



ALZHEIMER'S
SERVICES
OF THE EAST BAY

Life is a journey we know by heart.

ANNUAL REPORT 2010–2011



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“My mom never wants to miss a day, even when she’s under the weather. She loves the staff and the other participants.”

OAKLAND
CAREGIVER

TO LEARN MORE,
VISIT WWW.ASEB.ORG

When ASEB opened its doors 23 years ago, it had just one client. Today we serve up to 120 people a day, five days a week. Last year we supplied over 60,000 meals and snacks, facilitated more than 75 support group sessions, and were there for more than 250 families who rely on us to provide a safe, stimulating, and caring environment for their loved ones.

This year has been particularly challenging for ASEB. In June 2011, the California legislature voted to eliminate Adult Day Health Care (ADHC) as a Medi-Cal benefit. On December 1, 2011 more than 38,000 elderly and chronically ill people living at the poverty level will be “involuntarily discharged” from 298 local ADHC centers, including ASEB. Needless to say, this news is devastating.

Lance Reynolds, President of ASEB’s board of directors says, “Clearly, we are going to have to reinvent ourselves to be able to continue to provide services to the East Bay Community. But we will continue into the future. I am convinced that ADHC is a crucial component of any overall health care system, and will become even more so as our population ages. Institutionalization as a way of caring for those with memory loss or other disabilities costs more, a great deal more, in both human and monetary terms.”

Over the course of the past year, ASEB has streamlined its operations to deal with rising costs and declining revenues. It has expanded its outreach by launching a new website. It kicked off an eight-week Early Stage Memory Loss Program to encourage memory enhancement and social engagement. And for the first time it offered a low-cost weekend respite program to support caregivers.

Reynolds says, “We ask those who share our commitment to keeping people with dementia out of institutions and in their homes to give us the tools that will enable us to survive the loss of state funding. Please donate today. And to those who so faithfully continue to support us, we extend a heartfelt thanks.”

EXECUTIVE DIRECTOR'S REPORT



VISIT MICHEAL POPE'S
BLOG AT WWW.ASEB.ORG
/CATEGORY/BLOG/

“ASEB makes a lot of things possible. I wouldn't have any options, couldn't go to work. I would have had to put my mother in a home for her own safety because she couldn't be home alone. Because of ASEB, I still have a life.”

OAKLAND
CAREGIVER

Dear Friends of ASEB,

Eliminate. The word has a finality that stops you in your tracks. In June 2011, that's what happened to Medi-Cal funding for Adult Day Health Care in California. It was eliminated. Some of our elected officials turned their backs on the more than 38,000 elderly and chronically ill adults who rely on ADHC centers for meals, medical attention, and social stimulation. In many cases, these centers are the only thing that stands between participants and fulltime institutionalization.

This past year I spent countless hours in Sacramento trying to educate the politicians who decide how our tax dollars are spent about ADHC. A lot of people did. Many presented moving testimony about the difference these services make in people's lives. We had facts and figures to back us up. We had the numbers that showed how much money ADHC saves the government in the long run. It didn't matter. When the legislature voted to eliminate funding and the governor signed it into law, it felt like they were giving up on us.

Be that as it may, we are not giving up on ourselves. We are not giving up on the people with dementia and memory loss who find a safe and caring environment at ASEB. We are not giving up on their loved ones, who can go to their jobs knowing that their parent or spouse will be treated with kindness and respect. And we are not giving up on our colleagues—committed professionals who believe that older adults are a gift, not a burden. Most of all, we are not giving up on you—our community.

We need to return to a sense of community, of being reliant on each other, of grassroots support for our cause. The government may not understand our problems, but as individuals we can build support systems that enhance the quality of our lives. I am asking you to understand the urgency of our cause and to believe in the power of individuals to make a difference. Please write to your legislators, donate to ASEB, and help us spread the word.

Finally, I would like to thank the donors who continue to support us year after year, even as the economy worsens. We couldn't do it without you. Thank you for understanding our need, for believing in our cause, and for showing your faith in our ability to provide a better life for people with Alzheimer's and their families.

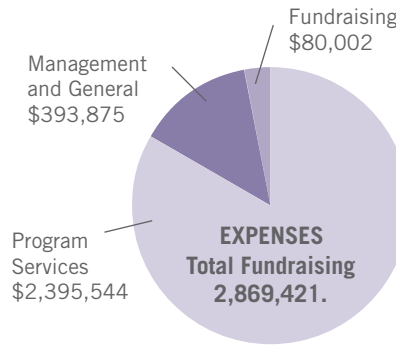
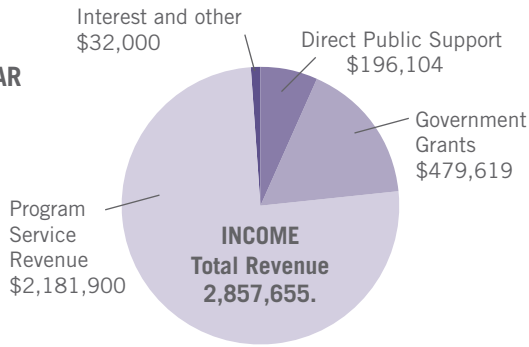
Sincerely,

Micheal Pope
Executive Director

In an effort to reduce paper use, as well as expenses for postage, we now offer you the option of receiving Annual Reports & Newsletters electronically. If you would like to stop receiving paper mailings, please contact Andrew Balmat at andrew@aseb.org or (510) 644-3181 x 306, or mail us at our Berkeley address to provide us with your name and email address. Thank you!

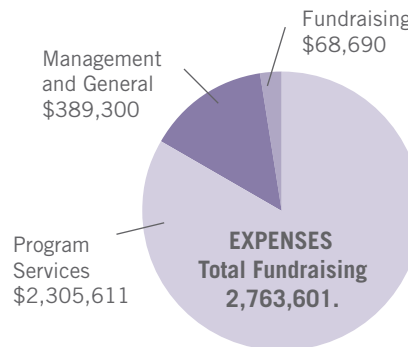
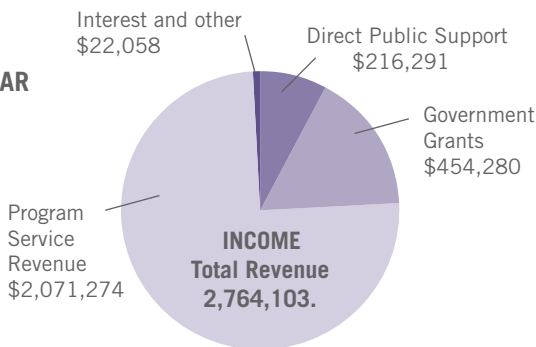
FINANCIAL HIGHLIGHTS

FISCAL YEAR 2009-10



Net Assets at beginning of Year \$1,147,003
 Net Assets End of Year \$1,063,322
 Management and General as % of Total Expenses 13.7
 Fundraising as % of Total Expense 2.7

FISCAL YEAR 2010-11



Net Assets at beginning of Year \$1,063,322
 Net Assets End of Year \$1,061,324
 Management and General as % of Total Expenses 14.1
 Fundraising as % of Total Expense 2.5

RIPPLES OF CARING

Visualize how your gift adds up to fill so many vital needs

ASEB ADULT DAY HEALTH CARE PROGRAMS	ANNUAL COST	COST EACH	MY DONATION
PROGRAM PARTICIPANTS LUNCHES <i>ASEB served 26,543 delicious and healthful lunches last year.</i>	107625	4.05 per lunch	\$
DIETARY SUPPLIES <i>Program participants are provided adaptive eating utensils in order to ensure their independence and nutritional status.</i>	9391	39.62 per person	\$
MEDICAL SUPPLIES <i>ASEB has an RN on staff Monday through Friday from 9-4 pm. The program nurse is responsible for blood pressure and diabetic monitoring. The RN plays a pivotal role in the total health care of each program participant.</i>	5165	21.79 per person	\$
PROGRAM-ACTIVITY SUPPLIES <i>We consider EVERY activity to be therapeutic when the participant is involved in doing something he or she desires, an activity that brings joy, or brings meaning into an individual's day.</i>	5833	24.61 per person	\$
TRANSPORTATION <i>ASEB's costs include insurance, maintenance, para-transit vouchers and fuel. ASEB owns 7 vans that are used to transport program participants to and from the program. In addition, ASEB vans are used for field trips. (Salaries not included)</i>	145816	4.62 per 1-way trip	\$

DONATE NOW: WAYS TO MAKE A DIFFERENCE

Your contribution directly supports people with dementia and their families, most of whom are low income. There are many ways to make a major difference in a family's life.

Please visit www.aseb.org or phone (510) 644-8292 to learn more about unrestricted donations, recurring gifts, workplace giving, matching funds, stock transfers, planned giving, vehicle donation, and in-kind donations.

ASEB is proud to meet all of the Better Business Bureau's "Wise Giving Alliance Standards for Charity Accountability."

Code #2234 for United Way and other corporate campaigns

Code #9006 for Combined Federal Campaign

Or simply write in "ASEB" and our phone number (510) 644-8292.

Use the enclosed envelope, visit our website, or phone (510) 644-8292 to donate now.

DONORS AND SUPPORTERS

THANKS TO ALL OF OUR INDIVIDUAL DONORS—WE COULD NOT MAKE IT WITHOUT YOUR SUPPORT!

DONATIONS TO OUR 2011 ART AUCTION WERE MADE "IN HONOR OF" AND "IN MEMORY OF THE FOLLOWING PEOPLE

In Memory of:

Shirley Case from Caleb Case
Masako Egawa from Janey Egawa
Dorothy R. Lee from Lorraine Reed
Dee C. Madison II from Debrenia Madison
Gladyce Rush from Barbara McAuley
William D. Slone from Marilyn Storer
Nelly Smith from Tess Chandler
Judy Taylor from Lamar St. John
Mrs. Mabel J. Weaver from Alma Gray Beals
Mrs. Mable J. Weaver from La Francine Tate
Mrs. Mable J. Weaver from Bette Weaver Treadwell
Marieann & Bob Wynne from Susan Kaplan
In Honor of:
ASEB Staff & Board from Diane C. Wong
Rob & Linda Bjork from Eric Lambrecht & Erin Grassie
Joyce Brekke from Robert & Mary Lou Taylor

Nell Elder from Paul & Patti Gray
Karen Grimsich from William & Jo Dee Krebs
Kathy Helliesen from Rev. Charlotte Ann Russell
Molly & Matt Iglehart from Kathy Hull
Betty McDonald from Ann McDonald-Cacho

FRAMING DONATIONS TO OUR 2011 ART AUCTION

Creative Framing
Fast Frame of Lafayette
Fast Frame, Walnut Creek
Framers Workshop
Galleria Scola
North Berkeley Frame
Sticks Framing
Storey Framing

THE FOLLOWING BUSINESSES GENEROUSLY DONATED ITEMS TO OUR 2011 ART AUCTION

A's Athletics Baseball
Albany Bowl
Albatross
Aquarium of the Bay, San Francisco
Atlantis Casino Resort and Spa
Bangkok Jam
Bay Area Discovery Museum

Bean Wine Tours
Berkeley Repertory Theatre
Bette's Oceanview Diner
Big 5 Sporting Goods
Body Mind and Spirit Boomers
Bottom of the Hill
Café Fanny
Cartoon Art Museum
CA State Railroad
Carmen Mendieta
Central Works
Children's Museum
Claremont Hotel, Club and Spa
Corinne Jan & David Nolan
Di Rosa
Double Tree by Hilton
Exploratorium
Games of Berkeley
Golden Gate Fields
Habitot Children's Museum
Hana Japan Steakhouse
Harbor Hot Springs
I Fly SF Bay
Infineon Raceway
Inna N. Magic Creations
Jackson Rancheria
Lawrence Hall of Sciences
Lemans Karting
Lincoln Avenue Spa
Marin Theatre Company
Meal Ticket
Mountasia

Oakland Zoo
Peppermill Reno
Reuben Schilling
Ripley's Museum
San Jose Giants
Sarbers Cameras
Scandia Family Center
SF Zoo
SF Giants
Talavera Ceramics
The Treehouse Green Gifts
Wax Museum at Fisherman's Wharf
YMCA
Yoshi's

FOUNDATIONS AND CITIES FUNDING SUPPORT

ACTIA
Area Agency on Aging
Adult Day Services of Alameda County
CA Food Program
Clarence & Joan Coleman
East Bay Community Foundation
East Bay Foundation on Aging
Horizons Foundation
Kiwani Foundation of Alameda
Lundin Family Fund
Neil Lang and Joe Pessa
Philanthropic Fund of San Francisco
Foundation

Seevak Family Foundation
Walter & Elise Haas Fund
City of Berkeley
City of Hayward
City of Oakland

BUSINESSES, ORGANIZATIONS, AND TRUSTS

Alzheimer's Association
Bakke Estate
Bay Area Community Services
BPIA
Community Health Charities of CA
Crosby Estate
Desmond Estate
Donate for Charity
Erb Trust
eScrip
Fidelity Charitable Gift Fund
First Congregational Church of Berkeley
Hilliard Lyons
Ke Kokua Charitable Gift Fund
Montclair Presbyterian Church
Morrison Foerster, LLP
NARFE
Network For Good
Save Mart Supermarkets
Timpson Garcia, LLP

WORKPLACE GIVING CAMPAIGNS

AT&T
Bank of America
Bank of the West
CA Healthcare Foundation
CA State Employees
Chevron
Clorox Company
Foundation
Environmental Fund for Maryland
The Gap Foundation
Human Race
JustGive.org
Kaiser Permanente
Levi Strauss
Local Independent Charities
Lawrence Livermore
HOME Campaign
Macy's Gift Campaign
PG&E
Private Ocean, LLC
Providian
Schwab Charitable Fund
Truist
UBS Foundation
Union Bank of CA
United Way
Volunteer Center of Sonoma County
Wellpointe Associate Giving
Wells Fargo
YCMNET