

# A PERSONAL MESSAGE

## Dear Friends

This Annual Report reflects a very good year indeed, from a financial perspective as well as all programmatic areas. We have survived a down economy, saved for a rainy day, and continued to deliver exemplary programs and services.

Our generous donors have once again shown us they believe and support our mission. We give thanks for their constancy and commitment to our Chapter. Perhaps our success can be explained by this quote from Archbishop Desmond Tutu. He writes, "Do your little bit of good where you are; it's those little bits of good put together that overwhelm the world." This has meaning for Chapter staff because this is how we see our work with families affected by Alzheimer's disease and other dementias. We attempt to do our bit of good in the moment...whether that is helping a family to understand this confounding disease, answering the Helpline, entering data, or running a major event to fund our services. It is these "bits of good" that overwhelm our world of dementing illnesses. As a result, we accomplish a lot and do it very well.

With my impending retirement in 2011, this will be my last Annual Report. I leave you all with a grateful heart, and to each of you I give thanks for the privilege of having served you and your families these last 25 years. Know that I tried to do "my little bit of good."



Clarissa Rentz - Executive Director  
Alzheimer's Association Of Greater Cincinnati

## Our Vision

To serve as the primary and authoritative source of information, education and support for those affected by Alzheimer's disease and related dementias in Greater Cincinnati.

The Alzheimer's Association is not affiliated with United Way. Funding for programs and services is achieved through individual, foundation and corporate support as well as special fundraising events. Various programs are funded, in part, by the Ohio Department of Aging through the Council of Aging of Southwestern Ohio and the Area Agency on Aging, District 7.



# PROGRAMS & SERVICES

With more than 25 years of service to the Tri-state, the Alzheimer's Association of Greater Cincinnati continues to expand its outreach to those affected by Alzheimer's disease and related dementing illnesses.

## During fiscal year 2010:

- More than 5,600 family and professional caregivers benefitted from 284 educational programs presented by Chapter staff in our 27-county area.
- The Chapter's professional staff received nearly 4,000 calls to the Helpline telephone assistance service that provides information, referrals and support to families, professionals and laypersons in the community.
- The Chapter's clinical staff conducted more than 400 Family Care Consultation meetings that provide individualized education, support and care planning assistance to family caregivers.
- Nearly 100 caregivers are currently enrolled in [www.alzcoaching.org](http://www.alzcoaching.org), the Chapter's on-line caregiver coaching program. Through the use of email, journal entries and live chat, a clinical social worker provides personalized education, support and care planning assistance to family caregivers on a secured Web site.
- The Chapter continues to expand its outreach in the area's African-American community as well as the region's growing Hispanic population. People of color represent nearly 25 percent of the total attendance of Chapter education programs.
- A dedicated group of community artists facilitated hundreds of Memories in the Making® sessions at 15 adult day services, assisted living and nursing home sites in southern Ohio and Northern Kentucky. Persons with Alzheimer's disease or a related disorder participated in the art program - enjoying painting and drawing as a means of self-expression.



## Quality Rated High

Greater Cincinnati Chapter programs consistently rank high in overall consumer satisfaction and above the national median average for other Alzheimer's Association chapters:

## Quality Evaluation of Programs

(Satisfaction ratings based on surveys of those who use specific programs)

- Helpline . . . . .97%
- Care Consultation . .100%
- Support Groups . . . . .94%
- All Education . . . . .98%

# OUR THANKS

The Alzheimer's Association of Greater Cincinnati is extremely grateful for the support given by its many generous donors. Listed below are the donors who have contributed \$1,000 or more during the period of July 1, 2009 and June 30, 2010. A comprehensive list of donor acknowledgments is regularly published in our Chapter newsletter.

## 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.

## Alois Donors FY 2010 (Annual Fund, Grants, Estate, Tributes and Third Party Gifts)

### Platinum (\$10,000 +)

- Community Health Charities Of Ohio
- Cutting Out Alzheimer's, Inc.
- Estate of Florence Streckfuss
- Estate of Laura S. Snyder
- Estate of Margaret Anne Kennard
- Forget Me Not Ride Foundation
- Kay French
- Lewis & Patricia French
- Carl & Edyth Lindner
- PNC Bank Charitable Trust Committee
- Ginni Ragan
- Sutphin Family Foundation

### Gold (\$5,000 - \$9,999)

- Cavalier Distributing
- Cheering For Charity
- Chad & Treon Christine
- Estate of Marien Mae Grossman
- General Electric Evendale Employees' Community Service Fund
- Thomas McAllister
- Roy & Grace Pryor
- Andrew & Alex Quinn
- James & Kathleen Schubert
- W.H. Albers Foundation, Inc.

### Silver (\$2,500 - \$4,999)

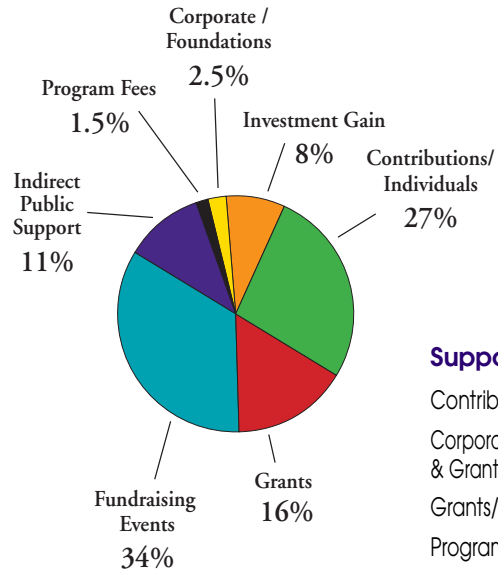
- Bankers Life and Casualty Company
- GE Foundation Matching Gifts Program
- William & Suzanne Joiner
- Larry & Patricia Andow Plum
- The Suesz Family

The Alzheimer's Association of Greater Cincinnati extends its deepest gratitude to Carl and Edyth Lindner for their generosity. Their long-time support has provided the Chapter with a stronger foundation and helped ensure the future quality of its programs and services.

### Bronze (\$1,000-\$2,499)

- Anonymous
- Alfred & Teresa Boland
- Ann Bullock
- Michael Burns
- Cherie Fine
- Tami Finley & Family
- Thom & Sue Foster
- Madeleine Garvin
- Hilltop Designs
- Mary Lahti-White
- Macy's Foundation
- Doris Marsh
- Members of Right Management Team in Japan
- Greg Meyer
- Marjorie Match
- Robert & Kathy Murphy
- Tom & Marge Osterman
- Robert & Patsy Pike
- Fr. Joseph Robinson
- Stephen & Pat Salay
- Eugene Schwoeppe
- James & Catherine Shackson
- Robert & Janice Tribbe
- Derek & Susan Van Amerongen
- Nelson & Bettie Watts
- Wellpoint Associate Giving Campaign
- Western Hills Retirement Village

## STRENGTH FOR TODAY HOPE FOR TOMORROW



### GROSS REVENUE

#### Support and Revenue

Contributions/Individuals	\$451,977
Corporate / Foundation Gifts & Grants (Non-Government)	\$42,983
Grants/Government	\$276,140
Program Fees	\$20,955
Fundraising Events	\$589,354
Indirect Public Support	\$184,717
Other Revenue	\$1,268
<b>Gross Revenue</b>	<b>\$1,567,394</b>
Investment Income	\$130,061
<b>Total Revenue</b>	<b>\$1,697,455</b>

### EXPENSES

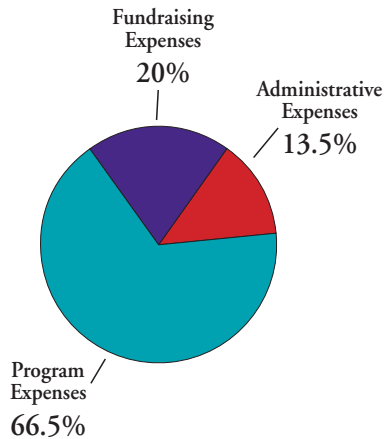
#### Expenditures

Program Services	\$871,660
Management & General	\$179,458
Fundraising	\$261,914
<b>Total Expenditures</b>	<b>\$1,313,032</b>

**Change in Net Assets \$384,423**

**Net Assets at Beginning of Year \$1,035,296**

**Net Assets at End of Year \$1,419,719**



\*A copy of the full audit report from JD Cloud & Co. LLP is available by request.

The Alzheimer's Association of Greater Cincinnati serves an area comprised of 27 counties in Ohio, Kentucky and Indiana. In this Chapter area, an estimated 44,000 people have Alzheimer's disease or a related disorder.

#### Board of Directors 2009-2010

Nancy Graeter, *President*  
Jane Fisher, CPA, *Vice President*  
James Witte, CFA, *Treasurer*  
Tami Jones, *Secretary*

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Carl Sims  
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Tracy Schneider Tulle  
Derek van Amerongen, MD, MS  
Lucy Ward



#### Current Staff

Clarissa A. Rentz, MSN, APRN, Executive Director  
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Marcy Hawkins, Special Events Coordinator  
Joan Hock, Memories in the Making® Coordinator  
Amy Horn, Donor Services Coordinator  
Kathleen McFalls, LISW-S, Family Connections Coordinator  
Marjorie Rentz, LISW-S, Helpline Coordinator  
Elise Sebastian, MSW, LSW, Branch Program Manager  
Colleen Von Hoene, Development Assistant  
Kristi Diane Williams, MSW, LSW, Multicultural Outreach Coordinator



#### Greater Cincinnati Chapter

644 Linn Street, Suite 1026  
Cincinnati, OH 45203

#### For assistance call the Helpline

(513) 721-4284 (local)  
1-800-272-3900 (24-Hour Helpline)  
Internet site:  
[www.alz.org/cincinnati](http://www.alz.org/cincinnati)

