ANNUAL REPORT

alzheimer's 95 association® Midlands Chapter

alzheimer's **\(\)** association^o Midlands Chapter

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Vision Statement

A world without Alzheimer's

Mission Statement

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.

Midlands Chapter

The Alzheimer's Association is the leading donor supported voluntary health organization in Alzheimer's disease research, care and support.

alzheimer's \mathfrak{P} association Midlands Chapter

Letter from the President and CEO

Dear Friends of the Alzheimer's Association Midlands Chapter,

This upcoming year marks the thirtieth year of service to the community by the Midlands Chapter. On behalf of the Board of Directors and Staff of the Midlands Chapter, we are excited to share the Annual Report for fiscal year end, June 30, 2012 and celebrate our 30th Anniversary in FY13 with you. We encourage you to read about the accomplishments of the Alzheimer's Association Midlands Chapter over this past year and to join us to accomplish our vision: A World without Alzheimer's disease!

Today in these United States, over 5.5 million people are living with Alzheimer's disease. Nearly 40,000 individuals in are residents of Nebraska and 70,000 live in Iowa. Alzheimer's is the 6th leading cause of death in the US and 5th for those who are sixty-five years of age. In the USA, someone is diagnosed with Alzheimer's disease every 68 seconds. Caring for people with Alzheimer's disease will cost the United States \$20 trillion over the next 40 years. And while the financial costs of this disease are staggering, as you know the human cost of Alzheimer's is even greater.

In order to meet these challenges, the Alzheimer's Association Midlands Chapter is here to help and offer hope. The Strategic Plan is the engine that drives the activities and services of the Midlands Chapter. The five strategic goals of the Strategic Plan are, to increase Concern and Awareness of Alzheimer's disease; to advance Public Policy by securing action to increase federal research investment; to enhance Care and Support for persons with dementia and their care partners; to accelerate Research for a cure and to grow Revenue in support of the mission.

As members of the Midlands Chapter, we challenge you to increase your engagement with us! If you attended one event this year, we encourage you to bring someone with you next year. If you participated in a Walk to END Alzheimer's this year, please consider forming a team for next fall. If you're signed up as an advocate this year, consider recruiting an additional advocate or contacting a politician when summoned. Please join us in accomplishing all aspects of the Strategic Plan and help us win this battle against Alzheimer's disease and other forms of dementia!

The accomplishments of this past year represent a significant and vital step in our 30 year journey. We thank you for your financial contributions, your time, your participation and your support of our people and programs of the Midlands Chapter. Together, WE CAN make a difference!

Sincerely,

Quane J. Gross, PhD

President and CEO



starts with me.

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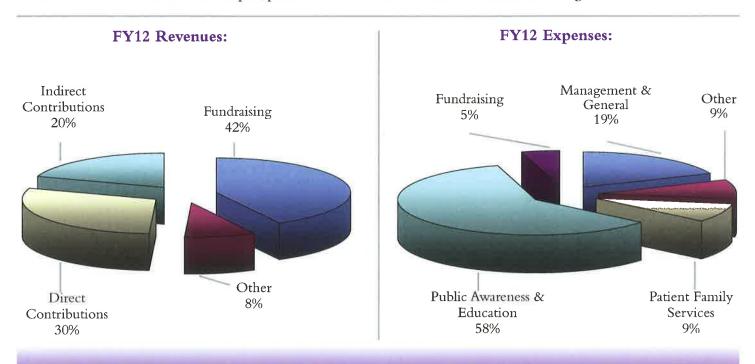
FY12 Financial Information

Revenues:		Expenses:	
Fundraising	\$235,372.00	Core Services	\$389,238.00
Direct Contributions	164,956.00	Operations & Supplies	73,561.00
Indirect Contributions	109,478.00	Occupancy	49,509.00
Grants	58,419.00	Shared Fund Raising	57,304.00
Investments	(11,606.00)	Printing & Publications	2,662.00
Education Program	53,727.00	Fundraising	29,722.00
Other	<u>4,892.00</u>	Respite Care	<u>58,419.00</u>
Total Revenue	\$615,238.00	Total Expenses	\$660,415.00

This financial information is provided from the 2012 audit report completed by Patry, Fisher & Dudley, PC Certified Public Accountants of Omaha, NE. Alzheimer's Association Midlands Chapter is a 501(c)(3) non-profit organization.

In-kind donations of \$135,783.00 are not reflected in this report.

If you would like to make a financial contribution or in-kind donation to help support the program and services of the Alzheimer's Association Midlands Chapter, please call 402.502.4301 or visit our website at alz.org/midlands.



We are here to help and offer hope.
All day. Every day.

24/7 Helpline 800.272.3900 | alz.org/midlands

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FY12 Core Services

Caregiver Education

 94 Community education/information presentations were held for 8,829 attendees

Support Groups

- 11 new Support Groups added
- 304 support Group Meetings
- 1,285 Support Group attendees

Respite

 58,400 was paid to caregivers and families for respite care

Care Consultations

323 Care Consultations assisted families with problem solving and planning

Research

Midlands Chapter supported five phase three clinical trials

Volunteers

- 1255 hours of assistance were contributed by
- 267 volunteers to the chapter

Information & Referrals

• 747 individuals contacted the Chapter through the 24/7 Information and Referral Helpline

Perspectives e-Newsletter

- Updated families and professionals on Chapter activities and caregiver tips
- Received monthly by over 2,754 subscribers
- Contributions from leading medial researchers within the Chapter territory

Chapter Web Site

• Received 12,457 visits by 9,867 individuals

Education Conference

- 200 professional and family caregivers attended the 2012 Dementia Care Conference
- Eric Reiman, MD Executive Director of the Banner Alzheimer's Institute, Director of the Arizona Alzheimer's Consortium, Professor and Associate and Head of Psychiatry University of Arizona was the keynote speaker.

Advocacy

- Midlands Chapter advocates contacted public officials through Chapter mailings and e-mails, spoke at legislative hearings and shared their personal stories with state and federal law makers
- Over 669 new advocates signed on to join the cause



Participants at the Omaha Walk take to the trails at Chalco Hills Recreational Area as they show their support for the Alzheimer's Association midlands Chapter and the fight against Alzheimer's.



Alzheimer's Association Midlands Chapter President and CEO, Duane Gross, Ph.D, addresses the attendees at the Oscar Night America event in February.

Midlands Chapter

FY12 Honor Roll of Donors

Thank you for your generous contributions during the 2012 fiscal year - July 1, 2011 through June 30, 2012. Your wonderful support has made a positive difference in the lives of families afflicted with Alzheimer's disease and other dementias. This Annual Report reflects donations, memorials, tributes and sponsorships received in FY12. The Walk to End Alzheimer's team donations are not listed as a part of this report. Thanks again for your generous spirit!

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Alzheimer's Association Iowa Advocates attend the 2012 Day At The Hill at the Capitol in Des

Moines. Advocate spent the day visiting legislators

and presenting Iowa's Alzheimer's Priorities.

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Since 1982, the Midlands Chapter has provided education, information and support to individuals affected with Alzheimer's disease (AD) and dementia and supports the National Alzheimer's Association in its research for the prevention, cure and treatment of Alzheimer's disease and other dementias.

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