

Caregiving for a loved one who has Alzheimer's disease or another dementia is one of the most emotionally, physically, and financially challenging experiences a family can face.

Today, you have the opportunity to touch someone's heart and help keep families together by investing in Alzheimer's Family Services Center.



EXPERT HELP FOR FAMILIES FACING DEMENTIA
Affiliated with the Hoag Neurosciences Institute



Dear AFSC staff,

*Thank you so much for taking the time to meet with me. The information you provided was a big help when we had our family meeting about caring for Mom. The work you do to benefit our community and other families is extremely valuable. I hope this contribution helps just a little with all you do.
You are all heroes.*

Sincerely,

Judy & Phil

Invest in our proven community-focused program

For 30 years, Alzheimer's Family Services Center has received the support of community leaders and philanthropists who have invested their time, talents, and treasures towards ensuring the agency's success.

30 Years Strong

In 1980, a small group of visionary community leaders, committed to ending the practice of leaving confused, forgetful elders alone to pace hospital halls, founded Alzheimer's Family Services Center (AFSC). Our founders welcomed a handful of elders to a parish hall to enjoy days filled with meaningful, pleasurable activities. What began three decades ago in a church as an all-volunteer effort is now a state-of-the-art, dementia-specific facility where persons with Alzheimer's disease or another dementia receive compassionate care, and families can access much-needed support and education. AFSC's services are designed to promote the continued dignity and personhood of individuals across the course of dementia and ensure families have access to the resources they need to provide the best possible care for loved ones.

Licensed by the California Department of Public Health, AFSC was one of the first Alzheimer's Day Care Resource Centers in California and remains the only one in Orange County (OC). As experts in dementia care, staff fulfill AFSC's mission to improve quality of life for families challenged by Alzheimer's disease or another dementia through services tailored to meet individual needs.

Your investment will help improve quality of life for families challenged by Alzheimer's disease or another dementia.

Leading the Way

Deeply embedded within the Orange County community, AFSC has developed a network of partnerships to advance its mission. Notably, AFSC is affiliated with the Hoag Neurosciences Institute and engaged in joint efforts to improve early identification of memory loss as well as hospital and post-discharge care of patients with dementia. Similarly, for the UCI Institute of Memory Impairments and Neurological Disorders, AFSC provides a link to critical community-based services that families need. Through its community-wide efforts, AFSC is transforming dementia care from a "nothing can be done" to a proactive approach—one family at a time.

Our Management

A six-member executive management team, with 70 total years of nonprofit and dementia care experience, leads AFSC under a 20-member board of directors. Cordula Dick-Muehlke, Ph.D., AFSC executive director, is a recognized expert in dementia care. She and other AFSC executives hold board positions in the California Association of Adult Day Services, California Association of Nonprofits, and Orange County Adult Day Services Coalition. As participants of the California Alzheimer's Disease Task Force this last year, Dr. Dick-Muehlke and AFSC board member Fay Blix have helped ensure that Californians with dementia today and in the future receive quality care.

Our Partnerships

We are dedicated to ensuring that older adults and their caregivers in Orange County have access to an integrated network of services. We accomplish this goal through community-wide partnerships, including our longstanding relationships with Hoag Memorial Hospital Presbyterian, the UCI Institute of Memory Impairments and Neurological Disorders, Alzheimer's Association of OC, Orange Caregiver Resource Center, and OC Office on Aging. Along with these partnerships, participation in key local networks such as the OC Adult Day Services Coalition and OC Aging Services Collaborative enable us to maximize our efforts to reach families and connect them to services most appropriate for their individual needs.

Now AFSC is collaborating with Hoag on the new OC Vital Aging Program, designed to promote long-term health through education, risk factor management, and early intervention against medical conditions that impair memory.

Our Sustainability

To ensure its sustainability, AFSC has developed diverse fee and charitable income funding streams, and minimized its reliance on government funding and reimbursement. The agency is positioned to continue services despite the state's current budgetary challenges. To ensure continuation of our affordable services, we will raise \$1.4 million through events, grantwriting, annual, major, and planned giving programs, as well as online/social media campaigns in FY10-11.

Directly Impacting the Community

AFSC has been instrumental in developing new services and programs that positively impact the community.

Orange County's Only Alzheimer's Day Care Resource Center

In 1985, AFSC became one of the state's first Alzheimer's Day Care Resource Centers and joined statewide efforts to develop best practices for the care of persons with dementia. As the only Alzheimer's Day Care Resource Center in Orange County, we provide care for persons from the earliest to most advanced stages of dementia, even after discharge elsewhere for difficult-to-manage behaviors (e.g., wandering). Our customized adult day health care enables families to delay institutionalization.

Early Stage Services

Always on the cutting edge, AFSC responded to the growing need for specialized early stage services in 1999 by creating the New Connections Club, a unique track of adult day health care programming which provides cognitively and physically challenging activities shown in research to help slow the progression of cognitive impairment. In response to advances in the early detection of Alzheimer's disease, AFSC is continuing to develop innovative programs to address the unique needs of persons with minimal cognitive difficulties who may still be working, driving, and living alone. As the county's sole provider of early stage adult day health care, AFSC is connecting families with the multiplicity of services needed to cope with the challenges ahead.

Memory Care Tools

In 2008, AFSC introduced four simple Memory Care Tools - teddy bears, old-time music, hand towels for folding, and squeeze balls - at Hoag Memorial Hospital Presbyterian to calm agitated, confused elderly patients. The pilot project was so successful in preventing the use of physical restraints that the tools have been adopted hospital-wide as a new standard of care for patients with dementia.

The Story of Elle and David

Elle is a 75-year old woman who was diagnosed with Alzheimer's disease 8 years ago. In the advanced stages of dementia, she suffers from erratic behaviors, agitation, delusions, constant wandering, and depression. As Elle's husband, David, has multiple health challenges of his own, and the couple's adult children work full-time, the family had considered placing Elle at a full-time care facility before learning about AFSC. AFSC's comprehensive services have empowered Elle's family to provide compassionate and respectful care at home. Not only has Elle benefited from intensive care management and daily socialization with her peers, but by attending AFSC's support groups and education workshops, her family has also gained the communication and coping skills needed to ease the burden of care.

Help us plan, prepare, and build for the future

Did you know that over the next 20 years, as Baby Boomers reach 65, the age after which Alzheimer's disease is most prevalent, the number of Orange County seniors affected by dementia and their caregivers will grow to approximately 300,000?

Unfortunately, no one prepares a family for the often overwhelming experience of eldercare. At AFSC, we equip families with the time off, coping skills and knowledge they need to keep loved ones in the home environment for as long as possible. Join us as we strive to meet the community need for affordable dementia-specific care, support, and education.

AFSC has built the capacity in staff, programming, and facility to meet the needs of cognitively impaired seniors from the earliest to most advanced stages of dementia. Our standards of care are far above minimums required by adult day health care regulations. As such, we are able to serve participants discharged from sister centers due to difficult-to-manage behaviors such as wandering or aggressiveness.

AFSC has created a unique dementia-specific adult day health care center, unlike any other countywide, to meet the diverse needs of its participants.

First, our center has three tracks, all grounded in the latest research and clinical guidelines for dementia care.

- 1) **New Connections Club** – For active early stage individuals able to engage in a physically and mentally challenging set of therapeutic activities,
- 2) **Pathways Club** – For participants with mild cognitive difficulties plus physical limitations, and
- 3) **Friendship Club** – For persons progressing from early into moderate and severe dementia.

Second, to complement its adult day health care, AFSC has built a continuum of evidence-based caregiver support and education services that empower families with practical and emotional coping skills.

Through programs like *JumpStart*, which includes weekly support and bi-monthly education sessions, AFSC is helping persons with early Alzheimer's disease and their care partners transition from diagnosis into the system of care that will sustain them over the long haul. Rather than feeling like "nothing can be done" when dementia strikes, *JumpStart* empowers early stage individuals to participate in long-term planning while still able, and care partners to use practical knowledge and skills to manage the multiple challenges of dementia. In the words of one care partner, "*JumpStart saved our lives - it showed us what normal is in an abnormal situation.*"

The Story of Frank and Betty

Betty has been bringing her husband, Frank, who has Alzheimer's disease, to AFSC since 2007. As Frank's dementia progressed, our staff developed strategies to manage his agitated cries for his wife and desire to leave. At the recommendation of her care manager, Betty began attending a support group, which enabled her to overcome feelings of guilt and increase Frank's time at AFSC from two to five days. Empowered with coping skills, support, and rest, Betty has been able to continue caring for Frank at home and protect her own health. AFSC both preserves the personhood of those with dementia and equips their caregivers with the resources they need to care for themselves and loved ones.

Your support provides critically needed services

In FY10-11, we will serve 235 families through our adult day health care program and over 5,000 individuals through our caregiver support, education, and outreach services. As a one-stop-center, we offer comprehensive solutions, including the following programs and services:

DEMENTIA-SPECIFIC ADULT DAY HEALTH CARE – Medical, rehabilitative, psychosocial, and nutritional adult day health care services based on an individualized plan of care within the context of a stimulating recreational program. Services are tailored to the changing needs of persons from the earliest to most advanced stages of dementia.

SUPPORTIVE CARE MANAGEMENT – Includes information and referral, ad hoc telephone and in-person counseling, and relationship-building home visits to address high-risk situations (e.g., living alone) available to every caller at no cost. As partners in care, AFSC’s professionals support the caregiver in developing solutions for everyday challenges, ranging from difficult behaviors to physician communication.

CAREGIVER SUPPORT GROUPS – Caregivers community-wide have access to 91 free support group sessions offered by AFSC in collaboration with the Alzheimer’s Association of Orange County on an annual basis. Support groups represent an important vehicle for caregivers to gain knowledge, skills, and support from their peers as well as a professional leader.

JUMPSTART – A unique program comprised of ongoing weekly parallel support group sessions for early stage individuals and their care partners, plus bi-monthly education workshops and quarterly potlucks.

SHORT-TERM COUNSELING – Individual, family, and couples counseling offered in multiple formats (e.g., session-by-session or a package of support/education sessions) to help address problems such as family conflicts over care, depression, and unhealthy caregiving styles.

CAREGIVER EDUCATION – Empowers caregivers with essential knowledge and coping skills and, thereby, helps alleviate caregiver risk for mental and physical health problems.

COMMUNITY EDUCATION & OUTREACH – Address the lack of accurate information about dementia diagnosis, treatment, and available care-related services among at-risk seniors, families, and healthcare professionals.

The Story of Beth and John

Beth was working two jobs, living paycheck to paycheck, and had to give up one to care for her 87-year-old father, John, when he was diagnosed with Alzheimer’s disease 3 years ago. John’s impaired cognition and multiple chronic health conditions prohibited him from remaining at home alone. Now the four days a week John attends AFSC are the only time Beth can work. She shares, “I am able to continue to work and support myself because my father is attending AFSC. I have peace of mind, knowing that my father is being watched and cared for.”

Share in our vision to keep families together

We ask you to share in our vision to serve as a comprehensive center of specialized care, support, and education services that enable families coping with Alzheimer’s disease or another dementia to stay together as long as possible. We continually introduce research-proven interventions into the agency’s continuum of services so families can access the combination of specialized care, support, and education they need to delay institutionalization.

With charitable support, AFSC is able to offer free education and support services plus affordable counseling and direct care services to help alleviate the financial burden on families unable to pay the high cost of in-home care. While a day of care costs AFSC an average of \$140 to provide, our stated daily rate is \$95 per day (for up to 10 hours). At this rate, AFSC’s adult day health care is clearly more affordable than in-home services, which average \$200 for a 10-hour day (Genworth 2010 Cost of Care Survey). On average we receive \$83 per day, with some families receiving reduced rates as low as \$53 per day, based on financial need.

Affordability is important to the 48% of participants who have a difficult time paying for services out-of-pocket because they do not qualify for third-party payer sources (e.g., MediCal, Veterans Administration); these families are considered “near poor,” with incomes that fall slightly above government benefit thresholds, yet paychecks too small to make ends meet. Access to AFSC’s high-quality, affordable care is particularly critical for employed caregivers to maintain economic security. Because dementia caregivers provide more hours per week of care, and report more work-related difficulties than non-dementia caregivers, many are forced to quit their jobs.

Until there is a cure, there is Alzheimer's Family Services Center

According to a study commissioned by Fidelity Investments and conducted by Harris Interactive in April of 2009, over half of the population has been touched by Alzheimer's disease. And approximately one-third of those touched by Alzheimer's disease provide some level of support. The need for supportive services, like those provided by AFSC, is great. As we will see a doubling of those facing dementia in the next 20 years, your investment will ensure a future of quality dementia care in our community. While the search for a cure is underway, thanks to our supporters, we are a beacon of hope for families who need our support now.

Give from your heart to support our community

We are asking you to help us continue providing these critical services to the community. Invest in the choice that touches your heart – a day of care, caregiver support, and/or education (see attached to learn how your gift can make an impact). AFSC accepts donations in the form of cash, bequests, in-kind gifts, and similar. Know that your donation will make a significant difference in the lives of those we serve as 78 cents of every dollar raised goes directly to support our programs.

As we could not accomplish our mission without our generous supporters, we recognize donors who give \$100 and up in one fiscal year:

- On our donor wall located in the center's lobby,
- In our summer edition Friendship Connection newsletter, and
- In our annual report.

AFSC is also proud to have over 300 volunteers donate over 5,000 hours of service to the agency annually. We have volunteer opportunities available at all levels.

To volunteer or make your donation today, please complete and mail the enclosed donation envelope, or contact:

Anita Rodriguez-Lambert, MA
Director of Development & Communications
(714) 593-1842
ALambert@AFSCenter.org

P.S. We also accept donations online at www.AFSCenter.org - click on the Donate Online button.

Thank you!



Alzheimer's
Family Services Center

EXPERT HELP FOR FAMILIES FACING DEMENTIA

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9451 Indianapolis Avenue • Huntington Beach, CA 92646
(714) 593-9630 • www.AFSCenter.org

Give From Your Heart - Make a Big Impact

A Gift of \$5,000 Could Provide

- **88 Days of Care**
This donation will offset 88 days of care. The cost of providing a day of care is \$140. On average, families are able to pay \$83 towards this cost. We rely on generous support from our donors to fund the difference.
- **4,260 Cognitive Fitness Sessions**
This donation will underwrite annual service fees for 5 Dakim Brain Fitness Systems which provide cognitive stimulation via an easy-to-use touch-screen computer. Participants engage in a 20-minute session that includes enjoyable yet rigorous cognitive exercises.

A Gift of \$2,500 Could Provide

- **44 Days of Care**
This donation will offset 44 days of care. The cost of providing a day of care is \$140. On average, families are able to pay \$83 towards this cost. We rely on generous support from our donors to fund the difference.
- **10 Education Workshops**
This donation will help underwrite 10 educational workshops. Workshops designed specifically for caregivers are offered throughout the year. Advances in Alzheimer's disease treatment and care, home safety, and legal and financial planning are among the many topics addressed.

A Gift of \$1,000 Could Provide

- **18 Days of Care**
This donation will offset 18 days of care. The cost of providing a day of care is \$140. On average, families are able to pay \$83 towards this cost. We rely on generous support from our donors to fund the difference.
- **35 Hours of Care Management**
This donation will underwrite 35 hours of care management support. Our expert care managers provide problem-solving and emotional support, individual education, and family consultation in person and via phone, as well as connect caregivers and their loved ones to other valuable community resources. Family conferences are arranged to problem solve, coordinate care, or answer questions.

A Gift of \$500 Could Provide

- **9 Days of Care**
This donation will offset 9 days of care. The cost of providing a day of care is \$140. On average, families are able to pay \$83 towards this cost. We rely on generous support from our donors to fund the difference.
- **1 Early Stage Support Group Session (*JumpStart*)**
This donation will help underwrite 1 early stage support group session. Persons with early memory loss and their care partners benefit from weekly ongoing parallel support group sessions as well as bi-monthly workshops led by dementia care experts who address topics of interest, from medications to driving.

A Gift of \$100 Could Provide

- **1.75 Days of Care**
This donation will offset 1.75 days of care. The cost of providing a day of care is \$140. On average, families are able to pay \$83 towards this cost. We rely on generous support from our donors to fund the difference.
- **1 Support Group Session**
This donation will help underwrite 1 support group. A support group provides caregivers with an opportunity to share experiences and feelings, receive encouragement from others, problem-solve difficult situations, and learn about dementia and similar conditions.

Support AFSC Today

To make your donation today, contact
Anita Rodriguez-Lambert, MA
(714) 593-1842 • ALambert@AFSCenter.org

Or mail donation to
Alzheimer's Family Services Center
9451 Indianapolis Avenue • Huntington Beach, CA 92646

AFSC also accepts donations online at www.AFSCenter.org.





Give From Your Heart Make a Big Impact

Contribution Form

Please help us to continue providing critical services to your community. Give from your heart and make a big impact today.

I/we would like to give in honor of _____

I/we would like to give in memory of _____

Name: _____

Address: _____

I/we give permission to list this gift in donor recognition listings.

Make a BIG Impact

Give a Day of Care Give Caregiver Support Give Education Give all three

I would like to gift

\$5,000 \$2,500 \$1,000 \$550 \$250 \$100 Other _____

Gift Schedule

Your gift can be made through an annual donation or can be divided over several payments.

Annual Semi-Annual Quarterly Monthly

Payment Choice

Check (made payable to Alzheimer's Family Services Center) Visa MasterCard AMEX

Card Number _____ Expiration _____

Signature _____

Name (as it appears on the card) _____

Street _____ Suite/Apt. _____

City _____ State _____ ZIP _____

Day Phone _____ Evening Phone _____

Email _____

For questions, please contact Anita Rodriguez-Lambert, Director of Development & Communications at (714) 593-9630 or ALambert@AFSCenter.org. Please complete this form and fax to (714) 593-9632 or mail to Alzheimer's Family Services Center, 9451 Indianapolis Ave., Huntington Beach, CA 92646. **Thank you for helping us keep families together!**