

# Impact Report FY14

As our population ages, we continue to see a rise in the number of people affected by Alzheimer's disease. The Alzheimer's epidemic impacts a growing number of families across Illinois, yet, there is hope.

We see hope in people like Cheryl Levin-Folio, who courageously spoke at our 2014 Reason to Hope luncheon in Chicago, about the journey she and her husband, Michael are on since his diagnosis of younger-onset Alzheimer's disease. We see hope in the Alzheimer's Association researchers and scientists right here in Illinois who work day in and day out to find treatments, preventions and someday a cure. And, there is hope in the tireless efforts of our volunteer advocates making their voice heard with our elected officials in Illinois and



Michael Levin and Cheryl Levin-Folio

Washington. Because of these efforts, many elected officials now recognize that something needs to be done before this disease overwhelms us.

We see our greatest hope in people like you. You may have come to the Alzheimer's Association because the disease impacted a family member or friend and you needed help or answers. Maybe you have Alzheimer's disease and advocate with us to change the stigma. Perhaps you are a donor and have contributed to allow us to provide programs and resources to thousands of people impacted by the disease. However you got involved, thank you. Together, we will change the next generation's experience of Alzheimer's and create a better future for those living with the disease.

alzheimer's  association®

Greater Illinois Chapter

The close of fiscal year 2014 was also the end of our three-year strategic plan. During those three years our work focused around five strategic objectives identified by the Alzheimer's Association nationally.

The objectives were:

- Increasing concern and awareness
- Advancing public policy
- Enhancing care and support
- Accelerating research
- Growing revenue to meet mission goals

These objectives drove the Greater Illinois Chapter in our efforts to fight Alzheimer's and offer help and hope to all those affected by this devastating disease.



## Increasing Concern and Awareness

We need to engage more people in our cause. Our three year strategic plan included a continued commitment to strengthen the momentum of the Alzheimer's disease movement by increasing concern about Alzheimer's disease and increasing constituent engagement through activities to support all strategic objectives.

Goals for this objective were to increase media impressions and grow community presence and the Alzheimer's movement by doubling the number of Walk participants and expanding to additional geographies.

The chapter saw 100 percent average yearly growth in media impressions over three years. Two Walks were added, and overall Walk to End Alzheimer's® participants increased by 57.3 percent over the three years of the strategic plan.



## Advancing Public Policy

The hard work and dedication of our volunteer advocates in Illinois helped to steadily increase the Association's influence with policymakers to achieve effective implementation of the National Alzheimer's Plan and established federal and state policy priorities. We executed strategies to develop knowledgeable, professional, and productive relationships with state policymakers; mobilizing Alzheimer's advocates in a comprehensive, coordinated and activist-oriented plan to engage members of Congress.

We now have approximately 900 advocates per district, ending FY14 with 25,521 total advocates in the Greater Illinois Chapter territory and one ambassador for every member of the U.S. House and Senate. During the past year these dedicated individuals made 99 total visits to the United States House and Senate.

Other notable accomplishments include:

- Collaborated with the Illinois Department of Public Health and state legislators to offer continuing education credits to first responders participating in online training.
- Engaged Ambassadors to work with their federal legislators to obtain \$122 million in additional federal funding for research, care and support.
- Recruited over 35 advocates (double the number from the prior year) to attend the Washington, D.C. National Forum, making visits to every one of the 20 members of the Illinois delegation on Capitol Hill.
- Increased the number of attendees for our annual Illinois lobby day, resulting in more than 100 participants throughout the state.
- Engaged hundreds of supporters to reserve Alzheimer's awareness license plates, with proceeds to benefit care, support, education and awareness programs throughout Illinois.



*"The impact of Alzheimer's and other dementias on Illinois families, on our health care system, and society as a whole cannot be understated."*

— FORMER STATE REPRESENTATIVE  
PATTI BELLOCK

## Enhancing Care and Support

Those affected by Alzheimer's disease or another dementia turn to the Alzheimer's Association for help and information. During the past year, the Alzheimer's Association, Greater Illinois Chapter served:

- 13,288 people who attended our educational programs
- 4,526 attendees at our support groups

- 8,799 callers to our 24/7 Helpline
- 141 people through our Care Navigation services
- 3,721 enrollees in our MedicAlert®+Safe Return®program
- 152,651 visitors to our website

# HELP



*“The education and information I received make the disease not so scary, made it so you don’t feel so alone”*

– PATRICIA J.

*“Your workshop turned out to be a critical turning point for our situation...and gave us the direction needed.”*

– TERRY T.

## Accelerating Research

The Alzheimer’s Association continues to be the respected leader and largest non-profit funder in advancing international Alzheimer’s research. The Greater Illinois Chapter is fortunate to have a number of the best Alzheimer’s research facilities within its territory. We will be doing much more to coordinate locally with that talented and dedicated research



community while we work to educate our constituents about the latest advances.

During FY14, one objective was to increase participation in Alzheimer’s disease research and science priorities by engaging individuals and institutions in the global research effort.

Results:

- 247 attendees from our Chapter area to the Alzheimer’s Association International Conferences (AAIC)®
- 154 ISTAART® members in the chapter area. The Alzheimer’s Association International Society to Advance Alzheimer’s Research and Treatment (ISTAART) is a professional society for individuals interested in Alzheimer’s and dementia science – including scientists, physicians and other professionals involved in the causes and treatments of Alzheimer’s disease and other dementias.
- 4,854 TrialMatch® profiles started during three years of plan. In fact, the Greater Illinois Chapter lead the nation in number of TrialMatch registrations for three consecutive years. Funding and lack of participants in clinical trials are the biggest hindrance in research efforts.

## Growing Revenue Support of the Mission

With your help, we had a strong fundraising year, enabling us to expand our support for families and simultaneously increase our

investments in research. Thousands of you supported our efforts and the Walk to End Alzheimer’s, hundreds joined our ALZ Stars® team to support the cause at events like the Chicago Marathon and thousands of others gave generously of their time and treasure.

# MISSION



During the 2014 fiscal year:

- More than \$1.9 million was raised at 17 Walks to End Alzheimer’s throughout Illinois
- 11,288 people participated in the Walk To End Alzheimer’s
- The Reason to Hope luncheons grew 32 percent, bringing in \$208,752
- Participation in the ALZ Stars athletic endurance program increased 21.2 percent
- Third-party revenue brought in \$270,771.

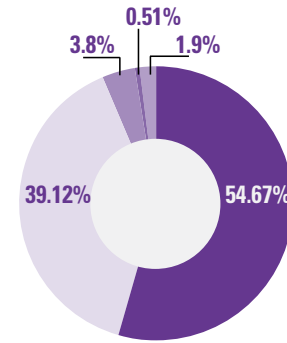


*“I have found that running helps me deal with the pain and the sorrow that is born from watching someone you love slowly disappear.”*

– RYAN ROGIERS, WALK CAPTAIN AND ALZSTARS TEAM MEMBER

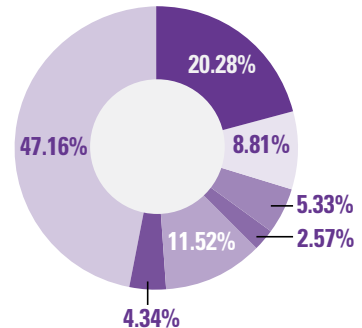
## FY14 Revenue

Donations from individuals .....	54.67%	\$ 5,952,480
Donations from events .....	39.12%	4,258,962
Donations from corporations and foundations .....	3.80%	414,195
Fee for service.....	0.51%	55,391
Other revenue .....	1.90%	207,117
<b>Total.....</b>	<b>100.00%</b>	<b>\$10,888,145</b>



## FY14 Expenditures

Patient and family services.....	20.28%	\$ 1,877,073
Family and caregiver education .....	8.81%	815,653
Public awareness.....	5.33%	492,931
Public policy.....	2.57%	237,527
Administration and fundraising.....	11.52%	1,066,001
Research.....	4.34%	401,664
National Alzheimer's initiatives.....	47.16%	4,364,249
<b>Total.....</b>	<b>100.00%</b>	<b>\$9,255,098</b>



The Alzheimer's Association, the world leader in Alzheimer's research and support, is the largest voluntary health organization dedicated to finding prevention methods, treatments and a cure for Alzheimer's. Since 1980, the donor-supported, nonprofit Alzheimer's Association has provided reliable information and care consultation; created supportive services for families; increased funding for dementia research; and influenced public policy changes.

The Greater Illinois Chapter serves 68 counties, with offices in Bloomington, Carbondale, Chicago, Joliet, Rockford and Springfield. For more information, call our 24/7 Helpline at 800.272.3900 or visit [www.alz.org/illinois](http://www.alz.org/illinois).

### 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

## alzheimer's association®

### Greater Illinois Chapter

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