This report represents ALZHEIMERS DISEASE AND RELATED DISORDERS ASSOCIATION's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

**Mission:**
To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's.
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1. What are we aiming to accomplish?

Today, 1 in 3 seniors dies from Alzheimer’s disease or a related dementia and Alzheimer’s is the sixth leading cause of death - the only one in the top 10 causes without a way to treat, slow the progression or cure. There are more than 5 million people with Alzheimer’s disease in the United States and 35 million worldwide. These numbers are expected to skyrocket to as many as 16 million and 115 million people, respectively, by mid-century. Illinois is among the states with the highest estimated number of people with Alzheimer’s disease – currently at 210,000. By the year 2025, it is projected that Illinois will have 240,000 residents with Alzheimer’s disease. The potential of earlier diagnosis and the development of better treatments may significantly change the experience of Alzheimer’s for millions of people. In the meantime, the cost of care will rise dramatically. These factors will mean unprecedented challenges, but also will provide opportunities to the Association over the coming years. The vision of the Alzheimer’s Association is a world without Alzheimer’s disease. The mission is to eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. The Alzheimer’s Association, Greater Illinois Chapter follows a 10-year vision developed by the national Alzheimer’s Association and Association chapters around the country. Three strategic plans will set our course to achieve the vision. The plans are made up of five priority activities, with diversity and inclusion woven throughout. The priority activities are: • Enhancing Care and Support • Accelerating Research • Increasing Concern and Awareness • Advancing Public Policy • Growing Revenue Support of the Mission Efforts to address local community needs are focused in support of, not separate from or outside of, the overall mission of the Alzheimer’s Association.

2. What are our strategies for making this happen?

The Greater Illinois Chapter will implement the priority activities through the following strategies: • Provide programs and services for: o Individuals with Alzheimer’s disease - Early stage support groups, Early Stage Advisory Committee, via programs such as Living with Alzheimer’s Disease. o Family Caregivers – Support groups, Care Navigation, 24/7 Helpline, educational programs. o Professionals – EssentiALZ® certificate course, continuing medical education courses with partners like Southern Illinois University Medical Center, and outreach activities to physicians • Grow revenue – We budget conservatively for revenue growth and focus on strengthening existing relationships to increase revenue. We continue to look at ways to diversify revenue streams through Chapter-driven charitable giving activities and satisfy donor expectations and needs. Our largest fundraising efforts are: Walk to End Alzheimer’s®, Alz Stars® athletic events, third-party fundraisers, corporate initiatives and Reason to Hope events. • Increase advocacy – We continue to recruit and engage advocates through a variety of methods and encourage advocacy for legislation to provide access to healthcare and support for those with Alzheimer’s and their caregivers. • Continue awareness building – We aim to increase concern about the disease and awareness of it by garnering media impressions through earned and paid media efforts. Social media and other new media are also an important part of our strategy. • Accelerate research – We work to increase research funding by the Association and engage more people in Alzheimer’s science priorities through research forums and TrialMatch® registrations.

3. What are our organization’s capabilities for doing this?

The Alzheimer’s Association is the global leader in Alzheimer’s advocacy, research and support. We have committed to do more to enhance and strengthen this leadership position, as well as expand the depth, breadth and pace of the Alzheimer’s movement. Since 1980, the Alzheimer’s Association, Greater Illinois Chapter has provided reliable information and care consultation; created supportive services for families; increased funding for dementia research; and influenced public policy changes. The Alzheimer’s Association, Greater Illinois Chapter operates as a local, independent, tax-exempt, non-profit organization. The Chapter serves 68 counties in Illinois with offices in Bloomington, Carbondale, Chicago, Joliet, Rockford and Springfield, serving more than a half-million Illinois residents affected by Alzheimer’s disease, including 210,000 people with the disease. By 2025 we estimate there will be 240,000 people in Illinois with Alzheimer’s disease. The Alzheimer’s
Association, Greater Illinois Chapter works on a local level to enhance care and support for all those affected by Alzheimer’s and related dementias. • Our chapter has 6 offices throughout the state with 50 employees. • We have more than 1,700 volunteers, including 50 Alzheimer’s Association Community Representatives (AACR) who are specially trained to deliver programs and represent the Chapter at events like health fairs, helping us reach areas of Illinois we normally could not. • We host monthly audio conferences free of charge for those who cannot make it in-person to other programming. • We have highly trained social work staff and volunteers manning our Helpline 24 hours a day, 365 days a year. Helpline is often the introduction for someone facing the disease to the Alzheimer’s Association. • We have a supportive Board of Directors which is fully in favor of our strategic plan, mission and vision. • Licensed social workers provide in-person care planning assistance to individuals with Alzheimer’s disease and their families • Skilled educators provide hundreds of hours of topical education programs in person and through audio-conferences sharing best practices in Alzheimer’s care • A full-time employee and a part-time contractor work on public policy matters and building our number of advocates. • We strive to grow contributed revenue through the development of an Association-wide philanthropic culture (including boards, staff and volunteers at national and chapters) that fully embraces, prioritizes and invests in partnerships, fundraising and revenue growth. • We have a Med-Sci Advisory Committee counseling us on outreach efforts toward physicians. • Strong diversity efforts including a Diversity and Inclusion Committee, a translation team consisting largely of volunteers, and a redesigned diversity outreach section of our website with resources for many ethnicities. • Strong network of support groups. • Strong fundraising team and events. • Full-time staff who work to grow con

4. How will we know if we're making progress?

We will monitor our progress through the use of specific measurable goals in the nationwide plan that filters into individual Chapter staff performance goals. • Progress on care and support goals will be measured by the number of attendees to programs, number of people using website services and increased number of referrals from professional health care providers. • Accelerating research will be measured by the increased dollars funding research and increased registrations in clinical trials as well as participation in other science-related activities. • Progress on concern and awareness is measured by increases in the number of media impressions, subscriptions to e-news, the number of registered advocates, participation in Walk to End Alzheimer’s and the results of individual marketing campaigns. • Public policy goals will be measured by increased visits from advocates to legislators, the number of other types of actions taken by our volunteer advocates, the passage of relevant policy supported by our advocates and a greater number of members in the Alzheimer’s Legislators Alliance in Illinois. • Our greatest measurement of success will be growth of revenue to support our mission further.

5. What have and haven't we accomplished so far?

We have made significant strides in all areas throughout the last three years, but there is much to do, so many goals remain in place for the next strategic plan. Areas requiring the most attention going forward include: physician outreach, advocacy, corporate initiatives and reaching diverse audiences in everything we do. Accomplishments: • In the last three years (FY11-FY13), we have grown media impressions from 18,321,108 to 95,581,581 impressions. • We host 17 Walk to End Alzheimer’s events throughout our territory, with more than 11,200 participants. • 88 Support Groups are spread throughout the Greater Illinois Chapter territory and more facilitators are in training. • Most congressional districts in the chapter’s territory have a minimum of 900 advocates. GIC has a total of 22,799 advocates who took more than 826 actions on average per district in FY13. • 20,766 people attended our programs or conferences last year. • More than 1,700 Volunteers provided nearly 12,000 hours of work in FY13. • A Med-Science committee was established and we held the first research seminar in FY13. • In FY13, diversity outreach initiatives grew with new programs, support groups, online resources, Spanish-language materials and translation team. • We fielded 9,210 calls to Helpline in FY13, a 15% increase. • Programs have been developed to provide support for people in the early stages of the disease. • We have enrolled more than 3,100 people in TrialMatch®, a clinical trial matching service by the end of FY13 and ongoing enrollment will engage even more. • Strong major fundraising events are held each year including Walk to End Alzheimer’s®, Alz Stars® events, Unforgettable Art and Reason to Hope.