include and care for care givers and receivers who become marginalized because of the systemic effects of illness; lead and participate in research that aims to understand the effectiveness of care giver and receiver health programs; support research that aims to illuminate and eliminate the root causes of disease; and adapt to best serve current care giver and receiver needs.

Metrics & More: Meeting People Where They Are: 6 Channels



mobile (communications)

marymac missions' monthly news, email newsletter, total subscribers: 302
 rest-stop-ranch.com morning report blog, total subscribers: 69
 twitter @marymacmissions, total followers: 27
 youtube "marymacmissions" 2013 views: 824 top video: *Front Loop Winter Tour 2012*



online (web services)

Our Presence Online since 2010

total unique monthly visitors (monthly avg.)

	2010	2011	2012	2013
marymacmissions.com	171.5	323.2	313.5	1,595.3
rest-stop-ranch.com	235.5	314.8	542.2	1,100.4
marymacmusic.com	36.5	49.6	44.8	117.1
ruahmusica.com	n/a	67.0	85.25	114.5

...of these four websites, the 2013 Web Content King & Queen are:



rest-stop-ranch.com

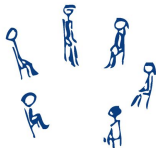
AND



use of music in dementiacare, poster.mp3 (at ruahmusica.com)

The 2013 Top Page received 26,393 hits! The 2013 Top File was downloaded 774 times!

The average page received 824 hits (of 99 top10 pages) and the average file was downloaded 74 times (of 51 top10 files).



onsite (programs)

participants served (people we reached speaking, teaching, coaching, consulting): 303

groups served: 7

group size mean: 41 median: 30 mode: 30 range: 141

sites present: 9

free cafe care consult clients served: 6

program types: 60-min. workshops, 75-min. keynote presentation, 3-hr. respite retreat

program themes: *Take Care...Seven Sustainable Skills for the Long-Term Care Journey; Free Cafe Care Consults*



print (materials)

Take Care of Yourself pocket guides distributed via programs: 289

Take Care of Yourself journals distributed via programs: 9



product (as proxy teacher)

"I've Got the Power" Star Refrigerator Door Art & Action, developed & distributed: 200



place (research, design & development)

In 2013, we celebrated a second year of wheelchair-accessible gardens at our home, Rest.Stop.Ranch. We invited a few friends to test the trails during the growing season.

We are working towards making the gardens a community resource for the future.

Please read pages 5-6 of this report for a sampling of our friends' experience.

Our Work: Speaking, Teaching, Coaching, Consulting



DEMENTIACARE 2013 at DoubleTree Hotel (Syracuse, NY). Professional and Family Caregivers participate in a "Take Care of Yourself: Seven Sustainable Skills for the Long-Term Care Journey" keynote presentation led by Mary E. MacDonald on May 16, 2013.

A new & improved "Take Care" teaching, coaching, & practice model for dementia-carers, ages 8-88+



A New 12-Step Self-Help Program

- 1. Know** how to be well
- 2. Practice** self-care anchors
 - a. Breathe*
 - b. Receive*
 - c. Restore*
 - d. Renew*
 - e. Retreat*
 - f. Reconnect*
 - g. Recreate*
- 3. Check-In** with a coach or counselor
- 4. Belong** to a supportive group
- 5. Network** with peers

2013 onsite programs delivered for free¹*Take Care of Yourself: Seven Sustainable Skills for the Long-Term Care Journey*

<i>date</i>	<i>place</i>	<i>group served</i>	<i>program type</i>
Jan 15	Waltham MA	Mass Lifespan Respite Coalition #group participants onsite + online ~ 30	45-minute presentation for MLRC members
Jan 16	Norwood MA	Charlwell House Nursing & Rehab #group participants ~ approx. 25	60-minute presentation for event participants/ public access
Feb 19	Peabody MA	North Shore Alzheimer's Partners #group participants ~ approx. 30	60-minute presentation for North Shore Alz Partners
Apr 18	N. Andover, MA	St. Michael's Catholic Church #group participants ~ approx. 30	75-minute presentation for faith community members/ public access
Apr 28	N. Andover, MA	St. Paul's Episcopal Church #group participants ~ approx. 15	75-minute presentation for faith community members/ public access
<i>Cafe Care</i> (pilot program)			
Mar/Apr	N. Andover, MA	Good Day Cafe #participants ~ approx. 3 free care consults & literature	8-week series: consults for cafe guests/public access
Oct	N. Andover, MA	Good Day Cafe #participants ~ approx. 3 free care consults & literature	4-week series: consults for cafe guests/public access

2013 onsite programs delivered for a fee²*Take Care of Yourself: Seven Sustainable Skills for the Long-Term Care Journey*

Feb 27	N. Andover, MA	Rolling Ridge Retreat Center #group participants ~ 9	3-hour respite retreat for retreatants
May 16	Syracuse, NY	Alzheimer's Association CNY DEMENTIACARE 2013 #group participants ~ approx. 150	75-minute keynote for event participants
Jun 23	Danvers, MA	Goddess Evening #participants ~ 8	20-minute consults for event participants

Programs are designed to be convenient (time and place), for free and for fees, promoting access for all.

¹ Participants attended the program free-of-charge.

² Participants paid a program or event registration fee.
marymacmissions.com

Our Work: Research, Design & Development our vision becomes accessible respite, retreat and recreation experienced

Universal Garden Design & Development Passes First Tests

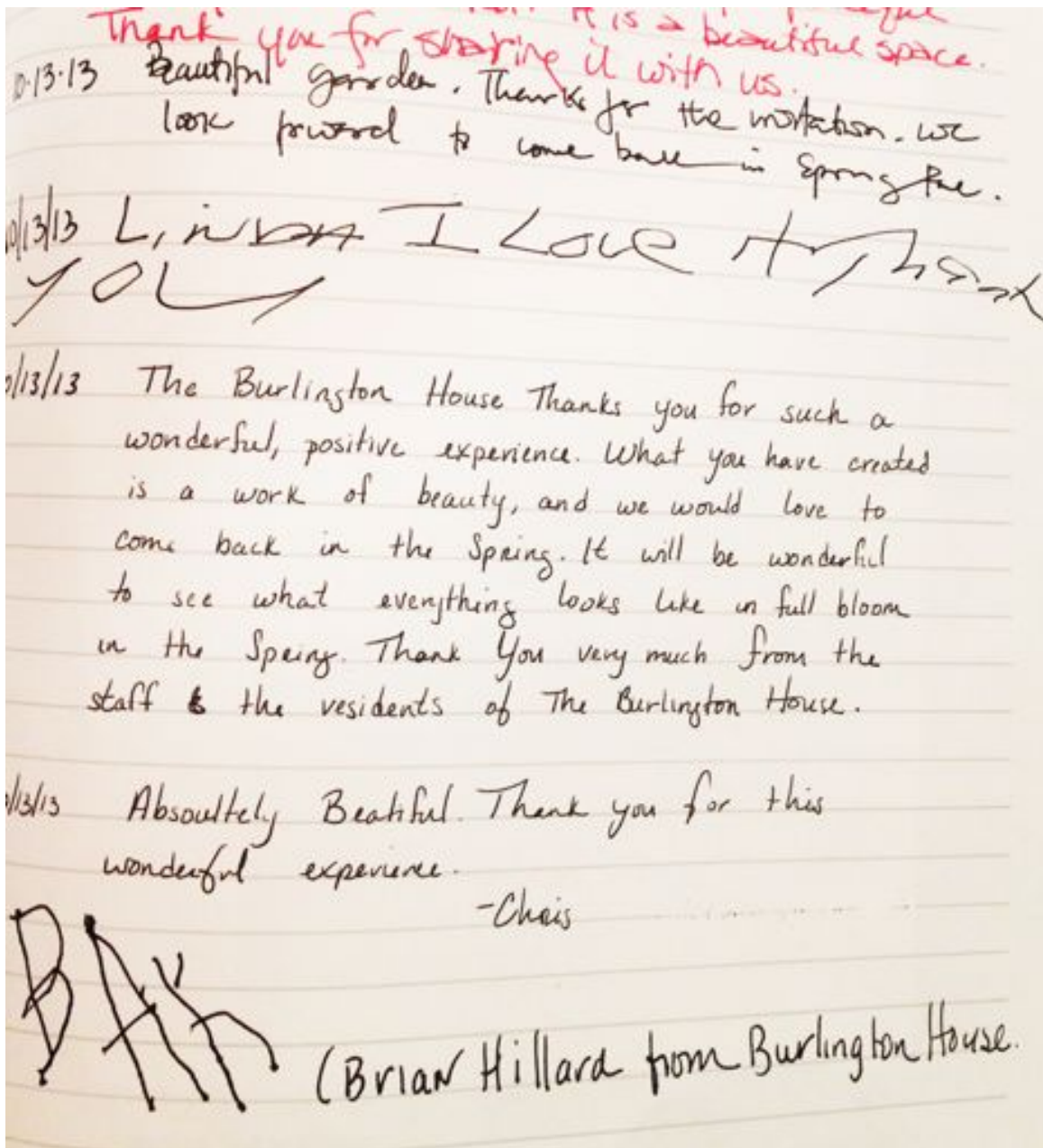
We are in the research and iterative design stage of developing our garden with the intention to share it in the future with individuals, couples, families, and groups affected by illness and disability. Our NE-ARC friends pictured below from Burlington, MA enjoyed walking and wheeling the 0.1 mile wheelchair-accessible MargFMac Garden Loop at our home on October 13, 2013. The group helped us to understand what is working well and what could improve the accessible garden experience.



The group listens to an introduction to the seven accessible garden areas while looking at take-home copies of the illustrated garden map.



The group walks, wheels, rests and stops to pose for a photo, just after the raspberry patch and before the glass art pops.



The group signs the guest book.

"I think it's awesome what you guys are doing. A lot of people don't have the opportunity to walk or wheel through a peaceful, beautiful, garden experience."

- Helen Skidmore of Atchison, Kansas
(walked the MargMac Front Garden Loop on April 15, 2013)

2013 in Balance Sheet

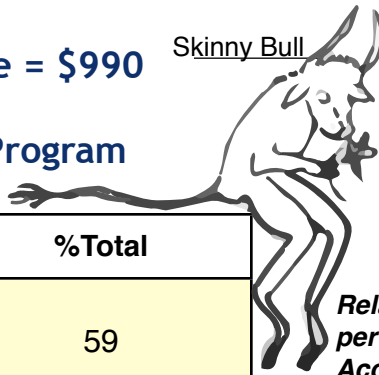
2013 earned income = \$990

Skippy Bull

2013 operational costs = \$21,003

Income Ranked by Program

Program	%Total
Onsite Keynote Presentation (Take Care, 75-min.)	59
Onsite Respite Retreat (Take Care, 3-hr.)	20
Onsite Presentation (Take Care, 60-min.)	15
Products: Yoga Kit	6



Relative Cost per Service Access Channel:

40% Place

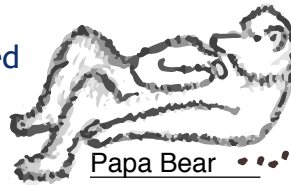
*60% Product Print
Onsite
Online
Mobile*

Costs Cake: 3 Layers, 3 Bears

(adjusted per actual 2013 costs and relative annual averages)

Cost Category	%Total
<i>Rest.Stop.Ranch Rent</i>	<i>30</i>
<i>Rest.Stop.Ranch Gardens</i>	<i>10</i>
Marketing	10
Networking/Conferences	7
Print Publications	7
Continuing Education	7
Graphic Design	5
Rest.Stop.Ranch Library	5
Business Travel & Meals	4
Web Design & Development	3
State of MA - LLC annual report	2
Office Supplies	1
Internet ISP	0.9
Domain Names	0.4
Market Research	0.3
Insurance	0.2
User Experience Metrics	0.1
Packing & Shipping	0.1

Thank you to the organizations and individuals who have financially supported our outreach efforts in 2013.



Papa Bear

2013 family funding = \$19,813

2013 individual donations = \$200

Donations are made by individuals who share our values, vision, and mission, and want to support our development. Thank you!



Mama Bear

Helen Skidmore, in memory of Bill Skidmore

2010-2013 donations-in-kind

Thank you members of our community who share our values, vision and mission and have donated your time and resources!

- | | |
|-----------------------|-------------------------|
| Marlene Bettencourt | seeds |
| Vern Blogett | birdbath |
| Kate Broughton | professional services |
| Louise Gentile | professional services |
| Edith Heyck | sculpture, pro services |
| Dan Jackson | plants |
| Annette Keane | volunteer (cafe care) |
| Marc Lisle | professional services |
| Don Meskie | professional services |
| Jean and Gene Normand | sculpture, plants |
| Lisa Phillips | professional services |
| Sr. Nancy Rowen | bulbs |
| Jackie & Eddy White | sculpture |



Baby Bear

We champion improved life quality
for individuals, couples, and families
affected by extended illness and disability.



An Evergreen Hedge at Rest.Stop.Ranch

With gratitude for wedding gifts received in 2012, we were able to plant this evergreen hedge at our home in the spring of 2013. Over time, it will grow approximately 12-15' tall. Rhododendron Capistrano, Blue Prince & Princess Holly, and Green Mountain Boxwood will provide year-round interest (color, form, texture, and fragrance), privacy and sound-protection along the north side of the MargFMac Front Garden Loop. Thanks again to the family and friends who helped to make this planting financially possible. We see these plants daily as a representation of family and friends who stand with us in love.

THANK YOU Family & Friends!

Pictured at left: A 125-foot evergreen hedge forms the north border of the wheelchair-accessible 0.1 mile MargFMac Front Garden Loop. This photo has been enhanced to show the in-bloom colors of three types of shrubs: rhododendron capistrano, blue princess holly, and green mountain boxwood.

Our Vision-in-Action since 2010

In 2011, it took seven days, two local landscaping professionals (Dan Jackson Landscaping), and \$9,600.00 to complete the 0.1 mile MargFMac Front Garden Loop. We continue to collaborate with members of our community to understand and develop our role in the present and future.

We welcome conversations with individuals and organizations interested in sharing time, resources, and/or money to help us develop accessible respite, retreat, and recreation experiences for individuals, couples, families, and groups.



marymac missions, a social enterprise, is built by and benefits the local/global community.

Management

Mary E. MacDonald M.A. is a veteran unpaid family dementia caregiver and the founder and CEO of Marymac Missions LLC. She's led the development of the emerging social enterprise with the help of strategic partners and community members locally and globally since 2010. In 2011, Mary became a Certified Professional Coach and Group Leader. She completed Boston College's Leadership for Change program, a year-long executive training program that focused on leadership and change at individual, team, organizational, societal, global and sustainable levels. In 2010, Mary was certified as a Yoga Teacher with additional certifications in Chair Yoga, Yoga Dance, Yoga Dance for Special Populations, and Restorative Yoga at Kripalu Center for Yoga and Health. In 2008, she completed the Entrepreneur Training Program at Northern Essex Community College. Mary's background includes an eight-year consulting career designing the accessible user experience for software, financial, and educational organizations in the Greater Boston Area. Mary holds a M.A. in Pastoral Ministry from Boston College and she graduated Phi Beta Kappa from the University of Rochester with a B.A. in Psychology and German.

Health & Wellness Mission Partners

Mary is working with the Alzheimer Association of MA/NH and the Association for Frontotemporal Degeneration to develop a sustainable model of partnership with these organizations.

Local Service & Supply Mission Partners

Watershed Online Media, Amesbury, MA (web design & development); Edith Heyck and Marc Lisle in Amesbury, MA (graphic design); Lisa Phillips, Amesbury, MA, Louise Gentile, Lexington, MA, and Kate Victory Hannisian, Danvers, MA (proofreading & copy editing); Diane West, Byfield, MA and Annette Keane, Newburyport, MA (virtual assistance); Brooksby Village TV, Peabody, MA (video production); Stone Digital Productions, Beverly, MA (video editing); Deby's Sewing, Georgetown, MA (stitching); Crafter's Quarters, Amesbury, MA (embroidery); Packaging Specialties, Newburyport, MA, (eco-friendly packaging); Coastal Printing Inc., Salisbury, MA (eco-friendly printing), Staple's Copy and Print, Danvers, MA and My Print & Copy, Beverly, MA (printing). Rest.Stop.Ranch Respite Retreat Center development in collaboration with: Dan Jackson Landscaping, Ipswich, MA and Artistic Landscapes, Georgetown, MA (wheelchair-accessible path installation), John Morin of Neve-Morin Group, Topsfield, MA (engineering and environment consultant). Management support from: Vern Blodgett and the Salem State Enterprise Center CEO Group, Salem, MA; Margaret Somer, SBDC, Salem, MA; Keith Boudreau, Growth Coach, W. Newbury, MA; Katrina Kazda, Sustainable Business Leader Program, Cambridge, MA.

On-site Program Partners

The following partners and organizations have significantly assisted Marymac Missions' outreach since 2010:

Kansas

Atchison, KS - *Marcia Ziska OSB*; Mt. St. Scholastica
Effingham, KS - *Benjamin Tremmel, OSB*; St. Ann's Parish

Massachusetts

Danvers, MA - *Nancy Loring*; **The Goddess Evening**
Danvers, MA - *Amy Nazaire*; **Mass Lifespan Respite Coalition,**
MA Department of Developmental Services
Hingham, MA - *Dan Walters OSB*; **Glastonbury Abbey**
Marblehead, MA - *Beth Guidry Hoffman*;
The Body, Mind & Spirit Festival & EXPO
North Andover, MA - *Patricia Boutilier*;
St. Michael's Catholic Church
North Andover, MA - *Stephanie Chase Bradbury*;
St. Paul's Episcopal Church
North Andover, MA - *Larry Peacock*; **Rolling Ridge Retreat Center**
North Andover, MA - *Kathy Santoro*; **Good Day Cafe**
Norwood, MA - *Mike O'Donnell*; **Norfolk Adult Day Health Center**
Norwood, MA - *Mark Waitkevich*;
Charlwell House Nursing and Rehab Center
Peabody, MA - *Chris Littlefield*;
North Shore Alzheimer's Partnership
Peabody, MA - *Nancy Rowen SNDdeN and Rich Byrne*;
Brooksby Village Pastoral Ministry

Massachusetts Cont.

Peabody, MA - *Linda Smith*; **Trask Adult Day Health Center, Peabody Council on Aging**
Salem, MA - *Judy Copp*;
A Higher Balance Healing Center
Westfield, MA - *Elizabeth Oleksak SP, Ann Horgan SP, and Donna O'Connor*;
Genesis Spiritual Life Center

New Hampshire

Lake Winnepesaukee, NH - *Natalie Nathan*;
Labor Day Weekend Family Conference

New York

Syracuse, NY - *Cathy James*;
Alzheimer's Association CNY Chapter

International

Assisi, Italy - *Margaret Benefiel*;
Spiritual Directors International