

IMPACT REPORT 2020

alzheimer's  association®

Southeastern Virginia Chapter



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REFLECTIONS FROM OUR BOARD CHAIR



Nearly 18 years ago, my mom first started showing signs of dementia which was accompanied by much fear, paranoia and denial. Much of her denial, and that of my father's, was fueled by her primary care doctor who hadn't been trained to recognize the symptoms of Alzheimer's or make the proper referrals to the Alzheimer's Association.

2020 has challenged each of us. These challenges certainly extend to non-profit organizations. Through all these challenges however, I am proud that the Alzheimer's Association and our Southeastern Virginia Chapter have remained committed to reaching primary care physicians and other practitioners to encourage referrals to the Association. Last year, our chapter saw an 11% increase in the number of constituents referred to the Association directly from their diagnosing practitioner.

Our world went virtual in 2020. But we still walked, we still raised funds and we still educated. Staff and countless volunteers continued with hundreds of online programs and consultations. I am proud of all the programs our chapter engages in day in and day out. Our advocacy in 2020 didn't wane either. This year, Alzheimer's and related dementia research funding at the NIH reached \$2.8 billion. This compares to just \$562 million just 6 years ago.

2020 ends my 6 years on the Board for the Southeastern Virginia Chapter of the Alzheimer's Association. Like so many others, I was introduced to the Association when I turned to them for help and guidance for my mom. It has been a true privilege to be a part of this association. The staff and team of volunteers are relentless in their desire to advance the Association's mission. They are an inspiration to us all and I commend them and thank them for all they do.

A lot has changed since my mother was first diagnosed with Alzheimer's 16 years ago. There has been tremendous growth in the awareness of this disease and of the needs of those that are affected by its onset. The path to a cure or prevention of Alzheimer's has become clearer. I maintain the same belief that I held when joining the Board 6 years ago: that I will see a cure or effective treatment in my lifetime.

The Alzheimer's Association continues to lead that charge.

Randy Thompson
Board Chair



MAKING A DIFFERENCE IN OUR COMMUNITY

With over 5 million Americans diagnosed with Alzheimer's disease and 16 million Americans providing unpaid care, the Alzheimer's Association remains committed to reaching all of those impacted and at risk for dementia. The Southeastern Virginia Chapter continued its work in FY20 to expand the reach of programs through the engagement of volunteers and diverse communities. Our work focused on mobilizing volunteers from communities throughout the Chapter territory to deliver education programs, support groups, and early stage engagement.

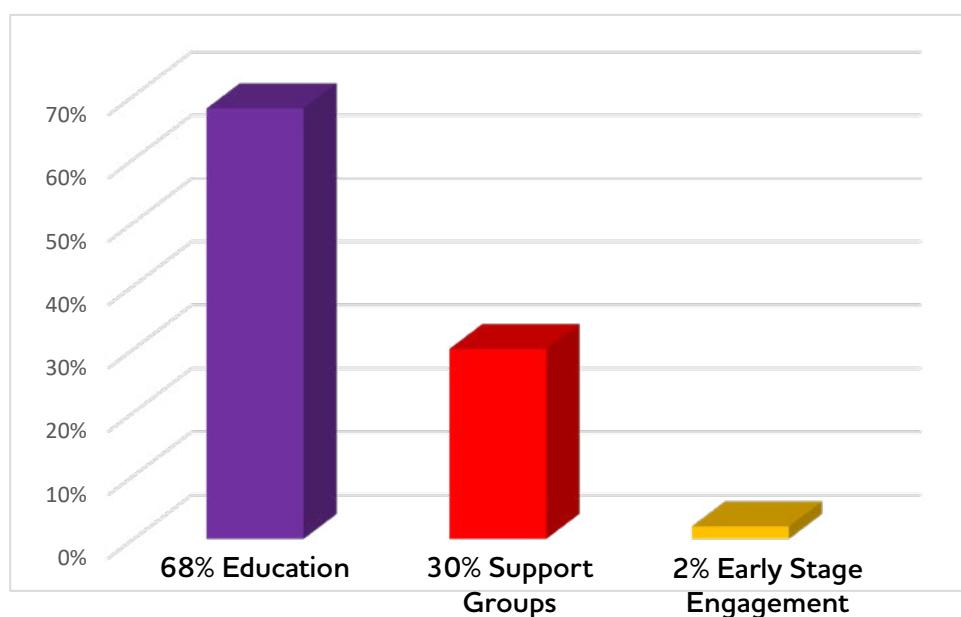
Chapter Care & Support programming was significantly impacted by COVID-19. Beginning in mid-March, staff began working from home and all in-person programs were suspended. By the first week of April, the Chapter transitioned all of its programming to virtual platforms and nearly 700 attendees participated in online and phone-based programs in the last quarter of the fiscal year. Despite this impact, the Southeastern Virginia Chapter expanded services by nearly 10 % in FY20, reaching approximately 2,350 individuals through Care & Support programs, including nearly 1600 through education, nearly 700 through support groups, and nearly 50 through early stage

engagement. Prior to COVID-19, 82% of these individuals attended a program led by a volunteer. Additionally, staff at the Alzheimer's Association 24/7 Helpline and the local Chapter assisted over 1,000 Southeastern Virginia residents with care consultations or service referrals by phone or in person.

The Chapter also continued its work to engage new communities in the fight to end Alzheimer's, particularly African Americans, who are disproportionately impacted by the disease. The Chapter hosted two Community Forums with the African American community. Forums were held in Hampton with over 40 in attendance and in Norfolk with over 50 in attendance. Both events provided the opportunity to learn about the unique perspective of the African American community and to engage them in the work of the Association across the mission.

In light of these achievements, the Alzheimer's Association recognized the Southeastern Virginia Chapter at its annual Leadership Summit in January by awarding the Chapter with #1 in Diversity & Inclusion Outreach and #6 in Care & Support program expansion for our growth in volunteer-powered program delivery.

PERCENT OF PARTICIPANTS REACHED BY PROGRAM TYPE



FUND DEVELOPMENT AND GRANTS

YEAR ENDED JUNE 30, 2020

FUND DEVELOPMENT

Our constituent events such as the Walk to End Alzheimer's® and The Longest Day® build community for those dealing with the daily challenges of Alzheimer's disease. These events raised \$708,139 during the fiscal year ending June 30, 2020 to help raise awareness and funds for Alzheimer's care, support, and research.

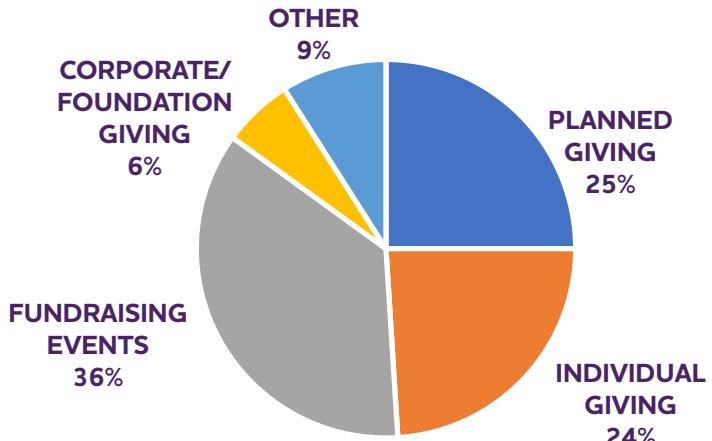
The tireless dedication, enthusiasm, generosity, and passionate support of our participants, volunteer committees, community-minded businesses, and organizations are the catalyst of each event's success. To them, we extend our heartfelt gratitude.

GRANTS

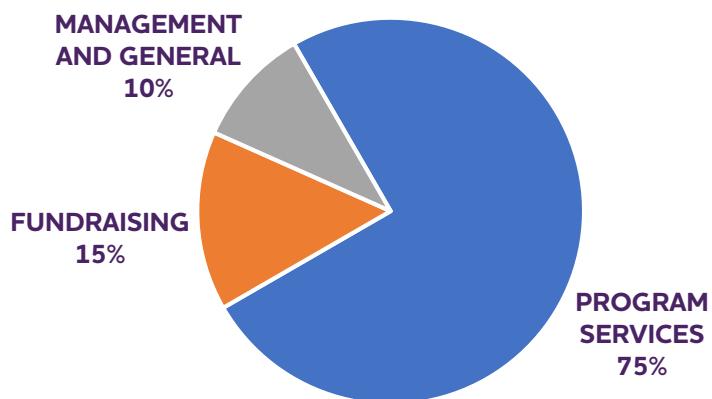
The Chapter's sincere appreciation is extended to the following foundations for their consistent and generous support:

Camp Family Foundation | \$10,000
Franklin Southampton Charities | \$10,000
J.L. Camp Foundation | \$6,000
Southeastern Virginia Community Foundation | \$2,500

ALLOCATION OF CHAPTER REVENUE



ALLOCATION OF CHAPTER EXPENSES





JOIN IN
THE FUN
IN 2021

Walk to End Alzheimer's®
The Longest Day®

alz.org/walk
alz.org/tld



Wardenia Lassiter
and Rep. Bobby Scott

Alzheimer's disease is one of the most critical public health issues in America. This is why we are unrelentingly advocating for public policies that increase critical research funding and support for all those affected.

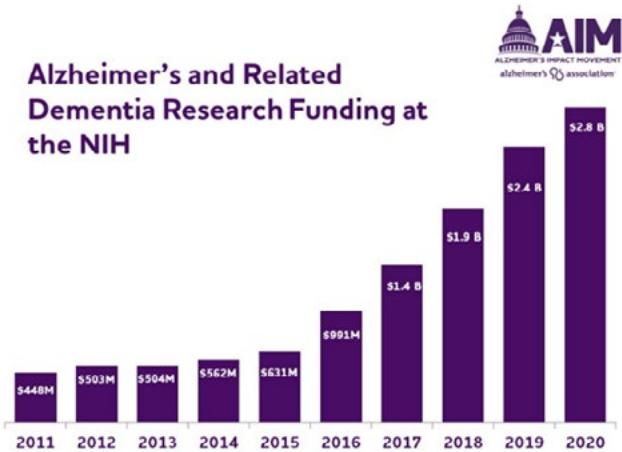


SOUTHEASTERN VIRGINIA ADVOCACY

We advocated successfully for another significant increase in federal funding for dementia research. Working with and through the Alzheimer's Impact Movement (AIM), a separately incorporated advocacy affiliate, we motivate policy-makers to act on behalf of families facing dementia. Thanks largely to our efforts, the 2020 fiscal year budget included a \$350 million increase in dementia research funding at the National Institutes of Health (NIH). The U.S. government's annual investment in dementia research is now \$2.8 billion.

The Alzheimer's Association has been a leading provider of solutions to address the issues facing all affected by dementia during the COVID-19 pandemic. In collaboration with 34 long-term care and community-based care providers and affiliated associations, we issued new guidance in March to help ensure the delivery of high-quality care for people living with dementia in long-term care and community-based settings during the pandemic. In May we released a comprehensive set of recommendations to guide state and federal lawmakers in their actions to address the dramatic and evolving issues impacting long-term care communities.

Alzheimer's and Related Dementia Research Funding at the NIH



The Chapter continues to have a strong relationship in two congressional districts with Representative Elaine Luria (VA-02) and Representative Bobby Scott (VA-03). With the help of 2020 Ambassadors Pamela West (VA-02) and Wardenia Lassiter (VA-03) and their Alzheimer's Congressional Teams, we experienced a productive year of dialogue with these Members of Congress regarding Alzheimer's that has helped us advance research funding and care support initiatives.

On a state level, we successfully advocated for legislation to implement *Building Our Largest Dementia Infrastructure* (BOLD) which led to Virginia being one of only five states to receive an Enhanced BOLD grant. Our advocacy efforts continue in response to COVID-19 and its impact on Long Term Care Facilities. Together, we are ensuring resources, transparent data on outbreaks, adequate Personal Protective Equipment (PPE) and safe visitation.



KNOW the 10 SIGNS

EARLY DETECTION MATTERS



If you or someone you care about is experiencing any of the 10 warning signs of Alzheimer's disease, see a doctor to find the cause. Early diagnosis gives you a chance to seek treatment and help. The Alzheimer's Association can help.

alz.org/10signs

THE LONGEST DAY

alzheimer's association®

THE DAY YOU ARE
IS THE DAY WE ARE

THE LONGEST DAY



THE LONGEST DAY

1 Memory loss that disrupts daily life

2 Challenges in planning or solving problems

3 Difficulty performing familiar tasks

4 Confusion with time or place

5 Trouble understanding visual images and spatial relationships

6 New problems with words in speaking or writing

7 Misplacing things and losing the ability to retrace steps

8 Decreased or poor judgment

9 Changes in mood or behavior

10 Loss of initiative or interest



THE DAY WITH THE MOST LIGHT
IS THE DAY WE FIGHT.

Throughout the year participants from across southeastern Virginia, the United States and the world joined forces to fight the darkness of Alzheimer's through an activity of their choice - motorcycle rides, tennis tournaments, chili cook-offs, and much more. Together, they used their creativity and passion to raise funds and awareness for the care, support and research efforts of the Alzheimer's Association.

The Chapter's heartfelt gratitude is extended to all our Longest Day participants this year who in spite of the pandemic raised \$44,890. Please join us in 2021 and stand up to the darkness of Alzheimer's and all dementia.

ALZ.ORG/TLD



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RESEARCH

The Alzheimer's Association is leading the way to realize the national goal of preventing and effectively treating Alzheimer's disease by 2025. With an integrated, multifaceted approach we seed, speed and lead the best dementia science worldwide. The Association is the world's largest nonprofit funder of dementia research. We also convene and facilitate collaboration in the research field, and we advocate for increased government funding to advance research.

The Alzheimer's Association has increased research funding to more than \$208 million in 590 active best-of-field projects in 31 countries. Though we found it necessary to suspend the June 2020 cycle of our Grant Program because of the pandemic's impact on researchers in the field, we were able to commit more than \$47 million to accelerate the world's best dementia research in FY20 (July 1, 2019 – June 30, 2020). To help ensure the research talent needed to address the dementia crisis effectively, we made 79 early-career awards and 15 awards to increase the number of investigators from under-represented communities in 2020.

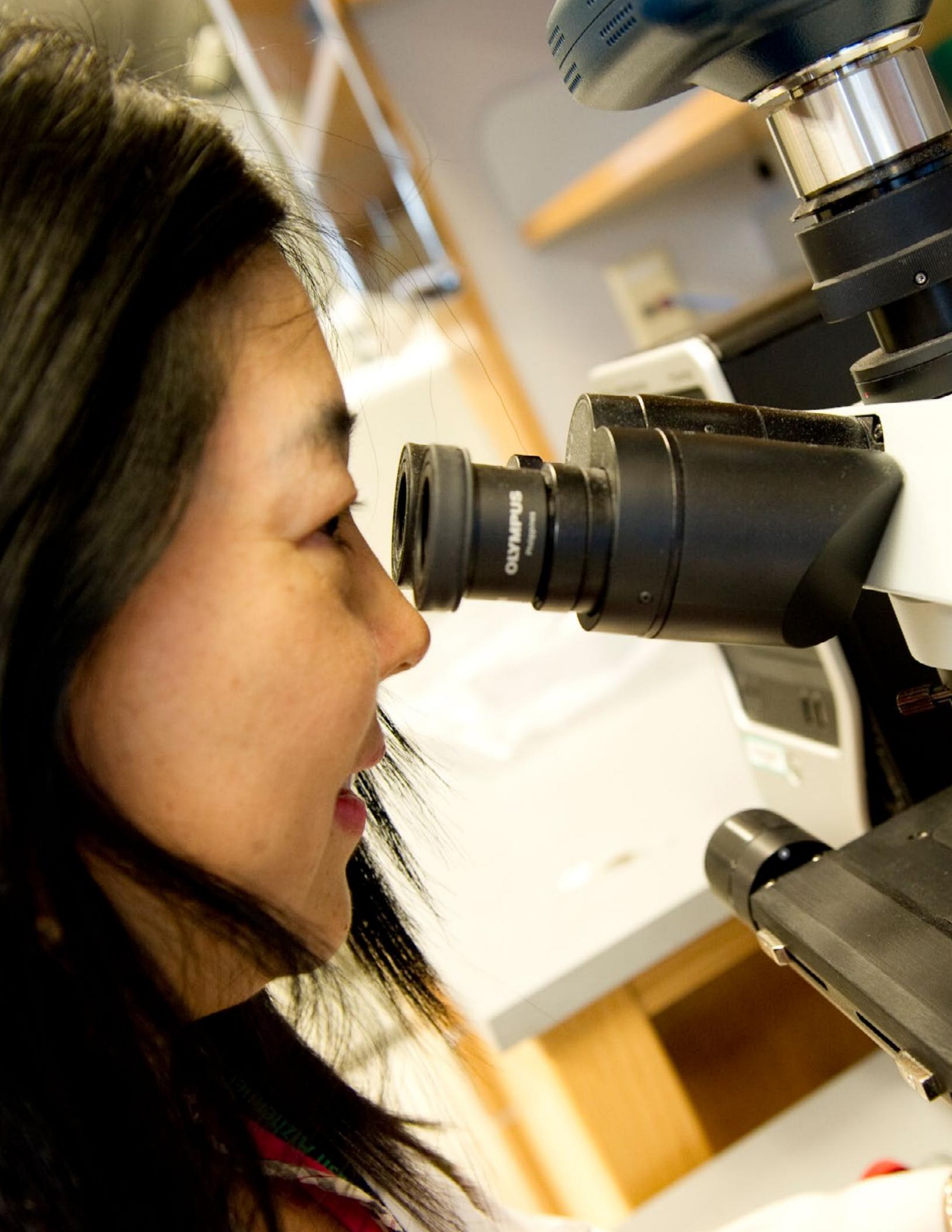
We awarded nearly \$28 million to advance dementia drug development. In fall 2019 Bill Gates made an award of \$10 million to Part the Cloud, a special program to propel high-risk, high-reward research aimed at accelerating the translation of findings from the laboratory, through trials, into possible therapies for Alzheimer's and other dementia. We leveraged his gift to obtain an additional \$20 million in funding, doubling the program's total clinical research investments to \$60 million in just one year.

We invest in research that helps address health disparities. Racial and ethnic minorities are historically under-represented in clinical trials, despite a disproportionately higher prevalence of many health conditions in these groups. With support from our philanthropic partners, the Association recently made strategic research investments to increase diversity among participants in clinical trials. New data promises to yield valuable insights into how race, environment, genetics, and other factors may contribute to brain changes, age of onset and rate of cognitive decline.

This is a very exciting time in Alzheimer's dementia research. The Alzheimer's Association is confident that better treatments, earlier detection, and prevention strategies will be available in the foreseeable future.

"I've seen first hand just how difficult this disease truly is. It's critical we find an effective treatment."

Bill Gates





Southeastern Virginia Chapter

The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

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