# ANNUAL REPORT





# 2018





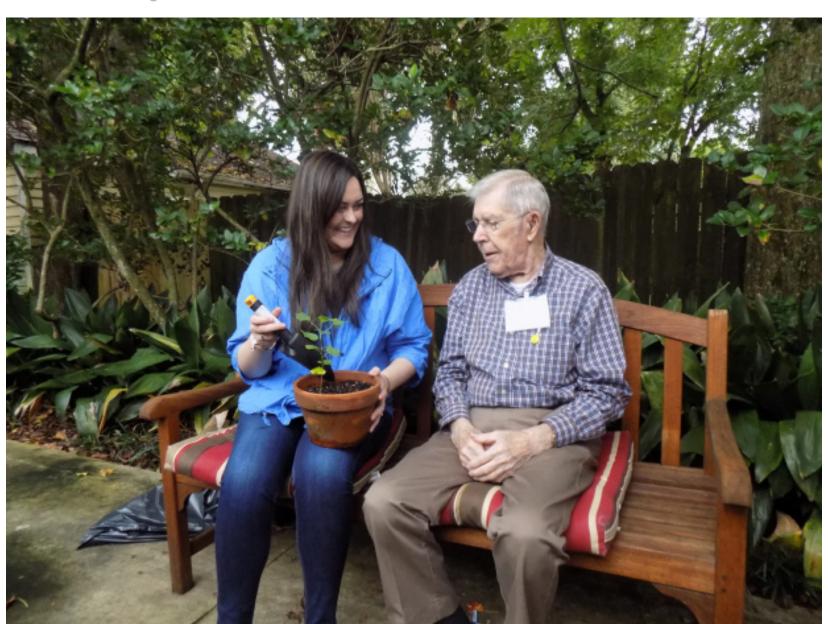


# CONTENTS

- 4 President's Message
- 6 Community Impact and Recognition
- 8 Financial Summary
- 10 Profiles
- 13 Walk/Run to Remember
- 14 Supporters

# "An awesome agency. Could not have handled my wife's illness without their support."

Richard D. Former Caregiver for his wife



# OUR MISSION...

The mission of Alzheimer's Services of the Capital Area is to teach, care for, and connect with those in our community affected by Alzheimer's disease and other memory-related impairments.



# YOUR LOCAL RESOURCE FOR PROGRAMS, SERVICES AND SUPPORT.

Serving Ascension, Assumption, East & West Baton Rouge, East & West Feliciana, Iberville, Livingston, Pointe Coupee, and St. Helena Parishes.

Alzheimer's Services of the Capital Area is not affiliated with any national organization, ensuring that all funds donated stay in the ten-parish service area to fulfill our mission.

# 2018 BOARD OF DIRECTORS

Kathi M. Gill, President Neighbors Federal Credit Union (retired) James Baker, Vice-President Structural, LLC Cheryl A. Payne, Secretary Cheryl A. Payne, CPA George Balhoff, Treasurer Postlethwaite & Netterville

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# HONORARY BOARD MEMBERS

Dudley Coates (deceased) Alex Postlethwaite (deceased) Ralph Sims (deceased)

# **2019 CURRENT STAFF**

Barbara W. Auten Executive Director

Julie Knight Director of Respite & Training

Debbie Kidder Little Director of Development

Monique Poreé Office Manager

Dedrick Welch Baton Rouge Respite Center Coordinator

Claire LeBlanc Gonzales Respite Center Coordinator

Marcia Kirk Baton Rouge Respite Center Assistant

Kristi Mellion Program Director

Molly Ducote Program Coordinator

Ann Roeling Training & Marketing Coordinator

Leah Johnson Development Associate, Volunteer & Walk Coordinator

Floriane Vice Development Associate, Public Relations Coordinator



It has been a pleasure and honor to serve as President of the Board of Directors of the Alzheimer's Services of the Capital Area the past two years and to complete my service on the board. The organization has grown tremendously over the time I have served on the board and I credit a dedicated Board of Directors and talented staff. They are completely committed to providing the best care and services to our clients and their families. I am very proud and excited to share some of our successes and challenges as Alzheimer's Services celebrated 35 years in 2018.

Mona Romaine, who with Dr. Stephen Cavalier, started the first support group that became the organization we know today, is forever amazed when she walks in our building to participate in our Education Committee meetings. She is amazed at the growth, the services available, the programs delivered, and Charlie's Place. We are very proud to tell you that these services and programs are now taking place in "our building" as Our Lady of the Lake Franciscan Missions gifted the building and property to the organization in December 2018. Our organization has had a close relationship with Our Lady of the Lake and the Franciscan Missionaries through serving the senior population affected by the disease. The donation secures the future of the organization having a permanent place to serve Baton Rouge and the surrounding communities. We are forever grateful for this tremendous gift.

The organization as a whole saw a 25.3 % increase in impactful touches in our community. Impactful touches are those actions that result in an increase in knowledge, resources, or care by the participant illustrated in the following glimpses of success.

- The Education Conference wowed a record audience with standing room only to hear Cameron Camp, Ph.D. from the Center for Applied Research in Dementia present a Montessori approach to caring for Alzheimer's individuals. So impressed by the approach Alzheimer's Services received a fully funded grant awarded in the fall of 2018 to implement his Memory Boot Camp program.
- Financial Literacy: Making Sense of Cents had 36 participants take advantage of the one-on-one session with an attorney or financial advisor provided free of charge to those that attend all three program sessions.
- The Lunch-N-Learn program grew slightly in attendance at the Goodwood Library but had logistical challenges that motivated the Education Committee to recommend it be brought back to the North Boulevard office site for 2019. It continues to be a very popular program.
- Support Groups nearly doubled in attendance.
- Requests for presentations increased and participant numbers increased by 72%.
- Over 315 copies of The 36 Hour Day were provided to caregivers of newly diagnosed individuals.

The Memories in the Making annual fundraising event raised a record \$548,000 amount at the luncheon with a total of \$636,000 income for the year. This event remains the foundation of the sustainable funding goals in the strategic plan. The Rosemary Society numbers remained the same at 208 members through attrition and the passing of several life-long donors. One generous Rosemary Society member, Dudley Coates, made a large bequest. His legacy and contributions to the organization will be memorialized with a plaque and an award named after him in 2019. The organization has been blessed with several donors over the last few years who have named Alzheimer's Services for bequest gifts.

The 2018 Walk/Run to Remember income remained nearly the same as 2017. The event saw an increase in the number of teams but a drop in the funds raised which are used for the programs and services listed above. Several teams with significant dollars raised have been impacted by the 2016 floods and we are still seeing the effects. We are hoping the 25th Anniversary Walk/Run to Remember in 2019 sees more participation, creates more awareness and increases funds raised.

Overall the financial health of the organization is good with a six month reserve of funds in savings and a growing endowment as illustrated in the financial reports on pages eight and nine.

Again, I wish to express my sincere appreciation to everyone involved in the organization, our incredible talented leadership, our team, and our valuable volunteers. With them and the continued support from our community our service would not be possible. We look forward to our continued success.

Kathi K. Bill

Kathi M. Gill

# **COMMUNITY IMPACT & RECOGNITION**

# IN 2018, ALZHEIMER'S SERVICES...

- Celebrated 35 years as an organization serving the Capital Area.
- Increased by 25.3% impactful touches, measured by an increase of knowledge, resources or care surpassing the Strategic Plan Goal of a 20% increase annually.
- Became owners as Our Lady of the Lake and the Franciscan Missionaries donated our building and property at 3772 North Boulevard to the organization.
- Received the McKnight's Excellence in Technology Award in the Senior Track for our holistic approach in the Activities category through the use of the "It's never Too Late" (IN2L) interactive technology system at Charlie's Place.
- Introduced drumming therapy at Charlie's Place. The therapeutic drumming accelerates physical healing, boosts the immune system and produces feelings of well-being. Studies have demonstrated the calming, focusing, and healing effects of drumming on Alzheimer's patients as a valuable treatment for stress, fatigue, anxiety, and a wide range of physical disabilities.
- Saw record attendance at the 2018 Education Conference with keynote speaker Cameron Camp, PhD., who is now working with the staff to introduce Memory Boot Camp, a program for caregiver/care-recipient pairs that promotes independence and self-esteem in the affected individual and strategies to reduce stress in the caregiver.
- Trained 393 employees in 40 nursing homes in our Dementia Care curriculum as part of the Louisiana Health Department's effort to reduce the use of antipsychotic drugs in nursing homes.
- Provided 244 Service Learning students with training or observation hours at Charlie's Place impacting the care providers of the future.
- Held the first Creative Aging in the Arts Symposium in collaboration with the Arts Council of Greater Baton Rouge with keynote speaker Beth Bienvenue from the National Endowment of the Arts.
- Raised a record amount of pledges and donations exceeding \$600,000 at the Annual Memories in the Making Luncheon.
- Joined the West Baton Rouge Chamber of Commerce in our effort to increase our presence in the community.





2018 WALK/RUN TO REMEMBER

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# TUESDAYS AT CHARLIE'S PLACE ACTIVITY

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**TLC TASTE OF ITALY** 

Statements of Activities\* Year Ended December 31, 2018

SUPPORT AND REVENUE	
Contributions	\$ 936,808
Special events	157,923
Respite center fees	169,610
Education programs	25,886
Grants	244,295
Contributed goods and services	135,789
Building lease contribution	2,067
Investment return, net	(5,691)
Other income	682,295
TOTAL REVENUE	2,348,982
EXPENSES (INCLUDES DONATED GOODS AND SERVICES) Program Services Management and General	1,368,487 141,304
Fundraising	191.470
TOTAL EXPENSES	1,701,261
CHANGE IN NET ASSETS	647,721
NET ASSETS, Beginning of Year	2,820,907
NET ASSETS, End of Year	3,468,628

\*Audited, reflects 2018 GAAP procedural change

#### 2018

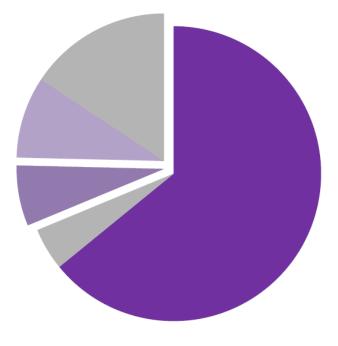
Fundraising

Programs and Services

Expenses 80.44% In-kind 5.82% of the 80.44%

Management and General Expenses 8.31% In-kind 0%

Expenses 11.25% In-kind 19.65% of the 11.25%



Statements of Financial Position\* December 31, 2018 and 2017

	2018	2017
ASSETS CURRENT ASSETS		
Cash Certificates of deposit	\$592,884 452,299	\$ 536,231 443,390
Accounts and other receivables Unconditional promises to give (net of discount	31,574	70,892
and allowance for uncollectible accounts) Prepaid expenses	289,323 11,424	275,783 15,002
Building contribution receivable TOTAL CURRENT ASSETS	- 1,377,504	<u>170,592</u> 1,511,890
PROPERTY AND EQUIPMENT		
Property and equipment, net of depreciation	927,270	122,124
OTHER ASSETS		
Investments - endowment Certificates of deposit - endowment	665,957 39,000	683,581 39,000
Unconditional promises to give (net of discount and allowance for uncollectible accounts)	516,014	377,456
Building contribution receivable (net of discount)		140,093
TOTAL ASSETS	\$3,525,745	\$2,874,144
LIABILITIES AND NET ASSETS CURRENT LIABILITIES		
Accounts and other payables	\$ 16,213	\$ 14,708
Accrued salaries Accrued compensated absences	25,635 15,269	22,679 15,850
TOTAL LIABILITIES	57,117	53,237
NET ASSETS Unrestricted	2 165 125	
With donor restrictions* Total net assets	3,165,135 <u>303,493</u> 3,468,628	2,157,593 663,314 2,820,907
TOTAL LIABILITIES AND NET ASSETS	\$3,525,745	<u>\$2,874,144</u>

\*Reflects 2018 GAAP procedural change

#### TERRY ROBILLARD VOLUNTEER, AMBASSADOR AND FORMER CAREGIVER

Terry Robillard learned about Alzheimer's Services of the Capital Area through one of her customers after her mother was diagnosed with Alzheimer's disease. Now, she is a volunteer who spends her time sharing how Alzheimer's Services can help others who are affected by Alzheimer's or dementia.

Terry first reached out to Alzheimer's Services in 2008 after her customer lovingly wanted to be a help to Terry's mom while she was caring for her own mother. When Terry first came to Alzheimer's Services, the staff provided her with resources she desperately needed to care for her mother. Initially, she received a copy of "The 36-Hour Day" book and other resources from the staff through the Helpline service. She attended support groups and Lunch-N-Learn sessions when she was able.

Terry also enrolled her mother in Charlie's Place. "I just felt that Charlie's Place was the best place for my mom to be," Terry explained. "The clients and my mom were having fun!"

Once her mother was no longer able to come to Charlie's Place, Terry participated in the Transition program, which was incredibly valuable to her. This program is designed to offer support to the caregiver when the personal plan of care has



changed for the individual with dementia and they are no longer able to attend Charlie's Place. Terry and her family have volunteered for the Walk/Run to Remember since 2008 – creating a team to raise awareness and funds to support Alzheimer's Services of the Capital Area. After Ms. Dorothy passed away in November of 2017, Terry began volunteering for Alzheimer's Services providing support for the annual education conference.

"There are so many people going through this; they don't know where to get help and resources from, so I have made it my mission that wherever I go, I will share with others about Alzheimer's Services when the topic comes up in conversation. Volunteering for and supporting Alzheimer's Services is a lifetime commitment for my family and me."

"If I can keep the smile on someone else's face that I used to see on my mom's face when she used to come to Charlie's Place, that's a fulfillment and it's what my mom would want me do – it's what she would do," Terry expressed.

Terry is also an active member of the Alzheimer's Services education committee. "I joined Alzheimer's Services' education committee because I learned so much from Alzheimer's Services and can share what it's like being a caregiver," she said. "If I'm in a place that my experience can be helpful to someone, I want to help."

#### CONNIE AND TOM HAWKINS DONORS

Connie and Tom Hawkins had lived in Texas for ten years before they moved to Baton Rouge in 2005, just two weeks before Hurricane Katrina devastated the Gulf Coast. They have two adult daughters and a son. Tom recently retired, and they took the opportunity to travel to South America for the first time.

Connie's mother Zula was affected by Alzheimer's disease and passed away twenty-one years ago. Connie was just forty when they diagnosed her mother. It took several years, numerous doctors' visits and medication adjustments to try to understand what the issue was.

Zula was deaf, and there was no structure at the time to care for her, so her three daughters took turns every three months to welcome her into their homes. As they all lived far away, they would meet halfway to drop off and pick up their mother. It was a very exhausting trip. As Connie recalls with great affection, Alzheimer's had some silver linings: "When we arrived home after a twelve hour round-trip, she would ask why Tom looks so tired. Zula didn't remember she had been in the car for so long!".

Tom also encountered someone affected by the disease. A coworker developed a younger-onset. "It's horrific and heartbreaking. At first, you think the person is having a bad day, but then you realize with the accumulation of things, that something bigger is happening more than just having a bad day."

Tom and Connie first heard of Alzheimer's Services through a friend, Wilfred Barry, who invited them to the Memories in the Making Luncheon. They were very moved by the different speakers' stories, and seeing all the work that Alzheimer's Services has been doing to support the people affected by the disease and their families. They see the growing need in the community for a special care like Charlie's Place, with more and more people being diagnosed with Alzheimer's disease.

They decided to get involved since then as table hosts at the Memories in the Making Luncheon, to make a difference in the community. They are very thankful a place like this exists, and as they wish they would have had a support structure like this when Connie's mother was still alive, they want people in our community to be able to get the relief and resources they needed.

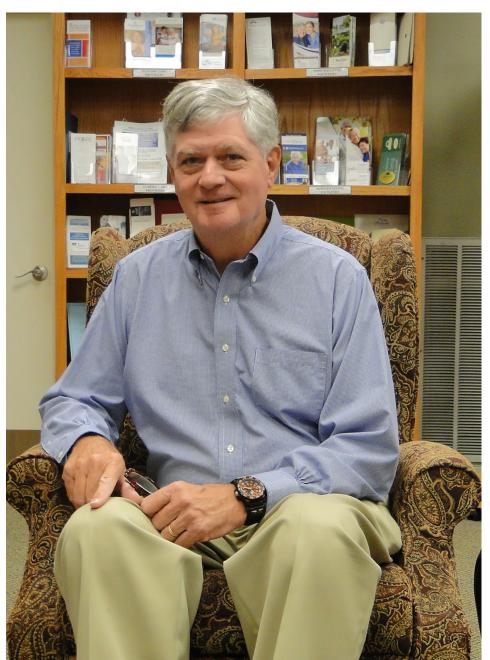


#### JOHN McCLELLAND BOARD MEMBER AND CAREGIVER

Native of Atlanta, John McClelland worked thirty-three years as a cardiologist and retired two years ago to take care of his wife Carla, affected by a younger-onset Alzheimer's disease.

Carla was just fifty-six when she was diagnosed. "I first noticed that something was off while planning the wedding of our third child. They all got married within two years. She became forgetful, disorganized and confused, distant, whenever she used to be a very engaging person, and she appeared dressed inappropriately for some occasions. I thought she was getting tired of all that was going on, but then she started forgetting to pay bills, was losing her car keys and couldn't remember where she was while driving.", recalls John. It took nine months and a visit to the psychiatrist to get a diagnosis. Carla being only fifty-six years old, Alzheimer's was not the first thing that came to mind.

John heard about Alzheimer's Services talking to neurologist Dr. Stephen Cavalier, who with Mona Romaine started the first support group that grew into the organization. John visited the office after his wife was diagnosed in 2010. He learned as much as he could about the disease and the services and programs available at Alzheimer's Services to better help Carla.



Carla and John (and Carla's professional caregiver) are now part of the Tuesdays at Charlie's Place program that John helped set up as a member of the Respite Committee. This program is designed for the caregiver and affected care-recipient who doesn't qualify for the daily program at Charlie's Place. The pairs participate while socializing and engaging in appropriate activities. "T'm extremely grateful for this program, to be able to provide this service to people who otherwise would not be going anywhere."

In addition to the Respite Committee, John has been a board member for three years, and a member of the Education Committee that guides the educational programs and particularly, the Education Conference. The annual conference brings in national experts on Alzheimer's to provide the latest information on Alzheimer's disease, bestpractices in care, or caregiver support.

"Alzheimer's has a ripple effect, it affects everybody around it. It changes schedules and dynamics, but I want people to know they don't have to go through it alone. Alzheimer's Services will help you."

# WALK/RUN TO REMEMBER

OCTOBER 6, 2018 LSU "Old Front Nine"

# **OVER \$78,553 IN TEAM SUPPORT**

**Aegis Therapies** Always Best Care Senior Services of Baton Rouge Alzheimer's Services of the Capital Area Amazing Grace Barry's Team **BASF Memory Makers** Baton Rouge Parents Magazine BBS Because of Grace **Beltone Hearing Solutions** BGBC Sisterhood Ministry **Big Bad Bourgeois** Boogie Queen's Bunch Bridgeway Hospice Heroes Carline Management Company Carmax of Baton Rouge Carville Energy Charlie and Valluzzo Family Team **Members** Conduent's Forget Me Not Dad's Mom **Diversified Healthcare** Dorothy's Babies Dutchtown Eagles Enos Girls Faciane's Fighters Fannie Warriors **FBBC** Walkers Fighting for Debbie Fitch Family and Friends Garontee **Geaux** Tigers Go Gator Grady Crawford Construction Company Hollywood Casino

**IMSCO** Memory Joggers Investar Jaguar Nation A-Team Keep On Keeping On Louisiana Department of Health Leading Health Care of LA Life Church Central Life Source Hospice Lipsey's Lappers LSU Neuropsychology Main Street Pilot Club Mamaw's Girlz Man Wid Da Yellow Hat May Tribe Munny's Honeys Nana's Angels Nanny's Team Ocean's Behavioral Hospital of Baton Rouge Ochsner Baton Rouge OLOL-OLLIE-CLARE Our Lady Of the Lake RMC - Ollie Steele Burden Manor - Clare Manor Omi's Angels On Eagles' Wings Papa's Memories Matter Performance Contractors, Inc. Pop Pop's Party Postlethwaite & Netterville Race for Ace Remember the Titans Rose's Petals Runnin' Up A Tab Scram/Byrd Serenity Private Care LLC SLG Eta Epsilon Chapter St. James Place St. Joseph Baptist Church Outreach



Structural Preservation Systems, LLC Sunrise Steppers Sweet Marie TEAM ANNETTE!!! Team Bhu Team Butsy Team Deborah Team Felix Cucullu Team GG Team Granny Team Lula "Big Ma" Terrance Team Malhiet Team Mary Team Oma Team Podo Team Raiders Team Rodriguez The Carpenter Health Network The Memory Joggers The Pearl at Jamestown The Ponderosa Krewe Therapy For Seniors Theriots Vincent A. Ferachi Walkie Talkies Walking for Bobbie Walking for William We Do It For GG Wizard Racecars

\* Team Names are listed as entered into TeamRaiser by Team Captains

# **CORPORATE PARTNERS**

\* All or a portion of this partnership is in-kind

# **SPECIAL GIFTS**

Our Lady of the Lake Regional Medical Center\* in-kind gift of property at 3772 North Blvd.

# BEQUESTS

Dudley W. Coates

# \$20,000+

McDonald's Valluzzo Family Restaurants/Charles and Nancy Valluzo

#### \$10,000 - \$19,000

Home Instead Senior Care\* KPMG\* Lamar Advertising Company\*

## \$5,000 - \$9,999

Blue Cross and Blue Shield of Louisiana Baton Rouge Coca-Cola Bottling Co. Cajun Industries, LLC Capitol Buick GMC, LLC Investar Bank Manda Fine Meats Robinson Brothers Ford Lincoln Southern Cold Storage Company

# \$4,999 AND BELOW

A First Name Basis\* Lee Michaels Fine Jewelry EATEL\* Express Employment Professionals\*

# **ROSEMARY SOCIETY**

Multi-Year Giving Society

# \$50,000+

Mr. and Mrs. Charles L. Valluzzo

## \$5,000 - \$35,000

Mr. and Mrs. George Balhoff Huey and Angelina Wilson Foundation Belcher Investment and Holdings / Mr. and Mrs. Fred Belcher, Jr. Ms. Charlene Belk Mr. and Mrs. Richard Byrd Cajun Energy Services Oil and Gas Company / Mr. David Phillips Mrs. Charlene Hanchey Mr. and Mrs. Tom Hawkins Mr. and Mrs. Martin Kearns Milford Wampold Support Foundation Jennifer and Sean Reilly Family Fund SJB Group / Mr. and Mrs. Wilfred B. Barry Ms. Beryl Smith The Boo Grigsby Foundation

# \$1,000 - \$4,999

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#### \$999 & BELOW

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# **GIFTS OF SPIRIT**

Multi-Year Pledges

## \$50 - \$3,000

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# **GIFT OF FRIENDSHIP**

#### \$5,000+

Home Instead Senior Care / Matt Cohn Mr. Randall Roberts Mr. Mike Todd Mr. Charles Valluzzo

#### \$1,000 - 4,999

BNY Mellon Charitable Gift Fund Mr. Bill Dawson Ms. Therese Demouy Ms. Carol Fitch Mr. Brent Leblanc Mr. and Mrs. Richard Lipsey Mr. James Maurin Mr. Brian Silva & Dear Friends Of Grant Mr. Carlos Padial Mr. Robin Pilcher Ms. Linda Saurage Mr. Charles Schwing St. Paul Lutheran Church The Bo Miller Merit Scholarship Foundation Turner Industries Fund

## \$500 - \$999

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#### \$100 - \$499

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