

Key Result Area 4:

- Increase in total Chapter revenue of 11%
- Increase in number of donors by 17.4%
- Increase in Memory Walk revenue by 20%; in registered teams by 19% and in registered participants by 26%
- Increase in major gift donors by 50% and increase in major gift revenue by 29%
- Increase in total corporate revenue of 16%
- Securing of \$375,000 in foundation revenue from 39 funders
- Increase from 105 to 145 Founder's Society Members
- First Annual "Men for Memories" men's fundraising event and establishment of at least one additional fundraising activity during Alzheimer's Awareness Month
- Increase from \$8,000 to \$25,000 raised through 3rd party fundraising

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.



Guiding Principles

- | | |
|--------------|----------------|
| Family Focus | Accessibility |
| Leadership | Diversity |
| Teamwork | Responsiveness |
| Integrity | Excellence |

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our vision
a world without alzheimer's disease



Introduction: Why This Plan Now?

INCREASING CONCERN & AWARENESS

ENHANCING CARING & SUPPORT

ADVANCING ADVOCACY & ACCELERATING RESEARCH

Key Result Area 1:

Key Result Area 2:

Key Result Area 3:

The Alzheimer's Association Colorado Chapter has made significant strides over the past five years in providing leadership for the Alzheimer's cause throughout Colorado. Today, we are serving an estimated 25,000 individuals and families living with Alzheimer's disease, providing an unprecedented level of education to health care professionals, serving as the driving force for public policy initiatives affecting Alzheimer's families and raising the bar on public awareness and media attention that spotlights the scope and urgency of the Alzheimer's cause.

Given the epidemic of Alzheimer's disease that we are facing in the next decade, the Colorado Chapter is committed to further growth even as we face the current economic challenges and the necessity of reducing some discretionary expenses. We will use the momentum we have gained in recent years to attract new, specialized volunteers that will allow us to continue expanding our services and engaging new people in the Association "family". We will enhance our ability to provide more technology-driven service and position ourselves to reach the ever-growing number of individuals being diagnosed in the early stage of Alzheimer's disease. We will maintain our investment in reaching more families in the Latino and African American communities and increase our efforts to recruit more volunteers from minority communities.

This plan represents our continued commitment to growing our capacity to help the thousands of Coloradans who need us.

Our vision is a world without Alzheimer's

- Increase awareness of the Association and Alzheimer's disease, as evidenced by 10% annual growth in volunteers and educational program attendees and 8% annual growth in first time Helpline callers and new Web site users
- Improvement in understanding and acceptance of Alzheimer's disease among the multicultural population as evidenced by 69% increase in new multicultural participants in educational programs and support groups and coverage in niche media a minimum of two times a year
- Increase engagement through the Web, as reflected by an increase in new Web visitors by 8% annually and an increase of 8% in Web-based donations
- Increase awareness of Alzheimer's disease and support of the Association among healthcare professionals, as indicated by an increase in Rapid Referrals of 164%, in Ambassador presentations of 67% and in Symposium attendees of 40%



- Increase of 21% in the number of volunteers engaged with the chapter and reporting increased volunteer satisfaction and knowledge
- Increase of 100% in total number of times Early Stage (ES) clients accessed ES services and increase of 85% in total number of times Younger Onset (YO) clients accessed YO services
- Increase of 69% in total number of times Latinos accessed services and increase of 69% in total number of times Af/Americans accessed services through statewide multicultural outreach, including placement of at least one trained multicultural outreach volunteer in each of the six regions
- Increase in Rapid Referrals from healthcare and other providers of 164%
- Maintenance of at least 91.5% "Very Good" to "Excellent" overall client satisfaction on standard CSQEI surveys, while enhancing CSQEI through piloting of phone and electronic surveying
- Increase in number of times people use Helpline by 16.6%; Care Consultation by 16.6%; Support Group attendees by 16.6%; and Education attendees by 21%. Increase Total number of duplicated users by 17.8%

- Board, staff and key volunteers of the Chapter engaged in the public policy work of the Chapter, as evidenced by their participation with Advocacy Alerts, their presence at Advocacy Forums, and the inclusion of public policy issues at board and staff meetings.
- Increase registered advocates by 30% and track their advocacy actions to measure impact
- Six hundred advocates participating in Memory Walk 2011, with advocates involved in a variety of other activities beyond public policy that have an impact on Alzheimer's awareness and fundraising
- The Colorado Chapter plays a significant role in ensuring the Colorado Alzheimer's Coordinating Council achieves public visibility for the Alzheimer's cause throughout the planning process.
- All communication vehicles of the Colorado Chapter contain regular updates on research and opportunities for clinical trial participation; research presentations are part of the agenda for Board and Staff meetings at least twice a year.

