

Volunteer Spotlight

Sue Colegrove



Sue Colegrove is one of those very special volunteers who requires very little thanks. In her mind, it's just the opposite. "I want to thank the Alzheimer's Association for giving me the opportunity to be a small part of the important work that the Association does," she shared. Sue became a volunteer fourteen years ago after being approached by her colleague, Anne Zizzo, CEO of Zizzo Group Engagement Marketing in Milwaukee's Third Ward. "The Alzheimer's Association had asked Anne if there was anyone on staff that might be a great fit to serve on the Board led Communications Committee. Anne came immediately to me given my agency media background, and altruistic nature, which seemed like a natural fit for the work and requirements of the committee."

Sue said yes, and the rest is history. Over her fourteen years as a Communications Committee volunteer, Sue has harnessed her passion and professional background as EVP, Integrated Marketing at Zizzo Group Engagement Marketing, to elevate the concern and awareness of this devastating disease in communities around Wisconsin. She has also served in a leadership role as a member of the Board of Directors for ten years, serving many years on the Executive Committee as Board Secretary, Vice Chair, Board Chair, and Immediate Past Board Chair. Sue's two year term as Board Chair occurred during the merger of the three independent Alzheimer's Association chapters into the streamlined statewide Wisconsin chapter. Sue's leadership, business savvy, incredible people skills, and steady guidance were invaluable to both the Board and staff at this pivotal time.

In addition to her leadership role, Sue and her husband Mitch have supported countless Alzheimer's Association fundraising initiatives including the annual Gala and Memories in the Making Arty Party evenings. She has also been instrumental in rallying the employees at her company to bring awareness to the mission during Alzheimer's and Brain Awareness Month. Sue and her family are also very involved each year in the Walk to End Alzheimer's in Milwaukee County. Sue is the captain of team LIVE, and is invested in the mission because she also has a personal connection to the disease. "I lost my dear Aunt Lu to Alzheimer's," Sue said. She was one of the most loving, giving human beings to walk this earth. As all too many of us have experienced, we went through the emotional and difficult journey of seeing the bright light inside her diminish."

Sue, who has witnessed the growth of the Wisconsin chapter over the last fourteen years, fully understands how important volunteers are in elevating the mission, helping families impacted, and bringing an end to the disease. "Everyone can make a difference, connect with others that also want to make a difference - in our community and in people's lives," she said. "Share your time and talents, no matter how big or small. There are so many ways you can volunteer. Just reach out and the Association will find the right fit for you. The rewards will be so much greater than you can imagine."

"I can wholeheartedly say that my time with the Association has not only given me better understanding of this terrible disease, but has shown me time and time again how absolutely essential the work is that the Association does to serve families in Wisconsin," she shared. "The Alzheimer's Association holds a special place in my heart. I will always be a mission messenger, doing my part to bring us closer to a world without Alzheimer's."

