annual report fy 2010

alzheimer's % association®

greater illinois chapter









growth & progress









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Michael P. O'Brien
Scott Perry
Christopher Randolph

Candace Koehn Watt

About the Alzheimer's Association – Greater Illinois Chapter

Our History:

The Alzheimer's Association - Greater Illinois Chapter serves 68 counties in Illinois with offices in Bloomington, Carterville, Chicago, Joliet, Rockford, and Springfield. Since 1980, the Chapter has provided reliable information and care consultation; created supportive services for families; increased funding for dementia research; and influenced public policy changes. Today, the Greater Illinois Chapter serves the more than 500,000 Illinois residents affected by Alzheimer's disease who are in our chapter area, including 210,000 people with the disease plus family members and caregivers.

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.

About Our Symbol:

Our brand represents who we are and what we do. It is a symbol of our dual mission of people and science and a commitment that guides us in our work in research, advocacy, education and support.



looking to the future

ur work to fulfill our commitment to being the leader in Alzheimer care and support was strong during fiscal year 2009 - 2010. We experienced much growth and progress despite the economic challenges; expanding educational programs and services offerings, furthering our fundraising efforts, and working with government leaders to improve public policy and increase funds for research.

Alzheimer's disease, already affecting more than a half-million Illinoisans, is not going away. As the Baby Boomer generation continues to age we will see the need for our services expand and grow. The Greater Illinois Chapter is committed to meeting those needs. The foundation we built this past year will allow us to continue providing constituents with the very best programs and services.

We would not have been able to achieve our goals and build on our success this past year without our dedicated staff, board, and volunteers, as well as all the individuals, family members, companies, and nonprofits who generously gave their time, energy, and financial resources in 2010.

We are excited and energized as we look to the future to see a growing level of concern and an increase of people willing to join in the fight against Alzheimer's disease. As always, your support helps us progress, towards a world without Alzheimer's.

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program services: helping those in need

Community Education and Outreach

n fiscal year 2010 there were more than 386,000 caregivers in Illinois who provided more than 439 million hours of unpaid care which results in an economic value of more than 5 billion dollars. In order to meet the demand of both caregivers and people with Alzheimer's disease the Chapter offered more than 1,050 education programs, strengthened outreach efforts in under-served communities and provided care and support through our helpline and care navigation services.

The **Core Services Quality Evaluation Initiative (CSQEI)** measures customer satisfaction and program impact through surveys of the Association's core services. The Chapter's goal is to strive for 90% very good/excellent responses on all survey questions.

During fiscal year 2010, the goal was achieved on overall satisfaction measures for Information and Referral (94%) and education services (98%) while support group scores came in at 88%. When compared to other Chapters, overall satisfaction scores for I&R were higher than others. Scores for education and support groups were equal to others.

Comfort Care Guide

n early 2009, the Chapter began the process of developing a guide for caregivers. A part of the *Palliative Care for Advanced Dementia* grant, the **Comfort Care Guide** is a

21-page booklet that provides useful information to families and staff of long-term care facilities about Alzheimer's disease and other dementias, particularly care issues related to the late and final stages.

As of December 2010 the Comfort Care Guide has been downloaded more than 7,200 times from the Chapter's website.

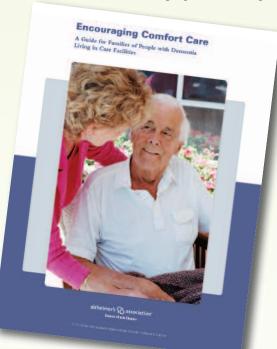




Early Stage Support Services

n addition to strengthening relationships with important community organizations, developing new training curriculum and delivering high-powered education programs, the Chapter stepped up efforts to help those in the

early stages of Alzheimer's disease.
Building on the successes of the previous year, the Chapter hosted the first ever **Early Stage Expo** in Elmhurst, Illinois, overhauled the early stage section of the Chapter's website and started a print newsletter, *The Connection*, aimed specifically at people in the early stages.



development: funding our mission

A Reason to Hope

n Tuesday, April 13, 2010 nearly 200 people packed the Chicago Metropolitan Club to honor and support the Alzheimer's Association – Greater Illinois Chapter at the first ever *A Reason to Hope Luncheon*. The mood in the room was one of light-hearted fun inspired by the Emcee and Chair, **Nick Tzitzon**, son-in-law of Chicago radio legend **Wally Phillips**. Tzitzon infused the hour long luncheon with jokes, stories about the speakers and also brought a sense of urgency to finding a cure for Alzheimer's disease.

Other speakers included Alzheimer's Association – Greater Illinois Chapter President and CEO Erna Colborn, Alderman Ed Burke, President of the Chicago Blackhawks John McDonough, Chicago Sun Times Columnist Michael Sneed, CBS News legend Bill Kurtis and Cindy Kolick, who is in the early stages of Alzheimer's disease.

The luncheon concluded with a short video presentation and the opportunity for guests to donate to the Alzheimer's Association – Greater Illinois Chapter. So far, *A Reason to Hope* has more than tripled its goal!







Memory Walk: We're on the Move!

hirteen **Memory Walks** were held through the Chapter's 68-county service area in Fiscal Year 2010. More than 7,134 champions hit the pavement to help end Alzheimer's disease. These champions made up 1305 number of teams — a steady increase of more than 100 from last year! In all, the Greater Illinois Chapter raised \$1,759,961.89 to help aide local programs and services and fund research on a national level.

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advocacy: the voice of change

s of 2011, more than 210,000 people in Illinois have Alzheimer's disease; by 2025 that number will skyrocket to 240,000 — a 40% increase. As this epidemic continues to wage war on Illinoisans, the Chapter stands ready at both the state and federal levels to ensure their voices are heard by elected officials.

Here are some of the actions taken by Advocates over the past year:

- Lobbied federal policy makers regarding crucial Medicaid extensions (Federal Medical Assistance Percentages) for services to Illinois seniors and those with Alzheimer's disease.
- Recommended that the state of Illinois collect data on caregiving and cognitive impairment in their annual survey. This helped to identify the incidence, prevalence and risk factors for particular diseases. Advocates will assist with the analysis and dissemination of the data.
- Advanced recommendations included in the Alzheimer's Disease State Plan
- Amended the title of the Alzheimer's Special Care Disclosure Act to more accurately identify persons with dementias.
- Supported measures to monitor the implementation of National Health Care Reform in Illinois.
- Actively supported an amendment to the Elder Abuse and Neglect Act, calling upon the Department of Aging to provide training concerning financial exploitation to banks and credit unions.
- **Testified** at several **state sponsored forums** about the needs of people with Alzheimer's, their families and caregivers.
- Initiated discussion to define the public health implications of the emerging epidemic of Alzheimer's in Illinois.

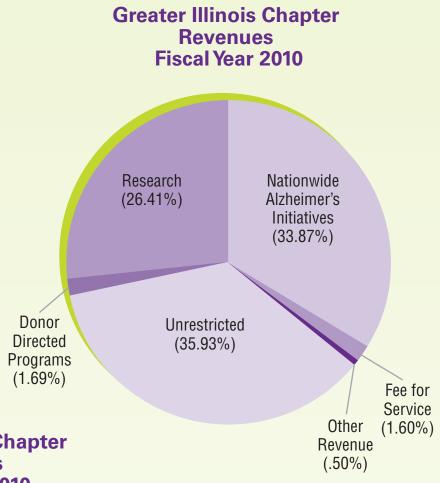




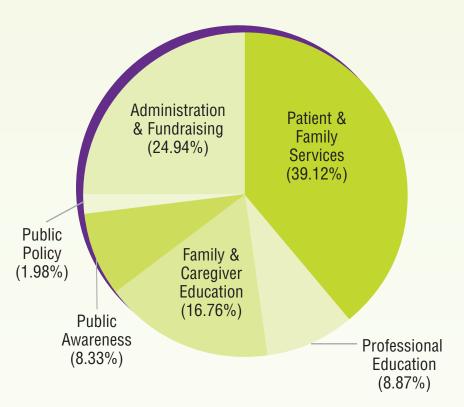


finance and operations

iscal year 2010 brought with it significant challenges for all non-profits. Similarly to fiscal year 2009 the Chapter budgeted flatly to make up for the decrease in donations. The finance team budgeted with close fiscal management to ensure the future of the Greater Illinois Chapter. In FY10 the Chapter had \$9.7 million in revenues and \$4.1 in expenses.



Greater Illinois Chapter Expenses Fiscal Year 2010



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greater illinois chapter staff & offices

Melanie Adams, BS

Senior Program Manager

Nicole Batsch

Director, Early Stage & Support Services

Salvador Bayron

Director, Innovative Information Management

Jessica Blake

Manager, Helpline

Amanda Bogdanski,

Event Specialist

Yesenia Carrasco

Web Publishing Specialist

Melanie Chavin, MS

Vice President, Program Services

Erna Colborn

President & CEO

Cara Corbett

Event Specialist

Andrea Davis

Manager of Corporate Incentives

Cheryl Dawson

Administrative Assistant, Program Services

Janet Devlin

Vice President, Finance & Operations

Danielle Dodson

Care Navigator, Chicago

Jeannine Forrest

Project Manager, Palliative Care

Christopher Garnaat

Program Manager, Chicago

Marc Gentzler

Manager, Public Relations

Elena Godfrey

Care Navigator, Rockford

Jenny Hejnowski

Office Manager, Chicago

Louie Iovane

Administrative Assistant, Development

Douglas Ip

Director, MIS

Tara Kaiser

Care Navigator

Beverly Kimmons

Manager, Education & Outreach

Jessica Kirby

Director, Care Navigation Services

Trish Kisler

Administrative Assistant, Finance

Margaret Kocol

Manager, Accounting

Daniel Kuhn, MSW

Director, Professional Training Institute

Lisa Lee

Vice President, Development

Nicola Magnone

Manager, Special Events

Cindy Marsden

Manager, Office of the President

Heather Mulder

Program Manager

Lorita Ooyen

Office Manager, Rockford

Mickey Peterson

Office Manager, Joliet

Nancy Rainwater

Vice President, Communications

Rachel Redd

Manager, Special Events

Susan Rothas, RN, BSN

Senior Manager, Professional Training Institute

Jill Schoenborn

Coordinator, Outreach & Development

Kelly Schultz

Manager, Special Events

Susan Sklar

Program Manager, Rockford

Janet Swanson

Data Entry Assistant

Kathy Waterkotte

Office Manager, Bloomington

Bloomington / Normal

303 North Hershey, Suite 2A Bloomington, Illinois 61704 309.662.8392 (p) • 309.664.0495 (f)

In the Champaign area please call 217.351.1726

Carterville

402 East Plaza Drive, Suite 4 Carterville, Illinois 62918 618.985.1095 (p) • 618.985.9460 (f)

Chicago

8430 West Bryn Mawr Avenue, Suite 800 Chicago, Illinois 60631 847.933.2413 (p) • 773.444.0930 (f)

.loli

1150 Essington Road, Suite 109 Joliet, Illinois 60435 815.744.0804 (p) • 815.773.7340 (f)

Rockford

1111 S. Alpine Road, Suite 307 Rockford, Illinois 61108 815.484.1300 (p) • 815.484.9286 (f)

Springfield

2309 W. WhiteOaks Drive, Suite E Springfield, IL 62704 Phone: 217.726.5184 (p) • 217.726.5185 (f) Website:

www.alz.org/illinois

24/7 Helpline:

1.800.272.3900

Online Helpline Requests:

http://www.alzheimers-illinois.org/e_helpline.asp

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Alzheimer's Association - Greater Illiinois Chapter is a Proud Member of Community Health Charities.