

## Non Profit

Keeping  
focus  
local  
to fight  
disease

# Alzheimer's New Jersey

### In brief

**Headquarters:**  
425 Eagle Rock  
Ave., Suite 203,  
Roseland; 973-586-  
4300

**Other locations:**  
Northern regional  
office in Oradell;  
Central regional  
office in East  
Brunswick

**Serving:** New  
Jersey

**Key members:**  
Kenneth C.  
Zaentz, CEO and  
president; Russell  
Rothman, board  
chair; Edward  
Leach, board vice  
chair; Mathew  
Schwartz, board  
treasurer; Karen  
Davis-Farage,  
board secretary



John Elliott, CBS meteorologist, and Kevin Lynch, Oritani Bank president, above, at this year's Alzheimer's New Jersey's Celebrating New Jersey Gala at The Grove in Cedar Grove. Cutting the ribbon to kickoff Alzheimer's New Jersey's Walk to Fight Alzheimer's Liberty State Park walk, below. —ALZHEIMER'S NEW JERSEY

### Origin

Established in 1985, Alzheimer's New Jersey was an affiliate of the national Alzheimer's Association, called the Alzheimer's Association Greater New Jersey Chapter. At the end of 2015, the local organization disaffiliated from the national group and changed its name to Alzheimer's New Jersey in response to a vote by the national organization to end its existing affiliation agreements with all local independent chapters across the country, and merge them into one nationwide non-profit organization with national, not local, governance.



### Goals

Alzheimer's New Jersey has been providing trusted service to New Jersey families for over 30 years. As we grow, our priority is on new community partnerships and a focus on unmet needs. We are in the final stages of planning Walk to Fight Alzheimer's, our largest fundraising event, scheduled this September and October. Walk to Fight Alzheimer's is comprised of five local walks and our fundraising goal is \$750,000. Go to [alznj.org](http://alznj.org).

### Conversation Starter

For more information go to: [alznj.org](http://alznj.org) or call Alzheimer's New Jersey's Helpline at 888-280-6009 if you or someone you know is living with the impact of Alzheimer's disease.

### Programs

We offer a comprehensive range of local community-based programs and services year-round to meet the increasing need for care and support throughout New Jersey. These critically important services include our telephone Helpline, Care Consultation, the Respite Care and Wellness Program, Community Education Programs, Family Support Groups, Always Safe and Clinical Trial Connections programs.

### Mission

To offer hope and support to the growing number of New Jersey residents who are impacted by Alzheimer's disease and other dementias; by providing programs and partnerships that increase awareness and access to services. Our focus is 100% local, serving the needs of New Jersey residents.

### Fundraising

We raise all funding through a diversified development program, including foundation and corporate grants, major and planned gifts, annual campaigns, memorial contributions and special events.

### Benefactors

We benefit from a wide range of community support from individuals, families, businesses and organizations. Some donors are motivated to give by a personal experience with the disease. We benefit from the support of many health-related organizations.

### Achievements

Until a cure can be found, it's important to help families find ways to live with the disease safely, with dignity, care and hope. Last year, our services benefited 14,000 New Jersey residents.

### Finally

Even though our name changed at the end of 2015, our 501 (c) (3) and tax identification number remained the same.