

LOOKING AHEAD

We look forward to sharing the latest in Alzheimer's research, and ways to support and care for all those affected by the disease, at these upcoming events.

Continue to check alz.org/GreaterDallas for more information on dates and locations.

2015 WALK TO END ALZHEIMER'S SEPTEMBER 2015

YOUR BRAIN MATTERS EDUCATION & AWARENESS CAMPAIGN FOR WOMEN

MINDSHARE SERIES, COOPER INSTITUTE IN DALLAS MARCH, JUNE and NOVEMBER 2015

2014 COMMUNITY REPORT

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alz.org/GreaterDallas



alzheimer's  association®
Greater Dallas Chapter

EVERYONE HAS A REASON

The mission of the Alzheimer's Association Greater Dallas 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. Throughout 2014 we remained focused to fulfill our mission, raising unprecedented funds and engaging thousands of volunteers in our 34-county service area. Following are highlights of what you will read in the 2014 Report to the Greater Dallas Community.

- An updated *MindShare Series* reaching two-times the audience over prior years.
- The *Hope For Tomorrow* symposium reaching a diverse and underserved population with messages on education and services for individuals impacted by Alzheimer's disease.
- The Association and the Texas Rangers Baseball Club teaming up for *Strikeout Alzheimer's Weekend*.
- The Greater Dallas Chapter *Walk to End Alzheimer's* set new records.
- *Your Brain Matters*, an upcoming education and awareness campaign for women.

On behalf of our Board of Directors thank you to our volunteers, donors, and staff as we continue working to achieve our vision of a World without Alzheimer's disease.

With Warmest Regards,



Diana Kerwin, M.D.
Chair of the Board
Alzheimer's Association Greater Dallas



Becky Prince
President and CEO
Alzheimer's Association Greater Dallas

KNOW THE FACTS. CHANGE THE NUMBERS.

**OVER 5 MILLION IN THE U.S.
HAVE ALZHEIMER'S DISEASE - 2/3 ARE WOMEN.**

**ALZHEIMER'S COST THE U.S.
\$203 BILLION ANNUALLY.**

**A PERSON DEVELOPS
ALZHEIMER'S
EVERY 67 SECONDS.**

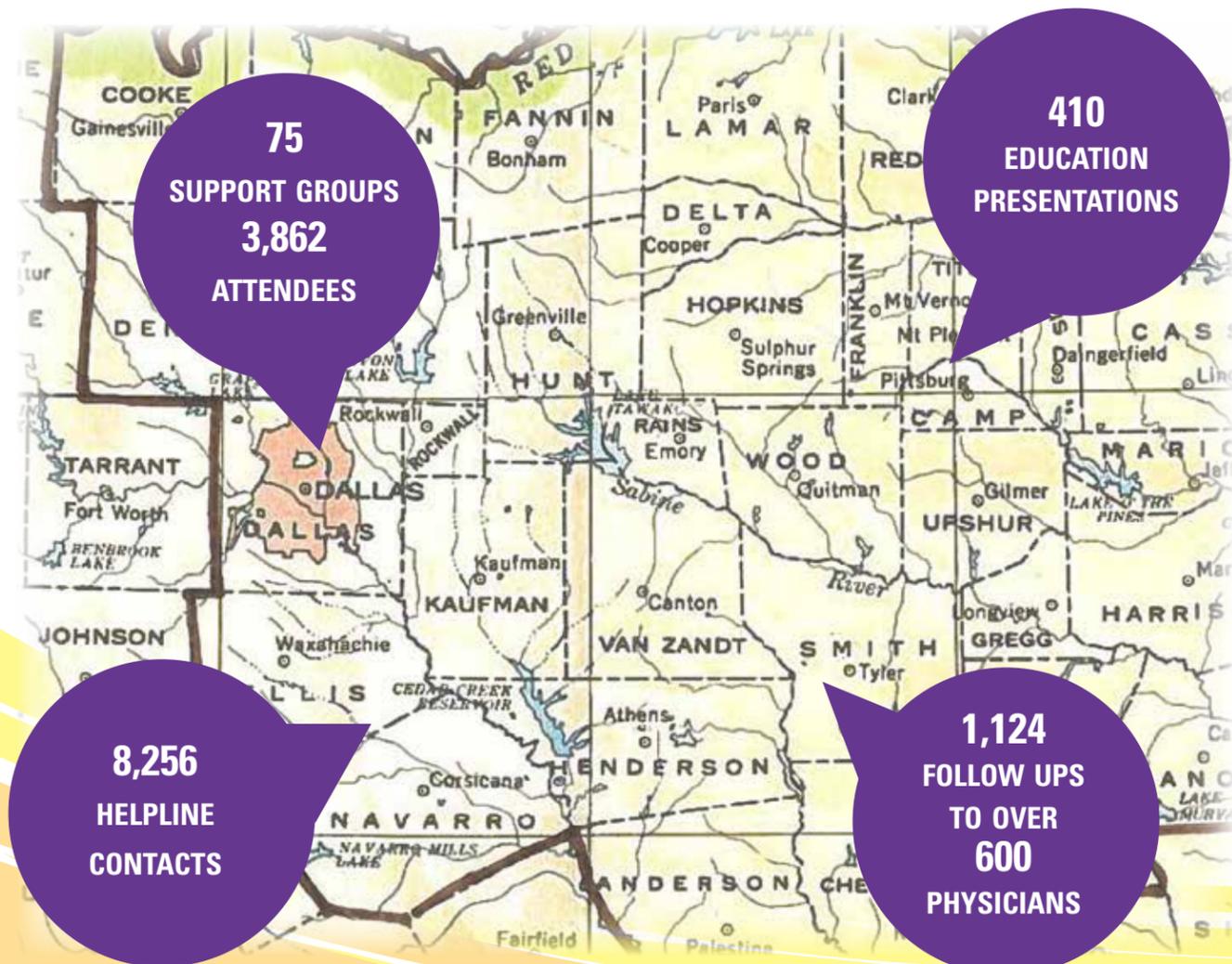
**AFRICAN-AMERICANS & HISPANIC-AMERICANS
ARE AT 2X THE RISK
FOR DEVELOPING ALZHEIMER'S.**

WHY SUPPORT THE ASSOCIATION?

TO HAVE A WORLD WITHOUT ALZHEIMER'S DISEASE

Alzheimer's is the sixth leading cause of death in the U.S. with approximately 5.4 million Americans living with the disease and more than 15 million caregivers. Since the year 2000, the rate of Alzheimer's has increased 68 percent and continues to grow, yet it receives the least amount of federal funding among the top 10 diseases such as cancer, diabetes and HIV AIDS. Over the next decade, that number could triple, which is why the Alzheimer's Association is focused on finding answers toward a cure by 2025.

The following results highlight the growing need in our 34-county service area through the services we provide:



TO ADDRESS A COMING EPIDEMIC

Currently, over five million people in the United States have Alzheimer's disease and the number continues to grow. By 2050 this number could triple, making Alzheimer's disease a problem of epidemic proportions. In the United States over \$203 billion was spent on care related to Alzheimer's in 2014 and with no advances by 2050 the cost could reach trillions of dollars. Nationally, over three million women are living with Alzheimer's – that number in Dallas County is 19,000 women. A 65-year old woman is twice as likely to develop Alzheimer's as breast cancer throughout the remainder of her life and, the number of female caregivers in Dallas County exceeds 45,000. To make an impact on the number of women who are knowledgeable and informed about Alzheimer's disease the Association is launching a comprehensive education and awareness campaign, *Your Brain Matters*. To learn more about how you may be involved in this transformational initiative please visit alz.org/greaterdallas.

TO PROVIDE SUPPORT

24/7 Helpline – 1.800.272.3900

The Alzheimer's Association Helpline connects families and caregivers in need to resources, education and advice. Experts are available when you need them and the Helpline provides information about services and support in 144 languages.

Support Groups

In 2014 the Alzheimer's Association Greater Dallas served 3,862 people through over 75 support groups throughout North and East Texas.

Education

Together with our corporate and community partners, the Association reached over 10,000 people through its education classes focused on Alzheimer's awareness and living with the disease.

Physician Outreach

As a resource for physicians, the Association contacted over 600 physicians, providing follow-up care to 1,124 patients.

Public Policy

As the world's leading Alzheimer's advocacy organization the Association fights for critical research, prevention and care initiatives at the federal, state and local levels to ensure that families affected by Alzheimer's are not forgotten by our government.

“Everyone who participates by walking or contributing is helping to mitigate and ultimately eliminate the vast heartbreak and human devastation Alzheimer's disease brings.”

-U.S. Congressman Louie Gohmert, First District of Texas

WHY SUPPORT THE ASSOCIATION?

This year the *Alzheimer's Accountability Act* (S.2192 / H.R. 4352) was introduced in Congress. The bill would require the scientists at the National Institutes of Health to submit an annual Alzheimer's research budget proposal directly to Congress, thus avoiding bureaucratic budget procedures. It identifies the resources that scientists need to reach the National Alzheimer's Plan's 2025 goal.

More than 8,300 advocates have registered in the eight congressional districts in the Greater Dallas service area.

TO PROVIDE EDUCATION, ANSWERS AND HOPE

In May of 2014 the Alzheimer's Association Greater Dallas hosted an event that was the first of its kind: *Hope for Tomorrow*. The event focused on diversity outreach to underserved communities in North Texas. Each culture faces its own challenges with Alzheimer's disease or a related dementia, including the stigma that it is not a real disease.

Over 500 attendees participated in multiple tracks made especially for their ethnic group. In addition members of the healthcare community attended a special track focused on communicating an Alzheimer's or related dementia diagnosis to members of different cultures. The symposium provided education, resources and access to researchers and physicians to people who may otherwise never receive any professional assistance with the disease.



Hope for Tomorrow

alzheimer's association®

Greater Dallas Chapter

TO PROMOTE BRAIN HEALTH

The promotion of brain health is core to the Alzheimer's Association's mission. As a complimentary, public offering the *MindShare Series* focused on the caregiver, providing information on challenges and services. Constituents in outlying areas had the opportunity to attend *MindShare* at their local Texas Health Resources Hospital via a live broadcast.

Super Aging

Emily Rogalski, Ph.D., Northwestern University

Communication to Persons with Dementia

Amy Amlani, Ph.D., Gloria Olness, Ph.D., University of North Texas

Beyond Alzheimer's: A Discussion about Varying Types of Dementia

David Crumpacker, M.D., Jim Harris, M.D., Kyle Womack, M.D.

The Use of Supplements and Psychiatric Medications in Dementia Treatment

Amie Blazczyk, Pharm.D., Texas Tech University, Cindy Marshall, M.D. Baylor Scott & White Health

Staying Active: Why and How

Diana Kerwin, M.D., Ian McDonough, Ph.D. and Beverly Sanborn, LCSW

In November 2014 the Alzheimer's Association hosted a Caregiver Conference. Keynote speaker, Anne Lipton, M.D., Ph.D. shared her presentation on the *Seven Common Senses of Caregiving* to more than 300 participants. Seven caregivers received the *Excellence in Compassionate Care Award*.



Jennifer Bergman, BvB Dallas and Robert Tobey, Alzheimer's Association Board of Directors with the *Excellence in Compassionate Care Award* award recipients.

From Left to Right: Jennifer Bergman, BvB Dallas; Rhonda Aaron, Prestonwood Court; Dorothy Jones, Care Mountain; Denise Winsey, Care Mountain; Willia Winnie Mombere, Unlimited Care; Kofi A. Ohene-Adomako, CNC Home Care; Shirley Campbell, My Care Personal Assistance; Cheryl Thornton, Home Instead; Robert Tobey, Alzheimer's Association Greater Dallas Board of Directors

WHY SUPPORT THE ASSOCIATION?

TO ADDRESS THE NEEDS OF YOUNGER ONSET

With an increase in the numbers of younger onset diagnosis (before the age of 65), the Alzheimer's Association expanded the types of services offered to individuals in the early stages of Alzheimer's disease. Using an evidence-based curriculum, an eight-week education program, *Changing Gears* began.

To support the desire and benefit of remaining socially active, even after a diagnosis, the Association launched over 30 *Memory Cafe*, *Memories in the Making*® art programs and a new *Peer-to-Peer Mentor Program*.

Why Employer Should Care?

As the impact of Alzheimer's disease continues to spread, many companies are realizing they too can provide care and support to their employees. The Alzheimer's Association began working with corporations, attorneys and individuals with younger onset Alzheimer's to build an educational tool that enables employers to become a dementia-friendly work environment. The tool, meant for human resource representatives and leadership, maps out different options for managing a caregiver or a person with younger onset in the workplace.

TO FUND A CURE

For the third year on June 21, teams of people across North Texas participated in the *Longest Day*®. Teams of participants select one activity of choice to take part in for 16 hours, from sunrise to sunset, on the longest day of the year. The Bridge Academy of North Dallas (BAND) returned for the second year in a row, led by World Champion Bridge Player, Donna Compton. BAND raised \$30,000.50 for the Alzheimer's Association.



On October 4, more than 7,000 North Texans participated in the the Greater Dallas *Walk to End Alzheimer's*® raising \$1,114,747.52. The walk was broadcast live by WFAA from AT&T Plaza at the American Airlines Center and three additional walks were held in communities across our service area. For more information about the *Walk to End Alzheimer's*® visit alz.org/walk.

- **COLLIN COUNTY WALK \$195,189.01**
- **DENTON COUNTY WALK \$77,262.52**
- **EAST TEXAS WALK \$88,045.26**
- **DALLAS WALK \$1,114,117.52**



WFAA's Ron Corning addresses thousands of participants at the Greater Dallas Walk to End Alzheimer's.

**TOGETHER, THE FOUR WALKS RAISED \$1,474,614.31
THE MOST FUNDS RAISED IN THE GREATER DALLAS CHAPTER'S 30-YEAR HISTORY**

Due to the generosity of Senior Care Centers, in promotion of the Walk to End Alzheimer's, the Texas Rangers Baseball Club and Alzheimer's Association presented *Strikeout Alzheimer's Weekend*, August 15-17, 2014, an unprecedented partnership between the Association and a professional sports team. An estimated 90,000 people were reached onsite with the Alzheimer's Association's message at Globe Life Park, and hundreds of thousands were reached via the Texas Ranger website and social media.



Senior Care Center's CEO, Mark McKenzie threw out the ceremonial first pitch, joined by Jeff and Jules Rushing, and former Alzheimer's Association Chairman of the Board, Gerry Sampson.