

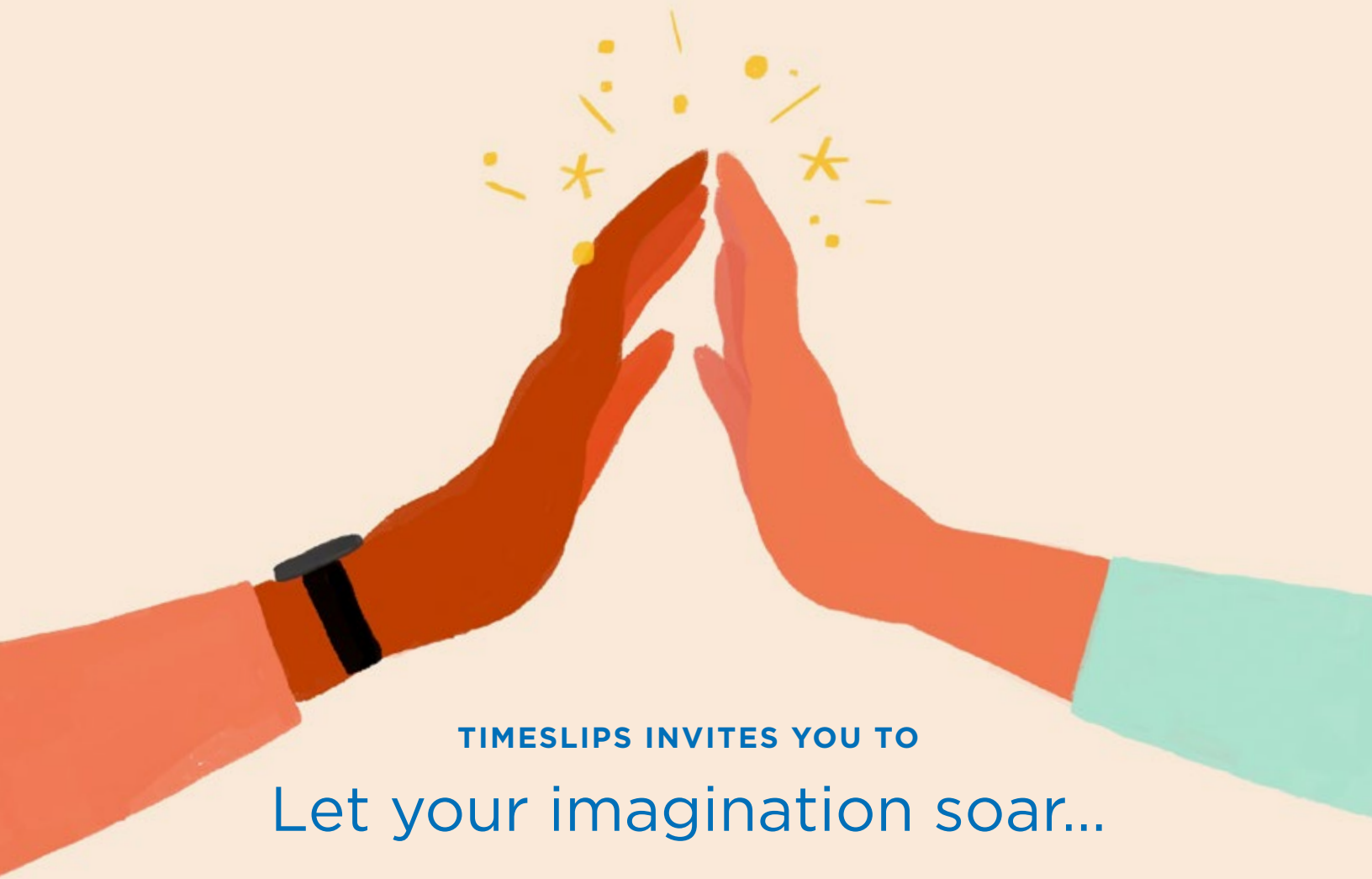
CONNECTING THROUGH

# Creativity



2017-2018 ANNUAL REPORT

**TimeSlips™**



**TIMESLIPS INVITES YOU TO**  
**Let your imagination soar...**

**F**ounded by MacArthur Fellow Anne Basting, TimeSlips supports a global movement to bring meaning to late life through creative engagement.

Our evidence-based, award-winning approach inspires awe and brings joy to elders and their care partners. Our trainings and resources infuse creativity and meaning-making into care relationships and systems.

We began with one volunteer in 1998. Today, we train and certify individuals and organizations across the world.

As our bodies and minds change with age, people ask, “How can I connect with my mom? My clients? My neighbor? My friend?”

Our bold vision is that **creative expression, growth and meaning is available to us at every stage of life, no matter where we live or our abilities.**

**We believe in learning, growing, and having fun.**

**OUR CORE VALUES:**

- Saying “Yes, and...”
- Asking beautiful questions
- Giving proof of listening
- Opening ourselves to wonder
- Committing to rigor and the value of all human beings
- Finding meaning by connecting our personal expressions to the larger world



**F**or TimeSlips, 2017-2018 was a time of enormous growth. To kick it off, we worked with strategic consultant Dan Delany to complete a 5-year strategic plan. With Dan's help, we reframed our mission toward bringing meaning and joy into the lives of all elders — current and future. That's a bold dream that demands that we look at the most strategic way to reach people and change perceptions. And that means reorienting from training individuals toward training and inspiring entire systems of care and support.

In our new vision, we aim to pour creativity like water into care and social support systems so that it can reach elders and their families wherever they live and whatever their abilities. We articulated three pillars of those we can inspire and mobilize: 1) care organizations, 2) students and teachers, and 3) families and friends. We are organizing our infrastructure around growing and nurturing our international community of Certified Facilitators, students trainees, and families and friends to reach more elders and change the narrative of late life.

This report shares highlights of these two bountiful years and the exuberance of our team and Certified Facilitators as they imagine new ways to invite elders into meaningful engagement.

Our board guided us through the hiring of a new COO, Kate Britton. In just a few short months, Kate prepared our virtual office for considerable growth. Kelly Sics joined us as Business Manager as well, and is currently walking us through our first audit. I'm tremendously thankful for the contributions of Elaine Maly, who stepped down as our first VP of Operations and Strategic Development to focus on offering programs as a Master Trainer. After running our Wisconsin Creative Community of Care training program, Angela Fingard stepped into the role of Program Director to ensure that our innovative training is delivered according to the values we teach and hold.

It has been a joy to dream bigger and play harder with the TimeSlips team and the elders we engage — we invite you to dream and play along with us as we continue to innovate and grow!

**Anne Basting**

FOUNDER & CEO



# Creative Communities of Care Organizational Training

TimeSlips designed and offered the CCC training in 2017 with 39 Nursing Homes in Wisconsin becoming the first to be certified as CCCs. This training includes our core improvisational method, and goes beyond it to teach how to use the arts to build community—through partnerships, sustainability plans, evaluation and documentation.

TimeSlips modeled the power of public arts celebrations as a culminating event for the year of training. Drawing from the creative output of the elders at all 39 WI nursing homes, Basting and a team of artists created *Beyond Memory*, an interactive performance presented at the 31st State Alzheimer’s conference, Wisconsin Dells, WI. This presentation, featuring the stories, voices and choreography of the elders, became the foundation for our Karaoke Keynote, which we now offer across the country. *Beyond Memory* was supported by TimeSlips’ first NEA ArtWorks grant.

Wisconsin Public Radio featured TimeSlips in four Wisconsin Life episodes in May (24th, 26th, 31st and June 4th) in stories about the power of creative engagement to bring joy and meaning through relationship building. Much of the audio was gathered on site visits during our CCC training. You can find the stories archived on WPR’s website.

2018 ended with 48 CCCs throughout Wisconsin, California, Pennsylvania and Arizona. We also began CCC training for over 50 additional organizations in the pipeline to become certified in 2019 and 2020.



## What Are Creative Communities of Care?

This training goes beyond our traditional training to infuse creative engagement into organizations. CCC’s:

- Become centers of meaning-making
- Invite families and volunteers to engage
- Shift activities from “entertainment” to engagement, learning and growth

# I Won't Grow Up

In 2018 TimeSlips began a partnership with Signature HealthCARE to train 12 of their rural nursing homes in Kentucky to become Creative Communities of Care — with an added twist. These homes would work together on a common culminating arts project, a bold reimagining of the story of Peter Pan.

IWGU was supported by a Civil Money Penalty (CMP) Grant through the Kentucky Office of Inspector General and the Centers for Medicaid and Medicare Services (CMS); Art Works, a program of the National Endowment for the Arts, and Eversound Headphones.

Four nursing homes worked together with a TimeSlips Artist in Residence to explore the themes of the story through music, storytelling, poetry, movement and visual art. National artists, including choreographer Iega Jeff, designer Jeff Becker and TimeSlips' own Anne Basting visited the “lead site” in each cluster of four homes.

In September 2018, all 12 sites gathered again at Signature's headquarters in Louisville to a “devising retreat,” where artists and staff shared the enormous creative output from the previous eight months of work. Which themes resonated most with the elders? Which creative exercises held the most meaning? From this retreat, Basting shaped a loose script that, in the spring of 2019, would become an original play staged in the three lead sites with elders, staff, volunteers and TimeSlips artists.

This ambitious and groundbreaking project aimed to transform stigmatized nursing homes into cultural centers that can be resources for their whole community, not just places to dread. Stay tuned for the 2019 annual report for the exciting results!



“The elders have had so much fun with this flying project... I love seeing the smiles on their faces as they talk about things that they love, and dream of doing.”

**Misty Montgomery**, Quality Of Life Director | HERITAGE HALL REHAB AND WELLNESS CENTER

## NextGen

Also in late 2018, TimeSlips launched the NextGen Project in collaboration with LeadingAge. NextGen expands our training programs for college and high school students to provide positive intergenerational experiences in the quest to end ageism. The NextGen pilot brings our creative engagement training to 13 schools all across the United States. Research in small studies already tell us that our storytelling approach improves student attitudes toward aging and dementia. Expanding the program will enable us to go deeper to assess the impact of joyful, intergenerational co-creation.

The pilot closes in 2020 with the goal of offering the program publicly by Fall of 2020.

## Neu-Life Partnership

TimeSlips teamed up with Neu-Life, a youth-led organization in Milwaukee, to bring storytelling sessions to low-income individuals with dementia at Residential Living Services.

This project is made possible thanks to support from the Greater Milwaukee Foundation.

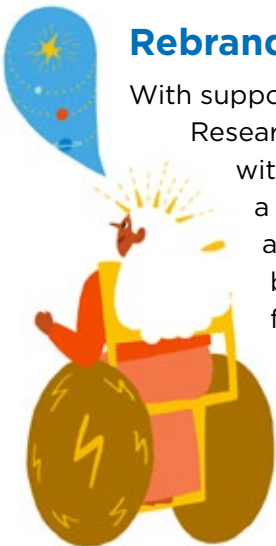


**“The residents enjoy it and discuss it the rest of the day... They look forward to the next time. To see them happy impacts my job satisfaction. It’s great to see their sense of humor.”**

**Tressa, Residential Living Services | MILWAUKEE**

## Rebranding

With support from the Retirement Research Foundation, we worked with Lafayette American, a Detroit-based creative agency, to redesign our branding. The redesign features the work of Barcelona-based illustrator Violeta Noy, and was completed in 2018 in preparation for the relaunch of our website.



## Massachusetts Memory Cafe Trainings

With support from an ACL grant for evidence-based memory care programming, the Massachusetts Council on Aging contracted with TimeSlips to offer training workshops and certification to the staff and volunteers at over 75 memory cafes across the state. Memory Cafes are a fast growing and valuable resource to support people living with dementia at home.



## Tele-Stories

In 2017, TimeSlips piloted Tele-Stories, a sequence of phone calls in which under-connected elders shared stories and transformed them into poems and songs. The evaluation of the pilot shows great promise for expanding the approach, which we aim to offer as fee-for-service and off-set with grants to serve low-income elders.

Tele-Stories was made possible with support from the Harry G. and Charlotte H. Slater Family Fund of the Greater Milwaukee Foundation.

[The calls] were extraordinary... The challenge was fun and an honor. [The facilitator] brought me out. We have to do it again!"

Tele-Stories Pilot Participant

## Pennsylvania Department of Military and Veterans' Affairs (PA DMVA)



Launched in December 2017, TimeSlips certified six Veterans' Homes in Pennsylvania as Creative Communities of Care. Training included forging partnerships with Pennsylvania-based visual artists as well as training and certifying 34 PA DMVA staff. Guided by Master Trainer Kathy Hawkins, each of the six sites hosted a culminating event celebrating the creativity of the veterans.

## Generations United

The TimeSlips team offered an interactive keynote at the **Generations United Conference** in Milwaukee, offering highlights of our method and programming. TimeSlips has been named a Generations United Program of Distinction.



## Imagination Kit & Engagement Parties

In late 2018, TimeSlips kicked off the Imagination Kits & Engagement Parties Project with support from the Ralph C. Wilson Jr. Foundation. Andrew Morton joined our team to lead the project on the ground in Southeast Michigan.

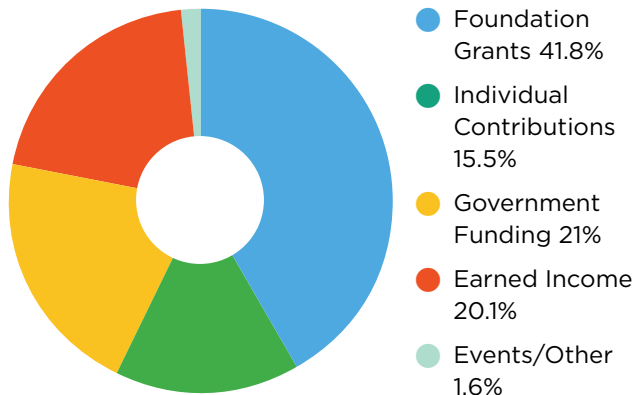
Working with focus groups throughout SE Michigan, we are creating a prototype of a kit that can be used by friends and family one on one or in small group settings. We are also developing "Engagement Parties," grassroots gatherings of friends and family to learn creative engagement in a playful and positive setting.

Our partners include The Alzheimer's Association Chapter of Greater Michigan and Lafayette American, a creative agency based in Detroit. The project runs through 2020.

# Financial Overview

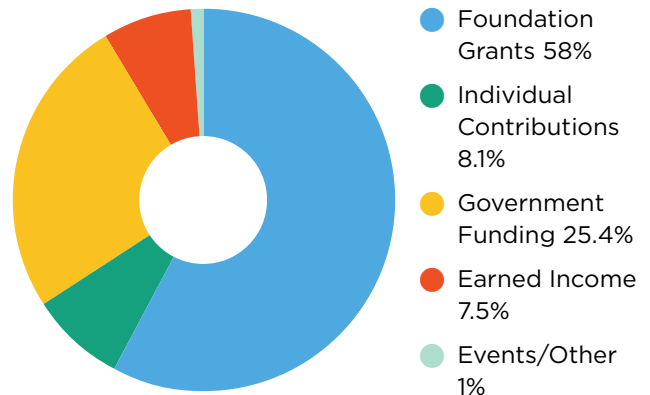
**2017**

INCOME **\$446,088**

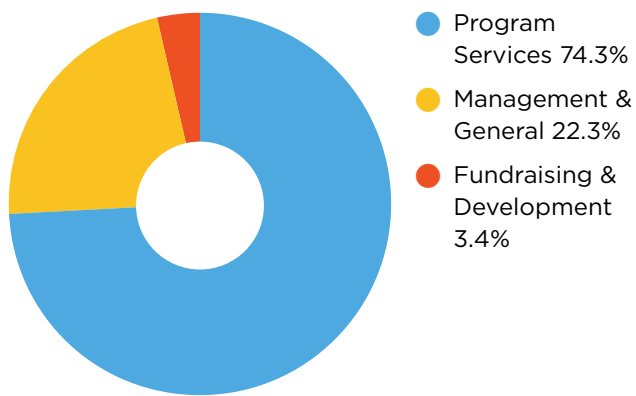


**2018**

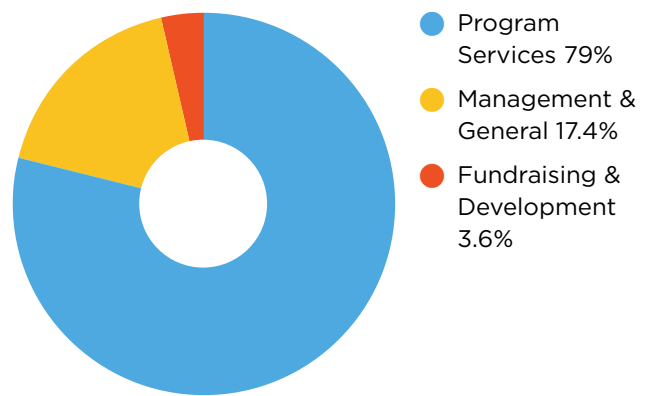
INCOME **\$1,198,979**



EXPENSES **\$283,966**



EXPENSES **\$498,950**



TimeSlips successfully secured several national charitable investments in 2017 and 2018 to support its growth plan through 2020. These funds are restricted for use in future years.

These are unaudited financials. To view our financial statements, visit [timeslips.org](http://timeslips.org)

We aim to bring meaningful engagement to **1,000,000 elders by 2025.**

- At the end of 2018, we were in 47 states and 18 countries. We had engaged with 54,000 elders and with 48 Creative Communities of Care
- In 2017-18, we trained a total of 359 new Certified Facilitators — 136 in 2017 and 223 in 2018.



# Our Supporters

TimeSlips is extremely grateful to these donors and sponsors who make our work possible.

## \$10,000+

Anonymous  
Anne Basting  
Civil Monetary Penalty (CMP) Grant through the Office of the Inspector General of the State of Kentucky and the Center for Medicare and Medicaid Services  
Civil Monetary Penalty (CMP) Grant through the Wisconsin Department of Health and Family Services  
Foley & Lardner LLP  
Greater Milwaukee Foundation  
The Helen Daniels Bader Fund of the Bader Philanthropies  
LeadingAGE  
May and Stanley Smith Charitable Trust  
The National Endowment for the Arts — Art Works  
Ralph C. Wilson Jr. Foundation  
Retirement Research Foundation  
The Rosalinde and Arthur Gilbert Foundation

## \$1,000 - \$9,999

Anonymous  
Ellen F. Arnovitz  
Tom and Sally Basting  
Nancy Fenster / Severus Foundation  
Brenda and Mark Lichtenstein  
Lubar Family Foundation  
We Energies Foundation

## Under \$1,000

Kate Britton  
Phyllis Brostoff  
Dan Delany  
John Florsheim and Lindy Yeager  
Maggie Gallant  
Lynne & Jack Halpern  
Cindy Hansen  
Kathy Louis Hawkins  
Joyce Heinrich  
M. Kent Neely  
Elizabeth Nichols  
Kaplan Family Foundation  
Stephen Katz  
Susan McFadden  
Elaine Maly  
Cristina Pato  
PayPal Giving Fund  
Therese Perreault  
Frederic Pfaender  
Judith Sachs  
Brian Thompson  
Kathryn Washington  
David Weissman  
Joan Williamson



“One of the participants proudly stated ‘I can’t remember, but here I can imagine’, which I found an incredibly moving testament to the power of this programme.”

**Laura Menzies**, Certified Facilitator  
FALMOUTH, ENGLAND

“After a session a woman thanked me a thousand times with the following words: ‘I had to reach the age of 92 to be allowed to be part of something like that! Thank you soooo much!’ And then she gave me a hug, a really tight one...”

**Jeanette Waeldin**, Certified Facilitator  
GERMANY

# Leadership and Staff | 2017-2018

## Board of Directors

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Emeritus Professor, UW  
Oshkosh, Fox Valley Memory  
Project

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#### **TREASURER**

Co-Founder, Stowell Associates

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#### **SECRETARY**

Director of Diversity and  
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### **Dr. Arif Nazir, MD**

Chief Medical Office of  
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### **Cris Ros-Dukler**

Retired, former COO of  
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### **Dan Kuhn**

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All Trust Home Care

### **David Weissman**

Professor Emeritus, Medical  
College of Wisconsin

## Team

### **Andrew Morton**

Project Manager, Story Kits &  
Engagement Parties

### **Angela Fingard**

Program Director and Master  
Trainer

### **Anne Basting**

Founder & CEO

### **Deirdre McMahon Boone**

Development Consultant, Good  
Cause Consulting

### **Elaine Maly**

Project Manager and Master  
Trainer

### **Hadiya Nuriddin**

Instructional Designer, Focus  
Learning Solutions

### **Joan Williamson**

Individual Training Coordinator  
and Master Trainer

### **Kari Hanson**

Project Manager, Next  
Generation

### **Kate Britton**

COO

### **Kelly Andrew**

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Filament

### **Kelly Sics**

Business Manager, Sics CPA  
Services

### **Sammy Goodrich**

Project Manager and Master  
Trainer

## Master Trainers

### **UNITED STATES**

### **Angela Fingard**

Wisconsin

### **Elaine Maly**

Wisconsin

### **Joan Williamson**

Wisconsin

### **Kathy Hawkins**

Ohio

### **Liz Nichols**

California

### **Mindy Bolton**

Minnesota

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California

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Canada

### **Magdalena Schamberger**

Edinburgh, Scotland

# Our Partners



WISCONSIN DEPARTMENT  
of HEALTH SERVICES



It's Never 2 Late  
dignity through technology



WISCONSIN  
PUBLIC RADIO





Forget memory... try imagination!

**TimeSlips™**

TimeSlips Creative Storytelling, Inc.  
4461 N Lake Drive  
Milwaukee, WI 53211  
(917) 721-1966


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