

UNITED STATES BANKRUPTCY COURT Northern District of Texas (Dallas Division)		PROOF OF CLAIM
Name of Debtor: Erickson Retirement Communities, LLC		Case Number: 09-37010
NOTE: This form should not be used to make a claim for an administrative expense arising after the commencement of the case. A request for payment of an administrative expense may be filed pursuant to 11 U.S.C. § 503.		
Name of Creditor (the person or other entity to whom the debtor owes money or property): Alzheimers Association Delaware Valley Chapter		FILED FEB 04 2010 TAWANA C. WATSON, CLERK U.S. BANKRUPTCY COURT NORTHERN DISTRICT OF TEXAS
Name and address where notices should be sent: 20835747001062 ALZHEIMERS ASSOCIATION 379 MARKET STREET STE 102 PHILADELPHIA, PA 19106 YOUR CLAIM IS SCHEDULED AS: Schedule/Claim ID: s762 AMOUNT/CLASSIFICATION \$5,000.00 UNSECURED		
Name and address where payment should be sent (if different from above): 399 Market Ste 102		
Telephone number: 215 / 561-2819		
1. Amount of Claim as of Date Case Filed: \$ <u>3,000.00</u> If all or part of your claim is secured, complete item 4 below; however, if all of your claim is unsecured, do not complete item 4. If all or part of your claim is entitled to priority, complete item 5. ☐ Check this box if claim includes interest or other charges in addition to the principal amount of claim. Attach itemized statement of interest or charges.		☐ Check this box to indicate that this claim amends a previously filed claim. ☐ Check this box if you are aware that anyone else has filed a proof of claim relating to your claim. Attach copy of statement giving particulars. ☐ Check this box if you are the debtor or trustee in this case. 5. Amount of Claim Entitled to Priority under 11 U.S.C. § 507(a). If any portion of your claim falls in one of the following categories, check the box and state the amount. Specify the priority of the claim. ☐ Domestic support obligations under 11 U.S.C. § 507(a)(1)(A) or (a)(1)(B). ☐ Wages, salaries, or commissions (up to \$10,950*) earned within 180 days before filing of the bankruptcy petition or cessation of the debtor's business, whichever is earlier – 11 U.S.C. § 507 (a)(4). ☐ Contributions to an employee benefit plan – 11 U.S.C. § 507 (a)(5). ☐ Up to \$2,425* of deposits toward purchase, lease, or rental of property or services for personal, family, or household use – 11 U.S.C. § 507 (a)(7). ☐ Taxes or penalties owed to governmental units – 11 U.S.C. § 507 (a)(8). ☐ Other – Specify applicable paragraph of 11 U.S.C. § 507 (a)(____). Amount entitled to priority: \$ _____
2. Basis for Claim: <u>Sponsor services performed for Memory Walk 2009</u> (See instruction #2 on reverse side.)		
3. Last four digits of any number by which creditor identifies debtor: _____ 3a. Debtor may have scheduled account as: _____ (See instruction #3a on reverse side.)		
4. Secured Claim (See instruction #4 on reverse side.) Check the appropriate box if your claim is secured by a lien on property or a right of setoff and provide the requested information. Nature of property or right of setoff: ☐ Real Estate ☐ Motor Vehicle ☐ Other Describe: _____ Value of Property: \$ _____ Annual Interest Rate _____ % Amount of arrearage and other charges as of time case filed included in secured claim, if any: \$ _____ Basis for perfection: _____ Amount of Secured Claim: \$ _____ Amount Unsecured: \$ _____		
6. Credits: The amount of all payments on this claim has been credited for the purpose of making this proof of claim. 7. Documents: Attach redacted copies of any documents that support the claim, such as promissory notes, purchase orders, invoices, itemized statements of running accounts, contracts, judgments, mortgages, and security agreements. You may also attach a summary. Attach redacted copies of documents providing evidence of perfection of a security interest. You may also attach a summary. (See instruction 7 and definition of "redacted" on reverse side.) DO NOT SEND ORIGINAL DOCUMENTS. ATTACHED DOCUMENTS MAY BE DESTROYED AFTER SCANNING. <u>As contracted their logo/Name was used on T-shirts, brochures, signs, public announcements and all Walk collateral</u> If the documents are not available, please explain: <u>From Spring 2004 - November 15 2009</u>		RECEIVED FEB 11 2010 BMC GROUP
Date: <u>1-4-2010</u> Signature: <u>[Signature]</u> President and CEO Signature: The person filing this claim must sign it. Sign and print name and title, if any, of the creditor or other person authorized to file this claim and state address and telephone number if different from the notice address above. Attach copy of power of attorney, if any.		

Wendy Campbell

Subject: FW: ERICKSON RELATED SUMMARY
Attachments: 2009 Alzheimer's Association Letter.doc

From: Kathryn DiSalvo
Sent: Sunday, January 17, 2010 11:47 PM
To: Wendy Campbell; wendycampbell@comcast.net; 'Wendy Campbell'
Subject: ERICKSON RELATED SUMMARY

Following is a list of the sponsorship benefits that Maris Grove and Ann's Choice received from the Chapter from the time they initiated their combined \$10,000 SPONSORSHIP in March 2009 through its cancellation in mid- September.

- 1) Memory Walk Philly committee meetings were held at Ann's Choice for 5 months. Meetings were held there because they were a major sponsor. This brought many new family members/caregivers to the facility each month.
- 2) The Erickson logo was on 150,000 Memory Walk brochures which were produced in April 2009.
- 3) The Erickson logo was on the 2009 tee shirts which were manufactured in August 2009. Approximately 5,300 of them.
- 4) The Delaware Valley Chapter staffed a table at a volunteer fair at Maris Grove on 5/1/09 (we would not have done this for a less-supportive or non-supporting entity)
- 5) To help Jody Gerstman and Joann Zonderwyk (Ann's Choice staff members on the Philly Walk Planning Committee) basically save face Kathryn DiSalvo, Director Special Events Alzheimer's Association respected their request NOT to mention at walk committee meetings in October and November 2009 (when we reviewed sponsors) that Erickson had withdrawn their Memory Walk sponsorship support due to bankruptcy filings in September after receiving all the benefits of that \$10,000 sponsorship.
- 6) Because of their \$5,000 MW sponsorship Maris Grove was invited to display at AATR (An Affair to Remember our afternoon garden party) held in April 2009. They had a table in the main room where they gave out treats and marketed to our guests, including Senator Carper. Below is an excerpt from a related email:

From: Kathleen Ardekani [mailto:Kathleen.Ardekani@erickson.com]
Sent: Monday, April 20, 2009 8:39 AM
To: Carolyn Moloney
Subject: RE: An Affair to Remember: Sweet Memories

Good Morning Carolyn,

I just wanted to say what a beautiful event you held yesterday. The location and set-up was great! I enjoyed being a part of the event and hope we can join you again next year!

Kathy Ardekani
Health Care Counselor
Renaissance Gardens, Maris Grove an Erickson Community
200 Maris Grove Way
Glen Mills, PA 19342
Office: 610-387-4626

- 7) Attached is the letter we received indicating their understanding of their commitment to sponsorship and their intention to back out of it.

From: Jody Gerstman [mailto:Jody.Gerstman@erickson.com]
Sent: Monday, September 14, 2009 11:40 AM

To: Kathryn DiSalvo
Subject: FW: 2009 Alzheimer's Association Letter.doc

From: Susan Abtouche
Sent: Wednesday, September 09, 2009 12:42 PM
To: Joann Zonderwyk; Jody Gerstman
Cc: Joseph Locascio
Subject: FW: 2009 Alzheimer's Association Letter.doc

Jody and JoAnn,

This is a copy of the letter that we will mail out this afternoon to the Alzheimer's Association.
Susan

Susan Abtouche
Director of Philanthropy
Ann's Choice
20000 Ann's Choice Way
Warminster, PA 18974
Susan.Abtouche@erickson.com
215-443-3159

September 8, 2009

Ms. Laura Loro, Associate Development Director
Alzheimer's Association
Delaware Valley Chapter Headquarters
399 Market Street, Suite 102
Philadelphia, PA 19106

Dear Ms. Loro:

On behalf of Ann's Choice and Erickson Retirement Communities, I am writing to you to express our deep regret that we will be unable to honor our pledge to be a \$5,000 Gold Sponsor (combined with a \$5,000 gift from our sister community of Maris Grove) for your 2009 Memory Walk.

We have been proud to be a sponsor of your organization and this walk for several years and really value the work that you are doing to support individuals affected by Alzheimer's disease. We value the partnership and understand that you have already provided our company with many of the benefits afforded to our committed sponsorship and we do regret having to make this decision. Due to the current economic climate, we have had to stop making charitable contributions for the remainder of the year.

Our two staff representatives, Jody Gerstman and JoAnn Zonderwyk, are very committed to your cause and would like to continue supporting your organization by recruiting a team of staff and residents to participate in the Memory Walk. They would like to fulfill their commitments as sub-committee members and plan on being at the Memory Walk early to help with set ups. We want to be able to support your organization and mission and hope that you will welcome a team from our community.

We anticipate that in the future, we will once again be able to offer the Alzheimer's Association the level of financial support that we have in the past.

Sincerely,

Joe LoCascio
Executive Director

Susan Abtouche
Director of Philanthropy

Alzheimer's Association Delaware Valley Chapter
399 Market Street, Suite 102
Philadelphia, PA 19106



TEAM UP TO END ALZHEIMER'S

Walk together to make a difference in the fight. You can collaborate to raise awareness and funds, and you'll have an even better time on event day.

Here's how:

1. Choose a team captain and name for your group.
2. Register and recruit 10-12 team members. If you invite three people, and ask them to invite three people, before you know it, you'll have a team.
3. Get to work for the cause. Use your collective brainpower to develop some creative fundraising concepts.

We're here to support you every step of the way. Teams receive coaching and tools from the Alzheimer's Association to meet their fundraising and recruitment goals. Remember, participants who raise \$100 or more receive a Memory Walk T-shirt!

It's easy to register. Everything you need is online at www.alz.org/memorywalk – or use the attached registration form and submit it to your local Alzheimer's Association.

Start a team today!



www.alz.org/desjsepa

GREAT REWARDS!

RAISE:

\$100 Memory Walk Short Sleeve T-Shirt
\$250 Memory Walk Water Bottle
\$500-\$1,999 Memory Walk Baseball Cap
\$2,000-\$4,999 Memory Walk Beach Towel
\$5,000+ Memory Walk Travel Chair

RECEIVE:

- TOP FUNDRAISER from each walk will receive a special gift courtesy of Boscov's!
- RAISE \$1,000 and be entered into a drawing to win an overnight stay at Harrah's Atlantic City! 1 winner per walk.

T-Shirt received at all levels. Prizes not cumulative. The Alzheimer's Association reserves the right to substitute incentive prizes of equal value. Prizes not given before or during the Walks will be mailed. To qualify for prizes, all monies must be received by 5:00 pm on the second Monday following the Walk for which you are registered.

Honorary Chairs 19th Anniversary Delaware Valley Memory Walks



Sue Serio
Fox29
Weatherperson



Jay Snowden
Senior VP and
General Manager
of Harrah's
Resort and
Showboat



Orien Reid
former Chair
of Alzheimer's
Disease
International

Calling all Runners!

Like to run? Join the Alzheimer's Association Run to Remember Team running in the Philadelphia Marathon (choice of three different race lengths: 8K, Half Marathon & Marathon) on Sunday, November 22, 2009... a fundraising initiative to help promote National Alzheimer's Disease Awareness Month.

For more information contact Lisa Radin at 215-561-2919 x 334 or Lisa.Radin@alz.org

2009 National Platinum Teams





Official Memory Walk Registration Form

Register online at: www.alz.org/desjsepa

My goal is to raise: \$ _____

***Recommended goal is \$250**

INDICATE THE FOLLOWING: I will be walking as

☐ INDIVIDUAL ☐ DONATION ONLY (I AM NOT WALKING)

☐ TEAM MEMBER ☐ TEAM CAPTAIN

Team name _____

WALKSITE: I will be walking at

☐ PHILADELPHIA (11/15)

☐ KUTZTOWN (10/10)

☐ WILMINGTON (10/10)

☐ REHOBOTH (10/3)

☐ ATLANTIC CITY (10/4)

All walkers that raise \$100 will receive a Memory Walk t-shirt!!

Prefix: _____ First Name: _____ Middle Initial: _____ Last Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Company Name: _____ Job Title: _____

Gender: (Circle One)

M or F

Age Range: (Circle One)

0-17

18-34

35-54

55+

How did you hear about us?

☐ Chapter mailing

☐ Web Site

☐ Family/friend

☐ Past Participant

☐ TV/radio/print ad

☐ Other _____

I am interested in information about:

☐ Joining the Memory Walk Working committee

☐ Advocating for people affected by Alzheimer's disease

☐ Other volunteer opportunities with the Alzheimer's Association

☐ Including the Alzheimer's Association in my will, trust, or estate plan

☐ More information about Alzheimer's disease

Donating by Credit Card? Please complete the following:

☐ VISA

☐ DISCOVER

**Ask us about
Matching
Gifts!!**

☐ MASTERCARD

☐ AMERICAN EXPRESS

Credit Card Number: _____

Credit Card Expiration Date: _____

SIGNATURE REQUIRED _____

LIST ONLY AMOUNTS THAT ACCOMPANY THIS FORM

CASH \$ _____

CHECK AMOUNT \$ _____

CREDIT CARD AMOUNT \$ _____

GRAND TOTAL ENCLOSED \$ _____

Please make checks payable to:

**alzheimer's
association**
Delaware Valley Chapter

Assumption of Risk, Release and Permission

In consideration of being allowed to participate in Memory Walk, I hereby expressly assume all risks of personal injury, death or property loss arising in any way out of my participation. I represent that I am physically fit and able to participate in this event. I hereby release and agree not to sue Alzheimer's Association, its chapters, their respective officers, directors, volunteers, employees, sponsors and agents, from or in connection with any and all liability and claims arising out of my participation in this event. I grant full permission to the organizers of this event to use and publish my name and image as a participant in photographs, video or other recordings.

Signature _____ Date _____

Questions? Call: 215-561-2919 or Toll Free: 866-224-5224 Mail or fax your completed registration forms to the

Alzheimer's Association Delaware Valley Chapter:

In Pennsylvania

399 Market Street, Suite 102
Philadelphia, PA 19106
Fax (215) 561-4663

In South Jersey

3 Eves Drive, Suite 310
Marlton, NJ 08053
Fax (856) 797-1818

In Delaware

240 N. James St., Suite 100A
Newport, DE 19804
Fax (302) 633-4494

FOR OFFICE USE ONLY

CASH

CHECKS

CREDIT

TOTAL

INITIALS

IT'S TIME TO MOVE

Grab a friend, family member or co-worker and get on the MOVE to end Alzheimer's! Participate in the Alzheimer's Association Memory Walk® and join the nationwide fight against this devastating disease. Alzheimer's is an escalating health epidemic: Left unchecked, 16 million Americans will develop the disease, including 10 million baby boomers.

But there is something we can do. We can walk with a purpose to end Alzheimer's.

When you walk, you raise critical funds that benefit the care, support and research efforts of the Alzheimer's Association. Your steps move us closer to better treatments and a cure.



When you walk, you raise awareness that encourages people to seek an accurate and early diagnosis.

When you walk, you support a better life for those living with Alzheimer's – and the millions more who must manage the financial and emotional burdens of life as a caregiver.

We can MOVE a nation to end Alzheimer's. Sign up for a Memory Walk near you today!

Please join us at one of our 5 Memory Walk locations in the Delaware Valley.

Rehoboth Beach, DE
Saturday, October 3rd
Where: Grove Park
Check-In: 8:30am Start: 10:00am
<http://RehobothMW2009.kintera.org>
• Come and enjoy great food,
• Exciting entertainment, and
• Experience the fun-filled playground for kids

Wilmington, DE
Saturday, October 10th
Where: Wilmington Riverfront
Check-In: 8:00am Start: 9:30am
<http://WilmingtonMW2009.kintera.org>
• New Location! Tubman-Garrett Park, Wilmington Riverfront

Atlantic City, NJ
Sunday, October 4th
Where: Kennedy Plaza at Boardwalk Hall
Check-In: 9:30am Start: 11:00am
<http://AtlanticCityMW2009.kintera.org>
• Live music by Wayneron & The Untouchables
• Kids Corner with great family activities
• Bring and post a photo on our Memory Wall

Kutztown, PA
Saturday, October 10th
Where: Kutztown University
Check-In: 10:00am Start: 11:30am
<http://KutztownMW2009.kintera.org>
• Expanded walk routes
• Music by The Party People
• Food, Fun & Raffle Prizes!

Philadelphia, PA
Sunday, November 15th
Where: Citizens Bank Park
Check-In: 9:30am Start: 11:00am
<http://PhiladelphiaMW2009.kintera.org>
• Appearance by the Phillie Phanatic and other fun mascots
• Enjoy various entertainers along the walk route
• Free respite care available for loved ones with dementia. Contact (215) 561-2919 for more information.

Visit alz.org/desjsopa or call 866.224.5224 for more information.

DELAWARE VALLEY CHAPTER

The Delaware Valley Chapter offers free programs and services to approximately 294,000 individuals with Alzheimer's or a related disorder, their caregivers and families. The Chapter serves 18 counties in the tri-state region of Southeastern Pennsylvania, South Jersey, and Delaware. The Delaware Valley Chapter is the local arm of the National Alzheimer's Disease and Related Disorders Association.

PROGRAMS AND SERVICES

24-Hour Helpline

Support Groups

Consumer Education

Newsletter

Professional Training

MediAlert® + Safe Return® Program

Care Consultation

Multi-Cultural Outreach

Early Stage Programming

OUR MISSION

The mission of the Alzheimer's Association is 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.

Contact the Alzheimer's Association
Delaware Valley Chapter

In Delaware

240 N. James Street

Suite 100A

Newport, DE 19804

Phone – 302.633.4420 Fax – 302.633.4494

In Pennsylvania

399 Market Street

Suite 102

Philadelphia, PA 19106

Phone – 215.561.2919 Fax- 215.561.4663

In South Jersey

3 Eves Drive

Suite 310

Marlton, NJ 08053

Phone – 856.797.1212 Fax – 856.797.1818

Visit our website at www.alz.org/desjsopa

Name	
Address	
City	
State	Zip
Phone (Day)	
Phone (Evening)	
My Fund-Raising Goal	
Sponsor's Name	Amount Received
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	
	Subtotal
	Matching Gift
	Total

Thank you to these corporations who by sponsoring Memory Walk are making a difference in the lives of those affected by Alzheimer's disease.

Locally Presented by



Genesis HealthCareSM

ANN'S CHOICE[®]



MARIS GROVE



Evercare[®]
by UnitedHealthcare

Family Tent

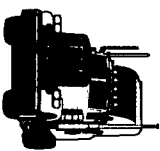
BALLY'S[®]
ATLANTIC CITY

Harrah's[®]

SHOWBOAT[®]
THE MANDALAY BAY CANINO

CASAR[®]
ATLANTIC CITY

C.A. Danella
Foundation, Inc



INNOVA[®]
Health & Rehab
Caring for Living Well



Wyeth



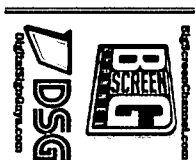
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WE'RE ON THE
MOVE
TO END ALZHEIMER'S



alzheimer's association
memory walk[®]

Nationally presented by
Genworth Financial

Boscon's

Harrah's



Locally presented by
Genesis HealthCareSM

See p. 15

Delaware Valley Chapter Annual Report 2009



alzheimer's  association®
the compassion to care, the leadership to conquer



Julie H. C. Bailey
The inspiration for The Julie H. C. Bailey Training Center

DELAWARE VALLEY CHAPTER

Headquarters

399 Market Street, Suite 102
Philadelphia, PA 19106
215-561-2919

REGIONAL OFFICE LOCATIONS

Delaware Regional Office

Tower Office Park
240 N. James Street, Suite 100-A
Newport, DE 19804
302-633-4420

South Jersey Regional Office

3 Eves Drive, Suite 310
Marlton, NJ 08053
856-797-1212

BRANCH OFFICE LOCATIONS

Atlantic County, NJ

25 Dolphin Avenue
Building D, Ground Floor
Northfield, NJ 08225
609-484-3397

Berks County, PA

237 Court St.
Reading, PA 19601
610-375-4990

Chester County, PA

3157 Limestone Road
1st Floor East
Cochranville, PA 19330
610-593-0274

Julie H. C. Bailey Training Center

100 S. Main Street, Suite 211
Smyrna, DE 19977
302-514-6510

Lehigh Valley PA

617-A Main Street
Hellertown, PA 18055
610-838-2552

Sussex County, DE

109 North Bedford Street
Georgetown, DE 19947
302-854-9788

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Vice President Development

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Director Finance & Operations

Linda Coppinger
Executive Director South Jersey

Claire Day
Director Programs & Education

Kathryn DiSalvo
Director Special Events

Katie Macklin
Executive Director DE

About the Cover



Honoring the memory of Julie H.C. Bailey.

The Julie H.C. Bailey Training Center is dedicated to the memory of Julie H.C. Bailey. The center is built on the vision that all persons receive respectful, professional and appropriate care and is devoted to improving the quality of life for those with dementia.

24-hour Helpline

1-800-272-3900

www.alz.org/desjspea

Letter from Board Chair



John Langel

Chairman of the Board of Directors

This was quite the year to take on the Chairmanship of the Board of Directors for the Delaware Valley Chapter! You will read in this report about the tremendous effort made by the staff of the Chapter to maintain the programming at current levels – and even increase some programs – all while the economy fell into the cellar. Frankly, I would not have even joined the Board of Directors if I had not felt that the staff team was made up of top notch professionals. The last 15 months have proven to me that the incredible staff and volunteers use available resources with care, creativity, enthusiasm and professionalism.

This was quite a year that led to an increase in support groups by 33%! This translates to increasing the number of free support groups by 60 – on average more than 3 new support groups in each county served! Notwithstanding the time and energy it takes to manage each support group, but consider the sheer volume of increased need for the service.

This was quite a year to expand services for those in the Delaware Valley. In August, 2008 we reorganized our Program department to allow for a staff person to provide services specifically for those who are in the earliest stages of the disease. Through this change, we were able to increase the number of early stage support groups so that they now exist in each of the 18 counties that we serve. In addition to attending support groups alongside their caregivers, this growth has also made it possible for the persons with dementia to take advantage of new and innovative programs strategically designed just for them.

This was quite a year to be involved with the Alzheimer's Association Delaware Valley Chapter! The need is growing among families who are recognizing the early warning signs of dementia and taking advantage of all the Chapter offers. That's just what we want! Sadly, though, more people are facing this devastating diagnosis – at younger and younger ages. We even started support groups for children who are in middle school and high school who have parents with dementia!

I want you to know that the many volunteers, members of the Board of Directors and dedicated staff are doing everything humanly possible to ensure that vital services to families living with Alzheimer's disease continue. We will not give up the fight until we have a cure! We will not walk away from those families in need!

Yes, this was quite a year to take on the Chairmanship of the Board of Directors for the Delaware Valley Chapter!

John B. Langel, Esq.

Chair of the Board of Directors

Letter from President and CEO



Wendy L. Campbell
President & CEO

The economic situation has undoubtedly affected us, as over 90% of our revenue is from private contributions from individuals, foundations and corporations. We have seen a drop in the average size of individual gifts but thankfully, we have a very broad base of donors who continue to support us! You will see on the financial pages later in this report how we used the many generous contributions we have received from individuals, corporations, and organizations who have supported our appeals, special events and events hosted on our behalf.

We took a proactive approach in the summer of 2008 by trimming costs in a number of ways. Doing that has enabled us to continue to provide many vital services for the community without having to lay off staff or cut their benefits. We are changing the way we publish our newsletter by transitioning into an on-line format more often. This saves the considerable expense of printing and mailing services. Given that our mailing list is more than 80,000, by even mailing only two per year and only to those who do not have internet access, or prefer hard copies, we will save more than \$75,000 in this next year alone.

Additionally, we have taken these spending reductions on a number of items including:

- Reorganizing the way we order and manage our supplies
- Streamlining staff travel and reducing the number of staff attending each event
- Leaving some non-essential positions unfilled or partially filled
- Reviewing contracts for services, requesting reductions or if necessary, finding less costly alternatives
- Eliminating non-essential expenditures
- Utilizing volunteers whenever possible

We have not reduced the following:

- The number of trainings we provide to local and state police, first responders or paramedics
- The amount of time our staff spends with families when a loved one is lost or the number of hours over the nights or weekends that staff carry the emergency MedicAlert® + Safe Return® on-call pager
- The number of scholarships for enrollment in the MedicAlert® + Safe Return® program
- Staff leadership and participation on County Safety Services Committees in Pennsylvania and New Jersey
- The number of training sessions available to family caregivers
- The hours that the Helpline is available to callers for questions about the disease and to provide them with comfort, suggestions and support.
- The amount of funds dedicated to peer-reviewed scientific research projects

We also want you to know that in 2009, \$0.80 of every dollar went directly to the educational programs, support services and research projects which are at the core of our mission. Only \$0.20 was spent on overhead and fundraising costs. We are proud to have been able to maintain such a strong performance in the face of our challenging economy.

Your support has been crucial this year, and for that we are truly grateful! I hope you enjoy reading about all the activities that occurred during the last fiscal year, and will consider increasing your support for fiscal year 2010.

Wendy L. Campbell, MBA, MPH
President & CEO

"So why would you....?"

*... jump into the Schuylkill,
bounce a soccer ball off your head,
go on a scavenger hunt or open your parent's backyard for a carnival?*

Here's why –

Many long-time supporters have now become Champions of the Alzheimer's Association Delaware Valley Chapter who plan, coordinate and host events to raise money because they recognize that there is true cause for concern about Alzheimer's disease. As champions, they know all too well that Alzheimer's disease is not "just a normal part of aging". There is a strong need to raise more awareness and concern, which hopefully will generate more funds for research advancements to help pinpoint a cause and eventually... find a cure.

Chapter supporters also recognize the need to sustain the programs and services that the Alzheimer's Association provides. More than 294,000 individuals and their families living with Alzheimer's or a related disorder in the Delaware Valley need a place to turn to for support. Monthly, the Chapter offers more than 240 support groups throughout the region, for members to share with others who understand what living with Alzheimer's does to an entire family. With our community, family and professional education programs, led by professionals in the field, more people can learn to understand what to expect, where to go, and how to care for an individual who has Alzheimer's disease or a related disorder.

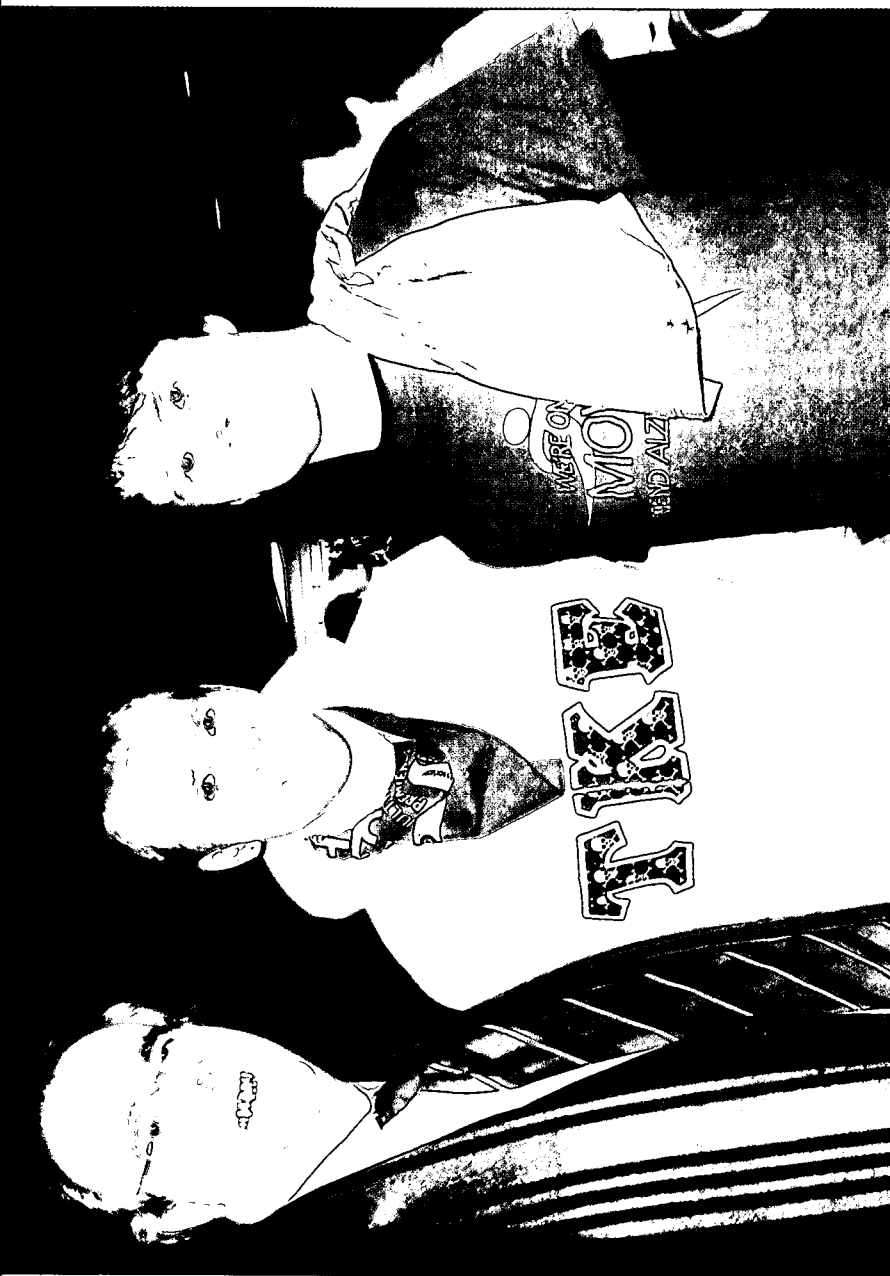
Thanks to our loyal supporters, even when the economy plunged, the Delaware Valley Chapter proved that it wasn't going to plunge with it. The Chapter showed promise in its programs and services... that the Delaware Valley Chapter would continue to be a pillar of strength, and deliver the best support possible to the community.

Kalin's Backyard Carnival for Alzheimer's

Friends and family of 14 year old Kalin Konrad rallied together to pull off the best backyard carnival in Kalin Carnival history. Kalin started her Backyard Carnival for Alzheimer's when she was just 10 years old and has raised over \$10,000 total. She is also committed to participating in the Philadelphia Memory Walk where she brings some of her carnival games and along with her mother, runs the Kids' Corner. Her parents—Bart and Diane Konrad have been instrumental because of their support, encouragement, dad's game building skills and mom's ability to help organize prizes, order food and help knock off items on long to-do lists.

Along with the support of her family, she acknowledges good friends, such as neighbors and community businesses that also help with the carnival each year. One of those friends, Jill Blackshaw ran a popular carnival game at Kalin's Backyard Carnival as risk takers concentrate on where they should place their chips.





Alzheimer's Night at Temple Owls Game

Board Chair John Langel was introduced to Temple University students Tyler Bourgoine, center, and Zach Althouse, right, during Alzheimer's Night at the Temple Owls basketball game. The students are Alzheimer's supporters and members of Tau Kappa Epsilon. The awareness night also gave Althouse and his TKE brothers an opportunity to distribute information about a Walk/Run fundraiser on campus that they organized to raise money for the Delaware Valley Chapter. This introduction solidified the relationship between the local TKE chapter and the Alzheimer's Association Delaware Valley Chapter. The Alzheimer's Association is the charity of choice for the National Fraternity.



Soccer event to raise funds for Alzheimer's disease

Soccer coach Danielle Fagan, founder and director of Soccerdof, LLC did a great thing when she decided to organize a creative and exciting fundraiser that centered around two of her passions - the love she has for soccer and the memory of her grandmother Mimi. She attracted a diverse group of kids to organize 10,000 Touches, a fundraiser to honor her grandmother whom she lost to Alzheimer's.

Programs –

Cared For... Educated about disease...
Connected in community...”

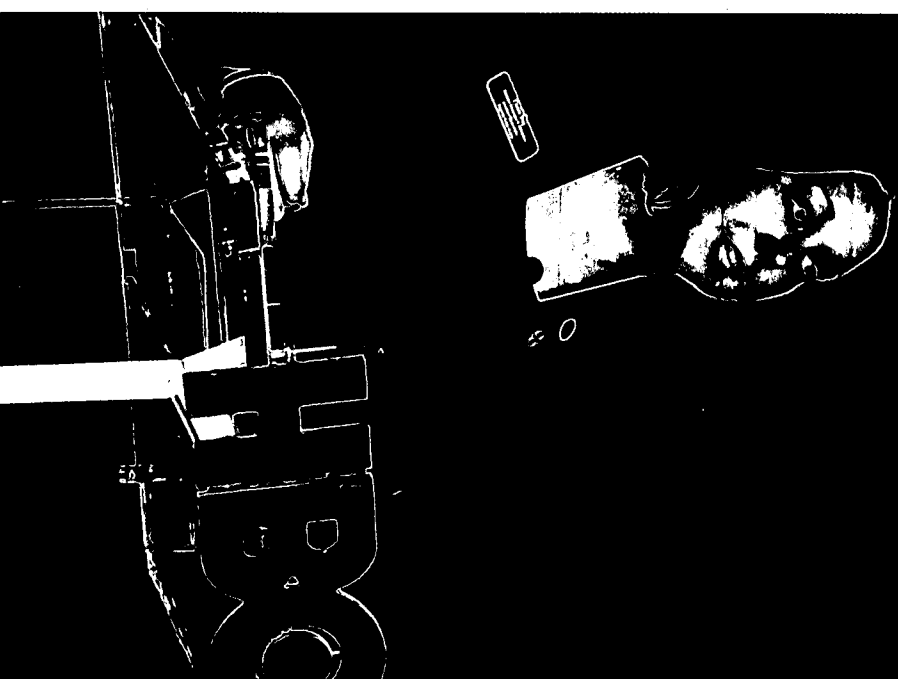
In uncertain times... thanks to the support of those who made a financial contribution, sponsored an education or special event, volunteered hours of service or donated goods or services, the Delaware Valley Chapter was able to not only continue to find ways to help families stay connected through the disease, but to do it well. Whether it was keeping memories alive through the Memories in the Making® arts program or providing care consultation, which helps families navigate through the difficult uncertainties and decisions people with Alzheimer's and their families face at every stage of the illness, or through the Early Stage Support program, which offers the best ways to live with the disease, the Delaware Valley Chapter was on the MOVE to help those families living with Alzheimer's cope as best they can.

The Chapter is happy to report that this past year the Delaware Valley Chapter realized...

- A 33% increase in support groups – including increasing those targeted to the individuals in the earliest stages of the disease and their families
- Serving 8,000 helpline calls on Helpline number 1.800.272.3900
- 312 new MedicalAlert+ Safe Return® registrations, responding to 44 after hours wandering incidents
- 304 Police Officers trained
- 55 Care consultation visits
- Collaborations with cultural organizations in the community to help families stay connected

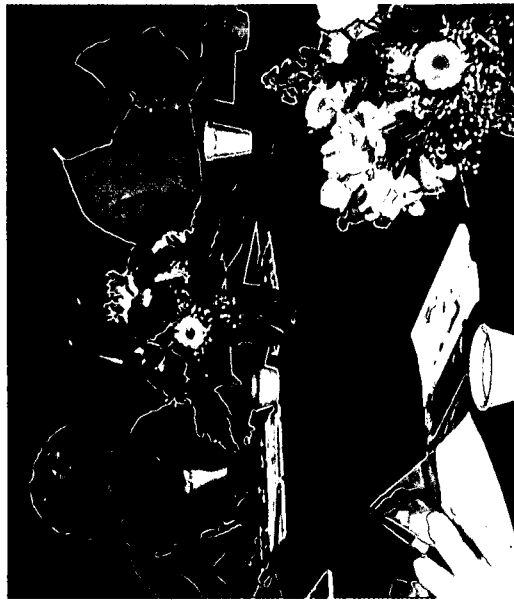
Education to family and professional caregivers is the foundation for providing the best possible care to persons with dementia. Each year the Delaware Valley Chapter offers an educational conference in Delaware, Southeastern Pennsylvania and South Jersey. These educational opportunities offer family and professional caregivers a chance to learn from highly acclaimed experts in the field of dementia. Each conference is generously sponsored by some of our corporate partners, who attend each event to provide up to date information on community resources and services available to our constituents.

Disease specific education is just one piece of what we do. There is a strong drive among Delaware Valley Chapter staff to assure that their concern and energy are contagious. That includes educating individuals about the importance of helping to advance research to find a cure, educating about how crucial it is to offer support to those living with the disease to make the quality of life better for them and their families, and educating individuals about ways to do as much as possible to promote brain health.



THE ALZHEIMER'S PROJECT

Claire Day Director Programs and Education made opening remarks at a local screening of the award winning HBO documentary series, "THE ALZHEIMER'S PROJECT" at the Hospital of the University of Pennsylvania. "THE ALZHEIMER'S PROJECT" got up front and personal with the faces behind the disease - and the forces leading us to find a cure. As the leading voluntary health organization in Alzheimer's care, support and research, the Alzheimer's Association played an active partner in "THE ALZHEIMER'S PROJECT," providing expert insight and leading community engagement. Local researchers Dr. John Trojanowski and Dr. Virginia Lee from the University of Pennsylvania were featured in the documentary.



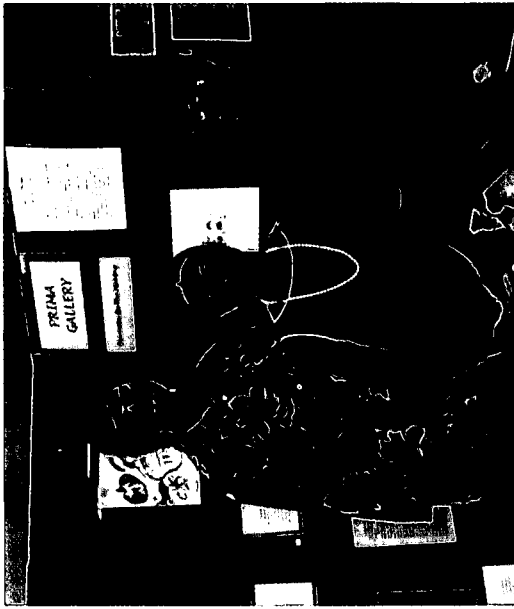
Memories in the Making®

Bélgica Mejía and Domingo Nieves, who have Alzheimer's disease, are seen here creating their own unique artwork during a Memories in the Making session at Mann Older Adult Center in North Philadelphia, where a group of Spanish-speaking individuals gathered for the program. The program at MANN helped to develop a unique task force among seniors to advocate for the Alzheimer's Association. This resulted in a group of the MIM participants travelling to Washington D.C for the annual Public Policy Day on the Hill that the Alzheimer's Association Delaware Valley Chapter organizes annually.



The Day on the Hill trip

On a bus ride to the nation's capital, Associate Director Multi-Cultural Outreach for the DVC Raul Mux, explains to volunteer advocate Sue Brown the purpose of the Day on the Hill trip as part of the Alzheimer's Association's annual Public Policy Forum in Washington DC. Mr. Mux also talked about the issues that advocates were to present to legislators during meetings as part of their day-long visit to Washington. More than 600 Alzheimer's advocates descended on Capitol Hill on the final day of the forum - 93 from the Delaware Valley Chapter alone. Advocates attended the hearing hosted by the Senate Special Committee on Aging, which featured testimony from high-profile advocates Maria Shriver and Sandra Day O'Connor.



MIM Art Exhibit

In Reading, PA Helene Zucco, Dementia Program Director and MIM Program Facilitator at Berkshire Commons, organized an art exhibit with watercolor paintings from MIM artists in her program in May, 2009. The Berkshire Commons, an Assisted Living Community in Reading is a new host site for Memories in the Making program. The program is rapidly growing among assisted living communities in Montgomery, Berks and Philadelphia counties. Pictured here are Susan Brown and Helene Zucco, volunteer facilitators, and Chapter liaison Raul Mux, Associate Director Multi-Cultural Outreach. There is a growing network of staff, volunteers and artists from throughout the Delaware Valley region.



Ribbon Cutting Ceremony

The first training center in the U.S. which is dedicated to teaching professional caregivers the best practices of caring for persons with dementia opened in Smyrna, DE. The ribbon was cut on the Julie H.C. Bailey Training Center by Governor Jack Markell (third from left) and Anthony Bailey (on his right), who is the benefactor behind the Training Center. They were joined by (from left) Katie Macklin, Executive Director Delaware, Judy Diogo, President, Central Delaware Chamber of Commerce, State Representative William Carson, and Krista McKay, Associate Director of Education.

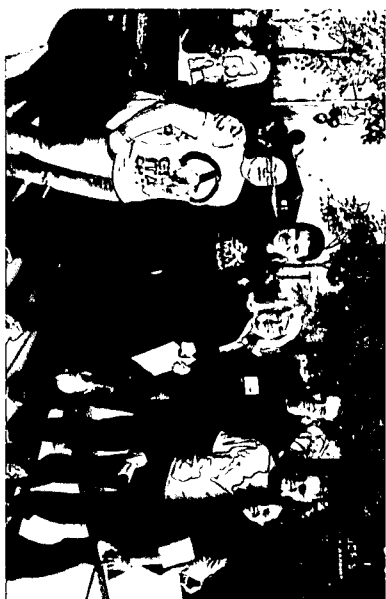
Special Events

A special event can be a gentle introduction to the Alzheimer's cause...so in addition to the hunt, the carnival, the soccer challenge, and all of the other events held by supporters to raise money for the mission, the Delaware Valley Chapter managed to host its annual signature events. Not only did the Chapter see an increase in interest over last year, on average there was an increase of about 10% in event attendance.

During Memory Walk season, the Association relied strongly on volunteers and staff who worked hard on its five Memory Walks - Philadelphia, Atlantic City, Wilmington Rehoboth and Kutztown - to increase teams with the intent that revenue would meet ambitious goals. New walker teams came on board, and a spike in funds was realized.

South Jersey and Delaware golf events were well attended. Generous sponsors helped to keep costs to a minimum while gracious volunteers helped make the day enjoyable for golfers. Auctions and great food after a fine day of golf opened hearts and minds for those who remarked on what they were all in attendance to support.

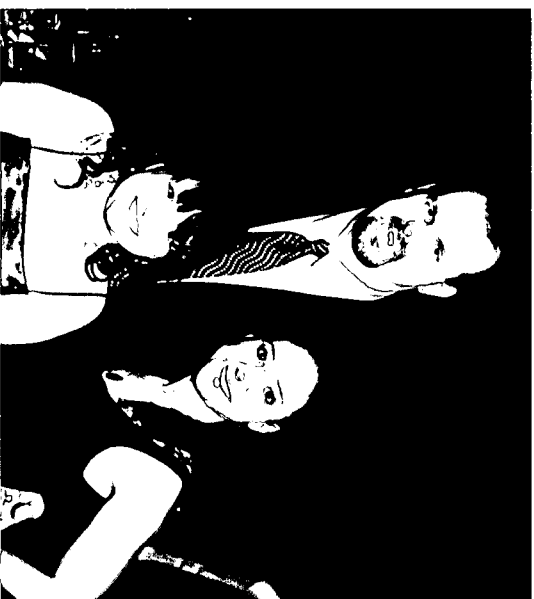
The atmosphere at the annual Chocolate Symphony events and An Affair to Remember is motivational as our mission is reflected in every event component from the invitation to the decorations to the speakers. Friends gather in an elegant setting over good food, and lots of sweet treats, and embrace an opportunity to reflect on our shared purpose.



Wyeth's Memory Walk Team
Competition in the pharmaceutical industry is strong and Wyeth's Memory Walk team beat other company teams to become #1 in the Philadelphia Region in only 3 short weeks! Under the strong leadership of Jeff Frederick (2nd from left), Mike Russomano (2nd from the right) and Courtney Lang (far right), Wyeth staff raised more than \$13,000 in contributions - which is in addition to their payroll deduction giving! Joining the Wyeth team are Dana Frederick (at left) with Chapter President & CEO, Wendy Campbell and Chapter Board Chair, John Langel.



South Jersey Golf Classic
Howard Needleman (2nd from the right) enjoys playing golf with his college friends! A long-time sponsor of the South Jersey Golf Classic, Mr. Needleman has been instrumental in making this event one of the most anticipated among golfers in the region. Held at Woodcrest Country Club, the day was capped off with John Bolais' live weather broadcast for Fox 29 from the club. Bolais even had the chance to play a few holes and meet many of the golfers. Pictured from the left are Frank Ash, Gene Chaiken, Howard Needleman and John Bolais.



The Chocolate Symphony
NFL icon and Delaware Valley Chapter Board member Jon Runyan, and National Alzheimer's Association Champion and Broadway, cinema and TV star Tracee Thoms, who was the Keynote Speaker for the annual Chocolate Symphony and the Chapter's Young Philanthropist Awardee, and 14 year old Kalin Komrad. Kalin was recognized for her outstanding fundraising efforts in organizing Kalin's Backyard Carnival for 4 consecutive years and also for her 10-year plan to continue to raise funds and awareness for the Alzheimer's Association through her college years. Chocolate Symphony is an annual 2-part event - a gala and auction garden party, both generously underwritten by corporate and individual sponsors.

“So why do they...”

We believe that Delaware Valley Chapter supporters do all they do because year after year, day by day the Chapter team assures them of its strong commitment to continue to work tirelessly and strategically to provide the most caring and considerate support possible for those families in the Delaware Valley that are living with Alzheimer's disease or a related disorder until we are able to see a world without it!



Delaware State Police Train to Deal with Dementia

Cadets at the Delaware State Police Academy stepped into a "Virtual Dementia Training" as part of the Academy's efforts to educate new police officers on interacting and encountering persons with dementia. The 2 hour training allowed the officers to truly experience the effects that dementia has on their vision, dexterity, movement and ability to complete every day tasks." This program is supported in part by Delaware's Golf Classic, An Affair to Remember and Celebrity Bartending Nights.



Corporate Sponsors Breakfast with Jon Runyan & Drew Barile
Drew Barile, CEO of INNOVA Health and Rehab received the Corporate Leader of the Year Award from Jon Runyan at the Corporate Appreciation Breakfast at Citizens Bank Park in June 2009. Mr. Barile spoke about the experiences he has had in working with families and the inspiration he receives when interacting with staff and caregivers who provide compassionate care to those with Alzheimer's disease. According to Barile, the Alzheimer's Association has been a dedicated partner for Innova by ensuring that his staff have the latest information on best practices of care for those with the disease. The partnership with the Association touches the Innova organization at numerous levels and supporting the educational, advocacy and fundraising activities helps Innova as they deliver services to their residents and families.



Corporate Sponsors Breakfast with Jon Runyan & Paul Bach
Paul Bach, Executive Vice President/President of Central Area for Genesis HealthCare accepted the Corporate Pacesetter Award for Genesis HealthCare's broad and deep support of the Alzheimer's Association and the Delaware Valley Chapter in particular. Mr. Bach listed the many ways in which Genesis locations intersect with the Alzheimer's Association by hosting monthly support groups and Family Caregiver Training sessions. Their staff organizes Memory Walk teams, has a large presence at the Chapter's Memory Walks and even host Mini-Walks in a number of their communities where their residents and families cannot attend the Chapter walks. In accepting the award, Mr. Bach stated that it is important to Genesis Healthcare to demonstrate their commitment to their families living with Alzheimer's disease or a related dementia. One of the best ways we do that is through the relationship with the Alzheimer's Association. It is a win – win partnership.



THIRD PARTY EVENT

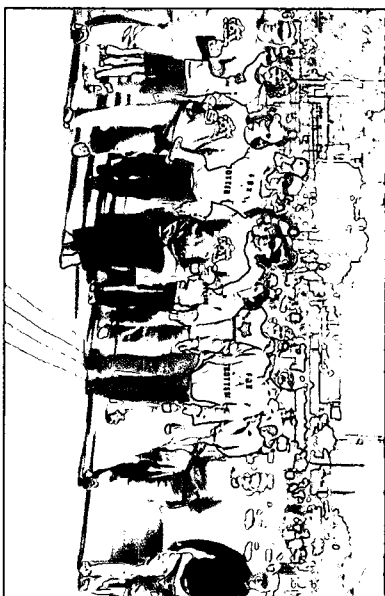
Hunt for the Cure Scavenger Hunt - buses are ready

"Hunters" for the Cure gathered in Jon and Loretta Runyan's front yard ready to board the buses that would take them through Moorestown, NJ as they visited lovely homes and the Community Center meeting challenges and brain teasers at each stop before returning to the Runyans for dinner. The winning team with the most points was the Mattiacci family of Moorestown. Co-Chaired by Cynthia and David Eisen, Theresa and Peter Horvath and Debbie and Paul Kelly with Jon and Loretta Runyan, the event raised \$118,000 for the Alzheimer's Association. Thanks to the tremendous efforts of the committee and generous in-kind contributions of transportation, food and beverages and many other items and services for the event, the Hunt for the Cure was one of the most productive fundraisers for the Chapter and kept the costs to only 13.8%.

SPECIAL EVENT

2008 Memory Walk

Mission for Margie was the largest Memory Walk Team to participate in the 2008 Memory Walk with 177 members. Organized by Board member Bob Conover, the team has been walking in the South Jersey Memory Walk in Atlantic City for 10 years.



PROGRAMS The Martin Luther King Jr. Award

PA Public Policy Coordinator Michelle Seitzer and Afri-Outreach Coordinator Fredericka Waugh present the Martin Luther King Jr. Award to Oneida Simmons from Diacon Hospice St. John in Northampton County, PA. The MLK Award is presented annually by the Chapter to honor one special professional caregiver from each of the 18 counties we serve for the understanding and creativity they bring to the difficult work that they do. Simmons was the caregiver for Ms. Seitzer's grandfather, whom she lost to Alzheimer's just a few short weeks following the MLK ceremony.



PROGRAMS

Educating the Community

Well over 500 family and professional caregivers attended the 2009 Annual Dementia Conferences in King of Prussia, Pennsylvania, Dover, Delaware and Mount Laurel, New Jersey. The conferences bring nationally recognized experts in dementia care to teach the best practices for caregivers.

Thank you to our generous donors for Fiscal Year 2009. Donors listed here have provided gifts between July 1, 2008 and June 30, 2009.

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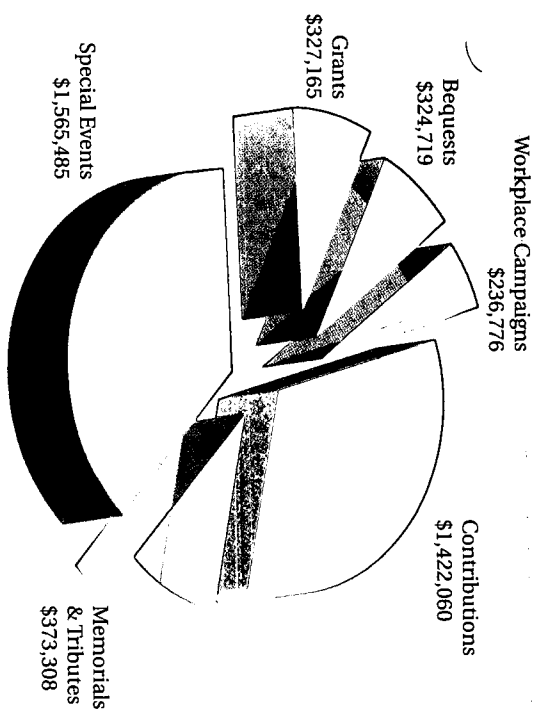
Volunteers

A special thanks to our 1,280 volunteers who collectively donated 36,355 hours of service to the Delaware Valley Chapter. This unwavering dedication translates into the equivalent of \$991,164 worth of time and expertise to educate, support and enhance the quality of life for families in our communities living with Alzheimer's disease or a related disorder.

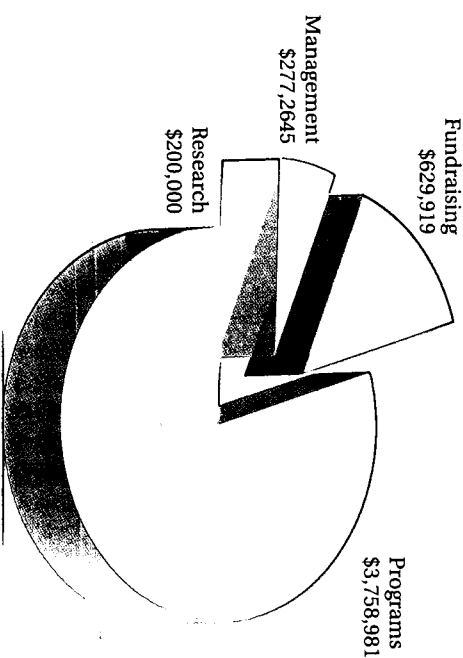
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the compassion to care, the leadership to conquer

IT'S TIME TO MOVE

Grab a friend, family member or co-worker and get on the MOVE to end Alzheimer's! Participate in the Alzheimer's Association Memory Walk® and join the nationwide fight against this devastating disease. Alzheimer's is an escalating health epidemic: Left unchecked, 16 million Americans will develop the disease, including 10 million baby boomers.

But there is something we can do. We can walk with a purpose to end Alzheimer's.

When you walk, you raise critical funds that benefit the care, support and research efforts of the Alzheimer's Association. Your steps move us closer to better treatments and a cure.



When you walk, you raise awareness that encourages people to seek an accurate and early diagnosis.

When you walk, you support a better life for those living with Alzheimer's – and the millions more who must manage the financial and emotional burdens of life as a caregiver.

We can MOVE a nation to end Alzheimer's. Sign up for a Memory Walk near you today!

Please join us at one of our 5 Memory Walk locations in the Delaware Valley.

Rehoboth Beach, DE
Saturday, October 3rd
Where: Grove Park
Start: 10:00am
<http://RehobothMW2009.kintera.org>
• Come and enjoy great food,
• Exciting entertainment, and
• Experience the fun-filled playground for kids

Wilmington, DE
Saturday, October 10th
Where: Wilmington Riverfront
Check-In: 8:00am Start: 9:30am
<http://WilmingtonMW2009.kintera.org>
• New Location! Tubman-Garrett Park, Wilmington Riverfront

Atlantic City, NJ
Sunday, October 4th
Where: Kennedy Plaza at Boardwalk Hall
Check-In: 9:30am Start: 11:00am
<http://AtlanticCityMW2009.kintera.org>
• Live music by Wayneron & The Untouchables
• Kids Corner with great family activities
• Bring and post a photo on our Memory Wall

Kutztown, PA
Saturday, October 10th
Where: Kutztown University
Check-In: 10:00am Start: 11:30am
<http://KutztownMW2009.kintera.org>
• Expanded walk routes
• Music by The Party People
• Food, Fun & Raffle Prizes!

Philadelphia, PA
Sunday, November 15th
Where: Citizens Bank Park
Check-In: 9:30am Start: 11:00am
<http://PhiladelphiaMW2009.kintera.org>
• Appearance by the Phillie Phanatic and other fun mascots
• Enjoy various entertainers along the walk route
• **Free respite care available for loved ones with dementia. Contact (215) 561-2919 for more information.**

Visit alz.org/desjsepa or call 866.224.5224 for more information.

DELAWARE VALLEY CHAPTER

The Delaware Valley Chapter offers free programs and services to approximately 294,000 individuals with Alzheimer's or a related disorder, their caregivers and families. The Chapter serves 18 counties in the tri-state region of Southeastern Pennsylvania, South Jersey, and Delaware. The Delaware Valley Chapter is the local arm of the National Alzheimer's Disease and Related Disorders Association.

PROGRAMS AND SERVICES

- 24-Hour Helpline
- Support Groups
- Consumer Education Newsletter
- Professional Training
- MedicAlert® + Safe Return® Program
- Care Consultation
- Multi-Cultural Outreach
- Early Stage Programming

OUR MISSION

The mission of the Alzheimer's Association is 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.

Contact the Alzheimer's Association
Delaware Valley Chapter

In Delaware
240 N. James Street
Suite 100A
Newport, DE 19804
Phone – 302.633.4420 Fax – 302.633.4494

In Pennsylvania
399 Market Street
Suite 102
Philadelphia, PA 19106
Phone – 215.561.2919 Fax- 215.561.4663

In South Jersey
3 Eves Drive
Suite 310
Marlton, NJ 08053

Phone – 856.797.1212 Fax – 856.797.1818

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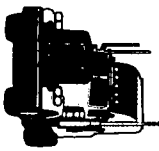
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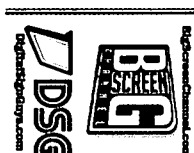
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WE'RE ON THE
MOVE
TO END ALZHEIMER'S



alzheimer's association
memory walk[®]

Nationally presented by
Genworth Financial



Harrah's

Locally presented by

Genesis HealthCareSM

Non-profit
Organization
U.S. Postage
PAID
Philadelphia, PA
Permit No. 3234



Official Memory Walk Registration Form

Register online at: www.alz.org/desjsepa

My goal is to raise: \$

***Recommended goal is \$250**

INDICATE THE FOLLOWING: I will be walking as

☐ INDIVIDUAL ☐ DONATION ONLY (I AM NOT WALKING)

☐ TEAM MEMBER ☐ TEAM CAPTAIN

Team name _____

WALKSITE: I will be walking at

☐ PHILADELPHIA (11/15)

☐ KUTZTOWN (10/10)

☐ WILMINGTON (10/10)

☐ REHOBOTH (10/3)

☐ ATLANTIC CITY (10/4)

All walkers that raise \$100 will receive a Memory Walk t-shirt!!

Prefix: _____ First Name: _____ Middle Initial: _____ Last Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Company Name: _____ Job Title: _____

Gender: (Circle One)

M or F

Age Range: (Circle One)

0-17

18-34

35-54

55+

How did you hear about us?

☐ Chapter mailing

☐ Web Site

☐ Family/friend

☐ Past Participant

☐ TV/radio/print ad

☐ Other _____

I am interested in information about:

☐ Joining the Memory Walk Working committee

☐ Advocating for people affected by Alzheimer's disease

☐ Other volunteer opportunities with the Alzheimer's Association

☐ Including the Alzheimer's Association in my will, trust, or estate plan

☐ More information about Alzheimer's disease

Donating by Credit Card? Please complete the following:

☐ VISA

☐ DISCOVER

**Ask us about
Matching
Gifts!!**

☐ MASTERCARD

☐ AMERICAN EXPRESS

Credit Card Number:

Credit Card Expiration Date: _____

SIGNATURE REQUIRED _____

LIST ONLY AMOUNTS THAT ACCOMPANY THIS FORM

CASH \$ _____

CHECK AMOUNT \$ _____

CREDIT CARD AMOUNT \$ _____

GRAND TOTAL ENCLOSED \$ _____

Please make checks payable to:

**alzheimer's
association**
Delaware Valley Chapter

FOR OFFICE USE ONLY

CASH

CHECKS

CREDIT

TOTAL

INITIALS

Assumption of Risk, Release and Permission

In consideration of being allowed to participate in Memory Walk, I hereby expressly assume all risks of personal injury, death or property loss arising in any way out of my participation. I represent that I am physically fit and able to participate in this event. I hereby release and agree not to sue Alzheimer's Association, its chapters, their respective officers, directors, volunteers, employees, sponsors and agents, from or in connection with any and all liability and claims arising out of my participation in this event. I grant full permission to the organizers of this event to use and publish my name and image as a participant in photographs, video or other recordings.

Signature _____ Date _____

Questions? Call: 215-561-2919 or Toll Free: 866-224-5224 Mail or fax your completed registration forms to the Alzheimer's Association Delaware Valley Chapter:

In Pennsylvania

399 Market Street, Suite 102
Philadelphia, PA 19106
Fax (215) 561-4663

In South Jersey

3 Eves Drive, Suite 310
Marlton, NJ 08053
Fax (856) 797-1818

In Delaware

240 N. James St., Suite 100A
Newport, DE 19804
Fax (302) 633-4494

Alzheimer's Association Delaware Valley Chapter
399 Market Street, Suite 102
Philadelphia, PA 19106



TEAM UP TO END ALZHEIMER'S

Walk together to make a difference in the fight. You can collaborate to raise awareness and funds, and you'll have an even better time on event day.

Here's how:

1. Choose a team captain and name for your group.
2. Register and recruit 10-12 team members. If you invite three people, and ask them to invite three people, before you know it, you'll have a team.
3. Get to work for the cause. Use your collective brainpower to develop some creative fundraising concepts.

We're here to support you every step of the way. Teams receive coaching and tools from the Alzheimer's Association to meet their fundraising and recruitment goals. Remember, participants who raise \$100 or more receive a Memory Walk T-shirt!

It's easy to register. Everything you need is online at www.alz.org/memorywalk – or use the attached registration form and submit it to your local Alzheimer's Association.

Start a team today!



www.alz.org/desjsepa

GREAT REWARDS!

RAISE: RECEIVE:

\$100	Memory Walk Short Sleeve T-Shirt
\$250	Memory Walk Water Bottle
\$500-\$1,999	Memory Walk Baseball Cap
\$2,000-\$4,999	Memory Walk Beach Towel
\$5,000+	Memory Walk Travel Chair

- **TOP FUNDRAISER** from each walk will receive a special gift courtesy of Boscov's!
- **RAISE \$1,000** and be entered into a drawing to win an overnight stay at Harrah's Atlantic City! 1 winner per walk.

T-Shirt received at all levels. Prizes not cumulative. The Alzheimer's Association reserves the right to substitute incentive prizes of equal value. Prizes not given before or during the Walks will be mailed. To qualify for prizes, all monies must be received by 5:00 pm on the second Monday following the Walk for which you are registered.

Honorary Chairs 19th Anniversary Delaware Valley Memory Walks



Sue Serio
Fox29
Weatherperson



Jay Snowden
Senior VP and
General Manager
of Harrah's
Resort and
Showboat



Orien Reid
former Chair
of Alzheimer's
Disease
International

Calling all Runners!

Like to run? Join the Alzheimer's Association Run to Remember Team running in the Philadelphia Marathon (choice of three different race lengths: 8K, Half Marathon & Marathon) on Sunday, November 22, 2009... a fundraising initiative to help promote National Alzheimer's Disease Awareness Month.

For more information contact Lisa Radin at 215-561-2919 x 334 or Lisa.Radin @alz.org

2009 National Platinum Teams



This shirt was
Sent as supporting
evidence to claim.

(Not sure how to
handle)!

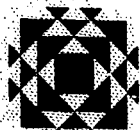
OCTOBER 3	OCTOBER 4	OCTOBER 10	OCTOBER 10	NOVEMBER 15
Rehoboth Beach, DE	Atlantic City, NJ	Wilmington, DE	Kutztown, PA	Philadelphia, PA

alzheimer's association
memory walk'09

Nationally presented by
 Genworth Financial

800.272.3900 - 24/7 Contact Center/Hotline

Locally Presented by



Genesis HealthCare

ANN'S CHOICE



MARIS GROVE

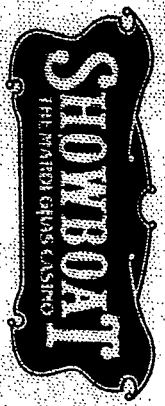


MERCK



Family Tent

BALLY'S
 ATLANTIC CITY



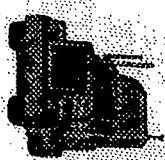
Harrah's

CASAR
 ATLANTIC CITY

INNOVA
 Health & Rehab
Choice for Living Well

PCA
PHILADELPHIA CORPORATION FOR AGING

C.A. Danella
 Foundation, Inc.



Wyeth

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Certified Public Accountants and Consultants
 www.hfco.com



Boscon's
Where the Day is

Virtua



CRI Worldwide
Critical Research Integrity

CareOne



FOX

SUNRISE

HOSPICE
 COMPASSUS