

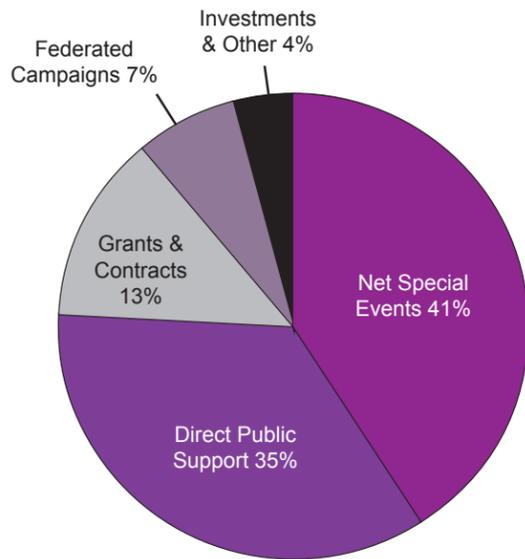
National Capital Area Chapter

3701 PENDER DRIVE, SUITE 400, FAIRFAX, VA 22030

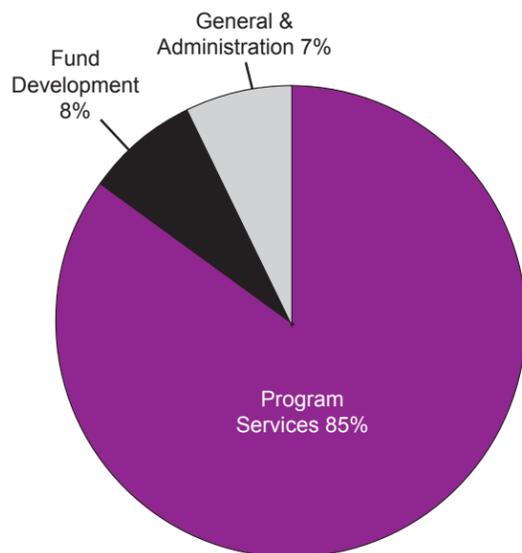
www.alz.org/nca 24/7 Helpline: 800.272.3900

alzheimer's association®

REVENUE



EXPENSES



ASSETS

	JUNE 30	
	2012	2011
CURRENT ASSETS		
Cash	\$ 882,630	\$ 859,691
Investments	254,691	378,274
Due from National organization	425,780	314,562
Accounts receivable	19,435	57,332
Pledges Receivables	94,937	74,001
Other current assets	29,508	7,889
Total Current Assets	\$ 1,706,981	\$ 1,691,749
PROPERTY and EQUIPMENT	18,839	19,079
OTHER ASSETS	43,287	48,736
TOTAL ASSETS	\$ 1,769,107	\$ 1,759,564

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES		
Accounts payable & Accrued expenses	\$ 138,963	\$ 153,886
Other	65,630	86,046
TOTAL LIABILITIES	204,593	239,932
NET ASSETS	1,564,514	1,519,632
TOTAL LIABILITIES and NET ASSETS	\$ 1,769,107	\$ 1,759,564

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 ®



Alzheimer's disease is our nation's next major health epidemic.



5.4 million people suffer from Alzheimer's disease in the U.S.

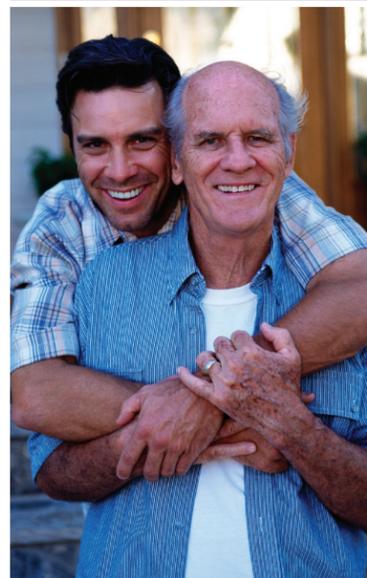
At least 800,000 Americans with Alzheimer's disease live alone.



Every 68 seconds someone develops Alzheimer's disease.



Alzheimer's disease threatens to bankrupt families, businesses and our health care system.



JOIN THE CONVERSATION

AlzheimersNCAC

AANCAC

AlzheimersNCAC



The Alzheimer's Association® National Capital Area Chapter is a tax-exempt, 501(c)(3) nonprofit, donor-supported organization. Programs and services are made possible through contributions from individuals, corporations and foundations.

A MESSAGE FROM THE PRESIDENT AND CEO

Fiscal Year 2012

July 1, 2011 – June 30, 2012



alzheimer's association®

National Capital Area Chapter

The numbers are rising. Five years ago, someone developed Alzheimer's every 72 seconds. Today this devastating disease claims a new victim every 68 seconds. More than 5 million Americans are living with Alzheimer's, and over 15 million family members and friends provide their unpaid care. By 2050, as many as 16 million will have the disease and the number of unpaid family caregivers will soar to 45 million.

This health care crisis is bankrupting families and our country. In our National Capital Area alone there are 330,000 people directly impacted by Alzheimer's and other dementias. As the national leader for Alzheimer's advocacy, research and support, we are determined to do all we can to make Alzheimer's a national priority.

Our chapter's unwavering commitment is to provide help and hope to all those facing the daily challenges of this devastating disease.

FY2012 marked the first year of our nationwide three-year strategic plan to aggressively advance our mission and achieve our five strategic goals:

- 1 Increase concern and awareness** so that more people in our country, including those in leadership positions at all levels of government, will recognize Alzheimer's as a critical public health issue that needs immediate attention.
- 2 Advance public policy** efforts to increase federal research investment, create a national Alzheimer's plan and implement coordinated state policy priorities to offer resources in our region to those who need them.
- 3 Enhance care and support** so that the majority of people with Alzheimer's and their families will see the Alzheimer's Association as a primary source of ongoing information and support.
- 4 Accelerate research** through increased funding so that we can lead global efforts to find preventions, treatments and an eventual cure for Alzheimer's.
- 5 Grow revenue support** by increasing the number of donors investing in our mission.

I am pleased to share with you highlights of our FY12 successes within each of these interdependent goals.

INCREASING CONCERN AND AWARENESS

Expanding our visibility throughout the community is vital in encouraging more people who need our help to get properly diagnosed with access to critically-needed resources. "The End of Alzheimer's Starts with Me" was the theme of our first-ever World Alzheimer's Month, which generated tremendous community action and engagement. Our Chapter media impressions more than doubled from the prior fiscal year, and we increased the number of our Chapter's Facebook fans by 25% and our Twitter followers by almost 120%. **Our four Walks to End Alzheimer's broke records, as did our reach into the communities we serve with targeted programs and services and new partnerships in our 5,000 square mile region.** Volunteer support and engagement is critical as we position our chapter to meet growing demand for programs and services. We are on the move.

ADVANCING PUBLIC POLICY

The Association is the leading voice for Alzheimer's disease advocacy, fighting for critical Alzheimer's research, and care and support initiatives at the federal, state and local levels.

Our chapter has recruited over 15,000 advocates in the National Capital Area. With town meetings, Advocacy Day on Capitol Hill, our chapter joined forces with the relentless efforts of nearly **500,000 advocates across the country to achieve our country's first-ever National Alzheimer's Plan, a comprehensive approach to ending the Alzheimer's epidemic.** Hundreds of local residents attended our town hall meetings in La Plata, MD, Fairfax, VA, and Washington, DC to share their concerns about Alzheimer's and their ideas on what should be included in the plan. Thousands more of our local advocates shared their input online. Officially released by the Department of Health and Human Services in May 2012, the plan addresses issues that are important to the Alzheimer's community, including developing new treatments that prevent and effectively treat the disease, delivering much needed support for families and enhancing care quality and effectiveness.

ENHANCING CARE AND SUPPORT

The Alzheimer's Association 24/7 Helpline (800.272.2900) serves as a main entry point to the Association's network of resources, **During FY12, our dedicated chapter staff responded to nearly 4,600 calls, giving valuable real-time support to those in our community facing crisis situations,** looking for information or needing a trusted listener with whom they could share their Alzheimer's journey. We provided 637 care consultations for families and caregivers needing more in-depth guidance and support.

ENHANCING CARE AND SUPPORT

More than 4,200 people attended our 183 education programs and five conferences in FY12. We participated in 25 health fairs and offered valuable information to close to 2,000 individuals. **We trained 783 professional care providers at 35 trainings, giving them the specialized knowledge and skills to deliver a higher quality of dementia care while increasing their confidence, productivity and job satisfaction.** More than 180 first responders received dementia-specific education at one of nine trainings developed for this critical group who are at the front lines when a person with dementia goes missing.

Our Chapter has over 1,000 participants in MedicAlert® + Alzheimer's Association Safe Return®, our 24-hour nationwide emergency response service for individuals with Alzheimer's or a related dementia who wander or have a medical emergency. We gave hands-on support during 31 reported wandering incidents and proudly share that *all* of those individuals were found and safely returned to their loved ones.

Delivery of our programs and services across our region would not be possible without a dedicated "army" of volunteers. **In FY12 we trained 107 volunteers at 11 separate training sessions to be workshop presenters, health fair and Speakers Bureau representatives, and professional, technical and administrative support for our events, activities and initiatives.**

ACCELERATING RESEARCH

As the largest nonprofit funder of Alzheimer's research, the Association is at the forefront of the Alzheimer's scientific field, globally connecting researchers in the quest to find methods of treatment, prevention and a cure. Over 5,600 leaders in the field of Alzheimer's research attended the Alzheimer's Association International Conference. **The Association awarded our largest-ever grant of \$4.2 million to the Dominantly Inherited Alzheimer's Network Trials Unit.**

Researchers, neurologists and other experts in the field of dementia from our region continue to lend their professional expertise to our education programs and conferences and to local and national media.

More than 100 research studies pertaining to Alzheimer's disease and related dementias are underway, and we continue to recruit volunteers. Alzheimer's Association TrialMatch® is a free service that makes it easy for people with Alzheimer's, caregivers, families and physicians to locate clinical trials based on personal criteria (diagnosis, stage of disease) and location and create a profile based on their area of interest. This fiscal year, 483 TrialMatch® profiles were created by individuals from our region.

GROWING REVENUE SUPPORT OF THE MISSION

In FY12, the Association rebranded Memory Walk® – our signature event since 1989 – as Walk to End Alzheimer's®. While the name is new, the purpose remains the same: the nation's largest event to raise awareness and funds for Alzheimer's care, support and research. Walk to End Alzheimer's unites the entire community in a display of combined strength and dedication in the fight against this devastating disease. Our Chapter held four Walks in Fall 2011. **More than 4,500 walkers – an increase of 46% over the previous year – participated in the events, which generated a total of \$834,159, an increase of 41%.**

The Washington Monuments Luncheon, a 15-year tradition of the Chapter, returned after a two-year hiatus to honor local leaders in the fight against Alzheimer's: Sunrise Senior Living; the Honorable Donald K. Bandler and Mrs. Jane Bandler; Donald Larrabee; Mark Shriver; R. Scott Turner, MD, PhD of the Memory Disorders Program at Georgetown University; and Ed Woods, IV and Tim Kerns of TerpSys.

Additional support from memorials and tributes, individual gifts, workplace giving, foundations and grants, planned gifts and third-party events help support our mission in significant ways. **Our Reason to Hope Breakfasts raised nearly \$70,000 and the annual Blondes vs. Brunettes DC powder-puff football game donations raised \$120,000.**

MAKING A DIFFERENCE

These accomplishments would not have been possible without the hard work, dedication and generosity of our volunteers, advocates, donors, board of directors, and staff. There is great strength in numbers! Our collective determination coupled with your generosity has helped position the National Capital Area Chapter for growth to serve those in our region who need us most. With your help, we can and will build a movement to change the trajectory of this devastating disease. More than 80,000 people in our region with Alzheimer's and nearly a quarter-million unpaid caregivers in the District of Columbia, Suburban and Southern Maryland and Northern Virginia are counting on us.

Thank you for being a beacon of hope and help. Your unwavering commitment inspires us every day to continue our important work together to create a world without Alzheimer's. Warmest regards,


Susan Kudla Finn, PMP
President and CEO

Alzheimer's Association® National Capital Area Chapter