



**"A TRUE GIFT
TO SAN DIEGO
FOR ALL THOSE WHO
HAVE BEEN TOUCHED
BY THIS DISEASE."**

2024 ANNUAL REPORT





A LETTER FROM OUR CEO & BOARD CHAIR

As we take time to reflect on 2024 and all the unique challenges our clients face on a daily basis, we can't help but notice that at the heart of every dementia diagnosis is the same thing—a person facing some of the hardest days of their life. While every person is unique, at the center of every story is the same cry:

This is hard. I feel alone. Please help.

Whether it's a couple in Del Mar, or a multifamily household in La Mesa...a veteran in Oceanside or someone living alone in Hillcrest...whether someone speaks English or another language, whether they have unlimited resources or are struggling to get by, we pride ourselves on being able to find ways to help support every person in every unique situation.

It is our honor and privilege, every single day, to make sure everyone we encounter can say:

I feel heard. I feel seen. And I don't feel so alone.

No matter who we interact with—a caregiver, family member, friend, or someone with dementia themselves—one of the biggest gifts we are able to give is the gift of being seen and heard. It is only through the generosity of our community that these gifts are possible.

Thank you to all who helped keep our programs 100% free to all who need it in San Diego. We look forward to continuing to serve our neighbors and our community with dignity and respect.



Carlo Cecchetto
Board Chair



Eugenia Welch
President/CEO

Board of Directors

Carlo Cecchetto ,
Board Chair

Kay Faulconer Boger

Katrina DeLeon, MD

Scott Drury

Jason Emerick

Douglas Galasko, MD

Heather Hernandez, CPA

Jennifer Jett

Randi Kolender-Hock

Marc Lieberman

Paul Loska

Kimberly Mendoza

Parina Parikh

Tammy Rooke

Lt. Nathan Rowley

Inez Thomas

Derrick Walsh



Every year, the generous and giving members of our community come together to support San Diegans impacted by dementia through Alzheimer's San Diego's annual motorcycle ride and walk, Rides4ALZ and Walk4ALZ, respectively. In 2024, this dedicated community raised **\$616,000** to benefit people living with dementia and their care partners. **100% of every dollar raised stays in San Diego County to help the community we know and love.**

To all who gave the gift of community this year, **thank you.** Because of your generosity at these events, the programs and services you see on the pages of this report are available to any one of the hundreds of thousands of care partners and people with dementia living in San Diego.



"Walk4ALZ is really amazing and makes us appreciate how many people are living in San Diego with the disease. **At the end of the day, the community needs to support families with this devastating disease.**"



THE GIFT OF HELP

Loneliness, fear, anxiety and other negative emotions can be felt by many people impacted by dementia throughout their journey. But for the **1 out of 4 people living alone with dementia** in San Diego, it is often multiplied tenfold.

What has become clear since launching these programs is that many of these individuals face **food insecurity, unsafe home conditions, and a lack of access to medical services**. Our programs are sometimes the only time anyone

“At the end of our call, the client thanked me and told me, **“I really needed this.”** I am so grateful to be a part of such a great opportunity.”

In 2020 Alzheimer's San Diego launched a volunteer social call program to address the devastating isolation many solo agers living with dementia face on a daily basis, providing **483 hours of friendly calls** in 2024 alone.

In 2022 our LEADS program launched in conjunction with local law enforcement to provide case management support to solo agers with dementia that were found through a law enforcement interaction.

checks on them, makes sure they're taking their medications, or hears if they're having a crisis. With no one else to advocate for them, they are left to fend for themselves, often until an emergency happens.

That's why in August 2024, Alzheimer's San Diego launched a program called ALZ Ally that combines and expands those former programs to offer more services that meet the deep and unique needs of this population.



With the support of our ongoing federal U.S. Administration for Community Living (ACL)* grant and contributions from our donors, ALZ Ally's expanded services for people living alone with dementia can now include:

- ♥ Weekly deliveries of 3-5 days worth of food from the San Diego Food Bank
- ♥ Transportation to social gatherings, grocery stores, medical appointments, and other destinations
- ♥ Free independence items such as shower chairs and oven safety knobs
- ♥ Friendly visits & social check-in calls
- ♥ Case management and advocacy support

In just five short months, ALZ Ally has meaningfully helped 51 clients who live alone with dementia.

Take, for example, Maria**, who lives alone with dementia. Lonely and isolated, Maria was paired with a volunteer, Alexis, who speaks her native Spanish. Alexis has been able to identify safety concerns at the home, and has been delivering food from the Food Bank to ensure Maria has enough to eat. But in addition to just these fundamental needs, Maria and Alexis have bonded over a shared love of telenovelas, giving them a personal and meaningful way to connect while helping to alleviate Maria's loneliness and isolation.

*This project was supported by grant number 90ADPI0066-01-00 from the U.S. Administration for Community Living, Department of Health and Human Services, Washington, D.C. 20201. Grantees undertaking projects under government sponsorship are encouraged to express freely their findings and conclusions. Points of view or opinions do not, therefore, necessarily represent official Administration for Community Living policy.

**Names changed throughout for privacy



Here are a few of the ways this program is providing in-depth support to this fragile population:



ALZ Ally clients who faced food insecurity a year ago no longer need to worry about having enough food to eat because Alzheimer's San Diego provided **365 combined days worth of food to clients.**



Every single client received a home safety assessment and, for those clients who needed additional safety in their home, **25 independence items were distributed.**



Through the advocacy and case management from our dedicated Dementia Care Coaches, **more than 400 interactions** helped to connect them with everything from VA services to Meals on Wheels and more.



Friendly volunteers helped with loneliness and isolation by providing **over 1,000 social calls and visits to our ALZ Ally solo ager clients**, while also providing a critical checkpoint for safety issues and other concerns.

THE GIFT OF SUPPORT



Phone Support and Family Meetings

The core of our organization is providing access to information, resources, and guidance to people impacted by dementia. Our knowledgeable team had over **4,000 supportive interactions** with clients this year, and one message shines through each call and conversation:

**You are HEARD.
You are SEEN.
And you are not alone.**



Linda, who lives out of state, called looking for support in caring for her mother-in-law with dementia who lives in San Diego. On our recommendation, Linda eagerly scheduled a 60 minute family meeting during a visit to San Diego. When she came in with her husband, they discussed

their challenges with caring from a distance. At the end, she expressed how much the family meeting validated that they were going in a good direction in providing support to Linda's mother-in-law. Just spending the time listening to Linda's situation gave her and her family the support they hadn't gotten anywhere else.

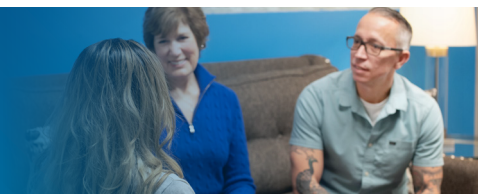
Linda and her family were one of the **224 family meetings** Alzheimer's San Diego conducted in 2024, providing a unique support for the entire family that is hard to get anywhere else.

Support Groups

In our support groups, caregivers come together to **connect with others, share openly about their experiences, and to feel understood during their caregiving journey**. In the last year alone, nearly **700 support groups were hosted** (online and virtually) by Alzheimer's San Diego, giving space for caregivers to connect to others who know how they feel.

Gift of Clarity - Our free memory screening program, available in both English and Spanish, provides an easy and accessible solution to various barriers that exist within the healthcare system including: long wait times for screenings, provider unwillingness to perform screenings, and lack of access to healthcare services. This year, **Alzheimer's San Diego dementia care coaches gave the gift of clarity to over 80 people by conducting 100% free memory screenings**, letting clients take control of their cognitive health by establishing a baseline and receiving guidance from our dementia experts.

"Calling Alzheimer's San Diego was the best thing I could have done."



Continuing to give the gift of knowledge

Alzheimer's San Diego's continues trying to reach Hispanic/Latinx communities in San Diego County who are disproportionately affected by dementia. This year, we increased the number of Spanish-language classes throughout San Diego County by 29% and **we educated 236% more people than last year.**

Community education partner locations

We strive to offer relatable and culturally relevant dementia-specific classes through a variety of partnerships throughout San Diego County. In 2024, we were supported by **23 community partners** for community education classes in English and Spanish.

Law enforcement training/education

Not only is it important to educate people with dementia and their care partners, but other professionals who may interact with people with memory issues as well. This year Alzheimer's San Diego again partnered with law enforcement organizations throughout San Diego to provide training to more than 250 professionals on how they can **better assist a person with dementia or memory issues.**

Community Education Partners:

Bonita-Sunnyside Library

CARE Center - National City

Carlsbad Senior Center

County of San Diego Aging & Independence Services

East County Career Center

El Cajon Branch Library

ElderHelp of San Diego

Grossmont Healthcare District

Jewish Family Service College Ave Center

Molina Healthcare Chula Vista One Stop Health Center

Molina Healthcare El Cajon One Stop Health Center

Oceanside Public Library - Civic Center

One Safe Place

Otay Mesa-Nestor Library

Pacific Beach/Taylor Library

San Diego Oasis at La Mesa

San Diego Oasis at Rancho Bernardo

San Ysidro Library

Scripps Miramar Ranch Library in partnership with Scripps Ranch Civic Association 50 Plus Committee

UCSD

Valencia Park/Malcolm X Branch Library



“Toda la información que obtuve hoy me va ser de mucha ayuda ya que mi mamá tiene 95 años. Me gustaría que hubiera más clases como la que presentó Nellie hoy.”

(All the information I obtained today will be very helpful to me since my mother is 95 years old. I wish there were more classes like the one Nellie presented today.)

THE GIFT OF SOCIALIZATION



“The social activities programs are so important for our community. Alzheimer’s San Diego does a wonderful job of providing services to a broad population.”

On Fridays, our office fills with the lively sound of people laughing, singing, and dancing along to the in-person social activity classes. No matter the worries you carry into class, you are sure to leave a little lighter and with happiness in your heart.

Our cherished Social Activities offer free, planned, and dependable activities for caregivers and people living with dementia to enjoy together. We strive to engage participants in **brain-stimulating activities, physical exercise, and other programs** that can improve social connection, mental health and cognitive functioning.



THE GIFT OF COMPASSION

“The family I work with has given me many different insights, including their positive attitude towards life, living, and loving. I have learned so much from their experiences. **Compared to the companionship I offer them, I am more grateful for everything they have brought to me.**

Likewise, I am very thankful to Alzheimer's San Diego for providing me with this opportunity, and I hope that in this role, I can offer the help that more people need.”



Our compassionate volunteers continue to provide a much needed break to caregivers supporting people with dementia in San Diego.

For many, their motivation to volunteer comes from a desire to honor a loved one and a personal connection to the disease. This program continues to nourish the gift of compassion for our volunteers, caregivers, and people with dementia.

“The program and our volunteer have made both Ann and I feel seen and heard. Since my wife’s diagnosis, not many friends visit. Also, we do not have family. The 90 minutes per week makes us feel less alone. Thomas will always be remembered with respect and gratitude for the gift of his time bringing joy, not only to my wife, but also to me.”



IMPACTED BY NUMBERS IN 2024



23,674 times **support, education, respite, and social connection** were provided



4,155 **supportive conversations** with our supportive services team

2,015 **first time clients** who contacted our supportive services team

943 **attendees** at 153 community education and trainings

1,650 **social activities participants**

145 **social activities and outings**

692 **support group meetings**

1,908 **hours of respite** for family caregivers, both in person and virtual visits

7,122 **volunteer hours**, valued at \$274,975



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

More ways we delivered on our mission in 2024:



As part of a multi-year grant from the Bureau of Justice Assistance*, we printed **48,500 brochures** with information on San Diego's Take Me Home program to help at-risk San Diegans get home safely. Brochures were reprinted in English and Spanish, and also created in six new languages: Farsi, Arabic, Chinese, Somali, Tagalog, and Vietnamese. The brochures were shared with local law enforcement and other community organizations to spread the word of this critical safety program.



"Information and support provided by **these programs** are **priceless** to support my loved ones."



Our partnerships throughout the community led to **833 referrals** from law enforcement, community agencies, Adult Protective Services, and other concerned community members that helped deliver support to individuals facing dementia throughout San Diego County.

*This project was supported in part by Grant No. 15PBJA-21-GG-02958-MAPX awarded by the Bureau of Justice Assistance. The Bureau of Justice Assistance is a component of the Department of Justice's Office of Justice Programs, which also includes the Bureau of Justice Statistics, the National Institute of Justice, the Office of Juvenile Justice and Delinquency Prevention, the Office for Victims of Crime, and the SMART Office. Points of view or opinions in this document are those of the author and do not necessarily represent the official position or policies of the U.S. Department of Justice.

Community Partners

Continuing to make an impact through meaningful partnerships

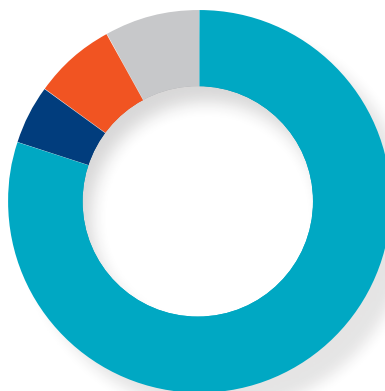
Administration for Community Living
AM Oretga
Axos Bank
Bureau of Justice Assistance
Cordoba Corporation
David C. Copley Foundation
Grossmont Healthcare District
Icon Utility Services
Jingoli Power
Johnson & Johnson
Meruelo Enterprises Inc
Moroni's Angels Foundation
Patriot General
Rancho Santa Fe Rotary Foundation
SDG&E
SDSU Research Foundation
Sharp Healthcare
Southland Electric, Inc
St. Paul's Episcopal Home, Inc
Sycuan Casino and Resort
UCSD
Walter J. and Betty C. Zable Foundation

THE GIFT OF GENEROSITY



EXPENSES

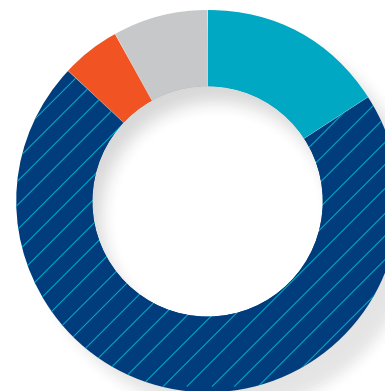
TOTAL Expenses = \$ 3,654,332



80% Support & Education - \$2,901,025
5% Events - \$181,336
7% Fundraising - \$268,008
8% Administration - \$297,896

REVENUE & SUPPORT

TOTAL Revenue = \$8,321,113



Bequest revenue fluctuates from year to year.

16% Donations - \$1,323,568
71% Bequests - \$5,929,344
5% Grants - \$392,532
8% Events - \$675,669

TOTAL ENDING NET ASSETS = \$4,666,781

“My heart is filled with gratitude for everyone who keeps this program available to families dealing with Alzheimer’s.”



The Power of Bequests: You can have a significant impact on improving the quality of life for those affected by Alzheimer’s disease and related dementias by remembering Alzheimer’s San Diego in your will. If you are thinking about making this incredible gift, reach out to Michelle Van Hoff, Director of Development, at 858.966.3300 or mvanhoff@alzsd.org.



THE GIFT OF YOU

"I couldn't have made it through
the challenging times without you."

2025 EVENTS

Visionary Luncheon & Auction

May 2, 2025

Date With A Cure

June 10, 2025

Rides4ALZ

June 28, 2025

Walk4ALZ

October 18, 2025

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

Thousands of people in San Diego impacted by
dementia need your support right now. If you'd like
to make a difference, learn more about how to:

- 1 **Become a monthly donor**
- 2 **Volunteer with us**
- 3 **Spread the word about our
free programs with someone
dealing with dementia**
- 4 **Remember Alzheimer's
San Diego in your will**

No action is too small.

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.

