

2007 champions

GREATER ILLINOIS CHAPTER
ANNUAL REPORT



Greetings! 2007 was a year of growth and progress. As we worked to fulfill our commitment to the increasing number of persons with Alzheimer's disease and their caregivers, we offered additional educational programs and services, broke fundraising records, and worked with government leaders to improve public policy and increase funds for research.

This report highlights our efforts in several areas. It describes how we provided education to over 3,000 Illinois residents, raised over \$1 million with our Memory Walks, and reached out to underserved communities. We raised our profile in the 68 counties we served and built relationships that will last for years to come.

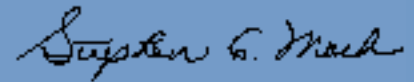
Alzheimer's disease has already claimed 210,000 Illinois residents—and affected nearly a million more. As our population ages, these numbers will rise and the demand for our services will continue to grow. The Greater Illinois Chapter's commitment to meeting those needs was demonstrated in many ways this year, and the successes we enjoyed will allow us to continue providing constituents with the very best programs and services.

We would like to congratulate our dedicated staff, board, and volunteers, as well as all the individuals, family members, companies, and nonprofits who generously gave their time, energy, and financial resources in 2007. Your support helped us progress, towards a world without Alzheimer's.

Sincerely,



*Erna Colborn
President and CEO*



*Stephen C. Mack
Chair, Board of Directors*

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what is a champion?

Champions take many forms. A champion is your neighbor who raises funds for Memory Walk, your friend who volunteers at their local Association chapter, or an individual who lobbies state legislators to support Alzheimer's research. Simply put, a champion is anyone who works to advance our vision: *A world without Alzheimer's.*

In fiscal year 2007, the Alzheimer's Association launched the Champions Campaign, an integrated marketing effort used to educate the public about Alzheimer's; create a sense of urgency; raise awareness of the Association and motivate consumers to donate, advocate and engage in activities that move the cause forward. Adopting the campaign, the staff, board and volunteers of the Greater Illinois Chapter had many successes in fiscal year 2007.

All those who worked to help the Chapter realize the Alzheimer's Association's vision of a world without this devastating disease deserves to be called Champions. This report is about and for them.



CARE & SUPPORT: PROGRAMS & SERVICES

As the number of persons with Alzheimer's continues to increase, so do the needs of their caregivers. To meet this demand, the Program Services department increased the number of educational offerings in fiscal year 2007.

The Chapter's Professional Training Institute educated 3,227 healthcare professionals and held 27 seminars. This year, the Chapter also added two new seminars, The Best Friends Approach to Dementia Care and Advanced Topics in Alzheimer's Care.

OUTREACH EFFORTS

Fiscal year 2007 saw the launch of the Chapter's African American outreach program. The Chapter has since made contacts with key community leaders as well as fostered connections with the influential faith-based community. Through our continued partnership with the South Side Dementia Consortium (SSDC) we were able to offer a now annual conference for both caregivers and professionals. Conference attendance exceeded 120 community members, and speakers included leaders from the African American community and caregiving experts.



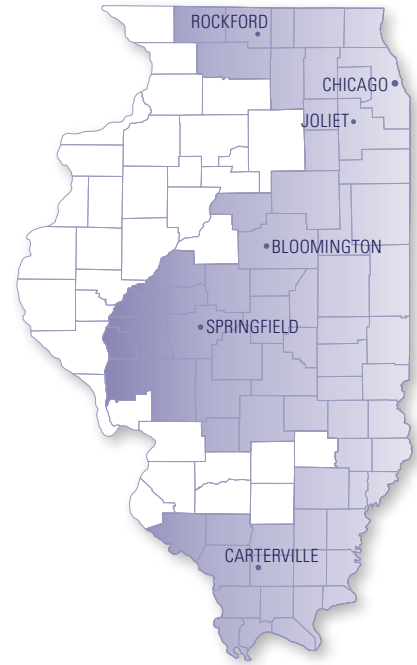
The Chapter also increased its Latino Outreach efforts in fiscal year 2007. It partnered with Cristo Rey High School and the Mexican Consulate of Chicago to launch the Youth Health Promoter Program. The initiative engages young Latinos in the fight against Alzheimer's by providing support to caregivers and persons with

the disease living in their community. The Chapter provided training to the Promoters and gave them the tools they needed to help others. This program had the added benefit of creating a multigenerational component to the Chapter's outreach efforts.



Since most of Illinois remains rural, many of those the Chapter serves live in remote areas. In fact, of the 68 counties we serve, 53 of them are rural. These locations pose unique challenges, such as distance from resources, lack of Chapter awareness and obstacles to finding information.

This year, the rural outreach team initiated the ROAD Map (Rural Outreach in Alzheimer’s Disease) program in an effort to meet these challenges. Program professionals began this process by working with community leaders to find ways to increase awareness of and access to our educational programs.



Since 1980, the Greater Illinois Chapter has been a resource for reliable information and care consultation; supportive services for families; advocates seeking to increase funding for dementia research; and active pursuit of public policy changes. Our ability to provide this range of services statewide is facilitated through our six office locations: Rockford, Chicago, Joliet, Bloomington, Springfield, and Carterville.



HELPLINE & SAFE RETURN

This year, the Helpline processed 6,304 requests and the Safe Return program enrolled 364 new members. The Greater Illinois Chapter had a 100% success rate at reuniting lost persons with their loved ones.



Advocates of all ages gathered at the Lincoln Memorial in Washington, D.C. to honor those living with Alzheimer's and to light candles for loved ones who lost their battle with the disease.

ADVOCACY: CREATING AWARENESS

In fiscal year 2007, Advocates of the Greater Illinois Chapter ensured that both state and federal government heard the voices of the 500,000 Illinois residents affected by Alzheimer's disease. Advocates urged government officials to support legislation to improve the quality of life of persons with Alzheimer's and their caregivers, and to fund research for better treatments for this devastating disease. Here are some of the actions the advocates took this year to help those affected by Alzheimer's disease:

- Lobbied on behalf of funding for Alzheimer's disease research. In March 2007, Illinois Advocates visited the offices of Illinois delegates during the Public Policy Forum which was held in Washington, D.C. In addition, advocates visited the District Congressional offices during the fall recess to urge congressmen and women to support bills funding research to fight Alzheimer's disease.
- Communicated with key leaders in the Illinois legislature to promote and reinforce the Illinois Public Policy platform and priorities, which include expanding home and community care options, providing effective staff training for all dementia care staff, ensuring quality care in all settings and protecting Medicaid.
- Supported the passage of the Illinois Long Term Care Partnership Act, which gives Illinois residents the option to purchase long-term care insurance while at the same time protecting their assets.
- Pursued person-centered care and services for individuals with dementia as a member of the State of Illinois' Older Adult Services Advisory Committee. Advocates also presented the committee with housing recommendations for individuals with Alzheimer's disease; raised awareness about the complexity of these issues; requested that recommendations for appropriate housing be included in next year's objectives; and provided ongoing monitoring of rules for residential facilities.
- Presented testimony and worked with the sponsor of the Medication Management Bill to establish programs to provide assistance to seniors.
- Continued to initiate e-mail alerts and calls-to-action on several additional bills that advanced through the Illinois General Assembly.

A SPOTLIGHT ON A MAJOR ADVOCACY INITIATIVE:

ILLINOIS SENATE JOINT RESOLUTION 43

In 2007, the Illinois General Assembly unanimously passed Senate Joint Resolution 43 which calls for a review of existing State services, programs, and resources for persons with Alzheimer's disease, their families, and caregivers; an assessment of the current and future impact of Alzheimer's disease on Illinoisans; and the development of a more comprehensive State Alzheimer's Plan by the Alzheimer's Disease Advisory Committee in response to this public health crisis. Our advocates also worked with lawmakers to ensure initiatives to amend the Missing and Endangered Adult Act were pursued.

Congratulations and thank you to everyone whose interest, action and commitment contributed to this significant achievement!



Illinois Advocates meet with Congressman Jerry Weller (R-11).



From left to right: Greater Illinois Chapter Board Member, Dani Jachino; Congressman Timothy V. Johnson (R-15); Greater Illinois Chapter Board Member, Judy Buchanan; Greater Illinois Chapter Board Member, Mary Elsner.

MEMORY WALK: TAKING STEPS TO END ALZHEIMER'S

Fiscal year 2007 was the first year the Chapter raised over a million dollars for Memory Walk. Eight walks were held across our service area and raised a total of \$1,187,759—solidly exceeding its goal of \$1,142,000. We had over 470 teams comprised of 7,655 individual champions who turned out to support those living with Alzheimer's disease.

Thousands of people participated in each of the eight area 2007 Memory Walks to honor and remember loved ones with Alzheimer's. The Memory Walks were also a destination at which efforts to raise awareness and funds for programs and services for Illinoisians affected by Alzheimer's were celebrated.



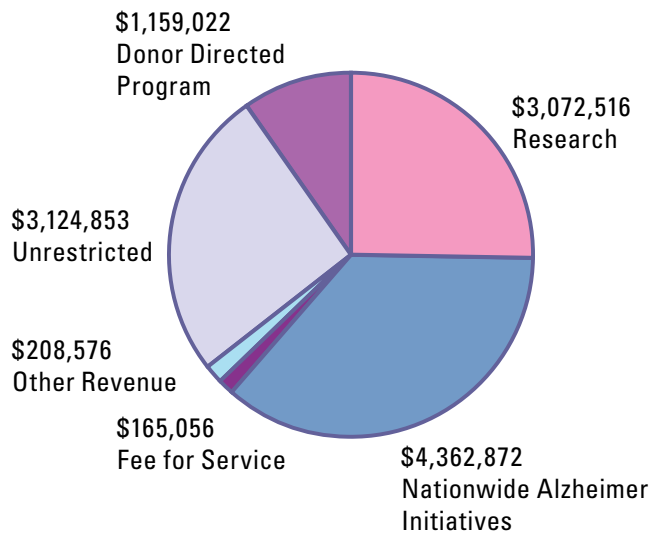
PLANNING FOR THE FUTURE: CAPACITY TO MEET DEMAND

Fiscal Year 2007 was a year of growth for the Chapter. To meet increasing demands we expanded our staff from 33 to 36- an 8% growth. Most notable was the change in leadership from our former President and CEO, G. Kent Barnheiser to our current President and CEO, Erna Colborn. (Prior to her promotion, Ms. Colborn served as the Chapter’s Chief Operating Officer.)

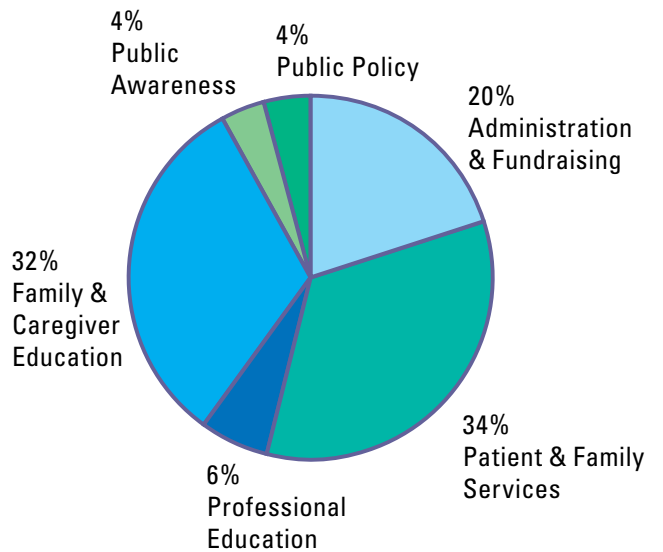
Two of the Chapter’s regional offices, Springfield and Bloomington, moved to larger, more centrally located facilities in an effort to meet the growing demands for their programs and services.

SUMMARY OF FINANCIALS FISCAL YEAR 2007 (JULY 1, 2006 TO JUNE 30, 2007)

FY07 Greater Illinois Territory Revenues: \$12,092,895



FY07 Greater Illinois Chapter Expenses



Our complete audited financial statements are available at www.alz.org/illinois or may be requested by calling 847.933.2413

ABOUT THE ALZHEIMER'S ASSOCIATION

OUR VISION:

Our vision is a world without Alzheimer's disease.

OUR MISSION:

To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

ABOUT OUR SYMBOL

Our brand represents who we are and what we do. It is a symbol of our dual mission of people and science and a commitment that guides us in our work in research, advocacy, education and support.





This publication was produced by the Alzheimer's Association-Greater Illinois Chapter. Please contact us with your comments.

alzheimer's  association®

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