

alzheimer's  association®

GREATER RICHMOND CHAPTER

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ANNUAL REPORT

July 1, 2010 – June 30, 2011

**reasons  
to hope**



With a massive number of Baby Boomers now entering their senior years, the incidence of Alzheimer's is now approaching near-epidemic proportions.



*Matt Harper*



*Sherry Peterson*

Dear Friends of the Alzheimer's Association,

An ever-increasing number of people are being diagnosed with Alzheimer's disease. With a massive number of Baby Boomers now entering their senior years, the incidence of Alzheimer's is now approaching near-epidemic proportions. In Virginia alone, more than 130,000 people are living with the disease. What was once casually dismissed as "senility" is now the sixth leading cause of death in America.

Alzheimer's is clearly no longer an old person's disease. In recent years we have witnessed a dramatic rise in the number of people diagnosed with younger-onset Alzheimer's. Younger-onset is defined as individuals diagnosed with Alzheimer's before the age of 65. Tragically, some are in their forties.

To combat this epidemic, our chapter continued to provide a multitude of services to families and professional caregivers in our service area. Those services include: operation of a 24/7 Helpline (800-272-3900); education for family members and professional care providers; and one-on-one consultation services.

We conducted over 400 programs and education sessions during the 2010-11 fiscal year—everything from workshops for care partners to in-depth training for professionals. Total attendance at these events topped 6220.

Also, we brought two authorities on Alzheimer's disease to Richmond. James E. Galvin, MD, of New York University, and Karen Stobbe, an authority on caregiving, addressed our Estes Express Conference on Dementia in November.

Despite a continued sluggish economy, contributions to our chapter increased during fiscal year 2010-11. We're delighted to report we raised a total of \$1.07 million in cash and multi-year pledges.

Our Chapter received more than \$210,000 in grants during the year. This included a \$60,000 gift from Richmond Memorial Health Foundation and \$25,000 from the Altria Employee Community Fund to fund our respite scholarship program. Respite scholarships allow primary caregivers to take time away from caregiving while the person with dementia receives supervision and care. We awarded 133 scholarships during the past year.

In addition, support from the Cameron Foundation and the John Randolph Foundation allowed us to fund a wide variety of services in the Tri-Cities area.

This year we added a part-time care consultant who provides individualized and expert guidance in helping caregivers prepare a plan of care for loved ones suffering from dementia. This position was made possible by a grant from the Genworth Foundation.

Three prominent activities continued to generate much of our funding. Our Round to Remember Golf Tournament and Memory Walks in Richmond, Fredericksburg and Gloucester generated more than \$340,000.

In addition, our third annual Reasons to Hope Breakfast attracted over 600 supporters to the Richmond Hilton at Short Pump. The hour-long event generated more than \$206,000.

We're proud of all that we accomplished during the past fiscal year. But we can't dwell on past successes. We must look toward the future and continue the momentum.

Thank you for all your help and support!

A handwritten signature in cursive script that reads "Matt Harper".

Matt Harper  
President

A handwritten signature in cursive script that reads "Sherry E. Peterson".

Sherry E. Peterson  
CEO

To combat this epidemic, our chapter continued to provide a multitude of services to families and professional caregivers in our service area.

benefits provided to our community

**Information and Referral:** The Alzheimer’s Association offers information and referral services 24 hours a day, seven days a week through our helpline (800–272–3900). During the year, the chapter answered more than 1,400 helpline calls. The chapter also publishes a newsletter that circulates to more than 14,000 caregivers and other friends of the association. We also maintain a web site at [www.alz.org/grva](http://www.alz.org/grva).

**Education:** The chapter conducted over 180 conferences, community programs, and workshops, reaching some 3,300 people. We also provided 230 training classes for a total of 2,588 professional caregivers.

**Care Consultation:** Care consultants at the chapter assist people with dementia, as well as their families, in planning for and dealing with all aspects of the disease. The clients are referred by the association’s helpline or by other agencies. Care consultants may sometimes recommend a respite care scholarship. The scholarship allows family caregivers to hire the services of a professional for in-home care, adult day care, or a residential facility. The chapter awarded 133 respite scholarships during the year.

**Support Groups:** The chapter offers 27 support groups that meet monthly throughout the service area. More than 1,400 individuals are involved in these groups which are facilitated by trained volunteers.

**Safety Programs:** MedicAlert® + Alzheimer’s Association Safe Return® is a national program that assists in the safe and timely return of patients who wander and become lost. With its unique identification system, the program has almost 1,000 registered participants in the chapter area.

**Research:** A portion of every dollar contributed to the local chapter helps fund research at the national level. The Alzheimer’s Association has been involved in every major advancement in

<i>Programs</i>	<i># Delivered</i>	<i>Attendance</i>
Caregiver workshops	182	3,356
In-Service trainings	230	2,588
Support groups	278	1,805
Helpline	1,430	
Care consultation	917	
Respite scholarships	133	

Alzheimer’s research since the 1980’s and is a leader in the global fight for a world without Alzheimer’s disease.

**Advocacy:** Staff and volunteers work to advance the Association’s mission through improved local, state, and federal policy.



*The Greater Richmond Chapter service area.*

We're proud of all that we accomplished during the past fiscal year. But we can't dwell on past successes.

## highlights of chapter events



*Memory Walks held in the fall of 2010 attracted over 1,900 walkers.*

*Chapter volunteers visit Congress to discuss issues related to dementia.*

*Over 600 guests attended the Third Annual Reasons to Hope Breakfast.*

**21st Annual Memory Walk:** As the Chapter's largest fundraiser, Memory Walks held in the fall of 2010 in Richmond, Fredericksburg and Gloucester attracted almost 2,000 walkers and raised more than \$280,000.

	<i>Walkers</i>	<i>Funds Raised</i>
Richmond	1,364	\$203,712
Fredericksburg	482	\$65,852
Gloucester	134	\$25,664

*Major local sponsors:* Dominion Resources and Chancellor's Village

**3rd Annual "Reasons to Hope" Breakfast:** More than 600 guests filled the ballroom of the Richmond Hilton at Short Pump on March 25 to learn more about the Association, hear directly from those served and make financial contributions to support the work of the chapter. The event raised more than \$206,000 in sponsorship, donations and multiple-year pledges, a 50% increase over the year before.

*Title sponsor:* Genworth Financial

**8th Annual "A Round to Remember":** Forty two teams teedoff April 29th at The Hollows Golf Club in Montpelier. The popular event generated more than \$44,000 to support the services of the chapter and research. *Golden sponsor:* Genworth Financial

**4th Annual Alzheimer's Advocate Recognition Reception:** The Chapter hosted its annual reception at the Virginia Historical Society on November 9. The reception, one of the activities marking National Alzheimer's Disease Awareness Month, recognized the following public leaders for their support of the work of the Alzheimer's Association: *Alzheimer's Training for First Responders*, Virginia Dept. of Criminal Justice Services; Peter A. Boling, M.D; The Honorable Mark R. Warner; Corporate Advocate—Markel Corporation.

*Major sponsors:* Morningside Assisted Living—West End & Bellgrade, ThompsonMcMullan, and Virginia Association for Home Care & Hospice.

**2010 Conference on Dementia:** More than 200 caregivers attended an all-day conference at the Ramada Plaza Hotel Richmond West on November 3. The conference featured James E. Galvin, MD, of New York University, and Karen Stobbe, an authority on care giving.

*Major sponsor:* Estes Express Lines

**Visit to Washington D.C.:** More than 25 volunteers and staff from the chapter journeyed to Washington, D.C. to meet with Congressional representatives and their aides. The team discussed key legislative issues related to dementia.

<i>Amount</i>	<i>Benefit Delivered</i>
\$750	1 respite scholarship, allowing a family caregiver to take a break
\$250	10 hours of care consultation with area families
\$100	5 hours of 24/7 Helpline services
\$50	1 person registered in MedicAlert® + Alzheimer's Association Safe Return®, a national safety program

## supporting our vision

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#### Multi-year Giving Society

*Thank you to the following donors who are currently in multiple-year financial commitments to the Chapter. The ranges represent the total pledge amount.*

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*Care was taken to ensure the accuracy of this list. If, however, there is an omission or error, we express our sincere regret and ask that you bring it to our attention.*

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## Gifts from Corporations, Foundations, and Organizations

### Multi-year Commitments

*We are very grateful to the following corporations and foundation who made a multiple-year financial commitment of \$25,000 or more (total pledge amount) to the Chapter.*

Estes Express  
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 Richmond Memorial Health  
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### Annual Gifts

*Thank you to the following companies, foundations and organizations who made an annual contribution of \$350 or more in the last fiscal year. Please note that only Memory Walk 2010 sponsors are listed.*

#### **\$50,000 & ABOVE**

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#### **\$25,000 – \$49,999**

Altria Employee Community Fund  
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#### **\$15,000 – \$24,999**

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#### **\$10,000 – \$14,999**

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 Group  
 Gayton Terrace  
 Greenfield Assisted Living  
 HCR Manorcare—Stratford Hall  
 HCA Healthcare, Brent Chambers  
 Hanover Adult Center  
 HeartFields at Fredericksburg  
 Holestin Insurance Services, Inc.  
 Hunton & Williams  
 Hussman Institute for Human Genomics  
 Innsbrook Rotary Club  
 KPMG, LLP  
 Lexington Court  
 Little Elam Baptist Church  
 Merrill Lynch, Shane Cason  
 Northern Neck Rotary Club  
 Pfizer, Inc.

*We are very grateful to the many area companies and organizations who encourage their employees or members to raise funds through Memory Walk teams, Third-Party Fundraisers and workplace giving or make matching gifts.*

## our board, staff & advisory members

## statement of activities support year ending June 30, 2011

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DOMINION RESOURCES

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KMPG LLC

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GENWORTH FINANCIAL

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BRANCH OFFICE COORDINATORS  
Lori Myers

FREDERICKSBURG  
Felicia Epps, MEd  
TRI-CITIES

Ellie Galloway  
MIDDLE PENINSULA/NORTHERN NECK

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FREDERICKSBURG

Kristen Hansen  
Valerie Hopson-Bell  
Cenk Kalemdaroglu, MS  
Karl J. Karch, CSA  
Wendy Kimball

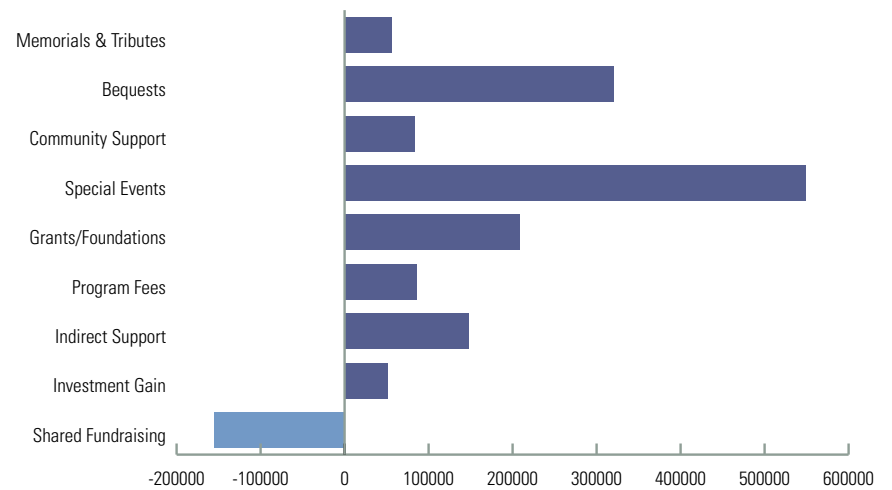
Neda McGuire  
Elizabeth McMasters, Esq  
Jennifer Reynolds  
Laura Rutledge  
Paul Scott

MIDDLE PENINSULA/NORTHERN NECK

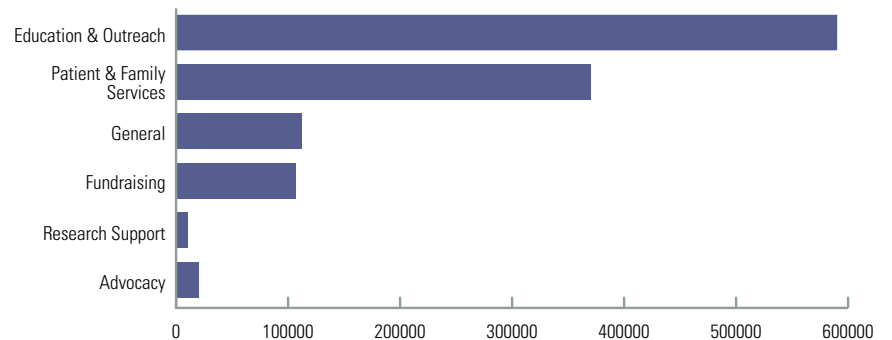
Lynn Brooks  
Bonnie Charles, RN  
ReNaye Dame  
Ben C. Garrett  
Mary Anne Lee  
Frank McCarthy  
Louise Mohardt, RN  
Athena Neblitt, MS

TRI-CITIES  
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Aleisha Manson  
Brenda D. Mitchell  
Helen Terry  
Pamela A. Waitkus  
Grace Yancey

### REVENUES



### EXPENSES



### REVENUES

Category	Percentage	Amount
Memorials & Tributes	4%	\$ 56,099
Bequests	24%	320,606
Community Support	6%	83,967
Special Events	41%	548,982
Grants/Foundations	15%	208,118
Program Fees	6%	85,997
Indirect Support	11%	148,233
Investment Gain	4%	51,117
Shared Fundraising	-12%	(155,883)
	100%	<u>\$1,347,236</u>

### EXPENSES

Category	Percentage	Amount
Education & Outreach	49%	\$ 590,259
Patient & Family Services	31%	370,484
General	9%	111,722
Fundraising	9%	106,557
Research Support	1%	10,000
Advocacy	2%	19,734
	100%	<u>\$1,208,756</u>

As of October 1, 2011



Non-Profit Organization  
U.S. Postage  
Permit #2164  
Richmond, Virginia

Greater Richmond, Inc.  
4600 Cox Road, Suite 130  
Glen Allen, VA 23060

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[www.alz.org/grva](http://www.alz.org/grva)  
1-800-272-3900



## VISION

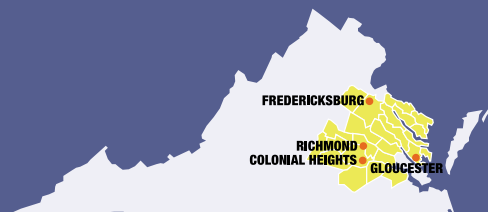
A world without Alzheimer's disease.

## 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.

The Chapter serves a 24-county, five city area with five core services:

- Information & Referral
- Support Groups
- Education
- Care Consultation
- Safety Services



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