

# 2008-09 annual report

## serving your community...central new york

45,221 people.

Fourteen counties.

One mission.

The Alzheimer's Association, Central New York Chapter has been the leader in Alzheimer's support and research since our founding in 1982.

Like any good organization, the Chapter has grown and changed over the years. We have added new areas to our territory, welcomed new faces to our staff and introduced new, cutting edge programs. Over the past year, we have also changed our approach.

For much of the past 27 years, the Alzheimer's Association, Central New York Chapter has focused on what happens after the diagnosis has been made. With the Baby Boom generation crossing the threshold of retirement and becoming more susceptible to developing Alzheimer's, we know that changes need to be made to our game plan locally and nationally. As a result, we are working closely with our national office to reach more people before the disease touches their lives. Educating people in this "asymptomatic"

group can lead to reducing the risk of developing Alzheimer's disease and earlier diagnosis, if symptoms do present themselves. Studies prove that people who obtain a diagnosis early have a higher quality of life, as they can receive the full benefit of available treatment options, have more time to make their own medical, legal and financial decisions, and take advantage of support services to prepare themselves and their loved ones for what is to come.

We look back on 2008-09 and take great pride in our accomplishments. We achieved enormous growth in our Memory Walks, reached thousands of Central New Yorkers in need of support, undertook exciting new initiatives and took strides to secure our organization's viability.

At the same time, we look to the future knowing that until a cure is discovered, the demand for our services will continue to grow. We are proud to count you as a stakeholder in the Alzheimer's Association, Central New York Chapter and look forward to the day that we can celebrate the achievement of our vision — a world without Alzheimer's.

### Board of Directors

**Larry Malfitano**  
President

**Paul Stepien**  
President-Elect

**Dr. Marian Schoenheit**  
Secretary

**Keith Rung**  
Treasurer

**Scott Harris**  
Member-at-Large

Helen Druce  
M. Paula Hennerty  
Mary Koenig  
Marty Manning  
Kay O'Brien  
Michael O'Leary  
Mary Pat Oliker  
Ellen Somers  
Jay Sullivan

### Chapter Leadership

**Catherine James**  
Chief Executive Officer

**Toni Ann Daley**  
Chief Development Officer

**Melissa McMahan**  
Chief Program Officer

**William Starliper**  
Chief Finance Officer

### Chapter Locations

**Chapter Office**  
441 West Kirkpatrick St.  
Syracuse, NY  
13204-1361

**Southern Tier  
Regional Office**  
401 Hayes Ave.  
Endicott, NY 13760

**Mohawk Valley  
Regional Office**  
258 Genesee St., Ste. 509  
Utica, NY 13502

**Northern Regional Office**  
120 Washington Street,  
Ste. 419  
Watertown, NY 13601

800-272-3900  
www.alzcnyc.org

Central New York Chapter Vital Information

## financial information

### Assets

#### Current Assets

Cash	246,311
Investments	301,878
Accounts receivable	16,742
Grants receivable	50,413
Due from National	24,789
Prepaid expenses	9,866
Other current assets	1,335
<b>Total current assets</b>	<b>651,334</b>

#### Total current assets

#### Investments - Restricted

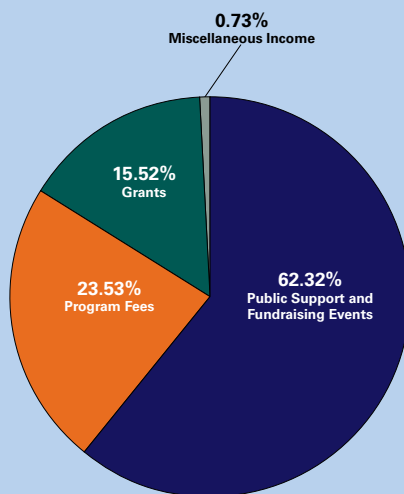
**81,366**

#### Property

Land	20,000
Building	248,000
Vehicle	14,400
Furniture and equipment	149,003
Building improvements	73,919
<i>Subtotal</i>	<i>505,322</i>
Less depreciation	345,445
<b>Total property</b>	<b>159,877</b>

#### Total Assets

**892,577**



### Liabilities and Net Assets

#### Current Liabilities

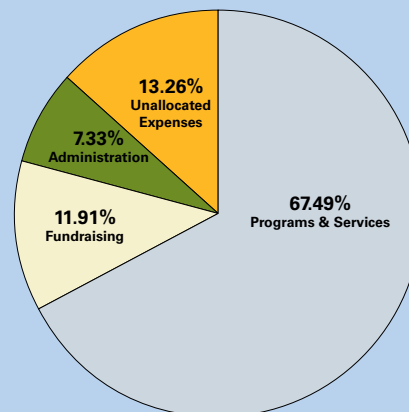
Investments	301,878
Accounts payable	8,293
Accrued payroll and related liabilities	39,523
Deferred revenue	39,089
<b>Total current liabilities</b>	<b>86,905</b>

#### Net Assets

Unrestricted	724,306
Permanently restricted	81,366
<b>Total Net Assets</b>	<b>805,672</b>

#### Total Liabilities and Net Assets

**892,577**



All totals expressed in dollars. Audit prepared by Testone, Marshall & Discenza CPAs, Syracuse, NY. The Chapter's fiscal year is July 1, 2008-June 30, 2009. Full financial records, including results from this audit and a combined IRS Form 990 can be viewed in person, by appointment, at our Chapter office.

# remembering our achievements from fiscal year 2008-09...

## Frontal Lobe

*Controls reasoning, problem solving, consciousness, and emotions. Also houses the brain's "working memory" and the ability to carry out purposeful tasks.*

- Benefited from 5,535 volunteer man-hours at an estimated fair market value of \$40,129.
- Added the position of fundraising event planner to focus specifically on special events, and permitting staff to undertake new initiatives.
- Achieved unprecedented media coverage through our Spring 2009 Facts and Figures media campaign.
- Launched the Alzheimer's Early Detection Alliance, a corporate engagement initiative.
- Rebranded our major gifts level to join the National Alzheimer's Association's Alois Society.
- Partnered with the Syracuse Crunch on a benefit night.
- Worked with the Binghamton Mets on a Memory Walk awareness night.
- Presented the Alzheimer's disease postage stamp in conjunction with the United States Postal Service.

## Parietal Lobe

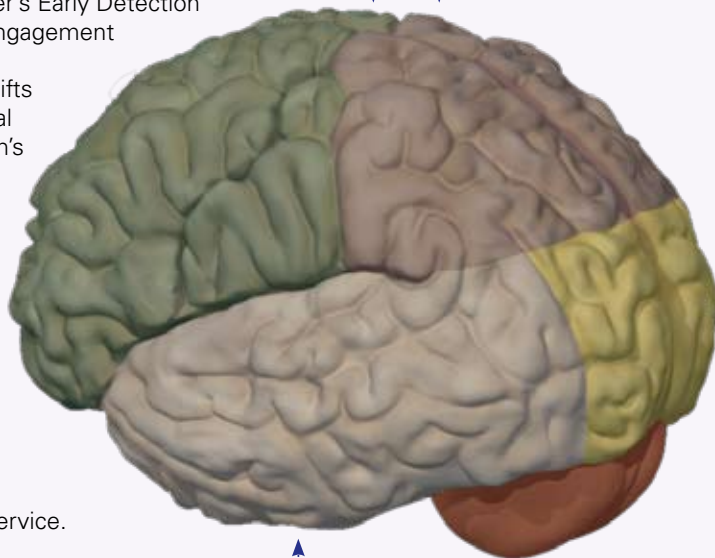
*Processes sensory information. Also the area which controls thought and speech.*

- Provided 5,940 service units (aggregate participants) at the Kirkpatrick Day Program
- Increased enrollment at Kirkpatrick Day Program by 10 percent year-over-year, with an average monthly enrollment of 44 and average daily attendance of 23.
- Launched A Night to Remember — a new event aimed at professional women — in the Mohawk Valley and Southern Tier.

## Occipital Lobe

*Controls visual processing*

- Saw an 11.6 percent increase in revenue from the day program.
- Measured a 4.1 percent decrease in overall expenses.
- Increased third-party events by more than 350 percent.
- Maintained an asset to debt ratio of 7.5 and debt to equity ratio of .11.



## Temporal Lobe

*Controls hearing, memory and language.*

- Answered 765 caregivers on our 24-hour Helpline
- Performed 265 care consultations to caregivers, delivering needs assessments and care plans tailored to their specific situation
- Conducted 366 support groups throughout Central New York, serving 1,848 caregivers
- Held 132 general education programs to 4,453 attendees.
- Conducted 70 professional in-service trainings for 832 dementia care professionals.

## Cerebellum

*Controls movement, posture, and balance.*

- Set a chapter record by raising more than \$283,500 at five Memory Walks.
- Set fundraising records at four of five walks — Greater Syracuse (\$109,929), Jefferson-Lewis (\$45,157), St. Lawrence (28,374) and Southern Tier (\$67,897)

*Source for scientific information: Alzheimer's Association, National Institutes of Health*



**Alzheimer's Association**  
**Central New York Chapter Office**  
 441 West Kirkpatrick St.  
 Syracuse, NY 13204-1361  
[www.alzcn.org](http://www.alzcn.org)

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