

Embracing HOPE

INCREASING OUR IMPACT



Be part of
the solution
to the coming healthcare crisis
facing our community



Safeguard **HOPE** for those who need it most.

Alzheimer's gradually robs people of their memory and thinking skills, eventually making simple, everyday tasks impossible. It slowly robs a family of a loved one and a community of one of its greatest resources.

Alzheimer's Los Angeles provides hope in the face of uncertainty. We empower families to manage the complexity of daily life with Alzheimer's. We create a community that embraces those who need support and care when the future seems hopeless.

At Alzheimer's Los Angeles, we have a plan to deepen our **IMPACT** and ensure everyone facing Alzheimer's or another dementia is embraced with hope.

But we can't do it without your help.

We are facing what will become our country's

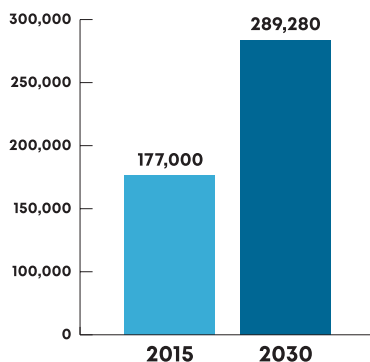
greatest healthcare crisis.

The exponential increase in the number of people living with Alzheimer's or another dementia at a time when our healthcare systems are inadequate to care for them and support their families is upon us.

**We must prepare now to care for those who need us.
The facts are not in dispute.**

- Of the 5.8 million people in the United States who have Alzheimer's, over 670,000¹ live in California.
- By 2025, the number of Californians with Alzheimer's is expected to increase by 25.4%.²
- Between 2015 and 2030, the number of Angelenos living with Alzheimer's will more than double. This dramatic increase will affect all racial, ethnic, and cultural groups.

**NUMBER OF PEOPLE AGE 55+
WITH ALZHEIMER'S IN LA COUNTY,
2015 - 2030**



- Currently, there are 177,000 Angelenos, age 55 and older, living with Alzheimer's.

Los Angeles is one of the most ethnically and culturally **diverse** counties in California. We must understand how current and future population trends will change the face of Alzheimer's in the next three decades.

Because of the rapidly aging population, the number of Latinos and Asian Pacific Islanders in Los Angeles living with Alzheimer's will **double by 2030**. In this same timeframe, the number of African Americans living with Alzheimer's will **increase by over 30%**.

So, yes, this is indeed a monumental challenge.



Alzheimer's is a disease that **affects the whole family,**

not only the diagnosed individual. Watching a loved one decline can cause emotional stress, but providing daily caregiving can cause physical stress too. Challenging behaviors, difficulty communicating, and keeping the person with Alzheimer's safe can all have an impact on a caregiver's mental and physical health.

For every person living with Alzheimer's or another dementia, there are one to three people providing care. More than 1.6 million Californians provide informal care for someone in their family with dementia.³ In LA County alone, the number could be as many as half a million people. Californians provide an estimated 1.8 million hours of unpaid caregiving, valued at over \$23 billion.⁴

Compared with caregivers of people without dementia, twice as many caregivers of people living with dementia indicate substantial financial, emotional, and physical difficulties. Fifty-nine percent of family caregivers of people living with Alzheimer's or another dementia rated the emotional stress as high or very high. As a result, caregivers of people living with Alzheimer's in California had over \$1.1 billion in additional healthcare costs.⁵

Alzheimer's Los Angeles provides **high-impact education and support programs** needed to empower family members in the care of their loved ones, thereby reducing caregiver stress. We also have the expertise to train healthcare professionals on the need for not only diagnosing the person living with the disease but also identifying and evaluating family caregivers and connecting them with additional resources like us.

³ Alzheimer's Association. 2018 Alzheimer's Disease Facts and Figures. Alzheimer's Dementia 2019; 14(3):367-429.

⁴ Ibid., 36 ⁵ Ibid., 36

Evidence-based education programs for caregivers that are proven to lessen anxiety and depression and build skills necessary to manage this complex disease



Culturally competent community outreach and education, meeting people where they live and providing information in compassionate ways

"I don't know what I'd do without my support group. Having a place to go to be with people who get it helps me keep my sanity."





“The time our family spent with the Care Counselor helped us understand how to cope with my mother, as well as with each other, and make plans for her care.”



“My wife and I started in Memory Club® where we not only learned what we needed to know about what might be coming and how to prepare for it, but we found a community. We kept going to Grad Club together, but now that she’s in the later stages of the disease, I go to Alumni Club on my own. I know that I’ve only been able to handle things because of the group of friends and support I received from Alzheimer’s LA.”



Programs for people living with Alzheimer’s and their care partners that provide safe and stimulating opportunities throughout the continuum of the disease

Alzheimer’s Los Angeles redefines what it means to live with Alzheimer’s or another dementia.

Alzheimer's Los Angeles is uniquely qualified and ideally positioned to meet this challenge. With nearly 40 years of serving the LA community, Alzheimer's Los Angeles is a locally-focused, nationally and internationally recognized leader in providing high-impact support and education programs to people living with the disease and their families.

Building on our legacy as a leader in innovative programs for people living with Alzheimer's or another dementia and for their families, we have a plan to strengthen our organization and build the solid foundation needed to meet the oncoming challenge presented by the aging population.

Alzheimer's Los Angeles is dedicated to 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 & a cure.

Until there's a cure, Alzheimer's Los Angeles will provide the care.

But we can't do it alone.





INCREASING OUR IMPACT TODAY TO ENSURE CAPACITY FOR TOMORROW

Over the past several years, we have reinvented ourselves to focus on providing care and support to families living with the disease now. We have a clear plan to build the solid and sustainable operations needed to be ready for the growth we know is essential in the near future. We must invest in the infrastructure and programs that will enable us to deliver the high-impact services families need.

We never turn anyone away and we never charge a family for services. Embracing Hope enables us to shape Alzheimer's Los Angeles further so we will be ready to meet the needs of all Angelenos impacted by Alzheimer's.

People come to Alzheimer's Los Angeles afraid, confused, and overwhelmed by what their family is facing.

THEY LEAVE WITH A SENSE OF HOPE.

MAKE YOUR IMPACT

Embrace Hope today and make a true impact on the lives of families living with Alzheimer's.*

The extraordinary generosity of a \$1,000,000 gift over four years funds two Care Counselors for the term of your gift. Care Counseling is our flagship program, providing the greatest impact for families. Your contribution provides direct support to 200 families each year. This support includes face-to-face counseling, phone support, personalized care planning, and respite care. Over the period of your commitment, your gift will support 800 families through this life-improving program.

A leadership commitment of \$500,000 over four years truly magnifies your impact through support of our Professional Training efforts. Our experts train health care professionals throughout the area on dementia care and then those professionals use that knowledge to provide care for their clients. Through this program, our impact – and yours – is threaded like a web across Los Angeles. The number of people supported in this way is in the tens of thousands each year.





A truly meaningful gift of \$250,000 over four years supports our recognized leadership in education and outreach to over 1,250 African American community members per year. Our work with community, church, and other health care and social service leaders through the African American Dementia Care Network is a critical resource to this community, which is disproportionately burdened by Alzheimer's.

A deeply generous commitment of \$100,000 over four years enables us to provide 250 people living with the middle stages of Alzheimer's the ability to participate in Memories in the Making each year. This program uses art to encourage participants to connect with fond memories and to express the emotions those memories create.

A gift of \$50,000 over four years provides hope to 2,500 helpline callers or support group participants each year. Our helpline is recognized as one of the most valued community resources, and it continues to be one of the primary ways people reach out to us for help. And, one of the most frequent requests we get from those callers is for help finding a support group in their neighborhood. We maintain a network of over 122 support groups and a robust support group leader training program to ensure people are getting the best support possible close to home.

Naming and recognition opportunities are available in alignment with donor priorities and giving level.

*All examples assume a four-year commitment with four equal annual payments. We are happy to discuss your personal impact goals and customize your commitment to match your goals.



**Alzheimer's
LOS ANGELES**

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