



# FISCAL YEAR 2020 IMPACT REPORT

JULY 1, 2019 - JUNE 30, 2020



## A MESSAGE FROM



**HEATHER  
COOPER  
ORTNER**  
PRESIDENT & CEO



**JACKIE  
MACIAS**  
BOARD CHAIR

This letter in the 2019 Annual Report started by talking about “stability and visioning.” The first two-thirds of Fiscal Year 2020 proceeded as planned with growth in revenue as well as in programs. We were the fortunate recipient of several grants that enabled us to begin working on some program development goals, and we were making progress in key areas of our strategic Plan.

Then, of course, COVID-19 hit, and everything changed. It’s hard to look back at the full year and not allow the pandemic to overshadow everything. But, although overwhelming, it only occurred during the last four months of the fiscal year. There’s plenty to be proud about during those months, but it is important to remember the hard work and dedication of our amazing professionals throughout the year and the families who came to us for help and support and had their needs met.

Our clients’ needs changed rapidly and became more critical as the first stay-at-home order went into effect and we moved fast to respond to them. In some important ways, we do need to look at the year through two lenses: pre-COVID-19 and during the extended pandemic.

We have always worked to provide impactful programs and services, but we believe the impact of our donors’ support can truly be seen in these pages. Because of your commitment, we are pleased to report that we ended the year in a strong position, with our dedication to our clients still the motivation for everything we do.

We are grateful for your continued support of Alzheimer’s Los Angeles and look forward to sharing better times with you in the future.

With gratitude,

A handwritten signature in black ink that reads "Heather Cooper Ortner".

Heather Cooper Ortner  
*President & CEO*

A handwritten signature in black ink that reads "Jackie Macias".

Jackie Macias  
*Board Chair*

# ABOUT Alzheimer's Los Angeles

Alzheimer's Los Angeles provides free care and support to individuals with Alzheimer's and other dementias, their families, caregivers, and the community. Low cost training and education are also offered for professionals. Alzheimer's Los Angeles began as an independent 501(c)(3) nonprofit in 1981. 100% of all Alzheimer's Los Angeles fundraising stays local, focusing on care, support, advocacy, and research across Los Angeles and the Inland Empire.

## BOARD OF DIRECTORS

Jacqueline Macias, <i>Chair</i>	Ingrid Graham
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Sarah Kremen, MD	

## OUR MISSION

Improving the lives of local families affected by Alzheimer's & dementia by increasing awareness, delivering effective programs & services, providing compassionate support, and advocating for quality care and a cure.

# A LOOK BACK 2019

## JULY

- Participated in the federal National Alzheimer's Project Act (NAPA) Advisory Council and provided leadership on the development and release of recommendations for improving home and community-based services for people living with Alzheimer's or another dementia and family caregivers.



## SEPTEMBER

- Participated, in partnership with the Grand Park Foundation, in the weekend-long All Skate for Alzheimer's event – targeted to African Americans. Conducted an educational talk to over 200 people about caregiving and brain health.

## OCTOBER

- Held the 27<sup>th</sup> annual walk4ALZ on Sunday, October 20<sup>th</sup> at the Los Angeles State Historic Park. Over \$272,000 was raised to provide free care and support for families living with Alzheimer's. Over 600 walkers crossed that finish line!
- Held the San Fernando Valley Early Memory Loss Conference at Valley Presbyterian Hospital with over 60 attendees.
- Created and delivered a Dementia Friendly Business training for Caltech Employees Federal Credit Union.

## NOVEMBER

- Held the 4<sup>th</sup> annual Visionary Women's Awards Luncheon at the 1 Hotel West Hollywood and raised over \$100,000 with 200 people in attendance. Emceed by the Alzheimer's Los Angeles Board President, Jackie Macias, Phillip Prock accepted the Connie Keiter Breaking Boundaries Award on behalf of Zenith Media, and Bianca Sato received the Caring Hearts Award.
- Co-sponsored the Inland Empire Caregiver Wellness Day event, with over 160 caregivers attending.





# 2020

## FEBRUARY

- Hosted an intimate donor cultivation event on February 29th at the Pasadena Playhouse with actor Alfred Molina.

## MARCH

- Partnered with USC Rancho CA Alzheimer's Disease Center, & Keck School of Medicine of USC Geriatric Healthcare Collaborative to conduct 2 webinars titled, "As If You Weren't Dealing with Enough: Dementia in the Time of COVID-19: A Webinar for Health Systems & Health Professionals for healthcare professionals" with 325 attendees.

## APRIL

- Hosted the webinar: "African Americans, COVID-19 and Dementia" with nationally recognized healthcare professionals, reaching over 60 people.

## MAY

- Raised over \$13,000 with the #five4ALZ Challenge – our virtual awareness and fundraising campaign. Supporters wrote #five4ALZ on their hand or used other creative means, snapped a photo to share on social media with a message about why they were joining the fight against Alzheimer's, and they tagged five people to donate \$5 or more dollars.
- Conducted a webinar in Spanish, titled "Unidos en la Distancia" with several local experts, and 55 people attending.
- Formed and led a State-wide coalition of organizations that succeeded in preserving funding for essential community-based services such as adult day care centers, Caregiver Resource Centers, and the MSSP care management program.



## JUNE

- Released a three-month Impact Report in response to COVID-19 describing the shift in our services to provide the critical care families needed at the time.
- Collaborated with the Centers for Medicare and Medicaid Services to provide a COVID and dementia webinar for healthcare professionals titled, "Navigating COVID-19: Supporting Individuals with Dementia."

# PROGRAMS & SERVICES

Alzheimer's Los Angeles is proud to provide high-impact programs and services that improve the quality of life for people caring for a family member or friend with dementia. We are focused on working with diverse and underserved communities, breaking down barriers that impede access to care or resources, and combatting stigma.



## Helpline: 844.435.7259

available for information, emotional support, resources, and referrals



## Care Counseling

guidance, support, and dementia expertise from experienced social workers



## Learning Opportunities

classes about Alzheimer's disease, dementia, brain health, and caregiving



## arts4ALZ & Memory Mornings

activities that focus on art, music, cognitive stimulation, and socialization



## Savvy Caregiver Workshops

courses to gain the knowledge, skills and understanding needed to care for a family member with Alzheimer's or another dementia



## Support Groups

share information and understanding with other caregivers or others living with dementia  
Offered for different groups & in different languages

## Alzheimer's Los Angeles By the Numbers



**168**

Support groups



**4,293**

Community education participants



**2,209**

Care counseling sessions



**48**

Early stage sessions



**2,091**

Helpline calls



**14,815**

Community outreach participants



**288**

Activity program participants



**186**

Respite or assistance

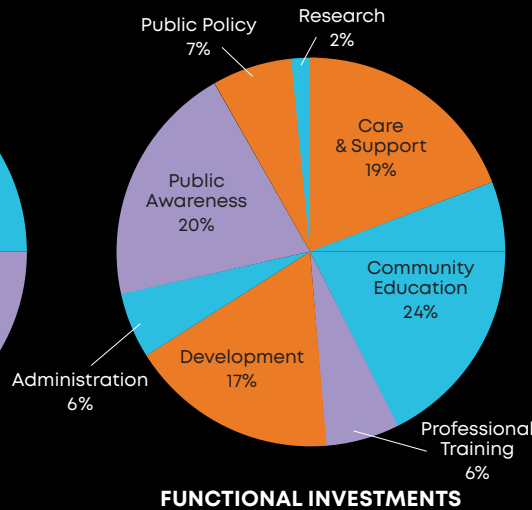
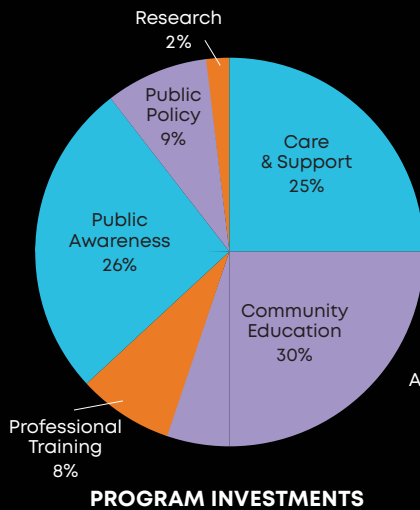


**5,153**

Professional training participants

# FINANCIAL SUMMARY

FISCAL YEAR 2020 (JULY 1, 2019 – JUNE 30, 2020)



HOW YOUR DONATION WORKS FOR OUR MISSION:

## 100% RAISED STAYS LOCAL

Alzheimer's Los Angeles believes in transparency in everything we do. A copy of our complete audited financial statements are available at [AlzheimersLA.org](http://AlzheimersLA.org) or may be requested by calling **844.HELP.ALZ**



## CAREGIVER STORY

In 2012, Anna's mother, Laura, was diagnosed with Alzheimer's and she didn't know where to turn. Gratefully, Anna found Alzheimer's Los Angeles and she connected with a Care Counselor. Anna was able to be there for her mom because we were there for her when she needed help understanding her own frustration and what to do to make things better for them both.

Anna joined a Savvy Caregiver class and found it was more than the information provided that helped. "I was just so broken some days," says Anna. "I would go to class and feel lifted up so I could keep coming home."

Even armed with additional knowledge and skills, Anna occasionally found herself in need of urgent help. One time, her mother ran out of the house and Anna couldn't get her to come back in, so she called the Helpline and we talked her through the situation. "I felt so guilty because I was exhausted. Having Alzheimer's LA on the other end of the line, acknowledging my pain and frustration, was so helpful."

Unfortunately, Laura's three siblings have all developed Alzheimer's so Anna continues working with a care counselor to support her cousins and extended family through this extremely difficult situation. Most recently, our Care Counselor worked with Anna and her family to find placement for her aunt.

"I couldn't be more appreciative and thankful. They (Alzheimer's LA) know what we're going through and exactly how to help."

# DONOR RECOGNITION

We are so grateful for every contribution and honored to recognize the individuals who so generously made gifts between July 1, 2019 and June 30, 2020.

## \$100,000 & Above

Bob & Nita Hirsch Family  
Foundation  
Fidelity Charitable Gift Fund  
Lamerain Family Trust  
Susan Disney Lord & Scott Lord  
Sally Gail Lindsey Family Trust

## \$25,000 - \$99,000

California Community  
Foundation  
Harold Foonberg  
Alan & Dione Hartley  
Jerry & Terri Kohl Family  
Foundation  
Jewish Community Foundation  
of Los Angeles  
Susan & Bruce Levin  
Mark & Karen Liberman  
Ocie B. Tolson Revocable Trust  
Sainer Family Fund  
Sam & Ida Turken Foundation

## \$10,000 - \$24,999

Alfred E. Mann Family  
Foundation

Lisa & Michael Chalfin  
Goldman Sachs  
Seattle Foundation  
Ingrid & Donald Graham  
James & Gloria Hopper  
Randi & Richard Jones  
Jacqueline & Joe Macias  
Kirk Moody  
Andrea & Jason Norcross  
George & Joan Paulikas  
Ralph L. Smith Foundation  
William Resnick  
& Michael Stubbs  
Sorayan Family Charitable  
Foundation  
Scan Health Plan  
Silvers Family Trust

## \$5,000 - \$9,999

Ameritrade Clearing  
Dorothy & William Davila  
Foundation  
Judith Evans-Holman  
Gary Ferrell  
Nicholas Hodges  
Marjorie Houpt  
The Lawrence Foundation  
Mark & Laurie McKinley

Traci Ozzimo  
Jo-Ann Patneau  
Ruby Family Foundation  
Jane & Terry Semel  
Jeffrey Trenton  
David Trinkle

## \$2,500 - \$4,999

The Apatow-Mann Family  
Foundation  
Vivien Benjamin  
Carl E. Wynn Foundation  
Helena Chui  
Roger Clegg  
Judith A. Delaney Trust  
Beth Devermont  
EB Hulac Charitable  
Foundation  
Eli & Edythe Broad Foundation  
Robert & Roberta Feldman  
Carol George  
Robert Head  
Carolyn Horne  
The Joanne Mare & Marcel  
George Foundation  
Stanton & Lauri Lum  
Roslyn Markman



Richard Dunn Family  
Foundation  
Karl Schulze  
Linda Thieben  
Jane Greenfield  
Rosanna Vargas  
Wendy & Jay Wintrob  
Ernest Zeilberger

## \$1,000 - \$2,499

Kenneth & Carole Adashek  
Agarwal Family Foundation  
John Barnes  
Michael Bartman  
Curt Behlmer  
Kristen Bird  
Krysten Brennan  
Breslow Family Foundation  
Susan Carr  
The Cayton-Goldrich Family  
Foundation  
The Charles N. Chapman  
& Julia M. Chapman Trust  
Mary Clark  
Gary Cohn  
Covington Capital  
Management  
Sherrill Davis  
Fadia De Falco  
Susan & Leonard Beer  
Joshua & Suzy Epstein  
Robert Fisch  
Robert Floe

Donald Foley  
Francis D. and Irene D. Griffin  
Foundation  
Delia Frankel  
Marsha Garabidian  
Michael Girvigian  
Lori & Ken Gorvetzian  
John Gray  
Edward & Emily Greenspan  
Frances Hanckel  
Harvey & Leslie Wagner  
Foundation  
Pierre Hauser  
David Hawkins  
Judy Holmblad  
J & P Gumbiner Family Trust  
Susan Jackson  
Saundra Sutton Janssen  
Joseph M. Rourke Revocable  
Trust  
James Klein  
L & R Donner Foundation  
Leonard & Elinor La Bella  
Daniel Laufer  
Jennifer Lee  
Lefkowitz Family Foundation  
Linda Little  
Lori Loo  
James & Anahita Lovelace  
James & Ann Mang  
Anne Marston  
S. Patrick Mellier  
Tom Mendell

Janet Morris  
Laurice Myron  
Susann Norton  
Paula J. Griffith Trust  
Karen Pearson  
Leonard Pomerantz  
Tina Pukonen  
Marilyn Rafkin  
RBSL Bergman Foundation  
Matthew Reid  
Paul Reyes  
Greg Richart  
Martin Rosenfeld  
Jodi Schwartzmann  
Jon Schweers  
Irwin & Lorraine Spiegel  
Claire Van Konynenburg  
Ching Shu Wang

Additionally, we are grateful to the 2,809 people who made contributions between \$1 and \$999. Together, their gifts combined to provide \$298,408.94 in support of our mission to serve families and professionals facing Alzheimer's in Los Angeles and the Inland Empire.

# FUNDER RECOGNITION

Alzheimer's Los Angeles is grateful for the generous support of many private foundations, corporations, and government funders. These funders are all dedicated to supporting our innovative work to develop and bring innovative programs to people living with Alzheimer's or another dementia and to the people who love and care for them.

**ON BEHALF OF ALL OF THE PEOPLE WE SERVE, THANK YOU.**

## FOUNDATIONS

Archstone Foundation  
The Rosalinde and Arthur  
Gilbert Foundation  
Allergan Foundation  
George Hoag Family  
Foundation  
Sam and Ida Turken  
Charitable Foundation  
Lon V. Smith Foundation  
Patron Saints Foundation  
Union Pacific Foundation  
Robert A. Stranahan Jr.  
Charitable Advised Fund  
of the Toledo Community  
Foundation  
Lawrence Foundation  
Carrie Estelle Doheny  
Foundation  
Sidney Stern Memorial Trust  
Carl E. Wynn Foundation  
Venable Foundation

## GOVERNMENT

City of Los Angeles Department of Aging  
Los Angeles County Department of Arts and Culture  
Riverside County Office On Aging  
Los Angeles County Supervisor Hahn  
Administration for Community Living



## CORPORATIONS

Wells Fargo  
Biogen  
Union Bank  
Lyft Community Grants

We also work in partnership with other community organizations and are the grateful recipients of subcontracts from the following partners:

Health Resources and Services Administration (HRSA) with the University of Southern California Administration for Community Living (ACL) with:

- AltaMed
- California Department of Aging
- Motion Picture Television Fund
- Alzheimer's Orange County
- WISE & Healthy Aging

County of Los Angeles Workforce Development, Aging and Community Services with:

- USC
- Santa Clarita Valley Senior Center

California Department of Public Health with:

- Dr. Maria Aranda at the University of Southern California
- Los Angeles County Department of Public Health



## Supporter Profile: **WHY I GIVE**

### **MARILYN RAFKIN**

*Monthly donor, longtime advocate, walk4ALZ fundraising star, former board member, community care expert, & friend of Alzheimer's Los Angeles*

Marilyn Rafkin not only dedicated her career to serving seniors and specializing in dementia, she also saw the need for resources, education, and compassionate support firsthand as a caregiver for her mother for four years before her passing.

Marilyn is dedicated to spreading the word about the services at Alzheimer's Los Angeles and supporting our mission. In addition to donating monthly through our sustaining donor program, she also shares information about Alzheimer's LA with friends and community members, and she fundraises for our programs each year. In fact, Marilyn attended the very first walk4ALZ in 1993 and she hasn't missed a walk since.

Says Marilyn, "The mission of Alzheimer's LA – it's something I really believe in." As a member of the public policy committee, close friend of the staff, and social worker herself, Marilyn has helped to advocate for families facing Alzheimer's or another dementia in our local community, throughout the state of California, and in Washington D.C. "I see what the disease does to people," explains Marilyn.

We are thankful to Marilyn for contributing her time, knowledge, and personal resources to improving dementia care and services, for advocating for expanded funding for medical research, and for championing policy changes to improve the quality of care and quality of life for people with dementia and for their families.



Until there's a cure,  
we'll provide the care.

CONNECT WITH US

    @AlzheimersLA

 Alzheimer's  
**LOS ANGELES**

**844.HELP.ALZ**  
**(844.435.7259)**  
AlzheimersLA.org

4221 Wilshire Blvd, Ste 400 | Los Angeles, CA 90010

