

fy 2013
impact
report



**The Alzheimer's Association
24/7 Helpline assisted 9,210
callers during FY 2013**

alzheimer's  association®

Greater Illinois Chapter

fy 2013
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report



**One in three seniors dies
with Alzheimer's or a
related dementia.**



This sobering statistic, released as part of the Alzheimer's Association® 2013 Alzheimer's Disease Facts and Figures report, highlights the massive epidemic that is gripping our country, and not letting go.

Today, more than five million Americans have Alzheimer's, and multiple millions more care for those who are living every day with this incurable disease. Without the development of medical breakthroughs that prevent, slow or stop the disease, the number of people with Alzheimer's disease could reach 16 million by 2050.

Unfortunately, Illinois families and individuals are no less affected. Currently 210,000 people living in the state have developed the disease, and that number is projected to climb to 240,000 by 2025. Today's caregivers in Illinois number 584,000—men and women who, in total, provided 665 million hours of unpaid care in a year's time.

Every hour of every day, the Alzheimer's Association 24/7 Helpline is there for people who may not know where to turn after receiving a diagnosis, for people seeking services and resources in their own community and for those who may just need someone to listen. During the year, the Greater Illinois Chapter receives thousands of calls from people throughout our 68-county service area, providing reliable information and support to all who need assistance.

The pages of this report, which detail the Greater Illinois Chapter's impact over the course of Fiscal Year 2013, will showcase our efforts in providing programs and services and advancing the Alzheimer's cause through representational calls to our Helpline.

As the need for awareness, education and support grows, the Alzheimer's Association, Greater Illinois Chapter, continues to serve ever more Illinois residents in meaningful ways. In fact, more than 90,000 people visited the Chapter's website, attended education programs, utilized services and received information in FY 13.

Our compelling community-based programming, signature fundraiser Walk to End Alzheimer's®, diversity outreach and advocacy and public policy achievements are only a few ways the Greater Illinois Chapter is making a significant difference in the lives of those affected by Alzheimer's.

The Alzheimer's Association, the world leader in Alzheimer's research and support, is the largest voluntary health organization dedicated to finding prevention methods, treatments and a cure for Alzheimer's. Since 1980, the donor-supported, nonprofit Alzheimer's Association has provided reliable information and care consultation; created supportive services for families; increased funding for dementia research; and influenced public policy changes.

The Greater Illinois Chapter serves 68 counties, with offices in Bloomington, Carbondale, Chicago, Joliet, Rockford and Springfield. For more information, call our 24/7 Helpline at 800.272.3900 or visit www.alz.org/illinois.

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

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HELpline
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“I worry whether there is enough research devoted to Alzheimer’s since baby boomers like my brother are starting to be affected. Does the Alzheimer’s Association work with our legislators on funding?”

The Alzheimer’s Association, Greater Illinois Chapter is the largest group in the state regularly advocating with lawmakers on behalf of those with Alzheimer’s disease.

Volunteer advocates play a crucial role in keeping government leaders informed about issues confronting those with dementia and encouraging the prioritization of Alzheimer’s legislation. Together we work to better the quality of care and quality of life for people with Alzheimer’s disease and their families—improving dementia care and services and expanding funding for research and public programs.

Advocates receive regular updates about current legislative and public policy issues and make calls or write to legislators to advance public policy priorities.

The Greater Illinois Chapter also seeks Alzheimer’s Ambassadors to volunteer as in-district contacts for a targeted member of Congress. Ambassadors are critical to helping the Alzheimer’s Association meet its federal legislative goals.



advocacy fy 13

- PASSED legislation to create the special Alzheimer’s Awareness Fund in the state treasury that provides for the issuance of Alzheimer’s Awareness license plates. Proceeds will benefit care, support, education and awareness programs throughout Illinois.
- RECRUITED ambassadors to represent the Association with federal elected officials in every congressional and senate district in the Greater Illinois Chapter’s service area.
- VISITED more than 90 congressional offices to encourage Alzheimer’s as a priority in Congress.
- COLLECTED data through surveys and hearings for the implementation of the updated Alzheimer’s Disease State Plan.
- COLLABORATED with state legislators to provide education programs throughout Illinois.
- INCREASED the number of Alzheimer’s advocates, who now total more than 23,000.



“My next door neighbor asked me to join her Walk to End Alzheimer’s team. How does the walk help this cause? Are there other Alzheimer’s events I could join?”

development fy 13

- More than \$1.8 million was raised at 17 Walks to End Alzheimer’s throughout Illinois during the fall of 2012.
- 11,288 people participated in the Walk To End Alzheimer’s during fall 2012.
- The Reason to Hope luncheons grew 32%, bringing in \$208,752
- Participation in the ALZ Stars athletic endurance program increased by 21.2 percent.
- Third-party revenue brought in \$270,771.



The Walk to End Alzheimer’s is the nation’s largest Alzheimer’s fundraiser. Those who contribute to the Walk to End Alzheimer’s fuel the Association’s mission-related initiatives of care, support and research as well as elevate the level of dementia awareness in their communities.

In addition to its signature fundraiser, the Greater Illinois Chapter provides many opportunities for people to help this critical cause. Other events include Reason to Hope, a powerful 60-minute fundraising luncheon and program on Alzheimer’s disease as well as Bankers Life and Casualty Company’s Forget Me Not Days®, during which volunteers and others collect donations, handing out Forget-Me-Not flower seeds to passersby who make contributions to the campaign. The Greater Illinois Chapter also welcomes those who wish to make a difference on to the ALZ Stars® endurance team and provide support as athletes train, fundraise and compete in the Chicago Marathon, among other exciting events.

24.7**HELP**line 800.272.3900



“I went to an Alzheimer’s Association conference the other day and heard that African-Americans may be at a greater risk of getting Alzheimer’s. I have the disease in my own family, so I’m wondering where I can find more information.”

diversity fy13

- ENGAGED volunteers to form Spanish-language translation teams which produced 32 Alzheimer’s Association documents.
- INCREASED the number of African-American community members served by the Chapter’s education and outreach efforts by 343%.
- TRAINED 21 students as Alzheimer’s Association Community Representatives who deliver education programs in several languages, including Gujarati and Cantonese.
- LAUNCHED a Chapter support group for lesbian, gay, bisexual or transgender caregivers.
- HELPED to establish, as a founding member, the Chicago-area Hispanic Community Alzheimer’s Outreach and Education Coalition.
- PARTICIPATED in planning and presented a program at the Illinois Department on Aging’s annual Governor’s Conference on Aging.
- HELD 42 Alzheimer’s education programs in the Latino community.



A focus on diversity outreach and education about Alzheimer’s as well as the importance of early detection is a significant part of the Alzheimer’s Association® Greater Illinois Chapter’s mission.

According to a 2010 Alzheimer’s Association Special Report on Race, Ethnicity and Alzheimer’s, older African-Americans appear twice as likely and older Latinos appear one-and-one-half times as likely as older whites to develop Alzheimer’s and other dementias. Though nothing conclusive has been pinpointed as the reason for this disparity, suspected Alzheimer’s risk factors such as high blood pressure, high cholesterol, obesity and diabetes are more common among African-Americans and Latinos.

The Greater Illinois Chapter is responsive to the needs of various communities, and the organization views diversity issues as including race, ethnicity, gender, age, socioeconomic status, sexual orientation, region, national origin, religion, language and disability.

“A good friend of mine is concerned that her husband is showing signs of Alzheimer’s. I told her to call this Helpline, but she doesn’t think it will do any good because she speaks very little English. Can you still help?”

The highly trained and knowledgeable staff on the Alzheimer’s Association 24/7 Helpline provide reliable information and support to all those who need assistance, with translation services available in 170 different languages. Callers include people with memory loss, caregivers, health care professionals as well as the general public.



Helpline calls can range from connecting those who are experiencing challenges associated with memory loss to helping families discover resources available in their community to information about education programs that lead to a greater understanding of Alzheimer’s.



helpline fy13

- A total of 9,210 calls came into the 24/7 Helpline.
- 98 percent of callers would recommend the Helpline to others.
- 93 percent of callers were satisfied with the Helpline service.
- 93 percent of callers said the Helpline answered their main questions.
- 91 percent of callers learned something they could use.

Source: FY ‘13 Core Services and Quality Evaluation Initiative (CSQEI Survey).

24.7**HELPline**800.272.3900

“Lately, my mom can't seem to remember the day of the week. Yesterday she asked me how to get to the grocery store — the same store she's been going to for 20 years. I'm wondering if these problems might mean something serious.”

A signature program of the Alzheimer's Association outlines, in detail, behavior and changes that may indicate Alzheimer's disease or a related dementia. *Know the 10 Signs: Early Detection Matters*, along with other education programs such as *The Basics: Memory Loss, Dementia and Alzheimer's Disease* and *Learning to Connect: Relating to the Person with Alzheimer's*, are a vital way for the Alzheimer's Association, Greater Illinois Chapter to spread awareness of Alzheimer's. Education programs inform individuals and families, helping those impacted by dementia to identify and address the disease as well as the challenges and changes it may present.



education programs fy13

- 98 percent of attendees were satisfied by the program.
- 98 percent of attendees would recommend the program.
- 96 percent of attendees learned something new.
- 94 percent of attendees learned something they could use.
- 41 conferences, seminars and training events were conducted throughout Illinois.
- 15,000 people attended education programs in FY 13.

Source: FY '13 Core Services and Quality Evaluation Initiative (CSQEI Survey).

Programs are geared for family members, diagnosed individuals, and interested members of the community. Many programs are offered free of charge.



“My father is a widower and was recently diagnosed with Alzheimer's. My brother and I can't agree on a plan to handle his care going forward. We can't be the only family going through this. What does the Alzheimer's Association suggest?”



care navigation fy13

- 100 percent of clients were less stressed after speaking with the Care Navigation team.
- 92 percent of clients would recommend such services to others.
- 91 percent of clients were satisfied by the services they received.
- 91 percent of clients said the Care Navigation team helped to identify their main needs.

Source: FY '13 Core Services and Quality Evaluation Initiative (CSQEI Survey).

Care Navigation is a critical service provided by the Alzheimer's Association Greater Illinois Chapter. Care Navigation consists of a single or series of counseling appointments with a licensed social worker who is specifically trained in issues related to memory loss.

Through this service, the Association seeks to empower and support individuals with dementia and their loved ones on their care journey by assisting them to recognize their strengths, assess their current needs, develop a care plan that maximizes their available resources, and strengthen the network of community services and organizations equipped to serve those impacted by dementia.



“I’m looking for a caregiver support group in the Chicago suburbs. Can you tell me where I can find details about support group meeting times and locations?”

support groups fy13

- 99 percent of caregivers would recommend an Alzheimer’s Association support group to others.
- 99 percent of caregivers felt safe sharing with the group.
- 92 percent of early stage support group members knew what dementia-related changes to expect as a result of attending.
- 92 percent of early stage support group members knew how to plan for dementia-related changes.
- 91 active support groups, both caregiver and early stage.
- 4,179 attended groups throughout FY13.

Source: FY ‘13 Core Services and Quality Evaluation Initiative (CSQEI Survey).



Alzheimer’s Association support groups exist for both caregivers of those with Alzheimer’s as well as those who are currently in the early stage of the disease. Groups provide invaluable emotional support for those impacted by dementia by providing a safe environment in which

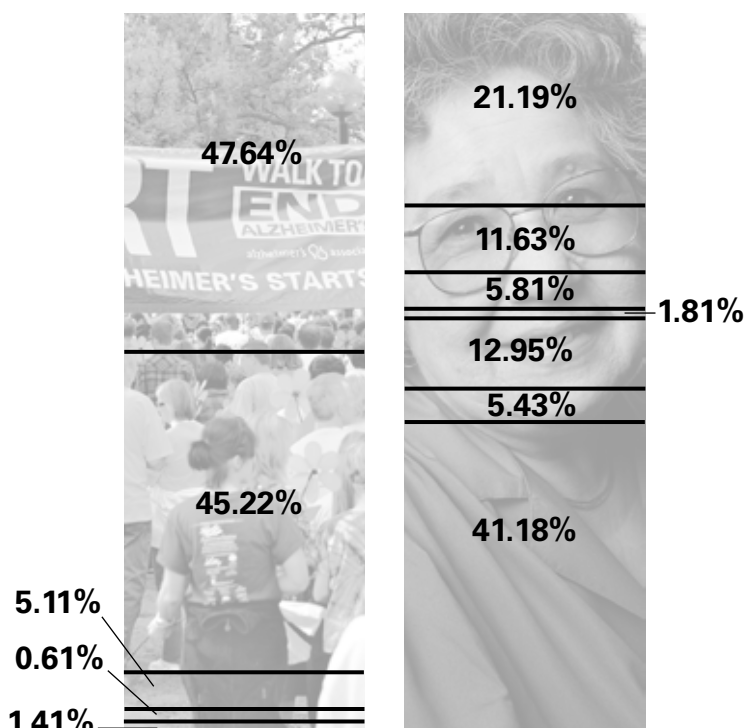
participants’ thoughts and feelings are valued and group members are treated with fairness, equality and respect. Led by facilitators who have undergone training from Alzheimer’s Association staff, support groups can have a social and/or educational component and may meet in-person or virtually.

The Alzheimer’s Association, Greater Illinois Chapter spans 68 counties and facilitates dozens of support groups. Further information on meeting times, dates and locations can be found via alz.org/Illinois.

financial statement fy13

REVENUES \$8,611,057

EXPENDITURES \$8,623,913



FY 2013 Greater Illinois Territory Revenues: \$8,611,057

Donations from Individuals.....	47.64%	\$4,102,682
Donations from Events.....	45.22%	3,893,673
Donations from Corporations and Foundations.....	5.11%	440,356
Fee for Service	0.61%	52,805
Other Revenue	1.41%	121,541
	100.00%	\$8,611,057

FY 2013 Greater Illinois Territory Expenditures: \$8,623,913

Patient and Family Services.....	21.19%	\$1,827,545
Family and Caregiver Education	11.63%	1,002,866
Public Awareness	5.81%	501,026
Public Policy	1.81%	156,389
Administration and Fundraising.....	12.95%	1,116,474
Research	5.43%	468,254
National Alzheimer’s Initiatives.....	41.18%	3,551,359
	100.00%	\$8,623,913



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Alzheimer's Association, Greater Illinois Chapter is a proud member of Community Health Charities.



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