

BETWEEN NOW AND 2050, ALZHEIMER'S WILL COST THE AMERICAN GOVERNMENT AN ESTIMATED \$20 TRILLION. A TREATMENT THAT SLOWS THE ONSET OF ALZHEIMER'S DISEASE BY JUST FIVE YEARS WILL SAVE AMERICAN TAXPAYERS MORE THAN HALF OF THAT. 77 MILLION BABY BOOMERS, THEIR FRIENDS, FAMILY AND LOVED ONES ARE RELYING ON THE ALZHEIMER'S ASSOCIATION FOR A REASON TO HOPE. ALZHEIMER'S DISEASE COSTS AMERICAN SOCIETY \$183 BILLION PER YEAR. IN 2010, AMERICAN CAREGIVERS PROVIDED THE ECONOMIC EQUIVALENT OF \$202 BILLION IN UNPAID CARE — THE FIRST TIME UNPAID CARE EXCEEDED THE COST TO SOCIETY. EVERY 69 SECONDS ANOTHER AMERICAN DEVELOPS ALZHEIMER'S DISEASE; WITH NO CURE THE INTERVAL WILL SHRINK TO 30 SECONDS BY 2050.

alzheimer's  association™

Central New York Chapter

ANNUAL REPORT 2010-2011

Reason To Hope is more than just a phrase. It is the underlying motivation for our work at the Alzheimer's Association, Central New York Chapter. The 2010-11 fiscal year was groundbreaking in terms of financial, fundraising and programmatic achievement. Accomplishing these feats are not possible without the support of our many stakeholders, including you, who donate their time, talent and treasure to the cause. Together, we have a **Reason To Hope** as we pursue our vision of a world without Alzheimer's.

ACHIEVEMENTS IN 2010-11

CORE SERVICES

- Answered 1,235 calls to our 24-hour helpline, providing assistance to 886 individuals.
- Conducted 252 care consultations.
- Held 260 education programs in the 14-county region, reaching 3,509 people.
- Assisted 1,421 people at 224 support group meetings.
- Participated in the launch of TrialMatch, an Alzheimer research database designed to bridge the gap between volunteers and clinical trials.
- Rolled out two new education programs aimed at children and teens, and legal and financial concerns.

- Collaborated with members of the Coalition of New York State Alzheimer's Association Chapters on the legislative passage of the Missing Vulnerable Adults Clearinghouse, establishing the Gold Alert (law was signed during FY 2011-12).

FUNDRAISING/MARKETING

- Raised \$330,300 at the five Memory Walks in Central New York.
- Conducted financial and participant record-breaking Walk events in Canton, Syracuse, Utica, and Watertown.

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KIRKPATRICK DAY PROGRAM

- Served 62 participants during the fiscal year.
- Provided 4,414 service units.

PUBLIC POLICY

- Worked with local advocates on the National Alzheimer's Project Act, signed into law by President Barack Obama in December 2010.

STATEMENT OF FINANCIAL POSITION

ASSETS	\$929,919
Current Assets	\$682,631
Cash	233,199
Investments	340,562
Accounts receivable	35,397
Grants receivable	47,612
Due from National	18,600
Prepaid expenses	5,948
Other current assets	1,313
Investments, Restricted	\$85,043
Net Property	\$159,877
Land	20,000
Building	248,000
Furniture and equipment	149,003
Building improvements	112,116
Accumulated depreciation	(366,924)
LIABILITIES/NET ASSETS	\$929,919
Current Liabilities	\$81,927
Accounts payable	10,838
Accrued payroll and liabilities	36,101
Deferred revenue	34,988
Net Assets	\$847,992

2010-11 BUDGETARY COMPARISON

REVENUE	66.79% Fundraising & Events	19.18% Program Fees	12.21% Grants	1.82% Misc.
EXPENSES	79.03% Program Expenses	20.97% Fundraising & Administration		

FUNDRAISING/MARKETING (continued)

- The Watertown/Jefferson-Lewis Walk was recognized by the national Alzheimer's Association for exceeding internal benchmarks for success.
- Chapter staff members Grant Fletcher and Jared Paventi featured as presenters at the 2011 Alzheimer's Association Walk To End Alzheimer's Conference.
- Conducted the Chapter's first Walk To End Alzheimer's summit, gathering representatives from each Walk committee for strategy sessions with national office staff.
- Ladies Night Out event in Utica raised \$30,000 and attracted more than 200 participants.
- Placed media stories garnering more than 3 million impressions in Upstate New York.
- Celebrated the fifth anniversary of the Chapter's e-newsletter, alzmail, and surpassed the 1,100-subscriber mark.
- Named a Constant Contact All-Star for innovative use of email marketing.
- Recorded record numbers of visitors and page views at alzcn.org.

OPERATIONS

- Completed an enterprise-wide upgrade to Windows 7 computer operating system.
- Implemented a keyless frequency-operated button entry and exit management system throughout Syracuse Chapter office.
- Completed an energy efficiency program sponsored by the New York State Energy Research and Development Authority and National Grid. Program included the installation of lighting fixtures, switches and other devices to reduce energy costs and usage.

CHAPTER LEADERSHIP

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