

2022 MISSION REPORT



Walk to End Alzheimer's



The Longest Day



Purple Soirée



Wine & Chocolate Festival



Memories in the Making



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.

OUR VISION

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

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ALZHEIMER'S ASSOCIATION IOWA CHAPTER

24/7 Helpline: 800.272.3900 | Chapter Office: 515.440.2722

Chapter Offices: Cedar Rapids, Davenport, Des Moines, Sioux City

ACCELERATING RESEARCH

Currently, the Alzheimer's Association is investing over **\$310 million in more than 950 projects in 48 countries**. This is a pivotal time in Alzheimer's research, with many new treatments on the horizon.

In October, **positive topline data was reported on the Phase 3 clinical trial of lecanemab**. These were the most encouraging results in clinical trials treating the underlying causes of Alzheimer's to date. In the next 18 months, lecanemab and two more anti-amyloid monoclonal antibodies treatments are expected to release more data and come up for FDA approval.

DIVERSITY, EQUITY & INCLUSION

Diversity, equity and inclusion continue to be a strong focus for the Alzheimer's Association. In May 2022, the Iowa Chapter collaborated with several other community organizations to host a breakfast at **Corinthian Baptist Church** in Des Moines on all aspects of brain health.

We also had the opportunity to talk with **Centro Latino of Iowa's Spanish Helpline** staff about our resources and 24/7 Helpline, and we hosted two education programs with the **Latino Service Providers Coalition** in Des Moines & Marshalltown.

INCREASING CONCERN & AWARENESS

Across the state, the Alzheimer's Association Iowa Chapter was featured in nearly **1,600 local news stories** about Walk to End Alzheimer's, The Longest Day, caregiver resources and support, the 24/7 Helpline, warning signs, new Alzheimer's treatments and statistics, volunteer and dementia caregiver stories and much more. These stories garnered over **12.2 million media impressions**. An additional **1.2 million impressions came from social media**.

We also reached people through the free e-newsletter which is sent to over **7,000 subscribers** in Iowa each week and through alz.org/iowa which over **105,000 people visited**.

ADVANCING PUBLIC POLICY - FEDERAL

Thanks to the help of our Alzheimer's Impact Movement (AIM) advocates, **\$3.48 billion is allotted for Alzheimer's research** after Congress passed an **increase of \$289 million** in the spring. This year, our fiscal and policy priorities are:

- \$226 million increase for research funding
- \$30 million increase for Building Our Largest Dementia (BOLD) Infrastructure grants
- Equity in Neuroscience and Alzheimer's Clinical Trials (ENACT) Act (S. 1548 / H.R. 3085)
- Comprehensive Care for Alzheimer's Act (S. 1125/H.R. 2517)
- NAPA Reauthorization Act (S. 4203/H.R. 7775)
- Alzheimer's Accountability & Investment Act (S.4202/H.R.7773)

The annual **Alzheimer's Association Advocacy Forum**, was held in Washington, DC, and seven advocates met with Iowa's Congressional delegations and their staff.

ADVANCING PUBLIC POLICY - STATE

With strong encouragement from our advocates, **SF 522**, which increases penalties for those convicted of elder abuse, **unanimously passed both Houses and the Governor signed it into law**.

Thanks to the work of the Iowa Division of Public Health and our Chapter, **Iowa was one of 16 states awarded a BOLD grant**. Because of this, IDPH was able to hire staff, set up an Alzheimer's and Related Dementia Program, create an Alzheimer's Coalition who rewrote Iowa's Alzheimer's State Plan and more.

VOLUNTEERS

Nearly **400 volunteers** across the state help raise awareness in their communities by serving as advocates, support group facilitators, community educators, committee members for Walk to End Alzheimer's and The Longest Day, spokespeople and much more.

Our **first annual volunteer awards** were held in the spring to honor volunteers who have gone above and beyond and those who have served for a significant time period. Gary Wicklund of Coralville was awarded the inaugural **Gary Wicklund Lifetime of Service Award** for the 40+ years he has dedicated to the fight to end Alzheimer's.

ENHANCING CARE & SUPPORT

Our chapter provides education, support programs and services to individuals with dementia, their care partners, community members and healthcare professionals.

Care consultations provide individualized assistance with problem solving, planning and identifying resources to families and caregivers. Our **24/7 Helpline - 800.272.3900** - is available to anyone at any time who is seeking information or support, and it is staffed with trained specialists and clinicians.

We offer virtual and in-person dementia-specific **education programs** and conferences throughout the state, including our annual **BrainWorks Conference which 150 people attended**.

Support groups, led by trained volunteer facilitators, provided assistance and encouragement to care partners and those impacted by dementia.

In total, **we reached over 8,000 individuals** with our free care and support services.

GROWING REVENUE IN SUPPORT OF THE MISSION



Walk to End Alzheimer's: This year, over 1,000 Walk teams and 5,600 Walkers helped raise over \$1.35 million.



The Longest Day: 100 participants raised a record-breaking \$206,000 through events across the state including golf tournaments, block parties and bake sales, nearly doubling last year's fundraising efforts.



Purple Soirée: This event returned for the first time since 2019, and 500 people attended and helped raise \$275,000.



Wine & Chocolate Festival: In Le Mars, over 300 attendees helped raise over \$90,000. Sioux City had a record-breaking year raising over \$310,000, and nearly 350 people attended.



Memories in the Making: This year, we broke the record again raising over \$45,000, and over 160 people attended.

OUR VISION: A world without Alzheimer's disease and all other dementia.