

# alzheimer's association®

the compassion to care, the leadership to conquer®



## 2011 ANNUAL REPORT

July 1, 2010 - June 30, 2011  
Southeastern Virginia Chapter

### Board Officers

**Marcie McMillin**  
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**Marion Backus**  
*Vice President*

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*Vice President*

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*Treasurer*

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**Joan Rothrauff**

## Vision Statement

A world without Alzheimer's disease.



## Mission Statement

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

## Staff

**Gino V. Colombara, EdM**  
Executive Director

**Patricia Farish Lacey, MBA**  
Director of Education & Family Services

**Carol Gurioli, MEd**  
Family Program Manager

**Jennifer Chavez-Crabtree**  
Development Manager

**Win Winslow**  
Marketing & Corporate Initiatives Manager

**Kristy Wyngaarden, MA**  
Communications Coordinator

**Douglas Panto**  
Education & Family Services Coordinator

**Mary Catherine Dzedziak, MS**  
Community Outreach Coordinator

**Alan Ibarra, MPA**  
Information Technology Manager

**Patricia Woodis**  
Finance Manager

**Sherry Warren**  
Office Operations Specialist

**Marianna Price**  
Master Trainer

**Bob Fanning**  
Resource Specialist - Volunteer

# THE END OF ALZHEIMER'S BEGINS WITH YOU!

For many Baby Boomers, Alzheimer's disease was a disease they experienced with their parents or grandparents. Not anymore! Alzheimer's disease is becoming their disease, their crisis, their epidemic. With the Baby Boomers beginning to turn 65, there is an impending wave of new cases and new families that will have to face this heartbreaking disease. It is expected that an estimated 10 million Baby Boomers will develop Alzheimer's.

Every 69 seconds someone in the United States is diagnosed with Alzheimer's disease; in fact, it affects 5.4 million people nationwide. It is the sixth leading cause of death. Of the top 10 causes of death in the United States, Alzheimer's remains the only one without an identified way to prevent, cure or slow its progression. These are statistics we cannot live with!

Your voice and support is elevating the need for increased research funding to accelerate progress towards the development of disease modifying treatments that will ultimately lead to a cure and save millions of lives.

Your voice and support is the foundation for the sustainment of our programs and services and is critical to meeting the most immediate needs of those affected by Alzheimer's disease, their families and caregivers who count on us.

It is in our hands to put an end to Alzheimer's disease. It is up to us to make Alzheimer's disease a thing of the past!

You are a Champion of Hope. As always, your voice, support and generosity is greatly appreciated.

In gratitude, we are



Board President



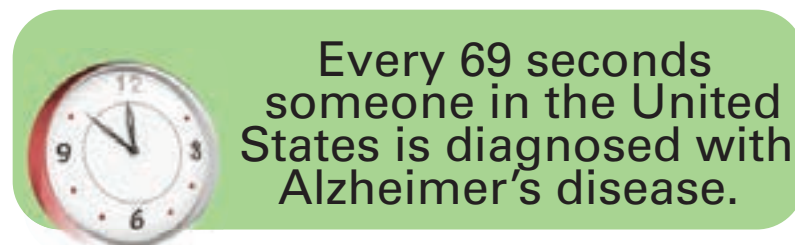
Executive Director



Marcie McMillin



Gino V. Colombara





# Financial Management

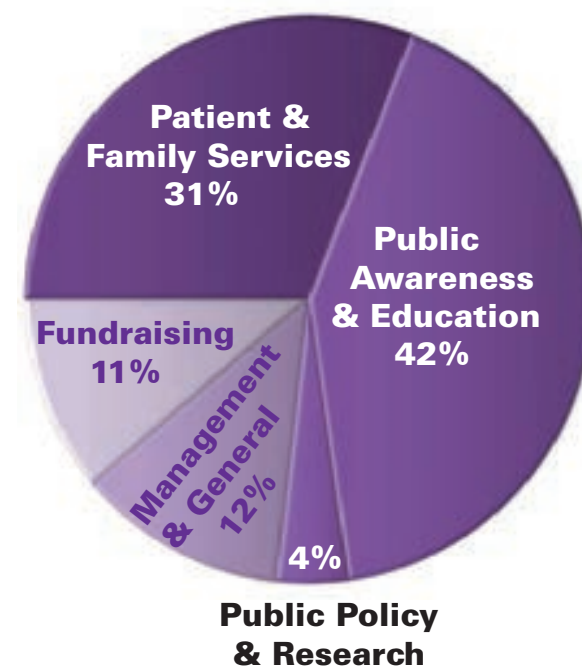
July 1, 2010 - June 30, 2011

	2011	% of Revenue	2010	% of Revenue
<b>REVENUES:</b>				
<b>Special Events</b>				
Revenue	\$ 586,871		\$ 523,479	
Expense	(140,901)		(84,489)	
Net Profit	445,970	25.4%	438,990	37.2%
<b>Direct Public Support</b>				
Memorials & Tributes	53,730	3.1%	45,041	3.8%
Corporations	14,271	0.8%	13,092	1.1%
Individuals	999,876	56.8%	438,496	37.2%
Foundations	65,435	3.7%	55,595	4.7%
Donated Services, Materials and Rent	19,238	1.1%	37,549	3.2%
<b>Indirect Public Support</b>				
United Way	4,019	0.2%	14,494	1.2%
Community Health Charities	47,552	2.7%	54,189	4.6%
Other	12,666	0.7%	8,256	0.7%
<b>Government Grants</b>	42,865	2.4%	17,713	1.5%
<b>Program Services and Workshops</b>	49,862	2.9%	43,090	3.7%
<b>Other Revenue</b>	3,442	0.2%	13,089	1.1%
<b>Total Revenue</b>	1,758,926	100.0%	1,179,594	100.0%
<b>EXPENSES:</b>				
<b>Program Services</b>				
	618,081	76.8%	541,683	76.1%
<b>Management and General</b>				
	95,803	11.9%	84,468	11.9%
<b>Fund-raising</b>				
	90,585	11.3%	85,562	12.0%
<b>Total Expense</b>	804,469	100.0%	711,713	100.0%
<b>Change in Net Assets, Gain/(Loss)</b>	<b>\$ 954,457</b>		<b>\$ 467,881</b>	
Net Assets beginning of year	560,635		92,754	
<b>Net Assets, End of Year</b>	<b>\$1,515,092</b>		<b>\$ 560,635</b>	

**Note:** The chapter's \$954,457 Gain in Net Assets was largely due to the recording of a large charitable annuity trust receivable that is expected to pay over the next 23 years a total of \$891,000.

## Allocation of Chapter Expenses

For the Year ended June 30, 2011



**77% Programs and Services**

**23% Management, General & Fundraising**

Audit performed by McPhillips, Roberts & Deans PLC

# Advocating for Care and a Cure

The Alzheimer's Association was successful advancing our policy issues this past fiscal year, mobilizing thousands of advocates.

- Advocates from all chapters and our national policy office pushed for the passage of the National Alzheimer's Project Act (NAPA), which was passed by the House and Senate and then signed by President Obama.
- Over 4,000 advocates received monthly Federal Public Policy Updates and Action Alerts, primarily from Virginia Congressional Districts 1, 2 and 4.
- We collected 312 advocacy postcards for our Representatives, encouraging them to invest in the fight to cure Alzheimer's.
- Three Southeastern Virginia Chapter advocates joined others in making over 300 visits to our Representatives and Senators in Washington, D.C. during the annual Alzheimer's Association Advocacy Forum. These visits help our legislators understand the National Alzheimer's Project Act, The Alzheimer's Breakthrough Act and the Alzheimer's HOPE Act.

## Research

Since awarding its first grants in 1982, the Association has grown into the largest private, nonprofit funder of Alzheimer research, awarding more than \$292 million to over 2,000 best-of-field grant proposals. During the fiscal year ending June 30, 2011 the Association spent close to \$25 million on research. Areas of study include beta-amyloid and tau functioning, cellular properties and functions that protect and maintain brain neurons, Alzheimer's disease and other dementias contributing factors, diagnostic tools including brain imaging and biomarkers, novel treatment strategies and non-pharmacological interventions, and ways to improve care for people with dementia.







## Education, Support and Outreach Highlights

Alzheimer's disease is having a devastating impact on our country. 5.4 million of our parents, grandparents, other family members, co-workers, friends, and more are affected by the disease. Over 200,000 of them have younger onset, creating even more complex socio-economic problems for their families. It costs our country \$183 billion dollars per year. 14.9 million caregivers are utilizing all the emotional, physical and financial resources at their disposal to provide care – for free. Responding to the needs of these caregivers and their loved ones is integral to the chapter's mission.

- 🌀 The chapter responded to 1,204 requests for support on our 24-Hour Helpline.
- 🌀 The chapter responded to 92 referrals from the chapter's Memory Loss Referral Program to connect families with relevant services.
- 🌀 166 families received in-depth Care Consultations about their specific family situations with their diagnosed loved ones, resulting in development of an action plan and access to resources.
- 🌀 1,448 caregivers attended 34 support groups in the chapter area. 151 individuals in early stage and their care partners attended early stage support groups.
- 🌀 Five 8-week *Early Alzheimer's Support and Education (EASE)* programs reached 44 individuals. In this partnered-learning class we help prepare the family for the journey through Alzheimer's - with education on diagnosis, daily living skills, future planning and more.
- 🌀 24 support group facilitators attended a workshop to improve their skills. Two trainings for EASE reached 15 new facilitators.



- 50 family education programs, including Family Orientations and Family Caregiver classes, reached 370 family members.
- More than 80 individuals sought a clinical trial match through the Association's **trialmatch™** program. TrialMatch helps individuals navigate through clinical trials with a user-friendly interface.
- 47 individuals now have the safety net of MedicAlert®+Safe Return®.  
- \$15,850 of respite subsidy assistance was provided to 60 individuals with dementia to help defray the cost of 1,711 hours of in-home respite and 161.5 days of adult day care.
- 17 *Reaching Out in Faith* trainings reached 886 congregation members, providing them with an understanding of how the faith based organizations can reach out to an individual with dementia and their family to help keep spirituality alive in their lives.
- The chapter was represented by staff and volunteers at 17 health fairs this year, reaching out and providing resources to 2,340 community members.
- 7 brain health programs reached 174 individuals. Programs included a healthy brain overview, *Maintain Your Brain*, *Brain Aerobics* and *Sharpen Your Brain*.
- The chapter reached 276 first responders with our *Approaching Alzheimer's* curriculum.
- The chapter presented 170 hours of professional training to direct care workers, administrators and others in the long term care industry, reaching 885 individuals and providing 2,690 student contact hours.
- 2 respite worker trainings were provided reaching 22 individuals.
- 56 community education programs were presented on topics such as the *Basics of Alzheimer's*, *The 10 Warning Signs of Alzheimer's*, chapter services, and others, reaching 2,068 community members.
- The Reminder*, our chapter newsletter, brought news, current events and other information to subscribers via three issues. The newsletter reached 4,165 individuals via mail and 1,841 individuals via email for each issue.
- Our Education Conference reached over 300 people with nationally and regionally recognized experts in Alzheimer's caregiving and research.



# Fund Development

Events such as Memory Walk® (now called the Walk to End Alzheimer's™), Sweet Memories Champagne Brunch, YAAA! Black Tie Bowling, A Round to Remember, Parrot Head Beach Ball and Run to Remember raised over \$575,000 during the fiscal year. The success of these events would not have been possible without the dedication and passionate support of our volunteer committee members and event participants. Funds raised support the advancement of national research efforts as well as the sustainment and enhancement of local chapter programs and services.

## *Sweet Memories*



## a Round to Remember



## Black Tie Bowling







## Parrot Heads 14th Annual Beach Ball



# Sponsors Supporting the Vision

A world without Alzheimer's - that's our vision. Fulfilling that vision requires community support and engagement. Our local programs and services would not be possible without the incredibly generous assistance of our event sponsors. We offer our grateful thanks to all the businesses and individuals who supported the chapter this past year. Listed below are the FY2011 corporate sponsors of \$1,000 or more (in-kind support included).

## Major Corporate Sponsors

### Gold



### Silver



## Sweet Memories

Commonwealth Assisted Living, Data Cable Technologies, Harbourway at Atlantic Shores, The Rothrauff Family, The Royal Chocolate

## Living with Alzheimer's – 20<sup>th</sup> Alzheimer's Education Conference

Commonwealth Assisted Living, Harbourway at Atlantic Shores, Our Lady of Perpetual Help, Sentara

## Memory Walk<sup>®</sup>

### Regional Sponsor:



**Outstanding Sponsor:** Peninsula Honda

**Local Presenting Sponsors:** Riverside, Suffolk Parks & Recreation

**Media Partners:** Max Media Radio Stations, WVEC/13News

**Gold Sponsors:** Care Advantage, Commonwealth Assisted Living, Dominion Psychiatric Associates, Halifax Regional Health System, Morningside of Newport News, Nansemond Pointe Rehabilitation & Healthcare Center, Our Lady of Perpetual Help, QVC, RJJ Inc./Wendy's, Sentara, Wild Birds Unlimited Nature Shop

**Silver Sponsors:** The Altschuler Family, Allstate Foundation, Amerigroup Foundation, The Chamberlin, Dominion Village of Williamsburg, Peninsula Funeral Home, Townebank



# Grants

Grants totaling \$107,389 helped support chapter programs such as respite care subsidy assistance, educational outreach, care consultations, 24-hour Helpline, MedicAlert®+Safe Return® and brain health programs. Our sincere appreciation is extended to the following granting agencies for making these programs possible:

## Grants \$10,000 and above

Altria Companies Employee Community Fund (\$10,000)  
Alzheimer's & Related Disorders Research Award Fund (\$35,840)  
Camp Family Foundations (\$10,000)  
Franklin Southampton Charities (\$12,000)  
Portsmouth General Hospital Foundation (\$10,000)  
Riverside Health System Foundation (\$22,704)

## Grants \$1,000 - \$4,999

J.L. Camp Foundation (\$4,000)  
United Way of Virginia's Eastern Shore (\$2,845)



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





# Champions of Hope

**Larry & Linda Kester**



**Maria Owens**



**Virginia BonDurant  
Harrington**



**Raymond Cicirelli**



**“(We) walk to end this disease so other people don’t have to go through the devastating journey that my family...had to go through with our parents.”**

**“My mom had Alzheimer’s disease so I walk for my mom. I walk because I don’t want to get the disease. I walk because I don’t want you to get it either.”**

**“My sister and I have dedicated our lives to...fight against this horrendous disease. I will raise awareness about the realities of the disease and make a difference in the quest for a cure.”**

**“I notice symptoms more often now; but this is the nature of the beast that you are all here to help rid the world of. I was assured, that this is, for now, the course of this horrific disease; but more and more is being tested daily and hope goes on for a cure.”**

**Southeastern Virginia  
Chapter Office**

6350 Center Drive, Suite 102  
Norfolk, VA 23502

**Peninsula/Williamsburg  
Office**

213 McLaws Circle, Suite 2-B  
Williamsburg, VA 23185

**Eastern Shore  
Office**

5432 Bayside Road  
Exmore, VA 23350

**800.272.3900**  
**[www.alz.org/seva](http://www.alz.org/seva)**  
**[infoSEVA@alz.org](mailto:infoSEVA@alz.org)**