



Fact Sheet

- The Alzheimer's & Dementia Alliance of Wisconsin, formerly known as the South Central Wisconsin Chapter of the Alzheimer's Association, is the "go to" organization for services and programs supporting people impacted by Alzheimer's disease and other dementias in Wisconsin. More than 116,000 Wisconsin families have been touched by Alzheimer's and dementia, and the Alliance is deeply committed to providing localized education and services in nine Wisconsin counties – Columbia, Dane, Grant, Green, Iowa, Lafayette, Rock, Richland and Sauk.
- The Alliance has been in operation in South Central Wisconsin for more than 24 years. In November, its Board voted to separate from the National Alzheimer's Association, which has become increasingly focused on raising money to support national awareness and research, rather than local efforts.
- While national efforts are certainly important, the Alliance believes its mission is best achieved through a local focus. Its ties to UW-Madison's new Wisconsin Alzheimer's Disease Research Center provide a unique opportunity to support cutting-edge research at one of the premier Alzheimer's research labs in the country. The Alliance also believes the dollars it raises are best spent on programs and services that meet the needs of people right here in Wisconsin.
- The Alliance has a \$1 million annual budget. By separating from the National Alzheimer's Association and concentrating solely on continuing its local mission, the Alliance will be able to direct an additional \$115,000 a year to programs and services that help local patients and their families and to support and encourage participation in locally based research.
- The Alliance's locally focused programs and services touched more than 16,000 people in Wisconsin in 2009. Specifically, the Alliance was able to:
 - Present 189 educational programs attended by 3,691 people, from the *ABCs of Alzheimer's & Dementia* to *Crossing Bridges*, the Alliance's exceptional program for people just diagnosed with memory impairment and their caregivers;
 - Respond to 2,093 Helpline calls and requests for in-person care consultations with families;
 - Provide 261 support group meetings attended by 1,770 people; and
 - Maintain three Outreach Specialists serving rural counties so people struggling with Alzheimer's and other dementia don't always have to travel to Madison or Milwaukee to receive help.
- The Alliance is also a statewide public policy leader on Alzheimer's and dementia-related issues and was the only chapter of the national association to have a registered lobbyist as public policy director.
- The Alliance is grateful for the outstanding support it receives from the South Central Wisconsin community. In addition to a strong network of committed, locally focused donors, the Alliance has more than 235 dedicated volunteers, a talented staff and a Board of Directors that represents some of the area's best-known and most respected businesses and organizations.
- The Alzheimer's & Dementia Alliance of Wisconsin is located at 517 N. Segoe St., Suite 301, in Madison. It also operates regional offices in Lancaster and Portage. More information can be found on the Alliance's Web site at www.alzwisc.org.

HELPLINE: (888) 308-6251 (after Dec. 29) ■ WEB SITE: www.alzwisc.org