

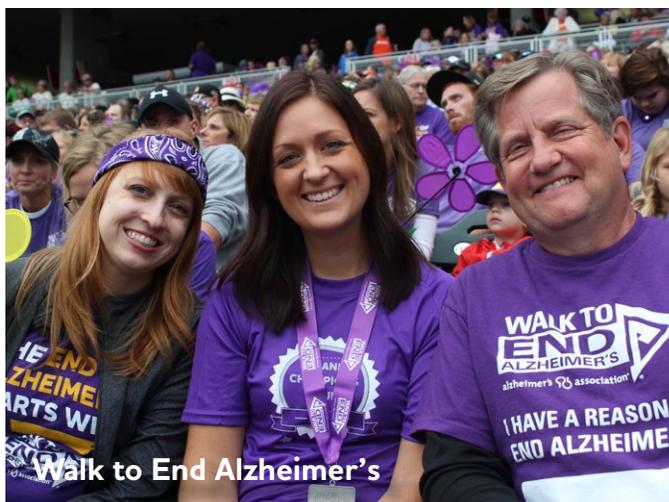
2017 IMPACT REPORT

alzheimer's  association®

Minnesota-North Dakota Chapter



The Longest Day



Walk to End Alzheimer's



Purple Gala



Meeting of the Minds



Rally Day

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

is a world without Alzheimer's.®

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24/7 Helpline 800.272.3900

alz.org/mnnd

   /alzmnd

Alzheimer's Association Minnesota-North Dakota Chapter, 7900 W 78th Street, Suite 100, Minneapolis, MN 55439

DIVERSITY & INCLUSION

Alzheimer's disease disproportionately impacts ethnically and racially diverse people. In Fiscal Year 2017, more than 50 community outreach events were conducted in African American, Latino, LGBT, and Native American communities to increase awareness of Alzheimer's and usage of Association programs and services. We provided 30 scholarships to the Meeting of the Minds Dementia Conference to individuals from or working with diverse and underserved communities. We conducted provider outreach targeted to community health clinics serving at risk diverse communities. A Diversity and Inclusion Committee was launched to identify and address barriers, opportunities and engage diverse and underserved communities.

INCREASING CONCERNS & AWARENESS

MEDIA

More than 1,700 news stories featured the Alzheimer's Association, 83 of which were interviews with staff, volunteers, or board members. Through advertising and earned media, nearly 119 million media impressions were garnered, a 9.7% increase over our last fiscal year.

WEBSITE

The Chapter website, alz.org/mnnd, received more than 803,300 visits to its pages in Fiscal Year 2017. Our website is often the first stop for diagnosed individuals and their families, and offers targeted content to those living with the disease, caregivers, healthcare providers, and more.

YOUNG CHAMPIONS

Committed to changing the face of Alzheimer's, this group of young professionals raises awareness and funds in the Twin Cities, Fargo-Moorhead, St. Cloud, and Duluth. In Fiscal Year 2017, they hosted a series of educational events, including an event featuring a neuropsychologist from HealthPartners, and fundraising events, like the third-annual ALZ Bean Bagz for Brainz tournament and RivALZ Twin Cities. Young Champions advocated at the state and federal levels, and were responsible for advocacy training at Minnesota's Rally Day.

VOLUNTEERS

Our programs, services and events would not be possible without the commitment and generous support of volunteers. More than 1,100 people provided over 17,000 hours of service towards our mission.

ADVANCING PUBLIC POLICY

By advocating for effective policies, we encourage elected officials at all levels of government to address the challenges posed by the disease, take bold action to confront this epidemic, and make Alzheimer's a key priority. In North Dakota, we successfully advocated for continued state funding for the Dementia Care Services Program, a critical program that provides support to people with dementia, and their caregivers. In Minnesota, we passed legislation reconvening the Alzheimer's Disease Working Group to make policy recommendations that would ensure the state is prepared for the impact Alzheimer's has on budgets, communities and residents. With over 17,000 grassroots advocates across Minnesota and North Dakota, we welcomed nearly 100 to the Capitol in St. Paul in February and sent nearly 40 to Washington, D.C. in March.

ACCELERATING RESEARCH

We are committed to accelerating the global effort to eliminate Alzheimer's through a variety of initiatives, such as the Alzheimer's Association International Conference® (AAIC), the Alzheimer's Association Research Roundtable, Alzheimer's & Dementia: The Journal of the Alzheimer's Association, and research funding. Last year, our Chapter registered over 3,000 people for TrialMatch®, a free, easy-to-use clinical studies matching service that connects those with Alzheimer's, caregivers, healthy volunteers and physicians to current studies. We advance the understanding of Alzheimer's through our peer-reviewed research grant program and have invested over \$405 million in more than 2,600 scientific investigations since 1982.

ENHANCING CARE & SUPPORTS

SERVICE CONTACTS

Our Chapter provides education, and support programs and services to individuals with dementia, their care partners, community members and healthcare professionals. In Fiscal Year 2017, we had 274,103 service contacts, which includes Helpline calls, visits to the care and support pages on our website, MedicAlert + Alzheimer's Association Safe Return®, and online education programs. Additional program results:

Care Consultation: Individuals with memory loss and their care partners received nearly 1,794 care consultations, giving individualized assistance with problem solving, planning and identifying resources. We are continuing to offer Tele-care consultation via computer technology as an option for families who are isolated.

Community, Corporate & Professional Education: We offered dementia-specific workshops and conferences throughout the two-state area. More than 5,000 people attended community, corporate and professional education programs, including over 1,000 people who attended our annual Meeting of the Minds Dementia Conference.

Early Stage Engagement Programs: Attendance at programs serving people in the early stage of the disease, such as Memory Club, Meetup and Mentor programs, was more than 450.

Information & Referral: Nearly 6,500 calls were made to the 24/7 Helpline for information, support and resources.

Support Groups: 140 active support groups, led by trained volunteer facilitators, provided assistance and encouragement to more than 7,000 attendees, carepartners, and those impacted by dementia.

NORTH DAKOTA DEMENTIA CARE SERVICES PROGRAM

The state of North Dakota renewed its two year contract with us to provide dementia care services statewide. This is the eighth year of this program.

GROWING REVENUE SUPPORT OF THE MISSION



Walk to End Alzheimer's®: In Fiscal Year 2017, our Chapter Walks raised over \$2.35 million. Our Twin Cities Walk was the fourth largest in the nation!



Purple Gala: The 25th Anniversary Purple Gala brought together 870 guests and raised more than \$860,000.



The Longest Day: A record 121 teams raised more than \$142,000 through events across the Chapter. We welcomed new national corporate partner UnitedHealthCare, that raised over \$70,000. Our Longest Day program ranked eighth in the country in fundraising dollars.



RivALZ Twin Cities: In Fiscal Year 2017, this annual flag football game (formerly Blondes vs. Brunettes) raised over \$200,000. It was the second-largest RivALZ event in the country.

Third-Party Events: Individuals, companies and community groups throughout Minnesota and North Dakota planned and hosted events, which raised more than \$93,000 in Fiscal Year 2017. In addition, the Allianz Driving to Donate Golf Tournament raised more than \$223,000, bringing their contributed total to over \$1 million, all raised to benefit the 24/7 Helpline.

View our financial report at alz.org.

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