



# 2011

## Annual Report

alzheimer's  association®

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Minnesota-North Dakota  
Chapter

[alz.org/mnnd](http://alz.org/mnnd)

Board of Directors at the  
2010 Memory Walk®



Dear Friends and Colleagues:

**W**hen I read the stories in this annual report about people who are living with Alzheimer's and related dementias or who have loved ones with the disease, I am struck by their resiliency.

Despite having a disease that many fear, they know that life goes on. They've chosen to put fear aside and work through the struggle. "I'm focused on what I can do today," said James Small, one of those profiled.

Thanks to your support, there is much we can do today to support those with Alzheimer's and to prepare our communities for the growing impact of this disease.

Not only do we help thousands of people each year through programs like our 24/7 Information Helpline, support groups and family care consultation, we are gearing up to meet head-on the challenges of this rapidly growing epidemic that will shape our nation.

We've launched a Young Champions group, which is bringing new energy to the fight against Alzheimer's. We're actively engaged in the legislative process and are helping those most affected by the disease raise their voices at the state and federal levels.

Thank you for the many ways you support our organization and the people we serve. Every moment volunteered, every dollar contributed and every effort to raise awareness brings us closer to the day when we can stop this disease.

Sincerely,

Mary Birchard  
Executive Director

## Board of Directors

Alzheimer's Association Minnesota-North Dakota is led by dedicated individuals, all of whom contribute enormous amounts of time and energy to improving the lives of people with Alzheimer's and related dementias and their caregivers.

### Chair

Jim Hawley

### Vice Chair

Rocky Cofer

### Treasurer

Bill Egan

### Secretary

Susan McPherson, PhD

### Board Members

Casey Breen

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Rod Kutter

Max Laird

Jeanne Lukas

Steve Machov

Jeff Maloney

Riley McCarten, MD

Maureen Phillips

Our mission is 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 is a world without Alzheimer's.

## Programs and Services

In fiscal year 2011 (FY11), the Minnesota-North Dakota chapter provided programs and services to more than 40,000 individuals with dementia, their care partners, community members and health care professionals.

### Education and Support

- **24/7 Information Helpline.** More than 4,300 calls were made to the Helpline for information, support and resources.
- **Community and Professional Education.** The Association offered dementia-specific workshops and conferences throughout the two-state area. The *Meeting of the Minds The Dementia Conference 2011* had 1,283 participants and, in total, more than 18,900 people attended community or professional education programs.
- **Support Groups.** 113 Support Groups, led by trained volunteer facilitators, provided assistance and encouragement to individuals and their care partners affected by dementia.
- **Care Consultation.** 744 individuals with memory loss and their care partners received 1,787 care consultations, giving them individualized assistance with problem solving, planning and identifying resources.
- **MedicAlert® + Safe Return®.** In FY11, 139 people enrolled in this 24-hour, nationwide, emergency response service for individuals with dementia who wander or have a medical emergency. In total, 2,145 people are enrolled across Minnesota and North Dakota.
- **Website.** The Alzheimer's Association website contains a wealth of information regarding Alzheimer's and related diseases and had 75,120 web visits in FY11.

## Research

Nationally, the Alzheimer's Association is a leader in the global fight for a world without Alzheimer's. The Association leads in many ways, including through an international research grants program, an annual, international conference for researchers and professionals, a research roundtable composed of industry scientists and a professional journal. The Association also offers TrialMatch™, an opportunity for the general public to be leaders by participating in clinical trials. For more information, visit [www.alz.org/research](http://www.alz.org/research).

## Advocacy

In FY11, the Association's advocacy efforts achieved high impact in both Minnesota and North Dakota. In Minnesota, the Association successfully advocated for legislation to advance three recommendations of the Alzheimer's Disease Working Group, which will more accurately quantify the incidence and impact of the disease, improve the Minnesota Health Care Home model, and identify newly created Alzheimer's programs with promise to lower costs for families and state government. In North Dakota, the Association advocated successfully to sustain the Dementia Care Services Project to provide information, resources, care and support to families across the state. The Association also empowered caregivers, families and people with the disease to urge our members of Congress to increase federal research funding and support legislation leading to improved diagnosis, care and planning for families impacted by this disease.

## Volunteers

Volunteers help the Association extend its reach throughout Minnesota and North Dakota. Our programs, services and events would not be possible without their commitment and generous support. In FY11, 944 volunteers provided 12,000 hours of service.



James Small

At age 83, James Small still likes to keep moving, but today he has a different focus from his college football-playing days. He is seeking answers about early stage Alzheimer's. The Alzheimer's Association has become a trusted partner in this new stage of life.

Small lives with his wife, Anne, in Mendota Heights, Minn. He is a retired electrical engineer and a Baptist minister who preaches twice a month at local nursing homes and visits inmates at a county detention center. He began worrying about his memory a few years ago. "I'd walk down the hall and forget what I was doing there," he said. "It bothered me."

Six months ago, he was diagnosed with early stage Alzheimer's. "Nothing in your body falls apart by itself," he said. "I wanted to learn what I could do to control what was happening."

Memory Meetup & Mentor is a Twin Cities-based pilot program designed to build a safe and comfortable social meeting space both virtually and in-person for individuals with mild cognitive impairment (MCI) and early Alzheimer's disease.

Mentors with MCI and early Alzheimer's disease call and connect with newly diagnosed individuals and invite them to join the Memory Meetup online and in-person social gatherings.

He started by reading everything he could about Alzheimer's and dementia. At his doctor's suggestion, he also called the Alzheimer's Association and began attending its monthly Memory Meetup and Mentor sessions.

"Mostly what I do there is listen, but at the last meeting, I found myself asking a lot of questions," said Small. "If you don't know what you're facing, you can't fight back."

He's found that it's helpful to hear what others have to say about medications and how they cope with the changes in their lives, plus it keeps him active and socially engaged. It's a relief to know where to turn for the new questions in his life: the Alzheimer's Association.

"Let me put it this way," he said. "I have faith in something that's bigger than this disease. I'm not so worried about what's going to happen down the road. I'm focused on what I can do today."



Bob and Joyce Bye

Bob Bye can recall distinctly the day that he was introduced to the Alzheimer's Association. Bye's wife, Joyce, a long-time kindergarten teacher in Devils Lake, N.D., had been diagnosed with younger-onset Alzheimer's in her early 50s. Those early weeks and months were filled with "fears and tears," said Bye, who is an executive vice president of three automobile dealerships.

"It was a Sunday afternoon, and I was frustrated. I just needed to talk to somebody. I made a call to the Alzheimer's Association and was surprised at how professional and helpful they were," he said.

"There is great comfort in knowing there's an educated, qualified individual who can help and who is only a phone call away," said Bye.

Joyce, 60, now lives in a long-term care facility. The Association has become an important resource for Bye in caring for his wife's needs and in coping with the disease's impact on his life.

The North Dakota Dementia Care Services Bill, and its results so far, have become a national model for how a state can help its population cope with dementia while also lowering the costs associated with the disease. Through this landmark legislation, care consultants provide community education as well as individual consultation to families impacted by Alzheimer's disease in even the extremely rural and under-populated areas of North Dakota.



Alzheimer's Association Young Champions is a diverse group of emerging leaders who are dedicated to changing the face of Alzheimer's and related dementias by engaging their peers and raising awareness across generations. This group increases awareness of Alzheimer's, raises funds to provide help and hope to those affected, and advocates for change at the state and federal levels.

Mackenzie Kelley (right), and Carla Hildebrand

For example, Ashley Magner, an Alzheimer's Association care consultant, works with Bye and is available whenever he has questions about medications, behavior issues and other challenges.

"She is a terrific resource," said Bye. "She has the practical experience with caregiving along with the academic understanding. She also takes a proactive approach, which is very helpful."

Bye also regularly attends the Association's monthly support group meeting in Devils Lake. There, participants share ideas, frustrations and even find humor in living with Alzheimer's.

As a civic leader, Bye also relies on the Association to help his community. He has invited Magner to speak at local Kiwanis and Rotary meetings. "We live in an aging community, and there are so many people dealing with dementia. We have to build awareness and let people know they are not alone."

At the point when Alzheimer's disease seemed to be taking over her life, Mackenzie Kelley, 24, made a decision. "I was not going to sit back and watch it happen," she said.

That was two years ago, when Kelley's mother, Carla Hildebrand, moved into a memory care unit. Carla had been diagnosed with younger-onset Alzheimer's six years earlier at the age of 51. It was a time that Kelley described as an emotional rollercoaster, not knowing what to expect as her mother's condition worsened.

As an event planner, Kelley combined her personal passion with her professional expertise. She hosted Memory Mixer, an annual benefit event for family members and friends to raise funds for the Alzheimer's Association.

Kelley noted that she feels a strong bond with the Association, both in Green Bay, Wis., where her mother lives, and in Minnesota.

"Alzheimer's came out of the blue for us. The Association has provided a wealth of knowledge

and support. I think we would have been lost without them."

Today she is the co-president of the Alzheimer's Association Young Champions group, a new effort to involve young people in taking action against Alzheimer's.

Kelley also participated in the annual Alzheimer's Association Advocacy Forum in Washington D.C. She joined 700 people from around the United States to learn about pending legislation and the legislative process. The Minnesota delegation met with Senators Klobuchar and Franken to tell their stories, emphasize the need for research funding, and discuss how to improve diagnosis, treatment and support services.

"Alzheimer's is no longer an old person's disease. I'm just one example of that," said Kelley. "It's happening to people in their 40s and 50s who have young children and are in the middle of their careers.

"We're the next generation and we're revved up," she said. "We want to bring a new face to this disease and make a difference."

# Statement of Financial Position

For the Year Ended June 30, 2011

**Assets:**

**Current assets:**

Cash and cash equivalents	\$ 1,485,974
Accounts receivable	42,468
North Dakota contract receivable	220,258
Grants receivable	21,814
Due from national organization:	
Net shared revenue	12,180
Pledges	960
Accrued interest receivable	858
Investments	1,742,885
Prepaid expenses	92,146
<b>Total current assets</b>	<b>3,619,543</b>
Furniture and equipment, net	74,954
Permanently restricted investments	118,720
	193,674
<b>Total assets</b>	<b>\$ 3,813,217</b>

**Liabilities and net assets:**

**Current liabilities:**

Accounts payable	\$ 82,672
Deferred revenues	164,688
Accrued:	
Salaries	82,862
Employee benefits	100,809
Other liabilities	10,635
<b>Total current liabilities</b>	<b>441,666</b>
Deferred rent	19,145
<b>Total liabilities</b>	<b>460,811</b>

Net assets:

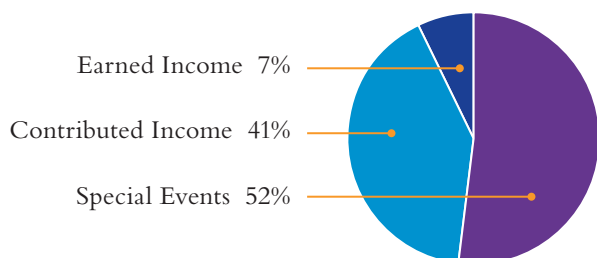
Unrestricted:	
Undesignated	1,024,498
Board designated	1,166,521
<b>Total unrestricted</b>	<b>2,191,019</b>
Temporarily restricted	1,042,667
Permanently restricted	118,720
<b>Total net assets</b>	<b>3,352,406</b>
<b>Total liabilities and net assets</b>	<b>\$ 3,813,217</b>

# Statement of Activities

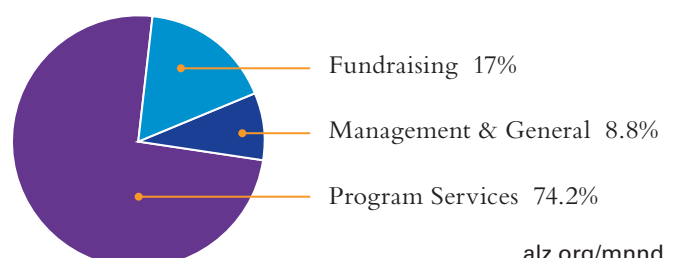
For the Year Ended June 30, 2011

	<i>Unrestricted</i>	<i>Temporarily restricted</i>	<i>Permanently restricted</i>	<i>Total</i>
<b>Support:</b>				
Contributions	\$ 518,724	\$ 667,505		\$ 1,186,229
Less contributions remitted to National Memorials	(89,808)	(23,103)		(112,911)
	182,875	29,982	\$ 4,697	217,554
Net contribution revenue	611,791	674,384	4,697	1,290,872
Grants	759,537			759,537
Donated services and office rent	21,730			21,730
<b>Total support</b>	<b>1,393,058</b>	<b>674,384</b>	<b>4,697</b>	<b>2,072,139</b>
<b>Revenues:</b>				
Special fundraising events	1,528,980	174,855		1,703,835
Donated goods, in-kind revenue	60,612			60,612
Education revenue	149,084	77,450		226,534
<b>Total revenues</b>	<b>1,738,676</b>	<b>252,305</b>		<b>1,990,981</b>
Net assets released from restrictions	761,959	(761,959)		
<b>Total support and revenues</b>	<b>3,893,693</b>	<b>164,730</b>	<b>4,697</b>	<b>4,063,120</b>
<b>Expenses:</b>				
Program	2,950,764			2,950,764
Management and general	351,110			351,110
Fundraising	676,076			676,076
<b>Total expenses</b>	<b>3,977,950</b>			<b>3,977,950</b>
<b>Increase in net assets before other income (expense)</b>	<b>(84,257)</b>	<b>164,730</b>	<b>4,697</b>	<b>85,170</b>
<b>Other income:</b>				
Investment income	32,302	13,029		45,331
Realized gain on sale of investments	16,948			16,948
Unrealized gain on investments	109,297	13,296		122,593
<b>Total other income</b>	<b>158,547</b>	<b>26,325</b>		<b>184,872</b>
Change in net assets	74,290	191,055	4,697	270,042
Net assets, beginning	2,116,729	851,612	114,023	3,082,364
<b>Net assets, ending</b>	<b>\$ 2,191,019</b>	<b>\$ 1,042,667</b>	<b>\$ 118,720</b>	<b>\$ 3,352,406</b>

**FY2011 Support & Revenue**



**FY2011 Expenses**



## Minnesota-North Dakota Chapter

### We're Moving!

Effective 12/1/11

#### Main Office

7900 W. 78th St., Ste. 100  
Minneapolis, MN 55439  
952.830.0512 p  
952.830.0513 f

[alz.org/mnnd](http://alz.org/mnnd)

24/7 Information  
Helpline 800.272.3900

Nonprofit Org.  
U.S. POSTAGE  
**PAID**  
Twin Cities, MN  
Permit No. 90270

#### Main Office (Through 11/30/11)

4550 W. 77th St., Ste. 200  
Minneapolis, MN 55435

#### Northern Minnesota Office

1301 Rice Lake Rd., Ste. 101  
Duluth, MN 55811  
218.733.2560 p  
218.733.2565 f

#### Southern Minnesota Office

1001 14th St. N.W., Ste. 800  
Rochester, MN 55901  
507.289.3950 p  
507.289.4666 f

#### Western Minnesota Office

1301 W. St. Germain St., Ste. 104  
St. Cloud, MN 56301  
320.257.0699 p  
320.257.3020 f

#### Eastern North Dakota Office

4357 13th Ave. S.W., Ste. 203  
Fargo, ND 58103  
701.277.9757 p  
701.277.9785 f

#### Western North Dakota Office

1110 College Dr., Ste. 216  
Bismarck, ND 58501  
701.258.4933 p  
701.258.4914 f

#### Medical and Scientific Advisory Council

The council is comprised of dedicated physicians, advanced medical practice professionals, researchers and scientists, who assist in the development of strategic initiatives in priority areas such as early detection, physician engagement, research, quality dementia care, awareness and influencing collaboration within systems of care.

##### Chair

Ronald C. Petersen, MD, PhD

##### Council

Karen Hsiao Ashe, MD, PhD  
Terry Barclay, PhD  
Bradley F. Boeve, MD  
Rebecca Caillier, MD  
Colin Combs, PhD  
William H. Frey II, PhD  
Othman Ghribi, PhD  
Jonathan Geiger, PhD  
Richard E. Golden, MD  
Riley McCarten, MD,  
Chair-elect 2011  
Susan McPherson, PhD  
Anne Murray, MD  
Karen SantaCruz, MD  
George Schoephoerster, MD

##### Staff

Mary Birchard  
Michelle Barclay  
Kate Tripoli



#### Community Health Charities

The Alzheimer's Association is a member charity of Community Health Charities, an alliance of leading nonprofit health research and service organizations whose mission is to improve lives affected by chronic illness by investing in health research, services, and education.

[www.healthcharitiesmn.org](http://www.healthcharitiesmn.org)



#### Alzheimer's Association Meets Accountability Standards

The Alzheimer's Association Minnesota-North Dakota has undergone a review by the Charities Review Council, which evaluated our public disclosure, financial activities, governance and fundraising. This review determined that the Association meets the Council's accountability standards—demonstrating our integrity and transparency to the people who support us. To see the Council's full report, visit

[www.smartgivers.org](http://www.smartgivers.org), click on "For Donors," then click on "Charity Search" and search for "Alzheimer."