



*Validation*

# VTI Sponsorship Program

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

# 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**

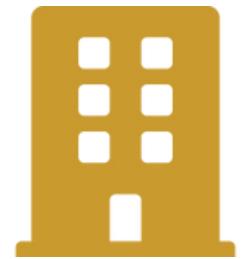
Support one person who serves others:  
caregivers, volunteers, activity  
professionals, students.



## 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.

# 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.***

# 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](http://www.vfvalidation.org)



[info@vfvalidation.org](mailto:info@vfvalidation.org)

*Validation belongs everywhere humans connect.*

THE  
**eden**  
**ALTERNATIVE®**

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# 2025 Global Impact

Celebrating 32 years in Mission

**32**



Currently  
**277**

Eden Member Communities  
WORLDWIDE

Currently

**325**

Individual Members

**26,825**

Elders living in Eden Member Communities  
WORLDWIDE



Speaker's Bureau Established  
Including Persons Living with Dementia



Dementia Action Alliance

Welcomed DAA as an Outreach Mission



The Eden Alternative  
Podcast is Available



The Eden Alternative App is  
Available on Apple and Android



**2274**

People trained as Certified Eden Associates in 2025

**38,406**

Eden Associates trained  
WORLDWIDE  
Since 1994

**101**

Consultation Visits in 2025

**EVOLVE ONLINE LEARNING**

The Eden Alternative Education  
Course Bundles Launched



**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



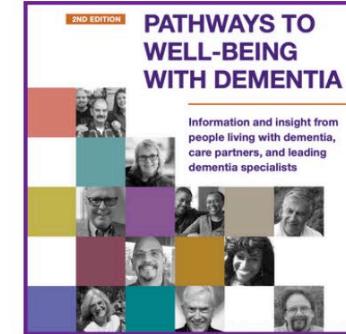
**15,363**  
Participants in  
Programs  
SINCE 2020



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*  
2<sup>nd</sup> Edition Published  
FREE Download Available at [daanow.org](http://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](http://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](http://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



Dementia Action Alliance

March 9-12, 2025  
Atlanta, GA



Learn More @ [bit.ly/edenaltcon](https://bit.ly/edenaltcon)

