



Why Is One Memory at a Time Free?

*Because every story matters.
And everyone deserves to be heard.*

People sometimes ask me a question that, on the surface, seems very reasonable:
"Why are you giving all of this away?"

There is now a complete workbook, Memory Companion training, support materials, presentations, a growing Library of resources and a digital version that can be used on a phone, tablet or computer. A considerable amount of time, thought, investment and work has gone into creating all of it.

So why is One Memory at a Time® free?
The answer is actually quite simple.

"Because I never wanted cost to determine who gets heard. You cannot put a price on dignity or treat memories as a transaction."

Over more than 35 years of working with seniors and community organizations, I have seen many worthwhile ideas and programs. Budgets are limited. Staff are stretched. Priorities compete with one another. A program can have tremendous value and still never make it through the door because somebody has to find the money to pay for it.

When I began developing One Memory at a Time, I realized I had an opportunity to remove that obstacle completely. There would be no purchase decision. No grants. No approvals. No delays.

They could simply begin.

*"It was never meant to be a product.
It was meant to be used."*



Stories connect us. People matter. A brighter tomorrow.

The front door to the program can now be wherever they happen to be—even literally at their own front door.



As I learned more, I began to see the possibility of something much larger: people helping other people rediscover their stories. Memory Companions. Families. Young people. Communities. And increasingly, the program was reaching beyond organized seniors' settings — into private homes, apartments and rural communities.

If One Memory at a Time were going to reach those people, I didn't want a gatekeeper — or a cash register — standing between them and the program.

Making the program free is not about giving something away. It is about removing the door. The more accessible it is, the more naturally it can spread — because someone shared it.

***"This is bigger than a program.
It has the potential to become a movement."***

Older people deserve opportunities to be known for more than their age, their room number, their health or what they can still remember on demand. They have lived lives. They have stories. And those stories still matter.

Then Why Document Everything?

People also ask: "If you're giving it away, why are you going to so much trouble to document everything and build an app?" My answer is simple:

"What if I die?"

I don't want this program to disappear with me. I want it to continue without me. That's why I've documented what it is, how it works, and why it works — so anyone, anywhere, can use it, even if they never meet me.

One should never leave a good idea behind for someone else to have to figure out all over again.

*Because every senior who wants to be heard...
deserves the opportunity to be heard.*

