The Alzheimer’s Association® is the world’s leading voluntary health organization in Alzheimer’s care, support and research.

As part of a nationwide network of chapters, the Alzheimer’s Association National Capital Area Chapter provides help and hope to more than 66,000 people with Alzheimer’s disease and other dementias and their families and caregivers in the District of Columbia, five counties in suburban and Southern Maryland and eleven counties in Northern Virginia. For more than 30 years, we have provided reliable information and care consultation; created supportive services for families; increased funding for dementia research; and influenced changes in public policy.

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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2 FY14 IMPACT REPORT
We advance research

The Alzheimer’s Association is committed to accelerating progress of new treatments, preventions and ultimately, a cure. We have been involved in every major advancement in Alzheimer’s and related dementias research since the 1980’s and are a leader in the global fight for a world without Alzheimer’s.

- As the largest non-profit funder of Alzheimer’s research, we advance the understanding of the disease through our peer-reviewed research grant program, which has awarded over $335 million to more than 2,250 projects since 1982.
- We help people find clinical trials through our free service Alzheimer’s Association TrialMatch®, which makes it easy to search opportunities based on personal criteria.
- The annual Alzheimer’s Association International Conference® brings together the greatest minds in dementia research to share the latest information and findings.

We advocate for change

The Alzheimer’s Association is the leading voice for Alzheimer’s disease advocacy, fighting for critical research, prevention and care initiatives at the federal, state and local levels. We diligently work to make Alzheimer’s a national priority.

- We develop policy resources, including our annual Alzheimer’s Disease Facts and Figures report, to educate decision makers on the economic and emotional toll that Alzheimer’s takes on families and the nation.
- Through our advocacy efforts, we have helped pass legislation such as the National Alzheimer’s Project Act (NAPA), the largest legislative victory in many years for the Alzheimer’s cause, which resulted in the creation of our country’s first-ever National Alzheimer’s Plan. The Plan will ensure the coordination and evaluation of all national efforts in Alzheimer’s research, clinical care, institutional, and home- and community-based programs and their outcomes.
Increasing CONCERN & AWARENESS

More than doubled media impressions from previous fiscal year

**FY2014:** 129,446,603  
**FY2013:** 63,683,640

Social media  
facebook.com/AlzheimersNCAC  
twitter.com/AANCAC

22.6% increase in Facebook fans (1,737)  
37.4% increase in Twitter followers (2,333)

Chapter web site: alz.org/nca  
38,519 visits

News Highlights

- June 26, 2014: *Dancing for a Cause* - The Connection Newspapers
- June 2014: *On the Scene “Beautiful Minds”* - DC Magazine/Modern Luxury
- March 20, 2014: *Women face about double the risk of men for developing Alzheimer’s* - FOX 5
- February 2014: *The New Way of Aging in the Old Dominion* - Northern Virginia Magazine
- November 29, 2013: *Get involved in the fight against Alzheimer’s* - The Fairfax Times
- November 19, 2013: *D.C. Releases Its First Alzheimer’s State Plan* - The Washington Informer
- November 16, 2013: *The Alzheimer’s Association Blondes vs. Brunettes D.C. flag football game* - ABC7/WJLA-TV
- Fall 2013: *Understanding Alzheimer’s* - Southern Maryland Health Magazine / Southern Maryland Newspapers
- September 18, 2013: *Alzheimer’s Association Walk to End Alzheimer’s* - Southern Maryland News Net
- September 12, 2013: *Alzheimer’s disease workshop in Hyattsville* - Gazette Newspapers
- September 4, 2013: *Alzheimer’s Association opens new local office* - The Bay Net

My hope for the future of Alzheimer’s and other dementias is that this disease will get the recognition that is necessary to find a treatment, and ultimately a cure. Although I know that I will not see the day when a cure is discovered, it is my hope that my grandchildren will know a world without Alzheimer’s and dementia. For us to reach this goal, we will have to work together.

Terry Berry, diagnosed with younger-onset dementia at age 56, and Alzheimer’s Association National Early-Stage Advisor in 2013
I encourage you to hold onto hope and fight for a cure. Each of us has the ability to change the world – even simply encouraging a friend or loved one to hold onto hope and participate in a simple act like becoming an advocate. If each of us inspired one person to join the fight, and that person inspired another … soon we would have many! Hold on to hope – that one day, we will find a cure and stay optimistic by cherishing the moments of each day. And let’s take steps to make sure we find a cure, by letting our elected officials know the strength of our convictions. And let’s go one step further, let’s commit to inspiring one other person to join our fight.

— Gee, Alzheimer’s Ambassador

100%
Alzheimer’s Ambassadors assigned to each of the nine Members of Congress serving the Chapter’s territory

15,361
National Capital Area registered advocates

2,278
Online advocacy actions

66
Advocate visits on Capitol Hill and in district offices

28
Attendees at the annual Advocacy Forum attendees
Managed **5,286** Helpline calls
Critical, real-time support for callers facing crisis situations, seeking information, or needing a trusted, reliable listener

Provided **674** care consultations
Personal support and in-depth guidance for people with dementia, their families and caregivers

Educated **5,397** family and community members through workshops, symposia and conferences
A wide range of topics including basic Alzheimer’s and dementia information, brain health, legal and financial planning, care planning, and strategies for living with the disease

Offered over **70** support groups each month
Safe and confidential opportunity to share valuable information, caregiving tips and concerns with others facing Alzheimer’s and dementia

Reached **1,473** people through health fairs and expos
Community events provide basic information about the disease and programs and services and often are the first connection to the Chapter

Provided dementia training to **226** care professionals
Knowledge and skill-building to deliver a higher quality of dementia care while increasing confidence, productivity and job satisfaction

Provided training to **184** first responders
Specialized training for this critical group who are at the front lines when a person with dementia wanders

Enrolled **88** new participants in Medic Alert + Safe Return
More than 3,000 people in our region are enrolled in this 24-hour nationwide emergency response service for individuals with Alzheimer’s or a related dementia who wander or have a medical emergency

Engaged **322** neurologists, geriatricians and top prescribers in our Physician Outreach initiative
Building relationships with physicians and healthcare professionals to provide information and resources to support their care of patients with dementia and their families

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“Thank you so much for all the support you provided! The information you sent will be so helpful as I begin to make decisions for the best possible care for my parents. I am especially grateful for the time you spent explaining what you know about Alzheimer’s and for your wisdom and words of advice. I ended the conversation feeling a lot more hopeful and having a better understanding of this journey.”

– Faith, caregiver
The Alzheimer’s Association is the world’s largest nonprofit funder of Alzheimer’s disease research. Since awarding its first grants in 1982, the Association has grown into the largest private, nonprofit funder of Alzheimer research, awarding more than $335 million to over 2,250 best-of-field grant proposals.

$8 million
In March 2014, the Alzheimer’s Association awarded its largest ever research grant to support the Longitudinal Evaluation of Amyloid Risk and Neurodegeneration (LEARN) study. The LEARN study is a companion to the A4 Study, a pioneering nationwide prevention trial investigating potential treatments that block amyloid beta protein build up in cognitively normal people.

657
In FY14, 657 people in our region created profiles in TrialMatch®, a free service that makes it easy for people with Alzheimer’s, caregivers, families and physicians to locate clinical trials based on personal criteria and location.

28
Local scientists, physicians and other professionals involved in the causes and treatments of Alzheimer’s disease and other dementias joined the Alzheimer’s Association International Society to Advance Alzheimer’s Research and Treatment (ISTAART), a professional society for individuals interested in Alzheimer’s and dementia science.

“We are not, at the moment, limited by ideas. We are not limited by scientific opportunities. We are not limited by talent. We are, unfortunately, limited by resources to be able to move this enterprise forward at the pace that it could take.”

Dr. Francis Collins, Director of the National Institutes of Health (NIH)
Over 700 corporate, philanthropic and political leaders gathered at the National Building Museum in Washington, DC on May 2, 2014 for the Alzheimer’s Association National Capital Area Chapter’s inaugural Brain Ball. Chaired by Liz and Tom Donohue, U.S. Chamber of Commerce President and CEO, this first-year event raised $1.2 million to benefit the care, support and research efforts of the Alzheimer’s Association and increased awareness of Alzheimer’s disease and its devastating toll on America’s families.

Terry and Paul Klaassen, founders of Sunrise Senior Living, received the Vision Award for their work in launching a new model of long-term, resident-centered care for seniors for fostering a strong relationship between Sunrise and the Alzheimer’s Association, supporting Association education programs and events both locally and across the nation. Sunrise was the title sponsor of the Brain Ball. Liz and Mark Ordan, former Sunrise Senior Living CEO and member of the Brain Ball steering committee, donated a first-generation, 1966, 289 V-8, Ford Mustang convertible to be raffled at the event.

Former Washington Redskin Rick “Doc” Walker served as the host for the evening’s festivities. Speakers included Harry Johns, national Alzheimer’s Association President and CEO; Joan Uronis, national Alzheimer’s Association board member and former National Early-Stage Advisor; and Leah Drew, Brain Ball Young Professionals committee member.
The Alzheimer’s Association Walk to End Alzheimer’s® is the world’s largest event to raise awareness and funds for Alzheimer’s care, support and research. Held annually in more than 600 communities nationwide, this inspiring event calls on participants of all ages and abilities to reclaim the future for millions.
FINANCIAL POSITION

FY2014 REVENUE

- 70% NET SPECIAL EVENTS
- 13% DIRECT PUBLIC SUPPORT
- 4% INVESTMENTS & OTHER
- 6% GRANTS & CONTRACTS
- 7% FEDERATED CAMPAIGNS

FY2014 EXPENSES

- 76% PROGRAM SERVICES
- 17% FUND DEVELOPMENT
- 7% GENERAL ADMINISTRATION
## ASSETS

### CURRENT ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
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<tbody>
<tr>
<td>Cash</td>
<td>$1,054,601</td>
<td>$851,757</td>
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<tr>
<td>Investments</td>
<td>284,532</td>
<td>271,137</td>
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<tr>
<td>Due from National organization</td>
<td>-</td>
<td>143,043</td>
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<tr>
<td>Accounts receivable</td>
<td>26,230</td>
<td>29,588</td>
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<tr>
<td>Pledges receivables</td>
<td>97,111</td>
<td>149,049</td>
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<tr>
<td>Other current assets</td>
<td>1,585</td>
<td>18,418</td>
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<td><strong>TOTAL CURRENT ASSETS</strong></td>
<td><strong>1,464,059</strong></td>
<td><strong>1,462,992</strong></td>
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### PROPERTY and EQUIPMENT

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<td>28,990</td>
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### OTHER ASSETS

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<td>36,154</td>
<td>44,637</td>
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### TOTAL ASSETS

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<tbody>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$1,529,203</strong></td>
<td><strong>$1,542,835</strong></td>
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## LIABILITIES and NET ASSETS

### CURRENT LIABILITIES

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<td>Accounts payable &amp; Accrued expenses</td>
<td>$119,141</td>
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<td>Due to National organization</td>
<td>74,415</td>
<td>74,247</td>
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<tr>
<td>Other</td>
<td>68,368</td>
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<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>261,924</strong></td>
<td><strong>222,295</strong></td>
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### NET ASSETS

<table>
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<tbody>
<tr>
<td></td>
<td>1,267,279</td>
<td>1,320,540</td>
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### TOTAL LIABILITIES and NET ASSETS

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<th>2013</th>
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<tr>
<td><strong>TOTAL LIABILITIES and NET ASSETS</strong></td>
<td><strong>$1,529,203</strong></td>
<td><strong>$1,542,835</strong></td>
</tr>
</tbody>
</table>
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Home Instead Senior Care  
Spring Arbor of Winchester  
The Willows at Meadow Branch Valley Health

**Walk to End Alzheimer’s in Northern Virginia**  
Ashby Ponds  
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Cameron Glen Health & Rehab  
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Greenspring  
Premium Distributors of Virginia  
Reston Hospital Center  
Shenandoah Valley Westminster-Canterbury

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America’s Charities  
Charles County Government  
Civista Health (Former University of MD Charles Regional)  
County of Fairfax  
Department of Finance Division of Treasury  
Kensington Park Retirement Community  
The Sherwood Forest Club, Inc.  
United Way of the National Capital Area  
World Bank Community Connections Fund
Spring Arbor Assisted Living & Memory Care  
SRA International  
Tall Oaks Assisted Living  
Vinson Hall Retirement Community/The Sylvestery

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Capital Caring  
Greenfield Senior Living  
Home Instead Senior Care  
Manassas Elks Lodge #2512  
NOVEC Helps  
Potomac Place Assisted Living  
Sudley Manor House

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Arden Courts Memory Care Community  
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Booz Allen Hamilton  
Brooke Grove Retirement Village  
CareFirst BlueCross Blue Shield  
Cooey LLP  
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Moore & Lee, LLP  
Riderwood  
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National Multifamily Housing Corporation  
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Susan and David Timoner  
Susan Kudla Finn & Family  
TCA TrustCorp America  
The Constant Family Foundation  
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The Sugar Association

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