

FY14

IMPACT
REPORT

alzheimer's  association®

National Capital Area Chapter

ABOUT Us

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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OUR PROGRAMS AND SERVICES

We enhance care and support

The Alzheimer's Association is a leading source of information, education and support for millions of individuals, caregivers and care professionals who face dementia every day. We are here to help.

- Our professionally staffed 24/7 Helpline 800.272.3900 provides support and reliable information about Alzheimer's and dementia; medications and treatment options; skills to provide and/or seek quality care; and legal, financial and living-arrangement decisions. Translation services are offered in more than 170 languages.
- Our education programs and conferences cover a variety of topics relating to Alzheimer's and other dementias, caregiving skills, and legal and financial planning.
- Support groups throughout the region and AlzConnected.org, our online community, allow people with Alzheimer's, families and caregivers to share experiences, coping skills and tips and find support and friendships with others living with Alzheimer's.
- Our online resources at alz.org help caregivers coordinate assistance from family and friends, locate senior housing, receive customized care recommendations, and enhance caregiving skills.
- MedicAlert® + Alzheimer's Association Safe Return® is our 24-hour nationwide emergency response service for individuals with Alzheimer's or related dementia who wander or have a medical emergency.

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.

OUR SERVICE AREA

District of Columbia

Maryland

Calvert County
Charles County
Montgomery County
Prince George's County
St. Mary's County

Virginia

Arlington County
Clarke County
Fairfax County
Fauquier County
Frederick County
King George County
Loudoun County
Prince William County
Rappahannock County
Stafford County
Warren County

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](https://www.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

“
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

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 27, 2014 **Ben Affleck v. Seth Rogen: Dueling Hill testimonies** - *The Washington Post*
- 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*

ADVANCING Public Policy

“ I encourage you to hold onto to 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

ENHANCING Care & Support

“ 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

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

Accelerating **RESEARCH**

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)

GROWING Revenue TO SUPPORT THE Mission



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.







National Capital Area Chapter Walks in Fall 2013



TOTAL
 6,684 walkers  897 teams 
\$1,144,305



Walk to End Alzheimer's in Solomons
September 21
 414 walkers  40 teams 
\$72,417

Walk to End Alzheimer's in Northern Virginia
September 29
 1,333 walkers  192 teams 
\$172,111

Walk to End Alzheimer's in Waldorf
September 21
 551 walkers  61 teams 
\$68,108

Walk to End Alzheimer's in the Virginia Tri-Counties
October 19
 912 walkers  138 teams 
\$74,353

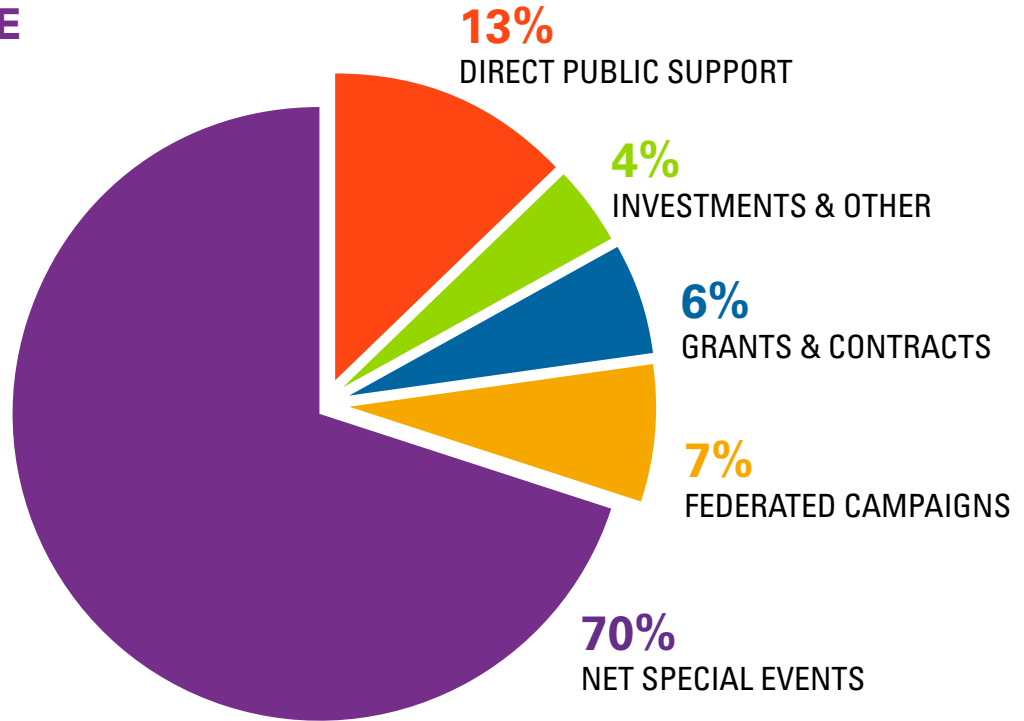
Walk to End Alzheimer's in Winchester-Shenandoah Valley
September 28
 300 walkers  41 teams 
\$43,461

Walk to End Alzheimer's in the Nation's Capital
October 26
 3,174 walkers  425 teams 
\$713,855

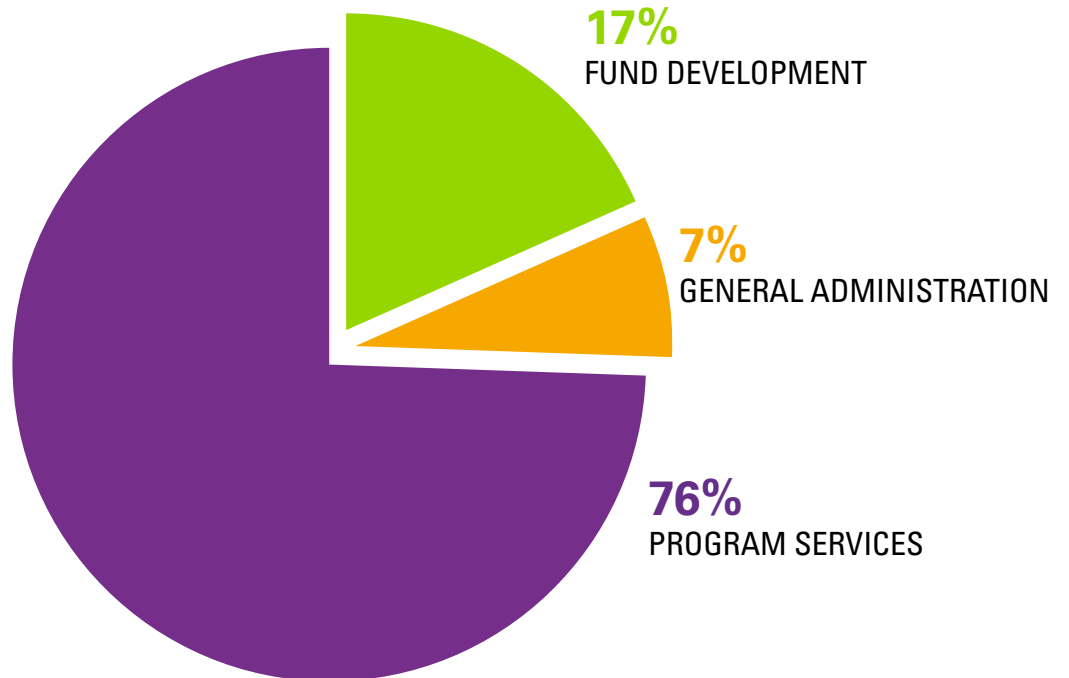


STATEMENTS OF Financial Position

FY2014 REVENUE



FY2014 EXPENSES



ASSETS

	JUNE 30	
	2014	2013
CURRENT ASSETS		
Cash	\$1,054,601	\$851,757
Investments	284,532	271,137
Due from National organization	-	143,043
Accounts receivable	26,230	29,588
Pledges receivables	97,111	149,049
Other current assets	1,585	18,418
TOTAL CURRENT ASSETS	1,464,059	1,462,992
PROPERTY and EQUIPMENT	28,990	35,206
OTHER ASSETS	36,154	44,637
TOTAL ASSETS	\$1,529,203	\$1,542,835

LIABILITIES and NET ASSETS

CURRENT LIABILITIES		
Accounts payable & Accrued expenses	\$119,141	\$148,048
Due to National organization	74,415	
Other	68,368	74,247
TOTAL LIABILITIES	261,924	222,295
NET ASSETS	1,267,279	1,320,540
TOTAL LIABILITIES and NET ASSETS	\$1,529,203	\$1,542,835

“

Donations and

participation in

our events enable

our Chapter to

support families,

educate the

public about Alzheimer's

as a growing public

health threat, and

fund research

to fight the disease.

Now, more than ever,

this support

is critical.

”

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The Sherwood Forest Club, Inc.
United Way of the National Capital Area
World Bank Community Connections Fund

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Walk to End Alzheimer's in Southern Maryland – Solomons

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Knights of Columbus #1470
Right at Home, In-home Care and Assistance
St. Mary's Nursing and Rehabilitation Center
Visiting Angels

Walk to End Alzheimer's in Southern Maryland – Waldorf

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CCNRC Family of Care
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Distinctive Home Care, Inc.
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Walk to End Alzheimer's in Winchester – Shenandoah Valley

Bank of Clarke County
Best Care Home Care
Blue Ridge Hospice
Envoy of Winchester
Home Instead Senior Care
Spring Arbor of Winchester
The Willows at Meadow Branch
Valley Health

Walk to End Alzheimer's in Northern Virginia

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Spring Arbor Assisted Living
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The Sylvestery

Walk to End Alzheimer's in the Virginia Tri-Counties

BestCare Home Care
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Home Instead Senior Care
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Walk to End Alzheimer's in the Nation's Capital

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Susan and David Timoner
Susan Kudla Finn & Family
TCA TrustCorp America
The Constant Family Foundation
The Honorable Rushern L. Baker III, Prince
George's County Executive
The Sugar Association

alzheimer's  association®

National Capital Area Chapter

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