

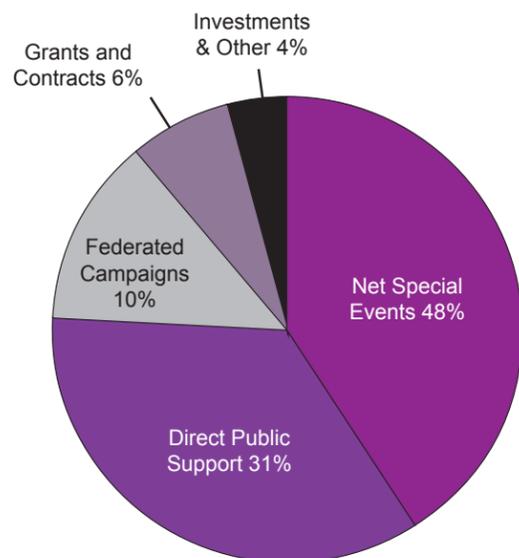
# National Capital Area Chapter

3701 PENDER DRIVE, SUITE 400, FAIRFAX, VA 22030

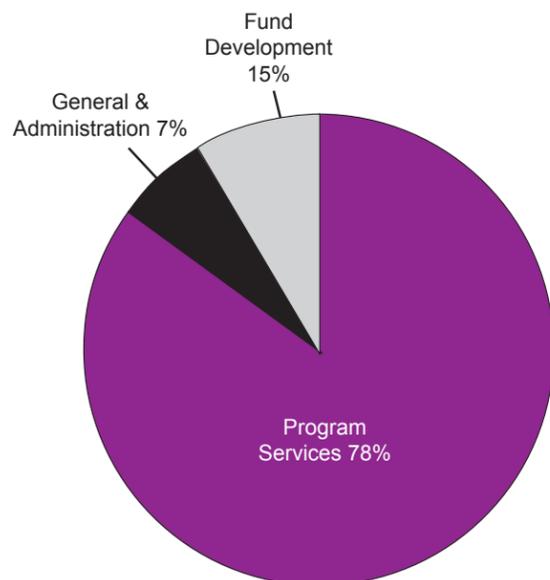
www.alz.org/nca 24/7 Helpline 800.272.3900

alzheimer's  association®

## REVENUE



## EXPENSES



## ASSETS

	JUNE 30	
	2013	2013
<b>CURRENT ASSETS</b>		
Cash	\$ 851,757	\$ 882,630
Investments	271,137	254,691
Due from National organization	143,043	425,780
Accounts receivable	29,588	19,435
Pledges Receivables	149,049	94,937
Other current assets	18,418	29,508
<b>Total Current Assets</b>	<b>\$ 1,462,992</b>	<b>\$ 1,706,981</b>
PROPERTY and EQUIPMENT	35,206	18,839
OTHER ASSETS	44,637	43,287
<b>TOTAL ASSETS</b>	<b>\$ 1,542,835</b>	<b>\$ 1,769,107</b>

## LIABILITIES AND NET ASSETS

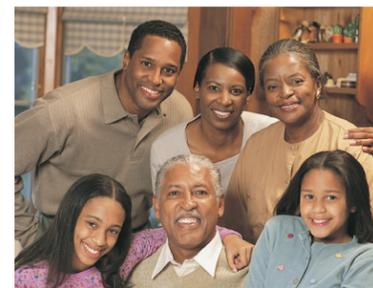
<b>CURRENT LIABILITIES</b>		
Accounts payable & Accrued expenses	\$ 148,048	\$ 138,963
Other	74,247	65,630
<b>TOTAL LIABILITIES</b>	<b>222,295</b>	<b>204,593</b>
<b>NET ASSETS</b>	<b>1,320,540</b>	<b>1,564,514</b>
<b>TOTAL LIABILITIES and NET ASSETS</b>	<b>\$ 1,542,835</b>	<b>\$ 1,769,107</b>

## OUR MISSION

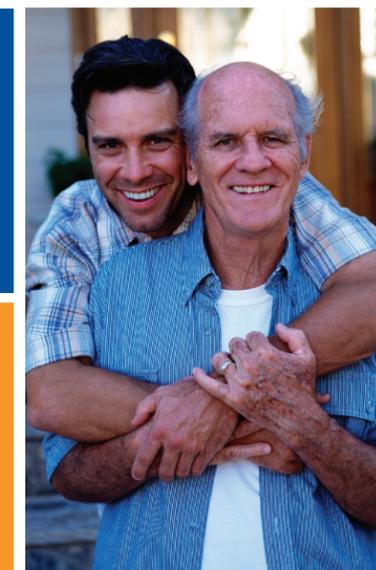
To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health

## OUR VISION

A world without Alzheimer's®



Since 2000, deaths from Alzheimer's have risen 68% — while deaths from other major diseases have decreased.



**ANNUAL REPORT  
FY2013**

Alzheimer's is the only top 10 cause of death with no prevention, cure or way to slow its progression.

If Alzheimer's caregivers were the only residents of a single state, it would be the 5th largest state in our country.

Alzheimer's is the sixth leading cause of death in the U.S.



Alzheimer's is now the most expensive disease in the U.S.



## JOIN THE CONVERSATION

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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 2013

July 1, 2012 – June 30, 2013



alzheimer's association  
National Capital Area Chapter

More Americans are dying either from or with Alzheimer's because a growing number of Americans are developing Alzheimer's. One in nine people aged 65 and older – and one in three people aged 85 and older – has Alzheimer's. In the National Capital Area region, more than 66,000 people aged 65+ have the disease.

Alzheimer's disease is the only cause of death in the top 10 causes with no cure, no treatment, and no way to slow its progression. With the trajectory of this disease skyrocketing at an alarming rate, the demand for our services is growing exponentially. People in our community need our support. The National Capital Area Chapter is committed to providing them with the help and hope they need to face the daily challenges of this devastating disease.

### FY2013 marked the midpoint 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 FY13 successes within each of these interdependent goals.

#### INCREASING CONCERN AND AWARENESS

Expanding our visibility is vital in encouraging people to receive an accurate diagnosis, access critically-needed resources, and help move our cause forward.

In August 2012, Prince George's County Executive Rushern Baker III shared publically that his wife had been diagnosed with younger-onset dementia. The Baker family's courageous telling of their story generated several news items and encouraged numerous inquiries for information and support for people affected by younger-onset and their families.

The tragic death of a woman with dementia who wandered from a local airport also generated significant news throughout the region. We were able to share critical information with the community about the dangers of wandering and the importance of registering memory-impaired loved ones in MedicAlert® + Alzheimer's Association Safe Return®.

The Alzheimer's Association *2013 Alzheimer's Disease Facts and Figures* report released in March 2013 shared startling new statistics. The report revealed that dementia is the second largest contributor to death among older Americans, second only to heart failure, and that one in every three seniors now dies with Alzheimer's or another dementia. A special section of the report focused on long-distance caregiving, noting that nearly 15 percent of caregivers live an hour or more away from their loved ones. Out-of-pocket caregiving costs are nearly twice as high for long-distance caregivers compared with local caregivers.

#### ADVANCING PUBLIC POLICY

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

Alzheimer's advocates speak up for the needs and rights of people with Alzheimer's and their families, and help persuade Congress to address those needs through legislative action. Over 15,000 people in the National Capital Area region are signed up as Alzheimer's advocates. The Alzheimer's Association Ambassador Program is vital to the federal policy success of the Association. Alzheimer's Ambassadors are advocate leaders who focus their advocacy activities on their own member of Congress and district staff. The Association's nationwide goal for FY13 was to recruit Ambassadors for no less than 80% of members of Congress. The National Capital Area Chapter exceeded that goal by securing Ambassadors for each of the 10 members of Congress serving our region.

Thanks to the work of our Virginia advocates, the Commonwealth approved funding to hire its first dementia services coordinator, Charlotte Arbogast. As coordinator, Arbogast will review existing programs and work with agencies to more effectively deliver services to Virginians with dementia and identify gaps and reduce duplication in those services. She also will coordinate and support the Alzheimer's Disease and Related Disorders Commission's activities and evaluate the Commonwealth's services for individuals with dementia and their caregivers.

In partnership with our sister chapter, Greater Maryland, and with the support of thousands of Maryland advocates, the Maryland General Assembly passed the bill creating the Virginia I. Jones Alzheimer's Disease and Related Disorders Council to better coordinate related programs, educate the public and implement a state plan for Alzheimer's disease and related disorders.

#### 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 FY13, we responded to over 5,000 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 413 care consultations for families and caregivers needing more in-depth guidance and support.

More than 5,600 people attended our 256 education programs and eight conferences and symposia in FY13. We participated in 32 health fairs and offered valuable information to close to 1,800 individuals. We trained 606 professional care providers at 16 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 342 first responders received dementia-specific education at one of 14 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.

The Alzheimer's Association early-stage initiative seeks to elevate the voice of those living with early-stage Alzheimer's to change public perceptions about who has the disease, what it means to be living with Alzheimer's and related dementias and to engage constituents. Here in our region we launched two social engagement groups for people with early stage dementia and their care partners.

Delivery of our programs and services across our region would not be possible without a dedicated army of volunteers. In FY13 we trained 41 volunteers at six 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 4,000 leaders in the field of Alzheimer's research attended the Alzheimer's Association International Conference (AAIC® 2013) in Boston. During the conference, the U.S. Centers for Disease Control and Prevention (CDC) and the Alzheimer's Association unveiled *The Healthy Brain Initiative: The Public Health Road Map for State and National Partnerships, 2013-2018*. The report encourages public health officials to act now to stem the growing Alzheimer's crisis and is a follow up to *The Healthy Brain Initiative: A National Public Health Road Map to Maintaining Cognitive Health* released in 2007.

Recruiting and retaining participants for clinical studies is one of the greatest obstacles to developing the next generation of Alzheimer's treatments. The immediate need for advances in diagnosis, treatment and prevention has led to an unprecedented call for clinical study participants. 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, 486 TrialMatch® profiles were created by individuals from our region.

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. Local researchers Dr. Scott Turner from the Georgetown Memory Disorders Clinic and Dr. Thomas Obisesan from Howard University attended AAIC.

#### GROWING REVENUE SUPPORT OF THE MISSION

Walk to End Alzheimer's® is the nation's largest event to raise awareness and funds for Alzheimer's care, support and research and unites the entire community in a display of combined strength and dedication in the fight against this devastating disease. Our Chapter held six Walks in Fall 2012: Washington, DC; Waldorf and Solomons, MD; and Manassas, Reston, and Winchester, VA. More than 6,400 walkers and 779 teams participated in the events, which generated a total of \$1,044,584.

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 three Reason to Hope Breakfasts raised over \$66,000, our Marine Corps Marathon team raised close to \$70,000, and the annual Blondes vs. Brunettes DC powder-puff football game raised just under \$114,000.

The Chapter honored three individuals and three organizations for making a significant difference in the fight against Alzheimer's at its annual Washington Monuments Luncheon in May. Over 300 corporate, philanthropic and advocacy leaders in the fight against Alzheimer's attended the luncheon, hosted by WTOP's Bob Madigan. The honorees were: AARP; ABC7/WJLA-TV; BB&T Corporation; Arthur Cox, president of C.G. Enterprises; Dr. Thomas O. Obisesan, Chief, Division of Geriatrics at Howard University Hospital and Howard University College of Medicine; and RADM Donald "Mac" Showers, USN (Ret.) (award presented in memoriam). The event raised over \$152,000.

#### THANKS TO YOU, WE ARE 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. Thanks to your investment in our mission, we can continue our important work to serve those in our community whose lives have been forever changed by this disease.

And thanks to your belief in our vision, together we will one day celebrate a world without Alzheimer's!

Warmest regards,

**Susan Kudla Finn, PMP**  
President and CEO

Alzheimer's Association® National Capital Area Chapter

