

alzheimer's  association®

Southeastern Virginia Chapter

OUR VISION:



A world without Alzheimer's disease.

2014
ANNUAL REPORT

JULY 1, 2013 - JUNE 30, 2014

Our Mission

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.

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As former caregivers for our fathers, we understand all too well the challenges, the loneliness, the fear, and the frustration associated with Alzheimer's disease.

But we also understand very well the hope, community, resources, and compassion that surround those navigating the maze of Alzheimer's disease. We are that hope, community, resources, and compassion.

We are the Alzheimer's Association.

We are Care & Support - there for those who need us through our 24-hour Helpline, support groups, care consultations, caregiver training, and much more.

We are Concern and Awareness to lift this cause into a movement not only here but worldwide.

We are Advocacy, creating a voice for change. In fact, your voice was the catalyst for increased research funding last year.

We are Research to accelerate the development of new treatments. The Association is the convener of the world's leading dementia researchers at its annual Alzheimer's Association International Conference.

We are Revenue to fuel it all. This fuel permits us to be the shoulders, the ears, the resources, the compassion, and the hope for those who need us.

We are the ones who are relentless in the fight against Alzheimer's disease. We have to be! Alzheimer's is the most expensive disease in America and the costs will continue to exponentially increase with each passing year.

We are optimistic of a world with effective Alzheimer treatments. We are optimistic that we can help more people as they journey the road of Alzheimer's. We are optimistic that someday soon someone will stand before us and say – "I am an Alzheimer's survivor."

We are optimistic because of you! You are the light of hope that will bring us to a world without Alzheimer's. Who you are makes a difference every day!

In gratitude, we are

David R. Stephens
Board Chair

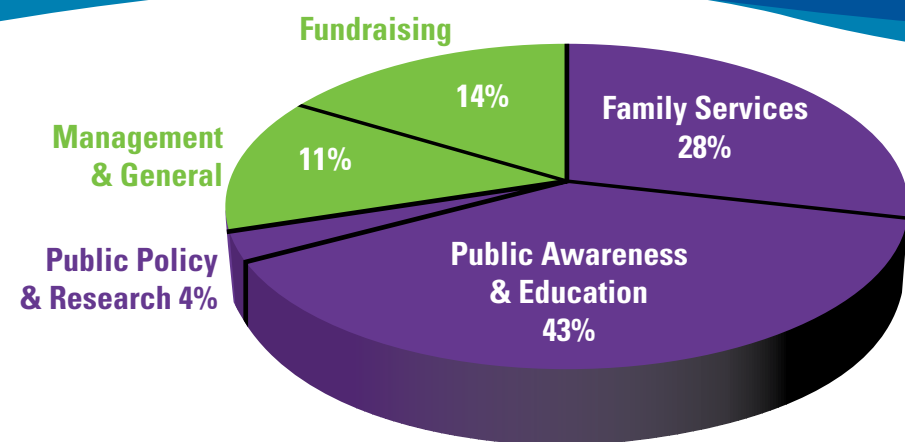
Gino V. Colombara
President & CEO

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

Allocation of Chapter Expenses

For the year ended June 30, 2014

Science & Research



75% Programs and Services
25% Management, General & Fundraising

Audit performed by
Wall, Einhorn & Chernitzer, P.C.



*Our Mission is
People & Science*

This year, the Alzheimer's Association made investments totaling approximately \$14 million in more than 88 scientific investigations. These include grant awards to 78 projects funded through its International Research Grant Program (IRGP), representing proposals ranked highest by peer-reviewers in an extremely competitive field of 537 applications (invited from over 1,100 Letters of Intent).

Since 1982, the Alzheimer's Association has invested over \$335 million in more than 2,250 scientific investigations. As of August 2014, more than 350 of these investigations are ongoing in 20 countries.

*Don't just hope for a cure.
Help us find one.*

trialmatch[®]

TrialMatch[®] continued to be a successful conduit for families to find clinical trials for participation. We collected interest cards at our Walks to End Alzheimer's[®] as well as at other events throughout the year. 262 profiles were created opening the door to participation in research by local families.

Revenues:	2014	% of Revenue	2013	% of Revenue
Special Events				
Revenue	\$ -		\$ -	
Expense	-		-	
Net Profit	-	0.0%	-	0.0%
Direct Public Support				
Memorials & Tributes	48,061	6.3%	33,940	3.2%
Corporations	177,969	23.4%	241,211	22.7%
Individuals	454,157	59.6%	399,889	37.6%
Foundations	67,087	8.8%	59,938	5.6%
Donated Services, Materials and Rent	90,646	11.9%	86,056	8.1%
Indirect Public Support				
United Way	7,645	1.0%	3,466	0.3%
Community Health Charities	38,084	5.0%	43,927	4.1%
Other	11,383	1.5%	12,346	1.2%
Government Grants	13,125	1.7%	13,665	1.3%
Program Services and Workshops	27,957	3.7%	17,180	1.6%
Other Revenue	10,245	1.3%	2,801	0.3%
Change in value of Trust Receivable*	(184,834)	-24.2%	149,475	14.0%
Total Revenue	761,525	100%	1,063,894	100%
		% of Expense		% of Expense
Expenses:				
Program Services	694,800	75%	678,960	75%
Management and General	98,628	11%	90,525	10%
Fund-raising	133,232	14%	133,698	15%
Total Expense	926,660	100%	903,183	100%
Change in Net Assets, Gain/(Loss)	\$(165,135)		\$160,711	
Net Assets beginning of year	1,357,941		1,197,230	
Net Assets, End of Year	\$1,192,806		\$1,357,941	

* The fiscal year 2014 net assets loss is due to the recording of the change in value of the charitable trust receivable.

The chapter's outreach to the medical community reached 180 students at Eastern Virginia Medical School. We also had a mailing of information on diagnostic, referral and other medical topics of interest and follow-up calls to 56 neurologists, 10 geriatricians and 46 top prescribers of dementia medications.

The chapter's Medical-Scientific Committee conducted a training for over 30 general practitioners on the diagnosis and treatment of individuals with dementia and Alzheimer's. We received 88 referrals through our Memory Loss Referral program.

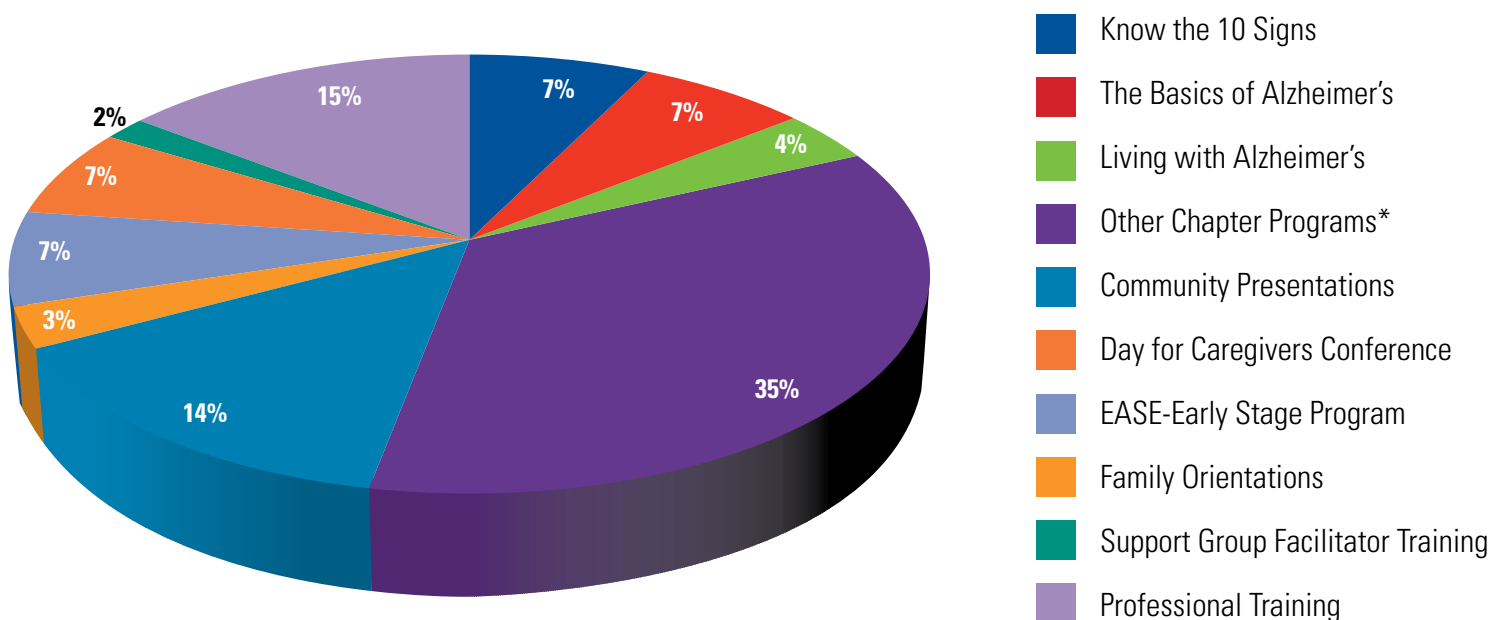




Families facing Alzheimer’s disease find education, support and access to resources when they connect to the chapter. Education programs provide understanding of the disease process, caregiving techniques, and insight into needed planning. Caregiver education programs such as our two-hour Family Orientation and our Living with Alzheimer’s series help family members understand how to be a healthy caregiver at all stages of the disease. Professionals, including first responders and health industry workers, learn how to provide person-centered assistance when encountering those with the disease. Our 24/7 Helpline is still the most utilized method of first contact with our constituents.

- 1,880 individuals received information, support and referral on our 24/7 Helpline.
- 191 families received in-depth Care Consultations.
- 3,338 individuals attended 254 education programs for family caregivers, professional caregivers, and community members.
- 27 caregiver support groups met monthly serving 1,338 individuals.
- 2 early stage support groups met monthly serving 98 individuals in early stage and their care partners.
- 41 caregivers received \$15,852 in respite subsidies resulting in 226 days of adult day care and 1,222 hours of in-home care.
- 33 diagnosed individuals signed up for our wandering safety net program, MedicAlert®+Safe Return®.

Percentage of Attendees Per Education Program (Total: 3,338)



*Other Chapter Programs include programs for medical students, faith-based presentations and specialty topics such as research, clinical trials and advocacy.



Keeping Congress on Track

The chapter is assigned two congressional districts—VA01 and VA02. 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.

District	Incumbent	Registered Advocates	Online Actions	Offline Actions	In Person Visits
VA01	Robert Wittman	2,625	433	175	6
VA02	Scott Rigell	2,935	547	205	17

Legislation We Support

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 HOPE (Health Outcomes Planning and Education) for Alzheimer’s Act (S. 709/H.R. 1507) would create a package of services aimed at providing an accurate and timely diagnosis, ensuring that planning services are provided for those diagnosed, and requiring that documentation of the diagnosis and services provided be included in the medical record.

The Alzheimer’s Accountability Act (S. 2192/H.R. 4351) would have scientists at NIH submit their Alzheimer’s research budget directly to Congress. It will help ensure that the resources scientists need to reach the goal of finding effective treatments by 2025 are available.

During each of our Walk to End Alzheimer’s® events, we collected postcards from attendees to send to our U.S. Senators. These cards have a short ask of support for the National Alzheimer’s Plan, the Alzheimer’s Accountability Act and the HOPE for Alzheimer’s Act. At the end of our Walk season, all the postcards are taken to our Senators to encourage their action on behalf of our constituents. We collected 2,868 postcards in the fiscal year.



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 \$712,599 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.

Acknowledged below are the FY2014 event sponsors of \$750 and above (in-kind included):



Proud Regional Sponsor



Walk To End Alzheimer's® 2013:

Presenting Sponsors: Eagle Medical Transports, Joyce S. Price Family Foundation, Stephens & LaRoche Financial Partners/Commonwealth Financial Partners, Suffolk Parks & Recreation

Promise Garden Sponsor: Pacifica Senior Living

T-Shirt Sponsors: Kindred Transitional Care & Rehabilitation-Nansemond Pointe, QVC, Riverside Health System, The Albano Family Limited Partnership

Refreshment Sponsors: Amerigroup Foundation, Hampton Family Practice, Kraft Foods-Planters, Morningside of Williamsburg, Pomoco Auto Group, Riverside Health System, Sentara Healthcare, Smithfield Foods, TowneBank

Gold Sponsors: 1st Advantage Federal Credit Union, Atlantic Plumbing, Heating & Air Conditioning, Atlantic Shores Retirement Community, Atria Senior Living, Bon Secours Home Care & Hospice, BrightStar Care, Brothers Printing, The Chamberlin, Cheeseburger in Paradise, Commonwealth Assisted Living, Consulate Health Care of Norfolk, Consulate Health Care of Williamsburg, Cox Business, Data Cable Technologies, Dominion Village at Williamsburg, Gerontecture, Greenfield Senior Living, Harbor's Edge, Hauser's Jewelers, J. Smith Enterprises dba McDonald's, Obici Healthcare Foundation, Our Lady of Perpetual Help, Peninsula Foot & Ankle Specialists, Priority Honda Hampton, Province Place of DePaul, Province Place of Maryview, Riverside Health System, Sentara Healthcare, Southern Auto Group, Spain Commercial, Inc., Steve Jensen, Inc., Waffle House, Ware Insurance, Westminster-Canterbury, Wild Birds Unlimited, Williamsburg Landing

Silver Sponsors: DeStress Express, Gentiva Home Health & Hospice, Hermitage on the Eastern Shore, Mennowood Retirement Community, Peninsula Funeral Home, RJJ, Inc./Onley Wendy's, We Love Dorothy Athey Nance, Weymouth Funeral Home

Media Partners:



BLACKTIE BOWLING

Title Sponsor: Unilever-Lipton **Swag Sponsor:** Davenport & Company, LLC **Spare Sponsors:** Virginia Financial Planning, W.T. Francis Electric



4TH Annual YAAA! Black Tie Bowling

Reason To Hope Breakfast: Host Sponsor: Old Dominion University **Media Sponsor:** Inside Business **Champion Sponsors:** Commonwealth Assisted Living, Cox Business, EVMS Glennan Center for Geriatrics & Gerontology, Our Lady of Perpetual Help, Seniorcorp, The Curtis Group, Tidewater Home Funding, Wall, Einhorn & Chernitzer, P.C.



2ND Annual A Reason To Hope Fundraising Breakfast



17TH Annual Bonnie Harrell Parrot Head Beach Ball

Grants

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 \$64,045 combined:

Grants \$10,000 and above

- Portsmouth General Hospital Foundation (\$18,500)
- Camp Family Foundations (\$10,500)
- Altria Companies Employee Community Fund (\$10,000)
- Franklin Southampton Charities (\$10,000)

Grants \$1,000 - \$9,999

- J.L. Camp Foundation (\$5,000)
- United Way of Virginia's Eastern Shore (\$3,545)
- William M. Camp Foundation (\$3,000)
- The Allstate Foundation (\$1,000)
- Amerigroup Foundation (\$1,000)

Grants \$999 and below

- Cape Henry Rotary Club (\$500)
- Peninsula Community Foundation (\$500)
- WalMart Foundation (\$500)

MAJOR CORPORATE SPONSORS

Gold



Silver



Young Adults for Alzheimer's Awareness



Young Adults for Alzheimer's Awareness, or YAAA! is a group of young professionals working within the Southeastern Virginia Chapter to meet mission-related objectives. Most have been touched by Alzheimer's disease in their own lives.

In 4 years, the dedication of YAAA! members has resulted in raising close to \$80,000 to support family programs and services. YAAA! members have also been instrumental in recruiting a large number of advocates to support the advancement of research.



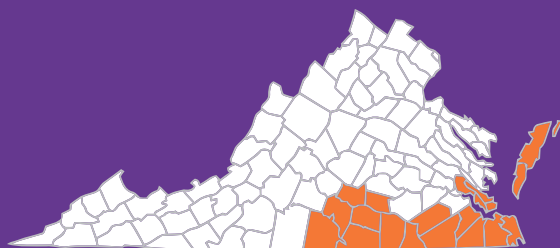
For more information about YAAA!
Find us on Facebook facebook.com/groups/yaaahr
and on Twitter [yaaa757](https://twitter.com/yaaa757)

alzheimer's association®

Southeastern Virginia Chapter



The Southeastern Virginia Chapter serves:
7,400 square miles • 16 counties • 10 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, Southhampton, Suffolk, Sussex, Virginia Beach, Williamsburg, and York.

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