THE “WHY”

Do you know your “why”? Your purpose, cause, or belief that inspires you to do what you do.

The “why” for many of us is personal. It resides in our core belief, in our vision, to create a world without Alzheimer’s. That core belief, the “why,” is what drives and inspires us to go beyond ourselves.

The “why” for Shannon is her grandmother and for me, it is my father. We, like many of you, have seen the cruel effects of Alzheimer’s disease. We, like many of you, are making a difference with our engagement to further the cause.

The “why” is simple to understand. Every 66 seconds someone in the United States is diagnosed with Alzheimer’s disease. There are 5.4 million Americans with the disease, of which 140,000 reside in Virginia. Alzheimer’s is the only cause of death among the top 10 in America that cannot be prevented, cured, or even slowed.

Although these statistics are alarming, this is a time of great momentum and hope for our cause. More than ever before, ending Alzheimer’s disease is in the forefront of national and international conversation. The Alzheimer’s Association, with the tremendous support of dedicated volunteers like you, has heightened the level of concern and brought Alzheimer’s into the public eye.

Today, thanks to you, the public sees Alzheimer’s disease as a priority for federal funding—almost at the $1 billion level. Today, we are reaching more people with care and support than ever before. Today, it is up to us to carry on and advance the conversation in order to realize our vision of a world without Alzheimer’s.

As Leroy Hood wrote, “Don’t underestimate the power of your vision to change the world. Whether that world is your office, your community, an industry or a global movement, you need to have a core belief that what you contribute can fundamentally change the paradigm or way of thinking about problems.”

We as a community are changing the paradigm of Alzheimer’s. You help drive the message of “why” by your advocacy, your engagement, your financial support, and your volunteerism. You are the catalyst for change. You are the end of Alzheimer’s.

Who you are makes a difference every day!

In gratitude, we are

Gino V. Colombara
Executive Director

Shannon DS Kane
Chair, Board of Directors
### ALLOCATION OF CHAPTER EXPENSES
For the year ended June 30, 2016

75% Program Services  25% Fundraising / Management & General

<table>
<thead>
<tr>
<th>Revenue:</th>
<th>2016</th>
<th>% of Revenue</th>
<th>2015</th>
<th>% of Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Public Support</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Memorials &amp; Tributes</td>
<td>$52,014</td>
<td>3.4%</td>
<td>$67,442</td>
<td>6.9%</td>
</tr>
<tr>
<td>Corporations</td>
<td>91,980</td>
<td>7.9%</td>
<td>223,906</td>
<td>22.8%</td>
</tr>
<tr>
<td>Individuals</td>
<td>792,693</td>
<td>55.9%</td>
<td>501,440</td>
<td>49.2%</td>
</tr>
<tr>
<td>Foundations</td>
<td>45,000</td>
<td>2.2%</td>
<td>69,303</td>
<td>7.1%</td>
</tr>
<tr>
<td>Donated Services, Materials and Rent</td>
<td>71,259</td>
<td>6.1%</td>
<td>59,502</td>
<td>6.1%</td>
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<tr>
<td>Indirect Public Support</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workplace Giving</td>
<td>50,624</td>
<td>4.4%</td>
<td>44,810</td>
<td>4.6%</td>
</tr>
<tr>
<td>Government Grants</td>
<td>1,973</td>
<td>0.2%</td>
<td>9,623</td>
<td>1.0%</td>
</tr>
<tr>
<td>Program Services and Workshops</td>
<td>9,130</td>
<td>0.8%</td>
<td>33,501</td>
<td>3.4%</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>9,838</td>
<td>0.8%</td>
<td>1,834</td>
<td>0.2%</td>
</tr>
<tr>
<td>Change in value of Trust Receivable</td>
<td>37,557</td>
<td>3.2%</td>
<td>(29,303)</td>
<td>-3.0%</td>
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<tr>
<td>Total Revenue</td>
<td>1,162,068</td>
<td>100%</td>
<td>982,058</td>
<td>100%</td>
</tr>
<tr>
<td>Revenue Transferred to National Organization for Research Grants</td>
<td>(154,268)</td>
<td>13.3%</td>
<td>(15,339)</td>
<td>1.6%</td>
</tr>
<tr>
<td>Revenue for Chapter Expenses</td>
<td>1,007,800</td>
<td>% of Expense</td>
<td>966,719</td>
<td>% of Expense</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% of Expense</th>
<th>% of Expense</th>
</tr>
</thead>
</table>

| Change in Net Assets, Gain/(Loss) | $57,117 | $(16,704) |
Programs & Family Services bring hope to those living with Alzheimer’s and related dementias, and empower families to approach the disease with confidence. Chapter staff and volunteers provide a cadre of services, including knowledge and skill-building through community and professional education programs, care and support through our network of caregiver and early stage support groups, and 24/7 counseling and care planning through personalized care consultation services. The local chapter serves as the primary resource for individuals and families at any stage of their journeys.

- 600 community members received face-to-face education through the Association’s evidence-based curricula, including 166 individuals at our Day for Caregivers Conference and outreach to 40 local churches.

- Staff assisted 52 families referred to the chapter by their physician or related health care professional as a part of our Memory Loss Referral Program.

- 578 long-term care, home health, health care professionals and first responders received vital education and training on how to care for persons with disease and support their families.

- 1,728 caregivers received valuable knowledge and support through the chapter’s 24 peer-led monthly support groups throughout the region and 164 caregivers and persons with disease participated in our early stage support group and socialization programs.

- 671 families received care and support assistance from Association staff, including 194 who participated in personalized care planning and counseling both in person and via the Association’s 24/7 Helpline.

- $12,311 was granted to subsidize the cost of 2,377 hours of respite services for 33 families, providing family caregivers with needed time to attend to their health and well-being.

- 16 diagnosed individuals enrolled in the Association’s wandering and safety program, MedicAlert®+Safe Return®, bringing total chapter participation to 1,251.

- 5,834 constituents received the chapter’s newsletter, The Reminder, which provides updates on local programs, services, events, and research.
The Alzheimer’s Association is committed to accelerating the global effort to eliminate Alzheimer’s disease. We are the largest nonprofit funder of Alzheimer’s research in the world. We believe in the value of collaboration and are willing to imagine a time when we will have disease-modifying treatments, preventive strategies and gold-standard care for all people affected by Alzheimer’s disease.

In 2016 the Alzheimer’s Association® made investments totaling nearly $25 million in more than 135 scientific investigations. These include grant awards to 120 projects funded through its International Research Grant Program (IRGP), representing proposals ranked highest by a peer reviewed process in an extremely competitive field of over 730 applications that were submitted from more than 1,200 letters of intent.

Since 1982 the Alzheimer’s Association has invested over $375 million in more than 2,400 scientific investigations. As the world’s largest nonprofit funder of Alzheimer’s research, the Alzheimer’s Association is currently investing more than $90 million in over 350 best-of-field active projects in 18 countries.

Clinical trials are research studies conducted on people to determine whether treatments are safe and effective. Clinical trials are the best way for researchers to find new ways to detect, slow, treat and hopefully someday prevent Alzheimer’s disease.

Alzheimer’s Association TrialMatch® is a free, easy-to-use clinical studies matching service that connects individuals with Alzheimer’s, caregivers, healthy volunteers and physicians with current studies. Our continuously updated database of Alzheimer’s clinical trials includes more than 250 promising clinical studies being conducted at over 700 trials sites across the country.
PARTICIPATING IN TRIALMATCH®
by Sherry Warren

“Don’t just hope for a cure. Help us find one.” I had seen that on TrialMatch® literature, and had thought that it was a very clever slogan. I know that clinical trials are essential to finding treatments, and ultimately a cure, for Alzheimer’s. But until last spring, I had not acted on it myself. No real reason - I just hadn’t “gotten around to it.” Finally I decided to explore what TrialMatch is all about. I went to www.alz.org/trialmatch and read about how to register with TrialMatch and locate clinical trials.

The process for registering took about 15 minutes. I only had to provide basic information to create a profile, and there was no obligation to participate in any trials. TrialMatch then provided a listing of clinical trials for which I might qualify. I discovered one at Johns Hopkins University in Baltimore which was seeking healthy (non-diagnosed) participants.

I contacted them via email, and received a prompt response from a researcher with the study. We discussed the type of data being collected, how the data is collected, and what I would need to do to participate. I weighed the small inconvenience (two days off from work, travel to and from Baltimore, and a slightly uncomfortable medical procedure) against my commitment to do whatever I can to help - and I said “yes!”

The study is “Assessing Brain Activity and CSF markers in MCI and controls.” That’s a fancy way of saying that the researchers are looking to see if measures of thinking ability, brain function, or measures derived from cerebrospinal fluid can help predict who will develop Alzheimer’s disease (AD). If differences can be identified between people with Mild Cognitive Impairment (MCI) and those without, early diagnosis of Alzheimer’s may be more possible. The researchers will share their data with other qualified investigators to assist in their research.

I love the idea of taking action and contributing to research that may help with earlier diagnosis. I plan to look for other opportunities to participate in clinical trials. I encourage everyone to at least consider registering for TrialMatch®. Check out the website, or call 800.272.3900 for more information. I am happy to discuss my experience or answer questions; contact me at swarren@alz.org. Let’s don’t just hope for a cure… let’s help find one!
ADVOCACY AND PUBLIC POLICY

Your Voice Matters!

Conquering Alzheimer’s disease is as much a matter of public policy as scientific discovery. By raising important issues and educating elected officials as an Alzheimer’s Association Advocate, YOU save lives. The Chapter has 6,636 registered advocates who:

• Generate action from our elected officials
• Stay informed of the latest policy and legislative issues
• Elevate Alzheimer’s from a disease to a cause

The Chapter is assigned two congressional districts – VA01, Representative Robert Wittman and VA02, Representative Scott Rigell. Assigned to each district is a volunteer Chapter Ambassador – Michael White (VA01) and Karen Garner (VA02) – responsible for keeping our assigned representatives informed about Alzheimer’s disease, the challenges constituents face as a result of the disease and legislation the Association supports. Each ambassador is supported by a team of volunteer advocates.

A SUCCESSFUL YEAR OF LEGISLATION SUPPORT

A $350 million increase, the largest annual increase in federal funding for Alzheimer’s disease research at the National Institutes of Health (NIH) was passed. As a result, the NIH has $991 million to spend on Alzheimer’s research.

The NIH released its first Professional Judgment Budget for Alzheimer’s research to the U.S. Congress for the continuation of a rapid ramp-up in Alzheimer’s research funding.

The Association urged our elected officials to support the following legislative priorities to help achieve the National Alzheimer’s Plan to prevent and effectively treat Alzheimer’s disease by 2025:

• Increase the commitment to Alzheimer’s research by at least $400 million in fiscal year 2017.

• Improve access to care planning by enacting the Health Outcomes, Planning, and Education (HOPE) for Alzheimer’s Act to provide Medicare coverage for comprehensive care planning services – for both the individual and his/her caregiver – following a dementia diagnosis.

• Educate providers on palliative and hospice care by supporting the Palliative Care and Hospice Education and Training Act, which would not only provide training but also launch a national campaign to inform patients and families about the benefits of palliative care and enhance research on improving the delivery of palliative care.
GRANTS

Local community Foundations play an extremely important role in supporting essential programs such as respite subsidy assistance, educational outreach, early stage socialization, and care consultations. The Chapter’s sincere appreciation is extended to the following granting agencies that have awarded grants totaling $42,440 combined:

Grants $10,000 and above
Camp Family Foundation ($12,000)
Altria Companies Employee Community Fund ($10,000)
Franklin Southampton Charities ($10,000)

Grants $1,000 - $9,999
J.L. Camp Foundation ($5,000)
William M. Camp Foundation ($3,000)
United Way of Virginia’s Eastern Shore ($2,440)

FUND DEVELOPMENT

Our constituent events such as the Walk to End Alzheimer’s®, The Longest Day®, A Reason to Hope Breakfast, and Parrot Head Beach Ball build community for those dealing with the daily challenges of Alzheimer’s disease. These events raised over $878,168 during the fiscal year to help advance Alzheimer’s research and support local programs and services.

The tireless dedication, enthusiasm, generosity, and passionate support of our volunteer committees and community-minded businesses, organizations and individuals are the catalyst of each event’s success.

MAJOR CORPORATE SPONSORS:

THE LONGEST DAY®

.alzheimer’s association

The Longest Day® is a year round campaign to raise funds and awareness for those living with Alzheimer’s disease, as well as for their caregivers. Participants can start or join a team, host an event or can choose to be an individual fundraiser.

This year we would like to extend a big thank you to all of our participants in The Longest Day who helped us exceed our goal and raised over $40,000.

The Upsilon Omicron Omega Chapter of Alpha Kappa Alpha Sorority, Inc. participated in The Longest Day from June 1st through June 20th. They held several events during that time to help raise awareness and funds to honor those living with the challenges of Alzheimer’s and to support the mission of the Alzheimer’s Association.

The Lambda Omega Chapter of Alpha Kappa Alpha Sorority, Inc. helped raise awareness by planting Promise Garden flowers at Seton Manor Assisted Living Facility in Hampton. They also raised funds for research, care and support of those living with the challenges of Alzheimer’s.

ACBL Bridge tournament at Governor’s Landing.

Williamsburg. Hosted by Jane Farthing of Williamsburg Unit 101. Members of various ACBL Bridge clubs participated. Also, Cathy Hildebrand of Hampton Roads Bridge hosted a tournament at Ford’s Colony Swim and Tennis Club, Williamsburg. Their combined efforts raised over $9,000!

Cooke Veterinary Medical Center in Chesapeake raised over $3,300. Dr. Denette Cooke and her staff held an Open House on June 4th, themed “Pets Helping People”.

ACBL Bridge tournament at Governor’s Landing.

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The Walk to End Alzheimer’s® is the world’s largest event to raise awareness and funds for Alzheimer’s care, support and research. The theme of the Walk, held annually in more 600 communities nationwide, is “The End of Alzheimer’s Starts with You.”

Our Chapter hosts 6 walks, regionally sponsored by BayPort Credit Union since 2010, in September and October from Farmville to Williamsburg, the Eastern Shore to Hampton Roads.

We gratefully acknowledge our FY2015 and FY2016 Walk sponsors of $1,000 and above (in-kind included):

WALK TO END ALZHEIMER’S® 2015:

PRESENTING SPONSORS:
The Frieden Agency, Joyce S. Price Family Foundation, Suffolk Parks and Recreation, TrustBuilders Law Group

LOCAL PROMISE GARDEN SPONSOR:
Pacifica Senior Living

BENEFACTOR SPONSORS:
Kindred - Bay Pointe Medical, Kindred Transitional Care and Rehabilitation Center - Nansemond Pointe, The Memory Center, QVC

PLATINUM SPONSORS:
Eagle Medical Transports, Hampton Family Practice, Morningside of Williamsburg, Peninsula Funeral Home, Satisfaction Landscaping, Sentara Healthcare, Weymouth Funeral Home, WMBG AM 740

GOLD SPONSORS:

SILVER SPONSORS:
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MEDIA PARTNERS
PRESENTING SPONSORS:
Our Lady of Perpetual Help, Stephens Financial Partners, LLC, Suffolk Parks and Recreation

PROMISE GARDEN SPONSORS:
The Waterford at Virginia Beach, In Memory of Lavina H. Gresham, QVC

BENEFACTOR SPONSORS:
Commonwealth Senior Living, Kindred - Bay Pointe Medical, Kindred Healthcare Riverpointe, Kindred Transitional Care and Rehabilitation Center - Nansemond Pointe, The Memory Center, WMBG AM 740

PLATINUM SPONSORS:

GOLD SPONSORS:

SPECIAL THANKS TO WALK SUPPORTER
2015 / 2016

Proud Regional Sponsor
THANKS TO OUR SPONSORS

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TrustBuilders Law Group

BENEFACTOR SPONSOR:
The Memory Center

CHAMPION SPONSORS:
EVMS Glennan Center for Geriatrics and Gerontology, Greg Garrett Realty, Our Lady of Perpetual Help, Sentara Healthcare, The Curtis Group, Tidewater Home Funding

BRONZE SPONSOR:
Fulton Bank

MEDIA SPONSOR:
Inside Business
Southeastern Virginia Chapter serves:

7,400 square miles | 16 counties | 11 cities

Southeastern Virginia Chapter serves the following cities and counties:


Southeastern Virginia Chapter Office
6350 Center Drive, Suite 102
Norfolk, VA 23502
757.459.2405
800.272.3900
FAX 757.461.7902
infoseva@alz.org
alz.org/seva

Williamsburg Office
213 McLaws Circle, Suite 2-B
Williamsburg, VA 23185
757.221.7272
FAX 757.221.0109

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