Currently Alzheimer’s disease cannot be prevented, cured or effectively treated.

IT’S INTERESTING WHERE LIFE’S JOURNEY TAKES YOU.
Dave and I never thought that we would be part of an organization with such a grand purpose. But it is those things in life that we do not expect, those things we never thought we would have to deal with, that often bring us to the place we are meant to be.

It was our fathers, who were affected by Alzheimer’s, that inspired us to do all that we can in helping to create a world without Alzheimer’s. You probably have a similar inspiration that is the foundation of your engagement in the cause.

As the world’s leading provider of Alzheimer’s education, care and support, the Alzheimer’s Association is committed to being there for individuals and families at every step, so they never feel alone. This is the purpose that guides us, inspires us and drives us. And thanks to you, we are making great strides.

Your investment of time, talent and resources helps the Alzheimer’s Association connect people who are living with Alzheimer’s disease and their families with care and support, and to move research forward in dramatic ways that will lead to earlier diagnosis, improved treatments and, one day, a cure.

We, as a community, are making a difference. It is only by working together that we can address the health crisis of Alzheimer’s disease. It is up to us working in concert to ensure that Alzheimer’s does not rob another person of their memories and life. Take a moment to imagine the following:

Imagine a day when everyone who needs care and support gets it as a result of our work...a day of far less suffering.

Imagine a day when research is funded at the proper level...a day of far faster progress.

And now imagine the day we have our first Alzheimer’s survivors... what a joyous day that will be.

And then imagine the day that everyone survives – the day our vision is realized. That day is on the horizon; it is within our reach.

It is an urgent journey we are on; every day counts. We have the responsibility and ability to realize the vision. It will be our legacy.

We are that community of passionate people who can change the world. You represent the hope that shines bright for those navigating the maze of Alzheimer’s’s.

Who you are makes a difference every day!

In gratitude, we are

Gino V. Colombara, Ed.M.
Executive Director

David R. Stephens
Board Chair

Brain of Directors
David Stephens
Chair
Marion Backus
Vice Chair
Glenn Jenner
Treasurer
Shannon Kane
Secretary
Jamie Albano
Scott Alperin
Lisa DeCoste
Linda Dyer
Kimberley Green
Lee Jamerson
MaryAnn Moraau
Heather Pasko
Kelley Pearson
Randy Thompson
Ann Kay Walters

Board Emeriti
Lucille Cartwright
John H. Kellam
Marcie McMillin
Joan Rothrauff
Kay Van Cleave

Staff
Gino V. Colombara, Ed.M.
Executive Director
Rebecca Plate
Director of Development
Debra Davis
Programs Manager
Douglas Panto
Education & Family Services Coordinator - Peninsula/Williamsburg
Jennifer Chavez
Development Manager
Barbara Monteith
Development Specialist - Peninsula/Williamsburg
Sean Shields
Communications Specialist
Sharon Pullman
Accounting Assistant
Christine Wartol
Development Coordinator
Sherry Warren
Office Operations Manager
Bob Fanning
Resource Specialist - Volunteer

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Currently Alzheimer’s disease cannot be prevented, cured or effectively treated.
## Allocation of Chapter Expenses

For the year ended June 30, 2015

- **Public Awareness & Education**: 45%
- **Family Services**: 25%
- **Management & General**: 16%
- **Fundraising**: 11%
- **Public Policy & Research**: 3%

73% Programs Services
27% Management, General & Fundraising

---

### Revenue:

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>2015</th>
<th>% of Revenue</th>
<th>2014</th>
<th>% of Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Direct Public Support</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Memorials &amp; Tributes</td>
<td>$67,442</td>
<td>7.0%</td>
<td>$48,061</td>
<td>6.3%</td>
</tr>
<tr>
<td>Corporations</td>
<td>223,906</td>
<td>23.2%</td>
<td>177,969</td>
<td>23.4%</td>
</tr>
<tr>
<td>Individuals</td>
<td>486,101</td>
<td>50.0%</td>
<td>454,157</td>
<td>53.6%</td>
</tr>
<tr>
<td>Foundations</td>
<td>63,303</td>
<td>6.7%</td>
<td>67,067</td>
<td>8.9%</td>
</tr>
<tr>
<td>Donated Services, Materials and Rent</td>
<td>59,502</td>
<td>6.2%</td>
<td>90,646</td>
<td>11.9%</td>
</tr>
<tr>
<td><strong>Indirect Public Support</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United Way</td>
<td>6,399</td>
<td>0.7%</td>
<td>7,645</td>
<td>1.0%</td>
</tr>
<tr>
<td>Community Health Charities</td>
<td>27,732</td>
<td>2.9%</td>
<td>36,084</td>
<td>4.0%</td>
</tr>
<tr>
<td>Other</td>
<td>10,679</td>
<td>1.1%</td>
<td>11,383</td>
<td>1.5%</td>
</tr>
<tr>
<td><strong>Government Grants</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Program Services and Workshops</strong></td>
<td>33,501</td>
<td>3.5%</td>
<td>27,957</td>
<td>3.7%</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Program Services</strong></td>
<td>1,834</td>
<td>0.2%</td>
<td>10,245</td>
<td>1.3%</td>
</tr>
<tr>
<td><strong>Other Revenue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Change in value of Trust Receivable</strong></td>
<td>(29,303)</td>
<td>-3.0%</td>
<td>(184,834)</td>
<td>-24.3%</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>966,719</td>
<td>100%</td>
<td>761,525</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Expenses:

<table>
<thead>
<tr>
<th>Expense Category</th>
<th>2015</th>
<th>% of Expense</th>
<th>2014</th>
<th>% of Expense</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Services</strong></td>
<td>719,746</td>
<td>73%</td>
<td>694,800</td>
<td>75%</td>
</tr>
<tr>
<td><strong>Management and General</strong></td>
<td>104,554</td>
<td>11%</td>
<td>98,628</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Fundraising</strong></td>
<td>159,123</td>
<td>16%</td>
<td>133,232</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>983,423</td>
<td>100%</td>
<td>926,660</td>
<td>100%</td>
</tr>
</tbody>
</table>

### Change in Net Assets, Gain/(Loss)

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th></th>
<th>2014</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in Net Assets, Gain/(Loss)</td>
<td>$(16,704)</td>
<td></td>
<td>$(165,135)</td>
<td></td>
</tr>
<tr>
<td>Net Assets, Beginning of Year</td>
<td>1,192,806</td>
<td></td>
<td>1,357,941</td>
<td></td>
</tr>
<tr>
<td>Net Assets, End of Year</td>
<td>$1,176,102</td>
<td></td>
<td>$1,192,806</td>
<td></td>
</tr>
</tbody>
</table>

* The fiscal year 2014 and 2015 net assets losses are due to the recording of the change in value of the charitable trust receivable.

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### TrialMatch®

Information on TrialMatch® and our Memory Loss Referral Program was mailed to over 110 medical practices in the chapter’s territory. Two presentations were made to medical students at Eastern Virginia Medical School on dementia, caregiving and chapter programs and services. The chapter received 119 direct referrals from physicians and other community agencies.

TrialMatch® continues to be an effective way for families to find clinical trials for participation. We collected 178 cards from family members to enroll in the program. These cards are the pathway to participation in clinical trials by local families.

### Science & Research

The Alzheimer’s Association is the largest private funder of Alzheimer’s research in the world. In 2015, the Alzheimer’s Association made investments totaling approximately $17 million in more than 80 scientific investigations. These include grant awards to 68 projects funded through its International Research Grant Program (IRGP), representing proposals ranked highest by peer-reviewers in an extremely competitive field of 540 applications that were submitted from over 1,040 letters of intent.

Since 1982, the Alzheimer’s Association has invested over $350 million in more than 2,300 scientific investigations. This year, the Association’s active investments of over $80 million are enabling more than 350 investigations in 21 countries.

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**Audit performed by**: Wall, Einhorn & Chernitzer, P.C.
Advocating for Change in Congress

The chapter is assigned two congressional districts—VA01, Representative Robert Wittman, and VA02, Representative Scott Rigell. Each district has a volunteer chapter ambassador assisting chapter staff in keeping our assigned representatives informed about Alzheimer’s disease, the number of constituents that have the disease and legislation we support.

Education and Family Services

Individuals with a diagnosis of Alzheimer’s disease and their families turn to the chapter for education, support, and access to resources. Education programs provide guidance on caregiving, living with the disease, and how to plan for the life changes ahead. Professionals, including first responders and health industry workers, learn how to provide person-centered, safety focused assistance when encountering those with the disease. Our Helpline, operating 24/7, is often the first contact families have with us.

> 2,021 individuals received support, information and referrals to resources on our 24/7 Helpline.
> 37 families received in-depth Care Consultations.
> 7,310 individuals attended 193 education programs for family caregivers, professionals, first responders and community members.
> 28 caregiver support groups met monthly serving 1,614 family members. 15 new support group facilitators were trained.
> 3 early stage support groups met monthly serving 316 individuals in early stage and their care partners. Three early stage engagement programs were held serving 45 individuals.
> The chapter provided $9,860 in respite subsidy funds. This provided for 104 days of adult day care and 232 hours of home care for 21 family caregivers.
> 19 diagnosed individuals signed up for our wandering safety net program, MedicAlert®+ Safe Return®.

Legislation We Support

It was a great year for Alzheimer’s advocacy in Congress. We continued to ask Congress to keep the National Alzheimer’s Plan viable and accountable. The Plan provides certain measures to ensure research funding coordinated with the National Institutes of Health (NIH). The plan has benchmarks to lead us to being a dementia-friendly country as well as to prevent and effectively treat Alzheimer’s by 2025.

The Alzheimer’s Accountability Act (S. 2192/H.R. 4351) was passed with the support of thousands of advocates and signed into law by President Obama. The NIH submitted their first professional judgment budget directly to Congress as a result of this legislation. It will help ensure that the necessary resources scientists need are available to achieve the 2025 goal.

The HOPE (Health Outcomes Planning and Education) for Alzheimer’s Act (S. 857/H.R. 1559) was reintroduced in the House and Senate. This legislation will create a package of services aimed at an accurate and timely diagnosis, ensure that planning services are provided for those diagnosed, require documentation of that diagnosis and planning in the medical record.

Advocate at Walk to End Alzheimer’s®

During each of our Walk to End Alzheimer’s® events we collect postcards from attendees to send to our U.S. Senators. The ask made to Congress this year was to continue to support a strong, accountable National Alzheimer’s Plan and to make Alzheimer’s disease research a priority at the National Institutes of Health. 2,554 constituents signed postcards at our Walks.
Fund Development

Events such as the Walk to End Alzheimer’s®, A Reason to Hope Breakfast, YAAA! Black Tie Bowling, and the Parrot Head Beach Ball provide the perfect venue to build community for those affected and impacted by Alzheimer’s disease. These events raised $800,945 during the fiscal year to support local chapter programs and services, and the advancement of research.

The success of each event is due to the tireless dedication, enthusiasm, and passionate support of our volunteer committees, as well as the generous support of community-minded businesses, organizations and individuals. With them by our side, we will continue to move forward with clarity, determination and purpose to achieve a world without Alzheimer’s.

We gratefully acknowledge our FY2015 event sponsors of $1,000 and above (in-kind included):

Walk To End Alzheimer’s® 2014:

Presenting Sponsors: Eagle Medical Transports, Stephens & LaRoche Financial Partners, Suffolk Parks & Recreation

Local Promise Garden Sponsors: Joyce S. Price Family Foundation, Pacifica Senior Living

Benefactor Sponsors: Kindred Transitional Care & Rehabilitation - Bay Pointe, Kindred Transitional Care & Rehabilitation - Nansemond Pointe, Mass Mutual Financial Group, Priority Honda Hampton, TowneBank

Platinum Sponsors: Data Cable Technologies, Envoy of Williamsburg, Hampton Family Practice, Joyce S. Price Family Foundation, Kraft Foods-Planters, Morningside of Williamsburg, Obici Healthcare Foundation, Pomoce Auto Group, Sentara Healthcare, Smithfield Foods, The Memory Center Virginia Beach, WMBG AM 740


Media Partners:
Local community Foundations play an essential role in supporting critical programs such as respite care subsidy assistance, educational outreach, and care consultations. Our sincere appreciation is extended to the following granting agencies that have awarded grants totaling $53,852 combined:

**Grants $10,000 and above**
- Camp Family Foundations ($11,500)
- Franklin Southampton Charities ($10,000)
- Portsmouth General Hospital Foundation ($10,000)

**Grants $1,000 - $9,999**
- Hutcherson Family Fund ($7,500)
- J.L. Camp Foundation ($5,000)
- William M. Camp Foundation ($3,000)
- United Way of Virginia’s Eastern Shore ($2,852)
- Hampton Roads Community Foundation ($2,500)
- Southeast Virginia Community Foundation ($1,500)

**Charities**

**Major Corporate Sponsors**

**Gold**
- Pinnacle Place
- Province Place of Denali
- Province Place of Maryview
- Our Lady of Perpetual Help

**Silver**
- The Memory Center Virginia Beach
- A MemCare Community
The Alzheimer’s Association® is the world’s leading voluntary health organization in Alzheimer’s care, support and research. Our mission is 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 disease.®

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infoseva@alz.org
alz.org/seva

Williamsburg Office
213 McLaws Circle, Suite 2-B
Williamsburg, VA 23185

Find us on these social networks:

facebook.com/alzseva | twitter.com/alznorfolk | alzseva.wordpress.com
Join our group on LinkedIn

The Southeastern Virginia Chapter serves:
7,400 square miles | 16 counties | 11 cities

Southeastern Virginia Chapter serves the following cities and counties:
Accomack, Brunswick, Charlotte, Chesapeake, Emporia, Franklin, Greensville, Halifax, Hampton,
Isle of Wight, James City, Lunenburg, Mecklenburg,
Newport News, Norfolk, Northampton, Nottoway,
Poquoson, Portsmouth, Prince Edward, South Boston,
Southampton, Suffolk, Sussex, Virginia Beach,
Williamsburg, and York.