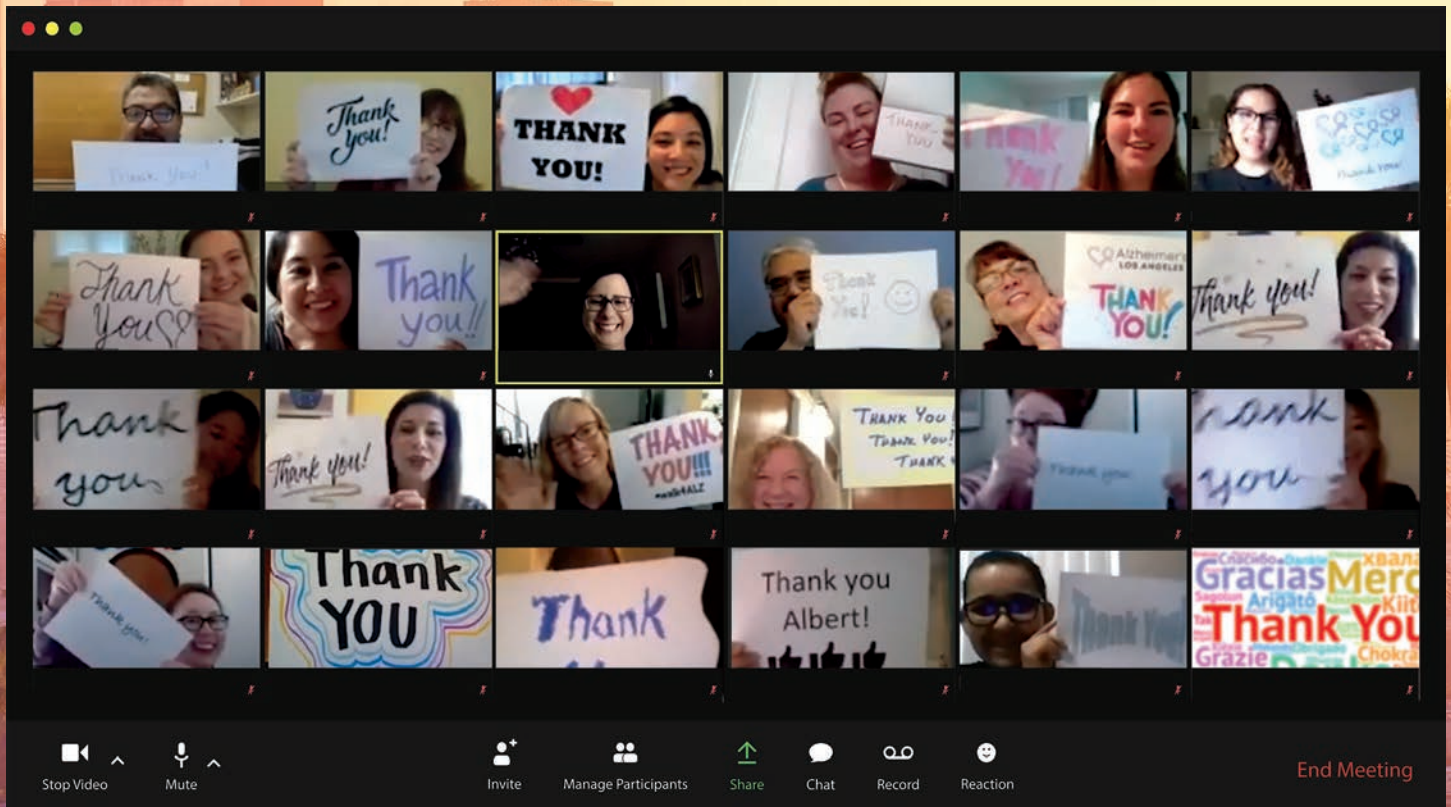


 Alzheimer's  
**LOS ANGELES**  
**GOES VIRTUAL**



# FISCAL YEAR 2021 IMPACT REPORT

JULY 1, 2020 - JUNE 30, 2021

## A MESSAGE FROM



**HEATHER  
COOPER  
ORTNER**  
PRESIDENT & CEO



**JACKIE  
MACIAS**  
BOARD CHAIR

As Fiscal Year 2021 began, the country and the world were held tightly in the grip of the COVID-19 pandemic. Alzheimer's Los Angeles was also hit hard by the early impacts of the crisis, but our year followed a surprisingly positive course, and we ended it much stronger than when we began.

Within the cloud of the pandemic, we stayed focused on ensuring our high-quality programs and services continued being delivered to families throughout the greater Los Angeles area. As the stay-at-home orders were extended, our community's needs continued to evolve.

The prolonged stress of the pandemic impacted every family caring for a person with Alzheimer's or another dementia. The social isolation led to higher levels of stress, anxiety, and depression. Our care counselors managed caseloads with increasing complexity which required more sessions per client than prior to the pandemic. Many families were pushed to their limits.

Our community outreach team was challenged by how hard it was to stay connected with different groups because of not being in person. As we bumped up against the reality of the digital divide, our team recognized the need for greater one-on-one personal connections to ensure people were able to participate in programs. So, while overall numbers were lower than in previous years, relationships with community members and clients were deeper and more impactful.

We are grateful for the generosity of our donors, private and public foundations, and government grants that ensured we met the escalating and changing needs of our clients and community.

As the fiscal year ended, we found ourselves the beneficiaries of profound generosity and acts of true philanthropy. As we now look forward to the next few years, we are hopeful the community's resilience will see us all in a better place. And we are eager for our organization to see a new phase of growth and innovation.

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 research across the greater Los Angeles area.

## BOARD OF DIRECTORS

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## OUR MISSION

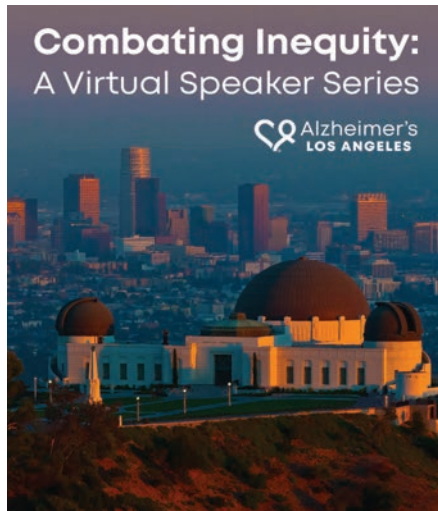
Improving the lives of local families affected by Alzheimer's & dementia by increasing awareness, delivering effective programs & services, providing compassionate support, and advocating for quality care and a cure.



# A LOOK BACK 2020

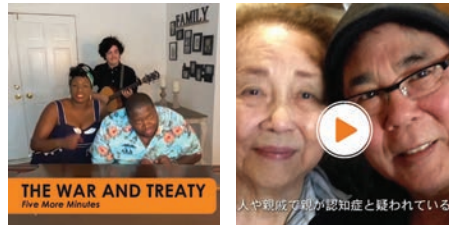
## JULY

Launched new virtual speaker series, *Alzheimer's LA at the Forefront of Combating Inequity*, which provided a look at how we continue to address our community's needs during COVID-19 by advocating around health inequities, addressing caregiving in crisis, and working with local and national policies that affect our community.



## SEPTEMBER

Launched a four-part dementia training program to LA Care Health Plan, the largest publicly funded health plan in the US. The program was mandatory for all care managers at LA Care and reached approximately 60 care managers.



## OCTOBER

Held first ever virtual walk4ALZ® on Saturday, October 10, 2020. Forty-two teams and 210 individual walkers raised over \$247,000. The virtual celebration included appearances by DJ Steve Aoki and actor Eric Roberts, was hosted by 88.5FM DJ and morning show host Jet Raskin, and featured a specially recorded performance of “Five More Minutes” by R&B band, The War & Treaty.

Presented *Dementia Care Training Through a Cultural Lens* at the California Assisted Living Association Conference. Approximately 150 administrators attended the session.

## NOVEMBER

Presented at the 2020 Gerontological Society of America Conference and showcased the *Faces of Caregiving Japanese/ Japanese American* video series project and reported successes & lessons learned.

Presented virtually at the Krens Dementia Conference in Austria - *Dementia, Diversity, and Disparities: A Perspective from the United States*.



# 2021

## JANUARY

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Co-hosted with LA Found and Supervisor Janice Hahn a “Keeping Home Safe” webinar to help reduce incidents of wandering and to connect families to the LA Found program which provides trackable bracelets for at-risk individuals. Over 225 people attended the webinar live and 171 have viewed the recorded version online.

## FEBRUARY

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Transformed our 5th annual Visionary Women’s event into a virtual Afternoon Tea. Hosted by Emmy-nominated & SAG award-winning actress Sharon Lawrence, the event included guest speakers, incredible honorees, and an online Spring boutique. Ticketholders received a home-delivered tea gift set and the link to watch online. We raised over \$133,000 and over 150 people tuned in. We honored Dr. Debra Cherry, Janet Morris, and caregiver award recipient Martha Diaz.

Launched a three-video series, *Caring for Those with Alzheimer’s – African American*

*Voices*, which features the journeys of three local families who give insight into how the impact of Alzheimer’s disease has challenged and strengthened them.

## MARCH

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Co-hosted with LA Found and Supervisor Hahn a Spanish version of the “Keeping Home Safe” webinar. Over 75 people attended and 20 have viewed the recorded version.

## MAY

---

Partnered with Keiro to host the *2021 Alzheimer’s Conference* in English and Japanese with live interpretation. The event included a virtual resource fair, presentations from a variety of dementia physicians and experts, and had 324 attendees.



Transformed *An Unforgettable Evening* into a beautiful virtual event and raised over \$607,000. Over 120 guests attended and received a hand-delivered savory gourmet meal, fresh

flowers, and dessert to enjoy at home during the show. From our incomparable Emmy award-winner emcee, Jane Lynch, to the transcendent voice of Grammy and Academy award-winner Annie Lennox bringing the house down, everyone had an unforgettable time!

Partnered with Cedar-Sinai to hold a live virtual Early Memory Loss Conference with speakers Elder Law Attorney Rebecca Goldfarb, Dr. Zaldy Tan, and a three-person panel who shared their personal experiences with Alzheimer’s. Over 100 people attended and many more watched the recording.



## JUNE

---

Developed healthy brain training and tip sheets specially designed to address the needs of the African American and Latinx communities in South Los Angeles. The project was made possible through a grant from the LA County Department of Public Health.

# 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

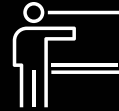
share information and understanding with other caregivers or others living with dementia  
*Offered for different groups & in different languages*

## Alzheimer's Los Angeles By the Numbers



35

Virtual support groups



2,747

Community education participants



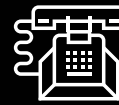
2,292

Care counseling sessions



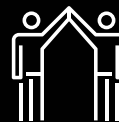
141

Early stage sessions



2,010

Helpline calls



724

Community outreach participants



25

Activity program participants



163

Respite or assistance

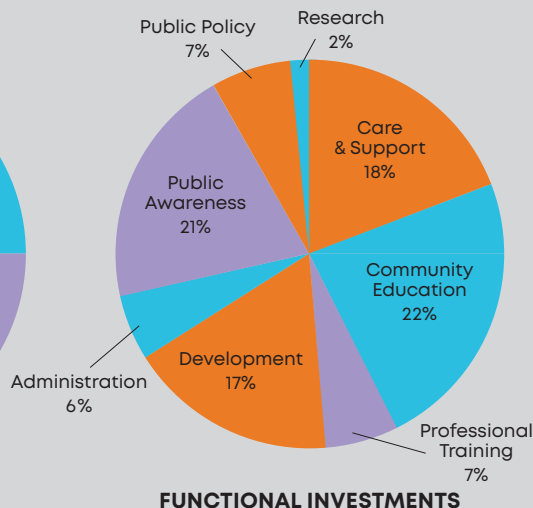
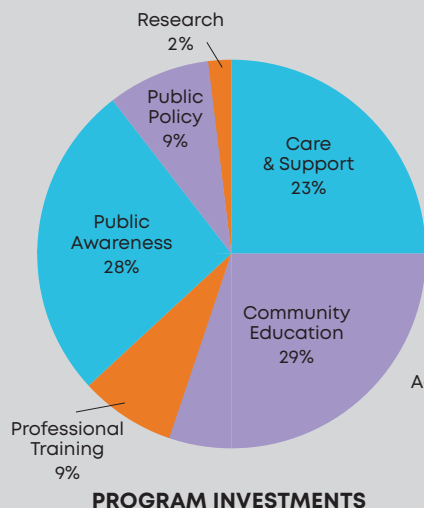


1,285

Professional training participants

# FINANCIAL SUMMARY

FISCAL YEAR 2021 (JULY 1, 2020 – JUNE 30, 2021)



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

Allan is a “young” 71-year-old and is caring for his mother, Annette, who is 98 and was diagnosed with Alzheimer's ten years ago. Annette is in the late stages of the disease, has COPD, is mostly bedbound, and needs a great deal of assistance. Allan now struggles with his own health issues and suffers from the toll of long-term caregiving. They have a limited income and do not have any relatives who can help.

Until Allen connected with Alzheimer's Los Angeles, he didn't know where to turn for the help and support he needed. However, once connected, his care counselor taught him ways to communicate with his mom that reduced conflict and resistance. She also gave him resources for a ramp and grab bars to help with mobility and bathing. She provided Allan with ongoing support, checked in on him frequently, and helped connect him with resources to get additional medical supplies and medications. She provided financial assistance, access to respite, and let him know about support groups he could join.

Recently, Allen's care counselor helped him find hospice care for his mom because her condition has deteriorated. During this very stressful time, Allan has suffered emotionally, but with the support of his care counselor, he has connected with a therapist he sees virtually. Allan continues to work with his care counselor on taking care of himself and advocating for Annette.

# THE POWER OF PHILANTHROPY

We are so grateful for every contribution, large or small, from our generous donors and are honored to recognize those who made gifts between July 1, 2020 and June 30, 2021.

## **\$100,000 & Above**

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The Bob & Nita Hirsch Family Foundation  
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## **\$25,000 - \$99,000**

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

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

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# 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

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County of Los Angeles Department of Arts and Culture  
County of Los Angeles Workforce Development,  
Aging & Community Service  
Department of Justice  
Vernon CommUNITY Giving

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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
  - Alzheimer's Orange County
  - California Department of Aging
  - Little Tokyo Service Center
  - Motion Picture Television Fund
  - WISE & Healthy Aging
- Centers for Disease Control and Prevention (CDC) with UsAgainstAlzheimer's
- County of Los Angeles Workforce Development, Aging and Community Services with Santa Clarita Valley Senior Center
- California Department of Public Health (CDPH) with:
  - Dr. Maria Aranda at the University of Southern California
  - County of Los Angeles Department of Public Health



## Supporter Profile: WHY I GIVE

### Dr. Mirella Diaz-Santos, PhD

*Speaker's Bureau volunteer, virtual walk4ALZ® participant, Visionary Women's committee member, and monthly donor*

Dr. Mirella Diaz-Santos is an adjunct assistant professor in the Department of Psychiatry and Behavioral Sciences at the David Geffen School of Medicine, director of research of the Hispanic Neuropsychiatric Center of Excellence at Semel Institute for Neuroscience and Human Behavior, and research psychologist at the UCLA Mary S. Easton Center for Alzheimer's Disease Research.

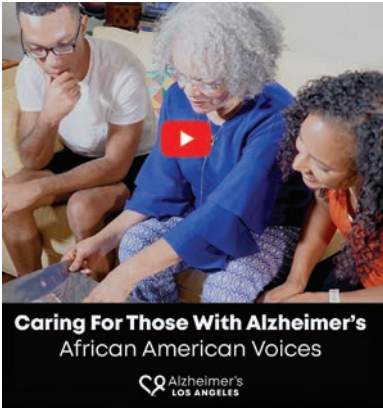
Mirella's maternal grandmother, Estrella Ortiz, passed away in 2007 after complications from Alzheimer's. When Mirella's family had begun noticing her grandmother getting disoriented, she was found dangerously walking alongside a highway. When her grandmother was diagnosed, nobody explained what dementia or Alzheimer's was. The doctors said there was nothing they could do, the family had no support, and it felt like a death sentence.

Mirella shares, "Everything I do is honoring my grandmother as well as my mother's pain, ours, and mine. She never saw me graduate from college, or graduate school, or even when I began as a neuropsychologist and faculty at UCLA. But I do know she is watching me from above. Hope I am making her proud."

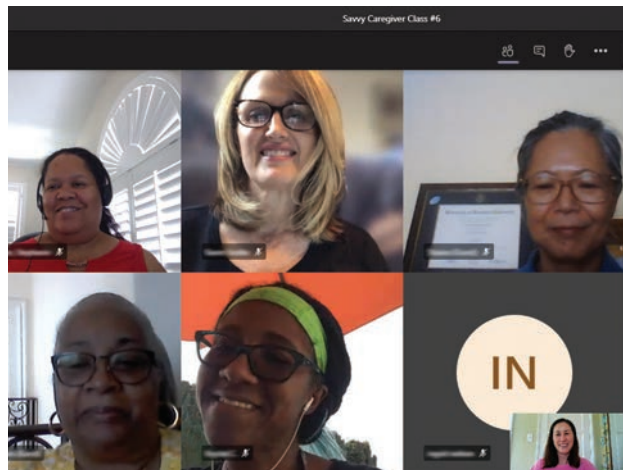
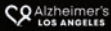
Mirella joined the UCLA Mary S. Easton Center's virtual walk4ALZ team in 2020, donated on her own page, and later turned it into a monthly donation. "I understand that money is necessary for [Alzheimer's LA] to provide [free] programs and services to the community," says Dr. Diaz-Santos.

We are grateful for supporters like Dr. Diaz-Santos who commit to engaging and educating the community.

You can read Dr. Mirella Diaz-Santos's full story by going online to [AlzheimersLA.org/mirellas-story](https://AlzheimersLA.org/mirellas-story)



**Caring For Those With Alzheimer's**  
African American Voices



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

**CONNECT WITH US**





 @AlzheimersLA



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