

alzheimer's  association®

GREATER RICHMOND CHAPTER



ANNUAL REPORT

July 1, 2009 – June 30, 2010

Dear Friends of the Alzheimer's Association,

It's an understatement to suggest that the nation's paralyzing recession posed serious challenges for the Alzheimer's Association during the past fiscal year (2009–10). We were not alone. Most charitable organizations struggled to survive. Unfortunately, some failed, resulting in the elimination of countless services.

We're pleased to report that, despite these formidable obstacles, our chapter enjoyed a highly successful year. Contributions continued to come from all fronts as a growing number of people became familiar with our chapter and the valuable services we provide. For the second year, the chapter raised over \$1 million in the 2009–10 fiscal year

Our annual Reasons to Hope Breakfast continued to gain popularity, generating additional revenue for the chapter. Likewise, our three Memory Walks in Richmond, Fredericksburg and Gloucester attracted more participants than ever before. Our other signature event, A Round to Remember golf tournament, brought more golfers and more importantly, our annual outing at The Hollows Golf Club brought increased awareness of the Alzheimer's Association to many in the golfing community. Details on these events and others are found in this report.

We saw a similar growth in our services. We provided, at no charge, consultation to more families than ever before. This includes more in-depth calls to our 24/7 Helpline (800-272-3900). Many of these calls last an hour or more as caregivers search for guidance and support. Some of these calls end in ongoing care consultation for caregivers. We conducted 904 consultations or 78 consultations a month—an increase of 37%.

The monies we raise help fund a wide range of programs to assist people with dementia and their caregivers. We conducted conferences, community programs and workshops, reaching more than 4,800 people. In addition, we provided training to nearly 2,800 professional caregivers.

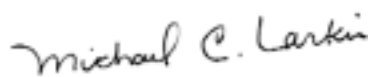
Our national organization tapped one of our own last year to serve on its Early-Stage Advisory Group. J. William (Bill) Bailey of Chesterfield County served a one-year term, which expired in June. Though he is no longer on the national scene, he continues to provide immeasurable support to the Greater Richmond chapter.

We're also proud that Richmonder Heather Greene, PharmD, was the recipient of the 2009 C.A.R.E. (Commitment to Alzheimer's Recognition of Excellence) Pharmacy Award. Dr. Greene is a Geriatric Consultant Pharmacist with the Riverside Health System at Richmond PACE (Program of All-Inclusive Care for the Elderly).

There is little time for us to bask in the glow of last year's successes. We're well into a new fiscal year and there are pressing goals that must be met. We cannot meet these goals on our own. We need the help of everyone, volunteers, donors, and staff. Help us spread the word about the good works of the Alzheimer's Association. In so doing, you will put us on the road to another record-breaking year.

Thank you for all that you do!

Sincerely,



Michael C. Larkin
President,
Board of Directors 2008-2010



Sherry Peterson
Chief Executive Officer



Mike Larkin



Sherry Peterson

benefits provided to our community

Dozens of chapter volunteers visited Congress to discuss with legislators and their aides key issues related to dementia



Information and Referral: The Alzheimer's Association offers information and referral services 24 hours a day, seven days a week through our helpline (800-272-3900). The chapter also publishes a newsletter and our website has information on the latest research, caregiver tips, and news on programs and events.

Education: The chapter conducted conferences, community programs, and workshops, reaching some 4,800 people. We also provided in-service training for professional caregivers.

Care Consultation: Care consultants at the chapter assist people with dementia, as well as their families, in planning for and dealing with all aspects of the disease. The clients are referred by the association's helpline or by other agencies. Care consultants may sometimes recommend a respite care scholarship. The scholarship allows family caregivers to hire the services of a professional for in-home care, adult day care, or a residential facility.

Support Groups: The chapter offers support groups that meet monthly throughout the service area for caregivers and those with younger-onset and in the early stage of the disease.

Safety Programs: MedicAlert+Safe Return® is a national program that assists in the safe and timely return of patients who wander and become lost. In addition, last year our national association added a web-based system, Comfort Zone™.

Research: A portion of every dollar contributed to the local chapter helps fund research at the national level. The Alzheimer's Association has been involved in every major advancement in Alzheimer's research since the 1980's and is a leader in the global fight for a world without Alzheimer's disease.

Advocacy: Staff and volunteers work to advance

the Association's mission through improved local, state, and federal policy.

<i>Programs</i>	<i># Delivered</i>	<i>Attendance</i>
Community programs	100	2,643
Caregiver workshops	115	2,181
In-Service trainings	238	2,714
Support groups	259	1,464
Helpline	1,242	
Care consultation	904	
Respite scholarships	102	

highlights of chapter events

The chapter raised more than \$330,000 at Memory Walks in Richmond, Fredericksburg, and Gloucester.



20th Annual Memory Walk: As the Chapter's largest fundraiser and signature event, Memory Walks held in the fall of 2009 in Richmond, Fredericksburg and Gloucester attracted over 1,860 walkers, a six-percent increase over last year and raised more than \$333,500.

	Walkers	Funds Raised
Richmond	1,287	\$229,818
Fredericksburg	399	\$85,775
Gloucester	82	\$17,933

National presenting sponsor:
Genworth Financial

Major local sponsors: Dominion, Emeritus at Deep Run

Second Annual "Reasons to Hope" Breakfast: More than 400 guests filled the ballroom of the Sheraton Richmond West Hotel on March 18 to learn more about the Association, hear directly from those served, and make financial contributions to support the work of the chapter. The event raised over \$125,000 in sponsorship, donations and multiple-year pledges, a 25% increase over the year before. **Major sponsors:** Genworth Financial, Dominion **Table Host Chair:** Bob Jackson

7th Annual "A Round to Remember": Forty-three teams teed off on a beautiful day at The Hollows Golf Club in Montpelier on April 23. The popular event generated more than \$48,000 to support the services of the chapter. **Major sponsors:** Genworth Financial, Dominion

Third Annual Alzheimer's Advocate Recognition Reception: To celebrate National Alzheimer's Disease Awareness Month, the Chapter hosted its annual reception in the Marble Hall of the Virginia Museum of Fine Arts on November 12. The invitational reception for volunteers, donors, and other local supporters, honored the following public leaders for their efforts to advocate on behalf of local families struggling with Alzheimer's. **Honorees:** The Honorable Edd Houck—Member, Virginia State Senate, Mr. Alex Nyerges—Director, Virginia Museum of Fine Arts, Corporate Advocate—Genworth Financial **Major sponsor:** Altria Client Services

2009 Conference on Dementia: Almost 200 caregivers attended an all-day conference at the Sheraton Richmond West Hotel in Richmond on November 4. The conference featured Steven DeKosky, M.D., vice president and dean of the University of Virginia School of Medicine. Dr. DeKosky is one of the top experts in the world in the field of Alzheimer's research and treatment. Attendees also heard Daniel I. Kaufer, M.D., a faculty member at University of North Carolina Medical School, discuss other dementia diseases and from former caregivers Mary Sharp and Rachel Kale. **Major sponsor:** Estes Express Lines

Advocacy Visit to Washington D.C.: More than 30 volunteers and staff from the Greater Richmond Chapter journeyed to Washington, D.C. to meet with Congressional representatives and their aides. The team members discussed key legislative issues related to Alzheimer's disease and dementia.

Amount	Benefit Delivered
\$750	1 respite scholarship, allowing a family caregiver to take a break
\$250	10 hours of care consultation with area families
\$100	5 hours of 24/7 Helpline services
\$50	1 person registered in MedicAlert+Safe Return®, a national safety program

Chapter supporters attended the 3rd Annual Alzheimer's Advocate Recognition Reception at the Virginia Museum of Fine Arts. The event marked National Alzheimer's Disease Awareness Month.



INDIVIDUAL GIFTS

MULTI-YEAR GIVING SOCIETY

Thank you to the following donors who are currently in multiple-year financial commitments to the Chapter. The ranges represent the total pledge amount.

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Care was taken to ensure the accuracy of this list. If, however, there is an omission or error, we express our sincere regret and ask that you bring it to our attention.

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VATEX

GIFTS FROM CORPORATIONS & ORGANIZATIONS

MULTI-YEAR COMMITMENTS

We are very grateful to the following corporations and foundation who made a multiple-year financial commitment of \$25,000 or more (total pledge amount) to the Chapter.

Estes Express
Hoover & Strong, Inc.
Richmond Memorial Health Foundation

ANNUAL GIFTS

Thank you to the following companies, foundations and organizations who made an annual contribution of \$350 or more in the last fiscal year. Please note that only Memory Walk 2009 sponsors are listed.

\$25,000 AND ABOVE

Altria Employee Community Fund
Cameron Foundation
Dominion

\$15,000 – \$24,999

Genworth Financial

\$10,000 – \$14,999

Emeritus at Deep Run

\$5,000 – \$9,999

Dunlop House Assisted Living

Elis Olsson Memorial Foundation
GEICO Direct
John Randolph Foundation
Network for Good
Our Lady of Hope Health Center

\$2,500 – \$4,999

Hospice of Virginia
Manchester-Richmond Lodge #699
Mary Washington Healthcare
River Counties Community
Foundation

We are very grateful to the many area companies and organizations who encourage their employees or members to raise funds through Memory Walk teams, Third-Party Fundraisers and workplace giving or make matching gifts.

our board, staff & advisory members*

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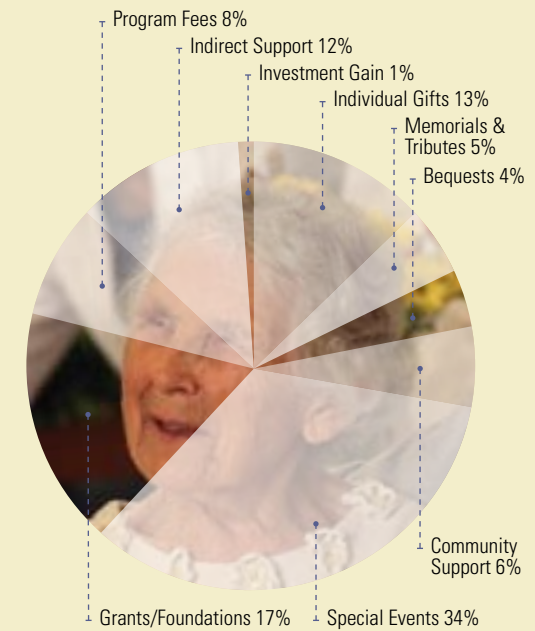
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statement of activities support year ending June 30, 2009

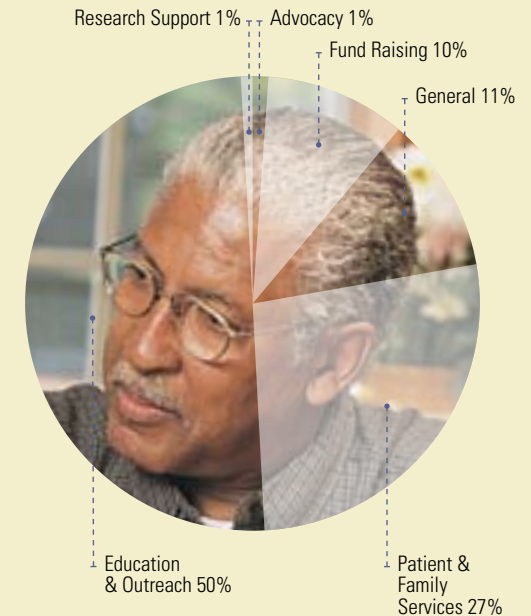
REVENUES

Individual Gifts	13%	\$ 152,874
Memorials & Tributes	5%	50,870
Bequests	4%	48,932
Community Support	6%	65,108
Special Events	34%	389,907
Grants/Foundations	17%	195,026
Program Fees	8%	87,478
Indirect Support	12%	132,906
Investment Gain	1%	16,393
	100	<u>\$1,139,494</u>



EXPENSES

Education & Outreach	50%	\$ 573,200
Patient & Family Services	27%	312,152
General	11%	120,713
Fundraising	10%	115,916
Research Support	1%	11,458
Advocacy	1%	15,252
	100	<u>\$1,148,691</u>



*As of October 2010

** As of November 1, 2010



Greater Richmond Chapter
 4600 Cox Road, Suite 130
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Non-Profit Organization
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www.alz.org/grva
 1-800-272-3900

VISION

A world without Alzheimer's disease.

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.

The Chapter serves a 24-county, five city area with five core services:



- Information & Referral
- Support Groups
- Education
- Care Consultation
- Safety Services

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