



2023 Annual Report

Key Dates and Accomplishments

- Jan. 22: 3-year anniversary of formation as nonprofit corporation.
- Jan. 24: Ordered 750 copies of the Musical Instruments issue of *Joyful Memories*.
- Jan. 27: Earned Platinum Seal of Transparency on GuideStar nonprofit profile platform.
- Feb. 20: Eric is guest on The "D" Word radio show hosted by Pete Hill on UK Health Radio.
- March 6: Eric is featured performer at the Colleyville Chamber of Commerce Senior Health Fair.
- March 8: Eric is featured speaker at Grapevine Chamber of Commerce Senior Services Alliance.
- March 21: Received check for \$25,000 from the AWARE Fund of The Dallas Foundation.
- April 4: 600th in-person singalong show.
- April 28: 3-year anniversary of becoming a 501(c)(3) nonprofit organization.
- June 1: Published website article titled "Forgetting Can Be a Good Thing."
- June 2: Published website article titled "Worried About Your Memory."
- June 7: Ordered 12,000 copies of *Joyful Memories* magazine for AWARE grant distribution.
- July 3: Eric is guest on the Music Helps podcast hosted by Nina Clark.
- July 11: 700th in-person singalong show.
- July 11: Eric's first singalong show at the Flower Mound Senior Center.
- July 17: Ordered 750 copies of the Cats issue of *Joyful Memories*.
- Aug. 1: Awarded a \$500 grant from The Waxahachie Foundation.
- Sept. 23: Surpassed 100,000 views on YouTube.
- Oct. 13: Eric's first singalong show at the Haltom City Senior Center.
- Oct. 14: First weekend show featuring student volunteers.
- Oct. 17: Magazine distribution and singalong show in Waxahachie, Texas.
- Nov. 1: *Joyful Memories* named GDUSA Health + Wellness Award Winner.
- Nov. 7: Awarded 2023 Fall Bi-Annual Grant from Alzheimer's Foundation of America.
- Nov. 20: 800th in-person singalong show.
- Dec. 19: Eric is guest on the Prime Life Podcast.
- Dec. 26: Ordered 1,000 more copies of the Dogs issue.



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Key Statistics

We celebrate quantifiable accomplishments as they represent personal relationships and individual moments of joy and connection.

- Distributed 12,000 copies of *Joyful Memories* to dementia care organizations in Dallas and Denton counties.
- Presented 34 Christmas singalong shows.
- Presented more than 300 in-person singalong shows.
- Trained new volunteer singalong leaders, including three teens.
- Distributed 46 books and DVDs to caregivers.
- Email List: 270 new subscribers (year-end total = 527)
- Website viewed by 31,010 unique visitors.

- New articles published on songsandsmiles.com:
 - Forgetting Can Be a Good Thing
 - Worried About Your Memory?
 - Alzheimer's Care Tips for Hard Situations

- Updated articles on songsandsmiles.com:
 - Links to Alzheimer's Care Tips
 - Links to Resources for Alzheimer's Caregivers
 - Dementia Care Tips: Celebrating Holidays

- Social Media followers and total reach:
 - Facebook: 499 new followers (year-end total = 1,242) and 187,671 people reached
 - Instagram: 46 new followers (year-end total = 317) and 19,513 people reached
 - Twitter: 120 new followers (year-end total = 402)
 - Vimeo: 13,100 video views and more than 24 days total time watched
 - YouTube: 194 new subscribers (year-end total = 303) and 66,040 video views