

marymac missions
Quality of life  each day of life
2014 Annual Report

March 5, 2015

Dear Friends,

This April 19, 2015 will be the fifth-year anniversary of Marymac Missions becoming a business entity in the State of Massachusetts, USA (incorporated as a single-person limited liability company). In 2010, *I was compelled to make better dementia-care my business* after surviving my own perilous journey as a primary caregiver to my mom who died in 2008 from frontotemporal degeneration (FTD). Over the past five years we have developed mobile, online, and onsite programs, print publications, wellness products, and a place with a vision/action practice towards future public access. We have grown a local-global communittee of caring friends, mentors, collaborators, volunteers, participants, contributors, and stakeholders. With the help of this emerging communittee, I have differentiated between how I am called to be a writer, speaker, trainer, and retreat-leader (marymacmissions.com) and how Karl (my beloved) and I are called to create accessible gardens at our home for the future (rest-stop-ranch.com). This clarity came in 2014 and we did not waste time re-designing these two websites to reflect the new direction. Every month, we reach thousands of people online and continue to cultivate our presence for people who find themselves unexpectedly invisible in the margins.

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

P.S. My spelling of “communittee” is a subtle social demonstration.
Starting this year, 2015, I will use this spelling throughout my writings as much as possible.
Learn more: <http://marymacmissions.com/small-company/our-communittee/>

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our values: Creative, Accessible, Sustainable

our vision: caregivers and receivers feel and know the presence of caring communittee 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:

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 communittee alliances between individuals, families, businesses and communittee 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.

we meet people where they are

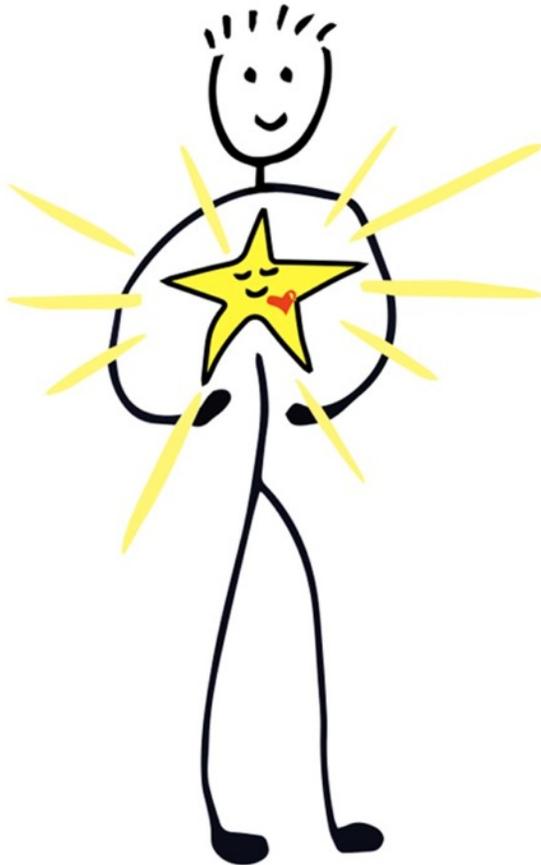
Mary's Work: Speaking, Training, and Retreats

Mary's joy meets the hungry via online and on-site groups from 6-100+

2014 was a Year of Transition, Personal Healing, and Positioning for the Future

Similar to other emerging social enterprises (and vocational discernments), the process of growing involves continual listening and adjusting. Among the tests performed with passion in the years 2010-2013, serving groups via speaking, training, and retreats was continually confirmed as a sweet spot where my personal gifts could do the most good. On July 4, 2014, America's Independence Day, we launched the new marymacmissions.com, as a platform for my speaking, training, and retreat work which will be ongoing as far as I can see.

While preparing an online platform for my future work in 2014, I continued with family estate management (resulting from my father's death in May 2013) at my home in Topsfield, MA. I reduced my missions-work schedule and did not facilitate any speaking, training, or retreat programs. Instead, I posted to "Mary's Blog" at marymacmissions.com, my ongoing experiences and awarenesses around the topics of estate management, grief and loss, healing trauma, and survivor's mission. I experienced my role as a witness-writer to be a powerful source for healing myself and others.



saving lives

Saving the lives
of dementia-caregivers
remains my top priority.

A book has long-been-in-waiting,
and refuses to wait any longer.

Look for an update on the progress
of this work in 2015!

Mary & Karl's Work: Accessible Gardens Development

Our vision becomes accessible respite, retreat and recreation experienced

One Couple and Their Communittee Co-Create the Future

On World Alzheimer's Day, September 21, 2014, we launched the re-designed rest-stop-ranch.com website. Unavailable to provide Guide Services (coaching and consulting) to individuals and families presently, we are focused solely on building wheelchair-accessible gardens for future public access at our private property in Topsfield, MA.

We continued our relationship with our NE-ARC friends from Burlington, MA who tested the trail a couple of times during the summer months, and donated a hydrangea plant on September 14, 2014. We also received hydrangea, heather, liatris, and lavender plant donations from the home of Susan and Doran Donovan of our town of Topsfield. In addition to the plant donations, we also received financial contributions from Helen Skidmore of Atchison, KS, and Susan and Jim Butler of Brookline, MA. We were surprised and grateful for the growing love and support of the people in our communittee who not only recognize the value of our work-in-progress, but also, through their good will and contributions, are helping to co-create the landscape of our dreams awake (Thoreau, Henry David. *A Week on the Concord and Merrimack Rivers*, 1849).

We were thrilled to be able to share our wheelchair-accessible MargFMac Front Garden Loop with a Topsfield neighbor whose mother-in-law lives with late-stage dementia and is mostly home-bound. Joyce, Lynne, and Laura visited on July 23, 2014. They all experienced and enjoyed the respite, retreat, and recreation we were able to provide that day.

Private tours are available by appointment.

Please e-mail mary@marymacmissions.com if you are interested in scheduling a private tour April - October.

we meet people where they are



Burlington House plants their donated hydrangea on 9/14/14.



Laura, Joyce & Lynne enjoy a day of respite 7/23/14.

"After 10+ years of maintaining a life with early onset dementia, Joyce was more alert than I have seen her in a very long time. What joy to see her enjoy the garden and our company.

Who would have thought that just 1 hour in a lovely garden made for Joyce to travel in her wheelchair around a .1 mile trail would be so profound!

To have seen my mother-in-law be so happy, so relaxed, reaching out from inside herself and sharing with us the respite in your lovely gardens was a miracle and a wish come true!"

*- Lynne Marchetti
of Topsfield, MA*



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



mobile (communications)

marymac missions' monthly news, email newsletter, total subscribers: 306
 rest-stop-ranch.com morning report blog, total subscribers: 73
 twitter @marymacmissions, total followers: 35
 youtube "marymacmissions" 2014 views: 518 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 | 2014 |
|---------------------|-------|-------|-------|---------|---------|
| marymacmissions.com | 171.5 | 323.2 | 313.5 | 1,595.3 | 2,468.5 |
| rest-stop-ranch.com | 235.5 | 314.8 | 542.2 | 1,100.4 | 1,196.8 |
| marymacmusic.com | 36.5 | 49.6 | 44.8 | 117.1 | 356.0 |
| ruahmusica.com | n/a | 67.0 | 85.3 | 114.5 | 241.3 |

...of these four websites, the 2014 Web Content King & Queen are, *2-years-in-a-row*:



rest-stop-ranch.com

AND



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

The 2014 Top Page received 32,873 hits!

The 2014 Top File was downloaded 414 times!

The average top10 page (of 156 total) received 789 hits and the average top10 file (of 49 total) was downloaded 77 times.



place (research, design & development)

In 2014, we celebrated a third year of wheelchair-accessible gardens at our home, Rest.Stop.Ranch. From May - October we hosted local friends who tested the trails and provided feedback. We are working towards making the gardens a communittee resource for the future.

Mary was not available in 2014 to facilitate on-site programs.



onsite (programs)

participants served (people we reached speaking, training, retreats): 0

groups served: 0

group size mean: 0 median: 0 mode: 0 range: 0

sites present: 0

program types: 0

program topics: 0



print (publications)

Take Care of Yourself pocket guides distributed via programs: 0

Take Care of Yourself journals distributed via programs: 0



product (materials)

"I've Got the Power" Star Refrigerator Door Art & Action, distributed: 0

me

A Dementia-Care Survivor with a Mission

Frontotemporal Degeneration (FTD) is considered among dementia-care experts to be “the worst” type of dementia as far as its effects on family caregivers. A rare type of dementia, it wrecked havoc on Mary’s life in 2007, plucking her out of user-experience design corporate consulting work and straight into a dementia-care desert-storm. The devastation she personally experienced called her to become a difference maker for millions of dementia-caregivers present and future. Mary is a Certified Yoga Teacher, Professional Coach, and Group Leader. She holds an M.A. in Pastoral Ministry from Boston College and a B.A. in Psychology and German from the University of Rochester.

Learn more about Mary at: <http://marymacmissions.com/about-mary/>

we

A Couple Continually Resurrecting from the Effects of Dementia-Care

Engaged in 2007, Mary and Karl survived together the dementia-care desert-storm that uprooted Mary and her mom, Margaret, which sent them spinning in mid-air for months. After Margaret’s death (12/24/08), in 2009, the couple moved to a single-level ranch-home in Topsfield, MA, USA, a home they call Rest.Stop.Ranch. Married in 2012, the couple works and plays to create wheelchair-accessible gardens at their private property for future public-access.

Learn more about Mary and Karl at: <http://rest-stop-ranch.com/about/>

A Band of Independent Creatives

Highly-skilled and compassionate creatives North-of-Boston, many also survivors of devastating dementia-care and long-term-care experiences, are happy to collaborate with Mary (since 2010) to create the goods that support the offering of spiritual-care services via six access channels: mobile, online, onsite, print, product, and place.

Learn more about the Band of Independent Creatives at: <http://marymacmissions.com/small-company/>

communittee

A Highly-Participative Local and Global Relief Effort

Since the start in 2010, Marymac Missions’ onsite outreach efforts have been made possible by the invitation of friends local, national, and international.

Learn more about our growing communittee at: <http://marymacmissions.com/small-company/our-communittee/>

Our Vision-in-Action since 2010

With gratitude we celebrate the difference we have made so far. We continue to collaborate with members of our communittee 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 communittee.**

