



Validation

VTI Sponsorship Program

*Invest in People. Strengthen Communities.
Elevate Human Connection.*

www.vfvalidation.org

What is Validation?

The Validation Method is a proven, human-centered approach to communication, dignity, and connection—especially for older adults and those living with cognitive change.

430

Certified Validation
Teachers

9,000

Certified in
Validation

500,000+

Attended a
Naomi Feil Workshop

How It Works

For Sponsors

1

Choose Your Impact

Support an individual, a group, or an entire community using the suggested sponsorship tiers.

2

Nominate or Contribute

Nominate a specific person, group, or organization—or contribute to the VTI Sponsorship Pool.

3

VTI Handles the Rest

We match applicants based on readiness to a training that suits their needs.

Sponsorship Tiers



Individual
\$25 – \$250

Support one person who serves others:
caregivers, volunteers, activity
professionals, students.



Group
\$250 – \$5,000

Equip a team with shared skills: care
teams, volunteer groups, senior center
leaders, aging departments.



Community
\$5,000+

Bring Validation into the fabric of a
community: care homes, colleges, faith-
based organizations, dementia -friendly
businesses.

Sponsorship in Action

Individual Sponsorship



The Scenario

You notice Aubrey at work is quietly carrying a lot. Her mom, Carol, is living at home and beginning to decline. Their relationship feels strained, communication is harder, and she's unsure how to navigate what's changing.

You decide to sponsor Aubrey.

The Impact

Through Validation training, Aubrey gains practical tools to communicate with empathy, respond to emotion rather than correcting facts, and preserve dignity while strengthening their relationship.



One sponsorship supports one caregiver—but impacts an entire family.

Group Sponsorship



The Scenario

You think back to an activity department that made a real difference for someone you love. They were creative, compassionate, and consistently showed up—but like many teams, they've had limited access to professional development.

As a gesture of gratitude, you sponsor the entire activity team.

The Impact

- ✓ Deepen understanding of behavior and emotion
- ✓ Strengthen team communication and consistency
- ✓ Gain confidence using Validation in group and one-on-one settings



Your sponsorship becomes a gift of growth for people who already give so much.

Sponsorship in Action

Community Sponsorship



The Scenario

At a neighborhood cookout, your neighbor, a first responder, shares that calls involving older adults are increasing. Confusion, fear, and escalation are common—and many responders feel unprepared.

Your business decides to sponsor Validation training for first responders across the local firehouse and EMT teams.

The Impact

- De-escalate emotionally charged situations
- Communicate with confused or distressed older adults
- Respond with dignity, safety, and understanding



Validation becomes a shared community skill—improving outcomes for responders, seniors, and families alike.

For Sponsees

Learn Validation Skills—Without Financial Barriers

Have you wanted to deepen your Validation skills but lacked the budget? The VTI Sponsorship Program connects motivated learners with sponsors who believe access to dignity-centered communication should not be limited by finances.

Who This Is For:

- ✓ Caregivers and professionals
- ✓ Volunteers and students
- ✓ Community groups seeking practical skills
- ✓ Senior care staff
- ✓ Organizations without training budgets

If the desire is there, we help open the door.

How It Works

For Sponsees

1

Register Your Interest

Complete a short application sharing your role, why Validation matters to you, and how you plan to use the skills.

2

Matching & Review

VTI matches applicants with an aligned sponsor or sponsorship pool based on readiness, availability, and potential impact.

3

Begin Your Journey

Once matched, you gain access to sponsored Validation education and resources.

4

Put Skills Into Practice

Apply Validation immediately—in real conversations, real relationships, real communities.

You Know the Impact. Now You Can Share It.

Validation has changed the way you see, listen, and connect. Sponsorship is simply a way to pass that impact forward—supporting others as they learn, grow, and serve their communities with greater compassion.



www.vfvalidation.org



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Validation belongs everywhere humans connect.



2025 Global Impact

Celebrating 32
years in Mission

32



Changing Lives by Transforming
Eldercare Organizations
Around the World



2274

People trained as Certified Eden Associates in 2025



Currently
277

Eden Member Communities
WORLDWIDE

Welcomed DAA as an Outreach Mission



Dementia Action Alliance

38,406

Eden Associates trained
WORLDWIDE
Since 1994

Currently
325

Individual Members

26,825

Elders living in Eden Member Communities
WORLDWIDE



101

Consultation Visits in 2025

evolve ONLINE LEARNING

The Eden Alternative Education
Course Bundles Launched



Speaker's Bureau Established
Including Persons Living with Dementia



The Eden Alternative
Podcast is Available



The Eden Alternative App is
Available on Apple and Android

edenalt.org



2025 Global Impact

15

Free Programs for People Living with Dementia, MCI, and/or their care partners

Anosognosia Webinars
Buddy Program
Caring Connections
Chair Yoga
Dementia Discussions
Dementia Men
Dementia Women
Drop in with DAA
Faith, Hope and Love
Literature and Art
Memory Warriors Facebook Page
Music Beat & Trivia
Our Stories
Stories in the Moment
This Dementia Life Podcast

3505

Participants in Programs in 2025



15,363

Participants in Programs SINCE 2020



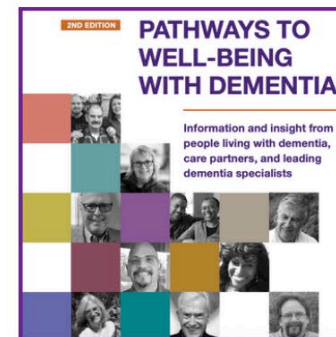
Dementia Action Alliance

29

Years in Mission

(CCAL + DAA)
Est. 1996/Est. 2012

JOINED
The Eden Alternative as an Outreach Mission



Pathways to Well-Being with Dementia
2nd Edition Published
FREE Download Available at daanow.org

Corporate Outreach

- On the Mark
- Corporate Leadership Council
- Seasoned Speaker's Bureau
- Joined Eden Speaker's Bureau



Calling All Voices

Published Asian & Latino articles to break stigmas within communities

daanow.org

DAA Pathways Manual

PATHWAYS TO WELL-BEING WITH DEMENTIA

A MANUAL OF HELP, HOPE AND INSPIRATION

A must-have book for anyone touched by dementia of practical information written by people living with dementia, care partners, and leading dementia specialists.



Dementia Action Alliance

ENHANCING LIVES
CONNECTING PEOPLE
INCREASING UNDERSTANDING

This publication
is free to download.
Scan this QR Code
or go to:



DAAnow.org/Pathways



Ready for a test drive of Eden Membership?

We are offering a free 14-day trial of Eden Membership

1. Scan the QR code, or

2. Visit

<https://bit.ly/edenmembership-trial>





IN UNITY, WE THRIVE

INSPIRING CHANGE, CREATING CONNECTION.

THE EDEN ALTERNATIVE INTERNATIONAL CONFERENCE

2026 Eden Alternative International Conference

THE
eden
ALTERNATIVE®
CREATING EMPOWERED CULTURES



Dementia Action Alliance

**March 9-12, 2025
Atlanta, GA**



Learn More @ bit.ly/edenaltcon

