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.
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 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
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.
Financial statements

Statement of financial position
At June 30, 2013. Consolidated

<table>
<thead>
<tr>
<th>Assets</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>750,777</td>
<td></td>
<td>750,777</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>191,576</td>
<td>436,024</td>
<td>627,600</td>
</tr>
<tr>
<td>Due from conference</td>
<td>56,170</td>
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<td>56,170</td>
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<tr>
<td>Prepaid expenses &amp; other</td>
<td>70,863</td>
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<td>70,863</td>
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<tr>
<td>Fixed assets, net of accumulated depreciation of $41,377 in 2013 and $36,405 in 2012</td>
<td>6,036</td>
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<td>6,036</td>
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<tr>
<td>Interfund balance</td>
<td>(228,817)</td>
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<td>0</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>846,605</td>
<td>664,841</td>
<td>1,511,446</td>
</tr>
</tbody>
</table>

Liabilities and net assets

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable</td>
<td>396,296</td>
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<td>396,296</td>
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<tr>
<td><strong>Total liabilities</strong></td>
<td>396,296</td>
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<td>396,296</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Net assets</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>450,309</td>
<td></td>
<td>450,309</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>664,841</td>
<td>664,841</td>
<td>664,841</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>450,309</td>
<td>664,841</td>
<td>1,115,150</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Support and revenue</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dues</td>
<td>397,136</td>
<td></td>
<td>397,136</td>
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<tr>
<td>Contributions and grants</td>
<td>199,770</td>
<td>1,151,470</td>
<td>1,351,240</td>
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<tr>
<td>Conference revenue</td>
<td>767,113</td>
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<td>767,113</td>
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<tr>
<td>Interest and other</td>
<td>4,609</td>
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<td>4,609</td>
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<tr>
<td>Gain (loss) on currency exchange transactions</td>
<td>(4)</td>
<td></td>
<td>(4)</td>
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<tr>
<td>Net assets released from restriction:</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Satisfaction of program restrictions</td>
<td>625,101</td>
<td>(625,101)</td>
<td>0</td>
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<tr>
<td><strong>Total support and revenue</strong></td>
<td>1,993,725</td>
<td>526,369</td>
<td>2,520,094</td>
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</table>

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Total $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference</td>
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<td>785,141</td>
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<tr>
<td>Information</td>
<td>63,320</td>
<td></td>
<td>63,320</td>
</tr>
<tr>
<td>Member support and development</td>
<td>292,862</td>
<td></td>
<td>292,862</td>
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<tr>
<td>Promotion</td>
<td>489,428</td>
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<td>489,428</td>
</tr>
<tr>
<td>Research</td>
<td>168,108</td>
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<td>168,108</td>
</tr>
<tr>
<td><strong>Total program services</strong></td>
<td>1,798,859</td>
<td>0</td>
<td>1,798,859</td>
</tr>
<tr>
<td>General administration</td>
<td>136,333</td>
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<td>136,333</td>
</tr>
<tr>
<td>Fund raising</td>
<td>87,062</td>
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<td>87,062</td>
</tr>
<tr>
<td><strong>Total support services</strong></td>
<td>223,395</td>
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<td>223,395</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td>2,022,254</td>
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<td>2,022,254</td>
</tr>
<tr>
<td>Increase (decrease) in net assets</td>
<td>(28,529)</td>
<td>562,369</td>
<td>497,840</td>
</tr>
</tbody>
</table>

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
Helen Bader Foundation
Mailability
Bloomberg
GE Healthcare
Bob Kerr and supporters
Nutricia
Mark Krueger & Associates
Compass Group
Eisai

The figures are extracts from the financial statements, which are available in full from www.alz.co.uk/financials
**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.

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**Elected Board**
AS AT JUNE 2013
Princess Yasmin Aga Khan, USA, President
Dr Jacob Roy Kurikose, 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
Prof Yasmin Raashid, Pakistan
Mrs Carolyn Popham, UK
Mr Markus Löfström, Finland
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

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**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 (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
Muistiilti 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

Alzheimer’s Disease International 64 Great Suffolk Street London SE1 0BL, UK Tel: +44 20 79810880 Fax: +44 20 79282357 www.alz.co.uk Alzheimer’s Disease International: The International Federation of Alzheimer’s Disease and Related Disorders Societies, Inc. is incorporated in Illinois, USA, and is a 501(c)(3) not-for-profit organization