



# #ALZSTRONG

# WE ARE #ALZSTRONG

A Letter from our President & Board Chair

## What it means to be #ALZstrong.

We are living in a time of unprecedented openness and acceptance. And yet – there is still a powerfully negative stigma when it comes to Alzheimer’s and other dementias. So we decided to change the conversation.

That’s where **#ALZstrong** comes in. If you follow us on social media, you’ve probably seen this hashtag before. It’s our way of replacing all the ugly words and stereotypes that come to mind when most people think of Alzheimer’s disease.

It’s how we honor the **courage** of those living with a diagnosis, as their brains undergo changes they cannot predict or control. It’s how we acknowledge the **resilience** of care partners under incomparable heartache and strain, and why we **empower** them to keep going and giving. It’s the reason we push ourselves to keep **growing** and **innovating** as an organization, to ensure we provide the highest quality of support. And it’s the core value of the **community** we’re proud to have built with each and every one of you reading this.

Thank you for your continued generosity and support. Together, we are #ALZstrong.



*William G. Smith*

**Bill Smith**  
Board President

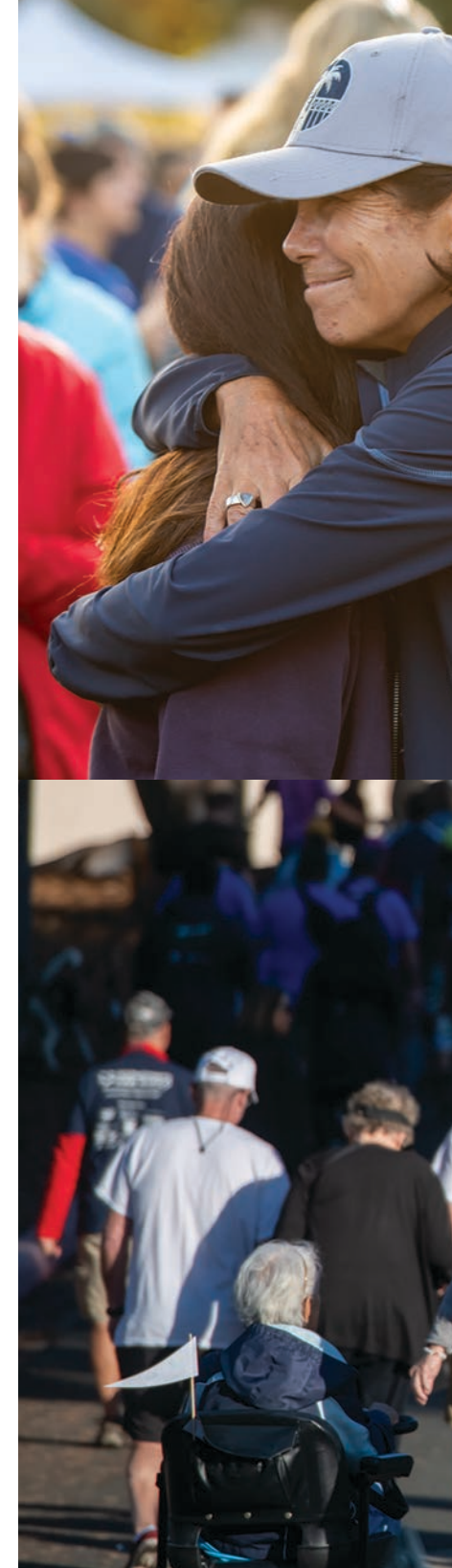


*Eugenia Welch*

**Eugenia Welch**  
President/CEO

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*"I often refer to the Walk4ALZ as one great big group hug. It's where I am drawn to each year knowing that I will be inspired and renewed by the thousands of San Diegans who rise each day and face this disease with enduring love, patience and courage. Their courage lifts me up and propels me forward, sure again that we have what it takes to care for those affected now and one day lead the world to a cure."*

-Top Walk4ALZ Team Captain Linda Cioffi



# WE ARE COURAGEOUS



More than **2,500 people** raised **\$639,000** for Alzheimer's support and research at the 2019 Walk4ALZ in Balboa Park. Every dollar will stay in San Diego County to help the community we know and love.





# WE ARE RESILIENT

**Meet Doug McGraw. He is living with Alzheimer's disease.**

His wife, Carolyn, is his primary care partner. It's a title she holds proudly – but it can be overwhelming at times. Carolyn reached out to us about getting an ALZ Companion volunteer to spend time with Doug each week, so she can have a few hours to herself to recharge. Alzheimer's San Diego was able to match them with two local volunteers.

Together, they regularly go to Doug's favorite place – Safari Park in Escondido.

"Doug is having a wonderful time at the Safari Park with Kylie and Gabby. They are delightful and have

given him so much to look forward to," Carolyn shares. "We saw a new doctor who confirmed that the swelling in Doug's feet and legs is due to inactivity. The swelling has diminished since he has been back to the Safari Park!"

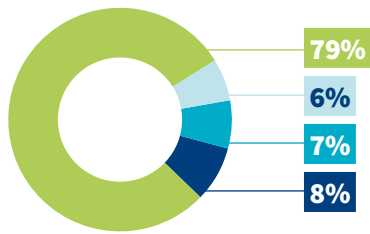
Not only has Doug bounced back physically – Carolyn says the program has renewed his spirit.

"It has given back to Doug a little independence, or at least the illusion of independence. That gives him a little power over his life. I am so grateful," Carolyn explains. "He was an amazingly smart, kind and

interesting man. This gives what is left of that Doug a chance to live."

She says Kylie has enabled Doug to explore beyond Safari Park.

"Kylie is just wonderful. She is proactive and is suggesting wonderful ideas about other places to take Doug to hike and enjoy the area. She, and Alzheimer's San Diego, are making a very big difference in Doug's life, and mine," Carolyn says. "I cannot thank you enough...you have changed our lives! I feel so much less alone."



## Expenses:

Family Support & Education:	\$ 1,928,196
Events:	\$151,159
Research Funding:	\$160,000
Administration:	\$199,368
<b>TOTAL:</b>	<b>\$2,438,722</b>



## Revenue & Support

Walk4ALZ & Other Events:	\$887,644
Grants:	\$1,020,285
Donations:	\$1,143,500
<b>TOTAL:</b>	<b>\$3,051,429</b>



# WE ARE EMPOWERED

## Community Partners:

AB Sales of San Diego	Dr. Seuss Foundation	Jingoli Power, LLC	Stellar Care
Alliance Healthcare Foundation	Excell Research	Las Patronas	Takeda
Allison and Robert Price Family Foundation	Featheringill Mortuary	Pacific Research Network	The Allergan Foundation
Alpine View Lodge	GIS Surveyors, Inc.	PAR Electrical Contractors Inc.	The Country Friends
A.M. Ortega	Grossmont Healthcare District	Rancho Bernardo Community Foundation	The Neurology Center of Southern California
Apreva Hospice	Home Instead	Rancho Bernardo Rotary Club Foundation, Inc.	Tomlinson Foundation
Arthur N. Rupe Foundation	Icon Utility Services	San Diego Gas & Electric	USC Alzheimer's Therapeutic Research Institute
Axos Bank	Indian Motorcycle of San Diego	SCAN Health Plan	Walter J. & Betty C. Zable Foundation
Burns & McDonnell	Ionis Pharmaceutical	SDSU Research Foundation	Withington Foundation
Charles Schwab	Issa Family Foundation	Sharp HealthCare	
Cordoba Corporation	Janssen Pharmaceutical	SLIG Charitable Foundation	
County of San Diego	Jewish Family Service		



# WE ARE GROWING



"I enjoyed getting to know the family, and of course, forming a genuine companionship. It truly was like I gained a second family. The relationships that developed through this program are life-changing. I think this is an incredible program, and an absolutely fulfilling experience for anyone. **I have loved every second of being an ALZ Companion.**"



**4,704** one-on-one sessions with a dementia expert

More than **25,000** people served

**1,250** people with dementia & their care partners at our social activities & outings



"If it weren't for your educational classes and meetings, **I would not be as prepared** for the different stages of my husband's care."



**12,165** volunteer hours, valued at **\$364,352**

**"The social workers are very helpful with any problems that you may be going through.**

They genuinely care and have helped me and my family out beyond what I could have ever expected."

**159** memory screenings





**7,784** people attended  
**284** education  
classes & workshops

**7,868** people found  
comfort at **775** support  
& discussion group meetings

**“You shine light  
where we only felt darkness.  
You let us know we were not alone.  
Thank you.”**

**5,852** hours of respite  
for family caregivers valued at  
**\$175,262**



**“My family and I are so  
thankful to have such a  
wonderful organization to  
help us through this difficult time.”**

**“Social workers are skilled,  
knowledgeable  
and helpful.”**

**\$0 cost:**  
**All of our programs  
are free of charge**



# WE ARE INNOVATING

## New in 2019:



- **Launched “Let’s Talk” television and digital campaign**, working to break the stigma of Alzheimer’s disease and other dementias.
- **Expanded the Alzheimer’s Response Team**, in partnership with Aging & Independence Services, from a small pilot program starting in East County to now reaching most of San Diego County. This special program uses County and Alzheimer’s San Diego social workers to provide in-home crisis support to people at risk for abuse and neglect.
- **Produced a Video Library for care partners**, with a suite of animated educational videos ([www.alzsd.org/videos](http://www.alzsd.org/videos)).
- **Increased the number of education classes and trainings by 39%**, including new curriculum like After the Move to Memory Care and Using Movement & Motion for Quality of Life.
- **Received 151,832 pageviews on [www.alzsd.org](http://www.alzsd.org)**, with visitors getting vital information from the US, Canada, Mexico, India and Australia.
- **Created the Law Enforcement Referral Program**, with a dedicated phone line for law enforcement officials to refer families in crisis.



# WE ARE A COMMUNITY



**“I FEEL LIKE I HAVE A COMMUNITY  
AT ALZHEIMER’S SAN DIEGO.”**

 **Alzheimer's** | **SAN DIEGO**

Helping families today, finding a cure for tomorrow

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## **2020 Events Save the Dates**

### **Visionary Luncheon & Auction**

**May 8, 2020**

Rancho Bernardo Inn

### **Date With A Cure**

**June 27, 2020**

Qualcomm Hall

### **Rides4ALZ**

**July 18, 2020**

Across San Diego County

### **Walk4ALZ**

**October 17, 2020**

Balboa Park

### **Alzheimer's**

### **San Diego turns 5!**

**December 3, 2020**

Alzheimer's San Diego

For more information  
about these events, please  
contact Michelle Van Hoff,  
Development Director,  
at **858.966.3300** or  
**[mvanhoff@alzsd.org](mailto:mvanhoff@alzsd.org)**.