

alzheimer's  association®

2013

Annual Report

July 1, 2012 - June 30, 2013

Southeastern Virginia Chapter



Our Vision:
A world without Alzheimer's disease.

Our Mission

To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

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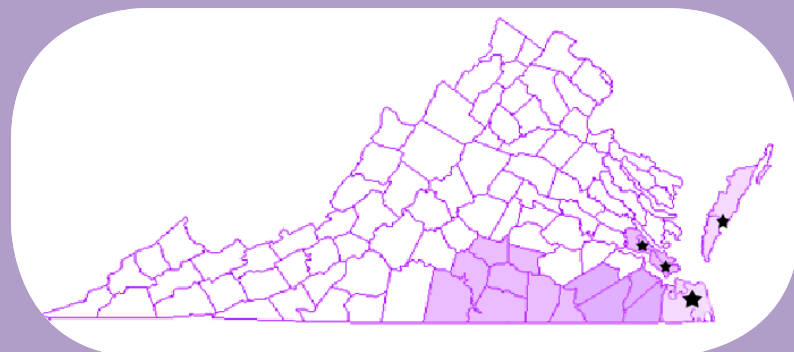
Bob Fanning
Resource Specialist/Volunteer

The Southeastern Virginia chapter serves:

7,400 square miles

16 counties

10 cities





David R. Stephens



Gino V. Colombara

This year marked many “firsts” for our chapter.

It all started in September when our Board Chair, David Stephens, along with two of his friends and colleagues, walked over 200 miles from Norfolk to Washington D.C. to raise awareness of Alzheimer’s disease and to urge elected officials to increase funding for Alzheimer’s research.

The journey to DC dovetailed into our Walk to End Alzheimer’s® in the fall. Close to 4,000 participants in six communities throughout our 7,400 square mile service area raised over \$530,000. This is the most raised through the walk in our chapter’s 31 year history.

Then this spring we debuted a new awareness and fund raising event called *A Reason to Hope Breakfast*. It was hosted by Old Dominion University at the Ted Constant Center. The one-hour inspirational event was a great success, raising over \$70,000 in donations, pledges and sponsorships.

Each of these “firsts” represents the growing recognition that there is an urgent need to come together to change the course of this disease by making it a personal and national priority. Alzheimer’s will not wait!

We need to make a shift. The health crisis of Alzheimer’s is upon us. With 1 out of 9 people age 65 and older developing the disease, it is estimated that over 13 million Americans will have a diagnosis of Alzheimer’s by mid-century.

Each of you represents the strength needed to win this fight. We rely on you to spread the word that Alzheimer’s is something everyone should be concerned about before their family is impacted. You are our momentum.

Today, Alzheimer’s disease cannot be prevented, cured or effectively treated. But that is today!

You represent the hope for tomorrow. Your engagement, your voice and your support will bring us to the day when someone stands before us and states – I am an Alzheimer’s survivor!

I cannot think of a greater legacy!

In gratitude, we are

A handwritten signature in black ink that reads "David Stephens".

David R. Stephens
Board Chair

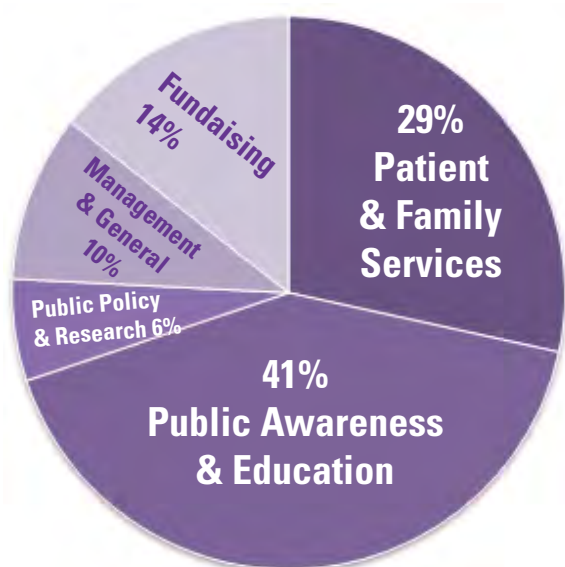
A handwritten signature in black ink that reads "Gino V. Colombara".

Gino V. Colombara
President & CEO

Currently
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Allocation of Chapter Expenses

For the year ended June 30, 2013



76% Programs and Services

24% Management, General & Fundraising

Audit performed by
Wall, Einhorn & Chernitzer, P.C.

**Financial Management
July 1, 2012 - June 30, 2013**

	2013	% of Revenue	2012	% of Revenue
REVENUES:				
Special Events				
Revenue	-		\$43,107	
Expense	-		(12,802)	
Net Profit	-	0.0%	30,305	4.9%
Direct Public Support				
Memorials & Tributes	33,940	3.2%	51,196	8.3%
Corporations	241,211	22.7%	136,194	22.0%
Individuals	399,889	37.6%	475,798	77.0%
Foundations	59,938	5.6%	55,084	8.9%
Donated Services, Materials & Rent	86,056	8.1%	99,880	16.2%
Indirect Public Support				
United Way	3,466	0.3%	3,913	0.6%
Community Health Charities	43,927	4.1%	38,284	6.2%
Other	12,346	1.2%	12,543	2.0%
Government Grants	13,665	1.3%	13,995	2.3%
Program Services and Workshops	17,180	1.6%	22,180	3.6%
Other Revenue	2,801	0.3%	7,800	1.3%
Change in Value of Trust Receivable*	149,475	14.0%	(328,853)	-53.2%
Total Revenue	<u>1,063,894</u>	<u>100%</u>	<u>618,319</u>	<u>100%</u>
		% of Expense		% of Expense
EXPENSES:				
Program Services	678,960	75%	697,329	75%
Management and General	90,525	10%	93,192	10%
Fundraising	133,698	15%	141,410	15%
Total Expense	<u>903,183</u>	<u>100%</u>	<u>931,931</u>	<u>100%</u>
Change in Net Assets, Gain/(Loss)	\$160,711		\$(317,862)	
Net Assets, Beginning of Year	1,197,230		1,515,092	
Net Assets, End of Year	\$1,357,941		\$1,197,230	

*The fiscal year 2013 net assets gain is due to the recording of the change in value of the charitable trust receivable.

Science & Research

Our mission is
people & science



Since awarding its first grants in 1982, the Association has grown into the largest private, nonprofit funder of Alzheimer's research, awarding more than **\$315 million to over 2,200 best-of-field grant proposals**. During the fiscal year ending June 30, 2013, the Association spent **\$28 million on research**, of which **\$15 million was awarded to support 75 research projects**.

The chapter's education outreach to the medical community reached **410 individuals** this year to include two presentations to pre-med students at Eastern Virginia Medical School and a presentation to the Association of Haitian Physicians Abroad Annual Conference. Through calls, visits and mailings, we also reached **112 local physicians** with information on new diagnostic criteria, chapter programs and our Memory Loss Referral Program. We received **107 Memory Loss Referrals** this year.



trialmatch[®]

*Don't just hope
for a cure. Help
us find one.*

TrialMatch[®] is helping solve the second biggest impediment to Alzheimer's research: enough participants to fill studies. It also makes it easy for individuals to find studies seeking participants. **300 individuals created TrialMatch profiles** in our chapter area to find a clinical trial. Spearheading this effort were the **277 TrialMatch interest cards** that were collected at Walk to End Alzheimer's events to investigate creating a profile.



"I signed up for TrialMatch[®] because my father passed from Fronto-Temporal Lobe Dementia at 62 years old. To honor my father and for the future of our family, I would like to be part of the research to find a cure for various dementias."

- Ginny Harrington

Education, Support & Outreach

Education creates awareness and provides skills to caregivers to plan and provide safe and effective care while staying healthy. First responders and those in the senior care industry need skills to interact with and provide care to this growing segment of society. **5,906 individuals attended 244 education programs** including the multi-part *Living With Alzheimer's* series that prepares families for all stages of the disease and training that helps first responders work with the diagnosed and their families in emergency situations. The chapter's toll-free 24/7 Helpline is the entry point for many families to receive the services they need.

1,431 calls answered on our 24/7 Helpline, 800.272.3900.

197 families received an in-depth Care Consultation.

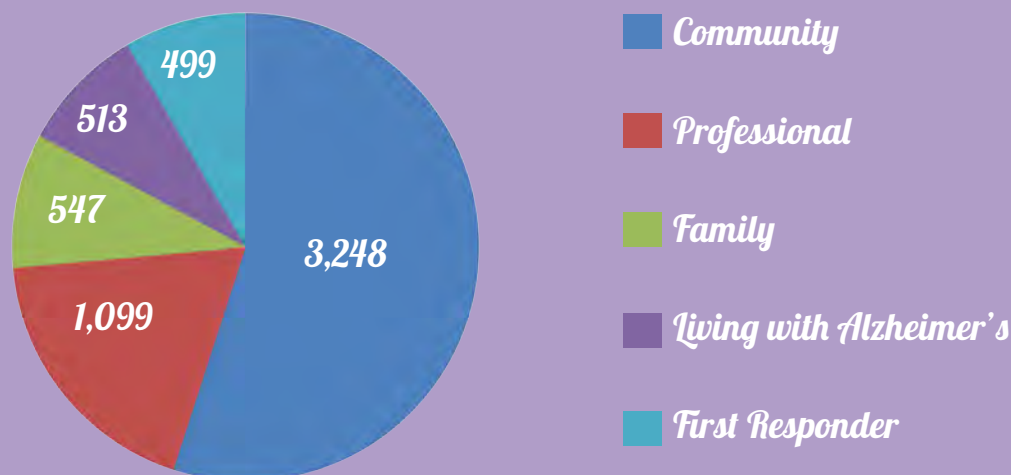
29 caregiver support groups met monthly serving **1,789** individuals.

2 support groups for individuals in the early stages met monthly serving **161** individuals.

48 caregivers received **\$25,730** in subsidy assistance for **199** days of adult day care and **2,077** hours of in-home respite.

11 diagnosed individuals have enrolled in the MedicAlert® + Safe Return® program as a safety net in case of wandering.

At a Glance: Education Attendees by the numbers



Advocacy

Advocating for a cure was at the forefront of activities this year in Hampton Roads.



Darren Gerlach, David Stephens and TJ Prieur

100 Million Dollar Walk

A major awareness effort by our Board of Directors Chair, David Stephens, garnered attention from everyone along a 200-mile path from Norfolk to Washington, D.C. Dave walked with friends Darren Gerlach and TJ Prieur in honor of Dave's father, Lt. Col. Carl Rabon Stephens, a retired Army Chaplain diagnosed with Alzheimer's disease. Dave ended his *100 Million Dollar Walk - from my house to the White House* by speaking with members of Congress.

Becoming an advocate is as simple as filling out a postcard or signing up online

Another major advocacy effort is the collection of postcards to send to our Senators at each Walk to End Alzheimer's®. At the front of this effort for the past two years have been two dedicated volunteers, David Lamb and Christine Giuliani.

David lost his grandmother to Alzheimer's disease and Christine's father has early signs of dementia. Together, with staff and volunteers, they collected **1,677 advocacy cards** this year. These cards are a source of new online advocates each year. Online advocates help us by taking actions when we send an email alert with instructions to call or email their legislator. **2,028 online advocacy actions** were taken this year.



Christine Giuliani



David Lamb and Patricia Lacey

Fund Development

Events such as the Walk to End Alzheimer's®, A Reason to Hope Breakfast, YAAA! Black Tie Bowling and the Parrot Head Beach Ball raised **over \$750,663** during the fiscal year to support the advancement of research and local chapter programs and services. The success of these events is a result of the tireless dedication, enthusiasm and passionate support of our volunteer committees. They are our Champions for Hope.



reason to hope

breakfast

"It may fade to a dim light but is never gone."

1st Annual A Reason to Hope Fundraising Breakfast



16th Annual Bonnie Harrell Parrot Head Beach Ball



3rd Annual YAAA! Black Tie Bowling Event



Sponsors

Through the support of community-minded businesses, organizations and individuals, the Alzheimer's Association is committed to providing materials, support, and services to those battling this disease, while teams of dedicated scientists search for a cure. Our sincere gratitude is extended to each for their generous support this past fiscal year. Acknowledged below are the FY2013 event sponsors of \$1,000 and above (in-kind included).



Host Sponsor: Old Dominion University

Media Sponsor: Inside Business

Video Sponsors: Tele-Video Productions & Advertising Agency, Our Lady of Perpetual Help

Champion Sponsors: Commonwealth Assisted Living, Cox Business, EVMS Glennan Center for Geriatrics & Gerontology, Our Lady of Perpetual Help, Riverside Health System, Seniorcorp, The Curtis Group, Tidewater Home Funding, Wall, Einhorn & Chernitzer, P.C.



Swag Sponsor: Davenport & Company



Outstanding Sponsor: Pearson Toyota Scion

Presenting Sponsors: Eagle Medical Transports, Joyce S. Price Family Foundation, Stephens & LaRoche Financial Partners, LLC.

Promise Garden Sponsor: Pacifica Senior Living

T-Shirt Sponsors: Ferguson, Kindred Transitional Care & Rehabilitation - Nansmond Pointe, QVC, Sentara Healthcare, TowneBank

Refreshment Sponsors: Amerigroup Foundation, Chambrel at Williamsburg, The Chesapeake, Hampton Family Practice, Kraft Foods-Planters, Obici Healthcare Foundation, Peninsula Honda, Pomoco Auto Group, Smithfield Foods, TowneBank

Gold Sponsors: Agapè Home Care, The Altschuler Family, The Chamberlin, Cheeseburger in Paradise, Commonwealth Assisted Living, Consulate Healthcare Norfolk, Hauser's Jewelers, Kindred Health - River Pointe, Our Lady of Perpetual Help, Riverside Health System, Sentara Healthcare, Steve Jensen, Inc., TowneBank, Williamsburg Landing

Media Partners: ABC-13 News Now, 97.3 The Eagle, Hot 100.5, Star 1310, 92.9 The Wave, 94.1 ESPN, The Health Journal

Major Corporate Sponsors

Platinum:



Gold:



Silver:



Proud Regional Sponsor



Grants

Local community Foundations play an essential role in supporting critical programs such as respite care subsidy assistance, educational outreach, and care consultations. Our sincere appreciation is extended to the following granting agencies that have awarded grants totaling **\$58,564** combined:

Grants \$10,000 and above

Portsmouth General Hospital Foundation (\$18,500)
Camp Family Foundations (\$10,000)
Franklin Southampton Charities (\$10,000)

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

Altria Companies Employee Community Fund (\$8,580)
J.L. Camp Foundation (\$4,000)
United Way of Virginia's Eastern Shore (\$2,584)
Williamsburg Community Foundation (\$1,650)
Cape Henry Rotary Club (\$1,000)
The Allstate Foundation (\$1,000)

Grants \$999 and below

Walmart Foundation (\$750)
Peninsula Community Foundation (\$500)



The Alzheimer's Association Southeastern Virginia Chapter is a proud member of Community Health Charities.



Young Adults for Alzheimer's Awareness



YAAA! is the young professionals group of the Alzheimer's Association Southeastern Virginia Chapter.

Their mission is to build awareness in the local community about Alzheimer's disease, raise funds to support the care of those affected, and to support the advancement of research towards a cure...all while having fun!



Members are 21 to 45+ and most have been personally affected by Alzheimer's through their families or friends.



YAAA! - working together to provide help for today and hope for tomorrow!

Champions of Hope

Together, our flowers create a garden of hope.



Blue Flower - I have dementia "My wife Marcy and I have had quite a year. On February 28th I was diagnosed with early onset Alzheimer's at the age of 53. My wife and I are now in the process of trying to learn to live with the new realities of our lives. Through the Alzheimer's Association, their EASE program, and our friends and family, we are adjusting fairly well." - **Paul Terkeltaub**

Purple Flower - I have lost someone to Alzheimer's

"There is no cure for Alzheimer's disease. It's fatalyet I am a survivor of this horrible illness. How can that happen? A miracle? I just said that there is no cure. It was my mother who had Alzheimer's. I was her primary caregiver. Caregiver's roles don't end at 5 p.m. or even 11 p.m. It is an all day, every day role. We learned to live a new normal every single day. Research, education, support and the Alzheimer's Association helped me survive Alzheimer's disease." - **Janet Hastings**



Orange Flower - I am an advocate "Over 10 years ago I made a decision to be an advocate. I started signing petitions. I started supporting research to find a cure for Alzheimer's disease. For me, being an advocate is important. Taking action on behalf of every person with Alzheimer's disease. I speak for each individual, family member, caregiver. You matter to me. You can join me. Join me in making a difference. The lives of those who have Alzheimer's depend on us to be their voice. I choose to be their voice, you can too." - **Becki Sims**

Yellow Flower - I am caring for someone with Alzheimer's

"I would like to invite you to take a walk with me. It's a walk I have taken many times with my grandmother. Six years ago it was a meandering through her life of Air Force events, raising 3 sons, running a business, travel and love. See, six years ago, my grandmother was diagnosed with Alzheimer's disease. The memories started to dim and we would take daily walks through her life. Walks to remind her of her husband. Walks to remind her of her children. They were wonderful strolls and I miss them. She has now been robbed of walking with me through the stories of her life. Sometimes I sit with her and take her by the hand and try to take her with me down the path of remembrances, but too much has been stolen. So, in memory of a life, for stories long forgotten, will you walk (to end Alzheimer's) with me? - **Hettie Norlund**



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