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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Alzheimer’s disease disproportionately affects ethnically and racially diverse people. In Fiscal Year 2018, diversity and inclusion strategies and initiatives focused on collaboration with community health clinics’ physicians and health professionals to promote early screening, diagnosis, and dementia care in Federally Qualified Health Centers (FQHCs). FQHCs are “safety net” providers serving diverse and underserved communities, that provide culturally responsive services. Our health equity work included West Side Community Health Services, Open Cities Health Clinic, Neighborhood Health Source and North Point Health and Wellness. A Minnesota Board on Aging grant and local foundations supported community listening sessions, health fairs, and tools and resources for primary care (physicians and health team) to address cognition and dementia with their at-risk patients. We provided 50 scholarships to the Meeting of the Minds Dementia Conference to individuals from or working with diverse and underserved communities. Over 25 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.

INCREASING CONCERN & AWARENESS

MEDIA
More than 1,600 news stories featured the Alzheimer’s Association, 125 of which were interviews with staff, volunteers, or board members. Through advertising and earned media, nearly 138 million media impressions were garnered, a 14.8% increase over our last fiscal year.

WEBSITE
The Chapter website, alz.org/mnnd, received more than 883,300 visits to its pages in Fiscal Year 2018. 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 the general public.

YOUNG CHAMPIONS
Committed to changing the face of Alzheimer’s, this group of young professionals raises awareness and funds in the Twin Cities, and Duluth. In Fiscal Year 2018, they hosted a series of educational events, including an event featuring an elder-law attorney, and exciting fundraisers, like the fourth-annual ALZ Bean Bagz for Brainz tournament. Young Champions advocated at state and federal levels, and were responsible for advocacy training at Minnesota’s Rally Day.

VOLTEERS
Our programs, services and events would not be possible without the commitment and generous support of its volunteers. More than 1,200 people provided over 18,000 hours of service towards our mission.

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 our research funding. We advance the understanding of Alzheimer’s through our peer-reviewed research grant program and have invested over $435 million in more than 2,900 scientific investigations since 1982. We also continued to register 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.

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 worked with the Department of Health to include new dementia training standards for long-term care facilities, and in collaboration with community health clinics’ physicians and health professionals to promote early screening, diagnosis, and dementia care in Federally Qualified Health Centers (FQHCs). FQHCs are “safety net” providers serving diverse and underserved communities, that provide culturally responsive services. Our health equity work included West Side Community Health Services, Open Cities Health Clinic, Neighborhood Health Source and North Point Health and Wellness. A Minnesota Board on Aging grant and local foundations supported community listening sessions, health fairs, and tools and resources for primary care (physicians and health team) to address cognition and dementia with their at-risk patients. We provided 50 scholarships to the Meeting of the Minds Dementia Conference to individuals from or working with diverse and underserved communities. Over 25 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.

ENHANCING CARE & SUPPORT

SERVICE CONTACTS
Our Chapter provides education, support programs and services to individuals with dementia, their care partners, community members and healthcare professionals. In Fiscal Year 2018, we had 263,901 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 3,379 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. 5,359 people attended community, corporate and professional education programs, including over 1,300 people who attended our annual Meeting of the Minds Dementia Conference. We continue to serve people in the early stage of the disease with our Early Stage Engagement Programs, including Memory Club, and Meetup and Mentor.
- Information & Referral: 5,121 calls were made to the 24/7 Helpline for information, support and resources.
- Support Groups: 143 active support groups, led by trained volunteer facilitators, provided assistance and encouragement to 3,284 attendees, care partners, and those impacted by dementia.

GROWING REVENUE IN SUPPORT OF THE MISSION

Walk to End Alzheimer’s® In Fiscal Year 2018, our Chapter Walks raised over $2.64 million. Our Twin Cities Walk was the second largest in the nation!

Purple Gala: The 26th annual Purple Gala brought together 850 guests and raised more than $1 million.

The Longest Day: A record 160 team leads raised more than $210,000 through events across the Chapter. Eleven teams each raised more than $5,000 and the top fundraising team was Edgewood Management Group, raising nearly $30,000. Our Longest Day program ranked seventh in the country in fundraising dollars.

RivALZ Twin Cities: In Fiscal Year 2018, this annual flag football game raised over $200,000, making it the second-largest RivALZ event in the country.

Third-Party Events: Individuals, companies and community groups throughout our Chapter planned and hosted events, which raised more than $95,282 in Fiscal Year 2018. 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.