



Pictured above are Gean Atkinson, 2008 President of Rotary Club 29, with National CEO Harry Johns and Mark Fried, Executive Vice President of the Oklahoma and Arkansas Chapter

Pictured below are Judi Ver Hoef, CEO, and Mr. Henry Zarrow, The Anne and Henry Zarrow Foundation



2008 Tulsa Memory Gala, (l to r): Event Chairs Gary Paxton and Jackie Kouri, with Honorary Chairs Gwen and Steve Malcolm

Annual Report 2007-08

Oklahoma and Arkansas Chapter



The Alzheimer's Association is a nonprofit corporation exempt from federal income taxes under section 501(c)(3) of the Internal Revenue Code. The Association continues to meet and exceed the standards set by the BBB Wise Giving Alliance.

6465 S. Yale Avenue, Suite 312
Tulsa, Oklahoma 74136-7810

Visit us at www.alz.org/alzokar

918-481-7741 Tulsa Chapter Headquarters
800-272-3900 Outside Tulsa Area

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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"

Our Vision:
"A world without Alzheimer's"



2008 Zenith Society inductees from Tulsa (l to r): Judy Kishner, The Anne and Henry Zarrow Foundation; Maggie Hille Yar and Mary Ann Hille, the Hille Foundation; Board Chair Margaret Swimmer, National CEO Harry Johns, and John-Kelly Warren of The William K. Warren Foundation



"Rock to Rock" Memory Walk Day Proclamation Shown (l to r): Marisha DiCarlo, Assistant Director, with Mayor of Little Rock, Mark Stodola; Steve Boedigheimer, CDC; and Mayor Patrick Hays of North Little Rock

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Bentonville, Arkansas 73702
479-273-5559

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Little Rock, Arkansas 72201
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alzheimer's  association

alzheimer's  association™

the compassion to care, the leadership to conquer

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Dick Litzinger

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A Letter From our CEO and Chairman of the Board

Dear Friends and Supporters:

The Alzheimer's Association Oklahoma and Arkansas Chapter ended with another year of success. The last quarter began to see a downturn in the economy and with it brought some concern. Our success this year is evidenced not only by numbers but also critical breakthroughs in advocacy, younger-onset and early detection of Alzheimer's disease.

In addition to the national Champions Campaign featuring celebrities, each of our local offices launched their own Champions Campaign featuring athletes, political figures, media headliners and community leaders. Barry Switzer and Coach Frank Broyles were among those featured locally. In our efforts to serve our constituents, we are driven by the fact that nearly half of Americans say they know someone who has Alzheimer's disease.

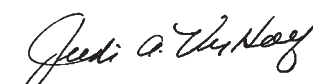
Diligent work began to identify a legislative author to take the lead in establishing a bill which will require that an Oklahoma state task force on Alzheimer's be implemented. The Alzheimer's Association assisted in writing the bill which will come to fruition in fiscal year '09. This is a legislative breakthrough for Oklahoma. Work has also begun to accomplish similar legislation in Arkansas.

The Oklahoma and Arkansas Chapter leads the way in providing increased awareness and specific services for younger-onset persons with Alzheimer's and their families. A newsletter, national database network, a telephone support group, annual conference and face-to-face round table are included in the specialized younger-onset services. In addition, the Oklahoma and Arkansas Chapter partners in coordinating the only youth camp for children with a younger-onset parent.

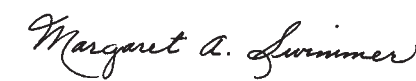
The evaluation of our core services continues to remain high and the number served continues to increase. We are pleased to have been recognized as a Star Chapter for Memory Walk® and chosen for an early detection pilot project spearheaded by the National Association.

We are proud of our accomplishments this past year – but mindful that our success could not be possible without the support of our faithful supporters, donors and friends.

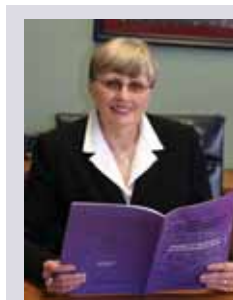
Sincerely,



Judi A. Ver Hoef
President/CEO



Margaret A. Swimmer
Chairman of the Board



Judi A. Ver Hoef



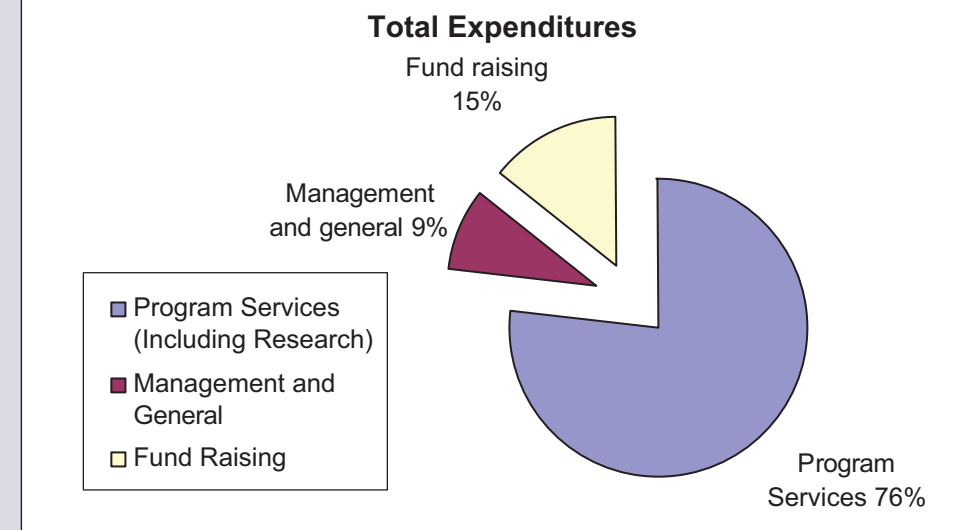
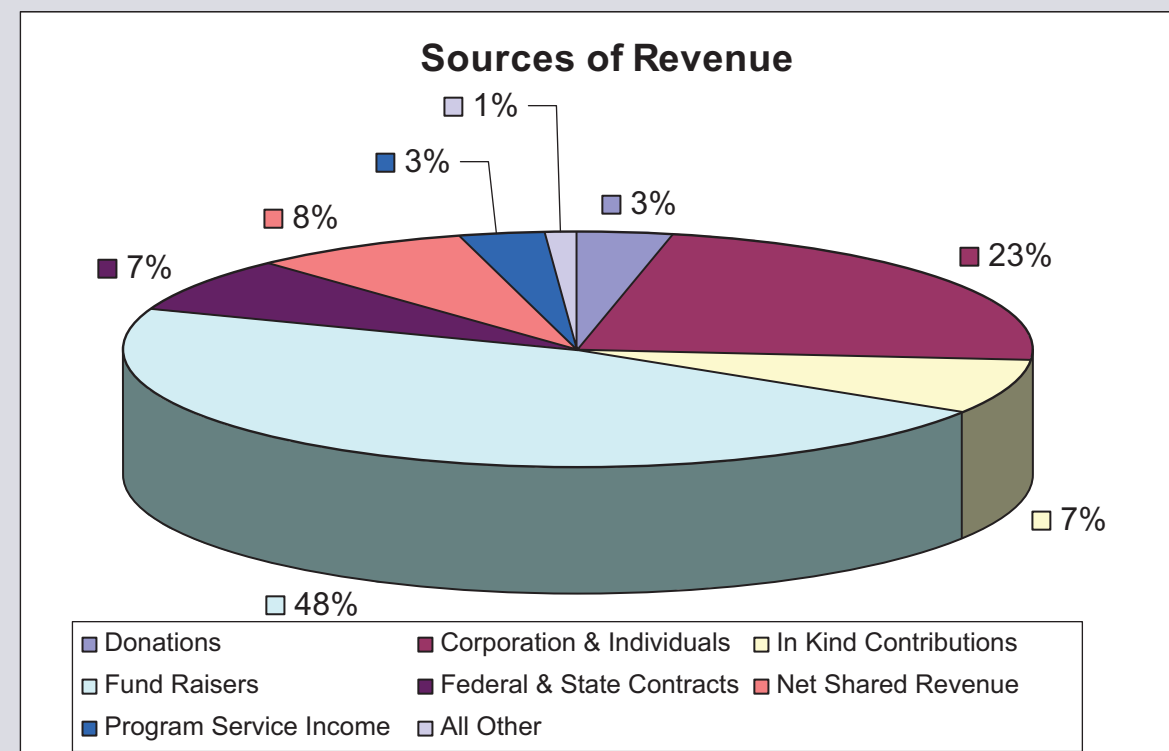
Margaret A. Swimmer

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.”

Our Vision...

“A world without Alzheimer’s disease”



Senior Management Team

- Judi A. Ver Hoef—President/CEO
- Mark Fried, Executive Vice President
- Tonda Ames, V. P. Marketing/Programs
- Sarah Frey, V.P. Development
- David F. Rose, V.P. of Finance/Technology

Management Team

- (In addition to Senior Management)
- Ruth Drew, Senior Director of Programs
 - Paul Langston, Sr. Director of Special Events
 - Janice E. Morgan, Director of Administration
 - Sandra Warmack, State Director Arkansas

Finance Committee Members

- Dick Litzinger, Chair
- Dr. David Dearman
- Janet Worley
- Jay Jackson
- David Rose, Vice President of Finance/Technology
- James Holman
- Kate Scruggs
- Marty Howerton
- Rita Gunter

Dedication – Devotion – Perseverance – Passion - Hope

Our Friends Sustain Our Good Works

Charged with excellence

These friendships inspire us, humble us, and charge us with the weighted responsibility to help families until our vision of "a world without Alzheimer's" becomes a reality. To these friends and to *all* our friends, we extend our gratitude.

2007-08 Chapter Financials

We are a tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code

<u>Revenue</u>	<u>2008</u>	<u>2007</u>
<u>Contributions, Gifts, Grants and Pledges:</u>		
Memorials and Tributes	\$ 94,231	82,742
Corporations and Individuals	675,999	1,320,184
In-Kind Contributions	211,810	154,183
Federal & State Contracts	216,145	215,858
Program Services and Education Programs	89,335	76,503
Interest on Savings and Investments	22,234	27,358
Unrealized Gains (Losses) on Investments	(497)	(4,140)
Loss on Sale or Fixed Assets	(265)	0
Special Fund Raising Events	1,360,148	1,113,226
Net Shared Revenue from National Alzheimer's Assn.	(226,459)	(258,366)
Sales of Books & Materials	2,842	2,201
Other Income	8,573	3,729
Total Revenue	\$ 2,454,096	2,733,478

<u>Expenditures</u>		
<u>Program Services:</u>		
Family Services	\$ 1,240,609	1,280,410
Research	47,754	49,110
Education	429,887	372,118
Public Policy	264,704	259,626
Subtotal Program Services	\$ 1,982,954	1,961,264
Management and General	225,666	242,044
Fund Raising	377,009	350,453
Total Expenditures	\$ 2,585,629	2,553,761
Change in Net Assets	(131,533)	179,717
Net Assets at Beginning of Year	1,010,448	830,731
Net Assets End of the Year	\$ 878,915	1,010,448

2007-08

The Hille Foundation – in support of younger-onset Alzheimer's

Founded in 1997, the Hille Foundation works actively to raise the educational, spiritual, and physical well-being of those helpless or ignored in society, and to promote projects that benefit the community at large.

The Foundation's 5-year partnership with the Alzheimer's Association has brought national attention to younger-onset Alzheimer's, and the vast challenges that accompany diagnosis before the age of 65. The Hille Foundation has also been an instrumental supporter of our educational outreach efforts to the African American community, and of our annual Educational Conference. Through their foundation, the Hille family uplifts countless lives with their conviction – "...in life you are what you give back."

The William K. Warren Foundation and Saint Francis Health System – a place to call home

Since 1994, The William K. Warren Foundation and Saint Francis Health System have supported our work to help families, and to find a cure. As pillars of the Tulsa community, both the Foundation and the Health System have offered their names in support of our mission. The Alzheimer's Association resides in donated space in the Warren Medical Building. As our Chapter has grown and matured, additional space has been offered to accommodate this growth. We applaud the Warren Foundation and Saint Francis Health System for their innovative and forward-thinking support of memory loss care, and of brain health initiatives.

The Anne and Henry Zarrow Foundation – celebrating over a decade of friendship

In 1998, we began a friendship with The Anne and Henry Zarrow Foundation that has helped sustain our efforts for a decade. The Foundation's support has led to such successes as the number of our community education programs increasing over 90% in the last 2 years. In honor of this support, our annual *Memory Gala*, which raises vital dollars for our services, is held each year as a tribute to the life of Mrs. Anne Zarrow.

Senior Star Living – personal conviction / national impact

Since 1997, Robert and William Thomas, and their company, Senior Star Living, have supported our efforts in countless ways...as advisors, spokesmen, donors, volunteers and simply fulfilling Association needs in essential ways. They are annual Sustaining Partners of *Memory Walk*, *Memory Gala*, Education Conference and special donor education events. Equally committed are the fine employees of Senior Star's Tulsa-based retirement communities, Burgundy Place and Woodland Terrace, who have provided extraordinary volunteer and funding support of the Association. Most recently, Jill and Robert chaired the Association's 2008 Tulsa Memory Walk, increasing revenue by 75% over 2007. Robert is in his 8th year as a member of our National Board of Directors.

The E.L. and Thelma Gaylord Foundation – Family Care Consultations

The Gaylord Foundation is a private, family foundation which has supported community projects throughout Oklahoma since 1994. From medical research to the arts, the Foundation supports a wide range of causes. For several years, the Gaylord Foundation has been an important underwriter of Family Care Consultations for the Central Oklahoma office, located in Oklahoma City. This hands-on method of family care provides education and support to those impacted by Alzheimer's disease. In a typical situation, family members of those with dementia will engage in one-on-one conversations with our skilled staff to devise a plan of care for their loved one. It is a service that is available free of charge, and partners like the Gaylord Foundation make this outreach a reality.

Golden Living – an Arkansas hero

The national headquarters for Golden Living (formerly Beverly Enterprises) is in Fort Smith, AR. This long term care provider has been a consistent and faithful partner to Western AR. for almost 10 years. . The Beverly Corporate Memory Walk team raised \$22,000 and the corporate offices are always a presenting sponsor for such events as our New Year's Eve gala, Tinsel and Tails. Golden Living Clinical (the contract consultant side) partners with us in the presentation of new education and the results of recent clinical trials.

Sustaining Partners—The Alzheimer's Association wishes to thank and acknowledge:

The Hille Foundation
Saint Francis Health System
The Anne and Henry Zarrow Foundation
Senior Star Living
Dollar Thrifty Automotive Group
Ashley Parker
Tulsa Area Agency on Aging
Hale Family Foundation
Golden Living
Walmart Foundation

The Herman Kaiser Foundation
John R. McCune Charitable Trust
Williams
Founders of Doctors' Hospital, Inc.
E.L. and Thelma Gaylord Foundation
Tulsa Area Agency on Aging
Bank of Oklahoma
Kathleen Patton Westby Foundation
The Celebrity Classic
John Steele Zink Foundation

Blue Cross & Blue Shield of Oklahoma
Oklahoma DHS and AoA
BKD
Mervin Bovaird Foundation
John Bumgarner
Don Carlton Honda
Ann Shaw
Henderson Financial
Area Agency on Aging
of Western Arkansas, Inc.

Alzheimer's Association Oklahoma and Arkansas Chapter Core Services



Alzheimer's Champions

ACT



MOVE

VOICE



Oklahoma and Arkansas

Champion's Campaign—Act—Voice—Move

Two-dozen new celebrities, including Terrell Owens, Penny Marshall and Leeza Gibbons, joined the Alzheimer's Association Champion Campaign, lending their faces and voices to help educate the public about the disease. Locally, over 14 celebrities joined the campaign, including *Coach Frank Broyles, Coach Barry Switzer, actress Mary Kay Place, and Tulsa Mayor Kathy Taylor, among others.*

Advocacy

In fiscal year 2008, our advocates used their voices to bring greater attention to the Alzheimer's crisis.

The Alzheimer's Association mounted a national campaign to increase the federal investment in research by \$125 million to develop treatments that will delay or reverse the progression of Alzheimer's Disease, and bring us closer to our goal of \$1 billion annually for Alzheimer's Disease research. An Oklahoma Governor's Task Force on Alzheimer's has been formed with plans to replicate these efforts in the Arkansas Legislature.

Awareness

As part of National Alzheimer's Disease Awareness Month and National Family Caregivers Month, and thanks to the generosity of Coach Broyles, the Association offered *Coach Broyles' Playbook for Alzheimer's Caregivers* free to the public beginning in November 2007. Written by Frank Broyles, the famed former football coach and athletic director of the University of Arkansas, *Playbook* is a practical, how-to guide for family members caring for someone with Alzheimer's.

To address our target market, the Alzheimer's Association continued to invest in an integrated three-fold consumer marketing campaign:

1) to increase concerns about the disease; 2) to increase awareness of the Alzheimer's Association as the leader in research and resources, and 3) to motivate target audiences to become involved and make a difference.

(Kid's) Camp Building Bridges

The Oklahoma and Arkansas Chapter has partnered in a special camp for kids ages 13-16 who help with caregiving for either a younger-onset parent, grandparent or other family member with dementia or Alzheimer's disease. The camp offers a time of respite, fun and fellowship with other teens in similar situations, so they know they are not alone. During this weeklong adventure, they are given opportunities to participate in several educational sessions as they travel the journey of Alzheimer's and/or related dementias with their families.



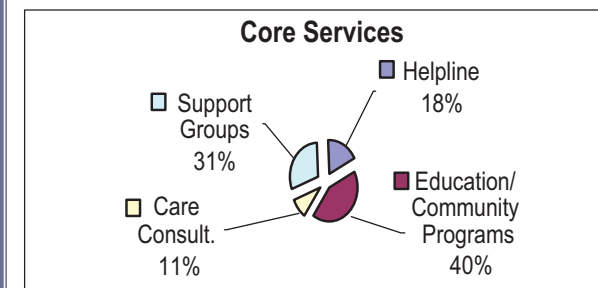
Responding to community needs

Helpline Calls: Phone, E-mails and Walk-Ins—**servicing nearly 4,900 individuals annually—an increase of 9% over last year.**

Education Programs: Conducted **352** Workshops, Seminars, Conferences, Speaker's Bureau, and Professional In-Service trainings—in **excess of 10,000 attendees.**

Support Groups: 93 groups meet monthly, with 1,261 meetings/year, **an attendance of 8,334—a 26% increase from last year.**

Care Consultations—In-person/home or office, via phone or E-mail **totaled 2,809—an increase of 15% over last year.**



Community Awareness via...

Public Policy—Alzheimer's Association has signed on over **25,000 advocates** who facilitate a system of humane and comprehensive care and support

Media Contacts—Over 3,200, including TV, radio, newspapers and magazines.

Web Page Views—16,000 people visited roughly 80,000 pages on our website.

Newsletters—Chapter and Early-Onset mailings reach over 140,000 homes annually in OK/AR

MedicAlert® + Safe Return—This alliance provides a 24-hour nationwide emergency response service for individuals with Alzheimer's or related dementia who wander or have a medical emergency.

Enhancing Core Programs

There are as many as 5 million people with Alzheimer's disease and by 2050, experts predict that there will be as many as 16 million— unless we do something about it now. The 78 million baby boomers will soon reach the age of greatest risk for developing Alzheimer's. Today, someone develops Alzheimer's every 71 seconds; by mid-century, someone will develop Alzheimer's every 33 seconds. We continue to campaign to:

- ◆ Increase concern about Alzheimer's disease
- ◆ Increase awareness of the Alzheimer's Association as the resource leader
- ◆ Motivate target audiences to get involved and make a difference.

To use our financial resources in the most effective way, the Alzheimer's Association has conducted an organization-wide strategic planning process. This included as its central focus, the delivery of the Association's mission. Following the strategic planning process, a work group was established to focus on core programs. Ruth Drew, Senior Director of Programs for the Oklahoma and Arkansas Chapter, serves on that group.

The Alzheimer's Association Oklahoma and Arkansas Chapter provides an unparalleled level of service and support to Alzheimer families and direct care providers. Through care consultations, educational workshops, regional conferences and support groups, we reach out to a growing Alzheimer population, including those in multi-cultural and rural communities. As evidenced by the Core Services numbers shown here, and with increased demand for our services, staff and volunteers serve an ever-increasing number of persons affected by Alzheimer's disease in our two-state territory through our many programs and core services.

Driven by the reality facing the more than 5 million people estimated to have Alzheimer's today and the millions more who will face the disease tomorrow, we are energized by the continued good will of our supporters, donors, sponsors, volunteers and friends, and will continue to strive toward our vision of a world without Alzheimer's.



Noteworthy statistics include:

- Every 71 seconds, someone develops Alzheimer's.
- 10 million baby boomers will develop Alzheimer's in their lifetime.
- 250,000 American children ages 8 to 18 are unpaid caregivers.

In June 2008, The Centers for Disease Control and Prevention (CDC) announced Alzheimer's disease the new sixth-leading cause of death in the United States. In response, the Association called on lawmakers to increase Alzheimer's research funding to slow or stop progression of the disease.