



annual report 2011

The Central Ohio Chapter serves
the following counties: Delaware •
Fairfield • Fayette • Franklin • Hocking
• Licking • Madison • Marion • Morrow
• Perry • Pickaway • Pike • Ross • Union

president's report

by Joanie Johnson



Joanie Johnson
President, Board of Directors
Alzheimer's Association
Central Ohio Chapter

Dear Friends,

I've been an advocate and volunteer in the fight to end Alzheimer's for nearly 10 years, the last two as President of the Alzheimer's Association Board of Directors. My father died of Alzheimer's. I, like so many on our board, have an experienced-based connection to this dreaded disease. All of us, including our motivated and knowledgeable staff, know that while a cure for Alzheimer's is not yet possible, we can provide valuable services to the thousands of central Ohio families living with the demands of dementia.

Our job is a tough one. Not because we don't know the answers to their situations, but because too many of our neighbors, friends and colleagues don't yet know we exist to support them.

When I think of my father, and the struggles we faced as family, my commitment grows even stronger.

Every day, the people we reach and the research we support are indicators of the need for our mission. Our goal is to serve as the primary "front door," offering information, education and support for all those affected by Alzheimer's.

This Annual Report reflects a very good year from a financial point of view as well as all programmatic areas. We have survived a down economy and continued to deliver quality programs and services. We owe our success to the thousands who have volunteered and attended our events, walked to end Alzheimer's, danced with the stars at our Gala, held fundraiser opportunities and given generously during holiday time.

We are the first step in one's journey with dementia and memory loss. In Ohio, the number of persons needing to take that first step has grown by 15 percent over the past 10 years. By 2025, that number will grow by 25 percent. To insure that we will be able to meet the burgeoning need for our programs and services, we urgently ask for your financial support.

To all our friends and supporters we say thank you!

Sincerely,

A handwritten signature in black ink that reads "Joanie Johnson". The signature is fluid and cursive.

**and remember, if you need us,
we are here, 24 hours a day at 1-800-272-3900 or visit us on the web
at www.alz.org/centralohio**

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.

our work:

We provide a single point of contact 24/7 to all who seek our services. Persons living with Alzheimer's disease or dementia – throughout our service area – can depend on us to offer the most current information and professional guidance reflecting their memory loss needs.

Alzheimer's is the most common form of irreversible dementia, a general term for memory loss and other intellectual abilities serious enough to interfere with daily life. Alzheimer's disease accounts for 50 percent to 80 percent of dementia cases. Other types of dementia include vascular dementia, mixed dementia, dementia with Lewy bodies and frontotemporal dementia.

the alzheimer's association, central ohio chapter greatly acknowledges the generous support of all our donors.

The individuals and organizations listed made contributions of \$5,000 or more in Fiscal Year 2011.

to meet the challenges of the future

In 2011 we took some significant steps that will help us provide best practice service and referrals for persons with dementia and their caregivers.

Alzheimer's Women's Association to Reach & Engage (AWARE)

In the past year, more than fifty women in our central Ohio community banded together to support the Alzheimer's Association and our Chapter. More than \$30,000 was raised by its members in its first full year of operation. To join AWARE's fight against Alzheimer's, contact Pam Liebert at 614-561-5248.

Expanded Outreach Efforts

In addition to our Franklin County headquarters we have a full-time office in Delaware County and a part-time office in Union County. Our 11 other Central Ohio counties deserve the same type of support. But until we find additional funding that simply is not possible. However, we are steadfast optimists and will continue to seek funding, partnerships and alliances to offer services for those who can't come to Columbus.

Alzheimer's is a terrible disease.
it forever changes families. It is expensive,
unforgiving and disabling.
It strikes without prejudice and does not
care about how old you are.

fy 2011: by the numbers

8,348 – Times we helped someone...

- **1,288** – 24/7 **HELPLINE Callers**
- **856** – **CAREGIVER & FAMILY Support**
- **1,843** – **EDUCATION & OUTREACH**
- **3,911** – **Health Fair Attendees**
- **450** – Professional **TRAINING** in the fields of geriatrics and memory disorders

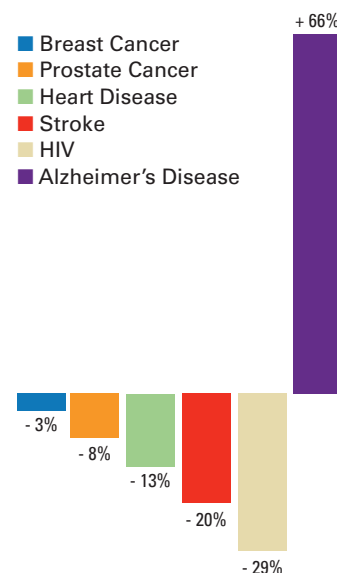
- **5,954** – **SUPPORTERS** fight this disease through donations
- **3,853** – **ADVOCATES** engaged in advocacy
- **1,778** – **PARTICIPATED** in Walks to end Alzheimer's
- **20,856** – **VISITORS** to www.alz.org/centralohio

REALITY

- Over 5.4 million Americans are living with Alzheimer's disease – two-thirds of who are women.
- Of Americans aged 65 and over, 1 in 8 has Alzheimer's, and nearly half of people aged 85 and older have the disease.
- Four percent of the general population will be admitted to a nursing home by age 80. But, for people with Alzheimer's, 75 percent will be admitted to a nursing home by age 80.
- In 2011, the cost of caring for those with Alzheimer's to American society will total an estimated \$183 billion. This is an \$11 billion increase over 2010 – a rate of increase more than four times inflation. By 2030, the segment of the U.S. population aged 65 years and older is expected to double.

change in number of deaths

Between 2000 and 2008



Based on preliminary 2008 mortality data

Abbott Laboratories | Area Agency on Aging Ohio District 5 | Area Agency on Aging Ohio District 7 | AWARE | Cardinal Health Foundation | Careworks Associates | Central Ohio Area Agency on Aging | City of Columbus | Columbus Foundation | Delaware Council for Older Adults | Franklin County Office on Aging Senior Options | Healthcare Ventures of Ohio | Howard P. Cox Estate | Humana | John and Phyllis Williamson | Kittles Furniture | Marsh Family Foundation | Ms. Ruth Conone | Nationwide | Ohio Department of Aging RDAD Program | OhioHealth | Pamela Liebert | Preferred Planning Services | Richard Weisheimer | Robert F. Wolfe and Edgar T. Wolfe Foundation | Rotaract Young Professionals | Ruth Creaglow Estate | Sunrise of Gahanna | The Columbus Automobile Dealers Association, Inc. | Union County Senior Services | United Way of Central Ohio Donor Designation | United Way of New York Donor Designation

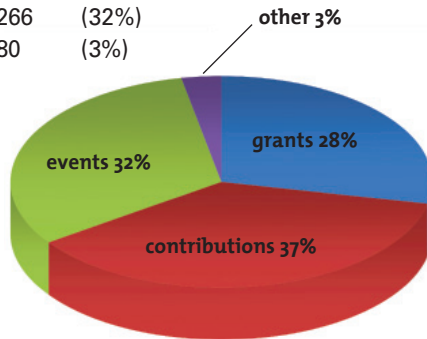
alzheimer's association, central ohio chapter

fiscal year 2011

report to the community

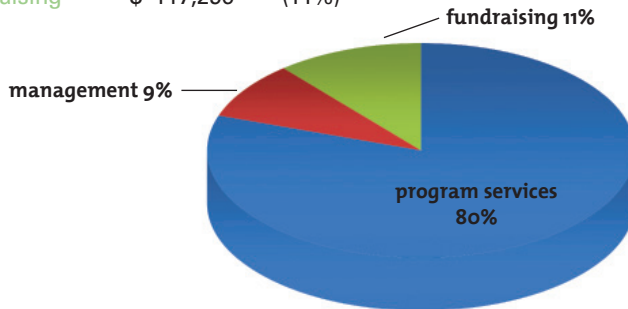
revenue: \$ 1,364,337

Grants	\$ 384,725	(28%)
Contributions	\$ 507,466	(37%)
Events	\$ 432,266	(32%)
Other	\$ 39,880	(3%)



expenses: \$ 1,064,832

Program Services	\$ 855,170	(80%)
Management	\$ 92,406	(9%)
Fundraising	\$ 117,256	(11%)



For information and referral, call the
24-hour-a-day, 7-days-a-week Helpline at 1-800-272-3900.

Learn how you can help by calling 614-457-6003 or by
visiting www.alz.org/centralohio

Alzheimer's Association
Central Ohio Chapter

MAIN OFFICE:

1379 Dublin Road, Columbus, Ohio 43215
Phone: 614-457-6003

DELAWARE COUNTY OFFICE:

39 West Winter Street, Delaware, Ohio 43015
Phone: 740-363-1365

24/7 Helpline: 1-800-272-3900
www.alz.org/centralohio

The Alzheimer's Association Central Ohio Chapter receives support from: the Area Agency on Aging District 7 (Pike & Ross), the Area Agency on Aging District 5 (Marion & Morrow), Marion County Council on Aging, the Area Agency on Aging District 8 (Hocking & Perry), the Central Ohio Office on Aging, the Council of Older Adults of Delaware County, Franklin County Office on Aging, Cardinal Health Foundation and numerous individual and corporate contributions.

Alzheimer's Association is a not-for-profit 501(c)(3) organization. Donations are tax-deductible.

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