

alzheimer's  association™



GENERATIONS

2006-07 ANNUAL REPORT &
HONOR ROLL OF DONORS

GENERATIONS FROM THE BOARD OF DIRECTORS

Last year, I wrote to you about new beginnings for the chapter. It was my first year as president of the board of directors and the first year for our chief executive officer, Catherine James. It was a critical turning point for the chapter. As we entered our 25th year of operation, it was incumbent on the board of directors and me, as its leader, to examine our ability to sustain and grow as an organization.

Many of our discussions revolved around our current capacity and our ability to expand that capacity. It was clear that even though our staff gives its all each day, that there was just not enough staff to go around. We needed to increase the number of people on our staff in order to meet the growing needs of an ever-rising number of constituents. The result of these discussions was the addition of a full-time fundraising professional and a part-time position in our programs and services department. The board of directors sees this as a long-term investment that will pay dividends in both our operational and programmatic models.

I am pleased to report that the state of this chapter is as strong as it has ever been. Our board of directors assembled a budget for fiscal year 2007-08 that reflects reasonable growth and ambitious, but attainable, goals. In addition, sub-committees led by the board of directors report something that we cannot measure — enthusiasm. The feeling among our dedicated core of volunteers is that this is the time for the Alzheimer's Association to emerge as a premier not-for-profit in Central New York. Their commitment, through time, talent and treasure, leads us to project exciting and innovative changes for the upcoming year.

Ordinarily, annual reports provide a recap of the past year and a financial statement. This year's report is a celebration of our achievements and the coming year. We have closed the books on 25 years of rapid and successful growth. Join us we begin a new chapter in the association's history so that the next generation of Central New Yorkers will know Alzheimer's not as a reality, but as merely a memory.



▲ Paulette presents the 2007 Southern Tier Memory Makers award to Francis Battisti of the Battisti Networks.

Paulette Z. Nickerson
President, Board of Directors

BOARD OF DIRECTORS

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GENERATIONS

FROM THE CHIEF EXECUTIVE OFFICER

Our silver anniversary year was more than just a logo on our letterhead or a theme for our gala. Celebrating 25 years of assisting individuals and families in our area touched by this disease meant two things. First, we are an established organization with a strong bedrock of loyal community support. Second, it means that no cure has been found and that our services are still necessary.

We often tell people that we work hard at trying to put ourselves out of business. It sounds funny, but imagine what a world without Alzheimer's disease would look like. We estimate that more than 43,800 people in our coverage area have Alzheimer's and that another 131,500 people provide direct care for them. What if the lives of 185,000 could be changed for the better? No more forgetting. No more worrisome behaviors. No more 36-hour days for caregivers. Billions of dollars in government funds that pay for care and medication could be freed up. Millions of dollars in lost productivity to businesses could be solved. The nation's 7th leading cause of death would disappear.

Until that day comes, we must live in the reality that Alzheimer's is a growing problem in our region and our country. This past spring, the Alzheimer's Association released a study that shows 5.1 million people nationwide live with the disease, a 10 percent increase since 2000. The toll on Central New York is rising. Our own statistics show that the number of people with Alzheimer's is up nearly 17 percent in that same timespan. This epidemic rate of growth signals that our services are needed now more than ever.

I hope that we do not celebrate a golden anniversary in another 25 years. But, if we are still around for the next generation, it will be because of the strength of our association and the work of the past 25 years.



▲ Cathy (at right) with Mohawk Valley Memory Walk Honorary Chair Joe Kelly and Board of Directors President Paulette Nickerson.

Catherine J. James
Chief Executive Officer

CHAPTER STAFF

Chief Executive Officer:	Catherine James
Day Program Director:	Melissa McMahon
Director of Development:	Toni Ann Daley
Director of Finance:	William Starliper
Director of Programs and Services:	Michael Massurin
Public Affairs Director:	Jared Paventi
Regional Director:	Tricia Bannister
Regional Director:	Jane Hudreck

Lynn Augenstern, Administrative Assistant
 Sharon Eisenson, Day Program Care Coordinator
 Deborah Gillmor, Development Associate
 Michele Lytle, Day Program Coordinator

Cynthia Morgan, Bookkeeper
 Michelle Murphy, Oneida County Care Project Coordinator
 Angela Perry, Helpline Coordinator
 Nancy Russo, Office Manager

A GENERATION AGO NO ONE TALKED ABOUT IT.

Sometimes it would be whispered. Mostly, it was ignored or denied.

They would say, "He's just getting older" or "She just forgot. She's got a lot of things on her mind." It was a word that never left the doctor's office. Spouses, family members and even the person with it saw it as a mark of shame. The mere mention of it sparked immediate reaction.

Alzheimer's. There was no hope, only finality. There was no treatment, only a death sentence.

Then things changed.

In 1994, former President Ronald Reagan, once the most powerful man in world, said the words with which millions worldwide had struggled. In a handwritten letter that ran in *The New York Times*, Reagan wrote, "I have recently been told that I am one of the Americans who will be afflicted with Alzheimer's Disease."

His courageous act lifted the veil of secrecy and embarrassment that surrounded this disease. And, by the time he died in 2004, those whispers had grown into conversations and raised voices. Today, we are shouting from the rooftops.

This is the generation that will defeat Alzheimer's.

A generation ago, there were no treatments for Alzheimer's disease. It was a day-to-day disease marked by mental and physical decline, behavioral changes and caregiver difficulties. While the hallmarks of the disease still remain, significant medical advances have been made to prolong the quality of life for the individual with the disease.

The late 1990s and early part of this decade brought three drugs which fought the breakdown of brain cells. Another drug released in 2004 improved brain receptors activity. Researchers say that they are on the cusp of the next big discovery and the only things standing in the way are time and funding.

In less than 10 years we have gone from nothing to something. This is the generation where we will find the answer.

This is the generation that will defeat Alzheimer's.

A generation ago, there was no movement to defeat this disease. Locally, communities had just formed work groups to study aging and its potential effects. In Syracuse, that group was called the Metropolitan Commission on Aging and was headed by Roslyn Bilford. Inquiries to the MCOA about Alzheimer's disease steadily increased over the years, to the point where Bilford and a group of community members staged an

► **"The Greatest Generation":** A World War II veteran, Candor resident Bert White has never backed down from a battle. His diagnosis of Alzheimer's disease brought shock and sadness to the White family, but has only strengthened Bert. He took his years of teaching experience and vowed to educate the public about his disease. Bert has been an advocate for the association and other people with the disease and is active in support groups and Memory Walk. For all of his work, the Alzheimer's Association honored him with its 2007 Memory Makers award. In the picture to the right, Bert shares a dance with his wife Mary at the awards gala.





▲ **The next generation:** *Chapter CEO Catherine James (left) presents Brianna Hulbert of Newfield with the Youth Volunteer of the Year award. Hulbert, who is 11, is annually one of the top fundraisers at Memory Walk. She got involved after meeting her teacher's father, Bert White, who has the disease. Hulbert's mission is to raise money to find a cure for her friend.*

on its first nationwide consumer campaign and from coast to coast, the Alzheimer's Association is recognized as the world leader in Alzheimer's research and support. Today, our voice is as strong as the 5 million Americans living with Alzheimer's disease.

This is the generation that will defeat Alzheimer's.

For the sake of the 77 million members of the Baby Boom generation and those who follow them, it needs to be.

The projections are staggering. 16 million people by the year 2050. The cost to business — including private insurance and lost productivity of employees who provide direct care — will skyrocket into the billions. The weight of the epidemic will cause the collapse of publicly funded health programs like Medicare and Medicaid. What makes this scenario even worse is that is the conservative estimate.

But, amid all of that is hope. We live in the age of discovery. The world has never had more scientific resources than it does today. Scientists are using public and private funding to develop treatments and study the causes of the disease. Each year, they come together at the Alzheimer's Association's International Conference on Alzheimer's Disease to share their advances and breakthroughs. This year brought insight into the connection between heart disease and Alzheimer's and results of long-term pharmaceutical studies. It is this generation of scientists who know that billions of memories and lives rest on what happens in their labs and offices. This is the generation that will find a cure.

This is the generation that will defeat Alzheimer's.

► **Generations on the links:** *Julie Darling (near left) and Kate Despina register golfers at the Sito's Angels Memorial Golf Tournament. The sisters run this tournament annually in memory of their grandmother, affectionately known as Sito, who died of Alzheimer's disease. Proceeds from the tournament support Sito's Angels, the Memory Walk team the family formed in honor of their matriarch.*



YEAR IN REVIEW

2006 - 07 CHAPTER ACHIEVEMENTS

FAMILY PROGRAMS AND SERVICES

- Answered 839 Helpline calls.
- Provided 294 family care consultations.
- Hosted 3,396 people at 159 education programs.
- Enrolled 631 individuals in Safe Return.
- Offered 5,839 service units (aggregate participants) at the Kirkpatrick Day Program.
- Averaged 487 service hours per month at the Kirkpatrick Day Program.
- Provided referrals to 172 individuals through the Oneida County Alzheimer's Coordinated Care Project. Provided caregiver training services to an additional 200 people.
- Received an Aging Achievement Award from the National Association of Area Agencies on Aging as a co-sponsor of ICare with the Onondaga County Department of Aging and Youth.
- Partnered with the Syracuse Symphony Orchestra to produce the *Music for the Mind* program, through a grant by the Carriage House Foundation, a fund of the Central New York Community Foundation.

OPERATIONS

- Launched a new website in conjunction with the National Alzheimer's Association's conversion to a Content Management System.
- Converted alzmail to a new e-mail platform.
- Implemented MAS 500 accounting software.
- Migrated the constituent relations database to The Raiser's Edge.
- Installed and implemented a hosted IP voice-data management system to upgrade phone and network capabilities.

DEVELOPMENT

- Coordinated six Memory Walks, raising in excess of \$200,000.
- Hosted two silver anniversary Memory Makers events that generated more than \$80,000 in revenue.
- Conducted our most successful annual appeal campaign ever, exceeding goal by more than 42 percent.

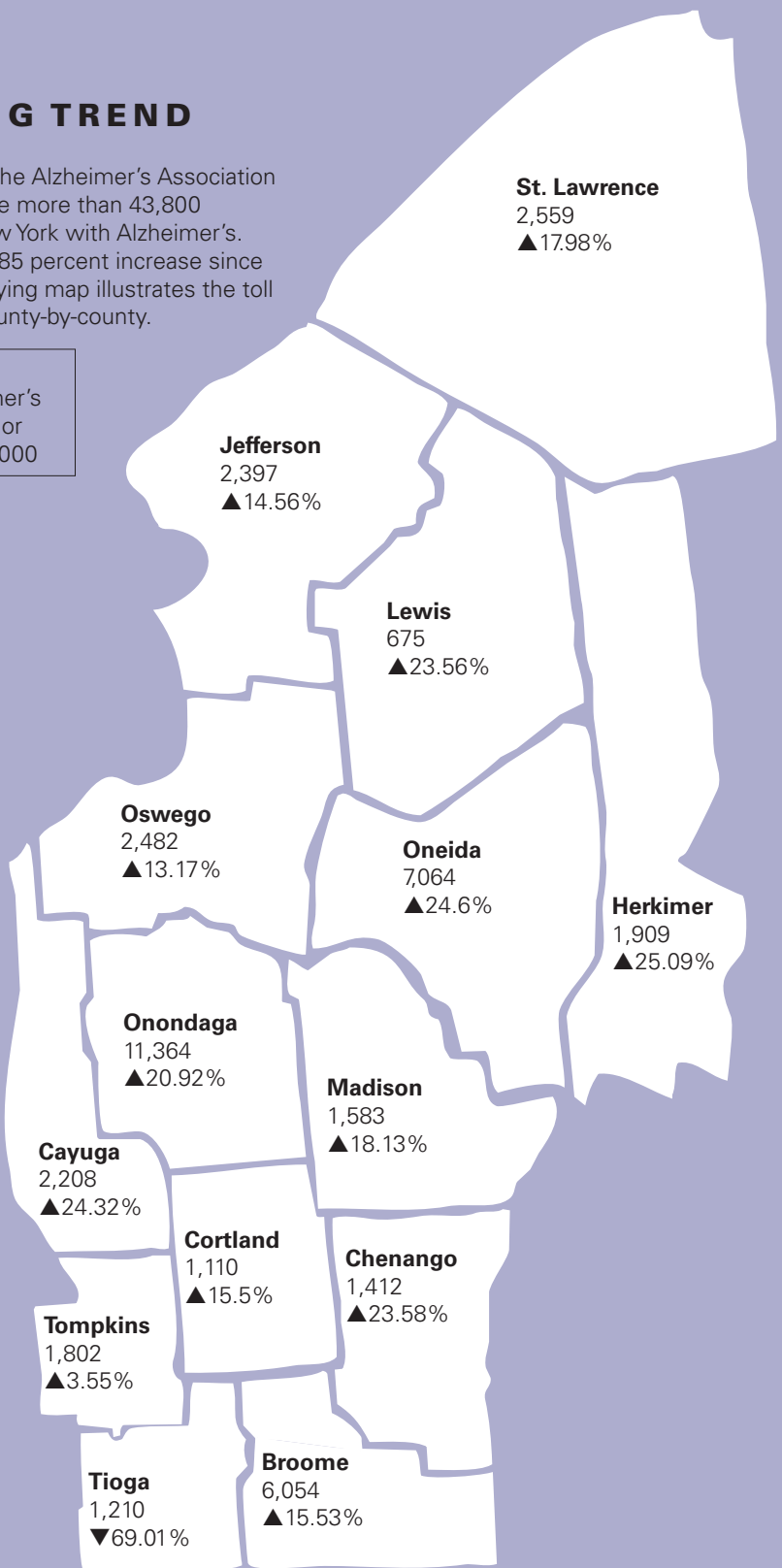
A GROWING TREND

A study released by the Alzheimer's Association showed that there are more than 43,800 people in Central New York with Alzheimer's. This represents a 16.85 percent increase since 2000. The accompanying map illustrates the toll Alzheimer's takes county-by-county.

County

People with Alzheimer's

▲ Percent increase or
▼ decrease since 2000



HONOR ROLL OF DONORS

TOP CORPORATE SUPPORTERS

- Alterra
- America's Charities
- Ameriprise Financial
- AT&T Foundation
- B.P.O. Elks # 2074
- BAE Systems
- Bank of America
- Binghamton University
- Bond, Schoeneck & King, L.L.P.
- Bristol-Myers Squibb
- Broome Community College
- Casa Imports
- Castle Gardens Senior Living Center
- Central New York Community Foundation
- Citizens Bank, N.A.
- Community Bank, N.A.
- Eannace Funeral Home
- Endicott Machine and Tool
- Estate Planning Law Center
- Farmers & Traders Life Insurance
- Ferguson & Shamamian Architects, LLP
- Fidelis Care - New York
- Folts Home
- Franciscan Management Services
- Frank and Frances Revoir Foundation
- Frederick R. Xlander, Attorney-at-Law
- Fuller Development Company, Inc.
- G.M. Crisalli & Assoc., Inc.
- Giruzzi Plumbing and Heating, Inc.
- Good Shepherd Fairview Home
- Harleysville Insurance of NY
- Health Services of Northern New York
- HealthNow New York, Inc.
- Home Aides of CNY
- Home Instead Senior Care of Broome Cty.
- Hullar Family Fund
- IBM
- John Worhach Scholarship Fund
- Johnson & Johnson Companies
- Key Bank, N.A.
- Kinney Drugs Foundation
- Knights of Columbus Council 207
- LaFayette Hills Golf & Country Club
- Lakewood Products
- LeMoyne College
- Levene, Gouldin & Thompson LLP
- Life's Changing Seasons ElderCare
- Lockheed Martin
- Loretto
- Loyal Order of the Moose Lodge 1013
- Mackenzie Hughes, LLP
- Masonic Care Community
- Meghan Thomas Photography
- Mincolla Distributing Co Inc
- National Grid
- NBT Bank, N.A.
- New York Air Brake Corp.
- New York Carolina Express, Inc.
- North Country Books, Inc.
- NY-Penn Nutrition Services
- O'Brien and Gere
- P.C.I. Paper Conversions, Inc.
- PACE Independent Services of CNY
- Parkway Drugs
- Realty USA
- Samaritan Keep Home
- Seaboard Graphics
- Sedgwick Business Interiors
- Sibley Nursing Personnel Service
- St. Camillus Health and Rehabilitation Ctr.
- Testone, Marshall and Discenza, LLP
- The Pyramid Companies
- UFCW Charity Golf Classic, Inc.
- United Auto Supply
- United Health Care
- United Health Services
- United Methodist Homes
- Verizon Foundation
- Visions Federal Credit Union
- Wal-Mart Foundation

HONOR ROLL OF DONORS

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Donors names in purple are members of the Royal Purple Society giving club

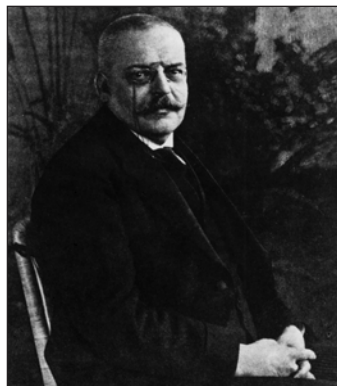
GENERATIONS

HISTORICAL PERSPECTIVE

At a scientific meeting in November 1906, German physician Alois Alzheimer presented the case of "Frau Auguste D.," a 51-year-old woman brought to see him in 1901 by her family. Auguste had developed problems with memory, unfounded suspicions that her husband was unfaithful, and difficulty speaking and understanding what was said to her. Her symptoms rapidly grew worse, and within a few years she was bedridden. She died in Spring 1906, of overwhelming infections from bedsores and pneumonia.

Dr. Alzheimer had never before seen anyone like Auguste D., and he gained the family's permission to perform an autopsy. In Auguste's brain, he saw dramatic shrinkage, especially of the cortex, the outer layer involved in memory, thinking, judgment and speech. Under the microscope, he also saw widespread fatty deposits in small blood vessels, dead and dying brain cells, and abnormal deposits in and around cells.

The condition entered the medical literature in 1907, when Alzheimer published his observations about Auguste D. In 1910, Emil Kraepelin, a psychiatrist noted for his work in naming and classifying brain disorders, proposed that the disease be named after Alzheimer.



▲ **Our Namesake:**
Dr. Alois Alzheimer



▲ **Past, Present and Future:**
Memory Makers 2007 honored the individuals and organizations who gave us our start, sustain us today and will be with us in the years to come. Chapter CEO Catherine James (second from left) poses with Margaret Ogden, president of the Central New York Community Foundation, New York State Senator John A. DeFrancisco and Sister Mary Christopher Dixon, O.S.F., of St. Francis Adult Day Services.

Seventy-six years after Dr. Alzheimer first met Auguste D., the disease bearing his name brought together a group of concerned citizens. Seeing a need for people living with Alzheimer's disease and their family members, Syracuse's Metropolitan Commission on Aging held a community meeting in 1982. This initial meeting led to the creation of the Alzheimer's Association of Central New York. Similar movements in Utica and Binghamton in the early- to mid-1980s resulted in Alzheimer's Association chapters in those areas. Since then, those three local chapters have merged into one regional chapter serving more than 1.7 million people in a 14-county area.

From its modest beginnings in a Marcellus home-office, to three offices, the Alzheimer's Association, Central New York Chapter's focus has always been serving the needs of individuals with Alzheimer's disease, their families and caregivers. Always evolving, the chapter has been an innovator in the delivery of programs and services to this ever-growing population.

For 25 years, the Alzheimer's Association has served Central New York with pride and dedication. Each phone caller, family member, visitor, day program participant and event attendee is treated with the same level of respect and compassion that Dr. Alois Alzheimer showed Auguste D. more than 100 years ago.

FINANCIAL REPORTS

FISCAL YEAR 2006 - 07

Assets

Current Assets

Cash	202,660
Investments	330,381
Accounts and grants receivable	82,343
Prepaid expenses	15,568
Other current assets	8,171

Total current assets 639,123

Investments 77,329

Property

Land	20,000
Building	248,000
Vehicle	17,611
Furniture and equipment	149,003
Building improvements	73,919

Subtotal 508,533

Less depreciation 330,568

Total property 177,965

Total Assets 894,417

Liabilities and Net Assets

Current Liabilities

Accounts payable	14,487
Accrued payroll and related liabilities	49,805
Deferred revenue	152,309

Total current liabilities 216,601

Net Assets

Unrestricted	600,487
Permanently restricted	77,329

Total Net Assets 677,816

Total Liabilities and Net Assets 894,417

All totals expressed in U.S. dollars.

Audit conducted and prepared by Testone, Marshall and Discenza CPAs, 432 North Franklin Street, Syracuse, NY 13204.

The Alzheimer's Disease and Related Disorders Association of Central New York, Incorporated does business as Alzheimer's Association, Central New York Chapter. These financial statements reflect the fiscal year which began on July 1, 2006 and ended on June 30, 2007. Full financial reports are filed annually with the national Alzheimer's Association and all appropriate government agencies. These reports, including a combined Internal Revenue Service Form 990 can be viewed in person, by appointment, at our chapter office — 441 West Kirkpatrick Street, Syracuse, NY 13204.

Photography by Meghan Thomas Photography and the Alzheimer's Association.

INCOME

47.87%
Fundraising and public support

25.31%
Grants

24.00%
Program Fees

2.82%
Misc. Income

EXPENSES

72.81%
Direct Services

14.51%
Fundraising

7.64%
Administration

5.04%
Assoc. Dues

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