



FISCAL YEAR 2022 IMPACT REPORT

JULY 1, 2021 - JUNE 30, 2022



A MESSAGE FROM



**HEATHER
COOPER
ORTNER**
PRESIDENT & CEO



**SUSAN
DISNEY LORD**
CO-CHAIR



**JEFF
GLASSMAN**
CO-CHAIR

As fiscal year 2022 began, Alzheimer's Los Angeles, like everyone everywhere, was feeling pandemic fatigue. Yet, we were hopeful that as more and more of the community became vaccinated, we would be able to return to normal life. Our Community Education and Outreach team was especially eager to get back to where their real work takes place — in-person, in the community. But, as we all know now, the first wave of Omicron variant infections took hold, and we pulled back to ensure safety. It took until Spring of 2022 for us to truly reopen to any in-person programming, with COVID protocols in place.

There were some true high points to this year in spite of the pervasiveness of the pandemic. We were the grateful recipients of a \$3 million capacity building grant from the Conrad N. Hilton Foundation. This transformative grant has enabled us to look anew at our work with diverse and low-income communities and to examine how we might reach more people in these groups and do even better at serving them. We were able to add several new positions, including an associate vice president of community education and health equity. We are committed to applying an equity lens to our work in the community and to our internal Alzheimer's LA community as well.

The first half of the fiscal year overlapped with the second half of our 40th anniversary. Throughout 2021, through our "40 Reasons" social media campaign, we celebrated many of the people who have helped and continue to help make our organization strong. You can see their stories and view our history timeline by visiting our website and clicking on the Mission & History link in the About Us tab.

We capped off the anniversary celebrations with our new event, the Making Memories Festival. Headlined by beloved local band, Ozomatli, the event was truly memorable. Approximately 1,500 people attended and helped raise awareness about this critical issue as well as the free services we provide.

As we wrap up the fiscal year, we are looking forward to building on our successes and are poised for growth. We continue our commitment to bringing innovative programs to the community and providing the highest quality, local programs which we are known for. We would also like to take this opportunity to thank our donors, funders, partners, and volunteers for their endless generosity and deep passion for Alzheimer's LA and our community. Without their financial support and the many volunteer hours given to us, we could not continue to help those who are in great need of our services.

With gratitude,

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

Heather Cooper Ortner
President & CEO

Two handwritten signatures in black ink. The first signature is "Susan Disney Lord" and the second is "Jeff Glassman".

Susan Disney Lord & Jeff Glassman
Board of Directors Co-Chairs

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 donations to Alzheimer's Los Angeles stay local, focusing on care, support, advocacy, and research across the greater Los Angeles area.

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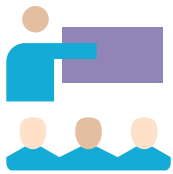
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OUR MISSION

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.

PROGRAMS & SERVICES

at a glance



COMMUNITY EDUCATION & OUTREACH

Our community education team provides free presentations on a variety of topics - from the basics of Alzheimer's to risk reduction. We increase the health and well-being of community members through a variety of programs including caregiver workshops, community education, and outreach programs. We offer these programs in a variety of languages.

Over 800 people attended one of our 180 class sessions that help caregivers learn new skills and become more informed about caregiving issues. Classes were delivered in English, Spanish, and Chinese (Mandarin) and were available virtually and in person.



HELPLINE: (844) 435-7259

Helpline specialists provide up-to-date information, education, and support to the greater Los Angeles community. They also provide callers with local resources and referrals as well as the emotional support that dementia caregivers often need.



**SHERRI DAVIS,
HELPLINE VOLUNTEER**

Over 10 years ago, when Sherri's husband had Alzheimer's, she called our Helpline to find a support group in West LA. She received a packet of useful information including a list of local support groups. She joined the Westwood group, attending it until her husband's death, and still remains in touch with some of the group's former members.

After her husband died, Sherri decided to use the knowledge and experience she had acquired to become an Alzheimer's Los Angeles Helpline volunteer. "As a volunteer, I've witnessed the valuable work and much-needed services the organization provides, so I plan to continue to help out as long as I can."



CARE COUNSELING

Our care counselors are dementia specialists who provide in-depth, personalized consultations for individuals and families facing decisions and challenges. They address families' unique concerns to develop care plans and provide resources for each family's particular situation.

**ZINA PARIS,
DIRECTOR OF
CLINICAL SERVICES**



Zina Paris has been the director of clinical services

for six years, after serving as a care counselor for five years at Alzheimer's Los Angeles. She provides training, supervision, and support to her team, manages grants, projects, and collaborates with other departments and organizations. She leads a weekly support group for young adult caregivers which she describes as an amazing experience. "Sometimes caregivers have no one else who can provide help or understanding, and it is extraordinarily meaningful to me that Alzheimer's LA is able to be there for them. In addition, supervising such a strong team of care counselors, who work so hard to support our families, means that we are often able to make a life-changing impact on the lives of the caregivers."



EARLY STAGE SERVICES

Early Stage Services are designed for those with Mild Cognitive Impairment (MCI) and early-stage Alzheimer's and other dementias, and help their families by empowering them with information, resources, and connections. Memory Club®, Graduation Club, and the Early Memory Loss Conference address concerns, enable earlier treatment, and empower families to plan for the future in many ways including financial and legal matters.

This year's virtual Early Memory Loss Conference was presented in partnership with the Mary S. Easton Center for Alzheimer's Disease Research at UCLA. Both Timothy Chang MD, PhD and Rebecca Goldfarb, Elder Law Attorney at Goldfarb and Luu were featured speakers along with a panel of two couples who discussed their own situations dealing with the disease.



SUPPORT GROUPS

Support groups are offered for caregivers, as well as family and friends, of people living with Alzheimer's or another dementia. Our support groups offer a safe place to talk through challenges, share feelings and concerns, and learn about available resources. Alzheimer's LA support group facilitators are experienced, trained staff or volunteers, who work closely together to ensure caregivers are provided up-to-date and pertinent resources, information, and support.

Many support groups designed for specific communities were created this year. We are proud to now offer specialized groups for the following: early stage spouse care partners, early stage adult child care partners, long distance caregivers, individuals living alone with early memory loss, Asian American and Pacific Islander caregivers, Chinese (Mandarin) speaking caregivers, African American men caregivers, caregivers for those with intellectual or developmental disabilities with Alzheimer's or another dementia, LGBTQ caregivers, and those dealing with bereavement.



ACTIVITY GROUPS

Activity groups are offered for people in the early to middle-stages of Alzheimer's or another dementia with their caregivers attending especially when in person.

Two popular activity groups are BasebALZ and Memories in the Making®. BasebALZ uses baseball as a topic for reminiscence therapy. Memories in the Making is a unique fine arts program that offers creative and non-verbal communication and captures precious moments through art.

After all activity groups became virtual in 2020 because of the pandemic, Memory Mornings returned to in-person bi-monthly sessions in March 2022. The attendees were thrilled to be in person and enjoyed the first session with Nani Sinha from the LA Opera, who has performed for the group many times.



HEALTHCARE SERVICES & PROFESSIONAL TRAINING

Healthcare Services and Professional Training provide advocacy, technical assistance, and training to healthcare organizations to support them in making their systems of care more responsive to the needs of people living with Alzheimer's or other dementias and to the needs of their families. The Healthcare Services and Professional Training team builds bridges between the healthcare system and Alzheimer's Los Angeles to ensure that non-medical needs are met, care is coordinated, and families are supported.

Building on our ongoing advocacy and technical assistance, Alzheimer's Los Angeles was able to lead the State in adopting a dementia quality of care measure for health plans serving low-income, older adults. This will help ensure that more people with cognitive impairment are recognized by the healthcare system.



PUBLIC POLICY

Alzheimer's LA advocates at the local, state, and federal levels for legislative, policy, and regulatory changes that improve the quality of care and quality of life for people living with Alzheimer's or other dementias and for their families. We work on improving dementia care and services, increasing access to community-based care, expanding funding for scientific research and public programs serving people with dementia and their caregivers, and supporting the development of dementia-friendly communities.

Alzheimer's Los Angeles partnered with LA County Board Supervisors Janice Hahn and Kathryn Barger as well as the County's Department of Aging and Disability and the LA Found program to present a series of webinars about home safety and what to do when a loved one wanders. The webinars were delivered in English, Spanish, and Chinese (Mandarin) and reached over 350 families.



EDUCATION IN THE COMMUNITY

Luis participated in *Unidos en el cuidado*, a Spanish-language program Alzheimer's Los Angeles recently adapted from the evidence-based Savvy Caregiver® Express program. Unidos is designed for family caregivers to develop the skills, knowledge, and patience needed to care for someone with Alzheimer's or another dementia. He and his siblings all tend to their mother; however, Luis and his sister are the primary caregivers. Luis was motivated to participate in the program because he wanted to learn how to provide better care for his mother and because his wife had started exhibiting memory changes as well.

After having participated in the virtual *Unidos* training, Luis shared his experience: "This workshop helped me understand more about the disease— like the progression of the disease and the different stages. Also, I learned how to take better care of our family members who have this disease, how to treat our loved ones, and how to take care of myself. It gave me the tools for how to treat people with Alzheimer's."

After learning through the Unidos training that there are additional resources for support, Luis decided to participate in one of Alzheimer's Los Angeles's Spanish support groups to share his experience and connect with other caregivers.



Alzheimer's Los Angeles By the Numbers



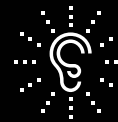
47

Virtual support groups



4,237

Community education participants



2,233

Care counseling sessions



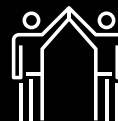
161

Early stage sessions



1,943

Helpline calls



1,390

Community outreach participants



138

Activity program participants



125

Respite or assistance

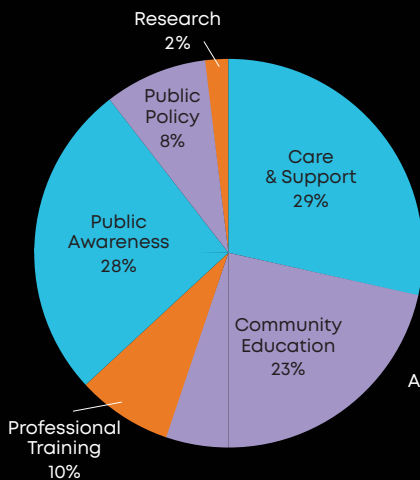


599

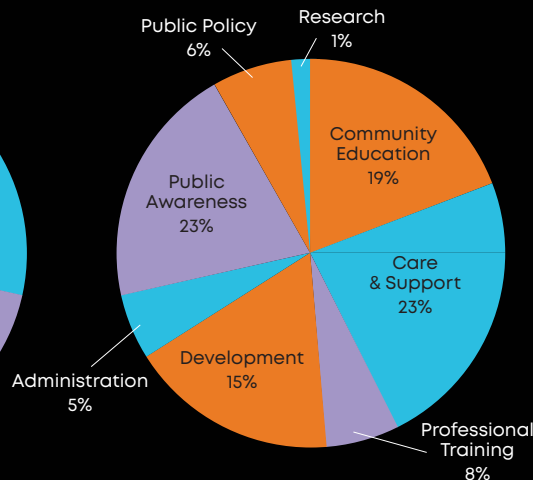
Professional training participants

FINANCIAL SUMMARY

FISCAL YEAR 2022 (JULY 1, 2021 – JUNE 30, 2022)



PROGRAM INVESTMENTS



INVESTMENT ALLOCATION

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 or may be requested by calling **844.HELP.ALZ**



CAREGIVER STORY

Jose, who is 50 years old, is the caregiver for his 78-year-old mother who has mixed dementia – both Alzheimer's and vascular dementias. She is now in the last stages and is completely bed bound.

Jose is an only child, does not have any relatives in the country, and has only limited social support from his friends and neighbors.

At the start of the pandemic, he suffered a back injury which has made him unable to work. It has also impacted his ability to care for his mother. The family lives on a fixed income and are currently facing financial hardship, so Jose has had to prioritize purchasing medical and nutritional supplies vs. utility bills and basic goods. But with help from Alzheimer's Los Angeles, his mother recently obtained full scope medical, and Jose is in the process of activating the In Home Support Services (IHSS) program to bring in more support for her care.

The family lives in a small studio apartment and, unfortunately, they did not have air conditioning until Alzheimer's Los Angeles purchased a unit for the family. Previously, Jose had been using fans and wet towels to help his mother stay cool during hot days.

Jose has expressed how thankful he is for all "the amazing support" Alzheimer's Los Angeles has continued to provide for his mother and himself.

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.

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Supporter Profile: WHY I GIVE

Brent Gilinsky

*Longtime advocate,
walk4ALZ® fundraiser,
corporate donor, and friend
of Alzheimer's Los Angeles*

Brent Gilinsky has spent his career helping people fulfill their professional aspirations and dreams. As the CEO of Hirefuel, a boutique recruitment firm, Brent gets great satisfaction in connecting with people so they can find satisfaction in their lives. Brent brings this passion and commitment to his involvement and support of Alzheimer's Los Angeles. Both of Brent's maternal grandparents suffered with Alzheimer's disease and dementia. He saw firsthand the impact it had not only on his grandparents but also on his entire family.

As an entrepreneur, Brent combines his personal and corporate philanthropy. At Hirefuel, he and his team established "Fuel the Cause," a program that contributes a percentage of their fees to nonprofit organizations in Los Angeles. Alzheimer's Los Angeles is one of the grateful recipients of this support. Brent has also participated in past walks, hosted a Soul Cycle fundraiser, and has been a long-time advocate for Alzheimer's Los Angeles.

Brent is very impressed with the services that Alzheimer's Los Angeles provides to the local community at no cost to the recipients. "I can think of no better way to honor the memory of my grandparents, while setting an example for my young son on the impact of philanthropy, than by supporting Alzheimer's Los Angeles. I know that 100% of my support will positively impact our friends, neighbors, and other people living in our community. I am honored to be able to make an investment in Alzheimer's Los Angeles."

We are grateful for supporters like Brent Gilinsky who are committed to improving the lives of people in our community through his family's and corporate support of Alzheimer's Los Angeles.

FUNDRAISING EVENTS

Several fundraising events are held throughout the year, and each has a different purpose.

*an
Unforgettable
evening* An Unforgettable Evening® is an intimate garden

party fundraiser with notable entertainment – this year featured Grammy-nominated trio Wilson Phillips. It includes an exquisite dinner and benefits the Disney Family Fund of Alzheimer's Los Angeles.

The Visionary Women's Tea honors women each year who make a difference in our community. Attendees



Visionary Women's Afternoon Tea

enjoy an exclusive afternoon of tea and delectable treats. The Connie Keiter Breaking Boundaries Award is presented for innovative, creative, or groundbreaking efforts related to Alzheimer's advocacy, care, or research, and the Caring Hearts Award recognizes an unsung hero whose selfless efforts bring comfort and inspire others. This year's event was hosted by Emmy-nominated and SAG Award-winning actress, Sharon Lawrence.

2021 marked our 40th Anniversary, and to celebrate, we hosted our first annual Making Memories Festival on Sunday, November 14th. The outdoor multicultural festival featured beloved local bands with a headlining performance by Grammy Award-winners Ozomatli, delicious cuisine from some of LA's best food trucks, and information booths focusing on brain health and other healthy lifestyle opportunities.

It was a smashing success!

Making
Memories
FESTIVAL



A Celebration of LA Food & Music



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

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