



# facts & faces

of Alzheimer's disease

Dear Friends of the Alzheimer's Association,

We are pleased to present this year's annual report which outlines the chapter's many accomplishments during the 2012-2013 fiscal year. None of these accomplishments would be possible without the support of our individual and corporate donors and the hard work of our board, advisory council members, volunteers, and staff.

This year, we are midway through a challenging three-year strategic plan. We continued to focus on five goals to move us forward: increasing concern and awareness, enhancing care and support, advancing public policy, accelerating research, and growing revenue in support of our mission.

More than 26,000 individuals in our chapter area have Alzheimer's and for each of them there are two, three, or more family members or friends who are affected. Every 68 seconds someone develops Alzheimer's and when he or she does, the whole family is affected. We served these individuals and families through our five core services: information and referral, education, support groups, care consultation, and safety programs, including MedicAlert®+Safe Return® and Comfort Zone®.

We answered over 2,100 helpline calls from individuals who needed information on Alzheimer's and other dementia diseases and resources, wanted tips for caregiving, or just needed someone to listen. We offered care consultations which help individuals and their families develop a plan. This service is made possible largely by a grant from The Genworth Foundation.

Often care consultants suggest the caregiver apply for a respite scholarship which provides up to \$750 for primary caregivers to take time away from caregiving while the person with dementia receives supervision and care. We awarded 133 respite scholarships which were made possible through grants from Altria Companies Employee Community Fund, Richmond Memorial Health Foundation, and The Jenkins Foundation. In addition, The Cameron Foundation and John Randolph Foundation provided support for the Tri-Cities office including respite.

During the year, we placed a special emphasis on reaching out to those in the early stage of dementia diseases. Three of our offices now offer a support group for those in the early stage of the disease and their caregivers. In addition, all offices offer social events for this group.

The chapter continued its three successful fundraising events. In the second year of the rebrand, Walk to End Alzheimer's raised over \$436,000 through the participation of over 2,600 walkers in the chapter's three walks. The 10th Annual A Round to Remember brought over 150 golfers to The Hollows Golf Club and raised over \$35,000 for research and services. Our fifth annual Reason to Hope Breakfast attracted over 525 and raised over \$150,000 from guests and sponsors.

We served over 11,000 individuals during the year, but realize there are many more in need of our services. You can help us reach them by sharing information about the chapter with those who are facing the day to day struggles of dementia. We don't want anyone to face these struggles alone. We must continue to work toward our vision of a world without Alzheimer's disease while serving all those who are affected now.

We cannot do it without your ongoing support. Thank you for all you do!



Marie Kolendo



Sherry Peterson

Marie Kolendo, MBA  
President

Sherry E. Peterson, MSW  
Chief Executive Officer

**chapter activity at a glance:**

**People supported:** More than 10,000 people in fiscal year 2013

**Staff:** 14 in Richmond, Tri-cities, Fredericksburg and the Middle Peninsula/Northern Neck

**Service area:** 24 county and five city area in central Virginia

**quick facts about alzheimer's disease**

**over 5 million** Americans are living with Alzheimer's disease.

**One in nine** Americans over the age of 65 has Alzheimer's disease.

**6th leading** cause of death in the United States and the only cause of death among the top 10 that cannot be prevented, cured or even slowed.

**15.4 million** Americans provide 17.5 billion hours of unpaid care valued at \$216 billion for persons with Alzheimer's and other dementias.

**68 seconds** is the frequency at which someone develops Alzheimer's.

**68 percent** increase in deaths from Alzheimer's between 2000 and 2010.



**JEFF PERRY  
FREDERICKSBURG**

For 10 years Jeff was the full time caregiver for his wife Annette. Annette, diagnosed with Younger-Onset Alzheimer's in her mid 50's, passed away in August of 2012.

Jeff has been a passionate fundraiser and has spearheaded a music-related event in the Fredericksburg area for the last three years with proceeds dedicated to finding the cure for Alzheimer's.

Jeff serves on the Fredericksburg Advisory Council representing caregivers. He embodies the passion and care present in all of our caregivers. He is a true Advocate!



**BENEFITS PROVIDED TO  
OUR COMMUNITY**

**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). During the year, our chapter answered more than 2,100 helpline calls. We also maintain a lending library containing up-to-date information on Alzheimer’s disease. The chapter also publishes a quarterly e-newsletter.

**Education:** Our chapter conducted conferences, community programs, and workshops, reaching almost 3,000 people. We also provided 192 training classes for a total of 2,439 professional caregivers. In addition, 16 programs for those in the early stage of dementia diseases reached over 280 individuals.

**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 chapter conducted 1,079 care consultations. 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. The chapter awarded 133 respite scholarships during the year.

| programs             | # delivered | attendance |
|----------------------|-------------|------------|
| Caregiver workshops  | 196         | 2,974      |
| In-Service trainings | 192         | 2,439      |
| Support groups       | 373         | 2,108      |
| Helpline             | 2,121       |            |
| Care consultation    | 1,079       |            |
| Respite scholarships | 133         |            |

**Support Groups:** The chapter offered 373 support group sessions for individuals with dementia and for caregivers. More than 2,000 individuals are involved in these groups which are facilitated by trained volunteers.

**Safety Programs:** MedicAlert®+Safe Return® is a national program that assists in the safe and timely return of patients who wander and become lost. With its unique identification system, the program has almost 1,000 registered participants in the chapter area.

**Research:** The Alzheimer’s Association is the largest private funder of Alzheimer’s 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.



**BILL CRAIG  
GLOUCESTER**

Bill, shown on left, devoted many years to caring for his wife Temple. In 2007, he began attending the Association’s caregiver support group.

He used a respite scholarship to enjoy a much needed break from his 24/7 caregiving responsibilities. Temple enjoyed her day at a local adult day break program, then later at a memory care facility.

Although Temple passed away in December 2010, Bill still regularly attends the support group to show his support, share his experiences, and help those currently traveling the Alzheimer’s journey.



**HIGHLIGHTS OF CHAPTER EVENTS**

**Walk to End Alzheimer's:** Walk to End Alzheimer's is a united movement to reclaim the future for millions. Three Walks were held in the fall of 2012 in Richmond, Fredericksburg, and Gloucester which attracted over 2,600 walkers and raised over \$436,000. *Local sponsors:* Golden: Dominion; *Major:* Brookdale Senior Living, Kanawha Capital Management, and Riverside PACE

|                | <i>Walkers</i> | <i>Funds Raised</i> |
|----------------|----------------|---------------------|
| Richmond       | 1,510          | \$294,236           |
| Fredericksburg | 785            | \$90,390            |
| Gloucester     | 359            | \$51,811            |

**5th Annual "Reason to Hope" Breakfast:** Almost 600 guests filled the ballroom of the Richmond Hilton at Short Pump on April 11 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 more than \$150,000 in sponsorships, donations and multiple-year pledges. *Title sponsor:* Genworth Financial

**10th Annual "A Round to Remember" Golf Tournament:** Forty-two teams teed off on May 3rd at The Hollows Golf Club in Montpelier. The popular event generated more than \$37,000 to support the services of the chapter and research.

| 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® + Alzheimer's Association Safe Return®, a national safety program |

**6th Annual Alzheimer's Advocate Recognition Reception:** The Chapter hosted its annual reception at the Virginia Museum of Fine Arts on November 9. The reception, one of the activities marking National Alzheimer's Disease Awareness Month, recognized the following public leaders for their support of the work of the Alzheimer's Association: Senator Steve Martin, Dr. Patricia Slattum, and Christy and Donald Talbott. *Patron sponsor:* Care Advantage and *Provider sponsor:* Heritage Green Assisted Living

**2012 Conference on Dementia:** More than 200 caregivers attended an all-day conference at the Crowne Plaza Richmond West on November 3. The conference featured information on the latest Alzheimer's research, a discussion of the challenging ethical issues when the diagnosis is Alzheimer's, and advice on creating moments of joy for people with dementia. *Major sponsor:* Estes Express Lines

**Visit to Congress:** More than 30 volunteers and staff from the chapter journeyed to Washington, D.C. to meet with Congressional representatives and their aides. The team discussed key legislative issues related to dementia.



**LAURA ADKINS RICHMOND**

Laura Adkins was the wife of Cary Adkins, who passed away on May 24, 2013.

Cary was diagnosed with younger-onset Lewy Body Dementia in 2009 at age 63.

Cary and Laura regularly attended the "Butterfly Cafe" support group for those with younger-onset.

Laura is now a member of the Virginia Alzheimer's Disease and Related Disorders Commission serving on the care coordination and legislative workgroups.



SUPPORTING  
OUR VISION

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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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ROWENA CARTER  
PETERSBURG

Mrs. Rowena Carter was the primary caregiver for her husband Bernard, whom she always lovingly referred to as her old First Sergeant. She is very proud that her husband received full military honors at his funeral and was officially buried in Arlington National Cemetery in June.

Mrs. Carter never missed the support group meeting. She was always there to share her story and give an encouraging word—even though she had the weight of the world on her shoulders.

Mrs. Carter also faithfully attended every educational program offered by the Tri-Cities office.

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*We are very grateful to the following companies, foundations and organizations who made an annual contribution of \$250 or more in the last fiscal year. Thank you. An additional thank you to those who encourage their employees or members to raise funds through Walk teams, Third-Party Fundraisers and workplace giving or make matching gifts. (Please note that only Walk to End Alzheimer's 2012 sponsors are listed.)*

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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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 Mr. Eugene M. Walton  
 Mr. Lloyd Watson  
 Ms. Ruth Wilson  
 Mrs. Betty Jo Yates  
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### \$25,000 & ABOVE

Cameron Foundation  
 Genworth Financial  
 Jenkins Foundation  
 Richmond Memorial Health Foundation  
 The Sharp Foundation

### \$15,000 – \$24,999

Altria Companies Employee Community Fund

### \$10,000 – \$14,999

Care Advantage, Inc.  
 Dominion  
 Estes Express Lines  
 Jessie B. & W. T. Robinson Charitable Lead Annuity Trust

### \$5,000 – \$9,999

Elis Olsson Memorial Foundation  
 Good Shepherd Baptist Church  
 John Randolph Foundation  
 Kanawha Capital Management  
 Our Lady of Hope Health Center  
 ThompsonMcMullan, PC  
 West Charitable Trust

### \$2,500 – \$4,999

Brandermill Woods  
 Chancellor's Village  
 Gibson, Dunn & Crutcher, LLP  
 JenCare Neighborhood Medical Center  
 Mary Washington Healthcare  
 Parker, Pollard, Wilton & Peaden, PC  
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 The Hermitage at Cedarfield  
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### \$1,000 – \$2,499

CareMore

Comfort Keepers Fredericksburg  
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 Covenant Woods  
 Diamond/Rappahannock General Hospital  
 Dunlop House Assisted Living  
 Emeritus at Deep Run  
 Ernst & Young  
 Fredericksburg Area Running Club  
 Gayton Terrace  
 Geico  
 Greenfield Senior Living  
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 Hall & Hall Family Law  
 Heritage Green Assisted Living  
 Hospice of Virginia  
 Hunton & Williams

Imperial Plaza  
 Lakewood Manor  
 Lift Caregiving  
 Markel Corporation  
 Meadow Farms, Inc.  
 MeadWestvaco  
 Morningside Assisted Living  
 NewMarket Services  
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 Riverside Lifelong Health & Aging Related Services  
 Southerland Place  
 Spring Arbor of Salisbury  
 Squire Sanders  
 The Hermitage  
 The Lynmore  
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### \$500 – \$999

Abingdon Ruritan Club  
 Always Best Care—Glen Allen  
 Always Best Care—Midlothian

Beth Shalom  
 Bethany United Methodist Church  
 Bon Secours Richmond Foundation  
 Canal Capital Management  
 Chestnut Grove  
 Concordia Home Health  
 Door to Door Solutions  
 Eastern Henrico Ruritan Club  
 Fredericksburg AARP—Chapter 3396  
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 Guidelight Money Management  
 Heartfields at Fredericksburg  
 Innsbrook Rotary Club  
 KPMG  
 Little Elam Baptist Church  
 Mature Options  
 Medical Imaging of Fredericksburg  
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 Professional Healthcare Resources  
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 The Crossings at Bon Air  
 The Crossings at Falls Run  
 Tolley Electrical  
 Trust Company of VA  
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### \$250 – \$499

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 Geriatric Support Services  
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 Mid-Atlantic Professional Geriatric Care Managers  
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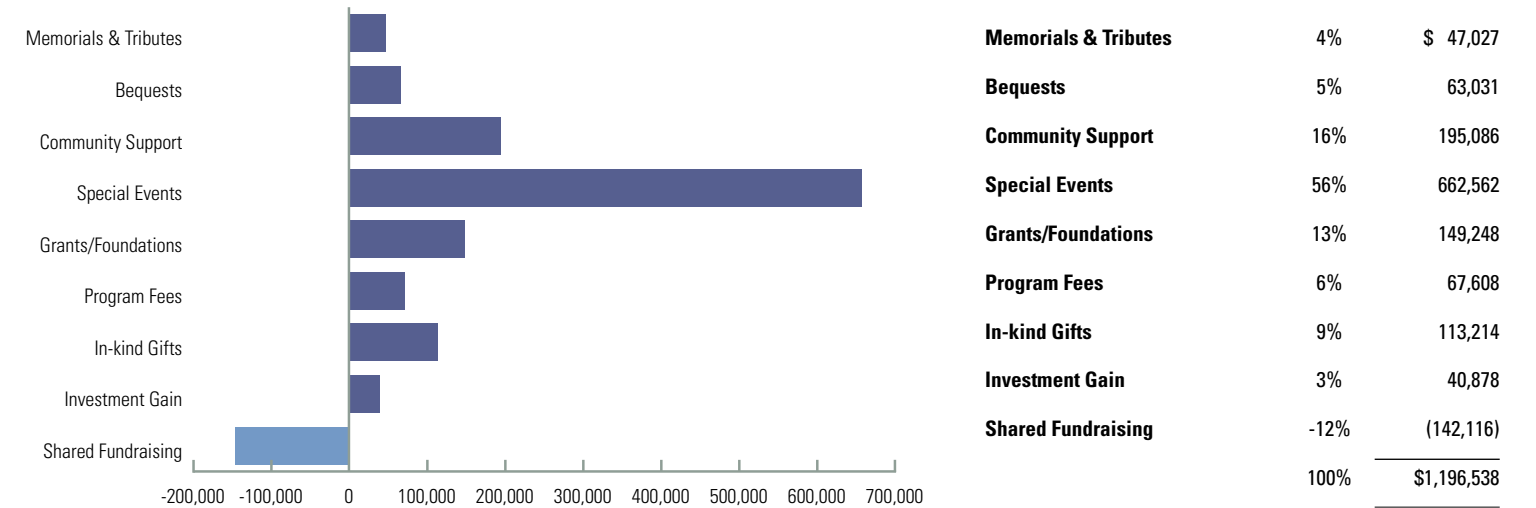
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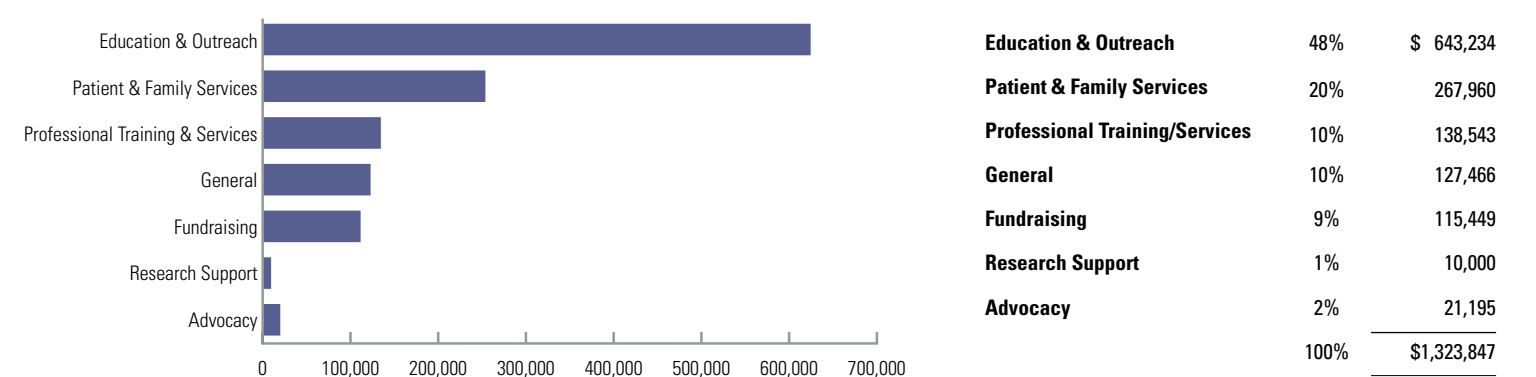
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As of September, 2013

Revenue



Expenses





## 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 Greater Richmond 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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