

Overview

Over 6 million Americans age 65 and older are living with Alzheimer's dementia. By 2050, the number of Americans age 65 and older with Alzheimer's dementia may grow to a projected 12.7 million. Access to earlier diagnosis and effective treatments may significantly change the experience of Alzheimer's for millions of people, but even with these, the cost of care will likely continue to rise dramatically. These factors will provide unprecedented challenges and opportunities for the Alzheimer's Association.

Never has the case for accelerated progress been more urgent. In 2021, Alzheimer's and all other dementia were estimated to cost the nation \$355 billion, including \$239 billion in Medicare and Medicaid payments combined. Without effective and accessible treatments to slow, stop or prevent the disease from developing, in 2050, Alzheimer's and all other dementia is projected to cost more than \$1.1 trillion (in 2021 dollars).

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. To enhance and strengthen this leadership position, as well as expand the depth, breadth and pace of the Alzheimer's movement, we have committed to do more.

In 2012, the Association undertook a strategic assessment process to look at the external environment and internal capacity and potential in order to determine what is necessary to change the trajectory of Alzheimer's and to support people living with the disease today and in the future. As a result of this collaborative, organization-wide work, a bold, ten-year vision for care and support and for research was created.

Ten-Year Vision for Care and Support

The Association will contribute to a dramatic increase in the accurate and timely diagnosis of people with Alzheimer's disease and other dementias and a significant increase in the number of people with dementia and their caregivers who receive affordable, high-quality care and support.

Ten-Year Priorities for Care and Support

- » Identify, create and provide a set of evidence-based signature care and support programs.
- » Set standards for high-quality care and support across the "continuum of care" within the Association and across the broader field.
- » Ensure standards are adopted by the field.

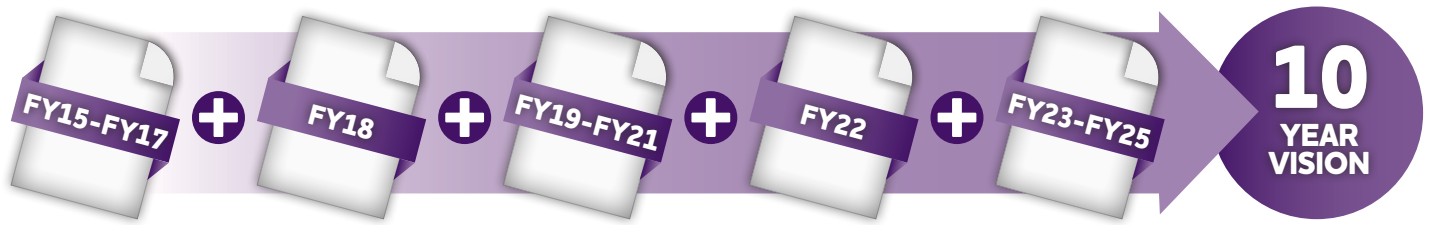
Ten-Year Vision for Research

The Association will contribute to research breakthroughs that are life-changing for people living with Alzheimer's disease by driving the international research agenda. This includes developments across treatment, diagnosis/detection and prevention, and requires ongoing advances in tools, processes and systems that will facilitate breakthroughs.

Ten-Year Priorities for Research

- » Make research funding an Association-wide priority.
- » Dramatically advance Association-wide fundraising for research.
- » Conduct nationwide, dedicated research campaigns.
- » Engage chapters in research fundraising.
- » Complete the push for funding to the field by funding the Alzheimer's Impact Movement (AIM), a separately incorporated advocacy affiliate, and increasing awareness and policy efforts.
- » Explore and test opportunities for international fundraising.

Additionally, in order to achieve this vision, the Association identified increasing revenue, advancing public policy, and growing concern and awareness as key levers. The FY15-FY17 Strategic Plan was the first three-year plan aimed at this ten-year vision and included three-year strategic objectives and priority activities for each of these areas.



The FY19-FY21 plan was the second of three plans and the first developed under the Alzheimer’s Association’s new unified structure, following our July 1, 2016, merger from 48 separate entities into a single organization, fully focused on what was best for the mission and for all those the Association aims to serve, including those who face the disease. Following the emergence of COVID-19 as a global pandemic in March 2020, the Board of Directors voted unanimously to postpone the strategic planning process for one year, with the third plan bound by this ten-year vision covering the period of FY23-FY25.

This collaboratively developed plan is the strategic roadmap for the Association for FY23-FY25. It builds on our progress and includes overarching Association-wide strategic objectives for this three-year period. Annual strategic implementation plans and associated budgets for the Association will be developed to reflect our annual priorities in pursuit of these objectives with annual metrics in all strategic areas to measure progress.

OUR STRATEGIC PRIORITIES





Providing and Enhancing Quality Care and Support

The Alzheimer's Association engages with communities on national, state and local levels to ensure access to quality care and support for everyone affected by Alzheimer's and all other dementia.

Strategic Objectives:

- » Increase reach of programs and initiatives that address the unique needs of individuals living with the disease, caregivers and communities through direct service, volunteer delivery, community engagement and partnerships.
- » Increase equitable access to early and accurate diagnosis, treatment, risk reduction and quality care through health systems, health care payers, and long-term care and community-based resources.
- » By the conclusion of FY25, increase reach and access by 50%.



Accelerating Research

The Alzheimer's Association leads and accelerates research worldwide to advance risk reduction, earlier detection and more effective treatments to end Alzheimer's and all other dementia.

Strategic Objectives:

- » As the recognized global convener, expand accessibility, inclusion and funding opportunities throughout research and clinical communities.
- » Drive engagement in all communities by increasing understanding, trust and urgency of research.
- » By the conclusion of FY25, increase the Alzheimer's Association's annual investment in research to \$110 million.



Increasing Concern and Awareness

The Alzheimer's Association is the leading global voluntary health organization advancing Alzheimer's disease and dementia awareness in all communities. We have successfully built our brand and extended reach to increase awareness, reduce stigma and increase the public's knowledge of our support resources and advances in Alzheimer's and dementia research.

Strategic Objectives:

- » Increase the level of awareness of the Alzheimer's Association from the current baseline.
- » Continue to drive concern for the disease, maintaining its strong baseline.
- » By the conclusion of FY25, advance the global cause of Alzheimer's and all other dementia by increasing the Alzheimer's Association's powerful public reach by more than 800 million total impressions from current baseline, supporting growth of all mission pillars.

Strengthening Diversity, Equity and Inclusion

The Alzheimer's Association strives to be a leading organization in diversity, equity and inclusion. We seek to create a culture where staff, volunteers and constituents are empowered to share their voices and perspectives to create an environment of inclusion, growth, positivity, belonging and change. This culture is embraced by all parts of the Association and partnering organizations.

Strategic Objectives:

- » Advance diversity, equity and inclusion goals across all aspects of mission delivery.
- » Create an internal culture of understanding and pursuit of diversity, equity and inclusion through education, policies, procedures and practices.
- » By the conclusion of FY25, increase total constituency lives impacted in disproportionately affected and underserved communities by 25% across all aspects of mission delivery through the expansion of sustainable national and local partnerships.

Advancing Public Policy

The Alzheimer's Association and the Alzheimer's Impact Movement will advance our mission for all communities through the pursuit of federal and state policy to provide broad, timely and equitable access to effective treatment, comprehensive education, care, services and support, and research funding to meet the growing needs of all affected.

Strategic Objectives:

- » Develop and implement effective government relations campaigns at the federal and state levels.
- » Advance the growth of the Alzheimer's Impact Movement.
- » By the conclusion of FY25, recruit, train and mobilize increasingly effective volunteer advocates, growing the number of the most active advocates by 33%.

Increasing Revenue

The Alzheimer's Association will increase revenue through the mobilization of all communities by engaging individual constituents, corporations and organizations to accelerate progress and maximize mission impact.

Strategic Objectives:

- » By the conclusion of FY25, increase total contributed revenue to \$400 million.
- » By the conclusion of FY25, secure a minimum of \$107 million new annual dollars to fuel our research investment.

OUR STRATEGIC PLAN AND ITS RELATIONSHIP TO OUR MISSION, VISION AND ANNUAL PLANS

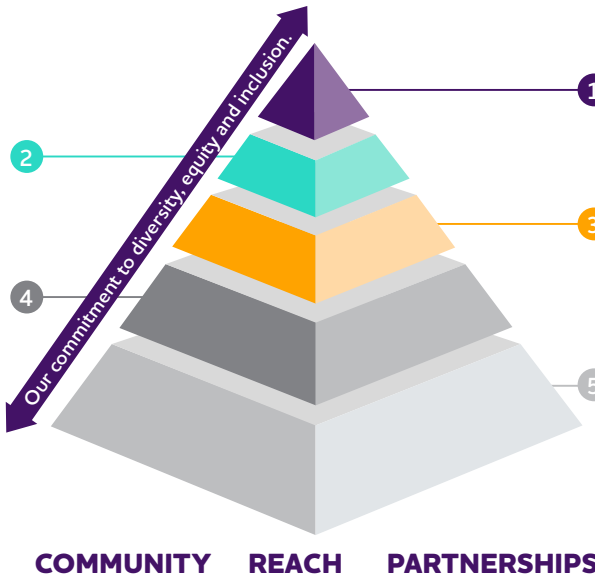
Increasingly Strategic
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Increasingly Detailed

MISSION

The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

Strategic Plan

Three, three-year plans (FY15-FY17, FY19-FY21, FY23-FY25) with strategic objectives.



VISION

Approved by the Board of Directors in February 2020 with revised vision statement: A world without Alzheimer's and all other dementia.

10-Year Vision for Care and Support and Research

Developed in FY12 to guide our work.

Financial and Strategic Implementation Plans (SIP)

Annual goals, tied to activities and budget, approved annually.

OUR MISSION, VISION AND VALUES

OUR VISION

A world without Alzheimer's and all other dementia®.

OUR MISSION

The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

OUR VALUES

