ANNUAL REPORT FY2016
DELAWARE VALLEY CHAPTER

ON A MISSION TO
#ENDALZ
IT IS IMPERATIVE THAT WE CONTINUE TO FIGHT TO FUND AND FIND A CURE AND TO CARE PASSIONATELY
DEAR FRIENDS & SUPPORTERS,

Can you imagine a world without Alzheimer’s disease? Can you envision a time and place where no individual or family will be forced to face the challenges of a dementia diagnosis? Does it seem unrealistic, like searching for a single star in a galaxy?

According to the Alzheimer’s Association report, *Changing the Trajectory of Alzheimer’s Disease: How a Treatment by 2025 Saves Lives and Dollars*, meeting the 2025 goal of the national Alzheimer’s plan would reduce the number of individuals affected by the disease by 2.5 million within the first five years of treatment being available. What’s more, the United States could save $220 billion within the first five years of a treatment for Alzheimer’s disease. Both would have a dramatic impact on the lives of those living with dementia or a related disorder and their caregivers.

At the Alzheimer’s Association Delaware Valley Chapter, our daily mission—and what propels us forward—is a world without Alzheimer’s disease.

It is imperative that we continue the fight to fund and find a cure and to care passionately and purposefully for those living with Alzheimer’s and their caregivers. When we look up at the proverbial starry sky, we really do see that one star representing the first survivor of Alzheimer’s disease. With your help, we can make this wish a reality.

This Delaware Valley Chapter Annual Report includes a selection of stellar highlights from the past year. We hope it inspires you. Thank you for all you do, every day, to help eradicate Alzheimer’s disease—and please continue to help with your donations, grants, scholarships, bequests and memorials. If we are to fulfill our mission of a world without Alzheimer’s, we certainly need your continued help.

Thank you for joining us on our mission to #ENDALZ!

Greg Tigani, Board Chair

Wendy L. Campbell, President & CEO

P.S. Please continue to spread awareness of the Alzheimer’s Association Delaware Valley Chapter by sharing our 24/7 Helpline—800.272.3900—the key access point to all our programs and services.
OUR DAILY MISSION IS A WORLD WITHOUT ALZHEIMER’S DISEASE
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*As of June 30, 2016
ALZHEIMER'S IS INCREASING

...the number of people with Alzheimer’s is growing. Currently there are more than 5 million people in the U.S. living with Alzheimer’s disease. That number is expected to grow to 16 million by 2050 without a disease-modifying treatment.

In Pennsylvania alone there are approximately 400,000 people living with Alzheimer’s or a related disorder. An important first step for anyone faced with memory problems and other cognitive deficits is to talk with their physician, and obtain a diagnosis. For anyone diagnosed with Alzheimer’s or a related disorder, an important NEXT STEP is a referral to the Alzheimer’s Association.

An important **first step** is to talk with a physician.
FY2016 STELLAR HIGHLIGHTS

PHYSICIAN OUTREACH & EDUCATION
AND OUR NEXT STEP DIRECT CONNECT PROGRAM TAKE OFF

This past year, Delaware Valley Chapter program staff made more than 200 outreach and education visits to physicians’ offices with the aim of sharing information about how our Chapter support services can help physicians assist their patients and family caregivers.

Additionally, we’ve expanded our NEXT STEP Direct Connect program which facilitates a direct link between a visit to the doctor and a connection to the Alzheimer’s Association. Our medical partnership activities this year included working collaboratively with the Alzheimer’s Association Greater Pennsylvania Chapter to create a new information booklet which highlights our physician education materials and the NEXT STEP program. The project was funded by a grant through the Pennsylvania Department of Aging and the booklet was mailed to 10,000 Pennsylvania Physicians who participate in the PACE [Pharmaceutical Assistance Contract for the Elderly] Program.

In April 2016, we collaborated with Med Learning Group on a unique Physician Education program focusing on dementia detection, early diagnosis and treatment. More than 100 medical professionals attended the program which incorporated 3-D technology and a panel of nationally recognized speakers, including Chapter Medical & Scientific Committee member, Barry Rovner, MD, who serves as Director, Alzheimer’s Disease and Dementia Center, Jefferson Hospital. Additional programs will be offered in Fall 2016.
DURING THIS PAST YEAR, OUR NEWLY ESTABLISHED **NEXT STEP** DIRECT CONNECT PROGRAM EXPANDED TO 7 PARTNER ORGANIZATIONS:

- Cooper Neurological Institute/Cooper University Health Care (Camden, NJ)
- The Fleming Memory Center/Lehigh Valley Health Network (Allentown, PA)
- Integrative Neurological Care (Hammonton, NJ)
- The Lehigh Valley Health Network Neurologic Group and providers involved in the Geriatric Workforce Enhancement Project grant, Lehigh Valley Health Network (Allentown, PA)
- Reading Health Physician Network/Geriatric Center (Reading, PA)
- Swank Memory Care Center/Christiana Care Health System (Wilmington, DE)
The Alzheimer’s Association 2016 Alzheimer’s Disease Facts and Figures report provides a platform for raising awareness of the Alzheimer’s crisis.

In addition to providing overall data on the disease and its impact on the nation’s health care system, this year’s Facts and Figures report included a special section on the personal financial impact of Alzheimer’s on care contributors.

Specifically, this year’s special report found that care contributors make enormous personal and financial sacrifices which jeopardize their and their families’ financial security, as well as their access to basic needs and health care.

The Chapter is grateful to long-time constituent and friend, Renee Packel—whose husband Art died with Alzheimer’s—for sharing her touching story of caregiving through financial difficulty. Renee’s story caught the interest of several local media outlets as well as the national news program, CBS Newspath.
PHILADELPHIA COMMUNITY CONVERSATIONS: MAKING IMPORTANT CONNECTIONS

Since June 2015, the Alzheimer’s Association Delaware Valley Chapter has partnered with Eli Lilly and the Philadelphia Corporation for Aging to coordinate and host its Community Conversations program. Community Conversations is a community-informed program devoted to sharing information on improving outcomes for people with Alzheimer’s disease and those who care for them. It presents a new opportunity for diverse community stakeholders to come together, hear from a technical expert, and dialogue about and plan actions for improving awareness, detection and/or interventions related to Alzheimer’s disease.

This past year more than 30 community partners met over a series of three meetings with the objective of engaging new (and existing) partners on critical Alzheimer’s issues, advancing priorities and building links and connections to important resources. Outcomes included increased awareness built around a newsletter article campaign during Alzheimer’s Disease Awareness Month. The conversation continues through a second series aimed at targeting regional health care partners.
When given a dementia diagnosis, a person has two choices: bravely embrace what is to come or pretend it’s not happening. Chapter constituent, John Ellsworth, continuously goes above and beyond the former to do something even more exceptional.

John was diagnosed with Alzheimer’s disease in 2013 at age 72. He had been employed as a marketing and design professional after studying sculpture at Colorado College. John and his wife, Karlene (for whom John has cared throughout her Multiple Sclerosis journey) live in Gwynedd, PA and together have five adult children.

What’s special about John is his willingness to use his voice and influence to create awareness and impact change. John has enrolled in clinical trials to help move forward the work of research. He has served on the National Alzheimer’s Association Early Stage Advisory Group. John has also served locally as a member of the Delaware Valley Chapter Early Stage Advisory Council. One of his passions is helping other people who are in the early stages of the disease which he does by volunteering as an Early Stage Peer to Peer volunteer.

John and Karlene have attended the Early Stage Dual Support Group in Bucks County since 2014 and remain active members. And, as a representative of people in the early stages of Alzheimer’s, John speaks frequently—most notably before 15,000 people at the 2015 Walk to End Alzheimer’s in Philadelphia. John feels very strongly about the role of advocacy, demonstrated by his attendance at the 2016 Advocacy Forum in Washington D.C. and his regular visits to his congressman’s district office. John’s work is exemplary and we are proud to stand by him, support him and work alongside him in achieving our mission.
In honor of The Longest Day® on June 20, 2016, Alpha Kappa Alpha Sorority, Inc., Rho Theta Omega Chapter and the Ivy League Foundation—with financial support from Always Best Care—collaborated with the Chapter to host a book signing featuring lifestyle icon, model and author, B. Smith who was diagnosed with Alzheimer’s disease in 2013.

Nearly 300 attended the special event at The School District of Philadelphia. B. Smith’s husband, Dan Gasby, delivered heartfelt remarks about his wife while she prepared to make her entrance. He spoke candidly about their life and the challenges brought on by her Alzheimer’s diagnosis and the day they both discovered something was terribly wrong. Following his talk, B came out to take questions from the audience after which she autographed books and took photos with guests. Attendees were encouraged to engage with B and Dan and our staff to discuss the impact of Alzheimer’s disease. This was indeed a special evening of love, hope, help and acceptance.
“LIFE AND THE CHALLENGES BROUGHT ON BY AN ALZHEIMER'S DIAGNOSIS...

...ENCOURAGE LOVE, HOPE AND ACCEPTANCE
The Philadelphia Financial Exploitation Prevention Task Force worked in conjunction with the Alzheimer’s Association Delaware Valley Chapter, SeniorLaw Center, TruMark Credit Union, Penn Memory Center and Philadelphia Corporation for Aging to present “Safeguarding Our Seniors: A Forum for Seniors and their Caregivers” at the Philadelphia Free Library on June 15, 2016, in honor of World Elder Abuse Awareness Day.

The library’s Skyline Room was packed with 100 community members as they listened to WTXF-FOX29’s Chris O’Connell moderate the discussion from a panel of experts (which included a caregiver’s perspective) on financial exploitation—one of the most common forms of elder abuse. The National Adult Protective Services Association reports that the number and complexity of reports involving financial abuse of vulnerable and older adults has grown significantly in the past decade, yet remains vastly under reported with only 1 in 44 cases ever relayed. Cognitive impairment and the need for help with activities of daily living make victims more vulnerable to financial abuse. Panelists covered a variety of topics including how scams happen, why they happen and where seniors and their families can turn for help, including how to plan for the future.
William Tennent and Wissahickon High Schools participated in an exciting program called CentennialX with Eli Lilly & PRA Health Sciences Summer Challenge. Selected students were tasked with developing a mini-science curriculum centered on a specific disease—Alzheimer’s was one of five—that would educate elementary school students. The team developed a hands-on kit, complete with age-appropriate manipulatives and directions, a patient story and a visual account representing the disease. Each student team developed curriculum revolving around a specific disease and the Eli Lilly molecule that is in advanced clinical trials. A secondary goal: to raise awareness of clinical trials.

Our Chapter’s Claire Day and Katie Macklin met with the students throughout their process as advisors and also presented the latest advocacy update to all the students and teachers.

The effort culminated in a 10-minute presentation by the ALL IN team, as well as a health fair table to display their three activities, which included matching games, a game to simulate how plaques and tangles stop neurotransmitters from working and a story, written by one of the students.

Groups were judged and two of the five were awarded the opportunity to go to the Stanford MedicineX conference in September. We are proud ALL IN was selected to move on and wish them luck in their future endeavors.
THE LONGEST DAY

Established in 2012, The Longest Day is the Alzheimer’s Association’s second signature nationwide fundraiser held annually on or around the summer solstice. Teams and individuals participate in activities of their choice to symbolize the “longest days”—the reality of those living with Alzheimer’s and their caregivers.

This year our Chapter’s teams raised $56,109, an increase of 110% over the 2015 initiative, thanks to the effort of 57 teams (a 43% increase). Teams devised fun, creative and meaningful activities including an all-day bridge tournament, “virtual” golf tournament played across three states, knitting, swimming, bike riding, an in-person chat session over coffee to discuss the challenges of Alzheimer’s and more.
WALK TO END ALZHEIMER'S: WHERE AN END TO ALZHEIMER'S IS MISSION 1

We are Philly proud! The 2015 Philadelphia Walk to End Alzheimer's® was the #1 Walk in the nation in 2015, raising close to 1.4 million dollars!

This Walk was also the nation’s largest with approximately 15,000 people in attendance, 1,046 registered teams and 10,000+ registered walkers. WTXF-FOX29’s “Good Day Philadelphia” personality and long-time Alzheimer’s supporter Sue Serio did a spectacular job as emcee, sending off our walkers with an emotional Promise Garden Ceremony speech. Radio 94.1 WIP’s Big Daddy Graham, the Phillie Phanatic and live-band Club Phred pulled out all the entertainment stops.
PHILADELPHIA WALK HIGHLIGHTS

Jason Goldberg personally raised $12,931.12 and was #92 in the Top 100 participants for the Walk to End Alzheimer’s nationwide.

Team Always Best Care Philadelphia—captained by Bryant Greene—raised $54,886 and was #43 in the Top 50 teams for the Walk to End Alzheimer’s nationwide.

The B.C. Crew—captained by Carolyn Roth and Emily Wolcott—was the top family team with $17,332.30 raised.

Philadelphia had 276 Champions ($500-level fundraisers) who together raised $178,934.60 and 168 Grand Champions ($1,000-level fundraisers) who together raised $331,617.80.
KUTZTOWN
Pennsylvania Senator Judy Schwank and Representative Mark Rozzi attended.

25 Champions ($500-level fundraisers) together raised $15,900.20 and 22 Grand Champions ($1,000-level fundraisers) together raised $55,398.78.

Harry’s Heroes—captained by Linda Reheard—was the top family team with $16,148.18 raised.

ATLANTIC CITY
U.S. Congressman Frank LoBiondo addressed the crowd.

Mission for Margie—captained by Scott Laliberte—was the top family team with $21,617 raised.

CUMBERLAND COUNTY
The top family team and rookie of the year was Ramoth Runners—captained by Elaine Bates, Tracy Troiani and Lois Hopkins—which raised $6,155.

WILMINGTON
U.S. Senator Tom Carper attended.

The A Team—captained by Joe McCaffrey and John Panico—was the top family team with $12,628.36 raised.

REHOBOTH
Despite not having a walk because of a hurricane—our first Walk to End Alzheimer’s cancellation in 23 years—the Rehoboth Walk still raised $105,979.

Mary’s Melody—captained by Carey Fagan—was the top family team with $9,635 raised.
RUN TO REMEMBER HITS NEW HEIGHTS

On the weekend of November 20-22, 2015, our 130 dedicated Run to Remember teammates participated in either the 8K, the half or the full marathon—running on behalf of a parent, a grandparent, other relative or friend who is now or has been diagnosed with Alzheimer’s disease or a related disorder. Through their efforts, the team raised a record $138,000.

WINE WOMEN & SHOES: THERE & FABULOUS!

More than 280 guests attended the Chapter’s third-annual Pennsylvania-based Wine Women & Shoes on April 17, 2016 at Presidential Caterers in East Norriton. The event featured strolling wine tasting, a marketplace, silent auction, exciting live auction, raffles and a fashion show—“Fabulous at Every Age,” hosted by WTXF-FOX29’s Alex Holley. Charming “Shoe Guy” hosts raised $9,600 through independent fundraising leading up to the fabulous afternoon which drove in more than $154,000.
On June 10, 2016, guests gathered amongst classic cars housed at the Simeone Foundation Automotive Museum in Philadelphia for an evening of Las Vegas-style gambling, live music, fabulous silent auction items, delicious food & drink and sumptuous desserts provided by Philadelphia-area chocolatiers and pastry chefs. It was a winning night in the fight to end Alzheimer’s disease.
New research results presented at the Alzheimer’s Association International Conference 2016 in Toronto covered a wide range of Alzheimer’s and dementia studies. The data demonstrated a diversity of findings, covering advances in early detection, evidence around protection from the disease and clinical trial data. AAIC is the premier annual conference for presentation and discussion of the latest Alzheimer’s and dementia research. Bringing the world closer to breakthroughs in dementia science, AAIC 2016 brought together more than 5,000 leading experts and researchers from more than 70 countries around the world, and featured more than 2,200 scientific presentations.

The Delaware Valley Chapter played an integral part by not only having two staff attend, but participating in the Communication Immersion program which is designed to help Chapters deliver national and international research stories to local media. As a result, more than one dozen research stories were picked up by regional online, print and broadcast outlets.
The Delaware Valley Chapter traditionally holds three annual dementia conferences—one in each of the three states in our service territory. The November Delaware Conference boasted a record-setting 639 attendees consisting of both professional and family caregivers. The featured keynote speaker was Tam Cummings, Ph.D., author, gerontologist and internationally recognized educator. The spring Southeastern Pennsylvania conference moved to a new, larger location—the Valley Forge Casino Resort—to accommodate 439 total attendees. Memory care expert, Daniel Kuhn, LCSW, served as its keynote speaker. Finally, our June New Jersey conference showed nearly a 25 percent growth rate with a record-setting 346 attendees. Dr. Cummings was brought back by popular demand to help educate caregivers from all over the state.
ADVOCATES IN ACTION: CHAPTER
ADVOCATES ATTEND SENATE HEARING ON ALZHEIMER'S

Capitol Hill was awash in purple on April 6, 2016 as Alzheimer's Association Advocates from Delaware, Pennsylvania and New Jersey traveled to Washington, D.C. to attend a Senate hearing on Alzheimer’s as part of annual advocates Day on the Hill. The United States Special Committee on Aging hearing, “Finding a Cure: Assessing Progress Toward the Goal of Ending Alzheimer’s by 2025,” included award-winning actor and Alzheimer’s Association Celebrity Champion David Hyde Pierce, who testified about his personal experience as a caregiver and specifically spoke about the need for the HOPE for Alzheimer’s Act.
“BRING PASSION AND VIBRANCY IN THE FIGHT TO END ALZHEIMER’S”
The Delaware Valley Chapter is fortunate to have thousands of volunteers who fuel the mission of creating a world without Alzheimer’s. We are humbled to have so many dedicated people who are willing to serve in a wide variety of capacities—from Helpline to fundraising event planning, community outreach, advocacy and more!

The Peer to Peer Outreach Program is where volunteers bring passion and vibrancy in the fight to end Alzheimer’s. Through this effort, volunteers who are themselves in the early stage of the disease reach out to newly diagnosed persons with Alzheimer’s disease. Experienced caregiver volunteers are also called upon to reach out to new caregivers with tips, advice and a compassionate ear. The end results include relationship development, a lessening of anxiety and a general connectedness to the Alzheimer’s community at large and the programs and services offered by the Chapter.
OUR MISSION CONTINUES

Our work continues as we take even bolder action to accomplish more and faster for our constituents. Toward this end—effective July 1, 2016—the Alzheimer’s Association has become a single, unified 501(c)(3), organized under the current National structure. While our Chapter may be different in some ways, our resolve to being the leading nonprofit organization in Alzheimer’s care, support and research has not—and will not—change. Rather it will have been unified and strengthened as we continue our mission of creating a world without Alzheimer’s disease!
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Kathryn DiSalvo

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YES! I WANT TO MAKE A DIFFERENCE BY SUPPORTING THE ALZHEIMER'S ASSOCIATION!

DONATE NOW!
http://bit.ly/2fV08xM
FY2016 FINANCIAL INFORMATION

Thanks to the heartfelt and continual support of many donors, sponsors and volunteers, the Alzheimer’s Association Delaware Valley Chapter is able to maintain overhead expenses and fundraising with 80 cents of every dollar going directly to programs, services and research efforts.

REVENUE FISCAL YEAR 2016
$5,927,347

EXPENSES FISCAL YEAR 2016
$5,765,427

The official registration and financial information of Alzheimer’s Disease and Related Disorders Association Delaware Valley Chapter may be obtained from the Commonwealth of Pennsylvania’s Department of State by calling toll-free within Pennsylvania, 800.732.0999 and from New Jersey by calling the Attorney General of the State of New Jersey at 973.504.6215. Registration does not imply endorsement.
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