



alzheimer's association
greater richmond chapter

ANNUAL REPORT

july 1, 2014 – june 30, 2015

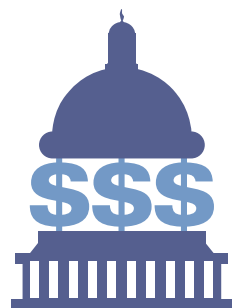
1 **IN** **3** seniors dies with Alzheimer's or another dementia.

almost two-thirds of Americans with Alzheimer's disease are women.

only 45% of people with Alzheimer's disease or their caregivers report being told of their diagnosis.



more than 90% of people with the four most common types of cancer have been told of their diagnosis.



\$226 billion cost in 2015 of Alzheimer's and other dementias nationally. By 2050, these costs could rise to \$1.1 trillion.

the only cause of death in the top 10 in America that cannot be prevented, cured or slowed.



6
6th leading cause of death in the United States

highlights of chapter events

Walk to End Alzheimer's®

Local sponsors: Golden: **Dominion**; Major: **Genworth, Kanawha Capital Management, Poet's Walk, Seniors Guide**; Media: **NBC 12, Lite 98, WXGM Extra99.1, B101.5-WBQB**

Walk to End Alzheimer's is a united movement to reclaim the future for millions. Four Walks were held in the fall of 2014 in Fredericksburg, Petersburg, Richmond and Urbana which attracted over 3,600 walkers and raised over \$565,000.

	Walkers	Funds Raised
Fredericksburg	1022	\$125,615
Petersburg	322	\$22,049
Richmond	1891	\$364,554
Urbana	529	\$53,107

Reason to Hope Breakfast

Title sponsor: **Genworth**

More than 400 guests filled the ballroom of the Richmond Hilton at Short Pump on March 20 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 \$100,000 to support chapter services.

your dollars delivered these benefits

\$750:

1 respite scholarship, allowing a family caregiver relief from their caregiving duties

\$250:

10 hours of care consultation with area families

\$100:

5 hours of 24/7 Helpline services

8th Annual Alzheimer's Advocate Recognition Reception

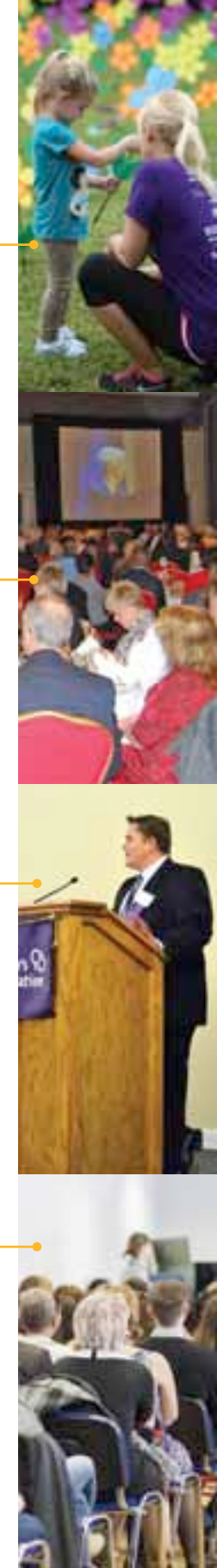
Sponsor: **Door to Door Solutions**

The Chapter hosted its annual reception at the Virginia Historical Society on November 5. 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: Delegate Christopher K. Peace, Seniors Guide and Robert B. Schaefer.

2014 Conference on Dementia

Major sponsor: **Estes Express Lines**

More than 200 caregivers attended an all-day conference at the Westin Richmond on November 1. The conference featured information on the latest Alzheimer's research, a discussion on dementia and depression, and tips for family and professional caregivers.



benefits provided to our community



PHOTO CREDIT:
Alzheimer's Association/Barbara Kinney



PHOTO CREDIT:
right: Alzheimer's Association/Chris Kirzeder
below: Alzheimer's Association/Barbara Kinney



programs	# delivered	attendance
Caregiver workshops	186	4,009
In-Service trainings	156	2,720
Support groups	355	2,474
Helpline	1,729	
Care consultation	2,433	
Respite scholarships	130	

24/7 helpline
community resources, emotional support, and caregiving advice are available anytime at 800-272-3900.

care consultation
by phone or face-to-face helps families with care planning and coping. Care consultants may sometimes recommend a respite care scholarship.

community education & caregiver training
education, resources, and tools help make caregiving easier and less stressful. We conduct conferences, workshops, and community programs for family and professional caregivers.

support groups
an opportunity for caregivers and those with dementia to meet to exchange coping skills, ideas and provide mutual support — providing an opportunity for participants to maintain their own health and well-being.

safety programs
national programs that assist in the safe and timely return of those who wander and become lost.

trial match
a free, easy-to-use clinical studies matching service that connects individuals with alzheimer's, caregivers, healthy volunteers and physicians with current studies.

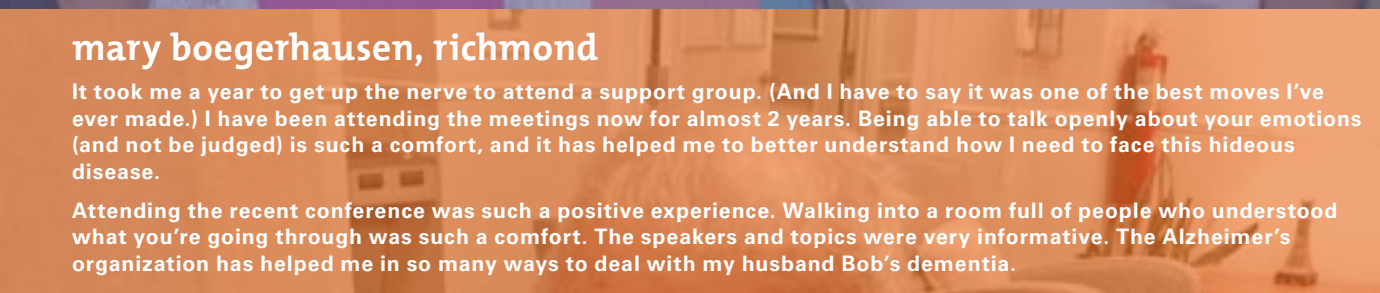
research
the largest private funder of Alzheimer's research — a portion of every dollar contributed to the local chapter helps fund research at the national level.

advocacy
staff and volunteers work to advance the Association's mission through improved local, state, and federal policy.



christine joyce, gloucester

My father, Todd, was diagnosed with frontotemporal dementia in 2014 after five years of fear, frustration and heartache for our family. This was an extremely difficult and confusing time for our entire family. The Alzheimer's Association has been such a miracle for us. My mother, Nadine, received the caregiver respite scholarship, which allowed my father to attend the Adult Day Break program, giving my mother a much needed break as a full-time caregiver — which significantly helped my father's condition for the better. My mother attends the Association's caregiver support groups which helps her deal with the daily stresses and accept her role as caregiver, finding common ground with others on the same journey.



mary boegerhausen, richmond

It took me a year to get up the nerve to attend a support group. (And I have to say it was one of the best moves I've ever made.) I have been attending the meetings now for almost 2 years. Being able to talk openly about your emotions (and not be judged) is such a comfort, and it has helped me to better understand how I need to face this hideous disease.

Attending the recent conference was such a positive experience. Walking into a room full of people who understood what you're going through was such a comfort. The speakers and topics were very informative. The Alzheimer's organization has helped me in so many ways to deal with my husband Bob's dementia.



barb cole, fredericksburg

I began to experience subtle memory issues in my forties, but did not think anything was seriously wrong. As the symptoms progressed and impaired my abilities at work and at home, I sought medical advice. Although I suspected something was medically wrong with me, I NEVER thought it could be Alzheimer's. Yet, at the relatively young age of 53, I received the diagnosis of Early-Onset Alzheimer's Disease.

The Association helped me in my darkest moments of despair. Now, I am able to give back as an advisor on the National Early-Stage Advisory Group; a public speaker to raise awareness; and an ambassador to legislators to advocate for greater funding necessary to find a cure. Let's make the end of Alzheimer's a NATIONAL PRIORITY!



garland lee moody, tri-cities

I am writing this letter to describe what the Alzheimer's Association Family Forum at the Petersburg Home for Ladies has meant to my family. Beyond gathering information to help us take care of our grandmother, Angie Royall, the Forum has provided us with the opportunity to pass that information along to newer members of the group. We were able to talk about our issues and share stories with other families going through similar situations. Sharing our experiences with others has been a great comfort, and we have learned from these exchanges new perspectives and coping skills. It has been rewarding to share insights. So many have helped us and we feel it is our duty to return that kindness by helping others any way we can.



annual gifts

fiscal year 2015

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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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REGIONAL OFFICE DIRECTORS

Lori Myers
FREDERICKSBURG

Ellie Galloway
MIDDLE PENINSULA/NORTHERN NECK

Cindy Hamlin
TRI-CITIES

ADVISORY COUNCILS

FREDERICKSBURG

Diana Bright
Valerie Hopson-Bell
Karl J. Karch, CSA
Wendy Kimball
Dr. Wayland Marks
Monica Owens
Elizabeth McMasters, Esq.
Jeff Perry
Tiffany Roman
Paul Scott

MIDDLE PENINSULA/ NORTHERN NECK

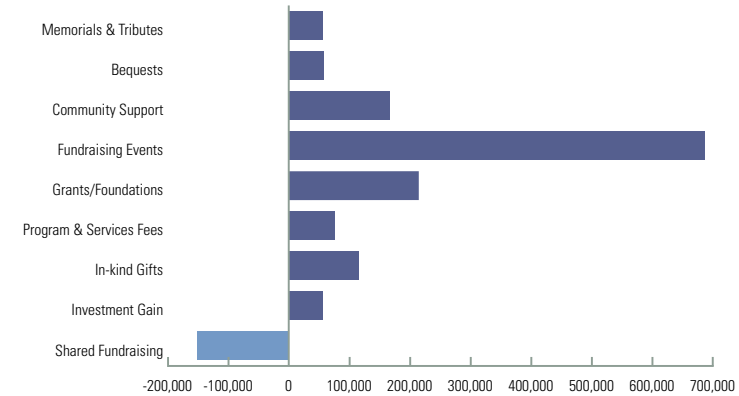
Cynthia Barrack
Julie Boothe, RD, ADC
Dawn Guthrie
Maryanne Lee
Amy Lewis
Louise Mohardt, RN
Donald & Christy Talbott

As of October, 2015

statement of activities support

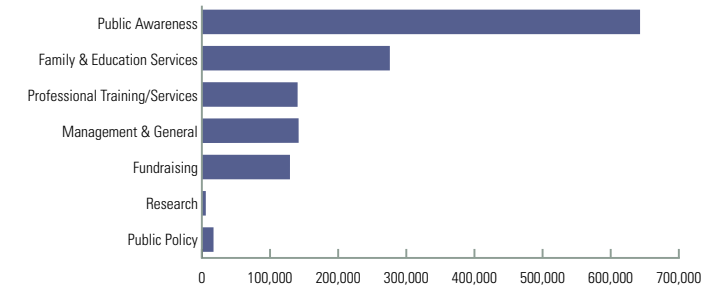
year ending June 30, 2015

Revenue



Memorials & Tributes	5%	\$ 57,745
Bequests	5%	63,318
Community Support	13%	161,231
Fundraising Events	56%	684,081
Grants/Foundations	17%	212,475
Program & Services Fees	6%	72,264
In-kind Gifts	10%	122,758
Investment Gain	0%	2,896
Shared Fundraising	-12%	(151,342)
	100%	\$1,225,426

Expenses



Public Awareness	48%	\$ 654,771
Family & Education Services	20%	276,147
Professional Training/Services	10%	141,029
Management & General	10%	143,139
Fundraising	10%	130,693
Research	1%	5,000
Public Policy	1%	19,970
	100%	\$1,370,749

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.

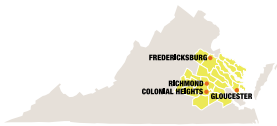
alzheimer's  association®

Greater Richmond, Inc.

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