

Health Care & Pharma

Alzheimer's New Jersey makes its way after split from national group

By **Anjalee Khemlani**, January 17, 2017 at 1:49 PM



Despite the national association and Alzheimer's New Jersey having their annual four walks scheduled at almost exactly the same times, Alzheimer's New Jersey was able to raise \$740,000 last year. - (PHOTOS COURTESY ALZHEIMER'S NEW JERSEY)

After completely rebranding and disassociating from the national Alzheimer's Association, the 1-year-old Alzheimer's New Jersey is standing on fairly stable ground.

There were some hiccups, such as donors being confused by the Greater New Jersey Alzheimer's Association chapter and Alzheimer's New Jersey's new brand, as well as similar schedules for events and walks, but overall, things went smoothly, said CEO and President Kenneth Zaentz.

"We are definitely on track for what we want to accomplish," he said.

The company ended fiscal year 2015 with \$3.5 million, the year in which it disassociated, and ended last year with slightly less, at \$3 million.

"But we are going to exceed the amount kept. Though the gross amount is less, we are keeping 100 percent of the money, as opposed to sending 40 percent to the Alzheimer's Association," Zaentz said. "The difference is now 100 percent of our raised revenue stays in the state. It goes to work right here in New Jersey."

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This also means better control over how the funds are spent and being able to create a strong pitch to donors.

Zaentz admits there are still those who prefer to donate to the national association, or both, and has no problem with that.

"We are not looking to be competition. We are looking to serve people differently," Zaentz said. "It's only been a year. I think that the differences will be much clearer as time goes on."



situation where we say don't give to others. Our actions and programming will clearly tell the difference. That's what we will stand on. I really feel in a lot of ways we are developing new metrics for ourselves."

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Despite the national association and Alzheimer's New Jersey having their annual four walks scheduled at almost exactly the same times, Alzheimer's New Jersey was able to raise \$740,000 last year. And the proximity in timing confused some donors, who told Zaentz and his team that they accidentally donated to the wrong organization. But Zaentz believes better communication will help resolve that issue.

"The real opportunity is being consumer-oriented and to make them educated about where their charitable dollars are going," Zaentz said. "We are not trying to set up a

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