



**Annual Report**

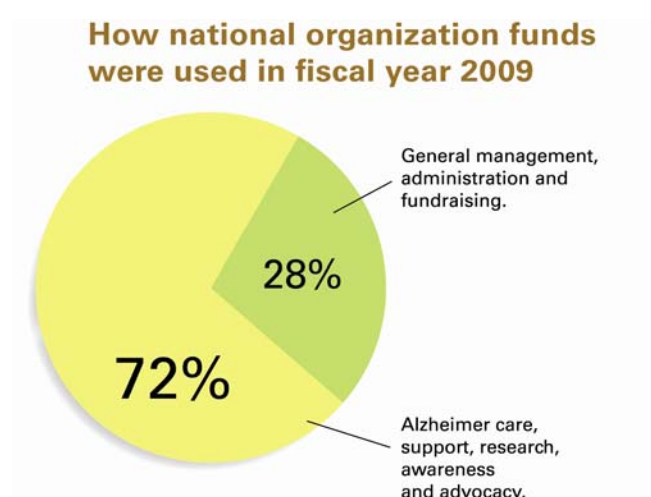
**Fiscal Year 2009 (July 1, 2008 – June 30, 2009)**

**Alzheimer's Association  
225 N. Michigan Ave., Fl.17  
Chicago, IL 60601  
[www.alz.org](http://www.alz.org)  
1.800.272.3900**

The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support and research. We provide services to those affected by Alzheimer's; advocate for policy change and research funding; and advance research toward prevention, treatment and cure. Our national offices in Chicago and Washington, D.C. work in conjunction with chapter affiliates across the country to serve the needs of those affected by Alzheimer's.

A donor-supported organization, the Alzheimer's Association allocates its funds in an ethical and responsible manner that exceeds the rigorous standards of America's most experienced charity evaluator, the Better Business Bureau.

We are especially grateful to those who helped us advance our mission in fiscal year 2009 by contributing to revenues of \$91.6 million for the national organization.



### **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.

### **Join our cause**

[Learn how you can get involved.](#)



The Alzheimer's Association is a nonprofit corporation exempt from federal income taxes under section 501(c)(3) of the Internal Revenue Code. The Association continues to meet and exceed the [standards](#) set by the BBB Wise Giving Alliance.

## Message from the President and Chair

### *Moving toward our vision*

We are proud to say that we remained unwavering in our dedication to progress in FY2009. Although we faced the same economic challenges as the rest of the nation, we were able to make great strides forward in achieving our strategic goals. These accomplishments can be attributed to the strength of our organization, the passion of our supporters and our collective desire to find an end to Alzheimer's disease.

This year we furthered public education as more and more Americans experienced the effects of this devastating disease. With the support of our constituents, we won the **2008 American Express Members Project**, earning \$1.5 million to aid in our early detection efforts – an area that is vital to raising overall awareness and improving education about Alzheimer's. This funding helped us launch our "**Know the 10 Signs: Early Detection Matters**" campaign, a multi-faceted initiative that includes print and television advertising. The program's goal is to target concerned individuals and physicians who may be responsible for administering an Alzheimer diagnosis.

Our **2009 Public Policy Forum** experienced nationwide growth in awareness with record attendance, including representation from 600 advocates and 49 states. Together, we lobbied for additional funding for Alzheimer research, the establishment of the Alzheimer's Solutions Project and dissolution of Medicare's two-year waiting period for people under age 65 who are disabled. We also helped to organize a hearing before the **Senate Special Committee on Aging**. In front of members of Congress, public figures such as former House Speaker Newt Gingrich and retired Supreme Court Justice Sandra Day O'Connor shared recommendations from the bi-partisan **Alzheimer's Study Group** on how to tackle the growing crisis.

The Forum also signaled the release of the **Alzheimer's Association 2009 Alzheimer's Disease Facts and Figures**, a report revealing that Alzheimer's disease and dementia triples healthcare costs for Americans age 65 and older. As the baby boomer generation continues to age, this unfortunate reality will affect far too many individuals, eventually bankrupting families, communities and our healthcare system. In addition, the human costs of this disease are growing every single day. By 2050, we expect as many as 16 million Americans to be living with Alzheimer's, and millions more will be placed in the difficult role of providing these individuals with care that is often unpaid.

News surrounding the Forum and the *2009 Alzheimer's Disease Facts and Figures* report dominated national media with coverage on ABC's "World News Tonight" and "Nightline," NBC's "Nightly News," C-SPAN's "Washington Journal," CNN's "Headline News" and NPR's "Talk of the Nation." Newspapers, including the *USA Today*, *The Boston Globe* and the *Dallas Morning News* also featured stories.

The increasing concern surrounding Alzheimer's was reflected in the entertainment field. We collaborated with several industry leaders on HBO's "**The Alzheimer's Project**," a documentary series that takes an inside look at the faces affected by the disease and the forces leading us to find a cure. This four-part film includes footage of Association experts and supporters sharing their personal and professional experiences. The media attention surrounding the documentary increased our Web site traffic, as the public turned to us for additional information about the disease. Two segments of the film received Emmy® Awards.

Unprecedented support from Alzheimer Champions across the country made 2008 our most exciting **Memory Walk**<sup>®</sup> season to date. We reached a record-breaking 25,000 teams, comprising 220,000 participants. In addition, more than 25,000 walkers joined in an advocacy campaign to advance research and give a voice to those affected by Alzheimer's. Together, Memory Walk participants, sponsors and donors raised more than \$38 million for the efforts of the Association.

Throughout the year, we continued to push the pace of research forward through our efforts to fund new grants and unite scientists in the global quest for prevention, treatment and a cure. In July, we held the **Alzheimer's Association International Conference on Alzheimer's Disease 2008** (ICAD) in Chicago, giving the Alzheimer research community a unique opportunity to exchange groundbreaking ideas and discoveries. Our 2008 gathering brought more than 5,400 experts together to address the latest developments in Alzheimer science.

In order to keep pace with the growth of the disease, we must continue to move the cause forward. This means continued involvement in the national dialogue on healthcare, increased research funding, and ongoing attention to our nationwide care and support services. In order to maintain our momentum, we need your support. There is a role that each of us can play in defeating this global health crisis, and we hope yours is as a continued supporter of the Alzheimer's Association and our vision of a world without Alzheimer's disease.



Paul Attea  
Chair, National Board of Directors



Harry Johns  
President and CEO

## **Timeline of key events**

### **July 2008**

The largest gathering of dementia researchers in the world, the Alzheimer's Association International Conference on Alzheimer's Disease 2008 (ICAD) in Chicago saw the globe's leading Alzheimer researchers convene to share the latest ideas, thoughts and theories in dementia science. Breaking research and new technology captured global media attention.

The Association welcomed 11 new members to the 2008-2009 Alzheimer's Association Early-Stage Advisory Group. Now in its third year, the Early-Stage Advisory Group meets monthly to discuss current programs and services for the emerging early-stage population.

### **August 2008**

The Association released *Voices of Alzheimer's Disease: Summary Report on the Nationwide Town Hall Meetings for People with Early-Stage Dementia*, a qualitative analysis of the groundbreaking discussions. We are privileged to host these regional and virtual town hall meetings, conducted between July 2007 and May 2008, which marked the first-ever nationwide dialogue about Alzheimer's by people living with the disease.

The Alzheimer's Association Dementia Care Conference provided care professionals with the opportunity to connect with peers from around the country; learn from renowned aging experts; and participate in educational programs tailored to address the unique needs and demands of the profession.

### **September 2008**

World Alzheimer's Day, Sept. 21, raised awareness of Alzheimer's using the power of five: 5 million champions, 5 million Americans living with Alzheimer's.

More than 220,000 people, including 25,000 team captains, participated in Alzheimer's Association Memory Walk®, the nation's largest event to raise awareness and funds for Alzheimer care, support and research. This year's fundraising totaled \$38.3 million and we added 25,000 new advocates.

### **October 2008**

"Alzheimer's Disease: Early Detection Matters" was selected as the top campaign in the Members Project from American Express. The Association received \$1.5 million to implement the "Know the 10 Signs: Early Detection Matters" education campaign highlighting the importance of early detection and targeting the general public and physicians.

### **November 2008**

The Association also introduced another new resource for caregivers: Caregiver Stress Check, a first-of-its-kind, online interactive quiz that helps caregivers identify symptoms of stress and provides a tailored list of helpful referrals and resources.

During National Alzheimer's Disease Awareness Month and National Family Caregivers Month, the Association and Meredith Publications helped reduce caregiver stress and beautify gardens nationwide with the Alzheimer Awareness Perennial Garden.

For the first time, the Association partnered with Eisai Inc. to promote the C.A.R.E.™ (Commitment to Alzheimer's Recognition of Excellence) Pharmacy Award, which recognizes the critical role pharmacists play in helping people living with Alzheimer's and their caregivers. The 2008 winner was Tracey Pierce, a clinical pharmacist from Findlay, Ohio.

### **December 2008**

The Association released "Understanding Alzheimer's" and "Alzheimer's and Safety," a new two-subject DVD. Essential viewing for people with Alzheimer's and their caregivers, the DVD features useful information on dementia basics, care, and home and transportation safety and advice from people with Alzheimer's, family caregivers, physicians and care experts.

### **January 2009**

The Association formed the Alzheimer's Early Detection Alliance (AEDA) to help companies educate employees and families about the warning signs of Alzheimer's, the importance of early detection and the resources available to support them. Companies who join the AEDA can also expand their efforts and work to raise awareness in their community and among their consumers.

FOX Sports Supports selected the Association to be featured throughout FOX Network's coverage of the 2009 Bowl Championship Series (BCS), including the FedEx BCS National Championship Game. FOX featured in-game and pregame mentions of the Association and produced a public service announcement using FOX Sports on-air personalities.

*Still Alice*, a novel about the descent of a 50-year-old university professor diagnosed with younger-onset Alzheimer's disease, was re-released nationwide and extended its publication to 14 countries.

### **February 2009**

The Association debuted its innovative *Principles for a Dignified Diagnosis*, which contains insights from people living with Alzheimer's on how to improve the diagnosis experience. It is the first statement of its kind, written by people with the disease who had identified diagnostic challenges and dissatisfying interactions with the medical community.

### **March 2009**

The Association released the *Alzheimer's Association 2009 Alzheimer's Disease Facts and Figures* report, which provides new data on Alzheimer's disease prevalence in the United States. This report has become the definitive resource on Alzheimer's for multiple audiences, including the national news media.

A record number of advocates converged on Washington, D.C., for the Alzheimer's Association 2009 Public Policy Forum. More than 600 attendees honed their advocacy skills and brought energy and momentum back to their home states.

The Alzheimer's Association Early-Stage Summit was a free event during the Forum where people with early-stage dementia shared insights about their diagnosis experience.

*The National Alzheimer's Strategic Plan* from the Alzheimer's Study Group (ASG) was released at a special hearing in Washington. Co-chaired by former Speaker of the House Newt Gingrich and former Senator Bob Kerrey, the ASG is a national task force made up of leading Alzheimer experts. The Association called for the ASG's formation in July 2007.

**April 2009**

The Association released an updated edition of "10 Warning Signs" in both English and Spanish following a national review by clinicians, staff, scientists and people with dementia.

On "Grey's Anatomy," bridesmaid Izzie created a wedding Web site for engaged characters Meredith and Derek, encouraging charity donations in lieu of gifts. The Association was one of the charities, and a special page was created for fans of the show to make donations.

**May 2009**

After two years in the making, HBO premiered "The Alzheimer's Project," a groundbreaking documentary series aimed at changing the way America thinks about Alzheimer's disease. This four-part film, produced with help from the Association and others, gave the public a rare inside look at the faces behind the disease and the forces leading the search for a cure. It won two Emmy Awards.

Alzheimer's Association chapters held more than 110 screenings of "The Alzheimer's Project" nationwide. Screenings were often followed by an open dialogue with a panel of local experts.

The Association launched its "Know the 10 Signs: Early Detection Matters" media campaign, including television print ads and online outreach to increase awareness of the 10 warning signs of Alzheimer's and the benefits of early detection and early diagnosis.

In large part due to "Know the 10 Signs," and additional traffic from "The Alzheimer's Project", visits to alz.org for the month were up 38 percent over May 2008, making for the highest number of monthly visitors in the site's history.

**June 2009**

The Centers for Disease Control and Prevention (CDC) reported that Alzheimer's disease is the seventh-leading cause of death in the United States, and that deaths from Alzheimer's are increasing as death rates of other major diseases, such as heart disease and cancer, are continuing to fall. Alzheimer's is the fifth-leading cause of death for people age 65 and older.

## **Report Overview**

The Alzheimer's Association FY2009 Annual Report details mission-related accomplishments in four core areas: awareness, advocacy, care and support, and research. These initiatives are the driving force behind the Association's efforts to eliminate Alzheimer's and to offer hope and help to all those affected by this devastating disease. The report also provides an overview of the fundraising activities and channels in which the Association receives contributions to make these efforts possible.

### **Increasing Concern and Awareness of the Disease and the Association**

A critical component of our mission is raising awareness of Alzheimer's, the number of individuals who are affected and the signs associated with early detection of the disease. Early detection helps families to begin treatment and plan for the future.

### **Advancing Advocacy**

We speak up for the needs and rights of people with Alzheimer's and their families, and help persuade Congress to increase funding for research.

### **Enhancing Care and Support**

We are committed to providing reliable Alzheimer resources, information and services to individuals and families affected nationwide.

### **Accelerating Research**

The Alzheimer's Association is at the forefront of Alzheimer science, uniting researchers in the quest to search for treatment, prevention and a cure, as well as funding grants that embody cutting-edge progress.

### **Growing Revenue Support of the Mission**

From outdoor walk events to glamorous galas, the Alzheimer's Association calls on dedicated constituents to help raise funds to fight Alzheimer's. These generous donors also engage in the mission through individual and planned giving.

## **Increasing Concern and Awareness of the Disease and the Association**

In fiscal year 2009, the Association continued our efforts to raise awareness of the Alzheimer crisis and motivate others to get involved in the cause.

The Association released the [\*\*Alzheimer's Association 2009 Alzheimer's Disease Facts and Figures\*\*](#) report, which provides new data on Alzheimer's disease prevalence in the United States. This report has become the definitive resource on Alzheimer's for multiple audiences, including the national news media.

After two years in the making, HBO premiered "[\*\*The Alzheimer's Project.\*\*](#)" a groundbreaking documentary series aimed at changing the way American thinks about Alzheimer's disease. Winner of two Emmy Awards, this four-part film, produced with help from the Alzheimer's Association and others, gave the public a rare inside look at the faces behind the disease and the forces leading us to find a cure.

**World Alzheimer's Day, Sept. 21**, raised awareness of Alzheimer's using the power of five: 5 million champions, 5 million Americans living with Alzheimer's.

"**Alzheimer's Disease: Early Detection Matters**" was selected as the top campaign in the Members Project from American Express. The Association received \$1.5 million to implement the campaign, which highlights warning signs and the importance of early detection. The "[\*\*Know the 10 Signs\*\*](#)" campaign encompasses an integrated marketing and awareness strategy including national media, organizational and community outreach.

TV ads for the [\*\*Alzheimer's Association Memory Walk\*\*](#)<sup>®</sup>, the nation's largest event to raise awareness and funds for the fight against Alzheimer's disease, aired on CNN, HGTV and other networks.

ABC's drama "**Boston Legal**" featured an Alzheimer storyline in its Dec. 1 episode. Laurel Coleman, M.D., a member of the Association's national board of directors, and Bill Thies, Ph.D., chief medical and scientific officer, consulted with the writers on the development of this episode and storyline.

On "Grey's Anatomy," bridesmaid Izzie created a wedding Web site for engaged characters Meredith and Derek, encouraging charity donations in lieu of gifts. The Association was one of the charities, and a special page was created for fans of the show to make donations.

**Academy Award presenter Seth Rogen** ("Knocked Up") wore an Alzheimer's Association lapel pin on his tuxedo during the ceremony. Rogen is now one of the Association's celebrity Champions.

During National Alzheimer's Disease Awareness Month and National Family Caregivers Month, the Association and Meredith Publications helped reduce caregiver stress and beautify gardens nationwide with the **Alzheimer Awareness Perennial Garden**. Ten percent of gross sales were donated to the Association to help support vital research and services.

The Association formed the [\*\*Alzheimer's Early Detection Alliance \(AEDA\)\*\*](#) to help companies educate employees and families about the warning signs of Alzheimer's, the importance of early detection and the resources available to support them. Companies who join the AEDA can also

expand their efforts and work to raise awareness in their community and among their consumers. More than 100 companies joined the AEDA at its initial launch.

**FOX Sports Supports selected the Association** to be featured throughout the FOX Network's coverage of the 2009 Bowl Championship Series (BCS), including the FedEx BCS National Championship Game. FOX featured in-game and pregame mentions of the Association and produced a public service announcement using FOX Sports on-air personalities and Bill Bridgwater, a national board member who is living with Alzheimer's disease.

Celebrity Champion Dear Abby spotlighted the [Caregiver Stress Check](#) in a November column. Caregiver Stress Check is a first-of-its-kind, online interactive quiz that helps caregivers identify symptoms of stress and provides a tailored list of helpful referrals and resources.

## Advancing Advocacy

In fiscal year 2009, increasing numbers of Alzheimer advocates worked to bring attention to the growing Alzheimer crisis and need for bold action.

[The Alzheimer's Association 2009 Annual Public Policy Forum](#) in Washington, D.C., gave Alzheimer advocates from across the country the opportunity to impress upon legislators the urgent need for change. **More than 600 advocates (representing 49 states and over 210 congressional districts)** attended the Forum and took to Capitol Hill to deliver their stories to members of Congress. Advocates unable to attend participated in the first-ever virtual candlelight vigil.

During the Forum, **First Lady of California Maria Shriver** introduced a preview clip of the HBO multi-part documentary "The Alzheimer's Project" while reflecting on her family's journey with the disease. Shriver was an executive producer of the series, which was developed with help from the Association.

The Alzheimer's Study Group (ASG) released its seminal report, [A National Alzheimer's Strategic Plan: The Report of the Alzheimer's Study Group](#). In 2007, the Association joined with the Alzheimer's Disease Congressional Task Force to call for the creation of the ASG, a non-partisan panel charged with creating a national strategic plan to address the Alzheimer crisis.

ASG leadership, including co-chairs **former Speaker of the House Newt Gingrich, former Nebraska Senator Bob Kerrey and retired Supreme Court Justice Sandra Day O'Connor**, presented testimony to the Senate Special Committee on Aging. Maria Shriver joined ASG members as they outlined the report's recommendations and cited the need for a coordinated national approach to combat the impact of the disease through **the creation of the Alzheimer's Solutions Project**.

Throughout the Forum, advocates presented members of Congress with an overview of [our federal priorities](#), including:

1. **Increasing fiscal year 2010 Alzheimer research funding** at the National Institutes of Health (NIH) by \$250 million, with a goal of reaching \$1 billion per year in funding in fiscal year 2011.
2. Establishing a **federal Alzheimer's Solutions Project Office** backed by an appropriate scale of investment.
3. **Phasing out Medicare's two-year waiting period** for people under age 65 so that individuals with Alzheimer's are eligible for Medicare immediately after they receive their determination of disability.

Upon returning home, **advocates followed up with a number of local activities**, including drop-by visits to legislators, town hall meeting participation and appointments with legislators and relevant in-district staff.

With the nation fully engaged in the 2008 election season, the Association used the opportunity to share our message with candidates at both the national and local level. At the state level, **the Association's advocacy staff worked to include the Alzheimer message into the election**

**discourse.** Advocates attended town hall meetings and, whenever possible, asked candidates to provide information on their plan to address Alzheimer's disease.

The Association continued to work in coordination with states around the country to extend the **State Government Alzheimer's Disease Strategic Plan**. Currently more than 20 states are in the process of developing strategic state plans for implementation.

As the 2009 fiscal year came to a close, the Association's advocacy efforts turned to ensuring the debate and discussion on **healthcare reform included the needs of the millions of people with the disease and their caregivers**. The growing Alzheimer advocacy network is already engaged in tactics to keep our issues front and center in the debate.

## Enhancing Care and Support

Despite challenging economic times, the Association was able to expand programs and services for those living with Alzheimer's throughout FY 2009.

The Association kicked off its ["Know the 10 Signs: Early Detection Matters"](#) campaign, a multi-faceted national education effort designed to increase awareness of Alzheimer warning signs and the benefits of early detection and early diagnosis. Strategies included a national media initiative that reached more than 78 million people; the launch of the Alzheimer's Early Detection Alliance, which grew to more than 200 organizations in FY09; a community workshop; and outreach tools for diverse communities.

The organization also released [Principles for a Dignified Diagnosis](#), which contains advice for improving the diagnosis experience. The first statement of its kind, the principles were written by people with Alzheimer's who had identified diagnostic challenges and dissatisfying interactions with the medical community. More than 70,000 copies were distributed and the guide is now also available in Spanish and Chinese editions.

The principles were driven by [Voices of Alzheimer's Disease: Summary Report on the Nationwide Town Hall Meetings for People with Early-Stage Dementia](#) (released in August 2008), which summarize the findings of four regional and one virtual early-stage forums. The town halls helped to enrich and strengthen the national dialogue of the needs and challenges of people with early-stage Alzheimer's.

Work on the Association's **Phase 4 Dementia Care Practice Recommendations for Professionals Working in the Home Setting** was completed (the recommendations are to be released in October 2009). The recommendations cover a wide range of topics, including personal care, safety and personal autonomy, end-of-life care, special topics (transitions in care, clinical medication management, elder abuse and neglect), provider self-care and considerations for those who live alone.

The Association continued its work supporting state-funded Alzheimer programs. Congress created the **Alzheimer's Disease Supportive Services Program (ADSSP)** in 1991 to encourage states to develop model programs for people with dementia and caregivers. Today, the Association (in collaboration with the Research Triangle Institute) provides technical assistance to state grantees through the ADSSP Web site, one-on-one contact, site visits, meetings and teleconferences.

Nearly 250,000 calls were placed to our **24/7 Helpline**, which provides reliable information and support to people with memory loss, caregivers, health care professionals and the public.

Our Web site, [\*\*alz.org\*\*](http://alz.org), had the highest number of visitors in any fiscal year with 5,617,875 visits.

The Association's online community launched the **Peer Volunteer Program**, an innovative method of providing additional support, mentoring and assistance within an online community. The peer volunteers are caregivers and people with Alzheimer's who devote at least three hours per week to the community and peer-volunteer tasks. The new program increased the number of message board posts by new members, as well as the number of posts made by members with Alzheimer's disease or other dementias. Message board visits totaled 1,148,052 in FY 2009, and more than 5,300 people joined the community.

The organization introduced a new resource for caregivers, [Caregiver Stress Check](#), a first-of-its-kind, online interactive quiz that helps caregivers identify symptoms of stress and provides a tailored list of helpful referrals and resources.

[“Understanding Alzheimer's” and “Alzheimer's and Safety”](#) is a new two-program DVD featuring 50 minutes of practical advice for caregivers and people with dementia. This DVD was developed under the guidance of Association experts and features tips from caregivers and people with dementia.

## Accelerating Research

In FY 2009, the Alzheimer's Association continued to drive the pace of research forward, increasing funding and uniting scientists worldwide in an effort to unlock the mysteries of Alzheimer's disease.

The [Alzheimer's Association International Research Grant Program](#) awarded more than \$13 million to 84 investigators. Recognizing the need to encourage researchers from a variety of backgrounds, the Association added two categories aimed at new investigators from underrepresented groups. The Association also introduced a grant category that funds research involving molecular imaging and nanotechnology for early detection of Alzheimer's. Since awarding its first grants in 1982, the Association has committed over \$265 million to more than 1,800 best-of-field grant proposals.

Historically the world's largest gathering of Alzheimer and dementia researchers, the Alzheimer's Association International Conference on Alzheimer's Disease (ICAD) broke previous records, drawing more than 5,400 attendees to 2,000-plus plenary, symposium, oral and poster presentations. The conference attracted news media attention both in the United States and abroad, with coverage by outlets including ABC, the BBC, CBS, CNN, NBC, the Associated Press, Reuters, *The Wall Street Journal* and *USA Today*.

Held July 26-31 in Chicago, ICAD 2008 provided a platform for discussion of diverse areas of research including clinical trial design, genetic factors in Alzheimer's, biomarkers as tools for early detection and social and behavioral issues in dementia.

Now in its second year, the [Alzheimer's Association International Society to Advance Alzheimer Treatment and Research \(ISTAART\)](#) includes 1,500 members from countries such as Australia, Brazil, Canada, the Netherlands, Singapore, United Kingdom and the United States. Members were invited to join professional interest groups within the society as a way to further enhance their research focus and network with their peers. The Association was also able to offer a select number of ICAD travel fellowships to ISTAART members.

With \$60 million in funding, the **Alzheimer's Disease Neuroimaging Initiative (ADNI)** is the currently the largest active public-private partnership on brain research. Collaborative partners include the National Institute on Aging, the Alzheimer's Association and multiple industry partners. Recent ADNI data demonstrate that imaging techniques measuring the loss of brain volume may be a more reliable indicator of Alzheimer's disease and mild cognitive impairment than traditional measures such as the Mini Mental State Examination.

At the first **Prevalence and Trends of AD and Other Age-Related Cognitive Disorders Conference**, leaders in the epidemiology of Alzheimer's tackled complex issues such as the disparity in prevalence numbers for Alzheimer's disease. Jointly sponsored by the Association and the National Institute on Aging, the March conference drew nearly 100 attendees.

The Association's fall and spring [Research Roundtable](#) meetings drew more than 100 researchers from academia, the pharmaceutical industry, the National Institutes of Health and U.S. and European regulatory agencies. During the spring meeting, researchers discussed new data and technologies that may improve the diagnosis of Alzheimer's disease, especially in its earliest and mildest stages. The information shared at the meeting, involving neuropsychological testing, genetic factors and biochemical and neuroimaging biomarkers,

could contribute to an earlier and more accurate Alzheimer diagnosis. At the fall meeting, scientists shared lessons learned about clinical trial design that may help shape future clinical trials of drugs aimed at slowing or stopping the progression of Alzheimer's.

Launched in 2005, [\*Alzheimer's & Dementia: The Journal of the Alzheimer's Association\*](#) continued to draw readers from around the globe. The peer-reviewed, bimonthly journal addresses challenges facing researchers, clinicians and health policymakers, offering a forum for new ideas across diverse areas of Alzheimer and dementia research. In 2008, *Alzheimer's & Dementia* was recognized for its scientific merit when it was chosen for inclusion in the National Library of Medicine's MEDLINE database. The *Journal* is one of the benefits of ISTAART membership.

## **Growing Revenue Support of the Mission**

Our mission-related activities, including research, advocacy, care and support, would not be possible without the contributions of our passionate and dedicated constituents.

In FY 2009, more than \$80 million was raised from individuals and families across the country. The generosity and involvement of these donors, including significant outright and legacy gifts, helps to transform programs and efforts in the fight against Alzheimer's.

Of this amount, the Association received \$36.7 million in the form of planned gifts. More than \$20 million were gifts from individuals, foundations and membership organizations.

Through e-outreach and print communication efforts, the Association engaged more than 1 million donors in our mission. These constituents collectively contributed more than \$37 million to help advance the work of the Association. The most successful campaign, raising \$3.3 million, was "Friends and Family" – an effort that calls on Association donors to gather further support for the cause through their personal networks.

The Association welcomed 1,477 new members to the Alois Society, recognizing these donors for their financial contributions at \$1,000+. The Alzheimer's Association Zenith Society convenes the Association's leading philanthropists, those making gifts of \$1 million or more, to play an active and guiding role in deciding which projects to fund with their collective resources. In FY09, members generously continued their support of leading Alzheimer scientists by awarding four grants of \$450,000 for a total investment of \$1.8 million in research. Representing the highest and most involved level of philanthropy, the Zenith Society has given \$50 million since its inception in 1990, fueling the Association's critical work in research, care, support and advocacy.

The Alzheimer's Association Memory Walk<sup>®</sup> expanded to nearly 600 events nationwide. Much of the recent growth of the event can be attributed to volunteers who have taken the initiative to bring the Walk to new communities. With 25,000 teams and more than 220,000 participants, FY09 walks broke previous event records, raising more than \$38 million for the Association.

Founded by Princess Yasmin Aga Kahn in honor of her mother, the first Rita Hayworth Gala was held in New York in 1984. Since that time, the event has expanded to Chicago and has raised more than \$53 million for the cause. The National Alzheimer's Gala, a separate event held annually in Washington, D.C., has raised more than \$8 million since its inception in 2004. In FY09, these three events collectively raised more than \$4 million. In November 2009, the Rita Hayworth Gala will expand to hold an inaugural event in Dallas.

**Forget Me Not Days<sup>®</sup>**, an annual fundraising event benefiting local chapters of the Alzheimer's Association, was held May 15-16. Bankers Life & Casualty Company agents and employees collected donations and distributed specially marked packages of Forget-Me-Not flower seeds to raise public awareness of Alzheimer's.

**Caring.com** contributed \$10 to the Alzheimer's Association (up to \$10,000) every time someone added a purple Alzheimer ribbon to their Web site.

In the workplace, the Association was fortunate to receive generous donations from both corporations and their employees. Gifts from corporate friends and partners reached more than \$4 million. This amount includes the \$1.5 million awarded through the American Express

Members project. Through workplace giving initiatives, the Association raised nearly \$2 million from individual donations.

## Financial Information

### Treasurer's Letter

Fiscal year 2009 was a challenging year due to the significant economic and financial market turmoil. Despite the economy, the financial health of the Alzheimer's Association remains strong with the national organization recording total assets of almost \$122 million, a decrease of 17 percent compared to fiscal year 2008 assets of \$146 million. The decline in assets was a result of the decrease in the Association investment assets primarily due to sharply reduced equity values during the fiscal year. Total revenues of \$91.6 million decreased 13.6 percent from 2008, of which \$78.2 million came from donor contributions. Together with our network of 77 affiliated chapters, unaudited revenues totaled more than \$231 million.

Expenses were well managed by the national organization. With our chapter network, the combined Alzheimer's Association expended over \$166 million on program activities to forward our mission. To advance progress in Alzheimer science, we invested more than \$26 million in research. Despite the economic downturn, we spent more than \$13.4 million on research grants in fiscal year 2009.

The Association continues to meet and exceed minimum standards of 65 percent program expenses set by the BBB Wise Giving Alliance. We were at 72 percent.

During the year, the Alzheimer's Association made significant progress on several important goals related to its long-range strategic plan, including concern and awareness as well as revising and expanding our shared fund-raising models with 77 chapter affiliates.

We are honored and grateful that our donors respect our stewardship, embrace our mission and are a vital part of the movement to conquer Alzheimer's disease.



Michael Urbut  
Treasurer, Board of Directors

**Alzheimer's Disease and Related Disorders Association, Inc.**  
**STATEMENTS OF FINANCIAL POSITION**  
**June 30,**  
**(In thousands)**

<b>ASSETS</b>	<u>2009</u>	<u>2008</u>
Cash and cash equivalents	\$ 5,087	\$ 10,301
Chapter dues receivable, net	25	858
Pledges receivable, net	22,186	27,889
Shared fundraising	16,871	9,538
Other receivables	3,159	2,067
Investments	55,513	78,450
Prepaid expenses	5,068	2,386
Assets held in trust	78	347
Furniture, equipment and leasehold improvements, net	3,863	4,909
Beneficial interest in split-interest agreements	1,331	1,110
Beneficial interest in perpetual trust	8,403	8,623
<b>TOTAL ASSETS</b>	<u><u>\$121,584</u></u>	<u><u>\$146,478</u></u>

**LIABILITIES AND NET ASSETS**

<b>Liabilities</b>		
Accounts payable	\$ -	\$ 2,391
Grants payable, net	36,624	46,215
Deferred compensation payable	520	565
Accrued expenses	3,910	5,458
Shared fundraising	13,564	10,937
Gift annuity obligations	5,326	5,547
Deferred revenue	2,717	3,322
Deferred rent	2,758	3,007
<b>Total liabilities</b>	<u>65,419</u>	<u>77,442</u>
<b>Net assets</b>		
Unrestricted	18,746	31,188
Temporarily restricted	17,779	18,031
Permanently restricted	19,640	19,817
<b>Total net assets</b>	<u>56,165</u>	<u>69,036</u>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<u><u>\$121,584</u></u>	<u><u>\$146,478</u></u>

A complete copy of our financial statements audited by Grant Thornton is available upon request from the Alzheimer's Association, 225 N. Michigan Ave., 17th floor, Chicago, Illinois 60601 or visit our website at [www.alz.org](http://www.alz.org).

**Alzheimer's Disease and Related Disorders Association, Inc.**  
**STATEMENTS OF ACTIVITIES**  
**Year ended June 30, 2009, with comparative totals for 2008**  
**(In thousands)**

	2009			Total	2008 total*
	Unrestricted	Temporarily restricted	Permanently restricted		
Revenues, gains and other support					
Contributions	\$ 59,492	\$ 20,467	\$ 1,829	\$ 81,788	\$ 96,736
Less contributions remitted to Chapters	(34,203)	-	-	(34,203)	(24,799)
Add amounts received from Chapters					
Shared Fundraising	30,595	-	-	30,595	22,033
Net contribution revenue	55,884	20,467	1,829	78,180	93,970
Chapter dues	-	-	-	-	3,198
Book sales and other	10,360	-	-	10,360	3,907
Dividends and interest	2,453	607	-	3,060	4,684
Net assets released from restrictions	19,485	(19,485)	-	-	-
Total revenues, gains and other	88,182	1,589	1,829	91,600	105,759
Expenses					
Program services					
Research	26,365	-	-	26,365	32,335
Public awareness and education	20,181	-	-	20,181	28,395
Chapter services	4,576	-	-	4,576	6,905
Public policy	3,754	-	-	3,754	4,840
Patient and family services	7,598	-	-	7,598	7,009
Total program services	62,474	-	-	62,474	79,484
Supporting services					
Management and general	4,008	-	-	4,008	3,728
Fundraising	19,750	-	-	19,750	20,390
Total supporting services	23,758	-	-	23,758	24,118
Total expenses	86,232	-	-	86,232	103,602
Excess from operations	1,950	1,589	1,829	5,368	2,157
Other changes in net assets					
Net realized and unrealized losses in value of investments	(14,084)	(892)	-	(14,976)	(8,438)
Change in value of split-interest	(308)	(525)	-	(833)	(343)
Change in value of perpetual trust	-	-	(2,006)	(2,006)	(912)
Pledge write-off	-	(424)	-	(424)	-
Total other changes in net assets	(14,392)	(1,841)	(2,006)	(18,239)	(9,693)
<b>DECREASE IN NET ASSETS</b>	(12,442)	(252)	(177)	(12,871)	(7,536)
Net assets at beginning of year	31,188	18,031	19,817	69,036	76,572
Net assets at end of year	\$ 18,746	\$ 17,779	\$ 19,640	\$ 56,165	\$ 69,036

A complete copy of our financial statements audited by Grant Thornton is available upon request from the Alzheimer's Association, 225 N. Michigan Ave., 17th floor, Chicago, Illinois 60601 or visit our website at [www.alz.org](http://www.alz.org).

**National and Chapter Combined Revenue and Expense Statements**  
**For the year ended June 30, 2009**  
(in thousands)

(unaudited)	<u>National</u>	<u>Chapters</u>	<u>Elimination</u>	<u>Total</u>	
<b>REVENUES, GAINS AND OTHER SUPPORT</b>					
Contributions	81,788	110,267	(507)	191,548	
Less contributions remitted to Chapters	(34,203)		34,203	-	
Add amounts received from Chapters under Shared Fundraising agreement	30,595		(30,595)	-	
Net contribution revenue	<u>78,180</u>	<u>110,267</u>	<u>3,101</u>	<u>191,548</u>	
Chapter dues	-		-	-	
Book sales and other	10,360	27,013	(786)	36,587	
Dividends and interest	3,060	-		3,060	
<b>TOTAL REVENUES, GAINS AND OTHER SUPPORT</b>	<u>91,600</u>	<u>137,280</u>	<u>2,315</u>	<u>231,195</u>	-
<b>EXPENSES</b>					
<b>PROGRAM SERVICES</b>					
Research	26,365	-		26,365	
Public awareness and education	20,181	-		20,181	
Chapter services	4,576	-		4,576	
Public policy	3,754	-		3,754	
Patient and family services	7,598	101,199	2,315	111,112	
<b>TOTAL PROGRAM SERVICES</b>	<u>62,474</u>	<u>101,199</u>	<u>2,315</u>	<u>165,988</u>	
<b>SUPPORTING SERVICES</b>					
Management and general	4,008	11,828	-	15,836	
Fundraising	19,750	18,400	-	38,150	
<b>TOTAL SUPPORTING SERVICES</b>	<u>23,758</u>	<u>30,228</u>	<u>-</u>	<u>53,986</u>	
<b>TOTAL EXPENSES</b>	<u>86,232</u>	<u>131,427</u>	<u>2,315</u>	<u>219,974</u>	-
Excess from Operations	5,368	5,853	-	11,221	-
Other changes in net assets					
Net realized and change in unrealized gains in value of investments	(14,976)	(3,807)	-	(18,783)	
Change in value of split-interest agreements	(833)	-	-	(833)	
Change in value of perpetual trust	(2,006)	-	-	(2,006)	
Pledge write-off	(424)	-	-	(424)	
Total other changes in net assets	<u>(18,239)</u>	<u>(3,807)</u>	<u>-</u>	<u>(22,046)</u>	
<b>INCREASE IN NET ASSETS</b>	<u>(12,871)</u>	<u>2,046</u>	<u>-</u>	<u>(10,825)</u>	

**The Combined Revenue and Expense Statements**

Combined Revenue and Expense Statements are unaudited and not part of the Alzheimer's Association audited financial statements.

June 30, 2009

1. Compilation Policy: The combined financial information for the 12 months ended June 30, 2009, was compiled from reports provided to the national office by the Association's 74 chapters and combined with the audited activity of the national office for the 12 months ended June 30, 2009. The unaudited quarterly reports submitted by the chapters summarized the revenue and expense activity of the individually incorporated chapters and were compiled into a combined report for management reporting purposes. The accounting policies followed by the chapters are not necessarily the same practices followed by the national office.
2. Eliminations: All material intercompany transactions were eliminated in this combined statement.

## **Organizational Information**

We are deeply grateful to the individuals, volunteers and sponsors whose leadership and generosity make our achievements possible. Thank you to these Champions who have embraced our vision to end Alzheimer's disease.

Together, we have advanced research and care discoveries that hold the promise of changing the way people will live with Alzheimer's disease.

# Alzheimer's Association

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Members of our National Board of Directors volunteer to serve multi-year terms. They generously support our efforts with their time, talent and passion.

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## Alzheimer's Celebrity Champions

**Anthony Anderson** – Actor, comedian, NBC's "Law & Order"

**Katie Armiger** – Country music artist

**Wayne Brady** – Comedian, actor, host, FOX's "Don't Forget the Lyrics," ABC's "Whose Line is it Anyway," CBS's "Let's Make a Deal"

**Coach Frank Broyles** – Former football coach and athletic director, University of Arkansas

**Kate Burton** – Actress, ABC's "Grey's Anatomy"

**Kyle Chandler** – Actor, CBS's "Early Edition," NBC's "Friday Night Lights"

**Bradley Cooper** – Actor, "The Hangover," "He's Just Not That Into You," ABC's "Alias"

**Dear Abby** – Advice columnist

**Diamond Jim** – 2007 Westminster, Best in Show

**Dominic Chianese** – Actor, HBO's "Sopranos"

**Dwight Clark** – Retired NFL wide receiver, San Francisco 49ers

**Emerson Drive** – Country music band

**Olympia Dukakis** – Actress, "Away From Her," "Moonstruck"

**Héctor Elizondo** – Actor, CBS's "Cane," USA's "Monk," ABC's "Grey's Anatomy"

**Shelley Fabares** – Actress, ABC's "Donna Reed," ABC's "Coach"

**Jack Ford** – Journalist & television legal analyst

**Vivica A. Fox** – Actress, HBO's "Curb Your Enthusiasm," "Three Can Play That Game"

**Dwight Freeney** – NFL defensive end, Indianapolis Colts

**Soleil Moon Frye** – Entrepreneur and actress, NBC's "Punky Brewster"

**Peter Gallagher** – Actor, FOX's "The O.C.," Showtime's "Californication"

**Victor Garber** – Actor, ABC's "Alias," FOX's "Glee," "Titanic"

**Leeza Gibbons** – Journalist, entrepreneur, actress and host, Westwood One's "Leeza Live," "Hollywood Confidential"

**John Glover** – Actor, CW's "Smallville"

**Bob Goen** – Host, GSN.com's "Marianne and Bob"

**Phyllis George** – Miss America 1971, Former First Lady of Kentucky, entrepreneur, author

**Bryant Gumbel** – Journalist & host, HBO's "Real Sports with Bryant Gumbel"

**Elisabeth Hasselbeck** – Host, ABC's "The View"

**Ken Howard** – Actor, "In Her Shoes," "Michael Clayton," CBS's "The White Shadow"

**Emma Mae Jacob** – Country music artist

**Matt Jenkins** – Country music artist

**Rafer Johnson** – Gold and silver medal-winning USA Olympic decathlete

**Melina Kanakaredes** – Actress, CBS's "CSI: NY," NBC's "Providence"

**Lainie Kazan** – Actress, “My Big Fat Greek Wedding”

**Ricki Lake** – Actress and host, “Ricki Lake Show,” VH1’s “Charm School”

**Sharon Lawrence** – Actress, ABC’s “NYPD Blue,” ABC’s “Grey’s Anatomy”

**Vicki Lewis** – Actress, NBC’s “NewsRadio,” NBC’s “Three Sisters,” “Finding Nemo”

**Garry Marshall** – Actor, director, producer, “Happy Days,” “Pretty Woman,” “The Princess Diaries”

**Ronny Marshall** – TV producer, NBC’s “Valerie,” ABC and CBS’s “Step by Step”

**Penny Marshall** – Actress, director, producer, ABC’s “Laverne and Shirley,” “A League of Their Own,” “Big”

**Kathy Mattea** – Country music artist

**Natalie Morales** – Journalist, NBC’s “Today”

**Terry Moran** – Co-Anchor, ABC’s “Nightline”

**Kate Mulgrew** – Actress, UPN’s “Star Trek Voyager,” NBC’s “Mercy”

**Terrell Owens** – NFL wide receiver, Buffalo Bills, VH1’s “The T.O. Show”

**Steven Pasquale** – Actor, FX’s “Rescue Me”

**David Hyde Pierce** – Actor, NBC’s “Frasier,” “Curtains”

**Tony Plana** – Actor, ABC’s “Ugly Betty”

**Jesse Plemons** – Actor, NBC’s “Friday Night Lights”

**Sarah Polley** – Actress, director, “Away From Her,” HBO’s “John Adams”

**Scott Porter** – Actor, NBC’s “Friday Night Lights”

**Ahmad Rashad** – Sportscaster

**Ron Rifkin** – Actor, ABC’s “Alias,” ABC’s “Brothers and Sisters”

**Seth Rogen** – Actor, comedian, writer “Knocked Up,” “40-Year-Old Virgin,” “Pineapple Express”

**Jon Runyan** – NFL tackle, Philadelphia Eagles

**Rex Ryan** – NFL assistant head coach, Baltimore Ravens

**Molly Sims** – Actress and model, NBC’s “Las Vegas,” “Yes Man”

**Jean Smart** – Actress, CBS’s “Designing Women,” ABC’s “Youth in Revolt,” “Samantha Who?”

**Brent Spiner** – Actor, “Star Trek Next Generation”

**April Taylor** – Country music artist

**Aimee Teegarden** – Actress, NBC’s “Friday Night Lights”

**Tracie Thoms** – Actress, CBS’s “Cold Case,” “Rent” on Broadway and on film

**Lea Thompson** – Actress, “Back to the Future”

**Dick Van Dyke** - Actor, “Night at the Museum,” “Mary Poppins”

**Anna Wilson** – Country music artist

**Whiskey Falls** – Country music band

## **FY 2009 Medical and Scientific Advisory Council**

Our Medical and Scientific Advisory Council comprises leading scientists and clinicians in the field of dementia research and treatment. They advise on our research funding, programs and policy.

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The generosity of these partners helps the Alzheimer's Association fund vital Alzheimer research, in addition to local and national educational programming. We are deeply grateful for their continuing support of our mission.

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