



# THE OF ALZHEIMER'S SUPPORT IN SAN DIEGO.

2022 ANNUAL REPORT

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



## A LETTER FROM OUR CEO & BOARD CHAIR

Looking back on 2022, we're struck by how much the idea of togetherness fueled our work this year. So much of the work that we do is meant to combat the isolation and loneliness that can come with a dementia diagnosis, but the past few years have made that aspect of our work extra challenging. In 2021, we began to see people slowly re-emerge, but it was in this past year that we were truly able to reconnect and come together.

We were able to bring even more of our social activities, support groups, and classes back in person, while still providing virtual options for those who need and prefer them. We expanded our Spanish-language services to provide the life-line of our support to a growing group of individuals in our community. We opened a new satellite office at One Safe Place in San Marcos, giving our North County residents a way to come together with us closer to home. And we moved into a new office building in Kearny Mesa that offers us better spaces for connecting in person with individuals and caregivers impacted by dementia.

Last year's opportunities have amplified our passion for serving the nearly 100,000 San Diegans living with dementia, and the 250,000 unpaid caregivers aiding them. We know that the core foundations of our mission – support, education, and research – are made stronger by establishing a network in the community that we can build and grow. Your on-going support has enabled us to succeed in this effort.

As we look forward to the next year, we are steadfast in our commitment to serve every San Diegan impacted by dementia. Thank you for your ongoing interest in our endeavors and continued generosity. TOGETHER we can truly make a difference in the lives of those who need our help.



*Claudia Mazanec*  
**Claudia Mazanec**  
Board Chair



*Eugenia Welch*  
**Eugenia Welch**  
President/CEO

### Board of Directors

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Robert Sandrew  
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Judy Wenker



Every year, our annual motorcycle ride and walk, Rides4ALZ and Walk4ALZ, bring generous riders and walkers together to support people living with dementia, their care partners, and to fund research for a cure. This year, the results were amazing: \$771,857 raised to benefit San Diegans impacted by dementia. And as a local nonprofit, 100% of every dollar raised stays in San Diego County to help the community we know and love.



“ When you go to the Balboa Park walk, and see the number of people that are there — all going through the same thing — it’s an amazing feeling. Alzheimer’s San Diego has done so much in terms of giving to us and helping us. I walk because I’m going to honor my mother every single year one way or another. It’s not going to help my mom, but maybe it will help someone else. That’s what keeps me going.

## IMPACT BY THE NUMBERS

**27,454**  
people served



**2,217**  
hours of respite  
for family caregivers,  
both in person and  
through virtual visits



**9,631**  
video views  
of our Webinar Library

**5,172**  
attendees  
at community  
education and trainings

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

**9,318**  
volunteer  
hours  
valued at \$331,162


**4,503**  
supportive  
conversations  
with our clinical  
services team



**2,000**  
social  
activities  
participants




**4,447**  
people  
found comfort at 689  
support group meetings

 You are doing an amazing job of helping us prepare for our future! I am so grateful for your support...in so many ways!



## Spanish language services grow

Our focus on expanding services in Spanish continued in 2022. Hispanic/Latinx communities are disproportionately impacted by dementia. Few dementia-specific services exist for this population, and most services that deliver free dementia and health education are not designed to meet their specific needs.


 **Muchas Gracias, estuvo magnifica tu presentacion. Muy buena informacion.\***

To support this community, with the help of four full time Spanish speaking staff we were able to offer 12 Spanish language classes, a new Spanish language support group, and our first Spanish-language social activities outing, partnering with MOPA for a guided tour of the museum. Our clinical services team served Spanish speaking clients through phone, email, and in-person support sessions, and we held our first Spanish language Coping with Caregiving class through a generous ACL grant. To support this vital work we applied for and were awarded three grants in

2022 totaling \$55,000 of funding dedicated to our Spanish language programming.

## Support Groups expand to serve more San Diegans

2022 saw the expansion of our Support Group program. Six support groups returned to in-person meetings after several years of being virtual only in East County, North Coastal County, North County Inland, and South San Diego. We also began three new support groups for Spanish Speaking Care Partners, Other Dementias Care Partners, and Long Distance Care Partners. Over the course of the year, 4,447 people found community and support through these groups.

 **Connecting through this group has taught me that I am not alone. My friends don't understand what I'm going through, but my support group peers and the Alzheimer's San Diego team do.**

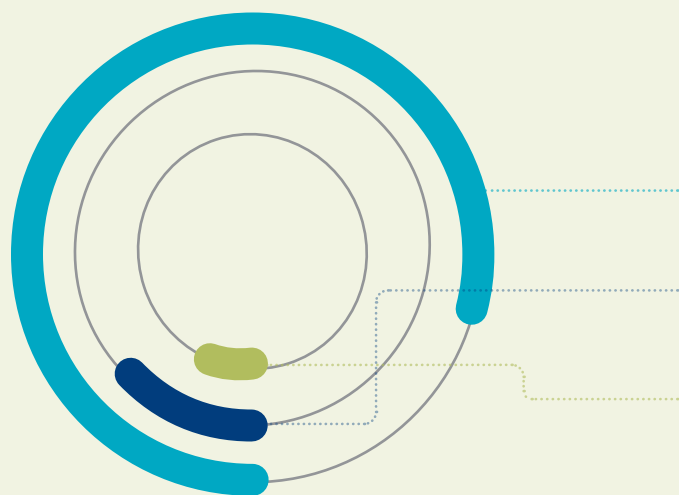


## iCST program begins

iCST, or Individual Cognitive Stimulation Therapy, is a one-on-one intervention that structures theme-based sessions to actively stimulate and engage an individual living with dementia. These structured, themed activities have been shown to help improve memory, attention, reasoning, language, and cognitive skills during and immediately after each session. With \$75,000 funding from the Arthur N. Rupe Foundation, Alzheimer's San Diego was able to add iCST activities to respite visits through the ALZ Companions program, and will be expanding the program to provide these activities to care partners in 2023. By incorporating this intervention into the ALZ Companions program, Alzheimer's San Diego is providing an enjoyable experience for local seniors impacted by dementia and reducing levels of inactivity and isolation.

*\*Thank you, your presentation was magnificent. Very good information.*





## EXPENSES

TOTAL Expenses = \$ 2,939,626

**79%**

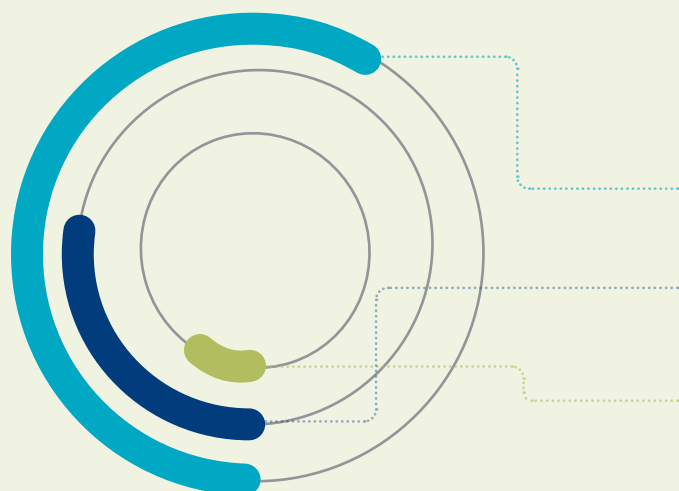
Support & Education - \$2,323,593

**13%**

Administration - \$382,213

**8%**

Events - \$233,820



## REVENUE & SUPPORT

TOTAL Revenue = \$2,906,268

**58%**

Donations - \$1,687,753

**27%**

Events - \$771,857

**15%**

Grants - \$446,658

## Community Partners

Alpine View Lodge  
 Arthur N. Rupe Foundation  
 City of Escondido  
 Cordoba Corporation  
 David C. Copley Foundation  
 Dr. Seuss Foundation  
 Featheringill Mortuary  
 Grossmont Healthcare District  
 Home Instead  
 Icon Utility Services  
 Janssen Pharmaceutical  
 Jingoli Power  
 John Krakauer Charitable Trust  
 Las Patronas  
 Meruelo Enterprises, Inc.  
 Pacific Foundation for Medical Care  
 Par Electrical Contractors, Inc.  
 Patriot General Engineering, Inc.  
 San Diego County Board of Supervisors  
 SDG&E  
 SDSU Research Foundation  
 Sharp HealthCare  
 Stellar Care  
 The Parker Foundation  
 Walter J. and Betty C. Zable Foundation




Alzheimer's San Diego is the best resource  
 I've had to help my mom.



## New Locations Serve More of San Diego County


Out of challenges can often come triumphs, and we can attest to that! When we heard that we were going to have to move from our old office building, the challenges of that situation stacked before us. But while our new Kearny Mesa office location was not something we had planned on needing, it has proven to be a positive change. We took the opportunity to customize our new space to meet the needs of our community. There is a dedicated classroom and activity space, which hosts our social activities like Music Centered Wellness every 1st & 3rd Friday of the month and Movement and Motion every 2nd & 4th Friday. This room is large, bright, airy, and provides plenty of room for our weekly activities. There is a comfortable and cozy living room-style space that was created for family conferences to allow for a more

 **Your dedication, knowledge and compassion towards your clients is so much admired and appreciated.**



homey and inviting atmosphere. And our staff now has individual offices that replaced former cubicles, which helps ensure privacy and confidentiality when holding personal meetings and calls with clients.

But the new office building isn't the only new space we're working from these days. We were invited to be a community partner at One Safe Place, the North County Family Justice Center in San Marcos, giving us a satellite location to assist North County residents. This location has been great for clients who might not have been able to come down to our main offices, and we've gotten excellent feedback from clients, partners, and donors about being accessible in that area. And in 2023, we'll begin having education classes and support groups at this location as well.

With these new locations, Alzheimer's San Diego is able to reach more people across the county who desperately need our free services. Whether we're providing social activities, education classes, family meetings, or conversations with our expert clinical services team, these locations help us offer what this community needs most. 





## 2023 EVENTS

### Visionary Luncheon & Auction

May 5, 2023

### Date With A Cure

June 13, 2023

### Rides4ALZ

July 8, 2023

### San Diego Gives

September 7, 2023

### Walk4ALZ

October 21, 2023

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



Thank you all for all of your wonderful help, for the help we get from our volunteers, and all the help we get from social workers any time we need it. We are so grateful for everything you do for our family.



BRAIN HEALTH FOR ALL

**858.492.4400 | [www.alzsd.org](http://www.alzsd.org)**

3635 Ruffin Road, Suite 300 San Diego, CA 92123



Keep our programs free to the community by donating at **[www.alzsd.org](http://www.alzsd.org)** or scanning the code above with the camera on your smartphone or tablet.