

alzheimer's  association®

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**California Southland Chapter**

# Our Mission

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





# What is Alzheimer's Disease?

**AHLZ-HY-MERZ** -- a progressive brain disorder that gradually destroys brain cells and affects a person's memory, ability to learn, make judgments, communicate, and carry out basic daily activities.

Alzheimer's is **NOT** normal aging.

It **IS** a progressive, fatal disease and it has no cure.







# About the Association

- The National office was established in Washington, D.C. in 1980. The Los Angeles Chapter was also established that year.
- Our national office is now located in Chicago and our Washington office headquarters serves our public policy efforts.
- We provide services to 211,247 families who are dealing with Alzheimer's disease in Los Angeles, San Bernardino and Riverside counties.
- In Los Angeles County, deaths from Alzheimer's have increased 220% over the last decade.
- 70% of those with Alzheimer's are cared for at home.

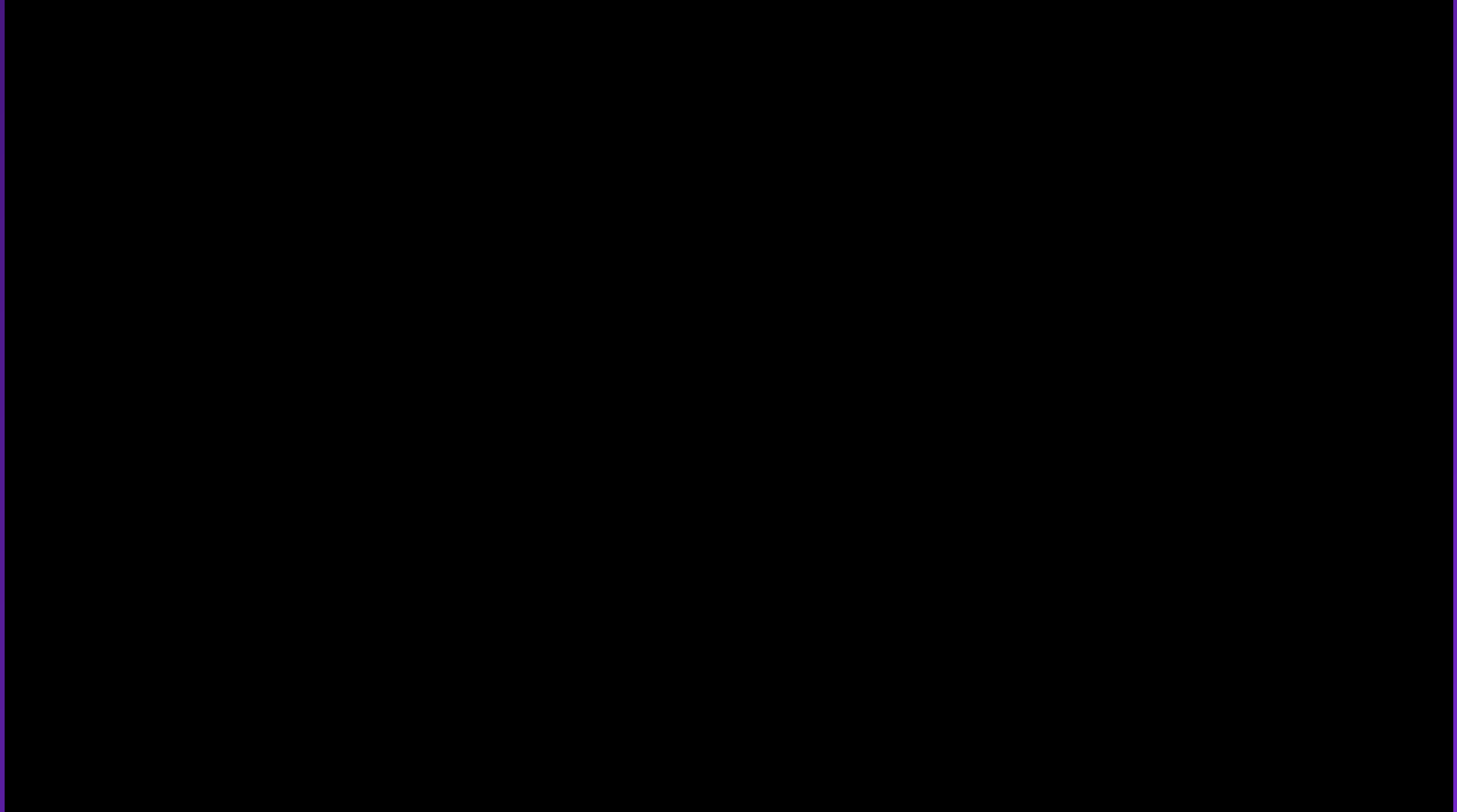


# About the Association

## *How is the Association Funded?*

- 49.2% donations from individuals
- 9.1% corporate and foundation giving
- 13.9% government grants
- 26.2% special events (“Walk to End Alzheimer’s,” “A Night at Sardi’s,” third party fundraisers)
- 1.6% other sources (fees for services, assets)

**“Why the Association?”**







# Programs and Services

- Web site ([alz.org/socal](http://alz.org/socal))
- 24/7 Helpline (800.272.3900)
- Care Consultation
- Support Groups
- Medic Alert + Safe Return
- TrialMatch
- Education and Training



# 24 Hour / 7-Day a Week Helpline 1-800-272-3900

- Information and referral
- Telephone counseling
- Multilingual



# Care Consultation



- One-on-one family care planning with a staff professional
- Ongoing counseling regarding the disease



# Support Groups

- Monthly meetings for caregivers
- Specialized groups including bilingual and Spanish
- Younger Onset and Early Stage groups for people with dementia and family members
- Late Stage Groups for families and caregivers





# Medic Alert + Safe Return

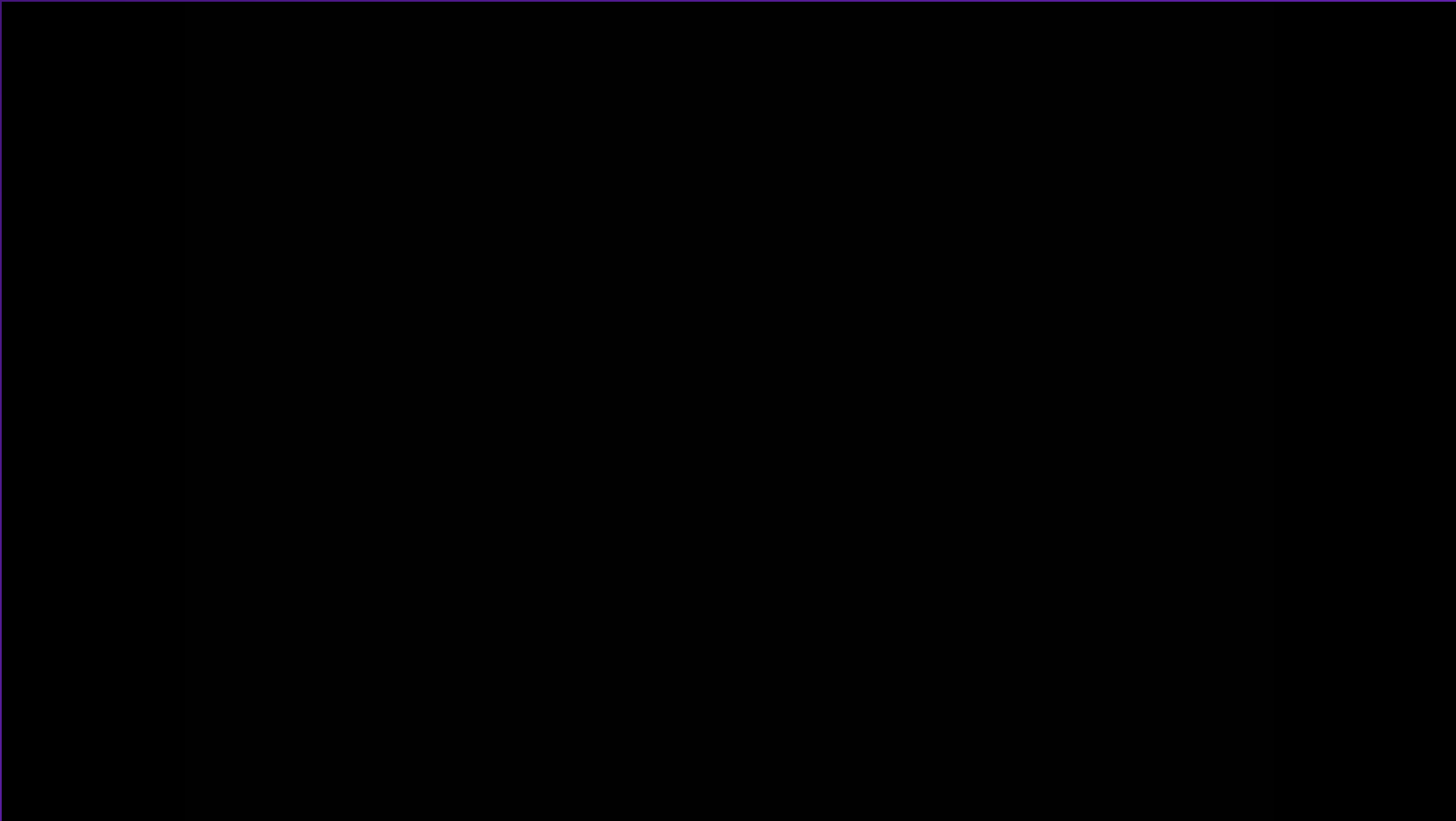
- Identification bracelet program for people at risk of wandering



- Dementia training for first responders
- Safety education for families



# TrialMatch



# Education

- Family Caregiver Programs
- Early Stage Programs for people with Alzheimer's
- Younger Onset services
- Community Education
- Speakers' Bureau







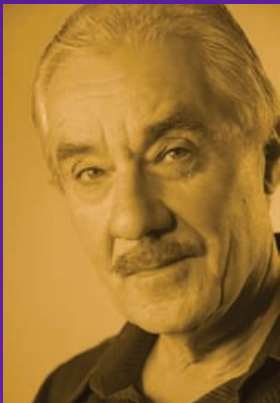
# A E D A

alzheimer's early detection alliance

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**Goal:** To enlist companies and organizations to educate their constituents about the importance of brain health education and the importance of early detection for Alzheimer's





# Multicultural Outreach and Services



Specialized services and programs focused on the needs of our African-American, Latino, Asian and Pacific Islander communities

- Family and community education programs
- Care consultation
- Support groups

# Fundraising Events

- *“Walk to End Alzheimer’s”*

 Coachella Valley

 Inland Empire

 Los Angeles

 San Fernando Valley

 Long Beach

 Santa Clarita Valley



- *“A Night at Sardi’s”*

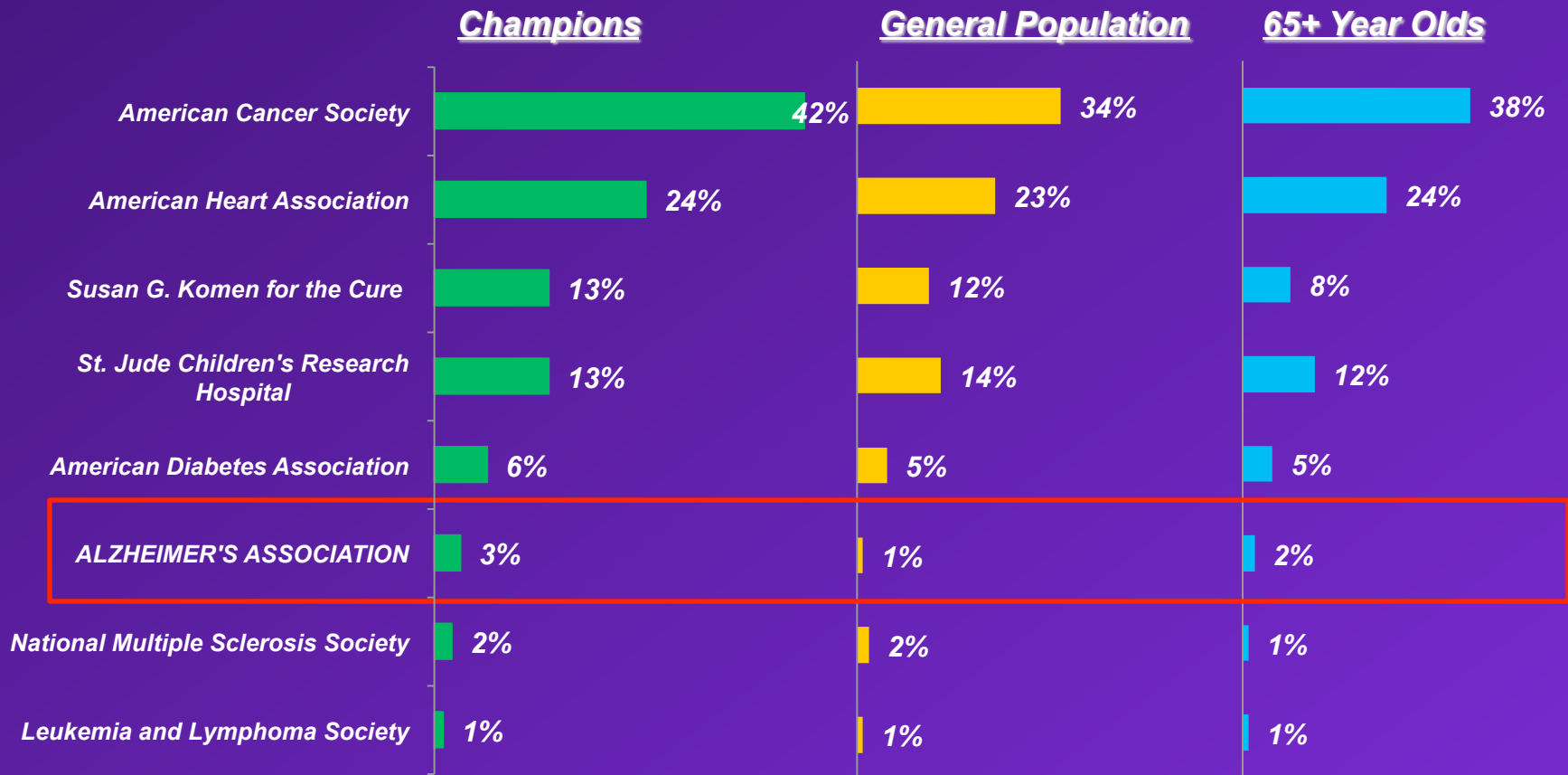
- *“Blondes vs Brunettes”*

- *“Reason to Hope”*

- *Third party events*



# Unaided Awareness of Health Charity Organizations





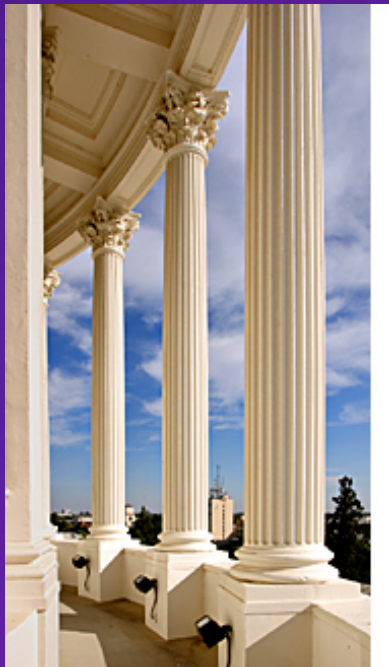
# What is an Advocate?

Advocates are individuals who speak up and speak out in regard to issues that impact them as well as the community.



# What Do Advocates Do?

Contact their elected officials to make them aware they have constituents dealing with Alzheimer's disease:



- making phone calls
- sending e-mails
- making personal visits



# Advocacy Activities

- Attending Association-sponsored advocacy trainings
- Attending Sacramento Advocacy Day
- Attending the Washington, DC Advocacy Summit
- Volunteering to recruit advocates at Walks
- Participating in local legislative office visits
- Meeting with elected officials at public events