

alzheimer's  association®



**2011**

**ANNUAL REPORT**

**East Central Iowa Chapter**

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## letter

### from the Chapter Leadership

Alzheimer's disease is the nation's largest underfunded public health threat that currently affects as many as 5.4 million Americans. This devastating, deteriorating and debilitating disease is the ultimate thief. Eventually Alzheimer's disease kills, but not before it takes everything away from you – your memories, your judgment, your independence. It robs spouses of lifetime companions and children of their parents and grandparents.



Joel Schmidt  
Outgoing President



Patrick Allen  
Incoming President



Kelly Hauer  
Executive Director

As a Chapter of the Alzheimer's Association, our board and staff continue to work efficiently to increase opportunities to reach, educate and support more persons affected by the disease at the point of diagnosis; and to advance the work of our science program that has the capacity to change the trajectory of this life robbing disease.

During FY11 the Chapter served 692 clients with information and referral services and conducted 124 care consultations. With the support of our local media we garnered over 2.4 million media impressions that raised awareness of the disease and we delivered 82 educational opportunities with an estimated 4,563 individuals in attendance. Our Alzheimer's Association affiliated support groups, including an early stage group, continue to offer peer to peer help and hope offering 111 meetings with 493 attendees. The Association managed 506 active Medic Alert + Alzheimer's Association Safe Return clients and helped to introduce our new online driving and dementia resource center. One of our most significant shared accomplishments was the important role we played in the NIH funding of an Alzheimer's Disease Neuro Imaging 2 (ADNI 2) site at the University of Iowa giving all Iowans the opportunity to advance critical Alzheimer research. Access to the ADNI 2 Clinical Trial and other NIH approved Alzheimer research is now available through our 24/7 Helpline or through [alz.org/trialmatch](http://alz.org/trialmatch). On the policy front our advocates fostered the passage of HF390 requiring the IA Department of Public Health and other stake holders to design a strategy that includes funding to confront Alzheimer's disease, the 5th leading cause of death in the state.

We are also proud to report that 83% of every dollar raised was spent on the mission of the Alzheimer's Association which is 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.

None of these accomplishments would be possible without your generous support and commitment to our cause. For that we thank you, and we look forward to your continued engagement throughout the next fiscal year.

Joel J. Schmidt  
Outgoing President

Patrick E. Allen  
Incoming President

Kelly Hauer  
Executive Director

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FY2011 DONOR REPORT

## East Central Iowa Chapter



**The Power of Philanthropy** - Because of your support we are working to give everyone a reason to hope. We regret any unintended omissions that may have occurred while compiling the report.

### Founders Society

These donors have made a lifetime commitment to our work by making one or more of the following gifts: bequest through a will or living trust, charitable gift annuity, remainder trust, insurance or IRA.

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## East Central Iowa Chapter



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philanthropy

The Alzheimer's Association East Central Iowa Chapter is one of a nationwide network of chapters. We provide reliable information and care consultation; offer services for families; increase funding for research; and influence public policy change.

Funding of our important work is primarily through private contributions generated by special event fundraising, foundation, memorial and planned giving.

#### Our Vision

A world without Alzheimer's disease.

#### Our Goals for FY12-FY14

- Increasing Concern and Awareness
- Advancing Public Policy
- Enhancing Care and Support
- Accelerating Research
- Growing Revenue Support of the Mission

## how your dollars are spent

Total Revenue: \$713,724  
Expenses: \$598,722

*Audited financial statements for the year ending June 30, 2011 were prepared by Clifton Gunderson LLP. This presentation is for FY11 unrestricted revenue only.*

### program services

research, education, awareness, advocacy and support

83%

### fundraising & administrative

17%