



PASSING THE TORCH

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.



FRIENDS AND ALLIES,

The fight against Alzheimer's disease isn't a sprint, it's a marathon. This year's report, *Passing the Torch*, is a reflection of hope, determination, and change that propels our mission forward.

At the close of this past year, Tom Hlavacek, who dutifully served as Executive Director for the past 12 years, passed the torch of leadership into the capable hands of Dave Grams. Tom's dedicated service touched many lives – not just those who we serve, but also the volunteers, advocates, and staff who had the privilege to work alongside him throughout his tenure.

Inspired by our generous donors, dedicated volunteers and staff, and an army of advocates and community partners, we took significant steps forward in the fight against Alzheimer's disease in fiscal year 2017.

Over the past year, our Southeastern Wisconsin Chapter provided 41,627 points of service and more than doubled the number of individuals receiving care and support services from our organization for the very first time. These points of service included 1,352 care consultations with families representing a 52% increase over the prior year.

In addition, close to 15,150 individuals across Southeastern Wisconsin participated in Association-led training and education programs aimed at providing essential caregiving skills and knowledge as they face the challenges and uncertainties of Alzheimer's disease.

Over this same time period, our chapter achieved an exceptional 96% satisfaction rating from all those who we served, a true testament to the level of commitment and passion that our volunteers and staff have in serving those impacted by Alzheimer's disease.

With significant and sustained support from our advocates and local media allies, we saw an incredible year of growth in awareness and leadership. Our advocates have made their voices heard in Washington, D.C. and in Madison standing up for the rights and needs of those facing the disease. Their year-round advocacy efforts led to an increase of \$414 million for Alzheimer's research at the National Institutes of Health and allowed us to more than double funding for research to \$1.4 billion over the past 24 months.

Additionally, our efforts to raise the level of concern and awareness for our cause drove over 29 million media impressions throughout Southeastern Wisconsin, sharing knowledge about the disease and opportunities for involvement in our mission across television, print and digital media platforms.

Our Walk To End Alzheimer's, the world's single largest event to raise awareness and funds to fight Alzheimer's disease, saw record-breaking totals for participation and support raising more than \$1.8 million throughout Southeastern Wisconsin during the past fiscal year. The Milwaukee Walk broke into the Top Ten of more than 600 Walks nationwide with Waukesha and Walworth County Walks finishing as the second and third largest Walks in the state of Wisconsin.

Combined with our other crucial fundraising activities including our second signature event, The Longest Day, the Mardi Gras Gala, and our Reason to Hope breakfast, the chapter raised an all-time best revenue total of \$3.722 million.

None of these monumental steps forward would be possible without your loyal and passionate support of our mission, and your determination to serve as torchbearers in the fight against Alzheimer's disease.

Thank you.

BRIAN HENNING



Board President

DAVE GRAMS



Executive Director

Brian Henning

Dave Grams

PROGRAM HIGHLIGHTS

ELAINE AND FRIENDS CAREGIVER HELP CENTER

This year, we were proud to dedicate the Elaine and Friends Caregiver Help Center in honor of former Wisconsin First Lady, Elaine Schreiber. The center, located inside the Association's Milwaukee office, provides free care consultations, educational programs and support groups, and houses a 24/7 Helpline call center. A gift from the Schreibers was amplified by hundreds of donations from friends and supporters to expand staff, allowing the Alzheimer's Association to reach more caregivers than ever before.

Members of the Schreiber family, including former Wisconsin Governor Marty Schreiber, joined over 100 others for the ribbon cutting and dedication, which also served as the re-launch of the Governor's immensely popular book, *My Two Elaines: Learning, Coping, and Surviving as an Alzheimer's Caregiver*. Elaine, a former schoolteacher, was diagnosed with Alzheimer's disease twelve years ago, and now lives in a local memory care facility.

GERIATRIC WORKFORCE ENHANCEMENT PROGRAM

Our partnership in the Geriatric Workforce Enhancement Program enabled us to educate over 200 hospital-based staff, over 200 primary care clinic-based physicians and nurses, and over 20 paramedic trainees in 2017 alone – ensuring that the healthcare workforce has the information and skills needed to care for people with dementia. This federally-funded program is a collaborative managed locally by Marquette University and includes other organizations such as Aurora Health Care, the Medical College of Wisconsin, and the University of Wisconsin. Our educational efforts have focused on providing background information about Alzheimer's disease in order to improve patient care, demonstrating effective communication strategies, encouraging healthcare staff to rely upon the Alzheimer's Association for ongoing assistance through the 24/7 Helpline, and referring patients for supportive services, safety services, and educational programs.

Our professional program staff of thirteen and a team of invaluable volunteers provided 41,627 points of service in 2016-2017, a 25% increase over the prior year.

Our Care Consultation Program provided 1,352 consultations with families during the year. This is a 52% increase.

In FY17, we received 430 unduplicated referrals from physician offices for information and referral or a care consultation, an 89% increase.

41,627

POINTS OF
SERVICE

25%



1,352

CARE
CONSULTATIONS

52%



430

PHYSICIAN
REFERRALS

89%



ADVOCACY & AWARENESS

ADVOCACY & AWARENESS

The Alzheimer's Association and its statewide team of advocates brought a strong game to Madison during a crucial budget setting process for the state legislature. The Association fully supported the Governor's recommendation of a 2% increase in compensation rates for personal care, a 2% increase in compensation to nursing home care based on the acuity of patient needs, and \$100,000 for research at the Wisconsin Alzheimer's Research Center. Continued funding of the Dementia Care Specialist program, which we had hoped would receive increased funding and be expanded statewide, did not make the Governor's initial budget, but was eventually secured later in the year.

The number of active grassroots advocates from Wisconsin grew on both the state and federal level. In March, we hosted our annual Rally Day at the State Capitol where more than 130 volunteer advocates took part in a combined 76 legislative visits with their elected officials. The following month, 32 Wisconsin advocates attended the Alzheimer's Association Advocacy Forum in Washington D.C., where they joined a 1,300-strong team of advocates for a three-day event in which they shared personal stories and concerns with legislators.

This year was proof that advocacy works. Whether rallying locally or joining our national colleagues, our combined voices secured a record \$400 million increase in federal dollars allocated to the National Institutes of Health (NIH) for Alzheimer's research. If the additional request of \$414 million is approved in FY18, it would expand the total research dollars available for Alzheimer's disease to a record-setting \$1.8 billion.

ALZHEIMER'S: EVERY MINUTE COUNTS

The Alzheimer's Association, in partnership with Milwaukee PBS, hosted a sneak peek of the new documentary, *Alzheimer's: Every Minute Counts* at Discovery World in downtown Milwaukee. Nearly 130 community members joined us to witness this powerful video narrative, which used personal stories to illuminate the social and economic consequences on a national level unless a medical breakthrough is made in the treatment and prevention of Alzheimer's. In addition to the screening, the evening included a community resource fair and an interactive panel discussion led by Joanne Williams, host of *Black Nouveau*, which featured five of Southeastern Wisconsin's experts on Alzheimer's and related dementias, caregiving, and current research.



DEVELOPMENT SUCCESSES

WALK TO END ALZHEIMER'S

The flame burned brightly at each of our seven *Walk to End Alzheimer's* events in Southeastern Wisconsin. Our victorious season finished with gold medals in all categories thanks to the hard work and generosity of sponsors, volunteers, and donors alike. Our incredibly competitive and passionate team, consisting of more than 7,500 participants, raised more than \$1.8 million – setting a new fundraising milestone for Walk to End Alzheimer's in Southeastern Wisconsin!

7,500
WALKERS

7 WALK TO END
ALZHEIMER'S
EVENTS

\$1.8
MILLION RAISED

THANK YOU

all Walk participants,
sponsors, volunteers
and partners who
supported our mission
in 2016-2017.

JOIN US IN 2018

for the Alzheimer's
Association Walk to
End Alzheimer's.



MARDI GRAS GALA

The 18th annual *Mardi Gras Gala* brought “The Big Easy” to the Milwaukee Art Museum with an evening of New Orleans-inspired fare and entertainment emceed by WISN 12 sports anchor Stephanie Sutton. Chaired by Ellen and Mike Schlossmann of Schlossmann Auto Group, the event kicked off with live jazz, a caricaturist, and a palm reader, as well as a silent auction and wine pull. During our live auction, guests generously raised their paddles, raising over \$109,150 to fund our mission and honor our outgoing Executive Director, Tom Hlavacek. All told, the event raised more than \$220,000 to provide local care and support, as well as fund research efforts.

THE LONGEST DAY

The Longest Day, the Alzheimer’s Association’s second signature event, honors those individuals caring for someone with dementia – because every day is the longest day for those touched by this condition. The sunup to sundown event, held on June 21st, included bowling, Zumba, a fish fry, and other activities, and raised more than \$37,000 to support our mission.



REASON TO HOPE

Held at the Wisconsin Club, our third annual *Reason to Hope* breakfast highlighted the journey caregivers go through and raised nearly \$75,000 to support our mission. The event, emceed by WISN 12 news anchor Ben Wagner, featured stories from Marcia Villa, who shared her journey as a millennial-aged caregiver in a multi-generational family, as well as former Wisconsin Governor Marty Schreiber, who stressed the need for increased caregiver support.

TOM'S RETROSPECTIVE

On June 30th of this year, I retired, closing out my 37-year career in non-profits – more than 12 of which I served as Executive Director of the Alzheimer's Association.

For all the successes attained over those years, nothing compares to the gratification I feel toward the progress we've had as a team in my final year. With the undeniable dedication of our staff and the amazing support of our Board of Directors, the success comes as no surprise. But when all the big numbers and percentages are swept away, what stays with me the strongest are the people behind those numbers. I have formed deep bonds of friendship with many of you that will continue to deepen and grow.

I will never forget the individuals who made significant commitments to the mission and lifted us to new levels of possibility in delivering needed programs or funding essential research.

I will always remember the incredible community volunteers who took it upon themselves to establish and lead new Walks to End Alzheimer's or field Walk teams year after year. I was so proud to stand by the side of individual advocates who told their personal stories repeatedly to legislators and policy makers in a sustained effort to increase funding and expand services.

I am forever humbled by the family caregivers who formed new bonds with other families in the same boat, supporting each other in ways that formal paid services can never do. Most of all, I remember those brave individuals with the diagnosis who spoke up for themselves, refusing to be defined or sidelined by the disease.

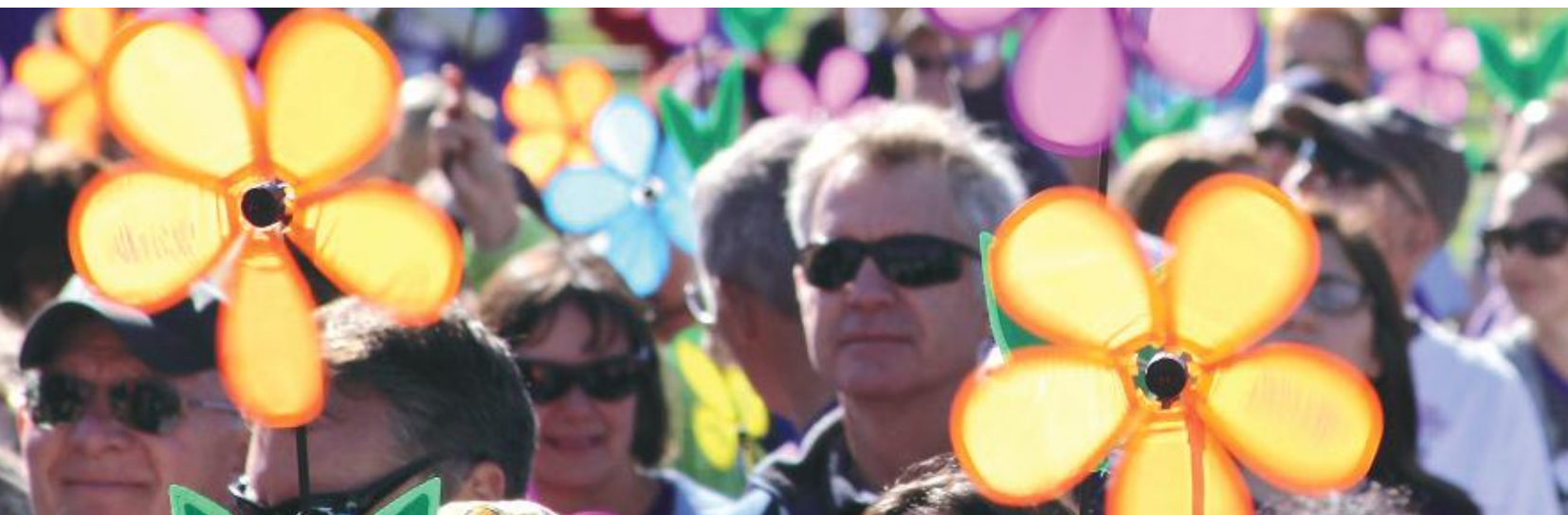
What also stays with me, much stronger than I wish it did, is regret for the job not yet done – beating Alzheimer's once and for all. I know we are getting closer. Never before have we had as much research funding, as many brilliant people focused on the science (including right here in Southeastern Wisconsin), as many potential pathways to pursue toward early identification, prevention, and better treatments. But we are not there yet; and that continues to fuel my own advocacy, volunteerism, and giving. Because, like each of you, I want to be part of the group that gets to say, finally, "We are the ones who beat Alzheimer's."

Thank you for sharing the journey.

TOM HLAVACEK







2016-2017 ALZHEIMER'S ASSOCIATION BOARD OF DIRECTORS

Board Members are elected for two-year terms and can serve no more than four consecutive terms. A complete listing of chapter staff is available at alz.org/sewi in the "Contact Us" section.

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The following is a listing of the Alois Society, which represents individuals who made donations in the amount of \$1,000 or more during the past fiscal year.

Investors in our mission help us achieve advancements in Alzheimer's research and allow us to provide care, support, training, and education to those in need. We can only advance the mission of the Alzheimer's Association with your investments of time, talent, and dollars. For additional information about how you can invest in the work of the Alzheimer's Association, please contact us at 414. 479. 8800.

\$10,000 +

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We recognize those special donors who share our vision of a world without Alzheimer's disease, and who invest in that vision by including us in their estate plan. In addition to those who have requested anonymity, the following are members of the Founders Society:

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FINANCIAL STATEMENT

STATEMENT OF ACTIVITIES
YEAR ENDED JUNE 30, 2017

REVENUE

Individuals Memorials & Tributes	\$1,014,560
Bequests	225,433
Corporations Foundations	228,930
Grants	227,323
Organized Giving	117,044
Fundraising Events (net)	1,823,403
Education Services	218,770
Investment Income	27,295
Product Sales	1,125
Other Revenue	5,037
National Program Support	(1,450,950)

TOTAL REVENUE

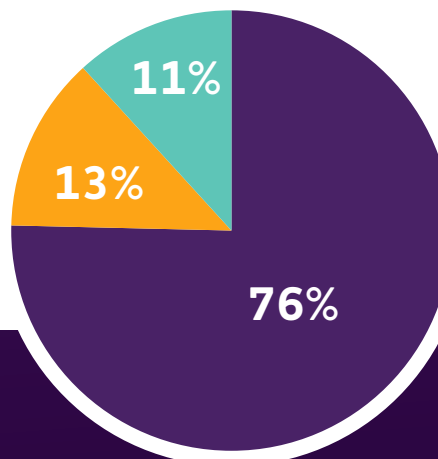
\$2,437,970

EXPENSES

Program	1,968,232
Management General	334,609
Fundraising	299,053
TOTAL EXPENSES	\$2,601,894
GAIN (LOSS) FROM OPERATIONS	(163,924)
Unrealized Gain on Investments	47,758
GAIN (LOSS)	(116,166)

TOTAL EXPENSES

76% PROGRAM SERVICES
13% MANAGEMENT SERVICES
11% FUNDRAISING



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Dodge, Fond du Lac, Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Walworth, Washington and Waukesha counties.





**SOUTHEASTERN
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The Alzheimer's Association expresses sincere appreciation to Zizzo Group for design of this annual report.