In 1979, Jerome H. Stone united caregivers, researchers and activists to create the Alzheimer’s Association. Our mission symbol, which appears on the cover, pays tribute to his ability to bring people and science together for the benefit of all. It also encapsulates the mission of our Association: 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. You will see the symbol throughout the pages of our Annual Review as we share with you how our Chapter has taken great strides during the 2017 fiscal year in furthering our mission.
RESILIENCE OF HOPE

The strength that defines us in the face of Alzheimer’s disease is the undercurrent of hope that takes us beyond the challenges of today.

Hope is that shining light that allows us to look beyond the effects of this cruel disease and direct our energy and resources to creating a world without Alzheimer’s disease.

Helen Keller once wrote: “Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence.”

Hope is power. Hope is you. All of the accomplishments that we have witnessed not only this fiscal year but throughout the past decade are a result of our unyielding drive to move the cause forward. We are dedicated to shining a bright light on Alzheimer’s disease so it can no longer hide in the shadows. We are being heard.

We, as a community, are making a difference. We, as a community, are the hope that shines bright for those dealing with a diagnosis of Alzheimer’s disease.

This is a time of unprecedented momentum in the race to end Alzheimer’s disease. The amount of federal funding for Alzheimer’s research and the number of scientists utilizing these funds to search for effective Alzheimer’s treatments are growing year after year. The current generation of people living with Alzheimer’s could quite possibly be followed by the first generation of survivors.

Speaking of “survivors,” this year we unveiled a new flower for the Walk Promise Garden that is indicative of the hope that is shining bright on the horizon. It is a white flower, representing the hope of the first survivor of Alzheimer’s. Our hope is that one day soon the Walk Promise Garden will be filled with white flowers.

Until that day, Shannon and I, along with all of you, will continue to be beacons of light for the more than 140,000 people in Virginia and their 458,000 loving care partners. Our light will embrace them with our collective strength and resolve during their most challenging times and provide comfort that they are not alone.

Shannon and I are humbled and inspired by all those individuals who are diagnosed with Alzheimer’s and their loving care partners who every day share their story, their journey, to help affect change. They exemplify the resilience of hope.

Each of us has the resilience to change the trajectory of Alzheimer’s, to change the course of people’s lives. Thank you for your advocacy, your engagement, your financial support, and your volunteerism.

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, 2017

### 75% Program Services

- **Direct Public Support**
  - Memorials & Tributes: $90,567 (6.4% of Revenue) from 2016's $52,014 (4.5% of Revenue)
  - Corporations: $71,658 (5% of Revenue) from 2016's $91,980 (7.9% of Revenue)
  - Individuals: $941,929 (66.2% of Revenue) from 2016's $792,693 (68.2% of Revenue)
  - Foundations: $70,000 (4.9% of Revenue) from 2016's $45,000 (3.9% of Revenue)
  - Donated Services, Materials and Rent: $75,501 (5.3% of Revenue) from 2016's $71,259 (6.1% of Revenue)

- **Indirect Public Support**
  - Workplace Giving: $32,985 (2.3% of Revenue) from 2016's $50,624 (4.4% of Revenue)
  - Government Grants: $12,058 (0.8% of Revenue) from 2016's $1,973 (0.2% of Revenue)
  - Program Services and Workshops: $6,390 (0.4% of Revenue) from 2016's $9,130 (0.8% of Revenue)
  - Other Revenue: $550 (0.0% of Revenue) from 2016's $9,838 (0.8% of Revenue)
  - Change in value of Trust Receivable: $124,071 (8.7% of Revenue) from 2016's $37,557 (3.2% of Revenue)

### 25% Fundraising / Management & General

- **Total Revenue**
  - 2017: $1,425,709 (100.0% of Revenue) from 2016's $1,162,068 (100.0% of Revenue)

- **Revenue Transferred to National Organization for Research Grants**
  - 2017: $(22,784) (1.6% of Revenue) from 2016's $(154,268) (13.3% of Revenue)

### Chapter Expenses:

- **Program Services**
  - 2017: $765,487 (75.4% of Expense) from 2016's $713,012 (75.0% of Expense)
- **Management and General**
  - 2017: $80,355 (7.9% of Expense) from 2016's $47,534 (5.0% of Expense)
- **Fundraising**
  - 2017: $169,169 (16.7% of Expense) from 2016's $190,137 (20.0% of Expense)

### Total Expenses

- 2017: $1,015,011 (100.0% of Expense) from 2016's $950,683 (100.0% of Expense)

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

- 2017: $387,914
- 2016: $57,117
The Chapter experienced great growth in Programs & Services during Fiscal Year 2017. Over 70,000 constituents in our Chapter’s region accessed Association services through our web site, 24/7 Helpline, online and in-person education programs, care consultations with staff, and MedicAlert + Safe Return®. We launched a new arts socialization program, ArtMatters, early in the year for our early stage community. Each month, a group of individuals living in the early stages of dementia met at the Chrysler Museum to enjoy a docent-led gallery tour and lunch. The program was so successful that we have expanded it in the current year.

We also worked diligently to grow our outreach to traditionally underserved populations including the LGBT community, African Americans, and rural areas within our region. The Chapter became members of Hampton Roads Business Outreach (HBOR), the local LGBT chamber of commerce, participated in Hampton Roads Pride, and provided education to case workers at the LGBT Life Center. Additionally, we launched our Purple Power Worship program throughout the region, with a heavy focus on African American and rural faith communities. Purple Power Worship empowers faith communities to raise awareness and provide education on Alzheimer’s and related dementia through worship services, education programs, and other events. In FY17, the Chapter reached over 100 faith communities.

As Programs & Services grow, we know that staff cannot be the sole source of service delivery. Although the Chapter has traditionally relied on volunteers to facilitate our caregiver support groups, we are committed to growing volunteer involvement in many of our other programs and services for those living with the disease and care partners. In FY17, we launched the first region-wide Volunteer Community Educators Program, which prepares volunteers to provide Association-developed education programs in their communities. We also grew the reach of volunteers in various community events and in our outreach to physicians and their staff.

Advocacy and Public Policy

The Alzheimer’s Association is not only the leading expert on Alzheimer’s and related dementia, we are the country’s most unrelenting voices for public policy issues and critical research funding that will lead us to a cure. In fact, the most celebrated successes of these efforts come from advocates like you, concerned citizens who communicate regularly with elected officials informing them of the issues facing families and actions legislators need to take.

The Chapter was assigned two congressional districts—VA01, Representative Robert Wittman, and VA02, Representative Scott Taylor. We are grateful for the service of our volunteer Ambassadors Michael White (VA01) and Karen Garner (VA02) who worked tirelessly to build relationships with these legislators and educate them on issues facing persons living with Alzheimer’s and dementia and their families.

The Alzheimer’s Association, including our Chapter’s advocates, led the charge to ensure another historic increase in research spending at the National Institutes of Health (NIH). Congress is now considering legislation that will increase Alzheimer’s and related dementia research funding by $414 million at the NIH. If signed into law, this funding would reach at total of $1.8 billion, just $2 million shy of what NIH scientists state is needed to develop a treatment.
As the largest nonprofit funder of Alzheimer’s disease research in the world, the Alzheimer’s Association is driving a worldwide effort to step up the pace of discovery in research. Through our Global Research Program we advance research progress in four key outcome areas: Discovery Science, Detection and Diagnosis, Treatment, and Prevention.

We envision that over the next 10 years we will contribute to breakthroughs that are life-changing for people with Alzheimer’s by leading, funding, and convening the research field. We aim to enable earlier diagnosis and treatments that could take effect before irreversible brain damage or cognitive decline occurs.

**Alzheimer’s Association International Research Grant Program**

We identify and fund the world’s highest-potential research through our International Research Grant Program (IRGP). Since 1982, the Alzheimer’s Association has awarded in excess of $405 million to more than 2,600 best-of-field scientific investigations, helping to catalyze nearly every major advancement in Alzheimer’s research. Notably, our investments have advanced:

- Leading theories of the cause of Alzheimer’s-related brain cell degeneration, including the amyloid, tau and inflammation hypotheses
- Diagnostic tools, including development of the first radiotracer (PiB) capable of showing amyloid deposits in the living brain via a PET scan
- New targets and uses for immunotherapy in clinical trials — an approach that may reduce cognitive decline in persons with mild cognitive impairment.

In 2017, we have made investments totaling more than $28 million in over 129 scientific investigations, our largest-ever in a single year. Our current active investments total more than $110 million, and they are fueling nearly 400 investigations in 18 countries.

Without clinical research and the help of human volunteers, there can be no better treatments, no prevention, and no cure for Alzheimer’s disease. Alzheimer’s Association TrialMatch® is a free, easy-to-use clinical studies matching service that generates customized lists of studies based on user-provided information.

You can easily see what studies you may qualify for. Our continually updated database contains more than 250 studies, including both pharmacological (drug) and non-pharmacological (non-drug) studies being conducted at sites across the country and online. Individuals with dementia or those who are at risk of developing it, caregivers, and healthy volunteers with no dementia issues are needed to help advance Alzheimer’s research.

By participating in clinical research, you can help to accelerate progress and provide valuable insight into potential treatments and methods of prevention. Without the participation of people like you, finding a cure is nearly impossible.

Learn more at trialmatch.alz.org.
Creating community for those dealing with the challenges of Alzheimer’s disease is integral to the wellbeing of affected individuals and their caring families. Local Community Foundations are essential partners in ensuring that Chapter programs such as respite care subsidy assistance, early stage programming, educational outreach, and care consultations are sustained and enhanced. The Chapter’s sincere appreciation is extended to the following granting agencies for their consistent and generous support that, combined, total $50,000.

**Grants $10,000 and above**
- Altria Companies Employee Community Fund ($10,000)
- Camp Family Foundation ($10,000)
- Franklin Southampton Charities ($10,000)
- Portsmouth General Hospital Foundation ($10,000)

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

**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 $857,986 during the fiscal year ending June 30, 2017 to help to raise awareness and funds for Alzheimer’s care, support, and research.

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.

The Longest Day is all about love. Love for all those affected by Alzheimer’s disease. Centered around the summer solstice, The Longest Day allows participants to team up with the Alzheimer’s Association and select any activity they love - or an activity loved by those affected - together raising funds and awareness for care and support while advancing research toward the first survivor of Alzheimer’s. From billiards to biking, participants in our area chose a variety of creative activities. This year, our Chapter raised over $41,000 for The Longest Day. Thank you! We hope you will join us in 2018!
WALK TO END ALZHEIMER’S® 2017:

PRESENTING SPONSORS:
Christopher Newport University, Our Lady of Perpetual Help, Mass Mutual/Stephens Financial Partners, Suffolk Parks & Rec., The Memory Center at Virginia Beach

PROMISE GARDEN SPONSORS:
Commonwealth Senior Living, In Memory of Sam and Judy Johnson, QVC

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TOYOTA
A DAY FOR CAREGIVERS

THANKS TO OUR SPONSORS

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PARROT HEAD CHARITY BEACH BALL

THE JOLLY MON
A PIRATE ADVENTURE
TO END ALZHEIMERS
20th annual Bonnie Keel
PARROT HEAD CHARITY BEACH BALL