

2010

ANNUAL REPORT

(July 1, 2009 - June 30, 2010)



our vision
is a world
without
alzheimer's.

alzheimer's  association®

Southeastern Virginia Chapter

mission statement:

To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care for all affected; and to reduce the risk of dementia through the promotion of brain health.

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vision statement: A world without Alzheimer's.



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TO OUR FRIENDS & SUPPORTERS

Sometimes, we do not know the tangible difference we make or the impact we have on a person's life. Be assured that our work is being felt and recognized! This year the chapter was honored and humbled to receive several major bequests. Each bequest provides validation for the work that we all do to advance the cause. Each gift represents the shining light on the horizon of hope to put an end to this devastating disease. Although we may not have known each of these special individuals personally, they certainly knew us and demonstrated their commitment by leaving a legacy of support.

Their support, as well as yours, helps address the number one public health challenge of the 21st century—Alzheimer's disease. Alzheimer's currently affects more than five million Americans; over 26,000 of them in our southeastern Virginia communities. As the baby boomers come of age, the number of affected people 65 and older nationwide will potentially increase to 7.7 million by 2030.

The work of the Alzheimer's Association creates community—integrating families into a network of support that serves them throughout the course of the disease. Through education and support, Alzheimer's families gain a sense of direction that enable them to better cope with the disease and care for their loved ones and themselves. Through the advancement of research to find better treatments, diagnostics, and a cure for Alzheimer's, we can spare the lives of millions and save the nation's public health program billions of dollars.

It is through the building of community that we will realize our vision of a world without Alzheimer's. You are the voice for those who cannot speak. You are the difference in the lives of those touched by Alzheimer's disease. You are part of the changing tide to bring Alzheimer's out of the shadows.

As always, your continued support and generosity are greatly appreciated. Who you are makes a difference everyday!

In gratitude, we are

Board President

Executive Director



MARCIE McMILLIN



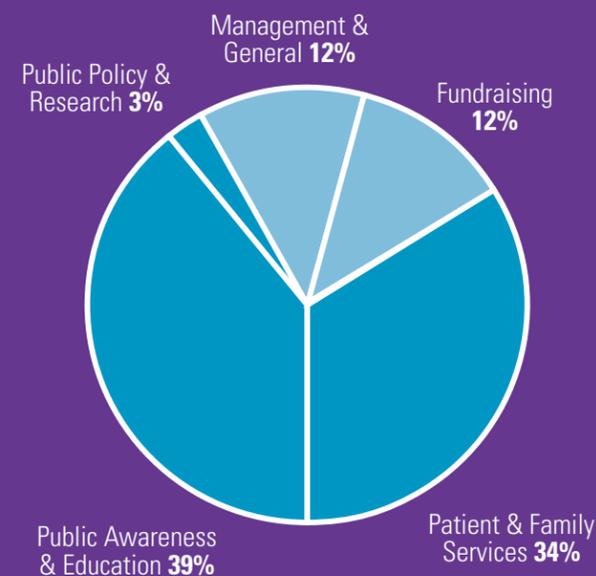
GINO V. COLOMBARA

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FINANCIAL MANAGEMENT

REVENUES:	2010	% OF REVENUE	2009	% OF REVENUE
Special Events				
Revenue	\$ 523,479		\$ 278,019	
Expense	(84, 489)		(52,155)	
Net Profit	438,990	37.2%	225,864	30.6%
Direct Public Support				
Memorials & Tributes	45,041	3.8%	80,363	10.9%
Corporations	13,092	1.1%	2,940	0.4%
Individuals	438,496	37.2%	116,080	15.7%
Foundations	55,595	4.7%	52,658	7.1%
Donated Services, Materials & Rent	37,549	3.2%	44,330	6.0%
Indirect Public Support				
United Way	14,494	1.2%	14,548	2.0%
Community Health Charities	62,445	5.3%	62,446	8.5%
Other		0%	49,927	6.8%
Government Grants	17,713	1.5%	26,337	3.6%
Program Services and Workshops	43,090	3.7%	37,592	5.1%
Other Revenue	13,089	1.1%	24,708	3.3%
Total Revenue	1,179,594	100%	737,793	100%
EXPENSES:		% OF EXPENSE		% OF EXPENSE
Program Services	541,683	76.1%	651,993	78.6%
Management & General	84,468	11.9%	96,681	11.7%
Fund-raising	85,562	12.0%	80,569	9.7%
Total Expense	711,713	100%	829,243	100%
Change in Net Assets, Gain/(Loss)	\$ 467,881		\$ (91,450)	
Net Assets, Beginning of Year	92,754		184,204	
Net Assets, End of Year	\$ 560,635		\$ 92,754	

ALLOCATION OF CHAPTER EXPENSES For the Year ended June 30, 2010



24% Management, General & Fundraising

76% Programs & Services

2010

Audit performed by McPhillips, Roberts & Deans, PLC

CHAPTER PROGRAMS

Alzheimer's disease is the sixth leading cause of death in the United States, and 5.3 million of our parents, grandparents, other family members, co-workers, friends—and more—are currently impacted by this debilitating disease. Alzheimer's is an expensive disease, costing our nation more than \$172 billion a year and utilizing the time and resources of 10.9 million unpaid caregivers (family, friends, etc.). Responding to the needs of these caregivers and their loved ones is integral to the Association's mission.

FIRST CONTACT A call to the chapter's toll-free 24/7 Helpline is often a family's first contact with the Association. Families making that first connection reach trained, compassionate staff and volunteers. The Memory Loss Fax Referral Program, which helps engage families with the chapter at the point of diagnosis, continues to generate direct referrals from physicians and first responders.

GETTING STARTED Family orientations are two-hour programs that provide information on the course of the disease, touching on not only disease progression, but planning and resources that are needed for caregivers. Families attending an orientation receive a copy of our comprehensive, regularly updated resource manual, *Getting Started*. After attending an orientation, families may opt for an in-depth individual appointment with one of our family services staff to discuss particular issues they are facing with their loved ones with dementia.

CAREGIVER SUPPORT Our staff encourage all families to find a support group to attend. Trained facilitators coordinate more than 35 different peer support groups where caregivers can find others like themselves to share support, ideas and understanding.

EARLY MEMORY LOSS SUPPORT Early Alzheimer's Support and Education (EASE) is an eight-week education and socialization program for individuals in early stage Alzheimer's (and related dementias) and their care partners. These families then "graduate" to specialized EASE support groups.

LEARNING MORE Family Caregiver classes provide practical help for all aspects of caregiving. Classes cover topics such as communication, behavior management, safety and activities. Caregivers also utilize our Resource Center to continue their education about Alzheimer's disease, with books and videos available for checkout. Our chapter website www.alz.org/seva has the latest news on caregiving and research.

STAYING SAFE Sixty percent of all individuals with dementia will wander and become lost during the course of the disease. The Association offers two programs to help keep individuals with dementia safe and give families peace of mind. *MedicAlert®+Safe Return®* is a 24-hour nationwide emergency response service for individuals with Alzheimer's or a related dementia who wander or have a medical emergency. It is used to identify lost dementia clients (through the identification bracelet) or to report them missing and activate the resources of local law enforcement and the support of the local chapter. *MedicAlert+Safe Return* has facilitated more than 17,000 safe returns of loved ones to their families since its inception. Comfort Zone™, a new service from the Association, offers increased independence for individuals with dementia, while helping to provide peace of mind for their families. Comfort Zone is a web-based service that works with a variety of location devices to monitor the whereabouts of the individual with Alzheimer's.



EDUCATION, SUPPORT & OUTREACH HIGHLIGHTS

- » The chapter responded to **554 requests for support** on our 24/7 Helpline.
- » The chapter responded to **50 referrals from the Memory Loss Fax Referral Program** to connect families with relevant services.
- » **115 families received in-depth care consultations** about their specific family situation with their diagnosed loved one, resulting in development of an action plan and access to resources.
- » **1,711 attended 35 support groups** in the chapter area.
- » **50 support group facilitators were trained** utilizing a new training curriculum and implementing new guidelines developed with the National Alzheimer's Association support team.
- » **68 family education programs**, including family orientations and family caregiver classes, **reached 488 family members**.
- » **6 participants attended an 8-week EASE program** held on the Eastern Shore. Graduates of last year's Norfolk EASE program and this year's Eastern Shore program meet monthly in two specialized support groups at each location with 4-8 participants at each meeting.
- » **44 local individuals now have the safety net of MedicAlert® +Safe Return®.**
- » **\$32,280 of respite subsidy assistance** was provided to 95 individuals with dementia to help defray the cost of 3,030 hours of in-home respite and 621 days of adult day care.
- » **16 "Reaching Out in Faith" trainings touched 685 congregation members**, providing them with an understanding of how the faith-based organizations can reach out to an individual with dementia and their family to help keep spirituality alive in their lives.
- » The chapter was represented by staff and volunteers at **20 health fairs** this year, **providing resources to 4,365 community members**.
- » **1,580 individuals attended 33 brain health programs**. These included a healthy brain overview along with "Maintain Your Brain," "Brain Aerobics" and "Sharpen Your Brain" programs.
- » The chapter presented **294 hours of professional training** to direct care workers, administrators and others in the long-term care industry, **reaching 1,489 individuals and providing 3,986 student contact hours**.
- » **5 respite worker trainings** were provided, reaching 61 individuals.
- » **59 community education programs** were presented on topics such as the "Basics of Alzheimer's," "The 10 Warning Signs of Alzheimer's" and chapter services, reaching 2,222 community members.
- » *The Reminder*, our chapter newsletter, brought news, current events and other pertinent information to recipients via three issues. The **newsletter was distributed to 5,916 individuals** each issue. The chapter offers a "go green" option and 1,957 of these individuals have opted to receive the newsletter electronically.



ADVOCATING FOR CARE AND A CURE

The Alzheimer's Association was very successful at advancing our policy issues this past fiscal year, mobilizing thousands of advocates.

- » Our chapter's advocates were active in e-mailing their legislators in support of the Alzheimer's Breakthrough Act to increase national research funding to \$2 billion. Nationally, 6,157 e-mails were sent resulting in 92 co-sponsors for the act, including Virginia Senator John Warner.
- » Association advocates from all states were active in providing personal case histories to the Social Security Administration relative to the need for Social Security Disability Insurance benefits. A total of 485 advocates responded, and the benefit is now available for disability due to dementia.
- » The chapter collected 352 advocacy postcards to encourage U.S. Senators to invest \$2 billion in research funding through the Alzheimer's Breakthrough Act.



- » 14 Virginia advocates, including two from the chapter's region, joined others in making 300 visits to our representatives in Washington, D.C. during the annual Alzheimer's Association Advocacy Forum. These visits help our legislators understand that as the growing Alzheimer population continues to strain an already fragile healthcare system, the need for adequate care, services and critical federal research funding to prevent, treat and cure Alzheimer's disease is increasingly urgent.

RESEARCH

The Alzheimer's Association (cumulative of all chapters nationwide) devoted more than \$14 million to research in fiscal year 2010. The chapter's portion directed to support research activities was over \$23,000.

Since 1982, the Alzheimer's Association Southeastern Virginia Chapter has provided counsel to thousands of individuals, families and caregivers, put them in touch with sister organizations that provide specialized care, hosted a network of support groups and raised funds for urgently-needed research.



FUND DEVELOPMENT

A LEGACY OF HOPE

For the year ending June 30, 2010, the chapter was fortunate to receive close to \$800,000 in bequests. These gifts go a long way toward providing materials, support and services to those battling Alzheimer's disease, while teams of dedicated scientists search for a cure. Each gift helps elevate awareness and concern about this insidious disease. Each gift brings us one step closer to realizing a world without Alzheimer's. The Association's heartfelt gratitude is extended to Roland Adcock, Clyde E. Belcher, Eunice Smith Burgess, Samuel and Mabel Copeland, Dorothy S. Denton and Inez P. Lewis for their visionary commitment, thoughtfulness and generosity.

Alzheimer's disease is not part of the normal aging process. It is a progressive, fatal disease that affects not just your memory, but your behavior, personality and ability to deal with daily living.

2009 MEMORY WALK, THE WALK TO END ALZHEIMER'S

Memory Walk is the nation's largest event to raise awareness and funds for Alzheimer care, support and research—and it calls on people of all ages to take action in the fight. Year-round, our participants are leaders in the effort to defeat this devastating disease. Memory Walk creates community for those dealing with the daily challenges of Alzheimer's disease. It provides the voice for those who cannot speak; it ensures that no one stands alone. The chapter was proud to host nine walks throughout southeastern Virginia: South Hampton Roads (Virginia Beach), Peninsula (Newport News), Western Tidewater (Smithfield), along with walks in Williamsburg, the Eastern Shore, Clarksville, South Boston, Alberta and Farmville. Close to 2,700 participants through nine walks raised \$368,528, exceeding the combined goal by over \$60,000.



alzheimer's association
memory walk'09

SWEET MEMORIES

For a second year, the chapter held its newest signature event, Sweet Memories, on May 23 at the Cavalier Golf and Yacht Club. More than 250 guests packed the Virginia Beach venue for an exciting champagne and chocolate brunch affair, raising more than \$49,000 from corporate and family sponsorships, ticket sales and thrilling silent and live auctions.

Sweet Memories is a unique and elegant event honoring those in our community who are committed to caring for individuals impacted by Alzheimer's. The event was headlined by Old Dominion University Football Coach Bobby Wilder (pictured below with WVEC's Joe Flanagan), who provided the keynote address on facing adversity. Randy Breidel, our Passion Speaker, moved the audience with the story of his journey as he battles memory loss and dementia at the age of 47.



AUXILIARY EVENTS

Each year, individuals and organizations raise thousands of dollars for the Southeastern Virginia Chapter. We are extremely grateful for these third-party fundraisers and their role in helping advance the mission of the Alzheimer's Association as we work to serve those in the community who are in need of our programs and resources.



13th Annual Parrot Head Beach Ball

Neither snow, nor rain, nor heat, nor gloom of night could put a stop to the Parrot Head Beach Ball! "Surrender the Booty for Alzheimer's—A Pirate's Ball" took place February 6. Close to 250 people in colorful pirate attire braved the wintery weather to raise \$17,976 to help advance the mission of the Association.



2nd Annual "Run to Remember"

Organized by high school student Lizzie Cornell to honor her grandfather who died of Alzheimer's, "Run to Remember" (R2R) drew 150-plus supporters to the April 24 5K run/walk and raised \$1,155. Sponsored by Marathon Consulting for a second year, Princess Anne High School adopted R2R as an official school club.



Inaugural Pacifica "A Round to Remember" Golf Tournament

Golf enthusiasts gathered at Red Wing Lake Golf Course June 18 to tee up for "A Round to Remember" Golf Tournament. This inaugural event was organized by John Whitely, a devoted caregiver for his wife who is affected by Alzheimer's disease. The event, sponsored by Pacifica Senior Living, raised \$4,100.



**We need your help in the fight against Alzheimer's.
Become an advocate. Volunteer. Donate. Make a difference.**

SPONSORS SUPPORTING THE VISION

A world without Alzheimer's — that is our vision. Fulfilling that vision requires community support and engagement. Our local programs and services would not be possible without the incredibly generous assistance of our event sponsors. We offer our grateful thanks to all the businesses and individuals who supported the chapter this past year. Listed below are the FY2010 corporate sponsors of \$1,000 or more (includes in-kind support):

MAJOR CORPORATE SPONSORS

GOLD



SILVER



SWEET MEMORIES

Albano Family, Beach Windows and Siding, Cedar Manor Assisted Living, Commonwealth Financial Partners, DataCable Technologies, Harbour Pointe Medical and Rehabilitation Center, Harbourway at Atlantic Shores, Heartland Hospice Services, Kaufman & Canoles, Mary Kay Cosmetics, Mass Mutual Financial Group, Norfolk Wire & Electronics, Our Lady of Perpetual Help, Pacifica Senior Living, The Rothrauff Family, The Royal Chocolate, Stephens Financial Partners, Seniorcorp, TowneBank and Virginia Opera.

MEMORY WALK

Outstanding Sponsor: Peninsula Honda

Local Presenting Sponsors: BayPort Credit Union, Stephens Financial Partners

Media Partners: WVEC/13News, 92.9 The Wave, Seniority Magazine

Gold Sponsors: Andromeda Systems, Inc., Cedar Manor Assisted Living, Harbourway at Atlantic Shores, Harbour Pointe Medical and Rehabilitation Center, Harbor's Edge, Morningside Assisted Living and Memory Care, Nansemond Pointe Rehabilitation and Healthcare Center, Our Lady of Perpetual Help, Pacifica Senior Living, QVC, Sentara, Sunrise Senior Living, TowneBank, Wild Birds Unlimited Nature Shop

Silver Sponsors: The Altschuler Family, Amerigroup Foundation, Chick-fil-A, Commonwealth Assisted Living, Hampton Family Practice, Isle of Wight Family & Cosmetic Dentistry, Joe & Mimma's, Peninsula Funeral Home, Servpro of Suffolk/Smithfield/Franklin, St. Francis Nursing Home, Walmart Foundation, Wendy's-Exmore/Onley, Windsormeade of Williamsburg

GRANTS

Grants totaling \$79,258 helped support chapter programs such as respite care subsidy assistance, educational outreach, care consultations, 24/7 Helpline, *MedicAlert®+Safe Return®* and brain health programs. Our sincere appreciation is extended to the following granting agencies for making these programs possible:

Grants \$10,000 and above

Altria Companies Employee Community Fund
Franklin Southampton Charities
Portsmouth General Hospital Foundation
Sentara Health Foundation

Grants \$5,000 - \$9,999

Bernardine Franciscan Sisters Foundation
Camp Family Foundation
The Virginia Beach Foundation

Grants \$1,000 - \$4,999

J.L. Camp Foundation
Riverside Health System Foundation
United Way of Virginia's Eastern Shore

SPECIAL THANKS

The chapter's sincere appreciation is extended to:

- » **Cahoon & Cross Advertising Marketing and Public Relations**, for donating more than 70 hours of media relations support. Through their efforts, the chapter benefited from increased public awareness and media coverage of Sweet Memories, Memory Walk and National Alzheimer's Disease Awareness Month.
- » **The Hampton Roads Community Foundation**, for awarding the chapter with a Capacity Building grant. As a result, The Curtis Group provided 18 months of consulting services to help the chapter build its funding base through major gifts and planned giving.
- » **Lead Hampton Roads Helps**, for launching YAAA! (Young Adults for Alzheimer's Awareness). The Lead Hampton Roads Class of 2010 worked with the Alzheimer's Association Southeastern Virginia Chapter to create a young adults/young professionals networking group whose mission is to involve adults ages 21-45 in the Alzheimer's cause. YAAA! Hampton Roads members will seek to heighten awareness, increase engagement and raise funds for the chapter by organizing activities that appeal to a younger demographic.
- » **McPhillips, Roberts & Deans, PLC**, for in-kind donation of professional services in support of the chapter's annual independent audit.



The effects of Alzheimer's disease really add up. Of the 5.3 million Americans living with Alzheimer's, more than 26,000 live here in southeastern Virginia. Factor in loved ones who are touched by the disease, such as family, friends and caregivers, and there are significantly more people in the region struggling to cope.

we support the alzheimer's association because...



FAITH AMOROSO, *Williamsburg*

In my early 40s with a teenager, I became the caregiver for my brilliant husband who was diagnosed with early onset Alzheimer's disease.

By the time I was 50, I saw my career, my social life and my marriage crumble and nearly disappear along with his memory and personality.

By age 55, I was a widow.



DAN HESSELES, *Virginia Beach*

I didn't think I could have Alzheimer's disease at such a young age.

I am not alone. There are people just like me who are fighting the disease.

As more young people are diagnosed, we need to prepare.



ANGELA BONDURANT WRIGHT,
Suffolk

Our father, James BonDurant, was the kind of man you could meet once, but remember for a lifetime.

On May 2, 2009, after a five-year battle, we lost dad to Alzheimer's-related dementia. He was only 62.

Our father isn't here anymore to fight.



JUNE HORN, *Virginia Beach*

My mother and aunt, twins, are experiencing Alzheimer's disease at the same time.

At an age when they should enjoy reflecting on their lives, it breaks my heart to know that Alzheimer's has robbed them of their memories.

No one should have to endure this devastating disease.

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