

## Overview

There are more than 5 million people with Alzheimer's disease in the United States and 35 million worldwide. These numbers are expected to skyrocket to a projected 13.8 million and 115 million, respectively, by midcentury. The potential of earlier diagnosis and the development of better treatments may significantly change the experience of Alzheimer's for millions of people. In the meantime, the cost of care will rise dramatically. These factors will provide unprecedented challenges and opportunities for the Alzheimer's Association.

Never has the case for accelerated progress been more urgent. In the United States, 10,000 baby boomers turn 65 each day, and the 85-plus population is one of our fastest-growing segments. While Alzheimer's costs \$259 billion in the United States alone, this number will increase to \$1.2 trillion by 2050 unless we find a way to prevent, treat or delay the disease. The already high cost of Alzheimer's will continue to rise as the baby boomers age.

The Alzheimer's Association is the leading organization in the world in Alzheimer's advocacy, research and support. To enhance and strengthen this leadership position, as well as expand the depth, breadth and pace of the Alzheimer's movement, we have committed to do more.

In 2012, the Association undertook a strategic assessment process to look at the external environment and internal capacity and potential in order to determine what is necessary to change the trajectory of Alzheimer's and to support people living with the disease today and in the future. As a result of this collaborative, organization-wide work, a bold, 10-year vision (FY2015-FY2024) for care and support and for research was created.

### FY2015-FY2024 Vision for Care and Support

The Association will contribute to a dramatic increase in the accurate and timely diagnosis of people with Alzheimer's disease and other dementias and a significant increase in the number of people with dementia and their caregivers who receive affordable, high-quality care and support.

### FY2015-FY2024 Priorities for Care and Support

- » Identify, create and provide a set of evidence-based signature care and support programs.
- » Set standards for high-quality care and support across the "continuum of care" within the Association and across the broader field.
- » Ensure standards are adopted by the field.

### FY2015-FY2024 Vision for Research

The Association will contribute to research breakthroughs that are life-changing for people with Alzheimer's disease by driving the international research agenda. This includes developments across treatment, diagnosis/detection and prevention, and requires ongoing advances in tools, processes and systems that will facilitate breakthroughs.

### FY2015-FY2024 Priorities for Research

- » Make research funding an Association-wide priority.
- » Dramatically advance Association-wide fundraising for research.
- » Conduct nationwide, dedicated research campaigns.
- » Engage chapters in research fundraising.
- » Complete the push for funding to the field by funding the Alzheimer's Impact Movement (AIM) and increasing awareness and policy efforts.
- » Explore and test opportunities for international fundraising.

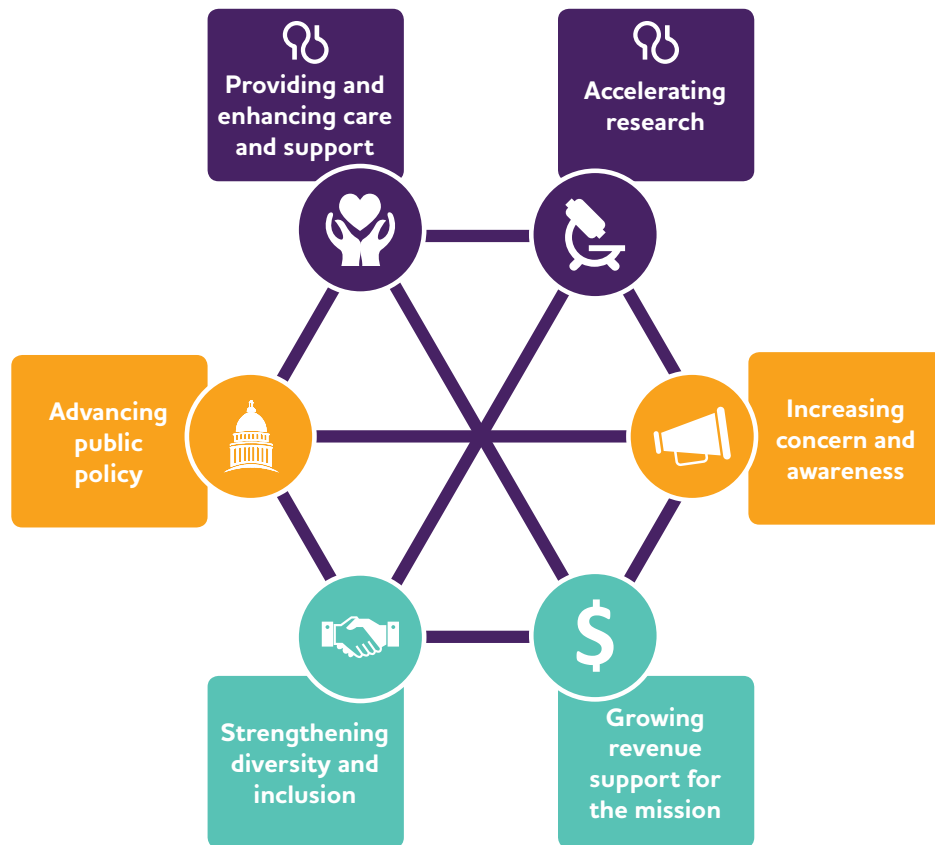
Additionally, in order to achieve this vision, the Association identified increasing revenue, advancing public policy, and growing concern and awareness as key levers. The FY15-FY17 Strategic Plan was the first three-year plan aimed at this 10-year vision and included three-year strategic objectives and priority activities for each of these areas.



In 2014, just prior to the implementation of the first year of the FY15-FY17 Strategic Plan, the Association began a thorough, thoughtful and inclusive process called Mission Forward. This process was aimed at improving our effectiveness by maximizing our mission delivery, to facilitate our 10-year vision for care and support and for research and achieve our ultimate vision at the earliest possible date. As a result of this process, on July 1, 2016, the Association merged from 48 separate legal entities to a single organization, fully focused on what was best for the mission and for all those the Association aims to serve, including those who face the disease. The FY19-FY21 Strategic Plan is the second of three plans aimed at the 10-year vision for care and support and for research, and the first plan developed under the new unified structure. It is also the first plan to include diversity and inclusion as a key priority critical to the achievement of our vision.

This collaboratively developed plan is the strategic roadmap for the Association for FY19-FY21. It builds on our progress and includes overarching Association-wide strategic objectives for FY19-FY21. Annual strategic implementation plans and associated budgets for the Association will be developed to reflect our annual priorities in pursuit of these objectives with annual metrics in all strategic areas to measure progress.

**The FY2019-FY2021 Strategic Plan Priorities Are Highly Interrelated**





## Providing and Enhancing Care and Support

The Association works on national and local levels to ensure care and support for all those affected by Alzheimer's and other dementias.

### FY2019-FY2021 Strategic Objectives for Care and Support

- » Align all of the Association's care and support services to focus on increasing the number of individuals with the disease who receive an accurate and timely diagnosis, increasing access to quality care for those who require it and increasing overall support to those living with the disease.
- » Increase or maintain the reach of care and support services through direct service, community partners and volunteer-powered delivery.
- » Increase access to a timely diagnosis and quality care through health systems and long-term care and community-based providers.



## Accelerating Research

As the largest nonprofit funder of Alzheimer's research, the Association is committed to accelerating the global progress of new treatments, preventions and, ultimately, a cure.

### FY2019-FY2021 Strategic Objectives for Research

- » Increase the Association's investment in research at a rate designed to double by 2023 to accelerate risk reduction and more effective treatment for Alzheimer's and related dementias.
- » Expand the Association's position as the respected global leader and largest nonprofit funder of Alzheimer's and dementia research worldwide in order to strengthen our influence and effectiveness in advancing science.



## Increasing Concern and Awareness

The Association is the leading voluntary health organization strengthening the momentum of the Alzheimer's disease movement. The Association has been very successful in growing awareness for the disease, but we also need to build a much deeper and broader understanding of the value of the full mission of our organization.

### FY2019-FY2021 Strategic Objectives for Concern and Awareness

- » Maintain concern from the current strong baseline among the Association's champion audience.
- » Significantly increase unaided awareness of the Association among our champion audience by 25 percent.



## Strengthening Diversity and Inclusion

Diversity and inclusion are critical to the Association, both in who we are and who we reach. Initiatives to increase diversity and inclusion are necessary to effectively address the organization's full mission.

### FY2019-FY2021 Strategic Objective for Diversity and Inclusion

- » Increase Association engagement with nationally and locally appropriate priority populations.



## Advancing Public Policy

The Association and the Alzheimer's Impact Movement together are the voice of Alzheimer's disease advocacy, fighting for critical Alzheimer's research, care and support policy initiatives at the state and federal levels.

### FY2019-FY2021 Strategic Objectives for Public Policy

- » Drive the execution of key strategies in the National Plan to Address Alzheimer's Disease, including full funding for the Alzheimer's research community.
- » Secure significant advances in the Association's state policy priorities to improve the lives of those with dementia as well as their caregivers.
- » Advance the growth of the Alzheimer's Impact Movement, the public policy arm of the Association.

## \$ Increasing Revenue

The Association will increase revenue through the mobilization of communities through individual constituents, corporations and organizations to accelerate progress and maximize mission impact.

### FY2019-FY2021 Strategic Objectives for Increasing Revenue

- » Increase Association total contributed revenue to over \$380 million.
- » Grow mass-market events to more than \$145 million.

## Our Vision, Mission and Core Values

### OUR VISION

A world without Alzheimer's disease.

### 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.

### ACCOUNTABILITY

We keep our commitments and make measurable progress to achieve our mission.

### CONSUMER FOCUS

We seek to understand, learn from and meet the needs of individuals with Alzheimer's disease, their families and caregivers.

### INTEGRITY

We assure and maintain transparency in our relationships with each other and with our various constituencies.

### COMMITMENT TO EXCELLENCE

We lead through innovation, maximize technology to its fullest and relentlessly increase our knowledge.

### INCLUSIVENESS

We operate in a spirit of inclusiveness by providing opportunities and forums for our many stakeholders to be represented and heard across activities throughout the Association.

### DIVERSITY

We vigorously encourage and welcome the power of diversity, especially those who have been underserved or under-represented.

### OUR CORE VALUES

The Alzheimer's Association's core values are forged by our commitment to the highest ethical standards and drive our priorities, commitments and organizational decisions. Our reputation is the ultimate asset, and these core values guide our behaviors, judgments and how we accomplish our mission.