

*“Your services have been vital
to my sisters and me.”*

We are deeply grateful for Alzheimer’s San Diego
and all the staff. Keep up the good fight.”

KEEP OUR PROGRAMS FREE TO THE COMMUNITY BY DONATING
AT WWW.ALZSD.ORG OR SCANNING THE CODE BELOW WITH THE
CAMERA ON YOUR SMARTPHONE OR TABLET.



 **Alzheimer's** | **SAN DIEGO**
BRAIN HEALTH FOR ALL

6632 Convoy Court San Diego, CA 92111 | 858.492.4400 | info@alzsd.org | www.alzsd.org

2021 Events*

**Date With A Cure
(Virtual)**
June 12, 2021

Rides4ALZ
July 10, 2021

**Visionary Luncheon
& Auction**
September 10, 2021

Walk4ALZ
October 16, 2021

**Local health regulations permitting*

For more information
about these events, please
contact Michelle Van Hoff,
Development Director,
at **858.966.3300** or
mvanhoff@alzsd.org.

***You helped 20,000
people in 2020.***

2020 ANNUAL REPORT



 **Alzheimer's
SAN DIEGO**

BRAIN HEALTH FOR ALL

A Letter from our President & Board Chair

While 2020 was full of challenges, we are humbled by your continued support. Thank you to everyone who gave what you could during this difficult year, whether it was your time, your dollars, or your empathy.

We closed our physical offices on March 13th, as soon as there was community spread of COVID-19 in San Diego County. It was a difficult decision, but it was the correct one. The entire team rose to the challenge, moving our programs online at lightning speed. We even added some new services, specifically designed to combat isolation while social distancing.

As the country made historic strides toward social justice, we also came together for some tough conversations. At Alzheimer's San Diego, we see how disparities in healthcare impact people's lives every day. We looked inward to evaluate our own reach and equity – and recognized we need to do better. (You can read about our new Diversity, Equity & Inclusion Committee on page 6.)

Finally, we are excited to share our new tagline as an organization: **Brain Health for All**. This is one of many thoughtful language changes being made in the spirit of inclusivity. We want to make it clear we're here not only for people living with Alzheimer's disease, but also to serve those with other dementias, mild cognitive impairment, traumatic brain injury, their care partners, and anyone who wants to learn more about brain health.

Thank you for your continued support. Together, we have weathered the storm of 2020...and 2021 is already looking brighter.



Derrick K Walsh
Derrick Walsh
Board Chair



Eugenia J. Walsh
Eugenia Welch
President/CEO



Board of Directors

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- Bari Berkman
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- Susan Guerra
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- Marcea Lloyd
- Claudia Mazanec
- Jill Mendlen
- Ann Owens
- Dennis Schoville
- Bill Smith
- Judy Wenker

Rides4ALZ & Walk4ALZ go virtual

In July, we successfully held our first “virtual” fundraiser, Rides4ALZ. Instead of riding all together, bikers set out on small group or solo rides at the time and place of their choosing. They raised a record \$183,500 – our best year yet.



“Considering everything going on right now, I don’t see how you could have done anything better! It was perfect for the times. Thank you to the staff at Alzheimer’s San Diego for all that you do.”



In October, Walk4ALZ participants enjoyed the flexibility of being able to walk anytime, anywhere, as part of the virtual event. The Walk was still our biggest fundraiser of the year, bringing in \$497,800. As always, every dollar will stay local to help the community we know and love.



“I appreciated the flexible times for the walk. As my mom’s dementia is progressing, it is harder and harder for her to get up at an early hour.”



Innovation & Impact

The last day of in-person programs was March 10, 2020. Our team acted quickly to inform our clients and get our services moved online.



20,000
PEOPLE SERVED



26 support groups moved online using ZOOM, held 6 days a week with morning, afternoon & evening options



3,913 people found comfort at **650** support group meetings



3,882 one-on-one sessions with our clinical services team, in person, on the phone, through video calls, email, and online live chat

"Alzheimer's San Diego was such a big help during COVID. I was feeling pretty isolated. The online classes were great, informative, and helped me to realize others were experiencing the same things."



2,160 hours of respite for family caregivers, both in person and through virtual visits

\$0 COST:
ALL OF OUR PROGRAMS ARE FREE OF CHARGE
free!

The pandemic came with new health crises and caregiver burnout for many, resulting in more complex calls to our team.

Total time spent providing critical phone support:
39 days, 5 hours, 45 minutes, & 22 seconds



Volunteers from all over the world, including Florida, New York, Australia, and Japan, provided **54 local families with more than 900 virtual respite visits**

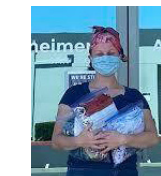
"My mom just passed away. Because of all your classes I attended I was able to understand my mom's illness and learned how to help her and myself."



4,139 people ATTENDED 98 COMMUNITY AND PROFESSIONAL education programs

"Our family is so thankful for all of the information, resources and support. We would be lost without them."

4,423 video views of our Webinar Library featuring core classes like "Dementia 101" and "Managing Resistance"



8,348 VOLUNTEER HOURS, VALUED AT **\$263,053**

"I love the support group for adult children caregivers. By the time I end the Zoom call, I feel like I am not lost or alone...and I can be a much better caregiver."

New in 2020

• Research Support:

Three local research projects that Alzheimer's San Diego funded through our Collaboration4Cure initiative were awarded \$7.46 million from the National Institute on Aging – a critical marker of success!



• Volunteer Tech Team:

We recruited tech-savvy volunteers to help set up our clients with Zoom and other technology. Together, they successfully responded to 150 requests.



• Reusable Masks:

Hundreds of masks were sewn and donated by dedicated volunteers, with multiple sizes and design options.



• Counseling Sessions:

This specialized counseling program was created for caregivers experiencing heightened stress, depression, anxiety, grief, and/or loss as a result of the COVID-19 pandemic.



• Social-Distanced Social Activities:

We devised creative ways to stay connected, from live Zoom sing-alongs featuring "The Sound of Music" and holiday classics, to weekly meditations for care partners. We also partnered with Helen Woodward Animal Center for Critter Drive-Ins, where people living with dementia and their care partners can enjoy seeing exotic animals up close from the safety of their car.



Community Support & Commitment

Diversity, Equity & Inclusion

We often say that when you’ve met one person living with dementia...you’ve met one person living with dementia. That’s why we celebrate the things that make our team as unique as the people we serve. Alzheimer’s San Diego is a safe and inclusive space. We are committed to reflecting the rich diversity of our community, and to holding ourselves accountable. Our Diversity, Equity & Inclusion Committee ensures these words are put into practice.



Our ultimate goal is to make sure we reach people where they are, and for the diversity of our clients to reflect the diversity of San Diego County. To read the committee’s specific plan and action items, visit www.alzsd.org/DEI or scan the code using the camera app on your smartphone or tablet and click on the link that pops up.

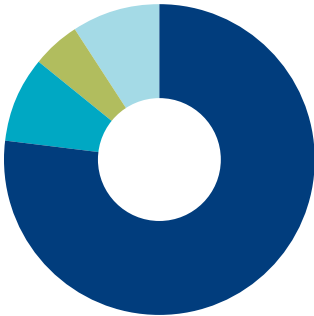
Community Partners:

A-1 Storage
ActivCare Living, Inc.
Alpine View Lodge
A.M. Ortega
Arthur N. Rupe Foundation
Axos Bank
Burns & McDonnell
Charles Schwab
Coastal Community Foundation
Cordoba Corporation

County of San Diego
David C. Copley Foundation
Dr. Seuss Foundation
Excell Research
GIS Surveyors, INC
Grossmont Healthcare District
Home Instead
Icon Utility Services
Indian Motorcycle of San Diego
Ionis Pharmaceutical

Jingoli Power, LLC
Merica Services
Meruelo Enterprises Inc
NV5
PAR Electrical Contractors Inc.
Patriot General
Rancho Bernardo Community Foundation
San Diego Foundation
San Diego Gas & Electric

SDSU Research Foundation
Sharp Mesa Vista
Stellar Care
Southland Electric, Inc
The Neurology Center of Southern California
USC Alzheimer’s Therapeutic Research Institute
Withington Foundation
Woolway Family Foundation



Expenses		
Support & Education:	\$1,910,275	77%
Events:	\$220,783	9%
Research Funding:	\$120,000	5%
Administration:	\$230,327	9%
TOTAL Expenses =	\$ 2,481,385	



Revenue & Support		
Donations:	\$1,004,839	41%
Events:	\$776,030	31%
Grants:	\$689,765	28%
TOTAL Revenue =	\$2,470,634	



A VITALZ Success



VITALZ (Volunteers in Touch) launched in August 2020 to increase community support during the pandemic. More than 84,000 people in San Diego County are living with dementia – and 1 out of 4 live alone. In this program, specially trained volunteers make regular phone calls to check in, provide 15-20 minutes of socialization, and give reminders about upcoming appointments and food deliveries.

VITALZ can also serve as a safety net. If the person living with dementia does not answer a scheduled call after a few tries, the volunteer will then call their emergency contacts so they can check in and make sure the person is safe.

Late last year, a woman called to inquire about enrolling her mother in VITALZ. Her mother, Gerta, was not only reluctant to join the program, but

also only spoke German. The team reassured the daughter that they would do everything they could to not only find a German-speaking volunteer but they would work closely with the volunteer to coach her on how to make the visits successful.

After just a week, Alzheimer’s San Diego matched Gerta with Heidi – a German-speaking volunteer all the way in Poland! The first couple of calls didn’t go well, but Heidi persisted, talking with the VITALZ team and Gerta’s daughter to discuss ways she might be more effective in connecting with her. After just a few more tries, Gerta not only started enjoying the calls, but began considering Heidi a friend and said she looked forward to talking with her each week.

“She proposed we could start ‘dutzin’ one another, in other words I now call her by her first name,” Heidi shares. “She seemed high-spirited and recognized me right away, which was really touching. She invited me to visit her, if I am ever in California.”