

alzheimer's  association®  
Midlands Chapter

FY11  
Annual Report

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Be the  
**VOICE**  
of change

### Vision Statement

A world without Alzheimer's.

### Mission Statement

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.

### Midlands Chapter

The Alzheimer's Association is the leading donor supported voluntary health organization in Alzheimer's disease research, care, and support.

***The END of Alzheimer's starts with me.***

**Letter From the Chairman of the Board  
and President and CEO**

Dear Friends of the Alzheimer's Association Midlands Chapter,

On behalf of the Board of Directors and Staff of the Midlands Chapter, we are excited to share the Annual Report for fiscal year end, June 30, 2011. We encourage you to read about the accomplishments of the Alzheimer's Association Midlands Chapter over this past year. We invite you to join us to accomplish our vision: *A world without Alzheimer's!*

Nationally, there are over 5.5 million people are living with Alzheimer's disease. Nearly 40,000 individuals with Alzheimer's disease reside in Nebraska and 70,000 live in Iowa. Alzheimer's is the 6<sup>th</sup> leading cause of death in the US and the 5<sup>th</sup> leading cause of death for those who are sixty-five years of age. Today, someone is diagnosed with Alzheimer's disease every 69 seconds. Now more than ever we must put an END to Alzheimer's disease!

In order to accomplish this task, a Strategic Plan is in place for FY12. The Strategic Plan for the Alzheimer's Association is the engine that drives the activities of the Association and the Midlands Chapter for FY12-14. Every Chapter in the Alzheimer's Association is focused on working together to make the greatest impact on our mission: to foster research for a cure, to provide care and support for persons with dementia and to lower the risk for dementia. The five strategic goals are, to:

Increase **Concern and Awareness** of Alzheimer's disease

Advance **Public Policy** by securing action to increase federal research investment

Enhance **Care and Support** for persons with dementia and their care partners


Accelerate **Research** for a cure

Grow **Revenue** in support of the mission

As members of the Midlands Chapter, we challenge you to increase your engagement with us! If you attended one event this year, we encourage you to bring someone with you next year. If you participated in a *Walk to END Alzheimer's* this year, please consider forming a team for next fall. If you're signed up as an advocate this year, consider recruiting an additional advocate or contacting a politician when summoned. Please join us in accomplishing all aspects of the Strategic Plan and help us win this battle against Alzheimer's disease!

The accomplishments of this past year represent a significant and vital step in this journey. We thank you for your contributions, your participation with us, and your support of our people and programs. We encourage you to experience the passion that our Staff, Volunteers and Board share for this important cause. Together, WE CAN make a difference!

Sincerely,



Larry Guenther, MBA  
Chairman of the Board



Duane J Gross, PhD  
President and CEO

# FY11 Financial Information

## Revenues:

Fundraising	\$ 287,890.00
Contributions-	
Direct Public Support	135,329.00
Indirect Public Support	106,431.00
Grants	—
Interest & Net Gains	105,098.00
Workshops	99,026.00
All Other Revenues	<u>6,785.00</u>
<b>Total Revenue</b>	<b>\$ 740,559.00</b>

## Expenses:

Core Services	\$ 393,293.00
Operations & Supplies	67,437.00
Occupancy	48,106.00
National Dues	47,417.00
Printing & Publications	5,529.00
Fundraising	27,911.00
Respite Care	29,396.00
Depreciation	<u>3,341.00</u>
<b>Total Expenses:</b>	<b>\$ 622,430.00</b>

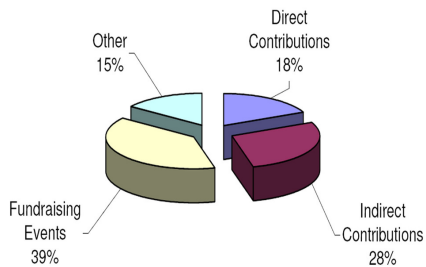
Change in net assets: \$ 118,129.00.

In-kind donations of \$ 122,746.00 are not reflected in this report.

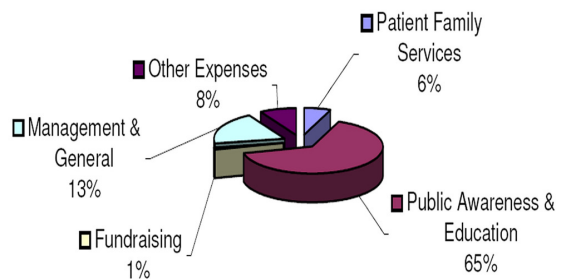
This financial information is provided from the 2011 audit report completed by Patry, Fisher & Dudley, PC Certified Public Accountants of Omaha, NE. Alzheimer's Association Midlands Chapter is a 501(c)(3) non-profit organization.

If you would like to make a financial contribution or in-kind donation to help support the programs and services of the Alzheimer's Association Midlands Chapter, please call 402.502.4301 or visit our website at: [www.alz.org/midlands](http://www.alz.org/midlands)

### FY11 Revenues



### FY11 Expenses



### Annual Meeting—Wednesday, November 10, 2010

Betty Foster, PhD (*right*) was named Friend of the Chapter 2010; H. Edsel Buchanan, PhD (*left*) honored as Outstanding Volunteer of 2010. The Daily Nonpareil was named our Media Sponsor of the Year. The Chapter President and CEO, Duane J Gross, PhD (*center*) presented awards to Memory Walk volunteers for 2010. The luncheon speaker was Mike Kemp, Assistant Athletic Director from the University of Nebraska Omaha.

# FY11 Core Services

## Caregiver Education

- 93 Community education/information presentations were held for 7,800 attendees

## Support Groups

- 9 new Support Groups added
- 377 Support Group meetings
- 2,118 Support Group attendees

## Respite

- \$30,000 was paid to caregivers and families for respite care

## Care Consultations

- 285 Care Consultations assisted families with problem solving and planning

## Research

- Midlands Chapter supported five phase three clinical trials

## Volunteers

- 5,173 hours of assistance were contributed by 278 volunteers to the Chapter

## Information & Referrals

- 845 individuals contacted the Chapter through our 24/7 Information and Referral Helpline
- Our Chapter care consultants provide families and health care professionals with dementia specific information and community resources

## Perspectives e-Newsletter

- Updates families and professionals on Chapter activities and caregiver tips
- *Perspectives* e-Newsletter received monthly by over 4,360 subscribers
- Contributions to *Perspectives* e-Newsletter by leading medical researchers within Chapter territory

## Chapter Web Site

- Chapter web site pages received 10,303 visits by 7,998 individuals

## Education Conference

- 240 professional and family caregivers attended the 2011 Dementia Care Conference
- William Burke, MD, Anna O. Stake Professor and Vice-Chair for Research of the Department of Psychiatry at the University of Nebraska Medical Center in Omaha, NE and Director of the Psychopharmacology Research Consortium at UNMC was the keynote speaker

## Advocacy

- Our Chapter's advocates contacted public officials through Chapter mailings and e-mails, spoke at legislative hearings and shared their personal stories with state and federal law makers
- Over 257 new advocates signed on to join the cause

**We are here to help and offer hope.  
All day. Every day.**

**24/7 Helpline 800.272.3900**

**[www.alz.org/midlands](http://www.alz.org/midlands)**

# alzheimer's association®

## Midlands Chapter

# FY11 Honor Roll of Donors

Thank you for your generous contributions during the 2011 fiscal year—July 1, 2010 through June 30, 2011. Your wonderful support has made a positive difference in the lives of families afflicted with Alzheimer's disease and other dementias. This Annual Report reflects donations, memorials, tributes and sponsorships received in FY11. Memory Walk team donations are not listed as a part of this report. Thanks again for your generous spirit!

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## Advocates from Midlands Chapter Attend the 2011 Public Policy Forum



Clayton Freeman, Program Director, Duane J. Gross, PhD, President and CEO, Heather and Sarah Stauffer, Midlands Chapter Advocates met with Charles Ellsworth, Aide to Nebraska Senator Ben Nelson in Washington, DC during the 2011 Alzheimer's Association Public Policy Forum.



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Since 1982, the Midlands Chapter has provided education, information and support to individuals afflicted with Alzheimer's disease (AD) and dementia and supports the National Alzheimer's Association in its research for the prevention, cure, and treatment of Alzheimer's disease and other dementias.

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