

alzheimer's association™

Great Plains Chapter Annual Report

Fiscal Year July 1, 2009 - June 30, 2010



Poker Run Fundraiser



Memory Walk



Volunteer Appreciation Lunch



Ribbon Cutting for New Chapter Office



Stars Are Out Gala

When someone you love becomes a *Memory*,
their memory becomes a *Treasure*.

Letter from the President and Board Chair

The Great Plains Chapter has accomplished great things in the past year. We have continued to move our mission forward by increasing those served by our programs and services, working hard to see our advocacy efforts paying off and raising the funds needed, all through the generosity of our supporters. Yes, this was a difficult year for our country's economy; however the Chapter is not only surviving, but is continuing to provide the valuable services needed. Our generous donors and sponsors have continued to show strong support for our programs and services which are critical and vitally important to the well being and survival of family caregivers. We give thanks for their constancy and commitment to our Chapter.

The Chapter serves 80 of the 93 Nebraska counties and the entire state of Wyoming. Providing education in communities throughout the Great Plains Chapter territory is a core component of our mission. We are proud to have presented educational programs to over 2,153 family members and caregivers, an 11% increase over last year and to over 1,000 professionals, an increase of 9% over last year. We also experienced an increase in the number of individuals who utilized our other services from the previous year:

- Information – Helpline & Referral calls - 24%
- Care Consultations - 50%
- Number of Support Groups - 2%
- Number of Support Group meetings - 27%
- Number of people attending Support Groups - 151%

The Chapter was actively involved in legislative and regulatory issues. The highlight for the Chapter was the passage of LB 849. This law requires four hours of annual dementia specific training for direct care staff in facilities. The passage of this bill will enhance dementia care through “quality” training.

The Memory Walk is the nation's largest event to raise awareness, fund Alzheimer's care and support as well as support research. We had over 3,100 individuals participate in our walks raising \$291,460. Although we faced the same economic challenges as the rest of the nation, our generous donors and supporters enabled us to surpass all of our expectation of the Memory Walk, the goal and much more was met.

It has been a busy, exciting and challenging year. As we begin to prepare for the increase of people reaching the age of highest risk for Alzheimer's disease and other dementias, we know it is the dedication and commitment of our donors, volunteers, Board and staff that will allow us to expand our resources in order to meet the needs of our families.

Our vision is a world without Alzheimer's and with your continued support we will get closer each day.

On behalf of the staff and myself, thank you for your support and the opportunity to serve you.



Karen Noel



Rennie Walt



Sincerely,

A handwritten signature in cursive script that reads "Rennie Walt".

Rennie Walt
Board Chair

A handwritten signature in cursive script that reads "Karen Noel".

Karen Noel
President/CEO

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 disease.

2010 Highlights

- The third annual Alzheimer's Association of the **Great Plains Fall Seminar was held in Lincoln and Scottsbluff**, Nebraska. The Seminar, offered in collaboration with the Southeast Community College for Continuing Education Units (CEUs), was held for interested professional and family caregivers. Drs. Kim and Gail Petersen, nationally recognized "Elder Advocates" presented to over 350 attendees from Nebraska and Wyoming.
- The fifth annual winter educational workshop on Alzheimer's disease and other dementias focused on caring for people with advanced Alzheimer's disease was **presented to 72 professional and family caregivers** at Southeast Community College in February 2010. This annual workshop is known for its quality education taught by the Great Plains Chapter Program Director and private Nebraska consultants.
- Forty care consultations which provide a comprehensive review of service needs and the development of care recommendations for services to meet the needs of the person with Alzheimer's disease and those surrounding them. **More families are coming to the new Chapter office** which offers a private consultation and library room to meet families' needs in a professional manner.
- The Great Plains Chapter developed explanatory materials on **how to talk to children and teens about Alzheimer's disease**. The materials' production and distribution was funded by grants from the three Lincoln, Nebraska Walmart stores. The Chapter was a vendor at the Nebraska annual librarian convention and staff provided over 1,000 information packets to librarians from throughout Nebraska. The packets included the children's book *What's Happening to Grandpa?* by Maria Shriver. The hardback books and accompanying material was distributed in an awareness and education campaign to reach children and teens about Alzheimer's disease.
- The *What's Happening to Grandpa* children's book was **distributed in Wyoming** through the Wyoming Librarian Association.
- The **HBO series *The Alzheimer's Project*** was shown in a 4-part series with guest speakers and a question and answer session moderated by TV journalist Keller Russell at the community college in Lincoln, Nebraska. The series was shown to a sold-out auditorium. In Cheyenne, Wyoming, the HBO series was shown in conjunction with the award winning Cheyenne public library using their state-of-the-art facilities and moderated by the public affairs librarian and Chapter staff. The series drew a large gathering to the library's board room.
- The Great Plains Chapter special events continued to grow with 22 Memory Walks, the *Stars Are Out Gala* and *Take a Bite Out of Alzheimer's* Apple Campaign, **raising \$343,000** to provide its education, support and advocacy services.
- The Great Plains and Midlands Chapters developed the 2010 Nebraska Legislative Platform with state-level priorities for legislative action. The two Chapters **hosted the 2010 Senatorial Breakfast** in January 2010 and distributed the Platform to all state senators.
- The Legislative Priority of dementia-specific education to health care providers, who work in residential facilities with Memory Support services, was realized with the passage of a 2010 Nebraska state law that **requires a minimum of 4 hours of dementia-specific education per year**. This is a milestone in Nebraska and the Chapters are working to ensure that quality and current educational resources are available and for the facilities to know that the Chapters are prepared to provide education to meet this new requirement.
- A concerted and focused effort was made to **meet with each of the federal elected officials** in their state offices. Persons with dementia and their spouses accompanied the Chapter's President/CEO and Program Director to discuss the national Alzheimer's Association's current federal priorities, including developing a federal plan to contend with Alzheimer's disease as it reaches epidemic proportions in the U.S. and raising the amount of federal funds allocated for Alzheimer's research. Those with dementia told their personal stories to highlight the need for a heightened effort at the national level, as has been done for cancer and other diseases.

2010 Condensed Financial Statements

REVENUE:

Contributions:	
Direct Public Support	\$ 105,799
Indirect Public Support	122,682
In-Kind Donations	14,532
Investments	1,693
Workshops & Training	4,452
Fundraising Events	455,326
Miscellaneous	<u>1,054</u>
TOTAL REVENUE	\$ 705,538

EXPENSES:

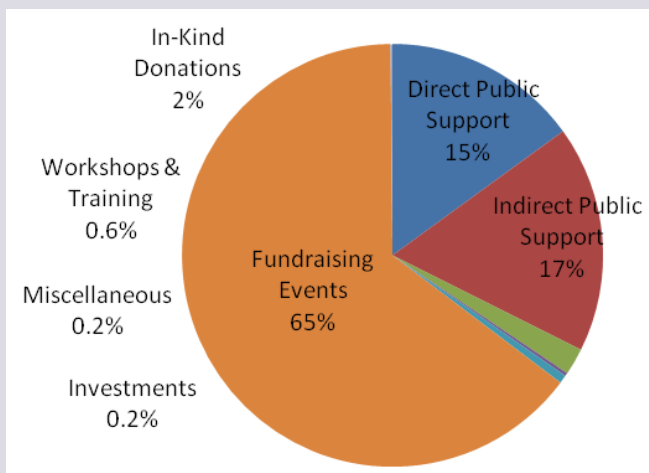
Program Services	\$ 494,519
Management & General	67,919
Fundraising	<u>148,040</u>
TOTAL EXPENDITURES	\$ 710,478
CHANGE IN NET ASSETS	\$ (4,940)

*This financial information is provided from the 2010 audit report completed by
Thomas, Kunc & Black, LLP
Certified Public Accountants of Lincoln, NE*

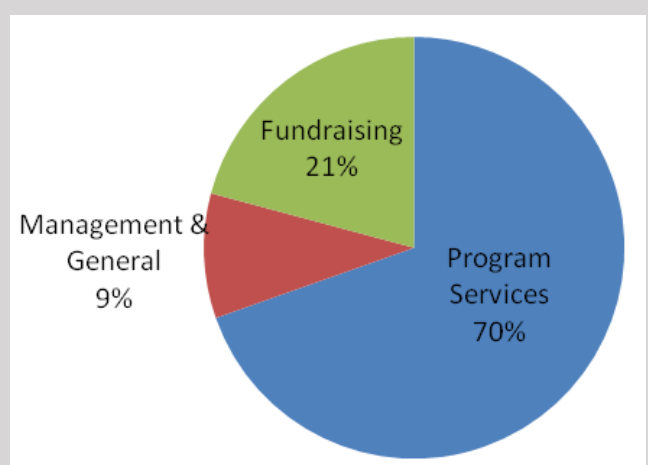
Alzheimer's Association Great Plains Chapter is a 501(c)(3) non-profit organization.

2010

FY10 Revenue



FY10 Expense



Core Services for Reaching Our Community

INDIVIDUAL AND FAMILY SUPPORT SERVICES

Care Consultation services, focusing on an individualized review of a family's needs and possible solutions, are offered to assist families coping with Alzheimer's disease. More than 50 consultations are done each year to assist families on their journey with dementia.

Early Stage and Young Onset (under age 65) Support Groups are offered to support persons living with Alzheimer's disease, their care partners and families. Also available are Care Partner or Caregiver Support Groups that meet specific needs. The Men's Support Group and the Adult Children Support Group are two such examples.

All Support Groups are confidential and offer free information to attendees. The groups are led by chapter trained facilitators who are connected to their communities.

MedicAlert® + Alzheimer's Association Safe Return® is a national program offered by the chapter for people living with Alzheimer's disease helping to reunite families and caregivers with the person with dementia who has wandered.

Information and referral services are offered chapter-wide by calling the toll free 24/7 Helpline (800) 272-3900. The Helpline provides free, confidential information to individuals interested in or impacted by Alzheimer's disease. Our website is www.alz.org/greatplains.



Senator's Appreciation Breakfast

Teresa Stitcher-Fritz, Chapter Program Director, discusses the importance of the need for legislation to meet the educational needs of staff caring for those with Alzheimer's disease and other dementias and to enact a uniform guardianship law to protect people who are vulnerable due to having dementia.

EDUCATION AND INFORMATION

Presentations

Maintain Your Brain®: how to live a brain healthy lifestyle - Participants learn steps to help reduce the risk of getting Alzheimer's disease by keeping healthy and active. Features: nutritional and lifestyle advice, also various strategies, exercises, and activities to keep your memory sharp.

Know the 10 Signs - Raises awareness about the importance of early detection and early diagnosis, allowing individuals to make choices about their own health and future.

Foundations of Dementia Care - A 12 module program written exclusively for long term care and assisted living facility staff to train health care providers to provide the best possible dementia care. The interactive style builds on participant experiences and problem-solving skills.

Resource Lending Library

Educational materials (books, brochures, video's/DVD's) on Alzheimer's disease and related disorders, in the chapter office, that are made available to the community; increasing knowledge about the clinical, scientific and social aspects of Alzheimer's.

Chapter Newsletter

The publication for individuals, families, caregivers, healthcare professionals and community leaders includes chapter activities, advances in research, coping tips and timely articles relating to Alzheimer's disease and other disorders. The bi-monthly e-newsletter reaches over 1,500 of our constituents bi-monthly.

ADVOCACY

Chapter staff and volunteers work together to provide testimony and perspectives on Alzheimer's disease and its effect on individuals, families and communities at local, state and federal levels influencing public policy.

RESEARCH

The Great Plains Chapter supports medical research at the national level through its affiliation with the National Alzheimer's Association. The Association has been the catalyst behind every major breakthrough and advance in Alzheimer's research. We are all working to ensure effective treatments are available as quickly as possible.

Honor Roll of Donors

We would like to thank these supporters of the Great Plains Chapter. Your support has made a difference in the lives of those affected by Alzheimer's disease and related disorders and has enabled the Chapter to expand existing programs for increasing demand and to create new programs in anticipation of future needs in the communities we serve.

The Great Plains Chapter sincerely apologizes for any omissions of names that may occur in acknowledgement of our supporters. Please feel free to contact us regarding any oversights.

\$5,000 and Up

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BryanLGH Medical Center
Emerald Care Co./
The Independence House
Finnigsmier Trust, Marie
Heritage Estates of Gering, Inc.
Hess Estate, Evelyn C.
Rogers Foundation
Sigma Kappa Alumnae Association
The Arbors
The Landing at Williamsburg Village
Weitzel, Bertha 'Davey'

\$1,000-\$4,999

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Stanley Security Solutions
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Schendt, Mr. & Mrs. Dale
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Windle, Dr. & Mrs. Rick
Wright, Joan

\$500-749

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Coy, Tamara
Golden Living Center-Lakeview
Golden Living Center-Scottsbluff
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McMahon, Linda
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Honor Roll of Donors

\$250-499

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Graff, Dr. James J.
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Systems
Heritage of Bel-Air
Hess, Steven L.
Hilltop Estates
Hirschfeld, Mr. & Mrs. Dan
Hoffman Law Office, PC
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Hyland, Mr. & Mrs. John II

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Jerman, Virginia
Krepcik, Mr. & Mrs. Neil
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Lisko, Cynthia
Mack, Jacquelyn R.
Malmo Community
Benefit Auction
Matson, Aaron
Maul, John
Maul, Martin
MES Team, Inc.
MJ Metalfab & Welding, Inc.
Mohr, Walter
Morgan, Cathy A.
Newkirk, Dr. Gwendolyn
Norfolk Surgical Associates, PC
Northridge Retirement
Community
O'Leary, Mr. & Mrs. Timothy
Oregon Trail Eye Center
Panhandle Cooperative Assn.
Parkside Manor
Pfizer, Inc
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Prairie View Gardens
Primrose Retirement of
Grand Island
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Purcell, Mr. & Mrs. Brad
Regional West Medical Center
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Riley, Douglas
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Tyrrell, Mr. & Mrs. Chandler II
Venhaus, Phyllis Jean
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Vorheis, Mr. & Mrs. Kurt
Vrana, Mr. & Mrs. Dale Jr.
Walmart Foundation
Wells Fargo Community
Support Campaign
Wells Fargo Foundation
Wirth, Jeffrey M.
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Karen K. Noel

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Development Director

Kris Hall

Associate Director

Alexandra Dillon

Executive Assistant

Ellen Collins

CHAPTER OFFICES

Chapter Administrative Office (402) 420-2540

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Lincoln, NE 68506

Kearney (308) 440-7773

NE Panhandle (308) 635-5230

Wyoming (307) 421-7321

24/7 Helpline (800) 272-3900

www.alz.org/greatplains

Services Provided

The Alzheimer's Association Great Plains Chapter serves 80 of the 93 Nebraska counties and the entire state of Wyoming. Our constituents were served in the following ways:

- ★ 356 Helpline Calls were received with ongoing follow-up services provided by staff
- ★ Over 200 Comprehensive Information Packets were mailed out free of charge
- ★ 40 in-depth Care Consultations with follow along services were provided to families contending with a person with dementia
- ★ \$500 respite stipends provided assistance to 20 families in Nebraska and Wyoming, totaling \$10,000
- ★ 160 Videos/DVDs were checked out of the Chapter's Resource Library
- ★ 42 books were checked out from the Resource Library with consultation assistance from staff
- ★ 37 educational workshops for Nebraska health care professionals and 9 educational workshops for Wyoming health care professionals were taught by Chapter staff and volunteers
- ★ Over 2,500 quarterly newsletters were mailed in the Chapter's service area and nationwide.
- ★ Informational e-mails were sent to volunteer advocates on public policy issues and a Facebook social networking site was established
- ★ Over 1,150 people in Nebraska and Wyoming communities attended educational programs
- ★ 2,281 people attended confidential and free support group meetings in Nebraska and Wyoming which were led by trained volunteer group facilitators

Alzheimer's Association Great Plains Chapter

Chapter Administrative Office

1500 South 70th, Suite 201
Lincoln, NE 68506
(402) 420-2540

Central Nebraska

PO Box 1351
Kearney, NE 68845
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Nebraska Panhandle

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Wyoming
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24/7 Helpline (800) 272-3900

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