



Alzheimer's Association Annual Report

Fiscal Year 2014
(July 1, 2013-June 30, 2014)





alzheimer's association®

THE BRAINS BEHIND SAVING YOURS.™

Alzheimer's Association

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alz.org®
800.272.3900

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research. We provide services to those affected by Alzheimer's, advocate for policy change and scientific funding, and advance research toward prevention, treatment and, ultimately, a cure.

Our national offices in Chicago and Washington, D.C., work in conjunction with our chapters across the country to serve the needs of those affected by Alzheimer's today and to eliminate the impact of the disease tomorrow.

A donor-supported organization, the Alzheimer's Association allocates its funds in an ethical and responsible manner that exceeds the rigorous standards of America's most experienced charity evaluator, the Better Business Bureau Wise Giving Alliance. The Association also holds a National Charity Seal from the Alliance.

We are especially grateful to those who helped us advance our mission in fiscal year 2014 by making contributions. Total revenues equaled more than $135 million for the national organization and over $277 million organization-wide.

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.

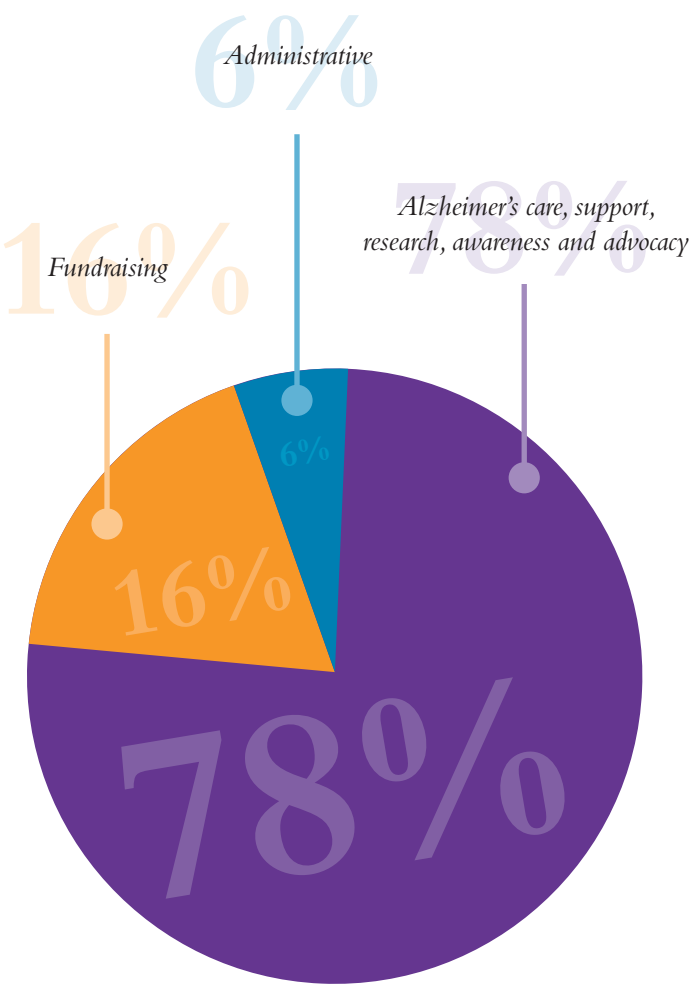
Our vision

A world without Alzheimer's disease®.

Join our cause

Learn how you can get involved.

Use of national organization funds during fiscal year 2014



Letter from the Association President and CEO and Chair of the National Board

In fiscal year 2014, the Alzheimer's Association® extended its reach on a global scale, engaging new constituents and donors while raising awareness, expanding policy efforts, advancing research, and providing care and support to those affected. While our cause has seen tremendous growth during the past year, there are still millions of people with Alzheimer's disease who need a diagnosis in order to access quality care and plan for the future. There are many promising avenues of research yet to explore, and there are still many voices that can join this fight by sharing their experiences. At the core of our mission, we strive to strategically address these issues, leading the field toward our vision of a world without Alzheimer's disease.

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

Report Overview

The FY2014 Annual Report details mission-related accomplishments within the five strategic objectives of the Alzheimer's Association: increasing concern and awareness, advancing public policy, enhancing care and support, accelerating research and growing revenue to meet mission goals. These initiatives drive the Association's efforts to eliminate Alzheimer's and offer help and hope to all those affected by this devastating disease. To fuel these efforts, the Association receives contributions through numerous fundraising activities and channels around the world.

Increasing Concern and Awareness

The Alzheimer's Association strives to raise awareness about Alzheimer's disease as a serious health threat while establishing the Association as a dedicated and reliable resource to support the community's needs. By growing awareness of the number of affected individuals and the early warning signs of Alzheimer's, families can gain the knowledge needed to seek diagnosis, begin treatment and plan for the future. Awareness of the Association helps these families to access needed resources during their journey with the disease. By increasing public understanding of the staggering and growing societal impact of Alzheimer's, more individuals will have the opportunity to utilize our resources and join the cause.

Advancing Public Policy

The Association is the leading voice for Alzheimer's disease advocacy, fighting for critical Alzheimer's research, care and support initiatives at the state and federal level. The organization works diligently to make Alzheimer's a national priority while speaking up for the needs and rights of people with Alzheimer's and their families. Across the country, the Association mobilizes hundreds of thousands of Alzheimer's advocates in the movement to provide care and support and to end the disease.

Enhancing Care and Support

The Association leads efforts to enhance care and support for all those affected by Alzheimer's disease and other dementias. The Association is committed to providing reliable resources and information via our award-winning website, 24/7 Helpline and face-to-face support services in communities nationwide. Other tools focus on connecting those facing the disease with resources — and with each other — virtually.

Accelerating Research

As the world's largest nonprofit funder of Alzheimer's disease research, the Association is at the forefront of the field, globally connecting researchers in the quest to find methods of treatment, prevention and a cure, as well as fueling grants that drive cutting-edge progress. In its role as a catalyst and convener, the Association holds the biggest annual assembly of dementia researchers, the Alzheimer's Association International Conference (AAIC), organizes the International Society to Advance Alzheimer's Research and Treatment (ISTAART), the only group of its kind, and leads the World Wide Alzheimer's Disease Neuroimaging Initiative (WW-ADNI).

Growing Revenue Support of the Mission

Individuals, corporations and foundations further the Association's mission through their dedicated involvement and support. From Walk to End Alzheimer's events to galas, the Association calls on constituents to help raise funds to fight Alzheimer's. These generous donors also support the mission through individual, family and estate gifts, demonstrating their powerful, ongoing commitment to ending Alzheimer's and enhancing the Association's care, support and research efforts.

Increasing Concern and Awareness

*The Association's annual **Alzheimer's Disease Facts and Figures** report highlighted the tremendous impact of Alzheimer's on individuals, families, government and the nation's health care system. Since its 2007 inaugural release, the report has become the most-cited source covering the broad spectrum of Alzheimer's disease issues. The 2014 edition included a special report on women and Alzheimer's that offered new data examining the differences in how the disease affects women and men.*

The Association launched My Brain, **an initiative to engage women in the fight against the disease**. Inspired and influenced by *The Shriver Report: A Woman's Nation Takes on Alzheimer's*, My Brain called on 1 million women to share "why my brain matters." A national advertising campaign launched in April 2014, featuring Alzheimer's Association National Early-Stage Advisor and National Board Member Joan Uronis. The initial print ad ran in *Parade*, *Forbes*, *Smithsonian*, *O magazine* and *TIME*. The second ad featured actress, writer and director Lauren Miller Rogen, whose mother is living with Alzheimer's. This initiative is an ongoing Association effort to bring women to the cause and unite them in the fight against the disease.

In June 2014, the Association launched the inaugural **Alzheimer's & Brain Awareness Month**, part of an effort to increase awareness, expand the Association's international presence and address the worldwide Alzheimer's epidemic. The month featured the message that everyone with a brain is at risk for Alzheimer's, so everyone should join the fight against the disease. Ads were placed in global editions of *The New York Times*, *Financial Times* and *The Wall Street Journal*, Dear Abby acknowledged the month in her column, and 28 national news personalities on 17 outlets "went purple" on June 21, The Longest Day®, an event where teams around the world come together to honor the strength, passion and endurance of those facing Alzheimer's with a day of activity. Media impressions for the month totaled more than 500 million.

As part of the global awareness effort for the month, the Association conducted **a 12-country survey** that found that 59 percent of people surveyed believe incorrectly that Alzheimer's disease is a typical part of aging, and 40 percent believe that Alzheimer's is not fatal. The survey, conducted in Australia, Brazil, Canada, China, Denmark, Germany, Japan, India, Mexico, Nigeria, Saudi Arabia and the United Kingdom, also found that 37 percent of people surveyed believe incorrectly that you need to have a family history to be at risk for Alzheimer's.

In June 2014, the Association won the **DSW Shoe Lovers Care Leave Your Mark** contest, gaining exposure to the company's more than 20 million rewards members and nearly 2.3 million Facebook fans.

Partnering with Chicken Soup for the Soul, the Association produced **"Chicken Soup for Soul: Living with Alzheimer's & Other Dementias,"** which sold out on Amazon within the first 24 hours of its release. The Association gathered stories for the book from people living with Alzheimer's or another dementia, caregivers, and affected friends and family members. Celebrity champions Joey McIntyre, Bern Nadette Stanis, Sarah Rafferty and Yvette Gonzalez-Nacer also contributed to the book, which helped raise awareness of the Alzheimer's epidemic and comforted those impacted by the disease. All royalties from sales of the book benefit the Association.

Formerly known as the Alzheimer's Early Detection Alliance (AEDA), the **Alzheimer's Workplace Alliance** (AWA) launched to existing participants and the public. Nearly 2,000 organizations have become a part of this critically important vehicle for companies and organizations to deliver Alzheimer's educational resources to their employees and customers. This alliance, made possible by the Association, aims to raise awareness of the disease and importance of early detection while providing help to those who are balancing work and caregiving responsibilities.

Media coverage of Alzheimer's disease continued to be important in raising awareness. NBC featured a week-long series on Alzheimer's, **"The Age of Alzheimer's,"** which addressed the human and financial impact of the disease. During Game 6 of the 2013 World Series, Fox Sports baseball reporter Ken Rosenthal, for the second year in a row, wore an

Alzheimer's Association bow tie, with our website and toll-free Helpline shared onscreen during the broadcast. In early October, ABC's **"Katie"** featured a special memory episode with Early-Stage Advisor Sandy Oltz, her husband and care partner, Rod, and celebrity champion Victor Garber.

Overall, the Association garnered more than **7.6 billion total media impressions** in FY14. This includes paid and earned impressions on television, radio, print and online outlets.

In 1983, President Ronald Reagan called members of the Alzheimer's Association to the White House for the signing of a proclamation declaring November as **National Alzheimer's Disease Awareness Month (NADAM)**. During NADAM and **National Family Caregivers Month 2013**, the Association's outreach efforts focused on NADAM's 30th anniversary, the 10 Warning Signs of Alzheimer's and ongoing offerings such as the Association's free 24/7 Helpline (800.272.3900).

For the fifth year in a row, the Association was recognized by *The NonProfit Times* as one of the **"Best Nonprofits to Work For"** and was ranked among the top two large nonprofits for the fourth consecutive year. Employees rated companies on areas such as leadership planning, culture and communications, compensation and recognition, employee-supervisor relationships, training and education, work/life balance and their overall satisfaction.

Visits to the Association's website, **alz.org**, totaled more than 21.9 million in FY14. The Association's social media presence continued to grow, with more than 573,000 Facebook likes by the end of FY14 and more than 39,000 Twitter followers.

The Association worked closely on the production of **"Still Alice,"** a film based on the novel by Lisa Genova describing one woman's journey with Alzheimer's disease. National Board Director Elizabeth Gelfand Stearns served as a producer, and National Early-Stage Advisor Sandy Oltz was in close contact with the movie's star, Julianne Moore, and shared her personal experience as an individual living with the disease. Vice President of Medical and Scientific Relations Dr. Maria Carrillo and Vice President of Constituent Services Beth Kallmyer also consulted with the screenwriter and director to ensure that the film's portrayal of diagnosis and progression was accurate.

For **Black History Month 2014**, the Association refreshed its African-American portal, an excellent resource for Alzheimer's disease information for African-Americans. Bern Nadette Stanis, best known for her role as Thelma Evans in the sitcom "Good Times," represented the Association as a spokesperson for a radio media tour. During the month and throughout the year, the Association is committed to raising awareness about Alzheimer's disease within the African-American community and other diverse populations.

The Association **partnered with six Major League Baseball teams** to promote concern for the disease and awareness of the Alzheimer's Association. The teams were the Boston Red Sox, Chicago Cubs, Chicago White Sox, Cincinnati Reds, Los Angeles Dodgers and New York Yankees. During all Yankees home games in September 2013, an Alzheimer's Association public service announcement (PSA) featuring manager Joe Girardi and two Yankee players was shown at Yankee Stadium. Through additional PSAs, on-field communications and between-inning postings, the initiative allowed the Association to share its message with new audiences.

Advancing Public Policy

The 2014 Omnibus Appropriations Bill — passed by both houses of Congress and signed into law by President Barack Obama — included ***a record-breaking $122 million in additional Alzheimer's disease funding*** *for FY14. This included $100 million for Alzheimer's research through the National Institute on Aging and $22 million to support education, outreach and caregiver support. In addition, the Senate Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies* ***allocated an additional $100 million*** *for Alzheimer's disease research in its FY15 funding bill. These achievements were the direct result of the Association's efforts and the unwavering commitment of our advocates working with congressional champions nationwide.*

Reps. Brett Guthrie (R-Ky.) and Paul Tonko (D-N.Y.) and Sens. Ed Markey (D-Mass.) and Mike Crapo (R-Idaho) introduced 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 research goals of the National Plan to Address Alzheimer's Disease. The Association was the advocacy organization player in the act's development, meeting regularly with bill sponsors to craft the legislation. Support of the bill grew quickly, with 127 co-sponsors in the House and 14 in the Senate by the end of FY14.

Actor and Association champion Seth Rogen and former Rep. Dennis Moore (D- Kan.), who is living with Alzheimer's disease, **testified before the Senate Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies** during a hearing dedicated to the economic impact of Alzheimer's in America. Chaired by Sens. Tom Harkin (D- Iowa) and Jerry Moran (R-Kan.), the hearing also examined the current state of biomedical research into prevention and treatment of the disease. C-SPAN's online video of the hearing became the network's second most-watched in its history.

Moore was selected as **the first individual diagnosed with Alzheimer's disease to serve** on the Advisory Council on Alzheimer's Research, Care, and Services to the National Plan to Address Alzheimer's Disease. The Association urged the creation of this important role on the advisory council to ensure the voice of this growing population is heard. Association President and CEO Harry Johns is also a member of the advisory council. **The National Plan to Address Alzheimer's Disease** was updated in FY14 to include elements such as research milestones necessary to achieve the major goal of identifying therapies to prevent and effectively treat Alzheimer's by 2025.

Nearly 900 dedicated Alzheimer's disease advocates, including at least one attendee from every state, gathered in Washington, D.C., for the 26th annual **Alzheimer's Association Advocacy Forum**, the nation's premier Alzheimer's advocacy event. Attendees learned advocacy best practices, networked with passionate, like-minded people from across the country, heard insider views of the political landscape and shared their personal stories with lawmakers. Award-winning CNN chief political correspondent Candy Crowley delivered the Forum's keynote address.

At the **National Alzheimer's Dinner**, held on the Forum's second night, advocates, members of Congress, researchers and leaders in the fight against Alzheimer's gathered to celebrate advances in the cause to end the disease. The honorees included National Institutes of Health (NIH) Director Dr. Francis Collins, Sen. Jerry Moran (R-Kan.) and Marshall Gelfand, Elizabeth Gelfand Stearns and The Judy Fund.

Hundreds of advocates met with lawmakers on the final day of the Forum, known as **Hill Day**, to encourage their support of legislation and funding critical to the fight against Alzheimer's disease. Association advocates continued to contribute to the advancement of a legislative agenda that could help us move closer to our vision of a world without Alzheimer's and to help to provide needed care and support until we do.

The Health Outcomes, Planning, and Education (HOPE) for Alzheimer's Act continued to collect bipartisan support in Congress. In June 2014, the act had 198 co-sponsors in the House and 30 in the Senate.

The number of **nationwide Alzheimer's Association advocates grew to 600,000**, an increase of nearly 45,000 from FY13. That figure includes 513 Ambassadors — advocate leaders who focus their activities on their members of Congress and district staff. Together, advocates, Ambassadors and Association staff conducted 3,982 meetings with members of Congress or their staff, an average of more than seven meetings per member.

In December 2013, the Alzheimer's Association participated in the first-ever **G8 Dementia Summit** in London. Experts in the dementia field, including health ministers and other leaders from the United States, the United Kingdom, Canada, France, Germany, Italy, Japan and Russia, gathered to discuss the escalating Alzheimer's disease crisis. All of the G8 countries committed to a goal of identifying disease-modifying therapies or a cure for dementia by 2025, similar to the objective in the National Plan to Address Alzheimer's Disease. Harry Johns represented international advocacy groups as a panelist. The Association's participation exemplified its ongoing crucial role in the process of putting dementia at the top of the global health agenda.

In July 2013, the Association released the **Public Health Road Map** in conjunction with the Centers for Disease Control and Prevention (CDC). The Road Map identifies 35 action items that state and local public health officials can take to address Alzheimer's disease, cognitive health and the needs of caregivers.

Georgia, Pennsylvania, and Wisconsin each published a **State Alzheimer's Disease Plan**, a comprehensive blueprint for addressing Alzheimer's as a growing public health crisis in each state. To date, 36 states and the District of Columbia have published a state plan, and seven states and Puerto Rico are in the process of writing plans. The Association's goal is to have a plan published in all 50 states and to actively work toward implementation of the recommendations listed in each plan.

Harry Johns addressed senators on the **Senate Democratic Steering and Outreach Committee** and met directly with a number of senators on the impact of Alzheimer's disease. The meeting covered a number of topics affecting our nation's seniors, and Johns' remarks focused on the impact of Alzheimer's across a range of challenges.

The Association developed and launched **Alzheimer's Advocacy Reporting and Trends (AART)**, a customized app for advocacy reporting that is available to Alzheimer's Association Ambassadors, advocates and policy staff across the country, AART allows users to track and record their interactions with elected leaders, schedule upcoming actions, monitor progress, learn from others and access the resources needed to achieve personal and organizational goals.

Enhancing Care and Support

In FY14, the Alzheimer's Association provided services and support to nearly 3 million individuals affected by Alzheimer's disease. The Association's website, alz.org, and the nationwide 24/7 Helpline at 800.272.3900 serve as year-round entry points to the organization's network of resources, including care consultation, support groups, education programs, early-stage initiatives, health care provider tools and safety services. Calls to the Helpline totaled 292,081, a 40 percent increase over FY11 achievements. The Association continued to be the most reliable source, day or night, for Alzheimer's disease information and support.

The 2013-2014 National Early-Stage Advisory Group comprised 10 individuals living in the early stage of Alzheimer's disease or another dementia. The advisors participated in more than 50 national outreach efforts to raise concern and awareness about the disease and reduce stigma, including assisting the Centers for Disease Control and Prevention (CDC) to refine the Behavioral Risk Factor Surveillance System (BRFSS) questionnaire regarding cognitive decline and submitting stories for "Chicken Soup for the Soul: Living with Alzheimer's & Other Dementias." The group continued to participate on the Alzheimer's Association National Board of Directors, the U.S. Food and Drug Administration's Patient Representative Program and the Amyloid Imaging Coverage with Evidence Development Group. The advisors also generated over 21 million media impressions. By sharing their perspectives and unique voices, the advisors are leaders who advance the Association's ongoing efforts to raise awareness, educate the public and advocate for the cause, and to better serve, engage and support individuals living in the early stages of Alzheimer's.

The Association increased its **engagement of early-stage constituents**, with more than 18,000 individuals participating in Association support groups, education sessions and early-stage social engagement programs. This represents a 204 percent increase over the past four years. It is also consistent with our strategic intent to achieve earlier detection and diagnosis and to engage more individuals facing these circumstances as early as possible in the disease process.

In August 2013, the Alzheimer's Association 24/7 Helpline was **awarded a five-year, $4.9 million federal grant** from the Department of Health and Human Services Administration for Community Living. The grant will help fund the Helpline and advance the Association's efforts to provide quality care and support to all those affected by Alzheimer's disease.

The Association launched the enhanced **I Have Alzheimer's** section of alz.org in September 2013. I Have Alzheimer's is a resource created with input from individuals with Alzheimer's and other dementias that offers information and strategies to help those living in the early stage of the disease lead their best life for as long as possible. In FY14, I Have Alzheimer's received 157,000 visits, a nearly 60 percent increase over FY13. The Association designed the site to help people face the challenges of Alzheimer's disease and find reassurance in knowing they're not alone.

The Association continued to increase its health care professional outreach efforts, making contact with more than 15,000 neurologists, over 8,000 geriatricians and nearly 28,000 clinical practitioners within general/family medicine, internal medicine and psychiatry. To better serve this key audience, the Association, with support from the MetLife Foundation, launched the **Alzheimer's Disease Pocketcard mobile application** in April 2014. Via a tablet or smartphone, clinicians can easily access tools and email dementia information and resources directly to patients and caregivers. Within the first three months, the app was downloaded more than 2,000 times.

In FY14, more than 8,000 users visited the Association's **Alzheimer's Navigator®**, an innovative online tool that helps those facing the disease to determine their needs and develop a plan of information and support. Alzheimer's Navigator allows users to reassess needs and adjust care plans as the disease progresses.

The Association saw over 300,000 visits to **ALZConnected®**, an online community where people with Alzheimer's disease and their caregivers can ask questions, connect with others and find support.

Visitors to **Community Resource Finder** viewed more than 430,000 pages of local resources through the

enhanced tool, which was updated in January 2014 to include a dedicated section highlighting Alzheimer's Association programs and events. With Alzheimer's Navigator, ALZConnected and Community Resource Finder, the Association continues to develop and make available tools and services for those living with this devastating, deadly disease and their care partners.

More than 8,000 care professionals received certifications through **Alzheimer's Association essentiALZ®**, an online dementia care certification program for individuals that provides recognition for knowledge of quality dementia care practices. In addition, the American Health Care Association/National Center for Assisted Living (AHCA/NCAL) recommended essentiALZ certification, which includes two levels of online certification exams — essentiALZ and essentiALZ Plus — to meet the strategic goal to help reduce the off-label use of antipsychotics. The recommendation helped to increase awareness of Association resources to over 11,000 company care providers.

The Association **took significant steps forward with its diversity and inclusion** efforts by identifying and embracing such audiences. Through the generosity of the MetLife Foundation, the Association executed a diversity outreach pilot across 21 chapters. The goal of the pilot was to identify innovative and sustainable outreach tactics that demonstrate successful approaches to engaging priority diverse audiences in the full mission of the Association. Evaluation of the pilot activities will inform decisions around the development and launch of chapter materials in FY15.

In addition, the Association finalized a national partnership with **Services and Advocacy for Gay, Lesbian, Bisexual and Transgender Elders (SAGE)**. This partnership will help reach the LGBT community through various platforms including grassroots activation, cultural competency training and the development of an issues brief focused on the experience of those in the LGBT community as it relates to Alzheimer's disease.

Accelerating Research

In 2013, Thomson Reuters Web of Science measured the Association as having ***the highest impact of all nonprofits globally*** *and the third-highest research impact worldwide behind only the United States and Chinese governments. This designation reflects the Association's role as an international catalyst of the most promising science in the field, a strategic funder of innovative projects that have the potential to transform the study of Alzheimer's and a convener of the world's leading experts working to solve the Alzheimer's epidemic.*

More than 5,000 members of the global dementia research community gathered July 13-18, 2013, in Boston for the **Alzheimer's Association International Conference 2013 (AAIC)**, the world's largest forum for dementia researchers. Leading scientists from 69 countries learned, shared and exchanged the latest information in the field. Attendees participated in more than 1,800 sessions to explore groundbreaking studies and theories about the causes, diagnosis, treatment and prevention of dementia. AAIC is one of the ways the Association serves as the foremost international catalyst and convener in the field, a role at least as important to the international research community in accelerating research to find an end to the Alzheimer's epidemic as our direct funding of international research.

News from the conference included research suggesting that spending more years engaged in work may lower the risk of dementia; a veterans' study that shows decreased risk of Alzheimer's disease may be linked to cancer and chemotherapy; and a report that substantial efforts are underway to use biomarkers to detect those who are at risk for Alzheimer's or are in the earliest stages of the disease process, as well as to monitor changes in the brain during disease progression.

In FY14, the Alzheimer's Association made new investments totaling approximately $13.3 million in more than 75 scientific investigations, part of the nearly 350 ongoing research projects funded by the Association in 20 countries, totaling over $70 million. These included grant awards to 66 projects through the Association's **International Research Grant Program**, representing proposals ranked highest by peer reviewers in an extremely competitive field of 605 applications (invited from over 1,000 letters of intent) and strategic research initiatives. Since 1982, the Association has invested over $335 million in more than 2,250 scientific investigations. Advancing Alzheimer's disease research remains a core element of the Association's identity and a key facet of its mission.

In February 2014, the Alzheimer's Association, **The Michael J. Fox Foundation for Parkinson's Research** and **The Weston Brain Institute** announced a collaborative request for applications (RFA) to stimulate analyses across their Alzheimer's and Parkinson's disease research enterprises. The groups aim to engage in further data analysis of existing cohorts, including, but not limited to, biomarker discovery, standardization of assays, genetic profiles and imaging modalities. The goal is to build on existing momentum to leverage similar activities and increase impact across the neurodegenerative disease spectrum. The Association undertakes partnerships such as these to increase investment and capitalize on scientific opportunities to end Alzheimer's disease.

In March 2014, the Alzheimer's Association committed **its largest research grant to date**, $8 million over four years, to support the Longitudinal Evaluation of Amyloid Risk and Neurodegeneration (LEARN) study as a companion to the Anti-Amyloid Treatment in Asymptomatic Alzheimer's Disease (A4) study, a pioneering Alzheimer's prevention trial. A first-of-its kind study, LEARN will work to determine causes of cognitive decline besides the buildup of the abnormal protein amyloid beta in the brain. LEARN will jump-start the development of new detection, treatment and prevention strategies by helping to identify people with normal cognition in the general population who are at highest risk to develop Alzheimer's, and determine treatments — and when best to administer them — to slow or prevent this terrible disease.

Our publication, ***Alzheimer's & Dementia®: The Journal of the Alzheimer's Association*** is the highest impact scientific journal in the Alzheimer's field. In July 2014, Alzheimer's & Dementia increased its impact factor from 14.5 to 17.4, ranking it second among the 194 scientific journals in clinical neurology and first among dementia journals. Additionally, our journal website,

alzheimersanddementia.com, is visited 52,000 times each month, with more than 30,000 article downloads. In FY14, *Alzheimer's & Dementia* published two special issues on topics of emerging interest. "Diabetes/Insulin," released in February 2014, focused on the role of insulin in the brain and the potential role it may play in the development of neurodegenerative conditions such as Alzheimer's and Parkinson's disease. "Military Risk Factors," released in June 2014, focused on cognitive decline and dementia in soldiers and veterans.

The Association established the **Global Biomarkers Standardization Consortium** (GBSC) to gather key researchers and clinicians, as well as industry, regulatory and government leaders in Alzheimer's disease, to achieve consensus on the best ways to standardize and validate biomarker tests for use in clinical practices around the world. The Association hosted a face-to-face GBSC meeting at AAIC 2013. The work of the GBSC could ultimately accelerate the establishment of reliable diagnostics and the development of treatments through clinical studies.

The Association's role as a leader in the fight to end Alzheimer's disease was recognized by the **Coalition Against Major Diseases (CAMD)** of the Critical Path Institute, a consortium of scientists from academia, industry, nonprofits and the FDA dedicated to collaborating and improving the drug development and regulatory process for medical products. At the 2013 CAMD annual meeting, the Association was recognized as part of the Advocacy Group working to advance standardization programs in biomarker research to accelerate their use in clinical trials, potentially speeding the delivery of diagnostics and treatments.

In March 2014, in conjunction with the U.S. Food and Drug Administration (FDA) and the Reagan-Udall Foundation for the FDA, the Association **launched an FDA Fellowship in the Division of Neurology Products** to oversee Alzheimer's disease drug development. Through this fellowship, a new position will be created at the FDA to collect input from stakeholders and serve as a liaison to those developing and conducting clinical trials. The fellow will work within the FDA's Division of Neurology Products (DNP) to identify opportunities for collaboration with patient groups, academic researchers and pharmaceutical manufacturers to advance the development of treatments for Alzheimer's disease and other dementias. This position is the first disease-specific fellowship created to address barriers to progress identified by the FDA, and will serve as a model for similar processes for other diseases.

In February 2014, the newly formed **Accelerating Medicines Partnership (AMP)** launched with the Association as a founding Steering Committee member for AMP's Alzheimer's disease focus. AMP enables unprecedented precompetitive sharing between the NIH, four biopharmaceutical companies and several nonprofits to accelerate the validation and development of emerging biomarkers into clinical study. Data is open for sharing and analysis by research community. As a founding Steering Committee member, and the only nonprofit in the group, the Association will work diligently with its NIH and industry partners to further develop and execute AMP for Alzheimer's, recognizing the urgent need for breakthroughs that can change the course of the disease.

The Association hosted two meetings of the **Alzheimer's Association Research Roundtable** in Washington, D.C. The Research Roundtable, a platform created and facilitated by the Association, unites a consortium of scientists from the pharmaceutical, biotechnology, diagnostics, imaging and cognitive testing industries to shape key areas in Alzheimer's science. The organization and leadership of the Roundtable is a key component of the Association's role as a catalyst and convener in the field.

The Alzheimer's Association International Society to Advance Alzheimer's Research and Treatment (ISTAART) is the only professional society for those 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. At the end of FY14, ISTAART had 2,516 members, a 26 percent increase in membership over FY13. Participation in ISTAART's Professional Interest Areas (PIA) increased significantly in FY14, with 49 percent of ISTAART members involved in one or more PIAs.

Participation continued to increase for **Alzheimer's Association TrialMatch®**, a clinical studies matching service that connects individuals living with Alzheimer's disease, caregivers, healthy volunteers and physicians to current Alzheimer's studies. In FY14, the number of people who initiated profiles increased to more than

36,000, a 40 percent jump. By connecting interested individuals with clinical studies, the Association lowers one of the critical barriers to treating and ultimately ending Alzheimer's disease.

In fall 2013, the Alzheimer's Association launched the **Global Alzheimer's Association Interactive Network (GAAIN™)**, an open-access, big data resource that gives researchers rapid access to data to accelerate scientific efforts. The initial phase of the expected five-year plan to fully develop this first-of-its-kind collaborative effort included developing a query infrastructure, recruiting and retaining GAAIN partners and providing a visually intuitive and powerful search interface. During FY14, the Association signed on four partners: National Alzheimer's Coordinating Centers; National Institute on Aging Genetics of Alzheimer's Disease Data Storage Site; Dominantly Inherited Alzheimer's Network; and Alzheimer's Disease Neuroimaging Initiative. GAAIN is one example of the Association's efforts to drive how information and knowledge sharing can accelerate progress toward prevention and treatment of Alzheimer's.

The Association continued to lead the growth of the **World Wide Alzheimer's Disease Neuroimaging Initiative (WW-ADNI)**, a collaborative effort of neuroimaging initiatives from 16 countries around the world, to help predict and monitor the onset and progression of Alzheimer's disease globally by sharing information. We hosted multiple productive sessions to spread information and awareness about this critically important trial, the domestic version of which has been described by researchers and the scientific community as the most important Alzheimer's trial ever. The Association hosted one of these sessions at AAIC 2013, which drew more than 110 attendees from 15 countries, including some of the world's most respected scientists. Through meetings like these, the Association expands awareness and sparks collaborations that will lead to breakthroughs in the fight against Alzheimer's.

Growing Revenue Support of the Mission

The efforts of the Alzheimer's Association to advance our mission-related activities of care, support and research, and to raise awareness of the cause and resources for our fight against Alzheimer's, would not be possible without a network of passionate and involved constituents and organizations. In FY14, individuals, families, companies and communities across the country contributed to ***total revenues of more than $277 million.*** *The majority of this amount was from individuals, foundations and membership organizations, in addition to planned gifts from estates. These contributions to the cause further enhance the Association's ability to create change as the international leader in Alzheimer's care, research and advocacy.*

Through e-outreach, print mailings and telephone calls, the Association engaged 740,000 constituents in the cause. Together, **these generous donors helped us reach the highest direct marketing revenue mark in Association history**. Revenue from online sources increased 13 percent. These efforts also allowed the Association to provide nearly 3 million people with critical information about the early signs of Alzheimer's disease and caregiver stress as well as meaningful resources and solutions.

Members of the **Alois Society** make gifts of $1,000 to $9,999 throughout the course of a year. In FY14, through targeted cultivation and stewardship strategies, the Alois Society grew by 32 percent over the previous year.

Aspire Society members contribute $10,000 to $999,999 throughout the course of a year, supporting a wide range of strategically important Association initiatives. Together with the Alzheimer's Association Zenith Society, donations increased 20 percent over the previous year.

The **Zenith Society** is the Association's highest and most involved level of philanthropy, with donors achieving lifetime membership beginning with a gift of at least $1 million or more. In FY14, the group grew to more than 60 members. Additionally, a private family foundation within the Zenith Society provided a $4 million lead gift to support the Longitudinal Evaluation of Amyloid Risk and Neurodegeneration (LEARN) study as a companion study to the Anti-Amyloid Treatment in Asymptomatic Alzheimer's Disease (A4) study, a pioneering Alzheimer's prevention trial. Since its inception, the Zenith Society has awarded over $33 million to more than 100 researchers worldwide. The original investments made in these researchers and their studies have generated subsequent funding of more than $1 billion from additional sources.

Members of the **Founders Society** place the Association in their estate plans, creating a lasting legacy in the fight against Alzheimer's. Estate gifts totaled $41.1 million, making a philanthropic impact that will help change the course of the disease and support families today.

FY14 was a record-breaking season for **Walk to End Alzheimer's**, the world's largest event to raise funds and awareness to fight Alzheimer's. More than 409,000 participants registered in over 630 communities nationwide, an increase of 12 percent from FY13. In total, more than $58 million was raised to further Alzheimer's disease care, support, and research. Growth of a dedicated volunteer base was a significant contributor to the event's success.

The Longest Day, a sunrise-to-sunset event held on the summer solstice, raised more than $2 million, attracting 1,100 teams and over 2,700 participants from all 50 states and six countries. To honor those facing Alzheimer's, participants created their own all-day challenges, including distance running, hiking, cooking, crafting, yoga and more. The American Contract Bridge League, the Association's inaugural global partner, raised $560,000 by hosting hundreds of games across the country and collecting contributions from their corporate office and foundation.

Blondes vs. Brunettes®, a volunteer-driven event that divides two teams of women to compete in a flag football game, continued to grow organically, adding 10 games for a total of 40 nationwide.

The Association continued to partner with corporations and other large employers, providing millions of employees the opportunity to raise funds, build concern and awareness, access care and support, advance public policy and increase volunteer commitment. **Corporate**

partners generated new revenue for the cause and increased participation in the Walk to End Alzheimer's National Team Program, raising 24 percent more than the previous year, and the new global team program for The Longest Day. Additional highlights included new cause relationships generating over $500,000 with retail partners such as Walgreens, DSW and Alex and Ani. In addition, **a point-of-sale promotion with Marshalls** raised nearly $1 million. One new sponsor supported the Alzheimer's Association International Conference 2013, and four new members joined the Alzheimer's Association Research Roundtable. A complete list of corporate supporters at $30,000 and above is available later in this report.

The 22nd annual **"A Night at Sardi's,"** — a celebrity musical revue chaired by Laurie Burrows Grad, and her husband, Peter Grad, in honor of her father, the late playwright/director Abe Burrows — was held in Beverly Hills on March 26, 2014, and raised $1.1 million. The star-studded event honored the cast of "The Big Bang Theory" with the Abe Burrows Entertainment Award, and Glen Campbell and his family with the inaugural Glen Campbell Courage Award. This year's participants and performers included Jimmy Webb, Grace Potter, John Stamos and Lizzy Caplan. "A Night at Sardi's" has raised more than $25 million for Alzheimer's care, support and research.

Hilarity for Charity® (HFC), created by husband and wife team Seth Rogen and Lauren Miller Rogen to raise awareness of Alzheimer's disease among a younger generation, was held in New York City in April 2014 with an exclusive variety show that raised nearly $150,000.This spring also marked the launch of Hilarity for Charity University, a nationwide program that encourages college organizations to host their own HFC event. In FY14, over 120 campuses participated, raising more than $130,000.

The 30th anniversary **New York Rita Hayworth Gala**, held on Oct. 22, 2013, was chaired by Nicole Sexton and raised more than $1.6 million. At the event, the Association honored Stewart Wicht, president and CEO of Rolex, with the Rita Hayworth Award, and John C. Lechleiter, Ph.D., Chairman, President, and CEO of Lilly, Inc. with the Champion Award.

The 2014 **Chicago Rita Hayworth Gala**, chaired by Fifi Levin and Karen Segal, was held on May 10 at the Hilton Chicago. More than 940 guests were in attendance, and the event raised a record-breaking $1.7 million for the Association. The MacLean family was honored with the Civic Award, and Maggie and Michael Murzanski with the Champion Award. Legendary Chicago Bears head coach and Super Bowl XX champion Mike Ditka served as guest emcee for the evening.

On May 3, the Alzheimer's Association hosted its second **Part the Cloud** gala. Founded and chaired by Mikey Hoag, Part the Cloud raised over $4 million, making it the largest one-day fundraiser in the history of the Association. The evening featured appearances by Brooke Shields and Virginia Madsen and a performance by Chris Isaak. Since 2012, Part the Cloud has raised over $6 million to directly support Association research efforts.

Forget Me Not Days, an event hosted annually by Bankers Life and Casualty Company and Association chapters across the country, raised more than $436,000. On May 16-17, 2014, more than 1,000 Bankers Life employees teamed up with chapters in over 200 cities to collect donations and distribute specially marked packages of forget-me-not seeds to increase public awareness of Alzheimer's. Since its inception in 2003, Forget Me Not Days has raised more than $3.7 million for the Association.

FY12-FY14 Strategic Plan Overview

The Alzheimer's Association is the global leader in Alzheimer's advocacy, research and support. To enhance and strengthen this leadership position in order to expand the depth, breadth and pace of the Alzheimer's movement, we have committed to do more. As implemented on July 1, 2011, the FY12-FY14 Strategic Plan aimed to aggressively advance the mission of the Alzheimer's Association.

The chart below details priority activities underneath each strategic objective and our outcomes in each area. Our outstanding progress in these areas is a reflection of our commitment to the strategic plan, the support of generous and dedicated constituents and our determination to achieve our vision of a world without Alzheimer's.

FY12-FY14 Priority Activities	Final Year (FY14) Outcomes
Increasing Concern and Awareness	
Increase media impressions naming the Alzheimer's Association by an average of 20 percent per year.	Over 7.6 billion media impressions in FY14, representing 242% increase since the beginning of the plan.
Double the number of registered participants in Walk to End Alzheimer's.	409,645 Walk to End Alzheimer's participants in FY14, representing a 45% increase since the beginning of the plan.
Expand Walk to End Alzheimer's to additional geographies.	Walk to End Alzheimer's events were held in 331 metro areas with 100K+ population in FY14, representing a 13% growth in number of metro areas with events overall since the beginning of the plan.
Advancing Public Policy	
Increase the number of advocates nationwide to at least 500,000.	We had 600,000 advocates nationwide in FY14, representing a 31% increase in advocates since FY12.
A minimum of 900 advocates in each congressional district.	346 congressional districts had at least 900 advocates in FY14, representing 33% growth since FY12. Additionally, 423 congressional districts had at least 500 advocates.
Have an Alzheimer's Ambassador for every member of the House of Representatives and the Senate.	For the 535 members of Congress (House and Senate), we had 513 Ambassadors in FY14.
Meet at least seven times a year with every member (or his/her staff) of the House and Senate.	350 members of Congress had a minimum of seven visits from the Alzheimer's Association. Additionally, 450 members of Congress had a minimum of five visits, and all members of Congress were visited at least twice by national staff.
Enhancing Care And Support	
At least two contacts with the clinical practices of 80 percent of neurologists.	15,019 neurologists were contacted at least twice in FY14.
At least two contacts with the clinical practices of 80 percent of geriatricians.	8,023 geriatricians were contacted at least twice in FY14.
At least two contacts with the clinical practices of 50 percent of the top prescribing clinical practices within general/family medicine, internal medicine and psychiatry	23,796 top prescribing clinical practices within general/family medicine, internal medicine and psychiatry were contacted at least twice in FY14.
Increase Helpline contacts by 25 percent.	292,081 Helpline contacts occurred in FY14, representing a 40% increase since the beginning of the plan.
Increase visitors to the website by 80 percent.	We had 21,929,245 website visits in FY14, 104% growth over the baseline at the beginning of the plan.

Enhancing Care And Support	
Ensure that each enrollee in Alzheimer's Navigator® follows through on at least one recommended action step.	77% of the 8,369 FY14 visitors to Alzheimer's Navigator followed through on at least one recommended action step. This level is consistent with telephone and face-to-face care consultation.
Increase participation in early-stage programs by 50 percent.	We engaged 18,323 early-stage constituents in FY14, 204% more than we engaged at the beginning of the plan.
Accelerating Alzheimer's Research	
Increase participation in global research effort by 30 percent.	36,362 individuals engaged in global research efforts in FY14, representing an 80% increase since the beginning of the plan.
Initiate or facilitate two global or national efforts to create, standardize, validate or qualify global or national Alzheimer's research efforts.	Key issues in Alzheimer's research were advanced through a variety of activities, including distribution of National Institute on Aging — Alzheimer's Association (NIA-AA) diagnostic guidelines; World Wide Alzheimer's Disease Neuroimaging Initiative (WW-ADNI) efforts, the Alzheimer's Association Research Roundtable and AAIC.
Launch three novel and innovative programs to address emerging research needs.	A total of 50 grant awards for early investigators were funded in FY14 for a total of 144 awards plus two clinical fellowships in collaboration with the American Academy of Neurology over the course of the strategic plan. Additional activities included events at AAIC, grant programs and the Alzheimer's Disease and Down Syndrome Symposium.
Growing Revenue	
Grow contributed revenue to at least $240 million in FY14, with minimum annual growth rate of 6 percent (FY12), 8 percent (FY13) and 10 percent (FY14).	$237,138,549 in contributed revenue in FY14, representing 18% cumulative growth over the FY11 baseline.
Increase revenue from combined events by a minimum of 45 percent (12 to 15 percent annually).	$94,123,618 raised through combined events in FY14 representing 38% cumulative growth over the FY11 baseline.
Increase revenue by individuals and families by a minimum of 17 percent (4 to 8 percent annually).	$118,829,444 raised through individuals and families in FY14 representing 6% cumulative growth over the FY11 baseline.
Increase revenue by corporations and foundations by a minimum of 18 percent (3 to 7 percent annually).	$24,185,487 raised through corporations and foundation in FY14, representing 12% cumulative growth over the FY11 baseline.

Treasurer's Report

The financial health of the Alzheimer's Association remains strong, with the national organization's Consolidated Statement of Financial Position reflecting total assets of $161.9 million as of the fiscal year ended June 30, 2014. Total revenues of $135.1 million increased 9 percent from 2013, with $122.4 million from donor contributions fueling the fight against Alzheimer's disease. Together with our network of 83 chapters, revenues totaled $277.6 million.

Expenses were well managed. Of the total combined expenses (with our chapter network) of $260.7 million, the Alzheimer's Association expended $199.9 million on programmatic activities to forward our mission. To advance progress in Alzheimer's disease science, we invested $29.1 million in research, $13.3 million of which was awarded as new research grants to 78 best-of-field scientific projects in eight countries through our International Research Grant Program, including nearly 50 emerging scientists. We also committed $8 million, our largest research grant to date, to support the Longitudinal Evaluation of Amyloid Risk and Neurodegeneration (LEARN) study as a companion to the Anti-Amyloid Treatment in Asymptomatic Alzheimer's Disease (A4) study.

The Association continued to meet and exceed minimum standards of 65 percent program expenses set by the BBB Wise Giving Alliance, devoting more than 77 percent of expenses to programmatic activities.

Our public policy efforts resulted in a record $122 million in additional Alzheimer's disease funding in the federal budget, including $100 million for Alzheimer's research through the National Institute on Aging and $22 million to support education, outreach and caregiver support. We held the inaugural Alzheimer's & Brain Awareness Month in June, which contributed to significant increases in concern and awareness worldwide. Through our programs and services, we reached nearly 3 million people facing the disease with information and support.

We are honored and grateful that our donors respect our stewardship, embrace our mission and are a vital part of the movement to conquer Alzheimer's disease.

Thomas J. Winkel
Treasurer, National Board of Directors

Alzheimer's Disease and Related Disorders Association, Inc. Consolidated Statements of Financial Position

June 30,
(In thousands)

ASSETS	2014	2013
Cash	$ 30,157	$ 20,713
Pledges receivable, net	21,056	15,897
Receivables - Chapters, net	18,624	25,971
Other receivables	4,513	1,515
Notes receivable	40	498
Inventories of education materials, at cost	416	304
Investments	54,289	47,315
Prepaid expenses	4,637	6,372
Assets held in trust	222	163
Fixed assets, net	7,675	5,807
Beneficial interest in split-interest agreements	5,329	1,498
Beneficial interest in perpetual trusts	14,981	12,999
TOTAL ASSETS	**$161,939**	**$139,052**
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable	$ 1,898	$ 723
Grants payable, net	21,885	23,357
Deferred compensation payable	372	163
Accrued expenses	7,411	6,496
Self-insurance reserve	257	277
Accounts payable - Chapters	15,184	13,769
Gift annuity obligations	5,050	4,351
Deferred revenue	3,183	2,795
Deferred rent	1,682	1,968
TOTAL LIABILITIES	**56,922**	**53,899**
NET ASSETS		
Unrestricted	40,000	35,430
Temporarily restricted	37,497	24,811
Permanently restricted	27,520	24,912
TOTAL NET ASSETS	**105,017**	**85,153**
TOTAL LIABILITIES AND NET ASSETS	**$161,939**	**$139,052**

Alzheimer's Disease and Related Disorders Association, Inc. Consolidated Statements of Activities

Year ended June 30, 2014, with comparative totals for 2013
(In thousands)

	2014				
	Unrestricted	Temporarily restricted	Permanently restricted	Total	2013 total
REVENUES, GAINS AND OTHER SUPPORT					
Contributions	$ 81,922	$ 30,881	$ 551	$113,354	$ 94,970
Less contributions remitted to Chapters	(33,287)	–	–	(33,287)	(32,121)
Add amounts received from Chapters under shared fundraising	42,366	–	–	42,366	49,016
NET CONTRIBUTION REVENUES	**91,001**	**30,881**	**551**	**122,433**	**110,865**
Book sales and other	10,610	–	–	10,610	10,469
Dividends and interest	1,284	760	–	2,044	2,341
Net assets released from restrictions	22,908	(22,908)	–	–	–
TOTAL REVENUES, GAINS AND OTHER SUPPORT	**125,803**	**8,733**	**551**	**135,087**	**123,675**
EXPENSES					
PROGRAM SERVICES					
Research	29,147	–	–	29,147	28,323
Public awareness and education	31,340	–	–	31,340	27,369
Chapter services	10,834	–	–	10,834	9,448
Public policy	8,744	–	–	8,744	6,227
Family and healthcare professional services	19,291	–	–	19,291	16,585
TOTAL PROGRAM SERVICES	**99,356**	**–**	**–**	**99,356**	**87,952**
SUPPORTING SERVICES					
Management and general	7,357	–	–	7,357	6,985
Fundraising	20,371	–	–	20,371	19,396
TOTAL SUPPORTING SERVICES	**27,728**	**–**	**–**	**27,728**	**26,381**
TOTAL EXPENSES	**127,084**	**–**	**–**	**127,084**	**114,333**
(DEFICIENCY) EXCESS FROM OPERATIONS	**(1,281)**	**8,733**	**551**	**8,003**	**9,342**
OTHER CHANGES IN NET ASSETS					
Net realized and unrealized gains in value of investments	3,391	1,532	–	4,923	3,112
Change in value of split-interest agreements	(239)	(15)	–	(254)	(577)
Change in value of perpetual trust	–	–	1,548	1,548	882
Acquisition of dissolved chapters	3,219	2,436	509	6,164	1,682
Bad debt expense	(520)	–	–	(520)	(646)
TOTAL OTHER CHANGES IN NET ASSETS	**5,851**	**3,953**	**2,057**	**11,861**	**4,453**
CHANGE IN NET ASSETS	**4,570**	**12,686**	**2,608**	**19,864**	**13,795**
NET ASSETS AT BEGINNING OF YEAR	35,430	24,811	24,912	85,153	71,358
NET ASSETS AT END OF YEAR	$ 40,000	$ 37,497	$ 27,520	$105,017	$ 85,153

Alzheimer's Disease and Related Disorders Association, Inc. National and Chapter Combined Revenue and Expense Statements

For the year ended June 30, 2014
(In thousands)

(unaudited)	National	Chapters	Elimination	Total
REVENUES, GAINS AND OTHER SUPPORT				
Contributions	$ 113,354	$ 142,277	$ (595)	**$ 255,036**
Contributions remitted to Chapters	(33,287)	33,287		-
Amounts received from Chapters under shared fundraising	42,366	(42,366)		-
NET CONTRIBUTION REVENUES	**122,433**	**133,198**	**(595)**	**255,036**
Other revenue	10,610	9,172	(1,228)	**18,554**
Dividends and interest	2,044	1,989		**4,033**
TOTAL REVENUES, GAINS AND OTHER SUPPORT	**135,087**	**144,359**	**(1,823)**	**277,623**
EXPENSES				
PROGRAM SERVICES				
Research	29,147	595	(595)	**29,147**
Public awareness and education	31,340	26,234		**57,574**
Chapter services	10,834	-	(1,228)	**9,606**
Public policy	8,744	5,690		**14,434**
Family and healthcare professional services	19,291	69,814		**89,105**
TOTAL PROGRAM SERVICES	**99,356**	**102,333**	**(1,823)**	**199,866**
SUPPORTING SERVICES				
Management and general	7,357	11,031	-	**18,388**
Fundraising	20,371	22,110	-	**42,481**
TOTAL SUPPORTING SERVICES	**27,728**	**33,141**	**-**	**60,869**
TOTAL EXPENSES	**127,084**	**135,474**	**(1,823)**	**260,735**
EXCESS FROM OPERATIONS	**8,003**	**8,885**	**-**	**16,888**
OTHER CHANGES IN NET ASSETS				
Net realized and unrealized gains in value of investments	4,923	7,887	-	**12,810**
Change in value of split-interest agreements	(254)	229	-	**(25)**
Change in value of perpetual trust	1,548	562	-	**2,110**
Acquisition of dissolved chapters	6,164	(6,164)	-	**-**
Bad debt expenses	(520)	-	-	**(520)**
Other transfers of net assets	**-**	**(10)**	**-**	**(10)**
Total other changes in net assets	11,861	2,504	-	**14,365**
INCREASE IN NET ASSETS	**$ 19,864**	**$ 11,389**	**$ -**	**$ 31,253**

The Combined Revenue and Expense Statements
Combined Revenue and Expense Statements are unaudited and not part of the national office of the Alzheimer's Association audited financial statements.
'June 30, 2014
1. Compilation Policy: The combined financial information for the 12 months ended June 30, 2014, was compiled primarily from audit reports provided to the National Organization by the Association's 55 chapters and combined with the audited activity of the National Organization for the 12 months ended June 30, 2014. The chapters' data was obtained from audited and draft financial statements compiled into a combined report for management reporting purposes. The accounting policies followed by the chapters are not necessarily the same practices followed by the National Organization.
2. Eliminations: All material intercompany transactions were eliminated in this combined statement.

Alzheimer's Association Celebrity Champions

We are deeply grateful to these Champions, who embrace our vision of a world without Alzheimer's disease. Together, we continue to advance scientific discoveries and care services to aid those with the disease now and in the future.

Trevor Albert
Producer, "I'll Be Me," "Groundhog Day," "The League of Extraordinary Gentlemen"

Jason Alexander
Actor, NBC's "Seinfeld," "Pretty Woman," "Shallow Hal"

Anthony Anderson
Actor, comedian, NBC's "Law & Order," ABC's "black-ish," "Scream 4," "Transformers"

Judd Apatow
Director, producer, writer, HBO's "Girls," "Anchorman 2: The Legend Continues," "This Is 40," "Bridesmaids," "Knocked Up"

Katie Armiger
Country music artist

Valerie Azlynn
Actress, TBS' "Sullivan & Son"

Scott Bakula
Actor, NBC's "Quantum Leap," HBO's "Behind the Candelabra," TNT's "Men of a Certain Age," UPN's "Star Trek: Enterprise"

Leslie Bibb
Actress, "Iron Man," "Iron Man 2," "Law Abiding Citizen," ABC's "GCB"

Wayne Brady
Comedian, actor, host, ABC's "Whose Line is it Anyway," CBS' "Let's Make a Deal"

Frank Broyles
Former football coach and athletic director, University of Arkansas

Kate Burton
Actress, ABC's "Grey's Anatomy," ABC's "Scandal," "127 Hours"

Candace Bushnell
Author, columnist, "Sex and the City," "Lipstick Jungle," "The Carrie Diaries"

Kyle Chandler
Actor, NBC's "Friday Night Lights," CBS' "Early Edition," "The Wolf of Wall Street," "Argo," "Zero Dark Thirty"

Alexandra Chando
Actress, ABC Family's "The Lying Game"

Bradley Cooper
Actor, "American Hustle," "Silver Linings Playbook," "The Hangover," "The Hangover Part II," "The Hangover Part III"

Dear Abby
Advice columnist

Diamond Jim
2007 Westminster, Best in Show

Dominic Chianese
Actor, HBO's "Sopranos," HBO's "Boardwalk Empire"

Autumn Chiklis
Actress, FX's "The Shield"

Michael Chiklis
Actor, "Fantastic Four," FX's "The Shield," FX's "American Horror Story: Freak Show"

Dwight Clark
Former NFL wide receiver, San Francisco 49ers

Thomas Dekker
Actor, The CW's "The Secret Circle," FOX's "Terminator: The Sarah Connor Chronicles," "A Nightmare on Elm Street"

Anoop Desai
Music artist, FOX's "American Idol" season eight

Kaitlyn Dever
Actress, ABC's "Last Man Standing," FX's "Justified"

Torrey DeVitto
Actress, ABC Family's "Pretty Little Liars," The CW's "The Vampire Diaries," Lifetime's "Army Wives"

Colin Donnell
Actor, The CW's "Arrow"

Trevor Donovan
Actor, The CW's "90210," NBC's "Days of our Lives"

Emerson Drive
Country music band

Olympia Dukakis
Actress, "Away From Her," "Steel Magnolias," "Moonstruck"

Christine Ebersole
Actress, TBS' "Sullivan & Son," "The Wolf of Wall Street"

Héctor Elizondo
Actor, "Pretty Woman," "New Year's Eve," ABC's "Last Man Standing"

Shelley Fabares
Actress, ABC's "Donna Reed," ABC's "Coach"

Barrett Foa
Actor, CBS' "NCIS: Los Angeles"

Jack Ford
Journalist, legal analyst

Vivica A. Fox
Actress, HBO's "Curb Your Enthusiasm," ABC's "Dancing with the Stars," "Three Can Play That Game"

Dwight Freeney
NFL defensive end, San Diego Chargers

Soleil Moon Frye
Actress, author, entrepreneur, NBC's "Punky Brewster," The WB Television Network's "Sabrina, the Teenage Witch"

Emma Fuhrmann
Actress, "The Magic of Belle Isle"

Nichole Galicia
Actress, model, "Django Unchained"

Johnny Galecki
Actor, CBS' "The Big Bang Theory," "Hancock"

Peter Gallagher
Actor, "Burlesque," USA Network's "Covert Affairs," FOX's "The O.C."

Victor Garber
Actor, FOX's "Sleepy Hallow," NBC's "Deception," Showtime's "Web Therapy," ABC's "Eli Stone," "Argo," "Titanic"

Nina Garcia
Creative Director, Marie Claire, Judge on Lifetime's "Project Runway"

Phyllis George
Miss America 1971, former first lady of Kentucky, journalist, entrepreneur, author

Leeza Gibbons
Radio host, entrepreneur, Westwood One's "Leeza Live," "Hollywood Confidential"

John Glover
Actor, The CW's "Smallville"

Bob Goen
Host, GSN.com's "Marianne and Bob," "Entertainment Tonight"

Allie Gonino
Actress, ABC Family's "The Lying Game"

Yvette Gonzalez-Nacer
Actress, Nick Jr.'s "Fresh Beat Band"

Beth Grant
Actress, FOX's "The Mindy Project," "Crazy Heart," "Little Miss Sunshine," "Donnie Darko"

Bryant Gumbel
Journalist, host, HBO's "Real Sports with Bryant Gumbel"

Samantha Harris
Host, "Entertainment Tonight," ABC's "Dancing with the Stars," NBC's "Stars Earn Stripes"

Jackée Harry
Actress, NBC's "227," The WB's "Sister, Sister," The CW's "Everybody Hates Chris"

Linda Hart
Actress, CBS' "Gypsy," "Tin Cup"

Elisabeth Hasselbeck
Co-Host, Fox News Channel's "Fox & Friends," ABC's "The View"

Simon Helberg
Actor, CBS' "The Big Bang Theory"

Elaine Hendrix
Actress, "The Parent Trap," "Inspector Gadget 2"

Marilu Henner
Actress, author, NBC's "All-Star Apprentice," ABC's "Taxi," CBS' "Evening Shade"

Ken Howard
Actor, NBC's "30 Rock," "J Edgar," "In Her Shoes," "Michael Clayton," CBS' "The White Shadow," "A.C.O.D."

Emma Mae Jacob
Country music artist

Matt Jenkins
Country music artist

Rafer Johnson
USA Olympic Team, gold and silver Medalist, decathlon

Melina Kanakaredes
Actress, CBS' "CSI: NY," NBC's "Providence," "Snitch"

Tim Kang
Actor, CBS' "The Mentalist"

Lainie Kazan
Actress, "My Big Fat Greek Wedding," ABC's "Desperate Housewives"

James Keach
Producer, actor, director, "I'll Be Me," "Walk the Line," "Waiting for Forever"

Princess Yasmin Aga Khan
Philanthropist

Jean Louisa Kelly
Actress, CBS' "Yes, Dear," "Mr. Holland's Opus"

Naeem and Ranjana Khan
Fashion and jewelry designers

Georgia King
Actress, NBC's "The New Normal," "Austenland"

Ricki Lake
Actress, host, "The Ricki Lake Show," VH1's "Charm School," ABC's "Dancing with the Stars"

Alzheimer's Association Celebrity Champions, continued

Matt Lanter
Actor, The CW's "90210," The CW's "Star-Crossed," Carton Network's "Star Wars: The Clone Wars," "The Roommate"

Sharon Lawrence
Actress, ABC's "NYPD Blue," The WB's "One Tree Hill"

Norm Lewis
Actor, ABC's "Scandal," "Les Misérables in Concert: The 25th Anniversary"

Vicki Lewis
Actress, NBC's "NewsRadio," Disney Channel's "Sonny with a Chance," "Finding Nemo"

Luke Macfarlane
Actor, ABC's "Brothers & Sisters"

Leslie Mann
Actress, "The Bling Ring," "This Is 40," "The Change-Up," "Funny People," "Knocked Up"

Gilles Marini
Actor, ABC Family's "Switched at Birth," ABC's "Brothers & Sisters," CBS' "2 Broke Girls," "Sex and the City"

Garry Marshall
Actor, director, producer, "Happy Days," "Pretty Woman," "New Year's Eve"

Ronny Marshall
TV Producer, NBC's "Valerie," ABC and CBS' "Step by Step"

Penny Marshall
Actress, director, producer, ABC's "Laverne and Shirley," "A League of Their Own," "Big"

Kathy Mattea
Country music artist

David Mazouz
Actor, FOX's "Touch"

Callan McAuliffe
Actor, "The Great Gatsby," "I Am Number Four"

Kevin McKidd
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Joey McIntyre
Singer, songwriter, actor, "New Kids on the Block"

Katy Mixon
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Natalie Morales
Journalist, NBC's "Today"

Terry Moran
London-based news anchor and chief foreign correspondent, ABC News

Rob Morrow
Actor, CBS' "Northern Exposure," CBS' "Numb3rs"

Robert Morse
Actor, AMC's "Mad Men"

Kate Mulgrew
Actress, UPN's "Star Trek: Voyager," NBC's "Mercy," Netflix's "Orange Is the New Black"

Kunal Nayyar
Actor, CBS' "The Big Bang Theory"

Leslie Odom Jr.
Actor, NBC's "Smash," CBS' "Person of Interest," FOX's "Vanished"

Terrell Owens
Former NFL receiver, VH1's "The T.O. Show"

Jim Parsons
Emmy and Golden Globe winning actor, CBS' "The Big Bang Theory"

Steven Pasquale
Actor, FX's "Rescue Me," NBC's "Do No Harm"

David Hyde Pierce
Emmy and Tony winning actor, NBC's "Fraiser," "Curtains," "The Perfect Host"

Tony Plana
Actor, ABC's "Ugly Betty"

Jesse Plemons
Actor, NBC's "Friday Night Lights," AMC's "Breaking Bad," "The Master"

Sarah Polley
Actress, director, "Away from Her," HBO's "John Adams"

Scott Porter
Actor, NBC's "Friday Night Lights," The CW's "Hart of Dixie," CBS' "The Good Wife"

Grace Potter
Lead vocalist and multi-instrumentalist for Grace Potter and the Nocturnals

Carrie Preston
Emmy winning actress, HBO's "True Blood," CBS' "The Good Wife"

Josh Radnor
Actor, CBS' "How I Met Your Mother," "Afternoon Delight," "Liberal Arts"

Sarah Rafferty
Actress, USA Network's "Suits"

Ahmad Rashād
Sportscaster

Ron Rifkin
Actor, NBC's "Law & Order: Special Victims Unit," ABC's "Brothers and Sisters," "Alias"

Nicolette Robinson
Actress, NBC's "Perfect Couples"

Lauren Miller Rogen
Actress, producer, "Superbad," "Observe and Report," "For a Good Time, Call..."

Seth Rogen
Actor, comedian, writer, producer, director, "This Is The End," "50/50," "Funny People," "Pineapple Express," "Knocked Up"

Elisabeth Röhm
Actress, "American Hustle," NBC's "Law & Order," Lifetime's "The Client List"

Jon Runyan
Former NFL tackle, Philadelphia Eagles, U.S. Representative

Rex Ryan
NFL head coach, New York Jets

Raphael Sbarge
Actor, ABC's "Once Upon a Time," CBS' "The Guardian"

Jane Seymour
Actress, CBS' "Dr. Quinn, Medicine Woman," ABC's "Dancing with the Stars," "Wedding Crashers"

Molly Sims
Actress, model, NBC's "Las Vegas," "Yes Man"

Patty Smyth
Rock and roll music artist

Jean Smart
Actress, CBS' "Designing Women," ABC's "Samantha Who?," NBC's "Harry's Law"

Abigail Spencer
Actress, "Oz the Great and Powerful," "This Means War," "Cowboys & Aliens," AMC's "Mad Men," USA Network's "Suits"

Brent Spiner
Actor, "Star Trek: The Next Generation"

April Taylor
Country music artist

Aimee Teegarden
Actress, NBC's "Friday Night Lights," The CW's "Star-Crossed," "Prom," "Love and Honor"

Tracie Thoms
Actress, "Safe House," CBS' "Cold Case," "Rent" film and Broadway, "The Devil Wears Prada"

Lea Thompson
Actress, "Back to the Future," NBC's "Caroline in the City," ABC Family's "Switched at Birth"

Dick Van Dyke
Actor, "Night at the Museum," "Mary Poppins," CBS' "Diagnosis Murder"

Ally Walker
Actress, NBC's "Profiler," FX's "Sons of Anarchy," Lifetime's "The Protector"

Steven Weber
Actor, NBC's "Wings," NBC's "Studio 60 on the Sunset Strip," ABC's "Brothers & Sisters," ABC's "Happy Town"

Whiskey Falls
Country music band

Anna Wilson
Jazz music artist

Sam Witwer
Actor, Syfy's "Being Human," The CW's "Smallville"

Parker Young
Actor, ABC's "Suburgatory," FOX's "Enlisted"

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