

ANNUAL REPORT

2009-2010

100 Important Facts about the Alzheimer's Association and Alzheimer's Disease

SOUTHWEST MISSOURI CHAPTER

1. The Mission of the Alzheimer's Association, Southwest Missouri Chapter is to eliminate Alzheimer's through the advancement of research, to enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health.
2. 22,000 people in southwest Missouri have Alzheimer's disease and many more are impacted by it.
3. The Southwest Missouri Chapter serves 29 counties in southwest Missouri: Vernon, Barton, Jasper, Newton, McDonald, Cedar, Dade, Lawrence, Barry, Hickory, Polk, Greene, Christian, Stone, Taney, Dallas, Webster, Laclede, Wright, Douglas, Ozark, Pulaski, Texas, Howell, Dent, Shannon, Oregon, Carter, and Ripley.
4. The Chapter office in Springfield opened in 1987. The office is located at 1500 South Glenstone Avenue. The phone number is 417- 886-2199.

LOCAL SERVICES

5. There are eight full-time Chapter staff members.
6. At the end of FY10 the Chapter had 31 affiliated support groups.
7. 1368 people participated in Alzheimer's Association support groups throughout Southwest Missouri in FY10.
8. The Alzheimer's Association's Helpline provides information, referrals and support to families, professional caregivers and anyone in need of information about memory loss and available community resources. The Helpline is available 24/7. Call 800-272-3900.
9. In FY10, the Southwest Missouri Chapter's Helpline assisted 1055 callers.
10. The Chapter provided over 2500 pieces of educational literature in FY10.
11. Kind and wonderful volunteers assist the Southwest Missouri Chapter in many areas including the office support, support groups, Memories in the Making, speaker's bureau, and special events.
12. In FY10, volunteers donated 2022 hours to the Alzheimer's Association.
13. The Chapter's newsletter has a circulation of 4,900.
14. The Chapter partnered with Freeman Hospital to offer a caregiver conference.
15. The Chapter participated in nine health fairs to promote awareness.

16. The Chapter offers financial assistance for qualifying families needing in-home services for individuals with Alzheimer's disease.
17. The in-home respite care assistance program provided 85 families relief from care-giving in FY10.
18. The in-home respite care assistance program provided almost \$30,000 in funds to families in FY10.
19. In fiscal year 2010, the Alzheimer's Association provided family education programs to over 1800 attendees.
20. The Alzheimer's Association provided over 100 hours of professional education training to 291 attendees in fiscal year 2010.
21. The Chapter offers resources with valuable information about Alzheimer's disease through books, journals and videos.
22. A free lending library has more than 200 books, tapes and videos available.
23. In FY10 almost 80 families, clients and professionals utilized our lending library.
24. The Medic Alert + Safe Return program helps return lost elders who have Alzheimer's disease or a related dementia to their home. 477 people are currently enrolled in Safe Return at the end of FY10.
25. The Southwest Missouri Chapter provided 390 hours of care consultation and information and referral assistance in FY10.
26. Tax deductible donations can be made to the Chapter "in honor" and "in memory" of loved ones.
27. In FY10, \$30,000 in donations were made for Memorials and Tributes.
28. Programs and services were funded in part by \$78,712 we received in private grants and \$236,610 in government grants.
29. Need information? Visit www.alz.org/swmo.
30. Memory Walk is the Alzheimer's Association's trademarked fundraising event to help those battling Alzheimer's disease.
31. Memory Walk participants can register as individuals or teams.
32. Memory Walks are held annually in more than 600 communities across the United States.
33. Seven Memory Walks were hosted by the Chapter in Lebanon, Joplin, Halfway, Branson, Springfield, Bolivar and West Plains.
34. The seven Memory Walks in Southwest Missouri raised \$93,000 in support of programs, services and research.

SPECIAL EVENTS

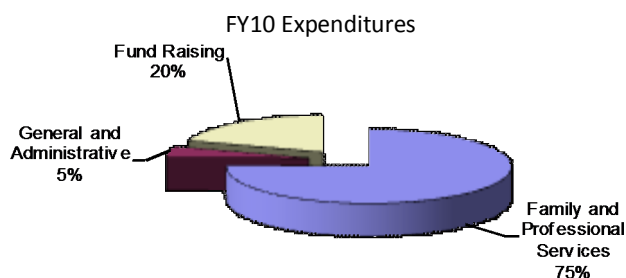
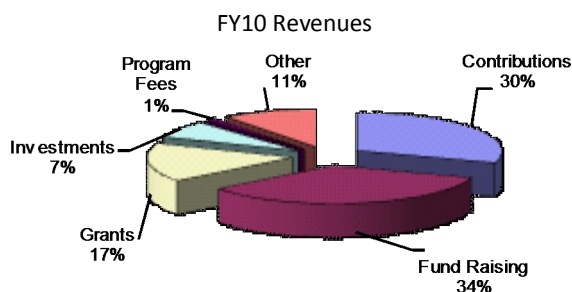
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Statement of Financial Position as of June 30, 2010

Current Assets	\$122,049	Current Liabilities	\$ 5,789
Net Property & Equipment	\$ 34,913	Net Assets	\$624,529
Investments	\$461,356		
Other Assets	\$ 12,000		
Total Assets	\$630,318	Total Liabilities & Net Assets	\$630,318

Financial Report

FY09 revenue was \$539,664



35. The signature event for the Southwest Missouri Chapter is the Wine Auction and Gala.
36. The 10th Anniversary Wine Auction and Gala was held May 7, 2010 at the Burgess Aircraft Management/OzAir Charter Service Hangar in Springfield.
37. The theme of this year's event was "Horsepower Uncorked".
38. More than 350 people attended the Wine Auction and Gala.
39. On Saturday evening, May 1, a Patron's Party was held at Hickory Hills Country Club as part of the Gala.
40. Proceeds from the Patron's Party and the Wine Auction and Gala totaled \$180,000.
41. To date, the Wine Auction & Gala has raised more than \$1 million used to promote the mission of the Alzheimer's Association and our vision of a world without Alzheimer's.
57. Call the Contact Center 24/7 at 1.800.272.3900.
58. If not found within 24 hours, up to half of those who wander risk serious injury or death.
59. Since 1993, Safe Return has helped reunite more than 8,000 people with their families and caregivers.
60. A \$49.95 MedicAlert + Safe Return enrollment fee provides for a bracelet or necklace, clothing labels, wallet card and key chain.
61. MedicAlert + Safe Return provides around the clock assistance, no matter where you are when someone is missing.

NATIONAL STATISTICS*

42. The National Alzheimer's Association was founded in 1980.
43. The National Alzheimer's Association office is located in Chicago, Illinois. The public policy office is located in Washington, D.C.
44. 5.3 million Americans have Alzheimer's disease.
45. Every 70 seconds, someone is diagnosed with Alzheimer's disease.
46. By mid-century, someone will be diagnosed every 33 seconds
47. Of the 5.3 million American's with Alzheimer's disease, 5 million are over 65 years of old and the rest are under age 65.
48. By 2050, the number of individuals with Alzheimer's disease could range from 11 million to 16 million.
49. Millions of baby boomers are reaching the age of greatest risk for developing Alzheimer's disease.
50. More than 7 out of 10 people with Alzheimer's live at home.
51. Half of all nursing home residents have Alzheimer's disease or a related disorder.
52. African-Americans and Hispanics are at higher risk than Caucasians for developing Alzheimer's disease.
53. Alzheimer's disease costs American businesses over \$36.5 billion a year.
54. Alzheimer's disease accounts for 70 percent of all cases of dementia.

HISTORY

62. Dr. Alois Alzheimer made the first diagnosis of Alzheimer's disease on August 6 in German in 1906.
63. The Southwest Missouri Chapter was founded in 1987 as Alzheimer's Disease and Related Disorders, Inc.
64. In 1982, President Ronald Reagan designated the first National Alzheimer's Disease Awareness Week.
65. In 1987, the Southwest Missouri Chapter became affiliated with the National Alzheimer's Association
66. In 1992, the Alzheimer's Association achieved a presence in all 50 states with the approval of the Alaska chapter.
67. In 1993, Congress declared November as National Alzheimer's Disease Month for the first time.
68. In 1994, President Reagan announced that he had been diagnosed with Alzheimer's disease. He died on June 5, 2004.

NATIONAL SERVICES

55. CareFinder, a service available at www.alz.org provides questions to ask when screening a care provider.
56. The 24/7 Helpline provides information, referral and care consultations in more than 140 languages.

RESEARCH

69. Since 1982, the Alzheimer's Association has awarded over \$250 million to more than 1700 research investigations.
70. The Alzheimer's Association is recognized as a major funding provider for Alzheimer's research, after the U.S. government and the pharmaceutical industry.
71. Five drugs are approved by the U.S. Food and Drug Administration (FDA) to treat the symptoms of Alzheimer's disease.
72. Clinical trials now being conducted on various drugs may broaden the range of drugs available.
73. The Alzheimer's Association is the largest private funder of Alzheimer's research in the United States.
74. Research goals are to prevent onset of the disease in those who are at risk but not yet afflicted and to treat and delay progression of the disease in those who already have the symptoms.
75. The Alzheimer's Association hosts research conferences: International Conference on Alzheimer's Disease and Related Disorders and International Conference on Preventing Dementia.

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ABOUT THE DISEASE*

76. Alzheimer's disease is the most common form of dementia.
77. Memory loss that disrupts every day life is not a normal part of aging.
78. "Plaques and tangles" are hallmarks of Alzheimer's disease.
79. People with Alzheimer's disease experience difficulties communicating, learning, thinking, and reasoning.
80. Alzheimer's is a fatal disease. There is currently no cure.
81. In 2010, the Center for Disease Control ranked Alzheimer's disease as the 6th leading cause of death.
82. Increasing age is the greatest risk factor for Alzheimer's disease.
83. A person with Alzheimer's disease will live an average of eight years and as many as 20 years or more from the onset of symptoms as estimated by relatives.
84. The brain of a person with advanced Alzheimer's is dramatically smaller than a healthy brain because so many cells have died.
85. Alzheimer's disease is considered to be early in its onset, or starting point, if an individual is age 65 or younger when symptoms first appear.

alzheimer's  association®

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Patricia Chapman, Special Events Coordinator
Marci McKie, Care Consultant

86. Currently, the only way to confirm Alzheimer's disease is through a brain autopsy.
87. A physician uses an examination, medical history and various tests to make a diagnosis of Alzheimer's disease.
88. PET (positron emission tomography) scans are being used to visualize amyloid plaque in the brain.

MAINTAIN YOUR BRAIN

89. Maintain Your Brain is an education workshop launched in 2004 that shows how to manage lifestyle factors to reduce the risk of dementia.
90. Maintain Your Brain addresses brain health through diet, exercise, mental activity, and social activity.
91. The Alzheimer's Association, Southwest Missouri Chapter hosts workshops and has reference material on ways to Maintain Your Brain.
92. In FY10 the Chapter educated over 500 professionals through Foundations of Dementia Care training.

ADVOCACY

93. In March 2010, more than 40 advocates traveled to the Capitol in Jefferson City for Memory Day to speak with legislators.
94. In March 2010, four Southwest Missouri advocates traveled to Washington, D.C. to speak with national legislators during a public policy forum.
95. You can be advocate on behalf of those with Alzheimer's by sending a letter to Congress, attending Memory Day, making calls to your legislators, and more. More information is available at www.alz.org.
96. Become a Champion, visit action.alz.org.
97. Online message boards and chat rooms are available at www.alz.org for people with Alzheimer's disease, family caregivers and professional caregivers.
100. You can help write the next critical fact about Alzheimer's disease and the Alzheimer's Association, Southwest Missouri Chapter. Make a donation. Volunteer. Learn more about the disease. Support a caregiver. The Southwest Missouri Chapter needs and appreciates your support.

*As reported in the Alzheimer's Association 2010 Facts and Figures.