



# DIGNITY AND SUPPORT FOR THOSE IMPACTED BY DEMENTIA

2023 ANNUAL REPORT

 Alzheimer's  
SAN DIEGO



# A LETTER FROM OUR CEO & BOARD CHAIR

Every day at Alzheimer's San Diego, our incredible staff works with people throughout the community who are impacted by dementia in some way. And 2023 highlighted that our work is often striving for one thing: **enhancing the quality of life for those affected by dementia in San Diego County.**

Whether through added support groups and social activities, increased programming and education for caregivers, expanded Spanish language services, or direct conversations with those impacted by dementia, our work primarily deals with the day-to-day lives and challenges of those living with or caring for someone with this disease.

In reflecting on everything we do, we realized that our current mission doesn't have the clarity that our work does. So we're thrilled to announce a newly updated and refined mission and vision that matches words to our actions.

We want to stress that this mission and vision don't change what we've always stood for. **We are not changing what we do; instead, we are bringing clarity and focus to the mission that guides us to better serve the 100,000 San Diegans living with dementia and the almost 300,000 unpaid caregivers aiding them.** As you'll see on the following pages, this mission is the work we are already doing.

It's because of your support that we are able to put this mission into action and reach for a San Diego where this vision is a reality. Your ongoing generosity fuels our efforts, and works to create a community where individuals affected by Alzheimer's and dementia find solace, support, and hope.

Thank you for being an essential part of Alzheimer's San Diego. Together, we are creating a future where every person impacted by dementia can live a life of dignity and respect.

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**Claudia Mazanec**  
Board Chair



*Eugenia Welch*

**Eugenia Welch**  
President/CEO



## OUR MISSION:

To enhance the quality of life of those affected by all dementias in San Diego County through supportive services, education, social connection, and community awareness.

## OUR VISION:

Our vision is a future where every person impacted by Alzheimer's disease and other dementias can live with dignity and respect. We envision a compassionate community that is well-informed and equipped to provide support to those impacted by dementia.



## SUPPORTIVE SERVICES



The heart of our organization continues to be enhancing the lives of those impacted by dementia. In the last year, our Clinical Care Coaches had more than 3,000 interactions with clients, providing family consultations, resources, and

a depth of support that truly helps those who need it. Whether in English or Spanish, our Supportive Services are the first line of comfort for those who live with the realities of this

disease every day. So when we hear stories like this one from one of our clients "S.", we know that our work is reaching exactly the people who need it most. Here's her story, in her own words (translated from Spanish):



**I am a dedicated caregiver** who has been supporting my husband, who was diagnosed with Alzheimer's disease just 3 years ago. The news of his diagnosis was overwhelming and marked the beginning of a challenging but meaningful journey for me and my family.

At first, I didn't understand much about the disease and **felt lost and overwhelmed by the emotional and physical demands of caregiving**. That's when I learned about Sobrellevando el Cuidado (Coping With Caregiving) offered by Alzheimer's San Diego. Not only did this program focus on the wellbeing of people with dementia, but they also provided invaluable support for caregivers, recognizing the importance of taking care of oneself so that one can better care for others. This program has been one of the most transformative experiences because I learned so much about the disease, how to manage behavior, and self-care. I learned how to adapt communication, create a safe environment, and approach behavior changes with compassion. I mostly learned from others who shared similar stories of love, grief, and challenges. The program and the educator provided **a safe space that allowed me to express my emotions and receive practical advice** from people who truly understood my situation.

In addition to direct programs, Alzheimer's San Diego facilitated access to community resources, alleviating the logistical burden that often accompanies caring for someone with memory loss. In short, Coping With Caregiving has transformed my approach to caregiving. I've gone from feeling overwhelmed and isolated to **feeling supported, informed, and empowered.**"





## HOW YOU HELPED MAKE A DIFFERENCE IN 2023:

**“It’s like my life has gone from black and white to color,** like the Wizard of Oz. You don’t know how much I’ve been needing to hear this and be a part of a group like this.”



Weekly social activities expanded to include Friday afternoon activities, doubling the amount of social connection for participants each week, including two new social activities: Dance Therapy and Mindful Photography.

Three new support groups were started this year and four virtual groups transitioned back to in-person.

522 referrals from law enforcement, community agencies, Adult Protective Services, and other concerned community members gave Alzheimer's San Diego the crucial first step towards getting individuals facing dementia the help they need.

We expanded our programming into Southeast San Diego, National City, San Marcos, El Cajon, and Oceanside, working to reach communities hardest hit by dementia.



Law enforcement referred a client after a distressing incident involving a woman with dementia. Overwhelmed, the client’s sister sought help. A family consultation with our team addressed communication strategies, navigating the healthcare system, and long-term care planning. With our guidance, the family navigated assisted living waivers and hospice care. Grateful for the support, they shared that the client peacefully passed away with hospice care in place. *“You are at the top of my angel list. You always answered the phone. You always had the best information. You were truly our guardian angel.”*

## IMPACT BY THE NUMBERS



“You guys were super helpful when I went through some things with my mom when she had Alzheimer’s. **I just feel like you guys have the heartiest and the best services I can find.**”

2,085

first time clients who contacted our clinical services team



3,492

attendees at 167 community education and trainings



Support, education, respite, and social connection provided

25,459 times

3,303

supportive conversations with our clinical services team



1,804

social activities participants

8,950

video views of our Webinar Library



1,889

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



5,155

times people found comfort at 713 support group meetings

7,926

volunteer hours, valued at \$295,782

“Alzheimer’s San Diego is a jewel for the residents of San Diego.”

\$0 cost

All of our programs are free of charge



**“[The class was a] wealth of information. I felt more informed and hopeful that there are adequate resources.”**



### Spanish education continues to flourish

Because Latino/Hispanic communities are disproportionately impacted by dementia, our focus on expanding services in Spanish continued in 2023. This year, we offered 47 Spanish-language classes throughout San Diego County, both in person and online. 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.

**“Excelente presentación gratis. Información valiosa para la comunidad.”**

(translation: “Excellent free presentation. Valuable information for the community.”)

### Education classes introduce more support

Besides providing information about dementia and caregiving, education classes can be the introduction to other Alzheimer’s San Diego resources for someone on their dementia journey.

A recently diagnosed dementia patient attended our Living with Memory Loss community education class. After the class, she expressed uncertainty about navigating life post-diagnosis. We encouraged her to call us for support, and she

reached out later that week. She shared her frustration with her doctor’s lack of assistance, and asked for a family consultation so she, her son, and her friend could create a long-term care plan for increased independence. The consultation allowed her to express wishes, address fears, and explore community resources, providing support and some level of certainty that she had been missing.



In an ongoing effort to reach San Diego’s Latino/Hispanic community, Alzheimer’s San Diego partnered with Bibi Uribe—renowned TV presenter, host of the popular “Mas que palabras” on XEWT Canal 12, and a beloved figure in this community—to be our official Ambassador for Hispanic and Community Outreach.



## SOCIAL CONNECTION



"I think my visits helped her feel peaceful and loved. And I know J. appreciated the respite. **It was such a positive experience for me to be her companion and I'll always remember S. and the lovely moments we had together.**"



Social connection for those with dementia and their caregivers is crucial to enhancing quality of life, which is why Alzheimer's San Diego continues to expand access to social activities and outings. Aimed at tackling isolation and stress linked to dementia, these tailored activities are inspired by proven therapies like music, reminiscence, and pet encounters. The

social activities program boosts overall functioning for those with dementia while fostering a supportive community for caregivers. We aim to offer joy and social connection to combat the social withdrawal often experienced by families dealing with dementia.

**"This program has truly changed how I view life. I'm a much happier person now."**

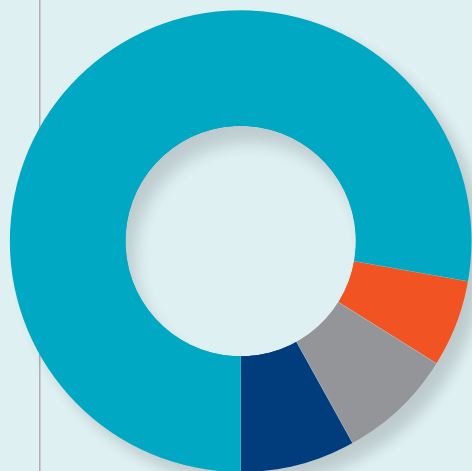
### Volunteering brings social connection and personal reward

But it's not just those impacted by dementia who benefit from this social connection. Our volunteers come back over and over because of how rewarding they find the experience. Whether they are volunteering at a social activity, through the VITALZ program, or as an ALZ Companion, the connections that volunteers make creates real relationships and personal fulfillment.



## EXPENSES

TOTAL Expenses = **\$3,345,164**



**78%** Support & Education - **\$2,614,281**

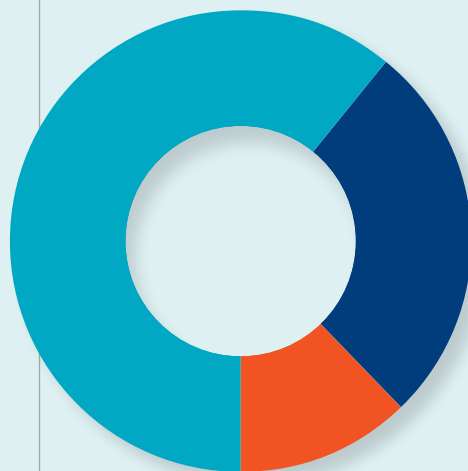
**8%** Fundraising - **\$268,008**

**8%** Administration - **\$265,159**

**6%** Events - **\$197,720**

## REVENUE & SUPPORT

TOTAL Revenue = **\$2,572,378**



**61%** Donations - **\$1,584,476**

**27%** Events - **\$688,726**

**12%** Grants - **\$299,077**

**TOTAL ENDING NET ASSETS = \$3,497,387**

## Community Partners

Administration for Community Living  
Advanced Brain Monitoring  
Alector  
Axos Bank  
Bureau of Justice Assistance  
CBS8  
David C. Copley Foundation  
Fox5  
Grossmont Healthcare District  
Home Instead  
Icon Utility Services  
Jingoli Power  
Par West  
Patriot General Engineering, Inc.  
SCAN Health Plan  
SDG&E  
SDSU Research Foundation  
Sharp HealthCare  
Southland Electric  
USC ATRI  
Walter J. and Betty C. Zable Foundation



**Grossmont  
Healthcare  
District**

### With us from the beginning

For the 8th year in a row, Grossmont Healthcare District awarded a grant to Alzheimer's San Diego to provide dementia support for residents in their district. Their consistent, year after year funding, allows us to reach East County residents. Not only have they generously funded our programs, but they've also opened their doors to us, providing a nurturing space to host our programs. It's more than a partnership; it's a shared commitment to empowering our community. We are profoundly grateful for the ongoing collaboration with Grossmont Health District and the immeasurable impact it has had on the lives we touch.

**“Bless you, bless you for  
the work that you do.  
I feel so much better.  
Thank you so much.”**



# COMPASSIONATE COMMUNITY



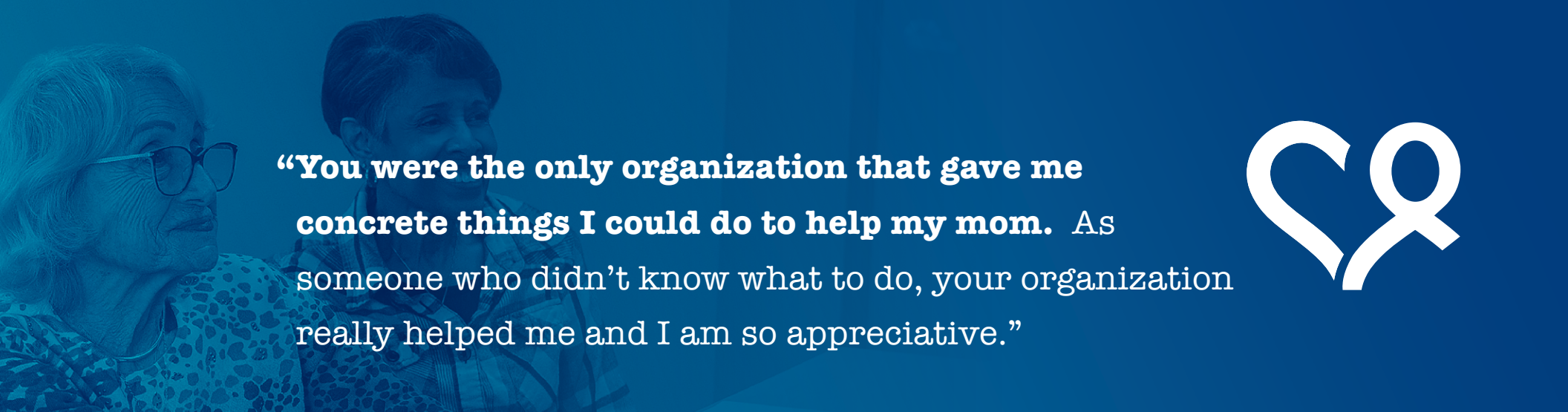
Every year, our annual motorcycle ride and walk, Rides4ALZ and Walk4ALZ, bring generous riders and walkers together to support people living with dementia and their care partners. This year, this compassionate and dedicated community raised \$662,000 to benefit San Diegans impacted by dementia. And as a local nonprofit, 100% of every dollar raised stays in San Diego County to help the community we know and love.



“When I actually get to Walk4ALZ on that early October morning, **my heart fills with gratitude and joy to be surrounded by so many of my fellow warriors** in the battle. I remember my why.”







**“You were the only organization that gave me concrete things I could do to help my mom. As someone who didn’t know what to do, your organization really helped me and I am so appreciative.”**



## 2024 EVENTS

### **Visionary Luncheon & Auction**

May 10, 2024

### **Date With A Cure**

June 11, 2024

### **Rides4ALZ**

June 29, 2024

### **Walk4ALZ**

October 19, 2024

### **Want to make a difference?**

None of this is possible without your support. You can make a difference in the lives of countless families by making a donation today at [www.alzsd.org](http://www.alzsd.org), or by scanning the code below with the camera on your smartphone or tablet. Looking for other ways to make a difference? Consider:

- 1 **Volunteering with us**
- 2 **Becoming a monthly donor**
- 3 **Sharing our website, phone number, or emails with someone you know dealing with dementia**
- 4 **Considering us in your estate planning**



If you would like to learn more about these or other ways to give to Alzheimer's San Diego, please contact Michelle Van Hoff at 858.966.3300 or [mvanhoff@alzsd.org](mailto:mvanhoff@alzsd.org).



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