Quick Reference Guide

Alzheimer’s & Dementia Alliance of Wisconsin

Your partner along the journey

Annual Report
July 1, 2013—June 30, 2014

Message from Paul Rusk, Executive Director

Dear Friends:

I am pleased to present you with this annual report, covering the Alzheimer’s & Dementia Alliance of Wisconsin’s activities from July 1, 2013 through June 30, 2014. Our focus remains on helping people with dementia and their care partners continue living active, satisfying lives. In addition to opening several more Memory Cafés, we launched a new initiative in Middleton—dementia friendly communities—to raise awareness about the challenges people with cognitive challenges face every day and educate the community on how we can provide support. Watertown was the first city in Wisconsin to launch this effort, which is gaining in popularity across the world, and Middleton looks to be the first in Dane County.

It is gratifying to see the support our outreach staff receives in the rural areas we serve. There is tremendous need for the education programs and services we provide, something that no other Alzheimer’s organization is doing in our area. We find that people with dementia in rural areas reach out for guidance when they are much farther along in the disease, resulting in different kinds of support. Nothing is more valuable than the one-on-one consultations we offer. Apparently the third time is the charm, as the saying goes, for the passage of Silver Alert. Rob Gundermann began work in November to introduce legislation to create a Silver Alert notification system when older adults with cognitive challenges go missing. The success of the campaign is due to the tenacity of Claire Baeh and her two daughters, who made numerous trips to Madison to tell their story while testifying to the urgent need.

Over the last three years, we have seen a steady increase in the number of helpline calls and care consultations. This year saw a 23% increase in helpline alone. I’m concerned the need will soon outpace our ability to raise funds to meet the need. Your continued support—through individual donations, participation in our spring event or golf outing, or by fundraising and walking in the fall Alzheimer’s Walks—makes a difference by allowing us to provide the one-on-one support people need and deserve.

Thank you!

Paul Rusk
Executive Director

Contact the Alzheimer’s & Dementia Alliance for

- Education programs on legal & financial planning, communications strategies, family dynamics, end-of-life issues and when to consider professional care.
- Early stage programming like Cruising Bridge, a four-week discussion group for people with mild memory loss or in the early stages of dementia and their care partners, and Meeting of Minds, a memory enhancement program for people with mild memory loss that includes stimulating activities, intellectual and physical exercises.
- Personalized consultations to discuss your concerns and develop strategies specific to your individual situation.
- Family education including Introduction to Alzheimer’s and dementia: Getting Started, ABCs of Alzheimer’s and dementia, and monthly education programs in Dane, Sauk and Columbia counties.
- Professional training on best practices in dementia care, dementia in the workplace and creating a dementia friendly community.
- Community programs like If I Ever All Forget: Is it Normal Aging?, Boost your Brain Health, and What is a Dementia Friendly Community?
- Caregiver support groups
- Advocacy on statewide and national policies and programs to assist people with dementia.
- Workplace training on issues for caregivers and persons with dementia in the workplace.

Staff

Unless listed otherwise, staff can be reached by calling 608.232.3400 or 888.308.6251 toll free

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ADA’W’S LOCAL IMPACT

• 24,651 people assisted in 2014
• 2,840 helpline calls answered
• 599 one-on-one care consultations held
• 165 Support Group Meetings attended by 1,136 people
• 322 education programs offered, attended by 9,576 people

Additional Information

Board of Directors
Mary Kay Baum
Mary Ann Drescher
Emily Kotzeniski Foster
Carey Gleason, PhD
Perry Henderson, MD
Mark Jensen, President
Carol Koby, Past President
Kim Petersen, MD, Emeritus
Paul Pitsa, Secretary
Beverly S. Simone, Vice President
Jeffrey Supple, Treasurer
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Columbia/Sauk
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Questions?
Contact us via email at support@alzwisc.org or visit www.alzwisc.org to learn more.
Highlights from 2013-2014

Passage of Silver Alert Bill: Working with the Baeb family from Green Bay, the Alzheimer’s & Dementia Alliance of Wisconsin (ADAW) is proud to have passed Wisconsin’s new Silver Alert legislation, designed to save lives by safely returning dementia patients who wander to their homes. Claire Baeb and her daughters approached us in 2013 wanting to see this program implemented in Wisconsin, so others would not have the same experience Claire and her husband, Leo, had when they got lost on a routine trip to the doctor. As Claire puts it, “my brain just malfunctioned” as a result of her dementia, and she and Leo were lost for 36 hours. Unfortunately, Leo, who was 93 at the time, died shortly after their experience. Silver Alert went into effect in August 2014 and resulted in the safe return home of more than a dozen individuals.

Dementia Friendly Middleton Initiative: ADAW began work with city leaders, community and business members to create a dementia friendly community in Middleton. Businesses, restaurants and service providers agreed to train at least 50% of staff in dementia friendly practices and take a look at environmental adaptations that could assist people with cognitive challenges. What is a dementia friendly community? Communities that recognize the challenges faced by those with dementia and supports them so they can remain independent, active and engaged in community life.

An Evening to Remember: Barry Petersen and Jan’s Story: ADAW’s spring event, An Evening to Remember featured CBS news correspondent Barry Petersen, telling about the Alzheimer’s journey he shared with his wife Jan. It also showcased ADAW’s poignant new video, Lifeline, showcasing people who continue to live life despite Alzheimer’s disease, including Jack and Helene who say they “know joy again” because they participate in a variety of programs ADAW offers.

Expansion of Memory Cafés: ADAW now has seven Memory Cafés across southern Wisconsin. Each is slightly different, meeting in restaurants, community centers, museums, libraries and even our office. These cafés provide a warm and welcoming environment for conversation, laughter and learning to those with memory loss, mild cognitive impairment, early Alzheimer’s, or other demen-

2013-2014 Condensed Financial Statement

July 1, 2013 - June 30, 2014

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<tr>
<th>REVENUE</th>
<th>FY14</th>
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<tr>
<td>Contributions from individuals, corporations</td>
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<td>Memorials and tributes</td>
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<td>Bequests</td>
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<td>Events (gross)</td>
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<td>Workplace giving</td>
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<td>Grants &amp; contracts</td>
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<td>Program services/education</td>
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<td>Sales of books and materials (gross)</td>
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<td>Interest</td>
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<td>In-kind donations</td>
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<td><strong>Total revenue</strong></td>
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<th>EXPENSES</th>
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<td>Program</td>
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<td>Administrative and fundraising</td>
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<td><strong>Total expenditures</strong></td>
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<th>CHANGE IN NET ASSETS</th>
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<td><strong>23,576.00</strong></td>
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An audited financial statement is available upon request.