

Overview:

Currently there are more than 5 million people with Alzheimer's disease in the United States and 35 million worldwide. These numbers are expected to skyrocket to as many as 16 million and 115 million people respectively by mid-century. The potential of earlier diagnosis and the development of better treatments may significantly change the experience of Alzheimer's for millions of people. In the meantime, the cost of care will rise exponentially for society. These factors will provide unprecedented challenges and opportunities to the Association over the coming years.

The Alzheimer's Association is the leader across Alzheimer's advocacy, research and support. To enhance and strengthen this global leadership position as well as expand the depth, breadth and pace of the Alzheimer's movement, we must do more. From fiscal year 2012 through 2014, this strategic plan aims to aggressively advance the mission of the Alzheimer's Association.

This collaboratively developed plan is the strategic plan for all parts of the Alzheimer's Association and includes the overarching Association-wide strategic objectives and priority activities on which each part of the organization and its staff will be monitored and measured during the years of the plan. Annual operating and business plans for the national organization and chapters will be developed on the basis of this Association-wide strategic plan, with options for each part of the organization to go above and beyond the plan with customized and innovative initiatives and tactics.

Vision:

A world without Alzheimer's disease.

Mission:

To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Core Values:

The Alzheimer's Association's core values are forged by our commitment to the highest ethical standards and drive our priorities, commitments and organizational decisions. Our reputation is the ultimate asset, and these core values guide our behaviors, judgments and how we accomplish our mission:

Integrity:

We assure and maintain transparency in our relationships with each other and with our various constituencies.

Commitment to Excellence:

We lead through innovation, maximize technology to its fullest and relentlessly increase our knowledge.

Inclusiveness:

We operate in a spirit of inclusiveness by providing opportunities and forums for our many stakeholders to be represented and heard across activities throughout the Association.

Diversity:

We vigorously encourage and welcome the power of diversity, especially those who have been underserved or under-represented.

Consumer Focus:

We seek to understand, learn from and meet the needs of individuals with Alzheimer's disease, their families and caregivers.

Accountability:

We keep our commitments and make measurable progress to achieve our mission.

Strategic Goals:

There are five strategic goals that are decidedly interdependent. Each is a priority and will be strategically implemented throughout the Association in a variety of ways. Each goal has a single over-arching strategic objective which will move forward the mission of the Alzheimer's Association. Progress on strategic objectives will be measured and achieved through priority activities.



Strategic Objectives and Priority Activities

Diversity and Inclusiveness

All priority activities will be implemented in ways that are reflective and inclusive of the diverse communities we serve. Progress will be measured annually.

Goal: Increasing Concern and Awareness

Strategic Objective:

Increase the momentum of the Alzheimer's disease movement by 1) measurably increasing concern annually in the general population about Alzheimer's disease as a critical public health issue; and 2) doubling unaided awareness of the Alzheimer's Association among the Champions audience.

Priority Activities:

1. Increase media impressions naming the Alzheimer's Association by an average of 20 percent per year by implementing communications plans for, at a minimum, the Alzheimer's Association International Conference on Alzheimer's Disease, World Alzheimer's Day, Walk to End Alzheimer's, National Alzheimer's Disease Awareness Month/Family Caregiver Month and the Alzheimer's Association Alzheimer's Advocacy Forum, as well as year-round branding opportunities.
2. Grow community presence and the Alzheimer's movement by doubling the number of registered participants in the Walk to End Alzheimer's and expanding Walk to End Alzheimer's to additional geographies.

Goal: Advancing Public Policy

Strategic Objective:

Advance public policy by securing governmental action to increase federal research investment to \$2 billion, create early detection and care planning initiatives, create a federal Alzheimer plan, and implement coordinated nationwide state policy priorities.

Priority Activities:

1. Increase the number of advocates nationwide to at least 500,000, with a minimum of 900 in each congressional district and with at least 25 percent of total advocates taking at least two actions per year.
2. Have an Alzheimer's Ambassador for every member of the U.S. House and Senate.
3. Meet at least seven times a year with every member (or his/her staff) of the U.S. House and Senate.

Goal: Enhancing Care and Support

Strategic Objective:

The Alzheimer's Association will be an early and ongoing point of contact for at least 50 percent of people diagnosed with Alzheimer's disease, either directly or through a caregiver.

Priority Activities:

1. Conduct outreach, consisting of at least two contacts, with the goal of reaching the clinical practices of 80 percent of neurologists and geriatricians and 50 percent of the top prescribing clinical practices within general/family medicine, internal medicine and psychiatry.
2. Increase utilization of the Association's information, support and referral services via the Association-wide 24/7 Helpline by 25 percent and via visitors to the website by 80 percent.
3. Provide high-quality assistance through [NAME OF PROGRAM TBD], an assessment and referral program to help persons with dementia and their families to determine and access appropriate education, support and care options throughout the disease continuum with each enrollee following through on at least one recommended action step. The basic program will be delivered online and will be coordinated with quality-measured Common Program Plan services.
4. Improve meaningful engagement of early-stage constituents through a 50 percent increase in participation in consistent, high-quality and evidence-based early-stage programs, support groups and volunteer activities.

Goal: Accelerating Research

Strategic Objective:

Accelerate progress in global Alzheimer research by increasing funding by the Association, engaging more people in Alzheimer science priorities, leading global efforts to advance key issues and supporting emerging needs.

Priority Activities:

1. Increase participation by 30 percent in Alzheimer's disease science priorities by engaging individuals, chapters and institutions in the global research effort.
2. Advance key issues in Alzheimer research by leading global efforts in the creation, standardization, validation and qualification of diagnostic and interventional tools for the scientific community. Initiate and/or facilitate two global or national efforts.
3. Accelerate progress in global Alzheimer research by addressing emerging needs with a focus on new investigators and the launch of three novel and innovative programs that reshape the field.

Goal: Growing Revenue Support of the Mission

Strategic Objective:

Achieve significantly greater Association-wide mission impact by growing contributed revenue at a minimum annual growth rate of 6 percent in FY12, 8 percent in FY13, and 10 percent in FY14 to at least \$240,000,000 in FY14 by increasing the number of donors and donations and by investing in both short- and longer-term growth strategies.

Priority Activities:

1. Combined Events – increase revenue by a minimum of 45 percent (a minimum of 12 to 15 percent annual growth rate) and number of new donors/participants by 30 percent.
2. Individuals and Families – increase revenue by a minimum of 17 percent (a minimum of 4 to 8 percent annual growth rate) and engagement by 15 percent (calls, visits, moves, use of leadership, asks). This includes private family foundations and excludes individuals/families in combined events.
3. Corporations and Foundations – increase revenue by a minimum of 18 percent (a minimum of 3 to 7 percent annual growth rate) and strategic engagement by 15 percent (calls, visits, moves, use of leadership, asks). This excludes private family foundations and corporate involvement in combined events.