

ALZHEIMER'S ASSOCIATION ANNUAL REPORT

Fiscal Year 2012

(July 1, 2011-June 30, 2012)

alzheimer's  association®

Alzheimer's Association

225 N. Michigan Ave., Fl.17

Chicago, IL 60601

alz.org

800.272.3900

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research. We provide services to those affected by Alzheimer's; advocate for policy change and scientific funding; and advance research toward prevention, treatment and a cure.

Our national offices in Chicago and Washington, D.C., work in conjunction with chapters across the country to serve the needs of those affected by Alzheimer's.

A donor-supported organization, the Alzheimer's Association allocates its funds in an ethical and responsible manner that exceeds the rigorous standards of America's most experienced charity evaluator, the Better Business Bureau Wise Giving Alliance. The Association also holds a National Charity Seal from the Alliance.

We are especially grateful to those who helped us advance our mission in fiscal year 2012 by contributing to revenues of more than \$110 million for the consolidated national organization and over \$249 million organization-wide.

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.

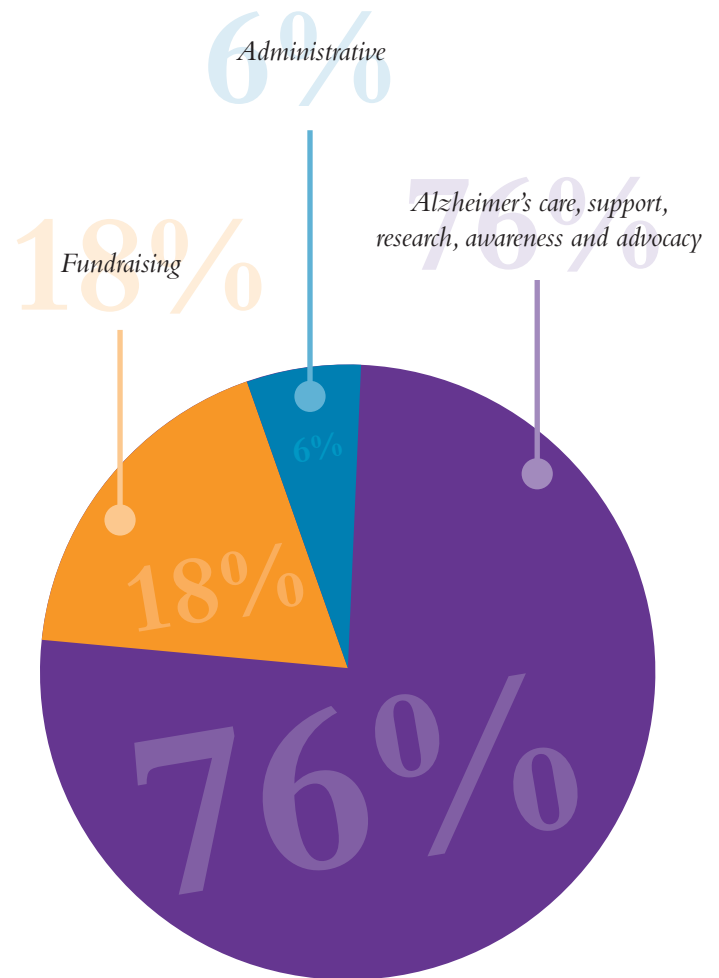
Our vision

A world without Alzheimer's disease®.

Join our cause

Learn how you can get involved.

Use of national organization funds during fiscal year 2012



Letter from the Association President and CEO and Chair of the National Board

This was a year of firsts for the Alzheimer's Association® and the Alzheimer's movement — a year of exciting, tangible results, drawing further momentum to a growing cause. But this wave of groundbreaking achievements was not attained alone; rather, it was the result of collective action, generous investment and firm commitment from our constituents and donors, accomplished in partnership with our nationwide organization, which includes more than 80 chapters.

In fiscal year 2012, we made bold inroads in research, hosting the **Alzheimer's Association International Conference® 2011** (AAIC®) in Paris, drawing 5,600 members of the Alzheimer's scientific community to the world's leading forum on dementia research. In front of a record-breaking crowd, then-President of France Nicolas Sarkozy addressed attendees, praising their dedicated efforts to advance Alzheimer's science around the globe. We displayed our commitment to advancing research by awarding our largest-ever grant — \$4.2 million — to the **Dominantly Inherited Alzheimer's Network Trials Unit (DIAN TU)**, a study designed to test methods of prevention in individuals with a rare, genetic form of Alzheimer's who have yet to display symptoms of the disease. It is believed that by studying this unique group, we can make discoveries that will change the way we treat Alzheimer's, not only for them, but also among the larger population.

The Association made unprecedented progress in public policy, spearheading an effort to shape the first-ever **National Alzheimer's Plan**, released in May 2012. In more than 130 town hall meetings across the country, we asked Americans struggling with Alzheimer's to tell us what should be included in the plan and delivered these ideas to the administration in a special report, *Alzheimer's From the Frontlines: Challenges a National Alzheimer's Plan Must Address*. In addition, the annual **Alzheimer's Association Advocacy Forum** drew more than 700 Alzheimer's advocates from all 50 states — our largest-ever group — to Washington, D.C., where together they made 473 visits to elected officials to speak about Alzheimer's-related legislation.

We created innovative ways to enhance care and support, harnessing popular technology to reach a growing audience and provide them with targeted tools. **AlzConnected®** gives users access to a supportive

online community through message boards, public and private groups, and solution-based dialogue between site participants. **Alzheimer's Navigator™**, a new online tool, asks those facing the disease questions to determine their needs and access relevant resources. In addition, the online **Dementia & Driving Resource Center** provides tools, videos and tips to help with the difficult issue of driving for those living with Alzheimer's.

We elevated concern and awareness of the disease to new levels through efforts such as the inaugural **World Alzheimer's Month** in September 2011, a four-week initiative to raise the global profile of Alzheimer's through media and consumer outreach. We continued to publish our annual *Facts and Figures* report, a guide to the latest in Alzheimer's prevalence that serves to inform the public and the media. And we grew in our ability to shine a spotlight on the disease, escalating the urgency of the cause through glamorous, high-profile events such as the **National Alzheimer's Dinner**, honoring Coach Pat Summitt; **Hilarity for Charity**, co-hosted by Seth Rogen and Lauren Miller; **Part the Cloud**, organized by Zenith Society member Mikey Hoag and featuring a performance by Tony Bennett; and **"An Evening with Glen Campbell"** on Capitol Hill.

And, with the generosity of donors at all levels — ranging from direct mail contributions to transformative major gifts — we grew in our ability to fuel mission activities, raising more than \$249 million organization-wide for Alzheimer's care, support and research. We launched **Walk to End Alzheimer's®**, the new brand and event day experience for our signature fundraising event, achieving increased participation and raising more than \$47 million. In year one of **The Longest Day®**, this team event showed great potential, helping us to reach a new and even wider audience interested in do-it-yourself activities. And our **annual galas** continued to grow, drawing in greater dollars as their reach expanded.

This was a year of firsts — a year of records set and goals met for the Alzheimer’s Association and the movement to end this disease. You are the force behind this incredible year, moving us solidly closer to our goals, including our vision of a world without Alzheimer’s disease. And with your continued determination and participation, we will continue to move forward until we have achieved it.



Harry Johns
President and CEO



Ed Berube
Chair, National Board
of Directors

Report Overview

The FY2012 Annual Report details mission-related accomplishments within the five strategic objectives of the Alzheimer's Association: increasing concern and awareness, advancing public policy, enhancing care and support, accelerating research and growing revenue to meet mission goals. These initiatives drive the Association's efforts to eliminate Alzheimer's and offer hope and help to all those affected by this devastating disease.

Increasing Concern and Awareness

The Alzheimer's Association strives to raise awareness about Alzheimer's disease as a serious health threat while presenting the Association as a dedicated and reliable resource. By growing awareness of the number of affected individuals and the early warning signs of Alzheimer's, families can gain the knowledge needed to seek diagnosis, begin treatment and plan for the future. Awareness of the Association helps these families to access needed resources during their journey with the disease. By increasing the public's understanding of the devastating impact of Alzheimer's now and in the future, more individuals will be motivated to join the cause.

Advancing Public Policy

The Association is the leading voice for Alzheimer's disease advocacy, fighting for critical Alzheimer's research, care and support initiatives at the state and federal level. The organization works diligently to make Alzheimer's a national priority while speaking up for the needs and rights of people with Alzheimer's and their families. Across the country, the Association mobilizes hundreds of thousands of Alzheimer's advocates — and their voices — in the movement to end Alzheimer's.

Enhancing Care and Support

The Alzheimer's Association works on a global, national and local level to enhance care and support for all those affected by Alzheimer's and other dementias. The Association is committed to providing reliable resources and information via the organization's award-winning website, and offers support and services nationwide through local chapter offices. New tools focus on connecting those facing the disease with resources — and with each other — virtually.

Accelerating Research

As the largest nonprofit funder of Alzheimer's disease research, the Alzheimer's Association is at the forefront of the Alzheimer's scientific field, globally connecting researchers in the quest to find methods of treatment, prevention and a cure, as well as fueling grants that embody cutting-edge progress. In its role as a catalyst and convener, the Association is responsible for the founding of the Alzheimer's Association Research Roundtable, the publication of *Alzheimer's & Dementia: The Journal of the Alzheimer's Association*, the organization of AAIC and the International Society to Advance Alzheimer's Research and Treatment (ISTAART), and leadership of the World Wide Alzheimer's Disease Neuroimaging Initiative (WW-ADNI).

Growing Revenue Support of the Mission

From walk events to galas, the Alzheimer's Association calls on dedicated constituents to help raise funds to fight Alzheimer's. These generous donors also support the mission through individual, family and estate gifts, visibly demonstrating their powerful, ongoing commitment to ending Alzheimer's and enhancing the care, support and research efforts of the Association.

Increasing Concern and Awareness

*The Alzheimer's Association observed the inaugural **World Alzheimer's Month** in September 2011, encouraging participants to raise awareness of the disease throughout the month. Efforts included social media activities and fundraising events taking place on Alzheimer's Action Day (Sept. 21). The month's theme, "The End of Alzheimer's Starts with Me" spotlighted everyday people taking heroic action in the fight against Alzheimer's. This initiative reached 300,000 Facebook friends, educated more than 3.5 million employees nationwide and generated 100 million earned media impressions.*

Alzheimer's Disease Facts and Figures, an annual report released by the Alzheimer's Association, revealed the burden of Alzheimer's and dementia on individuals, caregivers, government and the nation's healthcare system. The 2012 report also contained data on the impact of the disease in every state across the nation and included a special report on people with Alzheimer's and other dementias who live alone.

During **National Alzheimer's Disease Awareness Month** (NADAM) and **National Family Caregivers Month** in November, the Association's outreach efforts focused on our report, *Alzheimer's from the Frontlines: Challenges a National Alzheimer's Plan Must Address*, which offered insights, perspectives and opinions from individuals across the country who participated in the public input process to inform the first-ever national plan to address Alzheimer's.

National advertising campaigns focused on **Walk to End Alzheimer's**[®] and Alzheimer's disease awareness. Television spots appeared on shows such as "The First 48" (A&E), "The Today Show" (NBC), "Good Morning America" (ABC), "Morning Joe" (MSNBC) and "Sanjay Gupta" (CNN). Print advertisements were published in *Real Simple*, *Time*, *People*, *Money* and *Ebony*, and a second-year radio campaign ran on the "Tom Joyner Morning Show."

The Alzheimer's Association acted as a knowledge partner on the survey, "**Women and Alzheimer's Disease: The Caregiver's Crisis**," which revealed the increasing demands on women to balance career, parenthood and caregiving. Conducted in partnership with Working Mother Media, the results highlighted the growing number of women serving as primary caregivers for a family member with dementia.

Visitors to **alz.org** totaled more than 16.5 million, an increase of more than 6 million from FY11. The Association also saw a significant spike in the use of social media, reaching more than 370,000 likes on **Facebook** and more than 20,000 **Twitter** followers.

The **Alzheimer's Association Alzheimer's Early Detection Alliance**, a group of companies and organizations dedicated to raising awareness of Alzheimer's disease among their employees, grew by nearly 38 percent in FY12 to include 1,496 participants, 32 of which are internationally based. Together, these organizations are able to extend Alzheimer's information and support to more than 4 million employees.

In February 2012, the Association held its annual **In Good Company** national corporate recognition conference in San Diego. Bare Escentuals, Inc. and Threadless received the Mission Mover Award, the highest honor given to companies that have made a tremendous impact on the delivery of the Association's mission. Both companies participated in cause marketing promotions during World Alzheimer's Month.

For the second year in a row, the Alzheimer's Association was recognized as the "top large nonprofit to work for" by *The NonProfit Times*. The ranking was based on a survey completed by employees, rating the organization on areas such as leadership planning, culture and communications, compensation and recognition, employee-supervisor relationships, training and education, work/life balance and their overall satisfaction.

Advancing Public Policy

Nearly a quarter of a million Americans signed the Association's petition to President Obama, calling for a strong national Alzheimer's plan to help all Americans affected by Alzheimer's disease.

As part of the process to develop the National Alzheimer's Plan, the Department of Health and Human Services (HHS) formed the **Advisory Council on Alzheimer's Research, Care and Services**.

Harry Johns, president and CEO of the Alzheimer's Association, was among those appointed to the council by the Secretary of Health and Human Services.

The council is charged with advising the Secretary on the development of a national strategy to address Alzheimer's disease. Several past and present members of the Alzheimer's Association National Board were also appointed to the council.

The Association's report, *Alzheimer's from the Frontlines: Challenges a National Alzheimer's Plan Must Address*, offered insights, perspectives and opinions from individuals across the country who participated in the Association's public input process to inform the plan. Building on the Association's commitment to provide a platform for those directly affected by Alzheimer's, the Association and its more than 70 chapters nationwide hosted 132 input sessions throughout the country. More than 43,000 people from all 50 states, the District of Columbia and Puerto Rico engaged in the public input process. Participants included people living with the disease, caregivers, families, researchers, health care professionals, community leaders and many others.

In February 2012, the Department of Health and Human Services issued the first draft of the National Alzheimer's Plan, which was followed in May by the official **release of the plan**. The plan addresses issues that are important to the Alzheimer's community, including developing new treatments that prevent and effectively treat the disease, delivering much needed support for families and enhancing care quality and effectiveness.

More than 700 Alzheimer's advocates representing all 50 states took part in the 2012 **Alzheimer's Association Advocacy Forum** April 23-25 in Washington, D.C. Health and Human Services Secretary Kathleen Sebelius **addressed advocates** on the administration's commitment to the development of the first-ever National Alzheimer's Plan. In total, advocates made 473 visits to their elected officials during the Forum.

At the **National Alzheimer's Dinner**, attended by celebrities, prominent politicians and Alzheimer's advocates in Washington, D.C., the Association presented University of Tennessee Head Coach Emeritus Pat Summitt and her son, Tyler Summitt, with the Alzheimer's Association Sargent and Eunice Shriver Profiles in Dignity Award. Coach Summitt announced in August 2011 that she had been diagnosed with younger-onset Alzheimer's. In addition, the Alzheimer's Association Advocate Award was given to Garrett Davis, an Alzheimer's Association Ambassador from North Carolina who created a play to honor his grandmother, who died of Alzheimer's, and the family members who cared for her.

In May 2012, the Association hosted "**An Evening with Glen Campbell**," an event to raise awareness of Alzheimer's disease among members of Congress. Held at the Library of Congress, the evening featured country music legend Campbell, who is living with the disease, and his family. Campbell performed favorites such as "Galveston," "Wichita Lineman," "Rhinstone Cowboy" and "Southern Nights."

The Association's advocacy program grew to include 458,000 advocates — individuals from around the country who play a critical role in speaking up for the rights and needs of those facing Alzheimer's disease. In FY12, Alzheimer's advocates held nearly 1,800 meetings with members of Congress and their staff. In addition, the Association's Ambassador program expanded to include more than 350 individuals. These high-level advocates act as liaisons between the advocacy community and their members of Congress.

Efforts to advance public policy at the state level continued as well. In collaboration with our chapter network, the Association increased the number of states that have either published or are in the process of writing Alzheimer's plans, reaching a total of 38 plus the District of Columbia. In addition, by the end of the fiscal year, 36 states and the District of Columbia had agreed to ask questions on cognitive impairment as part of their annual public health surveys. This will provide better data on the burden and impact of cognitive impairment at the state and local level.

Enhancing Care and Support

The Alzheimer's Association website, alz.org, and the nationwide 24/7 Helpline (800.272.2900) serve as main entry points to the organization's network of resources, including care consultation, support group listings, education programs, and early-stage and safety services. In FY12, calls to the Helpline totaled 262,826 – a more than 25 percent increase over the previous year.

The **2011–2012 Early-Stage Advisory Group** served as advisors, leaders and spokespeople in the Association's ongoing efforts to better serve individuals with dementia. In FY12, this group of 10 individuals living with early-stage Alzheimer's helped to raise awareness and concern about the disease by achieving millions of media impressions. Two advisors were appointed to the Alzheimer's Association National Board of Directors and two were appointed to the U.S. Food and Drug Administration's Patient Representative Program.

In March 2012, the Alzheimer's Association launched **ALZConnected**[®], a social networking community for people with Alzheimer's, caregivers and others affected by the disease to share questions and form new relationships. Users can tap into a diverse community through the site's message boards and create private groups organized around specific topics. On average, ALZConnected received more than 40,000 visits per month in FY12.

In June 2012, the Alzheimer's Association launched **Alzheimer's Navigator**[™], an online tool designed to help individuals with the disease, caregivers and family evaluate their needs and develop a customized action plan that provides information, support and resources. Alzheimer's Navigator works in conjunction with **Community Resource Finder**, a comprehensive database of housing and care options, programs and services, and legal experts, allowing users to quickly search, find and access support.

Alzheimer's Association **essentiALZ**[®] is a two-level certification program for dementia care providers. Launched in November 2011, essentiALZ combines select HealthCare Interactive CARES[®] online dementia care training with Alzheimer's Association online certification exams, providing a convenient way to recognize professionals or family members for learning quality dementia care practices. In FY12, more than 2,300 individuals took the exams with an approximate pass rate of 80 percent.

With support from the National Highway Traffic Safety Administration, the Alzheimer's Association created the **Dementia and Driving Resource Center** (DDRC). Launched in September 2011, this interactive tool helps people with dementia, their caregivers and family members deal with the cessation of driving as the disease progresses. The DDRC features video scenarios, tips for planning ahead, common signs of unsafe driving and resources for alternative methods of transportation.

As part of an ongoing commitment to provide caregivers with information and support, the Alzheimer's Association unveiled the online **Alzheimer's and Dementia Caregiver Center** in June 2012. This new resource brings caregiving information and tools together in one easy-to-navigate site. In its first month, the Caregiver Center received more than 175,000 visits.

The **Virtual Library of the Alzheimer's Association Green-Field Library** continues to be a valuable service for finding answers and resources related to Alzheimer's disease, offering the public access to more than 5,000 books, journals, videos and CDs, and expert librarians. In April 2012, the library added a new online public catalog offering faster, easier access to all of the Green-Field Library's resources and tools, a mobile tab for seamless searching on the go and enhanced electronic access to its journal collection of evidence-based medical literature.

In FY12, the Association expanded its physician outreach efforts by exhibiting at seven primary care conferences, promoting **Alzheimer's Association TrialMatch**[®], the **Alzheimer's Association 24/7 Helpline** and the new Alzheimer's Association referral pad — a tool to help physicians direct their patients to reliable Association resources. The Association also reached out to physicians via a coordinated mailing with the American Academy of Family Physicians and three direct mail campaigns, sharing valuable information and resources.

The **Just for Kids and Teens** Web page launched in September 2011, offering videos and tools to kids 8-12 years old and teens 13-17 who are facing Alzheimer's disease in their personal lives. In addition, the page hosts videos and information for parents and teachers.

The Association created **Living with Alzheimer's: for Younger-Onset Alzheimer's**, an educational program that provides answers to the questions that arise for people facing younger-onset Alzheimer's. In a presentation that includes video clips, participants hear about the experiences of others with the disease firsthand and learn how to plan for the future.

The Alzheimer's Association unveiled a bilingual **Asian Web portal** in January 2012. The portal features more than 30 pages of content, including downloadable topic sheets in each of the four languages included — Chinese (traditional), Japanese, Korean and Vietnamese.

Accelerating Research

*From July 16-21, more than 5,600 members of the Alzheimer's scientific community from 84 countries attended the **Alzheimer's Association International Conference® 2011 (AAIC®)** in Paris, France. This record-breaking event unveiled the latest scientific progress in Alzheimer's research and furthered global collaboration to find methods of treatment, prevention and ultimately, a cure.*

News released from the conference included the results of a three-country study among the **World Wide Alzheimer's Disease Neuroimaging Initiative (WW-ADNI)** member groups that compared, for the first time, results of brain amyloid imaging and the impact of genetics and ethnicity on those results on three continents. In addition, scientists from the **Dominantly Inherited Alzheimer's Network (DIAN)** — an international study investigating Alzheimer's caused by rare, dominantly inherited genetic mutations — reported data from the study's initial 150 enrollees. Researchers found that brain chemistry changes can be detected up to 20 years before the expected age of onset and that mutation carriers will develop symptoms at an age very close to that of their affected parent. Other research reported at AAIC included the prevalence of falls among individuals with the earliest signs of Alzheimer's, and evidence that there is a more than two-fold increase in the risk of developing dementia for older veterans who experienced traumatic brain injury.

The **2011 Alzheimer's Association International Research Grant Program (IRGP)** awarded more than \$12.8 million in research funding to 78 investigators from eight countries. In May 2012, the program expanded to include two grant cycles. The December-May cycle focuses on funding the work of new investigators — the next generation of promising scientists who have earned their doctoral degrees within the last 10 years. The August-October cycle includes New Investigator Grants as well as the Zenith Fellows Awards, Investigator-Initiated Research Grants and Everyday Technologies for Alzheimer's Care Grants. Since 1982, the Alzheimer's Association, the world's largest nonprofit funder of Alzheimer's disease research, has committed \$292 million to more than 2,000 best-of-field grant proposals.

On Oct. 17-18, more than 130 scientists from the pharmaceutical industry, academia, the National Institutes of Health, the U.S. Food and Drug Administration and the European Medicines Agency

gathered in Washington, D.C., for the **Alzheimer's Association Research Roundtable™**, sharing their perspectives on the rationale for and feasibility of conducting prevention trials in Alzheimer's disease.

Since its launch in 2008, the **Alzheimer's Association International Society to Advance Alzheimer's Research and Treatment (ISTAART)** has grown by 81 percent, reaching a total of 1,812 members from 51 different countries in FY12. Members include scientists, physicians and other professionals dedicated to the causes and treatments of Alzheimer's disease and related disorders.

Alzheimer's & Dementia®: The Journal of the Alzheimer's Association received an impact factor of 6.373, placing it 11th among 196 journals in the clinical neurology category. The impact factor reflects how often journal articles are cited by researchers and is a measure of the publication's influence in the scientific community.

In FY12, the Alzheimer's Association continued to lead the **World Wide Alzheimer's Disease Neuroimaging Initiative (WW-ADNI)**, renewing its financial support for this global organization. The Association brought together more than 85 scientists from across the world to exchange information at a WW-ADNI meeting prior to AAIC 2011 in Paris, France. In addition, the Association made a significant contribution to ADNI-2, the continuation of the ADNI project in North America (NA-ADNI).

In its second year, **Alzheimer's Association TrialMatch®**, a clinical studies matching service that connects individuals living with Alzheimer's, caregivers, healthy volunteers and physicians with current Alzheimer's clinical trials, saw a steady increase in participation. In FY12, more than 19,000 people initiated profiles through the service in order to be matched based on their personal criteria and location, a 43 percent increase from the previous year.

In March 2012, the Alzheimer’s Association awarded its largest-ever research grant — nearly \$4.2 million over four years — to the Dominantly Inherited Alzheimer’s Network Trials Unit (DIAN TU). The Dominantly Inherited Alzheimer’s Network (DIAN) is investigating dominantly inherited genetic mutations — a rare condition in which children of a parental carrier have a 50-50 chance of inheriting the gene mutation and all who inherit develop Alzheimer’s. The Alzheimer’s Association grant, funded entirely by private donations from families across the country, will enable the program to move forward more quickly with innovative drug and biomarker trials.

The Alzheimer’s Association announced its commitment to the **Global Alzheimer’s Association Interactive Network** (GAAIN™) — an exciting research project with potential to accelerate Alzheimer’s research around the world. Building on advances in “cloud computing” technology, scientists across the globe will have access to continually updated data that reflects the latest in Alzheimer’s research. Through GAAIN, critically important information will be available free of charge, catalyzing cooperation and discoveries that may one day change the trajectory of this deadly disease.

Growing Revenue Support of the Mission

The Association's efforts to advance mission-related activities of care, support and research would not be possible without a nationwide network of passionate and involved constituents and organizations. In FY12, individuals, families, companies and communities across the country raised more than \$249 million. Of this amount, a majority was received in the form of gifts from individuals, foundations and membership organizations. Planned gifts also made up a significant portion of overall fundraising.

Through e-outreach, print mailings and telephone calls, the Alzheimer's Association engaged more than 804,000 constituents in the cause. Together, these generous donors contributed more than \$41.4 million.

Members of the **Alois Society** are donors who contribute \$1,000 to \$10,000 throughout the course of a year. In FY12, through targeted cultivation and stewardship strategies, the Alois Society encompassed 4,907 constituents. Donations from this group totaled more than \$7 million.

Members of the **Aspire Society** contribute \$10,000 to \$999,999 throughout the course of a year, supporting a wide range of strategically important initiatives for the Association. Together with the Alzheimer's Association Zenith Society, they contributed \$17.7 million in FY12.

The **Alzheimer's Association Zenith Society** represents the Association's leading philanthropists. Members make gifts of \$1 million or more and play an active role in guiding which projects to fund with their collective resources. In FY12, the group grew to include 56 members and awarded five research grants totaling \$2.25 million. In addition, the Zenith Society donated \$1 million to create the **Global Alzheimer's Association Interactive Network** (GAAIN™), a first-of-its kind virtual database enabling Alzheimer's researchers across the world to share the latest information in the field. Since its inception, the Zenith Society has awarded over \$30 million to more than 100 researchers worldwide. The original investment made in these researchers and their studies have generated subsequent funding of more than \$631 million from additional sources.

Members of the Founders Society place the Association in their estate plans, creating a lasting legacy in the fight against Alzheimer's. In FY12, estate gifts totaled \$36.4 million. For many individuals, these contributions are the single greatest way to make a philanthropic impact

and help change the course of Alzheimer's.

In the workplace, the Association was fortunate to receive generous donations from corporations and their employees. At the national level alone, gifts from corporate friends and partners and workplace giving contributions totaled more than \$5.6 million.

Blondes vs. Brunettes®, a series of flag football games run by young, professional women volunteering for the Alzheimer's Association, are now held in more than 25 markets. The campaign continues to grow; in FY12, BvB raised more than \$1 million for the first time.

Fall 2011 marked the debut of **Walk to End Alzheimer's**®, a rebrand of the Association's signature walk event, including a new visual identity, call to action and day-of experience. Held in more than 600 communities nationwide, constituents were eager to be a part of this action-oriented event; with more than 332,000 participants and 39,000 teams, Walk raised \$47 million in FY12.

The Longest Day®, a sunrise-to-sunset relay held on the summer solstice, raised more than \$200,000 in its first year, showing great potential as a future signature event. On June 20, participants ran, biked, walked and performed other activities to honor the dedication, endurance and love of those facing Alzheimer's disease. The event attracted outstanding viral interest, gaining 38,000 fans on Facebook.

On Jan. 13, 2012, the first annual "Hilary for Charity," an evening of laughs with celebrities, comedians and musical performances, raised awareness of the fight against Alzheimer's. With the help of an active volunteer committee, husband and wife team Seth Rogen and Lauren Miller worked tirelessly to create and execute the event. In its first year, Hilary for Charity brought in more than \$300,000 for the Association's care, support and research efforts.

In March 2012, the Alzheimer's Association was **HSN's Charity of Choice**. Through a unique partnership, HSN promoted awareness of the Association's mission for the entire month of March and sold jewelry pieces inspired by Rita Hayworth's collection. Customers who shopped by phone or online at hsn.com had the opportunity to make a donation to support the Association's mission. Proceeds, combined with donations from shoppers, raised nearly \$400,000.

Created by Zenith Society member and Alzheimer's advocate Michaela (Mikey) Hoag, **Part the Cloud** was a volunteer-led, star-studded evening of entertainment and inspiration to help accelerate critically needed research and raise awareness for the Alzheimer's Association. Held on May 5, 2012, in Menlo Park, Calif., the event raised nearly \$2 million and featured a live performance by American icon and living legend Tony Bennett, as well as appearances by Bill Walton, Joan Baez, Mickey Hart, Terry Moran, Virginia Madsen and other well-known local celebrities.

In 1984, Princess Yasmin Aga Khan held the first **Alzheimer's Association Rita Hayworth Gala** to honor her mother, the actress Rita Hayworth, who died as a result of Alzheimer's disease. In FY12, the Rita Hayworth Galas, chaired by Anne Hearst McNerney and Jay McNerney in New York and June Barnard in Chicago, raised a combined \$2.7 million. The galas honored philanthropists Somers Farkas, Joan and Paul Rubschlager and corporate partner HSN. The Rita Hayworth Galas have raised more than \$59 million to benefit the Association.

At **"A Night at Sardi's,"** an annual celebrity musical revue, prominent entertainment industry leaders and celebrities gathered to recognize advances in the fight against Alzheimer's. Laurie Burrows Grad, who began the event to honor her father, the late playwright/director Abe Burrows, chairs the event alongside her husband, Peter Grad. In FY12, the event celebrated its 20th anniversary, honoring Susan Disney Lord with the Caregiver of the Year Award and the hit CBS television series "Unforgettable" with the Abe Burrows Entertainment Award. The event has raised more than \$20 million for Alzheimer's care, support and research.

FY12 was the 10th anniversary of **Forget Me Not Days**, an event hosted annually by Bankers Life and Casualty Company and Alzheimer's Association chapters across the country. On May 18 and 19, Bankers Life employees teamed up with Association chapters to collect donations and distribute specially marked packages of forget-me-not seeds to increase public awareness of Alzheimer's. This year's event raised \$320,000, marking an increase of more than 100 percent over the previous year. Bankers Life also made an additional contribution of \$100,000 in support of the mission.

Treasurer's Report

The financial health of the Alzheimer's Association remains strong with the national organization's Consolidated Statement of Financial Position reflecting total assets of more than \$123 million as of the fiscal year ended June 30, 2012. Total revenues of more than \$110 million increased 12 percent from 2011, with more than \$94 million from donor contributions fueling the fight against Alzheimer's disease. Together with our network of more than 80 affiliated chapters, revenues totaled more than \$249 million.

Expenses were well managed. With our chapter network, the combined Alzheimer's Association expended more than \$186 million on program activities to forward our mission. To advance progress in Alzheimer's science, we invested in excess of \$29 million in research, \$12.8 million of which was awarded as new research grants in fiscal year 2012 to more than 70 best-of-field scientific projects in 12 countries; this includes nearly 50 emerging scientists.

The Association continues to meet and exceed minimum standards of 65 percent program expenses set by the BBB Wise Giving Alliance, devoting 76 percent of expenses to programmatic activities.

During fiscal year 2012, the Alzheimer's Association made significant progress on several important goals related to its long-range strategic plan, including the launch of ALZConnected® and Alzheimer's Navigator™, two initiatives designed to provide those with the disease and their caregivers with needed resources; the collection of input from our constituents to inform the first draft of the National Alzheimer's Plan; and the launch of our rebranded signature event, Walk to End Alzheimer's®.

We are honored and grateful that our donors respect our stewardship, embrace our mission and are a vital part of the movement to conquer Alzheimer's disease.

Thomas J. Winkel
Treasurer, National Board of Directors

Alzheimer's Disease and Related Disorders Association, Inc. Consolidated Statements of Financial Position

June 30,
(In thousands)

ASSETS	2012	2011
Cash	\$ 12,462	\$ 10,709
Pledges receivable, net	17,180	17,100
Receivables - Chapters, net	15,293	18,252
Other receivables	1,369	4,455
Notes receivable	493	-
Inventories of education materials, at cost	328	135
Investments	54,744	55,910
Prepaid expenses	6,121	4,138
Assets held in trust	133	115
Furniture, equipment and leasehold improvements, net	3,481	3,242
Beneficial interest in split-interest agreements	1,285	1,440
Beneficial interest in perpetual trust	10,591	10,799
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TOTAL ASSETS	\$123,480	\$126,295
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable	\$ 1,149	\$ 1,091
Grants payable, net	22,526	27,150
Deferred compensation payable	1,417	1,007
Accrued expenses	5,783	5,651
Accounts payable - Chapters	12,201	11,713
Gift annuity obligations	4,478	4,735
Deferred revenue	2,480	3,996
Deferred rent	2,088	2,332
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TOTAL LIABILITIES	52,122	57,675
NET ASSETS		
Unrestricted	27,311	32,643
Temporarily restricted	21,876	13,922
Permanently restricted	22,171	22,055
	<hr/>	<hr/>
TOTAL NET ASSETS	71,358	68,620
	<hr/>	<hr/>
TOTAL LIABILITIES AND NET ASSETS	\$123,480	\$126,295

Alzheimer's Disease and Related Disorders Association, Inc. Consolidated Statements of Activities

Year ended June 30, 2012, with comparative totals for 2011

(In thousands)

	2012			2011 total	
	Unrestricted	Temporarily restricted	Permanently restricted		Total
REVENUES, GAINS AND OTHER SUPPORT					
Contributions	\$ 63,964	\$ 23,310	\$ 324	\$ 87,598	\$ 83,176
Less contributions remitted to Chapters	(32,442)	-	-	(32,442)	(33,712)
Add amounts received from Chapters under shared fundraising	38,868	-	-	38,868	37,979
Net contribution revenues	70,390	23,310	324	94,024	87,443
Book sales and other	14,071	-	-	14,071	9,112
Dividends and interest	1,470	571	-	2,041	2,153
Net assets released from restrictions	15,909	(15,909)	-	-	-
TOTAL REVENUES, GAINS AND OTHER SUPPORT	101,840	7,972	324	110,136	98,708
EXPENSES					
PROGRAM SERVICES					
Research	29,029	-	-	29,029	24,950
Public awareness and education	24,130	-	-	24,130	21,460
Chapter services	10,833	-	-	10,833	9,160
Public Policy	5,811	-	-	5,811	4,735
Family and healthcare professional services	10,941	-	-	10,941	10,732
TOTAL PROGRAM SERVICES	80,744	-	-	80,744	71,037
SUPPORTING SERVICES					
Management and general	6,181	-	-	6,181	5,703
Fundraising	18,836	-	-	18,836	19,743
TOTAL SUPPORTING SERVICES	25,017	-	-	25,017	25,446
TOTAL EXPENSES	105,761	-	-	105,761	96,483
(DEFICIENCY) EXCESS FROM OPERATIONS	(3,921)	7,972	324	4,375	2,225
OTHER CHANGES IN NET ASSETS					
Net realized and unrealized (losses) gains in value of investments	(809)	(103)	-	(912)	8,276
Change in value of split-interest agreements	(279)	(301)	-	(580)	(395)
Change in value of perpetual trust	-	-	(208)	(208)	1,800
Acquisition of dissolved chapters	45	436	-	481	8
Bad debt expense	(961)	(50)	-	(1,011)	(1,013)
Transfer in of net assets from AIM and AIMPAC	593	-	-	593	-
TOTAL OTHER CHANGES IN NET ASSETS	(1,411)	(18)	(208)	(1,637)	8,676
CHANGE IN NET ASSETS	(5,332)	7,954	116	2,738	10,901
Net assets at beginning of year	32,643	13,922	22,055	68,620	57,719
Net assets at end of year	\$ 27,311	\$ 21,876	\$ 22,171	\$ 71,358	\$ 68,620

Alzheimer's Disease and Related Disorders Association, Inc. National and Chapter Combined Revenue and Expense Statements

For the year ended June 30, 2012

(In thousands)

(unaudited)	National	Chapters	Elimination	Total
REVENUES, GAINS AND OTHER SUPPORT				
Contributions	\$ 87,598	\$ 130,139	\$ (1,476)	\$ 216,261
Contributions remitted to Chapters	(32,442)	32,442		-
Amounts received from Chapters under Shared Fundraising agreement	38,868	(38,868)		-
Net contribution revenues	94,024	123,713	(1,476)	216,261
Other revenue	14,071	16,011	(732)	29,350
Dividends and interest	2,041	1,717	-	3,758
TOTAL REVENUES, GAINS AND OTHER SUPPORT	110,136	141,441	(2,208)	249,369
EXPENSES				
PROGRAM SERVICES				
Research	29,029	1,476	(1,476)	29,029
Public awareness and education	24,130	31,009	-	55,139
Chapter services	10,833	-	(732)	10,101
Public policy	5,811	5,747	-	11,558
Family and healthcare professional services	10,941	69,452	-	80,393
TOTAL PROGRAM SERVICES	80,744	107,684	(2,208)	186,220
SUPPORTING SERVICES				
Management and general	6,181	13,278	-	19,459
Fundraising	18,836	21,218	-	40,054
TOTAL SUPPORTING SERVICES	25,017	34,496	-	59,513
TOTAL EXPENSES	105,761	142,180	(2,208)	245,733
EXCESS (DEFICIENCY) FROM OPERATIONS	4,375	(739)	-	3,636
OTHER CHANGES IN NET ASSETS				
Net realized and unrealized losses in value of investments	(912)	(481)	-	(1,393)
Change in value of split-interest agreements	(580)	(646)	-	(1,226)
Change in value of perpetual trust	(208)	(14)	-	(222)
Acquisition of dissolved chapters	481	-	-	481
Bad debt expenses	(1,011)	-	-	(1,011)
Other transfers of net assets	-	(306)	-	(306)
Transfer in of net assets from AIM and AIMPAC	593	-	-	593
Total other changes in net assets	(1,637)	(1,447)	-	(3,084)
INCREASE (DECREASE) IN NET ASSETS	\$ 2,738	\$ (2,186)	-	\$ 552

The Combined Revenue and Expense Statements

Combined Revenue and Expense Statements are unaudited and not part of the national office of the Alzheimer's Association audited financial statements.

June 30, 2012

1. *Compilation Policy:* The combined financial information for the 12 months ended June 30, 2012, was compiled primarily from audit reports provided to the national office by the Association's 70 chapters and combined with the audited activity of the national office for the 12 months ended June 30, 2012. The chapters' data was obtained from audited and draft financial statements compiled into a combined report for management reporting purposes. The accounting policies followed by the chapters are not necessarily the same practices followed by the national office.

2. *Eliminations:* All material intercompany transactions were eliminated in this combined statement.

Alzheimer's Association Celebrity Champions

We are deeply grateful to these Champions, who embrace our vision of a world without Alzheimer's disease. Together, we continue to advance scientific discoveries and care services to aid those with the disease now and in the future.

Trevor Albert

Producer, "Groundhog Day,"
"The League of Extraordinary
Gentlemen"

Anthony Anderson

Actor, comedian,
NBC's "Law & Order,"
NBC's "Guys with Kids,"
"Scream 4," "Transformers"

Judd Apatow

Director, producer, writer,
HBO's "Girls," "Wanderlust,"
"Bridesmaids," "Funny People,"
"Knocked Up"

Katie Armiger

Country music artist

Scott Bakula

Actor, NBC's "Quantum Leap,"
TNT's "Men of a Certain Age,"
UPN's "Star Trek: Enterprise"

Leslie Bibb

Actress, "Iron Man," "Iron Man
2," "Law Abiding Citizen," ABC's
"GCB"

Wayne Brady

Comedian, actor and host, ABC's
"Whose Line is it Anyway," CBS's
"Let's Make a Deal"

Coach Frank Broyles

Former football coach and athletic
director, University of Arkansas

Kate Burton

Actress, ABC's "Grey's Anatomy,"
"127 Hours"

Candace Bushnell

Author, columnist, Sex and the
City, Lipstick Jungle, The Carrie
Diaries

Kyle Chandler

Actor, NBC's "Friday Night
Lights," CBS's "Early Edition"

Alexandra Chando

Actress, ABC Family's
"The Lying Game"

Bradley Cooper

Actor, "The Hangover," "The
Hangover Part II," "The A-Team"

Dear Abby

Advice columnist

Diamond Jim

2007 Westminster, Best in Show

Dominic Chianese

Actor, HBO's "Sopranos,"
HBO's "Boardwalk Empire"

Autumn Chiklis

Actress, FX's "The Shield"

Michael Chiklis

Actor, "Fantastic Four,"
FX's "The Shield," CBS's "Vegas"

Dwight Clark

Retired NFL wide receiver,
San Francisco 49ers

Anoop Desai

Music artist, FOX's "American
Idol" season eight

Torrey DeVitto

Actress, ABC Family's "Pretty
Little Liars," CW's "The Vampire
Diaries"

Trevor Donovan

Actor, CW's "90210,"
NBC's "Days of our Lives"

Emerson Drive

Grammy-nominated country band

Olympia Dukakis

Actress, "Away From Her,"
"Steel Magnolias," "Moonstruck"

Héctor Elizondo

Actor, "Pretty Woman," "New
Year's Eve," ABC's "Last Man
Standing"

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Actress, ABC's "Donna Reed,"
ABC's "Coach"

Jack Ford

Journalist and legal analyst

Vivica A. Fox

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Enthusiasm," ABC's "Dancing
with the Stars," "Three Can Play
That Game"

Dwight Freeney

NFL defensive end, Indianapolis
Colts

Soleil Moon Frye

Actress, author, entrepreneur,
NBC's "Punky Brewster,"
The WB Television Network's
"Sabrina, the Teenage Witch"

Emma Fuhrmann

Actress, "The Magic of Belle Isle"

Johnny Galecki

Actor, CBS's "The Big Bang
Theory," "Hancock"

Peter Gallagher

Actor, "Burlesque," USA
Network's "Covert Affairs," FOX's
"The O.C."

Victor Garber

Actor, Showtime's "Web Therapy,"
"You Again," ABC's "Eli Stone,"
FOX's "Glee," "Titanic"

Nina Garcia

Fashion director, Marie Claire and judge, Lifetime's "Project Runway"

Phyllis George

Miss America 1971, Former First Lady of Kentucky, entrepreneur, author

Leeza Gibbons

Radio host, entrepreneur, Westwood One's "Leeza Live," "Hollywood Confidential"

John Glover

Actor, CW's "Smallville"

Bob Goen

Host, GSN.com "Marianne and Bob," "Entertainment Tonight"

Allie Gonino

Actress, ABC Family's "The Lying Game"

Beth Grant

Actress, "Crazy Heart," "Little Miss Sunshine," "Donnie Darko"

Bryant Gumbel

Journalist, host, HBO's "Real Sports with Bryant Gumbel"

Samantha Harris

Host, "Entertainment Tonight," ABC's "Dancing with the Stars"

Elisabeth Hasselbeck

Co-Host, ABC's "The View"

Simon Helberg

Actor, CBS's "The Big Bang Theory"

Elaine Hendrix

Actress, "The Parent Trap," "Inspector Gadget 2"

Marilu Henner

Actress, author, ABC's "Taxi," CBS's "Evening Shade"

Ken Howard

Actor, NBC's "30 Rock," "J Edgar," "In Her Shoes," "Michael Clayton," CBS's "The White Shadow"

Emma Mae Jacob

Country music artist

Matt Jenkins

Country music artist

Rafer Johnson

USA Olympic Team Gold and Silver Medalist, Decathlon

Melina Kanakaredes

Actress, CBS's "CSI: NY," NBC's "Providence"

Tim Kang

Actor, CBS's "The Mentalist"

Lainie Kazan

Actress, "My Big Fat Greek Wedding," ABC's "Desperate Housewives"

James Keach

Producer, actor, director, "Walk the Line," "Waiting for Forever"

Princess Yasmin Aga Khan

Philanthropist

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Actress, CBS's "Yes, Dear," "Mr. Holland's Opus"

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Ricki Lake

Actress, host, "The Ricki Lake Show," VH1's "Charm School," ABC's "Dancing with the Stars"

Matt Lanter

Actor, CW's "90210," Cartoon Network's "Star Wars: The Clone Wars," "The Roommate"

Sharon Lawrence

Actress, ABC's "NYPD Blue," WB's "One Tree Hill"

Vicki Lewis

Actress, NBC's "NewsRadio," Disney Channel's "Sonny with a Chance," "Finding Nemo"

Luke Macfarlane

Actor, ABC's "Brothers & Sisters"

Joey McIntyre

Singer, New Kids on the Block, songwriter, actor

Leslie Mann

Actress, "The Change-Up," "Funny People," "Knocked Up"

Gilles Marini

Actor, ABC's "Dancing with the Stars," ABC's "Brothers & Sisters," "Sex and the City"

Garry Marshall

Actor, director, producer, "Happy Days," "Pretty Woman," "New Year's Eve"

Ronny Marshall

Producer, NBC's "Valerie," ABC and CBS's "Step by Step"

Penny Marshall

Actress, director, producer, ABC's "Laverne and Shirley," "A League of Their Own," "Big"

Kathy Mattea

Country music artist

Callan McAuliffe

Actor, "The Great Gatsby," "I Am Number Four"

Kevin McKidd

Actor, ABC's "Grey's Anatomy," "Rome," "Brave"

Lauren Miller

Actress, producer, "Superbad," "Observe and Report," "For a Good Time, Call..."

Katy Mixon

Actress, CBS's "Mike and Molly," HBO's "Eastbound & Down"

Natalie Morales

Journalist, NBC's "Today"

Terry Moran

Co-Anchor, ABC's "Nightline"

Alzheimer's Association Celebrity Champions, continued

Kate Mulgrew

Actress, UPN's "Star Trek: Voyager," NBC's "Mercy"

Kunal Nayyar

Actor, CBS's "The Big Bang Theory"

Terrell Owens

NFL receiver, VH1's "The T.O. Show"

Jim Parsons

Emmy and Golden Globe winning actor, CBS's "The Big Bang Theory"

Steven Pasquale

Actor, FX's "Rescue Me," NBC's "Up All Night"

David Hyde Pierce

Emmy and Tony winning actor, NBC's "Frasier," "Curtains," "The Perfect Host"

Tony Plana

Actor, ABC's "Ugly Betty"

Jesse Plemons

Actor, NBC's "Friday Night Lights," NBC's "Bent"

Sarah Polley

Actress, director, "Away from Her," HBO's "John Adams"

Scott Porter

Actor, NBC's "Friday Night Lights," CW's "Hart of Dixie," CBS's "The Good Wife"

Grace Potter

Lead vocalist and multi-instrumentalist, Grace Potter and the Nocturnals

Carrie Preston

Actress, HBO's "True Blood," CBS's "The Good Wife"

Josh Radnor

Actor, CBS's "How I Met Your Mother"

Ahmad Rashad

Sportscaster

Ron Rifkin

Actor, NBC's "Law & Order: Special Victims Unit," ABC's "Brothers and Sisters," ABC's "Alias"

Seth Rogen

Actor, comedian, writer, producer, director, "50/50," "The Green Hornet," "Funny People," "Pineapple Express," "Knocked Up"

Elisabeth Röhm

Actress, NBC's "Law & Order," Lifetime's "The Client List"

Jon Runyan

Former NFL tackle, Philadelphia Eagles, and U.S. representative

Rex Ryan

NFL head coach, New York Jets

Raphael Sbarge

Actor, ABC's "Once Upon a Time," CBS's "The Guardian"

Jane Seymour

Actress, CBS's "Dr. Quinn, Medicine Woman," ABC's "Dancing with the Stars," "Wedding Crashers"

Molly Sims

Actress, model, NBC's "Las Vegas," "Yes Man"

Patty Smyth

Rock and roll music artist

Jean Smart

Actress, CBS's "Designing Women," ABC's "Samantha Who?," CBS's Hawaii Five-O, NBC's "Harry's Law"

Abigail Spencer

Actress, "This Means War," "Cowboys & Aliens," AMC's "Mad Men"

Brent Spiner

Actor, "Star Trek: The Next Generation"

April Taylor

Country music artist

Aimee Teegarden

Actress, NBC's "Friday Night Lights," "Prom"

Tracie Thoms

Actress, "Safe House," CBS's "Cold Case," "Rent" film and Broadway, "The Devil Wears Prada"

Lea Thompson

Actress, "Back to the Future," NBC's "Caroline in the City," ABC Family's "Switched at Birth"

Dick Van Dyke

Actor, "Night at the Museum," "Mary Poppins," CBS's "Diagnosis Murder"

Ally Walker

Actress, NBC's "Profiler," FX's "Sons of Anarchy," Lifetime's "The Protector"

Steven Weber

Actor, NBC's "Wings," NBC's "Studio 60 on the Sunset Strip," ABC's "Brothers & Sisters," ABC's "Happy Town"

Whiskey Falls

Country music band

Anna Wilson

Jazz music artist

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Alzheimer's Association
Public Policy Office
1212 New York Ave., N.W., Suite 800
Washington, DC 20005



The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research. Our mission is 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.

Our vision is a world without Alzheimer's disease.®

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