



# WISCONSIN CHAPTER 2025 COMMUNITY IMPACT REPORT





## Wisconsin Chapter

### Our Vision

A world without Alzheimer's and all other dementia.®

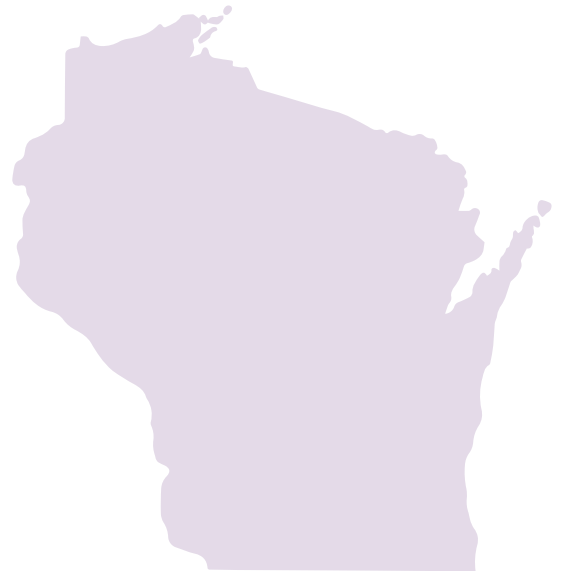
### Our Mission

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.

### Connect with the Wisconsin Chapter

Visit [alz.org/wi](http://alz.org/wi) or call 414.479.8800.

You can also reach someone by calling our free 24/7 Helpline at 800.272.3900, staffed by master's-level clinicians and specialists who provide confidential support and information in over 200 languages.



### Office Locations

#### Chippewa Valley

404 1/2 N. Bridge Street  
Chippewa Falls, WI 54729

#### Green Bay

2563 Development Drive  
Bellevue, WI 54115

#### Madison

4600 American Parkway, Suite 103  
Madison, WI 53718

#### Milwaukee

620 S. 76th Street, Suite 110  
Milwaukee, WI 53214

#### Wausau

505 S. 24th Avenue, Suite 304  
Wausau, WI 54401



Advocates with First Lady Kathy Evers

# Providing Critical Support & Resources

Providing support, resources, and education is essential for guiding individuals living with Alzheimer's and dementia and their families through the challenges they face. That's why our educational and outreach efforts are central to our mission, empowering communities with the knowledge and assistance they need to navigate their journey with confidence and hope.

over  
**450**

family caregivers, researchers, and professionals who attended "Honoring the Past, Shaping the Future," the 39th Annual Alzheimer's Association State Conference, to connect, learn, and inspire each other.

*Honoring the Past,  
Shaping the Future*

Specialized support groups offer essential assistance to those living with Alzheimer's and dementia and their care partners. These groups provide emotional support, practical guidance, and a compassionate community to help navigate the complex challenges associated with the disease.



Senior Program Director Wendy Betley

In-person & virtual support groups assisted

**1,652**

new individuals

**1,282**

residents called our 24/7 Helpline

**8,813**

people attended

**250**

education & awareness programs

**614**

personalized care consultations

# Community Engagement

## WALK TO END ALZHEIMER'S

ALZHEIMER'S ASSOCIATION

**15,173** walkers raised nearly **\$3.5** million across our Chapter's **27** Walks to End Alzheimer's.



The Hope Is Blossoming gala in Milwaukee hosted over **335** guests who raised over **\$378,000**.

## THE LONGEST DAY

ALZHEIMER'S ASSOCIATION

**162** participants held their own fundraisers for The Longest Day and raised more than **\$125,000**.



## EVENING OF IMPACT

to end alz

The inaugural Evening of Impact in Madison welcomed **137** guests and raised nearly **\$64,000**.



## RIVALZO TO END ALZ

ALZHEIMER'S ASSOCIATION

### MADISON

The women of RivALZ to End ALZ battled it out in flag football to raise nearly **\$54,200** in Madison.



# Access to Care & Accelerating Research

The Alzheimer's Association partners with over 300 health systems across the United States to improve dementia care and community health. We aim to increase detection and diagnosis, improve health outcomes, and manage care costs more effectively for people living with dementia.

## Wisconsin partners include



Advocate Aurora Health	North Shore Health
Amplify	Prevea Health
Ascension	ProHealth Care
Aspirus Health Care	SSM Health
Black River Health	Stoughton Health
Froedtert & The Medical College of WI	Tamarack Health
Hospital Sisters Health Systems	UW Health
Marshfield Clinic	VA Medical Centers
Mayo Clinic Health System	Viaro Health

## Research



We are the world's leading nonprofit funder of Alzheimer's and other dementia research.



The Alzheimer's Association's active impact on research includes more than \$450 million in over 1,200+ active best-of-field projects in 56 countries spanning six continents.



\$2.3M supports 11 active projects in Wisconsin, taking place at University of Wisconsin-Madison, Medical College of Wisconsin, and University of Wisconsin-Milwaukee.



The FDA cleared the first blood test to aid in the diagnosis of Alzheimer's disease.

**2**

FDA-approved treatments that slow disease progression - Kisunla™ and Leqembi®.

**138 / 182**

unique therapies and clinical trials, respectively, in the Alzheimer's drug development pipeline

# Driving Change through Advocacy Efforts

Our dedicated Wisconsin advocates made significant strides in 2025:

- 387 Wisconsin advocates contacted their federal Members of Congress
- 192 letters were written during Advocacy Day and sent to State Senators and State Representatives
- 162 constituents attended Wisconsin Advocacy Day in Madison
- 11 Wisconsinites met with Members of Congress at the AIM Advocacy Forum in Washington, D.C.



## AFCSP

During the 2025 Alzheimer's Association Wisconsin Advocacy Day, participants advocated for legislation to remove the outdated income cap from the Alzheimer's Family Caregiver Support Program. Introduced by Senator Rachael Cabral-Guevara and Representative Dean Kaufert, Senate Bill 152/Assembly Bill 176 advanced swiftly through the Legislature, passing unanimously in the Senate and Assembly. Governor Tony Evers signed this bipartisan legislation into law on August 8, 2025, delivering crucial financial relief to more families caring for loved ones with Alzheimer's disease or dementia.

## ASAP Act

The Alzheimer's Screening and Prevention Act was introduced to create a pathway for Medicare coverage of FDA approved blood biomarker screening tests.

# Health Equity

At the Alzheimer's Association, we believe that engaging diverse perspectives is critical to achieving health equity so that all communities have a fair and just opportunity for early diagnosis and access to risk reduction and quality care. We're committed to engaging underrepresented and underserved communities and responding with resources and education to address the disproportionate impact of Alzheimer's and all other dementia.

Volunteers from across the state comprise the Wisconsin Health Equity Coalition (WHEC) to help. This is one of only ten such coalitions across the nation.

## Flagship Events

Black History Month Celebration

Caring for the Caregiver

## Community Event Participation

Black Excellence Awards

Black Women's Wellness Day

Community Resource Fairs

Juneteenth

State Conferences

## Key Partnerships

### Faith-Based Organizations

St. Mark AME Church | Lamb of God  
EI-Bethel COGIC | Embassy MKE  
St. Matthew CME Church  
Koinonia Men's Health Ministry

### Community & Cultural Groups

Johnson's Park Neighborhood Assoc.  
Milwaukee Urban League  
Healing Network Ministry  
AAPI Resource Network

### Educational Institutions

Riverside High School  
University of Wisconsin-Milwaukee

### Media

WNOV Radio | WMSE Radio | 101.7 FM



Health Equity Coalition volunteers and advocates

**4,000+** individuals reached

# WI Chapter Leadership

The Wisconsin Chapter is powered by the dedication of volunteers who bring our mission to life in communities across the state. Their generosity, passion, and commitment fuel our programs, events, and outreach efforts, allowing us to extend our impact far beyond what staff alone could accomplish.

Together, our volunteers and professional staff form a strong partnership that drives meaningful, mission-focused results for the people we serve. To connect with members of our leadership team, please visit [alz.org/wi](http://alz.org/wi).

## WI Chapter Board of Directors

### Board Chair

Becky Reichelt, MS, CTRS

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Aaron K. Nodolf

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Marilyn L. Thiet

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Tom Naleid, CFP

Patrick Rohde

Mike Schlossmann

Vinitia Strong-McDonald

Chad Tessmer



Sportscasters Against Alzheimer's



Julita's Team at the Walk to End Alzheimer's