

2023 MISSION REPORT



Walk to End Alzheimer's



The Longest Day



Purple Soirée



Wine & Chocolate Festival



Memories in the Making



OUR MISSION

The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

OUR VISION

A world without Alzheimer's and all other dementia®.

BOARD OF DIRECTORS

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ALZHEIMER'S ASSOCIATION IOWA CHAPTER

24/7 Helpline: 800.272.3900 | Chapter Office: 515.440.2722

Chapter Offices: Cedar Rapids, Davenport, Des Moines, Sioux City

ACCELERATING RESEARCH

Currently, the Alzheimer's Association is investing over **\$360 million in over 1,000 projects in 53 countries**. This was the first year the Alzheimer's Association was able to invest \$100 million in a single year to research. **\$1.4 million is currently invested in 8 research projects at the University of Iowa and Iowa State University.**

There are now **two FDA-approved treatments** (Leqembi and Aduhelm) that treat one of the underlying causes of Alzheimer's. Additional clinical trials are underway and offer the hope of additional treatments.

At the annual **Alzheimer's Association International Conference** in Amsterdam, many new research findings were announced, including a study on simple, finger prick blood tests that shows great promise in detecting and helping diagnose Alzheimer's disease.

DIVERSITY, EQUITY & INCLUSION

At the Alzheimer's Association, we believe that diverse perspectives are critical to achieving health equity - meaning all communities have an equal opportunity for early diagnosis and access to risk reduction and quality care. **The Iowa Chapter weaves DEI efforts into all our work**, and in the past year we grew existing relationships and made many new connections with diverse community partners.

We have contributed articles to the **Urban Experience Magazine** every month for the last four years. This year, we sponsored the November 2023 issue for National Family Caregivers month, which included an 8 page spread and feature on the cover. We also had the opportunity to attend many Pride events in June, including hosting tables at **Pride festivals and events in Sioux City, Iowa City, Cedar Rapids and Council Bluffs.**

ADVANCING PUBLIC POLICY

Thanks to the help of our Alzheimer's Impact Movement (AIM) advocates, **\$3.7 billion is allotted for Alzheimer's research** after Congress passed an **increase of \$226 million** in the spring. This year, our fiscal and policy priorities are:

- \$321 million increase for research funding
- \$35 million increase for Building Our Largest Dementia (BOLD) Infrastructure grants
- NAPA Reauthorization Act (S. 4203/H.R. 7775)
- Alzheimer's Accountability & Investment Act (S.4202/H.R.7773)

The annual **Alzheimer's Association Advocacy Forum**, was held in Washington, DC, and **12 advocates met with Iowa's Congressional delegations** and their staff.



INCREASING CONCERN & AWARENESS

Across our Chapter, the Alzheimer's Association Iowa Chapter was featured in nearly **2,700 local news stories** about Walk to End Alzheimer's, The Longest Day, caregiver resources and support, the 24/7 Helpline, warning signs, new Alzheimer's treatments and statistics, volunteer and dementia caregiver stories and much more. These stories garnered **12 million media impressions.**

We also reached people through the free e-newsletter which is sent to over **7,000 subscribers** across our Chapter each week and through alz.org/iowa, which over **150,000 people visited.**

VOLUNTEERS

Nearly **600 volunteers** across the Chapter helped raise awareness in their communities by serving as advocates, support group facilitators, community educators, committee members for Walk to End Alzheimer's and The Longest Day, spokespeople, advocates and more.

We honored our outstanding volunteers in the spring with the second annual volunteer awards, and Deb Petersen of Council Bluffs was awarded the **Gary Wicklund Lifetime of Service Award** for the 15+ years she has dedicated to the fight to end Alzheimer's.

ENHANCING CARE & SUPPORT

Our Chapter provides education, support programs and services to individuals with dementia, their care partners, community members and healthcare professionals. This year, across our Chapter, **over 4,300 people attended 636 of these programs.**

The **24/7 Helpline - 800.272.3900** - is available to anyone at any time who is seeking information or support, and it is staffed with trained specialists and clinicians. Last year, **over 1,500 people across our Chapter contacted the Helpline.**

GROWING REVENUE IN SUPPORT OF THE MISSION



Walk to End Alzheimer's: This year, 1,150 Walk teams and over 6,700 Walkers helped raise over \$1.55 million.



The Longest Day: Participants raised over \$160,000 through events across the state including golf tournaments, block parties and bake sales.



Purple Soirée: Over 600 people attended the 3rd annual gala and helped raise over \$380,000.



Wine & Chocolate Festival: In Le Mars and Sioux City, over 500 attendees helped raise over \$360,000 during this two day event.



Memories in the Making: This year, we broke the record again raising over \$48,000, and over 180 people attended.