



“I'm so happy there's an organization I can call to know what to do in this situation.”



2026 EVENT SAVE THE DATES:

Visionary Luncheon:

May 8th
Coasterra

Date With A Cure:

August 1st
San Diego Oasis
Rancho Bernardo

Rides4ALZ:

June 27th
Escondido

Walk4ALZ:

October 17th
Balboa Park

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**
- 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.



858.492.4400 | www.alzsd.org

Alzheimer's San Diego is the local leading provider of free, dementia-related services for San Diego County.

10 YEARS

OF SERVING
SAN DIEGO



Alzheimer's
SAN DIEGO

2025 ANNUAL REPORT



To say we are humbled by the care, resilience, and compassion shown by our community to so many struggling with dementia would be an understatement. With your support we have guided thousands of families not only in 2025, but over the last 10 years.

Within the pages of this report, you'll see the impressive results of your generosity through our programs. But these numbers don't tell the full story. They don't convey the depth of help that an individual person might get from us in a single year.

In 2025, Kathy called us 3 times, attended 12 support group meetings, went to 2 education classes, and had a family meeting with her sister. And Ron, who lives alone in Chula Vista, received 24 weeks of food deliveries, talked to

our team 10 times, and had a volunteer call them once every week last year. Thanks to you, we can offer not only life-changing support, but **consistent** life-changing support.

Even more astounding are people like Patricia, who has been attending the same support group since her husband received a diagnosis 8 years ago. Or Juanita, who received help from us when she was caring for her mom 6 years ago and reached back out when her husband was diagnosed in 2025.

Our services are not one time events. We are here, through every stage, for as long and as often as someone needs us. We've been here for 10 years, and we'll be here for as many years as we are needed.

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
- Capt. Nathan Rowley
- Inez Thomas
- Tasneem Vakharia
- Derrick Walsh



 **10 Years of Impact**

Over the past decade, Alzheimer's San Diego has been a guiding hand for thousands of people in San Diego County navigating the hardships of dementia. Take a look at the impact we have made together throughout the past ten years:

You helped provide support, education, respite, and social connection more than **245,000 times**

You helped provide **36,531 hours** of respite to weary caregivers

You helped educate caregivers at **1,600 classes**

You helped host **7,024 support group meetings online and in-person**

Behind each of those numbers is a person. And because of the support you have given this organization, we could answer their call for help.

Unfortunately, we've seen the need for dementia-related services grow tremendously. When Alzheimer's San Diego became an independent nonprofit in 2015, there were an estimated 64,000 San Diegans living with dementia and approximately 141,000 caregivers supporting them. In just 10 years, those numbers have skyrocketed and now almost 100,000 San Diegans live with dementia and nearly 300,000 unpaid caregivers provide their care. As we head into our next decade of serving San Diego, we hope you'll continue to join us in supporting our community.



As we looked forward to celebrating 10 years of serving San Diego, we found inspiration in a small, but critical, change in our visual brand/logo. Our new logo visually represents our connection, dedication, and commitment to San Diego as a local and independent nonprofit.



December 3rd, 2025 was proclaimed as "Alzheimer's San Diego 10th Anniversary Day" in the City of San Diego, County of San Diego, and the State of California.

"I've been a big supporter of Alzheimer's San Diego and found them across the board to be an invaluable resource. **No one really wants to need you but anyone in need shouldn't be without you.**"



10 Years of Serving San Diego

2015

Mayor Kevin Faulconer & Supervisor Dianne Jacob help unveil Alzheimer's San Diego.



"Alzheimer's San Diego, a new local organization, was formed to best serve local families facing Alzheimer's or another dementia."

2016

Free memory screening program launches.



2017

The social work team answered the 10,000th call for help and support.

ALZ Companions program grew into the largest free dementia respite program in the nation.



2018

Launched the first ever gun lock program for people with dementia in the US.



Incorporated animatronic dogs & cats into respite visits with volunteers.

2019

Began advocacy and lobbying work with Alzheimer's Los Angeles and Alzheimer's Orange County, successfully cosponsoring bill AB 453.

Created a law enforcement referral program, providing a dedicated way for law enforcement officials to refer families in crisis.



2020



Launched VITALZ (Volunteers In Touch) to increase community support and ease isolation.

"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."

2021

First BaseBALZ: Reminiscence Therapy activity



Received federal grants from Administration for Community Living and the U.S. Department of Justice to serve those with developmental disabilities, Spanish speakers, solo-agers, and those who wander.

2022



Opened a satellite office at One Safe Place in the North County Family Justice Center in San Marcos.

New Mission and Vision announced:

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.

2023

Alzheimer's San Diego launched ALZ Ally to support those living alone with dementia.



New logo unveiled, providing a visual representation of our focus and connection to San Diego.

Partnered with One Safe Place South in National City, providing a location to easily meet with residents of South Bay.



"Alzheimer's San Diego has been helping first my wife and now myself in many, many ways and has done so in a completely free, giving way for around 10 years."

Your dollars in action in 2025



18,484 times support, education, respite, and social connection were provided

5,720 conversations with our supportive services team



2,175

first time clients who contacted our supportive services team



641 support group meetings

14,135 volunteer hours, valued at \$567,381

\$0 cost to participants: all of our programs are free of charge



1,049 attendees at 166 community education and trainings

246 participants returned for social activities and connection 2,118 times

3,520 hours of respite for family caregivers



Support Groups

Your donations provide care partners with a safe space to share openly about their experiences, process the emotional burden of caregiving, and feel understood. Your generosity helped **642** people attend support group meetings a total of **4,444** times.

Education

Your support enhances the quality of life of those in your community affected by dementia by giving them the knowledge, skills, and resources they need to care for themselves and/or those living with dementia. You helped us provide **250** hours of community education.



"Thank you for providing a safe space [where] I could be heard and seen in this challenging journey I'm on."

Volunteer Respite

Your donation helped families receive free in-home respite once a week from a compassionate trained volunteer. These visits lessen the caregiver burden and provide the person living with dementia social visits to enhance their quality of life. **You helped our volunteers provide 1,265** respite visits.

Social Activities & Outings

Your donation helped us offer free and dependable social activities for caregivers and people living with dementia to enjoy together. Through bingo, museum trips, and animal excursions, your community has an enjoyable way to get some exercise, stimulate their brains, and have fun! You helped us host **142** social activities and outings.

Community Support

Because of incredible donors like you, people impacted by dementia received free personalized guidance with a compassionate Dementia Care Coach. With your kindness, our team answered **nearly 2,000** calls to our helpline.

Memory Screenings & Family Meetings

Your support helped provide **59** free and accessible cognitive health screenings and personalized guidance to people in your community concerned about their memory. Your generosity also supported a safe space for **215** families to meet to discuss difficult topics together.



"I love what this organization has done for me! I get to connect with people who truly understand what I am going through. And now today, I get to spend time with them and we can just be us, enjoying time with each other, and not focusing so much on this disease."

Serving Those Who Need Us Most

In 2021, Alzheimer's San Diego was awarded a federal grant of nearly \$1 million from the Administration for Community Living (ACL). Thanks to this grant, we have been able to provide education to Spanish-speaking caregivers, training on dementia in those with intellectual and developmental disabilities to families and professionals, and support to adults living alone with memory loss.

We reached 30% more Spanish-speaking caregivers than anticipated, illuminating the vast need for Spanish-speaking caregivers.

One of the most impactful outcomes from this federal grant is the development of ALZ Ally, a program created to serve the unique needs of adults living alone with dementia in San Diego County. These clients receive critical volunteer social support, case management, food deliveries,

"[This program] has transformed my approach to caregiving. I've gone from feeling overwhelmed and isolated to feeling supported, informed, and empowered."

During the grant, Alzheimer's San Diego **trained 158 professionals** on the unique needs of people with intellectual and developmental disabilities who are impacted by dementia.

and more to help maintain their independence and safety at no cost to them. In 2025, staff and volunteers supported 64 ALZ Ally clients, providing **255 food deliveries, 1,172 friendly calls, and 388 home visits.**

Even though the grant ended in 2025, one thing remains: people living alone with memory loss have an incredibly high need for support, a need we have seen increase tremendously in the past four years. Thanks to our grant funders, donors, and sponsors, we will continue to offer these critical services so that your community can continue to receive support.



Bonnie lives alone with memory loss in Encinitas. Every Sunday, ALZ Ally volunteer Rachel meets Bonnie at her house and they walk to the farmer's market together. By having Rachel there to help, Bonnie can safely get groceries for the week and enjoy some time outside. Bonnie and Rachel have made a wonderful connection over the past few months and enjoy each other's company immensely.

For ten years our dedicated volunteers have worked alongside staff to offer kindness, compassion, and joy to families struggling with dementia. In total, Alzheimer's San Diego volunteers have provided **107,789 volunteer hours valued at \$4,326,647 over the past decade.** Whether it's providing a much needed break every week to weary caregivers, socialization, food deliveries, transportation, or support at Walk4ALZ and Rides4ALZ, we can proudly say our volunteers rise to the occasion. To all of our volunteers who have brought comfort to our clients over the past 10 years, thank you.

If you are interested in volunteer opportunities at Alzheimer's San Diego, scan the QR code on the right.



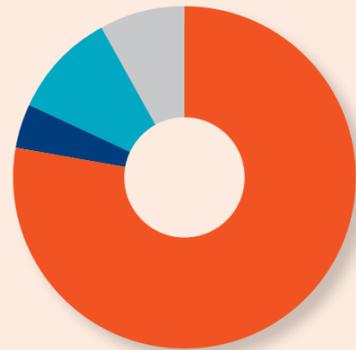
10 Years of Volunteer Support



Maggie began volunteering in 2015 when Alzheimer's San Diego became a local and independent organization. She started at the front desk and was the first voice many people heard when they called for guidance. "Over the years, I've watched the team expand so many services to meet the needs of the families in San Diego County," says Maggie. Today, she continues to support Alzheimer's San Diego as a donor and advocate. When she is out and about in the community and notices a family might be dealing with dementia, she encourages them to reach out for help. "With confidence," says Maggie, "I give them the contact information for Alzheimer's San Diego & explain that all the services are free to families."



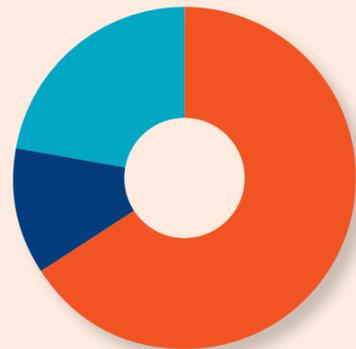
2025 Financials



EXPENSES

TOTAL Expenses = **\$3,784,663**

- 78%** Support & Education - \$2,929,326
- 4%** Events - \$152,204
- 10%** Fundraising - \$385,412
- 8%** Administration - \$317,721



REVENUE & SUPPORT

TOTAL Revenue = **\$2,810,896**

- 66%** Donations - \$1,849,480
- 12%** Grants - \$326,522
- 22%** Events - \$634,894

TOTAL ENDING NET ASSETS = (\$973,767)*

*Over the last decade we have been fortunate enough to build robust reserve funds to carry us through economic and fundraising downturns so that we can continue to serve the community without worrying about funding or taking on debt. You can always check our audited financial statements on alzsd.org or contact us directly if you have questions.

Learn more about tax-smart giving methods like donating stocks, bonds, retirement plan assets or through your IRA. Additionally, remembering Alzheimer's San Diego in your will can have a significant impact on the wellbeing of families affected by dementia. No matter how you give, you're making an immense difference in your community. If you are thinking about making a gift, reach out to Michelle Van Hoff, Director of Development, at 858.966.3300 or mvanhoff@alzsd.org.

We were honored to receive a total of \$32,000 in funding from the nominations of individuals in our community. These opportunities were only available to us through the generosity of others who submitted Alzheimer's San Diego to their employee and community foundation funds. Thank you to **Barney & Barney Foundation, Padres Foundation, Charles Schwab Foundation**, and to the community members who nominated us.

“The donation to Alzheimer's San Diego was one way that we could show our appreciation for your help but it represents a bare fraction of what we received... I guess the most accurate summation is that we couldn't have done it without you.”

Over the past 10 years, Alzheimer's San Diego has been the recipient of donations of all amounts that have funded our critical work. **We are thankful for every person who has given over the past decade but would like to specifically honor the 195 people who have donated every single year since 2015.** If you have given yearly, whether your 10 year total is \$342,000 or \$283, we are honored you consider us worthy to steward your gifts to the community.

Community Partners

Continuing to make an impact through meaningful partnerships

- Administration for Community Living** ♥
- Art Pratt Foundation of Old Mission Rotary ♥
- Arthur Rupe Foundation ♥
- Axos Bank**
- Barney & Barney Foundation** ♥
- David C. Copley Foundation** ♥
- Escondido Rotary Foundation ♥
- Grossmont Healthcare District** ♥
- Home Instead** ♥
- ICON** ♥
- Jingoli**
- Johnson & Johnson** ♥
- Las Patronas ♥
- Pacific Foundation for Medical Care ♥
- San Diego County Board of Supervisors ♥
- SCAN ♥
- SDSU Research Foundation ♥
- Sharp** ♥
- The Parker Foundation** ♥
- The Peggy and Robert Matthews Foundation**
- T-Mobile**
- UCSD** ♥
- Walter J. & Betty C. Zable Foundation** ♥

Funders who gave in 2025

- Funders who have given every year since 2015 ♥
- Funders who have given regularly over the past decade ♥

A Community that Cares



In 2025, your incredible community raised **\$522,000** to benefit people living with dementia and their care partners through Alzheimer's San Diego's annual motorcycle ride and walk, Rides4ALZ and Walk4ALZ. These events not only raise critical funds to power our programs, but they also bring hope, community, and a reminder to all people walking this path that they are not alone.

To all who participated, volunteered, or donated to Rides4ALZ and Walk4ALZ in 2025, thank you. Every dollar raised stays here in San Diego County to support your neighbors impacted by dementia.

“When I see everyone at Walk4ALZ, it's proof that no one has to be in this alone. Remember that this community can offer you strength and resilience when you feel like you don't have any left.”

