



Annual Report 2012–2013



**Alzheimer's Disease
International**

Chairman's report



Jacob Roy Kuriakose

Dear friends,

My warmest regards from all at Alzheimer's Disease International.

The year July 2012 to June 2013 has been another year of development for ADI to keep ahead of the changes being made at national and international level. Never before has there been such interest in the dementia field from those previously on the outside of it, including governments and international bodies, and we will see this interest continuing to spread across the world. Approving a new Strategic Plan for the years 2013-2016 could not have come at a better time. There is now a greater focus on and interest in research into dementia and we recognise the importance of our role in this area. Introducing a new strategic objective to encompass this formalises our commitment to playing our part in finding new interventions and supporting the search for a cure.

It is always a great pleasure to discover a new Alzheimer association operating in a part of the world where there is no ADI representation. With new regional conferences introduced this year we have come into contact with individuals and groups that remind us all of where we started out. I was particularly delighted this year to see the applications submitted for the ADI-MetLife Foundation Awards for the best dementia education project. There is a huge amount of work being carried out by member associations from all world regions and income categories. I salute these courageous, highly motivated volunteers for their deep commitment and true dedication.

Our greatest wish is always to do all that we possibly can to support those living with dementia and their carers. While the immediate objective in this area is to support our member associations well enough to provide services that people with dementia and their carers need, we understand the importance of their direct involvement in our work and the power their voices have to make the changes that are required. Through their presence at our events and the opportunities we offer them to share their stories, we have seen the power they have to break down stigma and show what life with dementia is really like.

Our deepest thanks and appreciation go to all who supported and took part in our work throughout the year. We have a lot more work to do. Let us continue this journey together.

Executive Director's report



Marc Wortmann

Our work is focussed on five strategic goals. These objectives form the basis of our Strategic Plan for 2013 to 2016, *Leading the Global Dementia Challenge*, approved by the ADI Council in April 2013.

Objective 1: ADI will continue to lead global advocacy efforts and support the national advocacy of member countries to make dementia a public health priority.

Achieving consultative status with United Nations (UN) this year enabled us to begin our campaign to reach even further into the global advocacy field. Throughout the year we used this position to appeal to the UN to include ageing and dementia in the new set of global targets to replace the Millennium Development Goals in 2015.

Following our work surrounding the UN summit on non-communicable diseases (NCDs) in September 2011, we called upon the World Health Organization (WHO) to include dementia in the resulting NCD Global Action Plan. This followed our appeal at the UN Commission for Social Development meeting in February 2013, one of many UN meetings we attended during the year.

We attended five of the six regional WHO meetings in September and October 2012 and the annual World Health Assembly in May 2013. The success of the WHO's report on dementia, released in April 2012, continued through the year. The report has been used widely by Alzheimer associations to call upon their governments to develop and implement national dementia plans, which we continued to support our member associations with during the year.

In September 2012, we launched the *World Alzheimer Report 2012*, the fourth in the series. This year's report focussed on overcoming the stigma of dementia and contained findings from an online survey of 2,500 people with dementia and carers. The report's launch was supported by a thought-provoking film.



Participants from Slovenia, Cayman Islands, Morocco and Nepal at the Alzheimer University

ADI developed a new working partnership with leading international healthcare group Bupa during the year and the launch of a new global dementia charter, *I can live well with dementia*, listing 10 rights that people with dementia should have. The charter was translated into different languages and was launched at our 28th International Conference in Taipei

In May 2013, the UK government announced that under its Presidency of the G8 it would be hosting the first G8 summit on dementia later in 2013. This is an exciting step forward for the global dementia movement and a sign of international recognition of the challenges dementia poses.

Objective 2: ADI will meet the needs of emerging and established members and provide services that will enable members to best support people affected by dementia in their country.

We welcomed representatives from Alzheimer associations in the Cayman Islands, Morocco, Saudi Arabia, Nepal, Slovenia and Zimbabwe to the annual Alzheimer University programme for emerging associations in August 2012. We continued to support these associations throughout the year in achieving their governance, awareness-raising and fundraising goals set during the programme.

This year we launched the ADI-MetLife Foundation Awards for Best Dementia Care Education Projects. We received 21 applications from 17 countries and winners from Argentina, India, Lebanon were selected from the three world region categories. Information about these projects was shared through the ADI website to enable other associations to learn from their success.

During the year we introduced a regional conference for both the Africa and the Middle East and North Africa regions. The first Africa regional conference was held in Mauritius in September 2012 with the Middle East and North Africa following in November 2012 in Egypt. These meetings marked the foundation for continuing to raise awareness of dementia through regional events and the second Africa regional conference, a collaboration with the organisers of the Africa Alzheimer's Congress, took place in South Africa in May 2013.

Regional conferences also took place in China for the Asia Pacific members and Chile for Alzheimer Iberoamerica, both in October 2012. The meeting in the Asia Pacific region presented an opportunity to further discuss the creation of a regional office to be introduced later in 2013.

More than 1000 delegates from 54 countries attended the 28th Annual International Conference of ADI which took place in Chinese Taipei in April 2013. The event went a long way in raising awareness of dementia in Taipei, with 2000 individuals joining an International Memory Walk organised by TADA Chinese Taipei and attended by President Ma Ying-jeou. The conference maintained its reputation as being an event for all with the presentation of the latest research findings, discussions on recent policy developments, and the strong involvement of people with dementia and carers. The busy exhibition area featured 33



Conference delegates at the start of the International Memory Walk in Taipei.

exhibitors and 125 poster presentations were displayed. The conference programme featured 15 plenary speakers, and over 100 abstracts were presented during oral sessions.

Alzheimer associations in Macau SAR, Saudi Arabia and Tunisia were accepted as members by the ADI Council during their meeting in Taipei in April 2013. With the conclusion of membership for two disengaged associations, the number of member associations now stands at 79.

Throughout the year members received monthly updates via email on the work being carried out by the ADI team and their fellow Alzheimer associations, our quarterly newsletter *Global Perspective*, as well as one-off emails for breaking news. Our staff are also in regular and frequent contact with members on an individual basis.

Objective 3: ADI will continue to raise awareness about Alzheimer's disease and other dementias.

In September 2012, ADI and national Alzheimer associations worldwide marked the first World Alzheimer's Month, building upon the previous success of our peak awareness event, World Alzheimer's Day. While retaining the Day to host pinnacle events across the world, including the launch of the *World Alzheimer Report 2012*, numerous educational, creative and enjoyable activities and campaigns were held throughout the month.

To support World Alzheimer's Month a new section on the ADI website was launched featuring listings of events taking place and inspiring ideas to encourage others to get involved. In support of World Alzheimer's Day international marketing agency Ogilvy designed and launched an application for social media platform Facebook, enabling users to experience, on 21st September, what it would feel like to lose memories. The campaign was a great success with 20,000 visitors to the dedicated website, almost 5,000 Facebook users sharing the campaign and more than 700 installing the application.

This year we presented the 3rd ADI Award to both Chinese Central Television (CCTV) and to the Hon Mark

Butler, Australian Minister for Mental Health and Ageing. This award continues to recognise those who make an outstanding contribution to raising awareness of dementia and improving the lives of people with dementia and their carers. Chinese Central Television was awarded for their recent series of programming on dementia which has gone a long way to raise awareness in China. The Hon Mark Butler received his award for his commitment to including dementia in aged care reform in Australia.

To improve accessibility to information on the ADI website we introduced a ReadSpeaker text to speech application to enable visitors to listen to the content of each page being read out and download an audio file for future use. Links to information in 50 languages continue to be available on our website and our presence on social media platforms Facebook and Twitter increased throughout the year with promotion of the cause and international developments.

Objective 4: ADI will facilitate and/or encourage research for both interventions and to find a cure

Our newest objective was introduced as part of our Strategic Plan for 2013-2016. While we have supported research in the past, the inclusion of this new objective in our Strategic Plan renewed our commitment to this area.

The 10/66 Dementia Research Group set in motion a number of new projects throughout the year. We supported the Group to set up the Global Observatory for Ageing and Dementia Care, which will help to build capacity to prepare new data. The Group also completed a new prevalence research phase across seven countries and trialled a new intervention in India for community health workers to provide care and identify changing needs for care.

A summary document on the relevance of nutrition in the prevention and course of dementia was released in April 2013, developed with the support of Compass Group and prepared by Martin Prince and Matthew Prina from the Global Observatory for Ageing and Dementia Care. This document stands as an introduction to many of the issues to be raised in a forthcoming report on nutrition and dementia.

With the input of Dr Peter Foltyn, we launched a new factsheet in June 2013 on dementia and your teeth, providing evidence-based findings on common oral concerns for people with dementia and advice on oral health management.

Members of our Medical and Scientific Advisory Panel (MSAP) continued to carry out and review studies and research in various countries across the world. The Panel met twice during the year, in July 2012 and April 2013. Ahead of the meeting in April, Serge Gauthier was elected as the new Chair of the Panel. Serge provides regular research support and knowledge to the ADI staff and is strongly involved in ADI governance and decision-making.

Objective 5: ADI will generate sufficient income to execute the Strategic Plan.

Treasurer's report



Martin Else

In my last annual report as Treasurer of ADI I am pleased once again to reflect on a largely successful year financially. Although there was a small deficit in the net unrestricted funds this year, the

overall position of a number of years has seen a fairly steady positive situation with the general trend being one of improvement and contribution to reserves. This is particularly creditable given the extraordinarily rapid growth in activities and therefore associated income and expenditure over recent times. The fundraising effort and financial control has been crucially important in this effort and will need to continue with even more vigour as the organisation responds to further exciting opportunities in the future. Getting this balance right will be an important strategic challenge.

Much of ADI work continues to be concerned with targeted projects supported by specifically allocated funds from external bodies. This restricted fund activity continues to grow and requires tight management of funds and activity to ensure that finances are closely matched. These projects also include appropriate overheads to cover the costs of the central functions of ADI.

With regard to some specifics for 2012/13 the overall outcome was, as always, sensitive to the finances of the annual conference. Although Taipei was successful this was smaller than the previous event in London and has impacted on the year on year reduction in unrestricted income. The commitment of two-year grant for the 10/66 Global Observatory was also recorded in the year. The net effect was a small deficit of \$28,529 on a turnover of unrestricted fund activity of around \$2m.

We are as ever, deeply indebted to those trusts, foundations, corporations and individuals that support the work of ADI. In particular we would like to thank those donors listed overleaf, including our Global Foundation Partners and Global Supporters. We are also grateful for the continuing support of all our member associations.

It has been a great pleasure to act as ADI's Treasurer for over 8 years – to see the organisation develop so substantially and to work with so many wonderful people in achieving these outcomes within the resources available. It has required a huge commitment by all and rewards have been great. I wish my successor well in this exciting role.

Finally I would like to thank the Chairman, Council, Board, Executive Committee and especially the staff who strive to deliver the ambitious strategic programme of activities for ADI within the financial constraints of the organisation.

Financial statements

Statement of financial position

At June 30, 2013. Consolidated

	Unrestricted Funds \$	Temporarily Restricted Funds \$	Total \$
Assets			
Cash and cash equivalents	750,777		750,777
Accounts receivable	191,576	436,024	627,600
Due from conference	56,170		56,170
Prepaid expenses & other	70,863		70,863
Fixed assets, net of accumulated depreciation of \$41,377 in 2013 and \$36,405 in 2012	6,036		6,036
Interfund balance	(228,817)	228,817	0
Total assets	846,605	664,841	1,511,446
Liabilities and net assets			
Liabilities			
Accounts payable	396,296		396,296
Total liabilities	396,296	0	396,296
Net assets			
Unrestricted	450,309		450,309
Temporarily restricted		664,841	664,841
Total net assets	450,309	664,841	1,115,150
Total liabilities and net assets	846,605	664,841	1,511,446

Statement of activities and changes in net assets

Year ended June 30, 2013. Consolidated

	Unrestricted Funds \$	Temporarily Restricted Funds \$	Total \$
Support and revenue			
Dues	397,136		397,136
Contributions and grants	199,770	1,151,470	1,351,240
Conference revenue	767,113		767,113
Interest and other	4,609		4,609
Gain (loss) on currency exchange transactions	(4)		(4)
Net assets released from restriction:			
Satisfaction of program restrictions	625,101	(625,101)	0
Total support and revenue	1,993,725	526,369	2,520,094
Expenses			
Program services			
Conference	785,141		785,141
Information	63,320		63,320
Member support and development	292,862		292,862
Promotion	489,428		489,428
Research	168,108		168,108
Total program services	1,798,859	0	1,798,859
Support services			
General administration	136,333		136,333
Fund raising	87,062		87,062
Total support services	223,395	0	223,395
Total expenses	2,022,254	0	2,022,254
Increase (decrease) in net assets	(28,529)	562,369	497,840
Net assets			
Beginning of year	478,838	138,472	617,310
End of year	450,309	664,841	1,115,150

Income

ADI is a 503(c)(3) non-profit organisation, incorporated in the state of Illinois, USA.

The figures in this report are for the 2012-13 year, which ended on 30 June 2013.

ADI member Alzheimer associations pay dues according to their own income, which in 2012-13 made up 16% of the total income. ADI also receives contributions and grants from corporations, foundations, trusts and individuals.

ADI also receives support from Friends of ADI, a UK-registered charity. Friends of ADI does not run any programme of its own – it exists to support the work of ADI.

Expenses

ADI's expenses are classified into seven functions: the five main areas of programme work, management and administration, and fundraising.

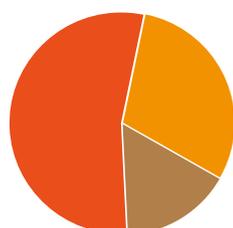
'Member support and development' includes the Alzheimer University training programmes and other support and advice provided to Alzheimer associations. 'Information' covers the Global Perspective newsletter, website, factsheets and booklets. The key event for 'Promotion and awareness' is World Alzheimer's Month, but ADI staff and Elected Board members also take part in other conferences and meetings to promote our work and our cause. This also includes ADI's public policy work, including the *World Alzheimer Report*. The spending on 'Research' is through support of the 10/66 Dementia Research Group and Global Observatory for ageing and dementia care at King's College London, and there is a heading for the ADI International 'Conference'.

Reserves policy

The Elected Board has determined that a reserve of approximately 6 to 8 months of core functions of the organisation is desirable. Core functions include maintenance of a central office, a buffer to sustain the conference and travel and activities with essential international commitments including a modest contingency. In the current policy, core functions are approximately \$750,000 per year resulting in a desired reserve of \$375,000 to \$500,000.

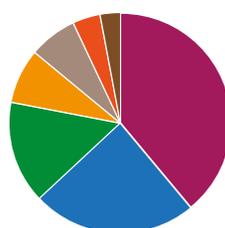
Thank you

MetLife Foundation	PhRMA	Pfizer
Bupa	Helen Bader Foundation	Mailability
Lilly	GE Healthcare	Bloomberg
Novartis	Nutricia	Bob Kerr and supporters
Compass Group	Eisai	Mark Krueger & Associates



Income

- 54% Contributions and grants
- 30% Conference
- 16% Dues



Expenses

- 39% Conference
- 24% Promotion and awareness
- 15% Member support and development
- 8% Research
- 7% Management and administration
- 4% Fundraising
- 3% Information

Alzheimer's Disease International

Vision An improved quality of life for people with dementia and their families throughout the world.

Mission To strengthen and support Alzheimer associations, to raise awareness about dementia worldwide, particularly to improve the knowledge and information, and to make dementia a global health priority.

Elected Board

AS AT JUNE 2013

Princess Yasmin Aga Khan, USA,
President
Dr Jacob Roy Kuriakose, India, Chairman
Mrs Wendy Fleming, New Zealand,
Vice Chairman
Mr Martin Else, UK, Treasurer
Dr Serge Gauthier, Canada, Chairman of
Medical and Scientific Advisory Panel
Mr Dale Goldhawk, Canada
Ms Lynda Hogg, UK
Mr Markus Löfström, Finland
Mrs Carolyn Popham, UK
Prof Yasmin Raashid, Pakistan
Mr Lonnie Wollin, USA
Dr Robert Yeoh, Australia

Honorary Vice Presidents

AS AT JUNE 2013

Dr Daisy Acosta, Dominican Republic
Prof Henry Brodaty, Australia
Dr Nori Graham, UK
Mr Brian Moss, Australia
Mr Jerome Stone, USA

Staff

AS AT JUNE 2013

Marc Wortmann, Executive Director
Jane Cziborra, Membership and Events
Manager
Michael Lefevre, Finance and
Technology Manager
Sarah Smith, Communications and
Administration Officer
Johan Vos, Director of Development

Members

AS AT JUNE 2013

Asociación de Lucha contra el Mal de
Alzheimer (Argentina)
Alzheimer's Disease Armenian
Association
Fundacion Alzheimer Aruba
Alzheimer's Australia
Alzheimer Angehörige Austria
Alzheimer Society of Bangladesh
Barbados Alzheimer's Association Inc
Ligue Nationale Alzheimer Liga (Belgium)

Alzheimer's Family Support Group
(Bermuda)
FEBRAz (Brazil)
Compassion Alzheimer Bulgaria
Alzheimer Society of Canada
Corporacion Alzheimer Chile
Asociacion Colombiana de Alzheimer
(Colombia)
Asociación Costarricense de Alzheimer
y otras Demencias Asociadas (Costa
Rica)
Alzheimer Croatia
SCUAL (Cuba)
Stichting Alzheimer Curaçao
Pancyprian Association of Alzheimer's
Disease (Cyprus)
Ceska Alzheimerovska Spolecnost
(Czech Republic)
Alzheimerforeningen (Denmark)
Asociacion Dominicana de Alzheimer
(Dominican Republic)
Egyptian Alzheimer Society
Asociacion de Familiares Alzheimer de
El Salvador
Muistiliitto ry (Finland)
Deutsche Alzheimer Gesellschaft
(Germany)
Greek Association of Alzheimer's
Disease and Related Disorders
ERMITA (Guatemala)
Asociación Hondureña de Alzheimer
(Honduras)
Hong Kong Alzheimer's Disease
Association
Hungarian Alzheimer Society (Hungary)
Alzheimer's and Related Disorders
Society of India
Asosiasi Alzheimer Indonesia
Iran Alzheimer Association
The Alzheimer Society of Ireland
Alzheimer's Association of Israel
Federazione Alzheimer Italia (Italy)
Alzheimer's Jamaica
Alzheimer's Association Japan
Alzheimer's Association Korea (South
Korea)
Alzheimer's Association Lebanon
Macau Alzheimer's Disease Association
Association of Alzheimer Disease -
Skopje Macedonia
Alzheimer's Disease Foundation
Malaysia

Malta Dementia Society
Alzheimer Association Mauritius
Federacion Mexicana de Alzheimer
(Mexico)
Alzheimer Nederland (Netherlands)
Alzheimers New Zealand
Alzheimer's Disease Association of
Nigeria
Alzheimer's Pakistan
Asociacion Peruana de la Enfermedad y
Otras Demencias (Peru)
Alzheimer's Disease Association
Philippines
Polish Alzheimer's Association (Poland)
Alzheimer's Disease Chinese (PR China)
Asociacion de Alzheimer y Desordenes
Relacionados de Puerto Rico
Romanian Alzheimer Society
Help For Patients With Alzheimer's
Disease And Their Families (Russia)
Saudi Alzheimer's Disease Association
(Saudi Arabia)
Alzheimer Scotland
Alzheimer's Disease Association
Singapore
Sint Maarten Alzheimer Association
Slovak Alzheimer's Association (Slovak
Republic)
Alzheimer's South Africa
CEAFA (Spain)
Lanka Alzheimer's Foundation (Sri
Lanka)
Alzheimerforeningen i Sverige (Sweden)
Association Alzheimer Suisse
(Switzerland)
Syrian Alzheimer and Memory Diseases
Society (Syria)
TADA (Chinese Taipei)
Alzheimer's and Related Disorders
Association of Thailand
Alzheimer's Association of Trinidad and
Tobago
Association Alzheimer Tunisie (Tunisia)
Turkish Alzheimer Society and
Foundation (Turkey)
Alzheimer's Society (England, Wales
and Northern Ireland)
Alzheimer's Association (USA)
Asociación Uruguaya de Alzheimer y
Similares (Uruguay)
Fundacion Alzheimer de Venezuela
Zimbabwe Alzheimer's and Related
Disorders Association



**Alzheimer's Disease
International**

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Alzheimer's Disease International:
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Disorders Societies, Inc. is
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