Alzheimer's
LOS ANGELES

FISCAL YEAR 2020
IMPACT REPORT

JULY 1, 2019 - JUNE 30, 2020
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,

Heather Cooper Ortner
President & CEO

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.

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.

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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 27th annual walk4ALZ on Sunday, October 20th 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 4th 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 combating 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
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.”

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
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
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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
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.
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 Foundation
- 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

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.

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