Alzheimer’s is relentless. So are we.
ALZHEIMER’S ASSOCIATION GREATER MISSOURI CHAPTER
FY18 RESULTS

SECURING GOVERNMENT FUNDING
• 11,000 Chapter advocates speaking for affected families
• Maintained state funds for respite
• Secured historic research funding—NIH Alzheimer’s research dollars have TRIPLED in three years to $1.8 billion

RAISING DOLLARS
• Total Revenue—$10,351,079, a 10.7 percent increase
• Total Walk Revenue—$3,106,731, a 20.4 percent increase—STL Walk #6 in the nation
• Total The Longest Day Revenue: $311,822, a 13.6 percent increase—#3 in the nation

EXPANDING REACH
• Increased service to families affected by Alzheimer’s disease by 33 percent
• Reached families in 100 percent of the chapter’s 96-county area
• Increased engagement with the African American population by 38 percent
• Connected with more families earlier through physician referrals, up by 15 percent

ADVANCING RESEARCH
• $2,011,162 million in total local dollars going to research
• $13,316,987 million in national dollars being funneled to local research institutions

INCREASING AWARENESS
• Generated local media coverage, with more than 25 million media impressions
A MESSAGE FROM THE
GREATER MISSOURI
CHAPTER PRESIDENT

Alzheimer’s disease is a multifaceted public health crisis—with soaring prevalence, enormous costs for medical care, and no prevention, treatment, or cure. The Alzheimer’s Association is uniquely positioned to lead the fight against the disease through our full-mission scope: We help families living with Alzheimer’s and other dementias; we raise dollars for care/support and research; and we independently fund and also advocate for government funding for research.

Behind our mission is a sense of urgency to do more. And, that’s exactly what the Greater Missouri Chapter did this past year—

Expanding Reach
We increased services—such as Helpline contacts, care consultations, education programs and support groups—by 33 percent. Additionally, we saw growth in two significant areas: a 15 percent increase in physician referrals for more timely connection to the Association; and a 38 percent increase in the number of African Americans using our services. Also of note, for the first time in our chapter history, we served someone in every one of the 96 counties in our chapter area.

Raising Dollars
We increased the chapter’s overall revenue to $10.3 million, with our 20 Walk to End Alzheimer’s events bringing in $3.1 million. The St. Louis Walk, which surpassed $1 million, climbed to #6 in the nation. Additionally, our chapter’s The Longest Day initiative raised $311,000 and maintained its nationwide #3 ranking.

Advancing Research
We generated more than $2 million earmarked specifically for research from local donors. Also in FY18, the Alzheimer’s Association national research team awarded $13.3 million in grants to research institutions—most notably Washington University—located in the Greater Missouri area.

Securing Government Funding
We are the leading voice for Alzheimer’s—with more than 700,000 advocates nationwide and 11,000 in Missouri speaking up for the needs and rights of those facing the disease. Our advocates made their voices heard and had a hand in delivering results—most notably increased dollars for Alzheimer’s research. In the past three years, Alzheimer’s research funding to the National Institutes of Health (NIH) has TRIPLED—brining overall funding to $1.8 billion. In the state of Missouri, the Association and its advocates worked to maintain critical respite funding for families.

These results have given us real momentum—as we expand our reach and accelerate our efforts to raise more dollars for research. While Alzheimer’s is rightly described as relentless, so are we. And so are the thousands of volunteers and donors—individual and corporate—who are right there with us in the fight to End Alzheimer’s. Their support enables us to do what we do.

Stacy Tew-Lovasz

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FY18 Revenue by Source:

- Individual contributions & bequests: $4,926,582 (47.59%)
- Walk to End Alzheimer’s & special events: $4,148,153 (40.07%)
- Corporate, foundation & United Way: $553,392 (5.35%)
- Grants: $337,176 (3.26%)
- Other income, revenue & change in value of trusts revenue: $385,776 (3.73%)

TOTAL*: $10,351,079 (100%)

*Includes all funds raised in the chapter territory.

**80% of Walk to End Alzheimer’s contributions are made by individuals.

***Additionally, we received research-restricted donations of approximately $2,010,000 from individual giving, corporate and investment income.

FY18 Expenses by Function:

- Family and healthcare professional services: $1,541,523 (28.72%)
- Public awareness and education: $1,529,498 (26.76%)
- Fundraising: $1,082,537 (18.94%)
- Research: $775,037 (13.56%)
- Management and general: $254,345 (4.45%)
- Public policy: $285,781 (5.00%)
- Chapter services: $146,891 (2.57%)

TOTAL: $5,715,611 (100%)

The Greater Missouri chapter was recently recognized with the Crystal Award, which is the highest chapter honor given by the Alzheimer’s Association. It’s presented to the one chapter each year which has achieved the highest overall performance in all of the Association’s strategic plan priority areas: Advancing Public Policy; Increasing Concern and Awareness; Enhancing Care and Support; Accelerating Research; and Growing Revenue.
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(multi-year pledge in support of national programs and research)

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