

THE CENTRAL ILLINOIS CHAPTER

The Alzheimer's Association – Central Illinois Chapter, is a donor-supported, not-for-profit health organization serving 20 counties in central Illinois. Its three office locations – Dixon, Peoria, and Quincy – serve the needs of those affected by Alzheimer's and related dementias; advocate for policy change and research funding; and work in conjunction with its National offices in Chicago and Washington, D.C, to advance research toward prevention, treatment and a cure.

The Chapter provides services to residents in Adams, Brown, Bureau, Fulton, Hancock, Henderson, Knox, LaSalle, Lee, Marshall, McDonough, Ogle, Peoria, Pike, Putnam, Schuyler, Stark, Tazewell, Warren, and Whiteside counties.

Core Programs

- Information and Referral
- Care Consultations
- Education
- Support Groups
- Safety Services



CHAPTER BOARD FY11

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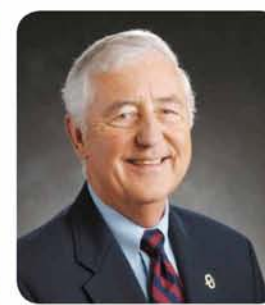
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Our mission

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.



alzheimer's
association®

CENTRAL ILLINOIS CHAPTER

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Peoria Office

606 W. Glen Avenue
Peoria, IL 61614
309.681.1100

Quincy Office

639 York Street, Rm 200
Quincy, IL 62301
217.228.1111

Rock River Office

93 S. Hennepin Avenue
Dixon, IL 61021
815.285.1100

24 Hour Helpline

800.272.3900

alz.org/illinoiscentral



annual
report 2011





MESSAGE FROM THE

President

Dear Friends,

Currently there are more than 5 million Americans with Alzheimer's disease; numbers that are expected to triple by mid-century. The potential of earlier diagnosis and the development of better treatments may significantly change the experience of Alzheimer's for millions of people. In the meantime, the cost of care will rise exponentially for society. These factors will provide unprecedented challenges and opportunities to the Association over the coming years.

In FY2011 the Central Illinois Chapter Board of Directors engaged in a series of activities to move forward in today's economic climate and to plan for an increasing demand of our services in the years ahead. Staff and board members worked tirelessly to create and begin implementing an annual strategic and business plan to align ourselves with the Alzheimer's Association Plan. From fiscal year 2012 - 2014, this plan aims to aggressively advance the mission and includes overarching Association-wide strategic objectives and priority activities.

An ad-hoc task force was also formed to develop and implement External Standards Policies to meet federal Internal Revenue Service regulations. These new policies establish codes of best practices that will provide a framework to strengthen the board's role as guardians of donor dollars, which includes oversight of the Chapter's fundraising activities. As a donor-supported organization, the Alzheimer's Association allocates its funds in an ethical and responsible manner that exceeds the rigorous standards of America's most experienced charity evaluator, the Better Business Bureau.

In this Annual Report you will see how this year's achievements demonstrate the collective power of longtime supporters and new champions in the fight against Alzheimer's. With the dedication of our passionate constituents, we can continue to work on behalf of all those affected by Alzheimer's — and those who will be affected in the future, if we do not change the course of this disease. We thank those who continue to make a difference in our mission and welcome those who joined the cause.

Warmest Regards,

Donna Marcacci
President, Central IL Chapter, Board of Directors

2011 CHAPTER CHAMPION

Margy Mazzola

My dad, Joe, was diagnosed with Alzheimer's nearly a decade ago. My mom, Molly, retired early from teaching to take care of him. She attended countless classes and workshops through the Central Illinois Chapter and became a staunch advocate for those suffering from dementia and their caregivers. She led support groups and educated first responders in dealing with people with dementia. I attended meetings with both of my parents and gained a second family there.

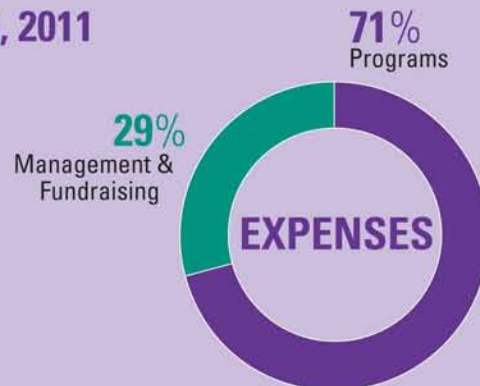
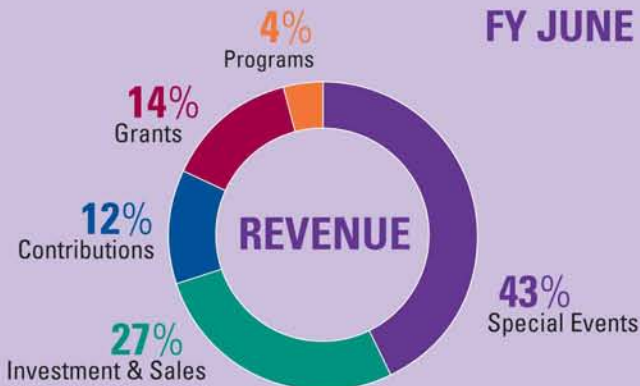
My mom always had a smile on her face and kind words to offer everyone she met. But she was hurting. She lost weight, sleep and vision in one eye. Last year my family made the heart wrenching decision to place dad's care in the hands of a nursing home. There, he was safe and we thought mom could finally rest. But the caregiver in her couldn't rest and two months later, overcome by weakness and fatigue, she passed away.

My family is an example of the challenges families face every minute of every day when living with Alzheimer's disease. Part of coping for me is carrying on with the mission my mom began. Sharing my story lets other people know they are not alone. We need more people speaking up about their experiences so that one day we can live in a world without Alzheimer's.



Margy and her dad, Joe

FY JUNE 30, 2011



LIVING OUR MISSION in Central Illinois

The FY2011 Annual Report details mission-related accomplishments in five core areas: awareness, advocacy, care and support, research, and growing revenue support. These initiatives are the driving force behind our efforts to eliminate Alzheimer's and to offer hope and help to all those affected.

Increasing Concern and Awareness

A critical component of our mission is raising disease awareness and serving as a valuable resource as we connect families with local care and support options and research information.

- We recruited 280 team captains and raised \$201,150 through nine Memory Walks, the nation's largest event to raise awareness and funds for Alzheimer's care, support and research. Corporate sponsors contributed an additional \$78,235 for a total of \$279,385 raised.
- Competitive bidding highlighted an evening of fun and awareness at an annual fundraising dinner, Betting on a Cure, hosted by the Rock River Branch. Sponsors included CGH Medical Center, Sterling, and KSB Hospital, Dixon.
- Facebook, Twitter and Constant Contact email communication brought new forays into social networking with over 4,000 registered members. The Chapter's website, alz.org/illinoiscentral, provided information and support to nearly 9,000 visitors.
- Press conferences in Dixon, Peru, Galesburg, Peoria, and Quincy unveiled new branding and a new name for the nation's Memory Walks. The new name, Walk To End Alzheimer's, reflects the Association's active role in recruiting new champions.

Growing Revenue Support of the Mission

From bowling leagues to black tie galas, the Association calls on dedicated constituents to help raise funds to fight Alzheimer's. Generous donors also engage in the mission through individual and planned giving.

- The Quincy office introduced a new fundraising event in Pike County, the Harvest Moon Night Golf, and attracted 33 teams. In FY11 the Chapter's special events raised \$452,872 and included nine Memory Walks, 4th Annual Run for the Roses in Peoria, 7th Dueling Pianos and the 9th Pro-Am Golf Tournament in Quincy.
- Supporters planned and hosted many third party events including the Third Annual Maurice Ciccirelli Memorial Fishing Tournament, Dean Construction Bowling Tournament, and Picture the Cure Photography.
- Sixty Champions embraced our vision by contributing \$1,000 or more and were recognized as new or continuing members of the Chapter's Stevenson Society.



Enhancing Care and Support

In FY2011 the Chapter expanded its commitment to serve as a premiere resource for information and assistance for people with dementia, caregivers, healthcare professionals and general public.

- Nearly 4,000 calls were placed to the 24/7 Helpline (2,000 first time callers), offering support and disease/caregiving information, and chapter/community services. Over 3,000 people attended 242 educational programs at office locations and in rural communities. Nearly 1,600 caregivers attended more than 200 support group meetings, receiving education and emotional support.
- An interactive six-week program, The Savvy Caregiver, was piloted at the three office locations and urged caregivers to develop and modify individual caregiving goals. A new six-week program, Train Your Brain,

was marketed to middle-aged individuals and demonstrated the connection of a healthy body and a healthy brain.

- We collaborated with the Institute for Physical Medicine & Rehabilitation on a new six-week program, Slices of the Pie, designed for constituents with mild cognitive impairment or early stage Alzheimer's disease.
- Nearly 400 caregivers attended professional educational conferences. Teepa Snow demonstrated positive changes for positive outcomes at the 20th Annual Lee L. Morgan Conference in Peoria. In Quincy, John and Susan McFadden, Ph.D., focused on aging together with friendship, community and dementia, co-sponsored by Blessing Hospital. William Thies, Ph.D., Chief Medical and Scientific Officer for the Alzheimer's Association, Chicago, shared the latest research developments in Dixon.

Advancing Advocacy

We speak up for the needs of people with Alzheimer's and their families, and persuade Congress to increase funding for research, care and support.

- The Chapter's database grew to 1,950 volunteer advocates through Walks, on-line registration and programs. Advocates generated action from elected officials by making calls and writing letters.
- Ten state legislators attended one of three Legislative Breakfasts held in Dixon, Peoria, and Quincy. Over 100 people helped communicate the ramifications of the disease to their state representatives at this third annual event.
- The Second Annual Uncle Sam and Understanding Federal and State Benefits program was held in Peoria. Lending their expertise were representatives from the offices of Congressman Aaron Schock and Senator Dave Koehler, and two eldercare attorneys.
- Darlene Beard, 70, a retired Illinois state police dispatcher from Mt. Morris, was awarded a scholarship from the National Alzheimer's Association to represent the chapter at the National Public Policy forum in Washington DC. As one of 600 advocates who gathered to learn and inspire others, Darlene takes her role seriously as five of her seven siblings have or had the disease.



Accelerating Research

The Alzheimer's Association is at the forefront of Alzheimer science, uniting researchers in the quest to search for treatment, prevention and a cure, as well as funding grants that embody cutting-edge progress.

- Indiana resident Mary Ann Becklenberg, and her husband John, emphasized the value of teamwork at a Summer Evening of Advanced Learning in July. Mary Ann, who has early stage Alzheimer's disease, was featured in "The New Faces of Alzheimer's" on PBS.
- The Chapter examined the impact of Alzheimer's disease on American women as caregivers, advocates, and people living with the disease in Galesburg and Peoria. Planned in parallel with the release of the *Maria Shriver Report*: *A Women's Nation Takes on Alzheimer's*, panel discussions featured women in many roles.
- Michael Rafii, M.D., Ph.D, neurologist at UC San Diego, CA, educated over 60 Peoria area residents on healthy brain aging at a Summer Evening of Advanced Learning. Dr. Rafii also addressed over 30 physicians at OSF Saint Francis Medical Center Grand Rounds.

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Donors of \$1,000 Plus

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Friends and Family of Margaret McDonald
Northwestern IL Area Agency on Aging
Quincy Service League
Tracy Family Foundation
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Western Illinois Area Agency on Aging
West Central Illinois Area Agency on Aging

