



## Fiscal Year 2025 Impact Report

July 1, 2024 - June 30, 2025

## A MESSAGE FROM



**SUSAN  
DISNEY LORD**  
CO-CHAIR



**JEFF  
GLASSMAN**  
CO-CHAIR

Fiscal Year 2025 was a year of meaningful impact for Alzheimer's LA—despite unprecedented challenges for the families we serve. Every day, individuals living with Alzheimer's or other dementias and caregivers across Los Angeles County turned to us for education, guidance, and hope. And because of our generous donors, we were able to meet those needs when it mattered most.

This year, our community education and clinical services continued to grow, reaching new individuals and families throughout the county. We were honored to receive a \$1 million grant from the Administration for Community Living, enabling us to expand services for diverse communities. Programs such as La Posada de Salud and our Faith and Health Luncheon grew and demonstrate our commitment to culturally and linguistically responsive outreach to Latino and Black/African American communities.

Demand for our care counseling services also increased significantly, with more people seeking ongoing support. Many families returned for multiple sessions, reflecting the continued emotional and financial strain they face and their need for guidance, stability, and reassurance during the incredibly stressful times.

In January, wildfires across Los Angeles County further disrupted the lives of families affected by Alzheimer's. Displacement and changing routines created serious safety risks, but we are grateful for the outpouring of support from both individuals and corporate partners who stepped in to help us provide direct support to families impacted. We were able to respond quickly—connecting families to safety programs, delivering essential items such as food, clothing, sanitary supplies, and medications, and, in one urgent case, arranging critical medical transportation.

Looking ahead, we are investing in the future through the development of Advances in Alzheimer's Research, a new educational initiative created in response to growing community interest in the latest research and treatments. This program will launch in the coming fiscal year and will reflect our commitment to innovation and knowledge-sharing.

We extend our profound appreciation to 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, we could not continue to serve those who need our services.

With gratitude,

Two handwritten signatures in blue ink. The first signature is on the left, and the second is on the right, both appearing to be in cursive.

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.

## 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.

## Alzheimer's Los Angeles BY THE NUMBERS



**531**  
Support group  
participants



**1,152**  
Early stage  
sessions



**167**  
Activity program  
participants



**5,212**  
Community education  
participants



**1,799**  
Helpline  
calls



**169**  
Respite or assistance  
recipients



**3,050**  
Care counseling  
sessions



**5,666**  
Community outreach  
participants



**1,810**  
Professional training  
participants

# PROGRAMS & SERVICES



## 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 wellbeing of community members through a variety of programs including caregiver workshops, community education, and outreach programs. We offer programs in English, Spanish, and Mandarin.

### Faith & Health LUNCHEON

*This was year 15 of the annual Faith and Health Luncheon which fosters connections between Black church communities and African American caregivers with organizations that provide critical support for individuals living with Alzheimer's and for their families.*

*This year's luncheon, held on May 16 at West Angeles Church of God in Christ—a historic Pentecostal megachurch in South Los Angeles' Crenshaw community—welcomed more than 300 attendees. Church leaders, healthcare professionals, government representatives, and caregivers came together to learn, share resources, and strengthen partnerships that support families facing Alzheimer's.*

*The luncheon continues to reflect the growing trust and engagement within the community, serving as a meaningful bridge between faith, health, and the support systems families rely on.*



## 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.



## 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.



## EARLY STAGE SERVICES

Early Stage Services are designed for those with Mild Cognitive Impairment (MCI), early stage Alzheimer's, and other dementias to help them and their families by empowering them with information, resources, and connections. Memory Club, Grad 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.

### VIRTUAL EARLY MEMORY LOSS CONFERENCE

*In June 2025, Alzheimer's Los Angeles hosted its annual Early Memory Loss Conference, an online, half-day educational event designed for individuals living with early memory loss, mild cognitive impairment, or early stage dementia, and for their families and care partners. The conference reached over 225 attendees, reflecting strong community demand for early stage education and support. Participants gained practical guidance*

on brain health, current research and medications, financial and legal planning, and lived-experience perspectives through expert presentations and interactive Q&A sessions. Beyond education, the conference served as a meaningful entry point into ongoing services, generating a steady stream of referrals to our Memory Club support groups and strengthening continuity of care for individuals seeking connection, structure, and peer support following the event.



## SUPPORT GROUPS

Support groups are offered to caregivers as well as to family and friends of people living with Alzheimer's or another dementia. They provide 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.



**JOSH EPSTEIN,  
SUPPORT GROUP LEADER**

*Volunteer Josh Epstein is dedicated to facilitating two in-person caregiver support groups at the Sherman Oaks East Valley Adult Center.*

*Josh shares, "Caregivers are craving connection. The live group meeting twice a month was so popular that we had to form a second. I'm so glad to be able to provide a safe space for these caregivers to share their experiences and find the support they need."*

*The groups of approximately 20 caregivers offer a welcoming, confidential environment where they can connect, share their journeys, and receive the support they need and deserve.*



## ACTIVITY GROUPS

Activity groups are designed for individuals living with Alzheimer's or other forms of dementia. Caregivers are also encouraged to participate. Our virtual programs include Online Activity Hour, Memories in the Making, BasebALZ, Music to Remember, and Personal Connections. These engaging and creative activities provide meaningful opportunities for self-expression, social connection, and shared experiences which help participants maintain a high quality of life.



*With support from the Community Impact Arts Grant (CIAG), we organized three in-person museum outings for individuals living with Alzheimer's or other forms of dementia, and for their care partners. Participants visited The Geffen Contemporary at MOCA, the Hammer Museum, and The Broad. During each visit, a museum docent guided the group through the exhibitions while facilitating discussions around selected works from the museum's collection. Caregivers and individuals living with dementia were engaged and participated in meaningful conversations while discussing artwork throughout the museums. The setting fostered social interaction and connection in a comfortable, welcoming environment.*



## 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.

### HEALTHCARE SERVICES

*Because of Alzheimer's Los Angeles healthcare advocacy, the California Department of Health Care Services updated its policy guide for health plans serving lower-income older adults to include specialized care, care coordination, and wrap-around services for adults with dementia. This is the first time that people living with dementia are specifically acknowledged as a population of focus for health plans, requiring them to advance quality dementia care.*

### PROFESSIONAL TRAINING

*Alzheimer's Los Angeles partnered with the Pilipino Workers Center to develop a comprehensive dementia training program for professional caregivers. This 16-hour training program included information about Alzheimer's and dementia, how to manage challenging behaviors, safety at home, communication strategies, and helping people living with dementia carry out daily activities such as bathing, eating, dressing, and toileting. The training was so successful that Alzheimer's Los Angeles was asked to develop a second training program.*



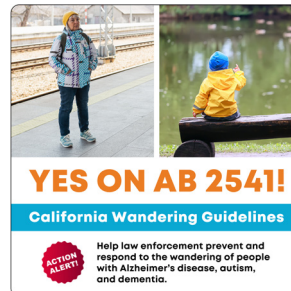
## PUBLIC POLICY

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.

### Legislation to address

### WANDERING becomes law

*Alzheimer's Los Angeles's sponsored legislation, AB 2541, was signed into law on World Alzheimer's Day. Authored by Assemblymember Dr. Jasmeet Bains, chair of the Assembly Aging and Long-Term Care Committee, the law directs the Commission on Peace Officer Standards and Training (POST) to develop guidelines for law enforcement addressing wandering associated with Alzheimer's disease, autism, and dementia. Over 60% of those living with Alzheimer's will wander at some point and finding them quickly is the key to ensuring their safe return. Yet most counties in California lack any programs to aid in responding to incidents of wandering. As part of the law's implementation, Alzheimer's Los Angeles staff provided technical assistance to POST in the development of the guidelines and a series of training videos.*



**Thank you to Assemblymember Dr. Jasmeet Bains for authoring AB 2541.**

# EDUCATION IN THE COMMUNITY



## SHAKIRA TORRES

After my husband was diagnosed with Alzheimer's disease, my world fell apart. I didn't know where to begin until I found Alzheimer's Los Angeles.

Through the organization, I met my social worker, Esperanza Roman, who connected me to online support groups and encouraged me to attend their educational classes. Those classes changed everything for me. I learned how to understand the disease, manage my husband's symptoms, and most importantly, take care of my own emotional and physical health so I could be a better caregiver.

Alzheimer's Los Angeles also provided respite support so I could attend the trainings without worry. Each class gave me practical tools and renewed strength to continue caring for my husband with dignity and love.

The support from Alzheimer's Los Angeles, especially from Esperanza Roman and Angelica Arias, helped me face one of the hardest chapters of my life with knowledge, confidence, and compassion. I will always be grateful for the education and hope they gave me.



## A DECADE OF IMPACTFUL PARTNERSHIP

Since 2011, Zenith has been a steadfast supporter of Alzheimer's Los Angeles and our mission to serve individuals and families affected by Alzheimer's and other dementias. Over the years, Zenith has demonstrated an extraordinary commitment through sponsorships, generous in-kind contributions, and active participation in our peer-to-peer fundraising events by forming and supporting teams.

Beyond their hands-on involvement, Zenith has leveraged its industry relationships to broker transformational support on our behalf. Every year, Zenith secures free advertising space for Alzheimer's Los Angeles, providing vital out-of-home, digital, radio, and television advertising for one of our signature events. Notably, in 2018, Zenith facilitated a landmark \$475,000 in advertising donations for us from USA Today.

In recent years, the annual value of this donated advertising has reached an impressive \$1.4 million, dramatically expanding our visibility and amplifying our impact across the community. Zenith's enduring partnership exemplifies the power of strategic collaboration, and we are deeply grateful for their continued leadership and generosity.



# HELPLINE VOLUNTEER

## SALMA DURRA

Salma decided to volunteer for the Alzheimer's Los Angeles Helpline because she wanted to directly support caregivers and care recipients affected by dementia. When she was 16, her grandfather, her greatest role model and best friend, experienced a fall and a stroke. As a result, he was diagnosed with Broca's aphasia and eventually, significant dementia. Watching her grandmother navigate the challenges of caregiving and helping with his care whenever she visited him in Jordan, deeply shaped her perspective.

His journey inspired her to pursue a Master of Science in Gerontology at USC, but she also wanted to serve the community of her childhood in a more hands-on way. Alzheimer's LA has given her the chance to connect, to listen, and to help families who are going through what hers once did.

One of her recent experiences will always stay with her. An older man, recently diagnosed with Alzheimer's, phoned Helpline three times in a single day because he'd forgotten he had already called. When they spoke, he shared that he felt isolated, overwhelmed by his diagnosis, and unsure where to turn for help. Being able to connect him to resources for long-term planning and emotional support was one of the most powerful moments she has had as a volunteer.

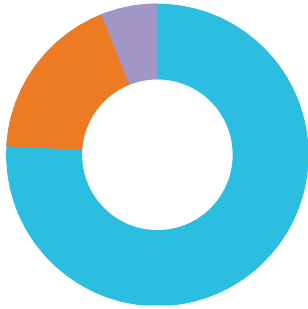
As a current medical school applicant, the helpline has profoundly shaped the kind of physician she aspires to be. Beyond teaching her so much about the systems in which she hopes to serve, the helpline has shown her the impact of presence, empathy, and reassurance. Many callers reach out seeking information, but often what they truly need is to feel heard and supported.

This role has strengthened her ability to listen with compassion, respond with clarity, and provide comfort during uncertainty, qualities she hopes to carry through the rest of her life.

Salma shared, "I absolutely love Alzheimer's Los Angeles. The organization's mission is so noble and meaningful; every staff member I've met has been incredibly knowledgeable, kind, and deeply dedicated to serving others. This experience has been one of the most rewarding parts of my graduate education and personal journey. Every call reminds me that compassion and information, when offered at the right moment, can make a life-changing difference. I'm eternally grateful to contribute to an organization that truly uplifts my community."

# FINANCIAL SUMMARY

**FISCAL YEAR 2025** (JULY 1, 2024 – JUNE 30, 2025)



## OPERATING EXPENSES

- **Program Services** 76%
- **Fundraising** 18%
- **Administration** 6%

Total: **\$9,370,029**



## REVENUE & SUPPORT

- **Donations** 28%
- **Grants** 27%
- **Bequests** 22%
- **In Kind** 13%
- **Events** 10%

Total: **\$7,760,629**



Over  
**2,200 donors**



Over **270 donors**  
giving **\$1,000 & above**



**100 monthly**  
donors



**26 government**  
& **foundation grants**

## A HEARTFELT THANK YOU TO OUR DONORS

Alzheimer's Los Angeles was born from compassion. In 1981, a group of concerned community members came together with a shared belief that families affected by Alzheimer's deserved better—more awareness, more support, more advocacy, and ultimately, a cure. That founding spirit lives on in everything we do today.

Four decades later, we remain rooted in that same mission: to improve the lives of local families affected by Alzheimer's and other dementias by increasing awareness, delivering effective programs and services, providing compassionate support, and advocating for quality care. We began as a community effort and have grown into a locally focused, nationally and internationally recognized leader, with programs that have earned more than a dozen national awards and a voice that is heard at every level of healthcare policy.

Behind every support group, every educational program, every family we walk alongside through one of life's hardest journeys, there is your generosity. Your gift sustains this work and carries forward the vision of those who founded this organization more than 40 years ago — that no family should face this disease alone.

***Until there's a cure, we'll provide the care. Thank you for making that promise possible.***



## **SUPPORTER PROFILE:** **WHY I GIVE**

### **LINDA GILBERT THIEBEN**

*Donor, volunteer, hope4ALZ fundraiser  
Visionary Women's Tea Committee Member  
Friend of Alzheimer's Los Angeles*

When Linda's late husband, Norman, was experiencing cognitive issues, she turned to Alzheimer's Los Angeles for assistance and support.

Both she and Norman participated in an Alzheimer's Los Angeles support group, which made a tremendous difference in helping them deal with the changes and uncertainties they faced. As a result of their positive experiences, Norman and Linda began utilizing more services, programs, and activities offered by the organization.

Linda was so impressed with the care and compassion they received that she became a volunteer. She started on the Helpline and then helped in the development department where, for the past 12 years, she has been writing personal thank you notes to donors. Linda was one of the founding members of the Visionary Women's Luncheon (now called Visionary Women's Tea) committee and has participated in the hope4ALZ program, raising donations in the community.

Linda shared, "I wanted to give back to the community and make a difference in the lives of others by helping them go through the journey Norman and I had also experienced. I feel that no matter how much or how little one has, they can make a difference in the lives of others by donating or volunteering. Some think that they can't possibly make a difference, but even one dollar of support and/or one hour of volunteering helps! Through my experiences with Alzheimer's Los Angeles, I know firsthand the positive impact they have on so many people with dementia, their families, and loved ones. I know that 100% of my contributions and those of others stay local and support programs for our friends and neighbors."

Because of Linda's support and involvement and those of so many people in the community, over 10,000 people were served this past year through the helpline, care counseling, support groups, community and caregiver education, early-stage programs, advocacy, and other activities. All programs are provided free to individuals and families.

# 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, with nearly 150 guests in attendance, it featured a moving program, an exciting live auction and paddle raise, and a show-stopping performance by Broadway legend and EGOT (Emmy, Grammy, Oscar, and Tony) winner Patti Lupone. The event raised \$791,000 and benefited the Disney Family Fund of Alzheimer's Los Angeles which supports free education, support services, and care for families facing Alzheimer's and other dementias in our local communities.



## *Visionary Women's Afternoon Tea*

The Visionary Women's Tea® honors people each year who make a difference in our community. Attendees enjoy an exclusive afternoon of tea and delectable treats and this year, almost 130 people gathered for a truly special celebration. Hosted by Emmy-nominated and SAG Award-winning actress Sharon Lawrence, Alzheimer's Los Angeles was honored to recognize board member Ken Chiate, staff member Petra Niles, and caregiver Aurora Ramirez for their dedication and leadership to families facing Alzheimer's or another dementia. Thanks to the generosity of our guests, sponsors, and supporters—the event raised \$180,000 to sustain the free programs and services that local families rely on.



## hope4ALZ®

This year, our hope4ALZ® community united to raise over \$141,000 for local families facing Alzheimer's or another dementia. Every dollar raised in this peer-to-peer fundraising campaign stays 100% local and impacts programs and services that families depend on, such as respite, support groups, and caregiver workshops.



(844) 435-7259  
[alzheimersla.org](http://alzheimersla.org)

**UNTIL THERE'S A CURE, WE WILL PROVIDE THE CARE.**

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