6TH LEADING CAUSE OF DEATH

MORE THAN 5 MILLION AMERICANS ARE LIVING WITH ALZHEIMER’S

1 IN 3 SENIORS DIES WITH ALZHEIMER’S OR RELATED DEMENTIA.

ONLY DISEASE IN THE TOP 10 WITH NO WAY TO SLOW, STOP OR PREVENT.

THE COUNTRY’S MOST EXPENSIVE DISEASE - RESPONSIBLE FOR $236 BILLION COST TO THE U.S.

GEORGIA IS RANKED IN THE TOP 5 STATES FOR PROJECTIONS OF ALZHEIMER’S PREVALENCE IN THE NEXT 10 YEARS

EVERY 66 SECONDS SOMEONE IN THE UNITED STATES DEVELOPS THE DISEASE
InCREAsING COnCERn AND AWAREnESS

Alzheimer’s Association strives to drive nationwide discussion of Alzheimer’s and other related dementia and to establish the Association as a dedicated and reliable resource to support each local community.

Georgia currently has more than 130,000 people living with Alzheimer’s and will see one of the highest increases in Alzheimer’s disease over the next 10 years. We are here to help.

The commitment here in Georgia continues, and in fiscal year 2016 the Alzheimer’s Association generated more than 66 million local media impressions.

GEORgIA MEDIA IMPRESSIONS

FY 2014 – 34,121,321 impressions
FY 2015 – 46,961,845 impressions
FY 2016 – 66,375,552 impressions

In March 2016, the Atlanta Journal-Constitution highlighted the rising cost of Alzheimer’s and its financial effects on caregivers, as highlighted in the 2016 Alzheimer’s Disease Facts and Figures report. Georgia caregiver Angie Moore shared her story of personal and financial sacrifice from caring for her 91-year-old mother. In June 2016, The Atlanta Journal-Constitution also covered Atlanta buildings, Centennial Tower and the King and Queen buildings at Perimeter Center, turning purple for Alzheimer’s and Brain Awareness Month.

EXPECTED INCREASE OF 46.2%
BY 2025 = 190,000
GEORGians LIVING WITH ALZHEIMER’S DISEASE

GEORGIA

130,000 people are living with Alzheimer’s in Georgia
513,000 caregivers are providing more than $7 billion in unpaid care
“Alzheimer’s Association is expert in leading the fight to end Alzheimer’s. We know that Alzheimer’s disease remains one of the most critical public health issues in America. This is why we are unrelentingly advocating for public policy issues and critical research funding.

There are more than 700,000 Alzheimer’s Association advocates across the United States with more than 22,000 here in Georgia. The Georgia Chapter was successful in passing Mattie’s Call, an emergency missing alert for disabled or elderly persons. In 2014, the Georgia Chapter provided the leadership for the Georgia Alzheimer’s and Related State Plan that was designed to improve services, safety, treatment, housing and public education for people with Alzheimer’s disease and other forms of dementia.”

OUR SUCCESSES:

FEDERAL:

• Successful inclusion of $350 million in the Federal Budget for Alzheimer’s research at the National Institutes of Health via the omnibus budget bill passed in the fall of 2015

• Publication of the first Professional Judgment Budget/By-Pass Budget for Alzheimer’s Research—as a result of the Alzheimer’s Accountability Act. This budget proposal specifies the resources that scientists need to reach the National Alzheimer’s Plan goal of preventing and effectively treating Alzheimer’s disease by 2025

GEORGIA:

• Passage of the Uniform Adult Guardianship Protective Proceedings Jurisdiction Act

• Increased Home and Community-Based Services Funding by $4,855,000.
  ○ Additional $2.3 million for Community-Based Services Funding
  ○ $2,055,000 for Non-Medicaid Home and Community-Based Services to provide 1,000 additional slots for the 13,700 seniors who applied for services and were on the “Wait List”
  ○ $500,000 for Meals on Wheels

• Funding for a GBI Analyst position to help in the fight against the abuse, neglect and exploitation of seniors
For 16 years, Florence “Pippy” Rogers, from Manchester, Georgia, witnessed her mother’s fight against Alzheimer’s disease. After her mother’s passing, her anger and devastation turned into a fight to advocate for those with this terrible disease.

Pippy’s involvement with the Georgia Chapter started with the Walk to End Alzheimer’s only months after her mother’s passing. Soon after, she headed to Washington, D.C., with other Georgia advocates to take up the fight there. Since 2013, Pippy has served as an Ambassador to Representative Lynn Westmoreland where she works to gain his support for critical Alzheimer’s legislation and policy changes. Like many Georgia advocates, Pippy’s dedication to fight for a world without Alzheimer’s is steadfast and relentless.
When most families get a medical diagnosis that a loved one has Alzheimer’s disease, they receive a prescription and a message to “come see me in six months,” leaving most families at a complete loss of what to do next. The Roswell, Georgia Ignatius family was no different. Jeanne Ignatius was diagnosed at age 59 after her husband, Roger, noticed unexplainable behavior changes. Soon after the diagnosis, Roger found the Alzheimer’s Association and Suzette Binford, a care consultant for the Georgia Chapter. Suzette reassured them that she and the Association would be there for both of them. Not only did they learn about support groups and the Medic Alert-Safe Return program, they also felt a sense of relief that they were not alone in their journey. The Ignatius family finally had a roadmap thanks to the Alzheimer’s Association.

BELOW: Alzheimer’s Association, Georgia Chapter serves 159 counties with seven offices across the state. Our programs and support services connect those impacted by Alzheimer’s disease and other dementias with peers and professionals to help them make the adjustments, plans and changes in their daily lives to better cope with the disease.
OUR SUCCESSES IN 2016

1,068,457 FAMILIES WERE HELPED THROUGH HEALTH FAIRS, THE WEBSITE AND 24/7 HELPLINE, WHICH PROVIDED INFORMATION AND REFERRALS.

2,417 PEOPLE SERVED THROUGH CARE CONSULTATIONS.

17,446 PEOPLE ATTENDED FAMILY AND PROFESSIONAL EDUCATION PROGRAMS.

6,887 ATTENDED MORE THAN 1,000 SUPPORT GROUP MEETINGS.

226 NEW INDIVIDUALS ENROLLED IN MEDIC ALERT-SAFE RETURN.

2,364 LAW ENFORCEMENT PROFESSIONALS RECEIVED ALZHEIMER’S 101 TRAINING PROGRAMS.

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In 2016, the Alzheimer’s Association invested $25 million in more than 135 scientific investigations. These included grant awards to 120 projects funded through its International Research Grant Program (IRGP). IRGP represents proposals ranked highest by a peer-reviewed process in an extremely competitive field of more than 730 applications.

Since 1982, the Alzheimer’s Association has invested more than $375 million in more than 2,400 scientific investigations. As the world’s largest non-profit funder of Alzheimer’s research, the Alzheimer’s Association is currently investing more than $90 million in over 350 best-of-field active projects in 18 countries.
VOLUNTEERS

Volunteers are the fuel behind the care, support and research efforts of the Alzheimer’s Association. Every day, those committed volunteers in our local offices, and at our many events across the state, demonstrate the power we all have when we join together.

VOLUNTEER STORY
JOANNE TRUFFELMAN

Since 2009, Joanne Truffelman has volunteered for the Georgia Chapter of the Alzheimer’s Association as a member of the Board of Governors at the Atlanta headquarters. A year later, her involvement grew into chairing and participating in Dancing Stars of Atlanta. Since then, Joanne has served on the Dancing Stars of Atlanta event committee and helped raise more than $3 million.

Her commitment continues this year as our Board of Governors Chair. Joanne also is spearheading “Think Women,” a woman’s initiative that provides philanthropic support, active leadership and volunteer engagement for women through advocacy and education initiatives of the Alzheimer’s Association.

Joanne’s contagious volunteer spirit inspires other Georgians to help promote the organization and volunteer their time to its many events to raise awareness and funds for Alzheimer’s care, support and research programs.
**EXPENSES**

- **FAMILY SERVICES** – 15%
- **PUBLIC AWARENESS** – 20%
- **PROFESSIONAL TRAINING AND SERVICES** – 3%
- **PUBLIC POLICY** – 5%
- **PROGRAMS AND FAMILY SERVICES** – 43%
- **MANAGEMENT AND GENERAL** – 4%
- **FUNDRAISING** – 10%

**EVENTS AND DONOR RELATIONS**

**MAJOR EVENTS**

- **DANCING STARS OF GEORGIA** … $2,270,856
- **WALK TO END ALZHEIMER’S** … $2,052,667
- **KAUFFMAN GOLF TOURNAMENT** … $226,452
- **J. PAUL AUSTIN INVITATIONAL** … … $184,851
- **BLONDES VS. BRUNETTES** …. $177,000
- **THE LONGEST DAY** … ………… $132,363

**DONOR STORY**

**ASHLEY COPELAN**

When you watch three of your beloved grandparents suffer from Alzheimer’s and related dementia, you have to ask yourself “What can I do to make this horrible disease go away?” Ashley Coplan of Macon, Georgia knew exactly what to do and that was to get involved with the Georgia Chapter of the Alzheimer’s Association.

Ashley was instrumental in securing several major charity concerts for Georgia that generated hundreds of thousands of dollars for people living with Alzheimer’s disease. In addition, she and her extended, generous family have sponsored, supported and volunteered for every major fundraising event, including several Dancing Stars and Blondes vs. Brunettes events.

While Ashley will not be the scientist that discovers the cure for Alzheimer’s disease, she can and will continue to help build awareness and donate to a cause that robbed her of her beloved grandparents. Her hope is for the future generations of her family and for the millions of other families to live in a world without Alzheimer’s.
Every significant discovery in the fight against Alzheimer’s disease has occurred within the last 20 years. This means, with continued support, we will one day achieve our goal of a world without Alzheimer’s.

You can make a difference in our mission through planned giving. Planned gifts allow you to make charitable contributions toward Alzheimer’s research, care and support programs, while benefiting from tax savings and steady income opportunities. Whether it’s a bequest through your will, retirement plan assets, life insurance, a charitable trust, charitable gift annuity or real estate, these types of planned gifts will leave a legacy of support for millions of families living with Alzheimer’s disease, and can help provide future economic security for yourself, your family and others.
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.