Growing concern about Alzheimer’s disease as a public health crisis and awareness of the Association as a place to turn for those in need are critical to making change happen. In June 2014, we held the inaugural Alzheimer’s & Brain Awareness Month, drawing global attention to Alzheimer’s disease and the brain through mass media channels and grassroots efforts. We launched My Brain™, an initiative to engage women — a population disproportionately affected both as individuals with the disease and as caregivers — and encourage them to use their amazing brains to wipe out Alzheimer’s.

To advance public policy, we grew our team of advocates to 600,000, allowing us to amplify our message and speak up for the needs and rights of people facing the disease around the country. By strengthening our voice, we were able to push for achievements such as the 2014 Omnibus Appropriations Bill — passed by both houses of Congress and signed into law by the president — which included a record-breaking $122 million in additional Alzheimer’s disease funding.

The Association also worked with Reps. Brett Guthrie (R-Ky.) and Paul Tonko (D-N.Y.) and Sens. Ed Markey (D-Mass.) and Mike Crapo (R-Idaho) to introduce the bipartisan Alzheimer’s Accountability Act, which would authorize the National Institutes of Health (NIH) to submit a professional judgment budget to Congress outlining the resources necessary to achieve the goals of the National Plan to Address Alzheimer’s Disease.

The Association created new tools to enhance care and support, providing targeted information and programs to those who are in need of our services. We launched I Have Alzheimer’s, a website created with input and feedback from those living with the disease. We developed a new Alzheimer’s Disease Pocketcard mobile application to provide health care professionals with diagnostic and care information at their fingertips, allowing them to send additional information directly to patients and their caregivers. To connect with new audiences, the Association focused on delivering information and support through a partnership with Services and Advocacy for Gay, Lesbian, Bisexual and Transgender Elders (SAGE) and explored sustainable outreach tactics to diverse groups with the help of a generous grant from the MetLife Foundation.

To accelerate research, the Association continued to convene thought leaders and experts from across the field of dementia research to explore new theories and push novel projects forward. At the Alzheimer’s Association International Conference® 2013 (AAIC®), more than 5,000 members of the research community gathered to share the latest results, collaborate and seek opportunities to achieve progress that will aid those facing the disease today and in the future. Through initiatives such as the International Research Grant Program, the Association increased its leadership as the highest impact nonprofit in Alzheimer’s research worldwide (as identified by Thompson Reuters Web of Science), currently supporting more than 300 ongoing research projects in 20 countries totaling over $70 million. The Association also formed new alliances, participating in the first-ever G8 Dementia Summit to discuss the Alzheimer’s crisis with world leaders, and collaborating with organizations such as The Michael J. Fox Foundation for Parkinson’s Research and The Weston Brain Institute to further investigate potentially important linkages between the two diseases.

None of these mission efforts to support those facing the disease or to advance research would be possible without...
our generous constituents, donors and partners. In FY14, we raised more than $277 million organization-wide, further fueling our ability to one day make our vision of a world without Alzheimer’s disease a reality. The Alzheimer’s Association Walk to End Alzheimer’s® had a record-breaking year: More than 409,000 participants raised over $58 million for the cause. And our network of donors continued to grow, further reflecting the increasing number of people who are committed to the fight against the disease. Through electronic and traditional outreach, the Association provided 740,000 constituents with information and resources related to dementia. These donors contributed the highest direct marketing revenue in Association history.

This year also marked the completion of our FY12-FY14 Strategic Plan, which included overarching Association-wide strategic objectives and priority activities that the organization and staff have been measured on during the years of its implementation. We’re happy to report that we have met or exceeded most of these objectives and achieved significant progress toward others. In this report, you can read about our many accomplishments in FY14 that helped to lead to this success, as well as specific outcomes.

The growth of our cause is directly correlated with our ability to demonstrate the reality of the global dementia epidemic while working to end it. All of your many and varied contributions, highlighted in this annual report, reveal the power that a motivated and passionate community can have in moving our mission forward. Thank you for all that you’ve done and all that you continue to do to provide care and support for those who need it today and to help us reach our vision of a world without Alzheimer’s tomorrow.

Sincerely,

Harry Johns
President and CEO

Gerald Sampson
Chair, National Board of Directors