

Alzheimer's Association St. Louis Chapter

2016 IMPACT REPORT

Alzheimer's is relentless. **So are we.**

alzheimer's  association®

A MESSAGE FROM THE ST. LOUIS CHAPTER PRESIDENT

Often we use statistics to convey the gravity of Alzheimer's—6th leading cause of death, 5 million Americans living with the disease, 15 million caregivers, annual national cost of \$236 billion for care and services, and on and on. The numbers are staggering and illustrate why Alzheimer's is now regarded as a national health epidemic. However, the sheer magnitude of these numbers can obscure the personal impact of the disease—the pain and also the toll it takes on individuals and families.

We see that impact every day. More than 8,500 families served by the St. Louis Chapter of the Alzheimer's Association offer a stark reminder of the havoc wreaked in lives touched by the disease. It's the thought of these families, and the countless others we seek to reach and help, that fuels our fight.

Alzheimer's might be relentless, but so are we.

And last year we stepped up our fight—adding staff to meet the growing demand for our services, increasing our army of volunteers and advocates, expanding our support and programs, and growing revenue through our two signature fundraising events: The Walk to End Alzheimer's and The Longest Day.

We generated and are now maintaining **MOMENTUM** in our fight—countering the devastating impact of the disease, with a positive impact on the families we serve and the region as a whole. In fact, last year we provided more than 143,000 services in 38 counties in Missouri and Illinois.

This Impact Report details our efforts and highlights progress made in our strategic priority areas: Increasing Concern and Awareness; Advancing Public Policy; Enhancing Care and Support; Accelerating Research; and Growing Revenue in Support of the Mission.

I'm thrilled to report we made significant progress in all of the priority areas. Yet, there is much work to be done—more people to reach, more help to deliver, more research to advance. We will keep pushing forward, joined in our fight by our dedicated volunteers and advocates and our generous donors—whose support is absolutely critical to our mission.

Stacy Tew-Lovasz

President
Alzheimer's Association, St. Louis Chapter

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STRATEGIC PRIORITY AREAS

Increasing Concern and Awareness

Through targeted outreach and increased focus on rural and minority media outlets, the St. Louis Chapter reached more people and elevated awareness of the disease, Association programs and services, and ways individuals could join the fight.

52.3 million
MEDIA IMPRESSIONS

delivered through diverse media outlets

55%
INCREASE

410,000
VISITS

to information and resources through the website

28%
INCREASE

Advancing Public Policy

St. Louis Chapter advocates worked locally and nationally with members of Congress to advance key initiatives to make a difference in the lives of families impacted by Alzheimer's.

\$350 million
INCREASE

in NIH funding for Alzheimer's research secured through help from advocates

60%
INCREASE

\$450,000
FUNDED

to provide respite assistance in Missouri secured through successful advocacy efforts

100%
FUNDED

Enhancing Care and Support

The St. Louis Chapter increased services and support by expanding staff and programs, utilizing volunteers more effectively, building relationships with physicians and services providers, and increasing programmatic engagement at key events.

509
PEOPLE

were directly referred to resources and support from physicians and service providers in the community

89%
INCREASE

6,593
CALLERS

to the 24/7 Helpline, staffed by clinicians who can respond to questions, concerns and provide support and additional information

63%
INCREASE

1,541
FAMILIES

received a Care Consultation with a social worker, resulting in an action plan and follow-up steps

54%
INCREASE

7,685
PEOPLE

received education in person, with classes and programs for family members and individuals with the disease

55%
INCREASE

375
PEOPLE

engaged in early stage programs such as the award-winning Let's Talk, Living with Alzheimer's and also social activities

16%
INCREASE

Detailed here are the mission-related highlights within the Association's five strategic priority areas. This past year saw significant, and in some instances, dramatic increases over 2015 numbers—a reflection of the Chapter's aggressive efforts—adding staff, expanding programs and mobilizing advocates—to reach and serve more families and advance research and key policy initiatives.

Accelerating Research

Through donor gifts and elevated engagement in constituent events, the St. Louis Chapter increased funding for national and local research. Additionally, heightened awareness of TrialMatch connected more people to clinical studies.

2,009
INDIVIDUALS

registered for clinical research through TrialMatch

126%
INCREASE

\$3.89 million
RAISED

locally for research

742%
INCREASE

\$4.5 million
INVESTED

in St. Louis research studies

309%
INCREASE

Growing Revenue in Support of the Mission

The St. Louis Chapter expanded into more communities with the Walk to End Alzheimer's and elevated The Longest Day which increased our ability to fuel the mission. Generous support from individuals and corporations make this possible.

\$1.9 million
RAISED

by eight Walk to End Alzheimer's events and The Longest Day

24%
INCREASE

\$539,500
DONATED

by corporate sponsors to fund the mission

26%
INCREASE

REVENUE BY SOURCE



- 46% Individual contributions & bequests
- 38% Walk to End Alzheimers & special events
- 11% Corporate, foundation, and United Way
- 3% Grants
- 2% Other income, revenue & change in value of trusts revenue

*80% of Walk to End Alzheimer's contributions are made by individuals. Additionally, we received research restricted donations of approximately \$196,500 from individual giving and investment income.

EXPENSES BY FUNCTION



- 46% Education & outreach
- 24% Family services
- 18% Fundraising
- 7% Management & general
- 5% Public policy

*A portion of dollars raised through special events and individual giving supports national research efforts.

STATEMENT OF FINANCIAL POSITION

	2016	2015
Current assets	\$ 3,814,277	\$ 2,074,332
Long-term unconditional promises to give	230,487	168,651
Property and equipment	109,154	90,319
Assets restricted for permanent investment	2,444,314	2,564,498
Total assets	6,598,232	4,897,800
Current liabilities	1,109,095	526,246
Non-current portion of capital lease obligation	55,696	45,962
Non-current portion of liabilities related to shared fundraising	1,309,888	1,360,962
Total liabilities	2,474,679	1,933,170
Net assets		
Unrestricted	2,366,222	1,225,695
Temporarily restricted	510,301	422,795
Permanently restricted	1,247,030	1,316,140
Total net assets	4,123,553	2,964,630
Total liabilities & net assets	\$ 6,598,232	\$ 4,897,800

STATEMENT OF ACTIVITIES

	2016	2015
Individual contributions & bequests	\$ 2,504,759	\$ 999,054
Research donations	196,468	434,972
Special events	440,017	272,185
Walk to End Alzheimer's	1,828,056	1,507,825
Corporate, foundation & United Way	656,930	519,458
Government grants	177,423	202,563
Other revenue	130,124	70,507
Other changes & investment income	(24,064)	31,547
Less: shared fundraising in lieu of chapter dues	(1,593,527)	(1,054,228)
Total support & revenue	4,316,186	2,983,883
Education & outreach	1,444,822	1,180,438
Family services	772,406	766,733
Public policy	160,926	132,010
Fundraising	555,473	472,197
Management & general	223,636	183,572
Total expenses	3,157,263	2,734,950
Excess of support & revenue over expenses	\$ 1,158,923	\$ 248,933

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\$1,000,000+

Edward Jones \$4.7 million
(multi-year pledge in support of national programs)

\$150,000+

Missouri Division of Senior Services

\$100,000

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\$15,000-\$40,000

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**denotes a multi-year pledge.*

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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.