

# 2019 ANNUAL REPORT



Alzheimer's®  
SERVICES  
of the Capital Area

Charlie's  
PLACE  
BATON ROUGE • GONZALES



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## 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.



Washboard Willie Visits Charlie's Place



## 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.

## 2019 BOARD OF DIRECTORS

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*Cheryl A. Payne, CPA*

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**John Kovich, Community Volunteer**

**Matthew Laborde, Elifin Realty**

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**John Snow, Emergent Method**

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**Jason P. Windham, Shobe Financial**

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*Director of Respite & Training*

**Debbie Kidder Little**

*Director of Development*

**Kristi Mellion**

*Program Director*

**Monique Poreé**

*Office Manager*

**Dedrick Welch**

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*Gonzales Respite Center Coordinator*

**Marcia Kirk**

*Baton Rouge Respite Center Assistant*

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*Program Coordinator*

**Ann Roeling**

*Training & Marketing Coordinator*

**Rebecca Lunceford**

*Development Associate/  
Volunteer & Walk Coordinator*

**Stephanie Hull Cook**

*Public Relations Coordinator*

## HONORARY BOARD MEMBERS

**Dudley Coates (deceased)**

**Alex Postlethwaite (deceased)**

**Ralph Sims (deceased)**





My hope is that this annual report finds you in good health and in good spirits as our world faces this pandemic situation and challenging social and political climate. While we are all facing challenges, it is my pleasure to report on the past year's successes and challenges experienced by the board and staff of Alzheimer's Services. The organization was once again awarded the Standards of Excellence in Nonprofit Management, demonstrating complete commitment to providing the best care and services to our clients and their families and meeting the highest standards in nonprofit accountability. I have great pride in leading the organization I consider a valued asset to our community.

The year began in our "own" building as the property and building was gifted to us in late December 2018 by Our Lady of the Lake Franciscan Missions. The organization saw a 30.25 % 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.

- Making Sense of Cents: Financial Literacy enrollment more than tripled in attendance as the interest in the program grew, providing information for caregivers to make the most of all the resources available for the long care journey
- Helpline calls saw a 32% increase, and we provided 374 copies of The 36-Hour Day book to caregivers of newly diagnosed Alzheimer's individuals.
- There was a 48% increase in Respite Reimbursement requests and payments providing respite hours for those caregivers of homebound Alzheimer's loved ones. This program is one of our largest expenditures assisting caregivers who are isolated much of their time.
- Memory Boot Camp was launched with eight caregiver/care-recipient pairs. The program funded by the Huey and Angelina Wilson Foundation is the first successful model developed by the Center for Applied Research in Dementia. As a project, the group is completing the development of games featuring local cultural themes for use in long-term care facilities and dementia care.
- Dementia Care Training in nursing homes resulted in 536 employees being trained in our curriculum and provided Recollection Collection Activity Kits to 45 facilities.

The Memories in the Making annual fundraising event raised \$501,724 at the luncheon with a total of \$561,112 income for the year. This event remains the foundation of the sustainable funding



goals in the strategic plan. The Rosemary Society membership welcomed 32 new members. There are currently 222 members inching toward our goal of 250 members for sustainability. Long time Rosemary Society member Dudley Coates, who passed away in 2018, was honored with the establishment of the Dudley Coates Spirit of Philanthropy Award to be awarded to a current or past board member demonstrating the characters held dearly to and practiced by Dudley Coates. Beverly Coates presented the first award to Charles L. Valluzzo, who exemplifies those philanthropic characteristics. The award was presented at the Grillin' in the Garden, an annual dinner and social for Corporate Partners, Rosemary and Spirit Society members.

The 2019 Walk/Run to Remember celebrated 25 years of the event. Expectations were high, yet we saw a similar attendance and slightly less income as in 2018. To address the issue, the organization is changing the event for 2020 to be focused on the caregivers who are true heroes. The venue is moving to the BREC Airline Park facilities (State Fairgrounds). The run is being eliminated and more family-oriented activities will be introduced. We certainly hope you will join us on October 10, 2020.

The organization's financial health continues to maintain a six-month reserve of funds in savings and a growing endowment, and we maintain a healthy ratio of 80% of our expenses invested in programs 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 incredibly talented executive director and staff, our dedicated board, and our valuable volunteers. Without them and the continued support from our community, our services would not be possible. We look forward to our continued success.

Finally, I am encouraged by how the Capital Region has responded to our double-fisted challenge of Covid-19 and social and political unrest. As I look to the next six months and the years to follow, I am confident that our region will prosper, both financially and as a community. Please continue to do your part in dealing with these challenges with integrity, accountability, diligence and perseverance.



James Baker

## COMMUNITY IMPACT & RECOGNITION

### IN 2019, ALZHEIMER'S SERVICES...

- The Rotary Club of East Ascension selected Charlie's Place in Gonzales as benefactor of their annual Mardi Gras Ball providing \$20,000 in scholarship funds.
- Established the Dudley W. Coates Spirit of Philanthropy Award recognizing an outstanding board member who demonstrates leadership, humility, generosity, and philanthropy in their commitment to Alzheimer's Services.
- Selected as a Tier 2 level for Inner Wheel Club of Baton Rouge's "Trash and Treasure Sale" fundraiser.
- Awarded the Excellence in Dementia Care Program of Distinction from the Alzheimer's Foundation of America for the 5th time and hosted AFA's *ABC's of Alzheimer's* in April 2019.
- Partnered with LSU School of Social Work and Ochsner Health System in the Geriatric Workforce Enhancement Program project providing dementia specific training to healthcare professionals, including physicians, social workers, and registered nurses, with the first training provided in November.
- Continued providing training of the Dementia Care curriculum to 45 nursing homes with 536 employees in attendance as part of the Louisiana Department of Health's effort to reduce the use of antipsychotic drugs in nursing homes.
- Hosted the annual Memories in the Making Luncheon receiving a record number of new Rosemary Society Members and raising over \$500,000.
- Held the 26th annual Education Conference with keynote speaker Richard S. Isaacson, MD addressing brain health. Other speakers included Matt Estrade, Matthew Calamia, PhD, and Jean Gatz.
- Returned the monthly Lunch-N-Learn education series to the Alzheimer's Services office from the Goodwood Library.
- Held the 25th Annual Walk/Run to Remember on October 19. In celebration of the 25th Anniversary, a luncheon was held to recognize the Honorary Walk Chairs of the past 25 years. Runners received a 25th Anniversary Commemorative Medal.
- Celebrated Alzheimer's Awareness Month in November by training 60 nursing students to administer memory screenings, providing 141 free Memory Screenings, hosting an Open House at the Alzheimer's Services office, providing a special Lunch-N-Learn, and holding a workshop for activity professionals.
- Barbara Auten, Executive Director of Alzheimer's Services, was recognized as the 2019 Outstanding Professional Fundraiser by the Association of Fundraising Professionals Greater Baton Rouge Chapter at their National Philanthropy Day Luncheon.
- Increased the reach of caregiver support groups by starting three new groups in New Roads, Port Allen, and Walker.
- Set record attendance of 60 attendees at the Christmas TLC (Tender Loving Care for Caregiver's) event, The Holly Jolly Jamboree, including clients and their caregivers. There was live music, lots of dancing, refreshments, activities, and prizes.





Ascension Parish Mardi Gras Ball



AFA Award of Excellence



Memory Screening Training - Southern Univ. School of Nursing Students



Country Fair at Charlie's Place/Gonzales



Christmas TLC: Holly Jolly Jamboree



Statement of Activities  
Year Ended December 31, 2019

**SUPPORT AND REVENUE**

Contributions	\$ 778,047
Special events	127,794
Respite center fees	166,525
Education programs	32,942
Grants	261,318
Contributed goods and services	120,059
Investment return, net	105,420
Other income	<u>13,170</u>

TOTAL REVENUE 1,605,275

**EXPENSES (INCLUDES DONATED GOODS AND SERVICES)**

Program Services	1,208,114
Management and General	137,534
Fundraising	<u>162,449</u>

TOTAL EXPENSES 1,508,097

CHANGE IN NET ASSETS 97,178

NET ASSETS, Beginning of Year 3,468,628

NET ASSETS, End of Year 3,565,806

## 2019

### Programs and Services

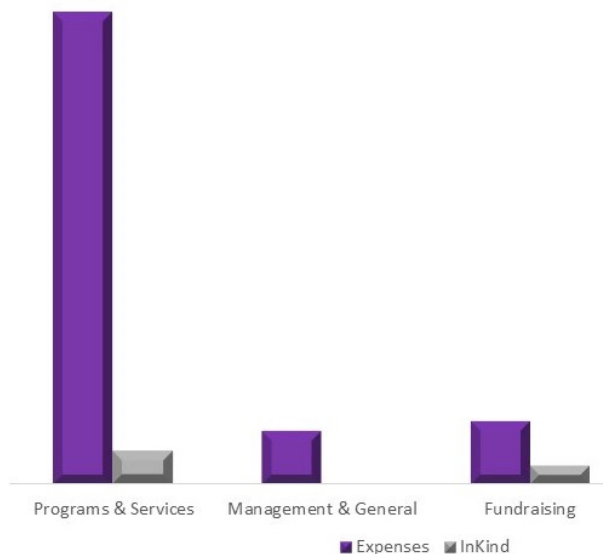
- Expenses 80.11%
- In-kind 5.61% of the 80.11%

### Management and General

- Expenses 9.12%

### Fundraising

- Expenses 10.77%
- In-kind 23.67% of the 10.77%





## Statements of Financial Position December 31, 2019 and 2018

	<u>2019</u>	<u>2018</u>
<b>ASSETS</b>		
CURRENT ASSETS		
Cash	\$476,993	\$592,884
Certificates of deposit	462,499	452,299
Accounts and other receivables	46,097	31,574
Unconditional promises to give (net of discount and allowance for uncollectible accounts)	290,404	289,323
Prepaid expenses	<u>11,927</u>	<u>11,424</u>
TOTAL CURRENT ASSETS	1,287,920	1,377,504
PROPERTY AND EQUIPMENT		
Property and equipment, net of depreciation	901,567	927,270
OTHER ASSETS		
Investments - endowment	758,002	665,957
Certificates of deposit - endowment	39,000	39,000
Unconditional promises to give (net of discount and allowance for uncollectible accounts)	<u>641,671</u>	<u>516,014</u>
TOTAL ASSETS	<u>\$3,628,160</u>	<u>\$3,525,745</u>
<b>LIABILITIES AND NET ASSETS</b>		
CURRENT LIABILITIES		
Accounts and other payables	\$ 14,209	\$ 16,213
Accrued salaries	31,335	25,635
Accrued compensated absences	<u>16,810</u>	<u>15,269</u>
TOTAL LIABILITIES	<u>62,354</u>	<u>57,117</u>
NET ASSETS		
Unrestricted	3,153,195	3,165,135
With donor restrictions	412,611	303,493
Total net assets	<u>3,565,806</u>	<u>3,468,628</u>
TOTAL LIABILITIES AND NET ASSETS	<u>\$3,628,160</u>	<u>\$3,525,745</u>

## EFFIE CASTON

VOLUNTEER, FORMER CAREGIVER

Effie Caston became involved with Alzheimer's Services of the Capital Area and Charlie's Place Respite & Activity Center while caring for her husband, Elgin, following his Alzheimer's diagnosis. Effie and Elgin attended "Tuesdays at Charlie's", which provides activities for caregivers and their loved ones to participate in together. At Charlie's Place, they enjoyed meeting and socializing with others on the same journey. Upon Elgin's passing in October 2017, Effie continued to volunteer at Charlie's Place and for Alzheimer's Services. For Effie, both hold a special place in her heart. She says, "I love whatever I can do to help in each department of Charlie's Place and Alzheimer's Services. I never thought I would be a volunteer, but I cannot ever see myself doing nothing! All of the special people and many memories I hold dearly in my heart. Before God changed Elgin's address, we would talk of the good times at Charlie's Place and the ones that had gone ahead of us. Such a good group and lots of memories and fun times. I can still hear the singing with Marcia at the piano playing all of those wonderful hymns and fun songs."

In 2019, Effie received The Charlie Award, which is given to a volunteer for the dedication of an enormous amount of time and service to Charlie's Place. She is devoted to working with Charlie's Place, and happily does whatever is asked of her. Effie does everything with a smile and tireless energy. She often works as long and as hard as staff at events to help them be successful. Upon receiving the award, Effie responded, "I don't know what I did to deserve the beautiful plaque, but I will always cherish it, and you all thinking I should receive one of them! I will always love each of you and hold you close in my heart. Thank you for letting me be myself and making me feel like I am needed. Thank you for finding things for me to do and keeping my brain working. Don't let me get 'old'!" Effie's genuine surprise at being recognized for her efforts and response to receiving the award is typical of her humble spirit.





## BILL & MERTIS EDWARDS

CAREGIVER & CARE RECIPIENT

Bill and Mertis Edwards have been married for 54 years. Mertis hails from Denham Springs and received her degree in Elementary Education from LSU in 1966. After 4 years of teaching, she received her master's degree in 1969 and was appointed Director of Training for the East Baton Rouge City Parish through 2001 when she retired. Bill hails from Shreveport and attended LSU, then joined the U.S Army in 1961. He was in the active Reserves for 5 ½ years. He then graduated from Southeastern College in Business Administration in 1962. He married Mertis in 1966.

In 2010, Bill was invited to the annual Memories in the Making Luncheon by his "second son", his pet name for Chase Rainey, a current board member of Alzheimer's Services. He was so moved by the program and all the organization does for those affected that he joined the Rosemary Society, never realizing he would one day be seeking services and programs. His beloved wife, Mertis, was diagnosed with Alzheimer's Disease in 2011. Co-owner of Broussard Paper, Bill retired in 2015 to be a full-time caregiver of Mertis. The two attend "Tuesday's at Charlie's", a program at Charlie's Place for both caregiver and care-recipients, where they enjoy many activities and the camaraderie of others. Mertis especially loves Charlie's Place Respite Assistant Marcia Kirk's music and sing-alongs. They also enjoy attending the TLC (Tender Loving Care) socials for caregivers.

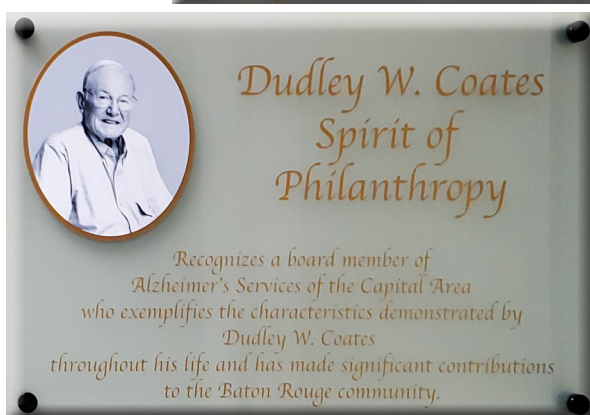
Bill says, "The best things about attending Charlie's Place are getting Mertis out of the house and intermingling with other caregivers and attendees."



## CHARLIE VALLUZZO

AMBASSADOR, BOARD MEMBER, FORMER CAREGIVER

Alzheimer's Services established The Dudley Coates Spirit of Philanthropy Award recognizing Charlie Valuzzo as its first honoree. Dudley, along with Ralph Sims, was inspirational in the formation of the organization so long ago. Dudley helped develop many of our financial policies and helped ensure our Endowment's growth. His philanthropy was quiet, yet he impacted many nonprofit missions in Baton Rouge. Dudley was a true man of character and that is why we honor his legacy with the Spirit of Philanthropy Award. The award is to be given to a board member that exemplifies the characteristics Dudley demonstrated every day of his life, including leadership, humility, generosity, and philanthropy. Our honoree, Charlie Valluzzo, another man of character, has had a tremendous impact on the organization. Charlie was there for the hiring of the first employee, was the first Rosemary Society member, was instrumental to the development of Charlie's Place Respite & Activity Centers, and remains committed to the mission of the organization. As the corporate head of McDonald's Baton Rouge, he grew his business from one restaurant on Plank Road to over 56 before selling the business in 2019. As the business grew, his spirit of philanthropy also grew, giving back to the community that contributed to the McDonald's success. Charlie is often heard saying "To those much has been given, much is asked." His response to that is to give more. He gives generously through his experience and leadership on many nonprofit boards. He is unafraid to ask others to give to worthy missions. He gives without expectation of reward. He, like Dudley, exemplifies philanthropy and had this to say about receiving the award, "Dudley Coates got me involved in Alzheimer's Services, and he is perhaps the finest gentleman I have had the privilege to work with, and I consider it a great privilege to be the first honoree of the Dudley Coates Spirit of Philanthropy Award."





# WALK/RUN TO REMEMBER

OCTOBER 19, 2019  
LSU "Old Front Nine"



TEAM GOAL  
\$135,000  
REACHED  
\$57,725

Always Best Care Senior Services of  
Baton Rouge  
Alzheimer's Services of the Capital  
Area  
Amazing Grace  
BASF Memory Makers  
BGBC Sisterhood Ministry  
Because of Grace  
Big Bad Bourgeois  
Boogie Queen's Bunch  
Bridgeway Healthcare & Hospice  
Carline Management Company  
Carville Energy  
Classy but Sassy  
Conduent's Forget Me Not  
Dad's Mom  
Dashing4Doris  
Dorothy's Babies  
Dutchtown Eagles  
Earnestine's Legacy  
Express Employment Professionals  
of Gonzales  
FBBC Walkers  
Faciane's Fighters  
Fighting for Debbie  
Forget-Me-Not  
Garden View Assisted Living  
God Leading Ladies of BR, LLC  
Granny B's Bunch  
Hope, Faith, and Courage  
ITInspired  
Jaguar Nation A-Team  
Juvo Home Care  
KC969  
Kidder & Schultz CPAs  
LDH  
Lamar Advertising  
Leading Health Care of LA

Leah Johnson  
Life Source Hospice  
Lipsey's Lappers  
Maggio's LaFamilia  
Main Street Pilot Club  
Mamaw's Girlz  
Memory Lapse  
Munny's Honeys  
Nanny's Team  
Ochsner Baton Rouge Walks to  
Remember  
Omi's Angels  
On Eagles' Wings  
Papa's Memories Matter  
Performance Contractors, Inc.  
Pop Pop's Party  
Postlethwaite & Netterville  
Praying 4 A Cure  
Rose Red  
SIGMA THETA (TAU TAU PI CHAPTER)  
Serenity Private Care, LLC  
St. James Place  
St. Joseph Baptist Church Outreach  
Structural Preservation Systems, LLC  
TEAM ANNETTE!!!  
Team Big Daddy  
Team Drago  
Team Felix Cucullu  
Team GG  
Team Gains  
Team Harvest  
Team Lottie  
Team Lula "Big Ma" Terrance  
Team Marshall  
Team Mary  
Team Oma  
Team Podo  
Team Poppy

Team Taylor  
Team Duke  
The Memory Joggers  
The Mighty Magnolias  
The Pearl at Jamestown  
The Ponderosa Krewe  
The Shobe Financial Group  
Theriotics  
Transformyx, LLC  
Valkyrie Foundation  
Vincent A. Ferachi

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

# OUR DONORS

## CORPORATE PARTNERS

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

### \$20,000+

Home Instead Senior Care\*

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

Lamar Advertising Company\*  
McDonald's Valluzzo Family Restaurants  
The Charles and Nancy Valluzzo Fund

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

Baton Rouge Coca-Cola Bottling Co.  
Capitol Trucks, LLC  
Franklin Press, Inc  
KPMG  
Manda Fine Meats  
Performance Contractors, Inc  
Robinson Brothers Ford Lincoln

### \$4,999 AND BELOW

Eatel\*  
Lee Michaels Fine Jewelry  
Southern Cold Storage Company  
Investar Bank

## ROSEMARY SOCIETY

*Multi-Year Giving Society*

## BEQUESTS

Dudley W. Coates

### \$50,000+

Mr. and Mrs. Charles L. Valluzzo

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

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Cajun Energy Services Oil & Gas Company/  
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Mr. & Mrs. Richard Byrd  
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Mr. & Mrs. Martin Kearns  
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Ms. Beryl Smith  
The Boo Grigsby Foundation  
Mr. & Mrs. Roland Touns

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

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 The Robert W. Baker Family  
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 Mr. & Mrs. Bob Valluzzo  
 Mr. & Mrs. Chris Valluzzo  
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 Mr. & Mrs. Tim Valluzzo  
 Mr. Rocco C. Valluzzo  
 Mr. Robert Valluzzo  
 Mr. & Mrs. Troy Wagener  
 Mr. Robert Ward  
 Mr. & Mrs. Jason Windham  
 Mrs. Mary Woolfolk  
 Ms. Candy Wright  
 Dr. & Mrs. Terry Zellmer

## **\$999 & BELOW**

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 Mr. & Mrs. Michael Buchar  
 Mr. Clay Clement  
 Mrs. Helen Darden  
 Mr. & Mrs. Robert Dille  
 Mrs. Sharon Field  
 Mr. & Mrs. Nolan Gill  
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 Mr. & Mrs. David A. Territo  
 Mr. & Mrs. Kyle Rainey  
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 Mr. & Mrs. Paul West

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*Multi-Year Pledges*

### **\$50 - \$2,000**

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 Baker-Zachary Alumnae Chapter Delta  
 Sigma Theta, Inc.  
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 Ms. Laurie Brown Besselman  
 Ms. Peggy Brady  
 Mr. Dana Brown  
 Mr. & Mrs. Adam Bourgeois  
 Mrs. Ashley Bugea  
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 Mr. & Mrs. John Shortess  
 Mr. & Mrs. Donald A. Songy  
 Mr. & Mrs. Mark Wilson  
 Mr. Steele Yeargain

## **GIFT OF FRIENDSHIP**

### **\$20,000+**

Performance Contractors

### **\$5,000+**

BR&R Foundation  
 Home Instead Senior Care  
 Mr. Charles Valluzzo

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

Mrs. Barbara Auten  
 Mr. Jack Brabham  
 Ms. Suzanne Bassett

Benevity/American Endowment  
 Foundation  
 Mary & Terry Bennett  
 BNY Mellon Charitable Gift Fund  
 Mr. Joseph Brown  
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 Mr. Curtis Chastain  
 Mrs. Ethel Cucullu  
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