



## **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.***

Hudson Valley/Rockland/Westchester, NY Chapter  
2009-2010 Annual Report

# What is the Alzheimer's Association?

The **Alzheimer's Association** is the world leader in Alzheimer research and support. It is the only national voluntary health agency dedicated to both *research* for the prevention, cure, and treatment of Alzheimer's disease and to providing *support and assistance* to afflicted individuals and their families.

The **Hudson Valley/Rockland/ Westchester, NY Chapter** is an affiliate of the Association committed to carrying out the mission of the Alzheimer's Association at the local level. It is a non-profit organization governed by a voluntary Board of Directors.

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Meals on Wheels of Rockland County  
Nanuet, NY 10954

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Refuah Health Center (Rockland)  
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Director of Finance & Operations

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Meg Boyce,  
Director of Programs & Services

Alison DaMore  
Director of Development

Michele Muir,



## Hudson Valley/Rockland/Westchester. NY Chapter

### Core Services – FY10

24-Hour Helpline	Assisted approximately 2,200 callers
Care Consultations	Conducted almost 550 Consultations
Educational programs	Educated 3,150 caregivers & professionals
Support groups	Coordinated 520 support group meetings
Safety Services	Facilitated Safe Return of 8 persons

### Highlights

- Professional Training - launched *Foundations of Dementia Care*, an evidence-based training program developed by the national Alzheimer's Association.
- Early Stage Education – presented *Taking Control of Memory Impairment: An Education Program for Early Stage Individuals and Their Care Partners*.
- Therapeutic Activities – introduced *Art & Alzheimer's*, a pilot program in Westchester and Dutchess Counties using art and movement for restoration and relaxation, and continued socialization programs throughout our chapter territory.
- Educational Conferences and Seminars – organized multi-session programs on *Cutting-Edge Alzheimer Research*, on *Addressing Behaviors*, on *Better Care and Outcomes for People with Alzheimer's Disease*, and on *Caring through the Stages*.
- Advocacy – involved and supported a record number of early-stage individuals to participate in advocacy activities in support of funding for Alzheimer research and care & support.
- Outreach – reached new audiences by mounting a poignant photographic essay, *Every 71 Seconds – Memories of Alzheimer's*.

**CONDENSED STATEMENT OF RECEIPTS AND DISBURSEMENTS**  
**for the Year Ended June 30, 2010.**

**Public Support and Revenues\***

Direct Public Support	
Indirect Public Support	\$ 300,193
Special Events (net)	91,073
Government & Other Grants	628,776
Shared Fundraising Revenues (net)	226,540
Other	(9,416)
	<u>24,725</u>
<b>Disbursements</b>	<b>1,286,616</b>

Program Services	
Management and General	1,056,131
Fundraising	160,284
	<u>189,232</u>
	1,405,647

**Change in Net Assets**

(143,756)

**Net Assets, beginning**

894,912

**Net Assets, ending**

751,156

**ALZHEIMER'S ASSOCIATION, INC., HUDSON VALLEY/ROCKLAND/WESTCHESTER, NY CHAPTER**

Administrative Office &  
Dutchess/Ulster Regional Office  
2 Jefferson Plaza, Ste. 103  
Poughkeepsie, NY 12601-4060  
845-471-2655 (DC); 845-340-8474 (UC)

Orange/Sullivan Regional Office  
384 Crystal Run Rd., Ste. 102  
Middletown, NY 10941-4013  
845-695-2247 (OC); 845-794-3774 (SC)

Rockland Regional Office  
20 Squadron Blvd., Ste. 345  
New City, NY 10956-5242  
845-639-6776

Westchester Regional Office  
2900 Westchester Avenue, Ste. 306  
Purchase, NY 10577-2552  
914-253-6860

Point of Service, Putnam County  
15 Mount Ebo Road S., PO Box 429

Brewster, NY 10509-4004  
845-278-0343

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[www.alz.org/Hudsonvalley](http://www.alz.org/Hudsonvalley)

24-Hour Toll-Free Helpline: 1-800-272-3900