



# Messages From The Mitten



alzheimer's  association®



# Messages From The Mitten

Hello Michigan Walkers!

I hope this newsletter finds you and your loved ones well! We are excited to start the 2022 Walk to End Alzheimer's year with you. In an effort to hit the ground running and amp up our teamwork and communication, we will be sending out this quarterly newsletter. The look and content may change as we move through the year, but it is all with the purpose of sharing information about our staff, statewide initiatives, Alzheimer's advancements and tricks of the trade. Feel free to share this information with friends, family and people you're trying to recruit to your Walk team.

We are here for YOU! If you have any ideas on what you would like to hear about, please feel free to reach out to [miwalks@alz.org](mailto:miwalks@alz.org) at any time and we will do our best to highlight the information that would be helpful to you and your community.

Thank you for helping us #ENDALZ!  
Together in this fight,



Kristin Rossi  
*VP of Development*



Steve Windom  
*Senior Director of Development, Walk to End Alzheimer's*

## Meet Your Walk Team

Nicole Colley - [ncolley@alz.org](mailto:ncolley@alz.org)



Nicole manages both the Livingston County Walk to End Alzheimer's (formerly Brighton Walk, also her hometown) and the Flint Walk to End Alzheimer's. She started her journey with dementia working in long term care in 2011, volunteered out of state with the Association starting in 2014 and finally joined as staff in 2019. She's passionate about ending Alzheimer's for all those affected, she's worked with and grown close to over the years, and for her grandfather who was diagnosed in 2016.

Rachel Dober - [redober@alz.org](mailto:redober@alz.org)



Rachel is the Event Manager for the lakeshore Walks in Holland, Muskegon, and Mason County. Before joining the Alzheimer's Association as an employee, she participated in Walk on a team in honor and memory of her Grandpa who lived with Alzheimer's for a few years before passing away when she was in high school. Rachel is passionate about raising awareness so that others know about the resources that are available to them and about finding a cure so that other families do not have to endure the loss of a loved one to dementia. In her spare time, Rachel enjoys spending quality time with friends and family, reading, playing games, and drinking coffee!

Erin Lin - [ellin@alz.org](mailto:ellin@alz.org)



Erin Lin is the Director of the Detroit Walk to End Alzheimer's. She joined the Alzheimer's Association February 2020 and walks in honor of her grandmother. She loves connecting with individuals and hearing about their journey and favorite memories with their loved ones. In her spare time, Erin enjoys traveling and spending time with her family.

Marsha Oberleiter - [moberleiter@alz.org](mailto:moberleiter@alz.org)



Marsha is the Development Manager for the Lenawee and Monroe County walks, and has been with the Association for almost six years. She enjoys working throughout her communities, and making a difference in the fight against Alzheimer's disease. She's been married to her husband Tracy for 27 years, and they have three grown daughters, two grown grandkids, and one very spoiled cat, Cleo.

Sue Prynne - [smprynne@alz.org](mailto:smprynne@alz.org)



Sue Prynne is the Development Manager for the Washtenaw County and Jackson Walk to End Alzheimer's. Sue has been with the Alzheimer's Association since March 2019. Prior to working at the Alzheimer's Association, Sue worked over 28 years in the restaurant industry, starting as a server up to General Manager. In her spare time, you can find her making things with her Cricut Machine, 3D printer, or power tools. Especially if it has to do with Halloween. (She is known to have an impressive Halloween display, inside and out.)

Cammi Robinson - [crobinson@alz.org](mailto:crobinson@alz.org)



Cammi Robinson has been with the Alzheimer's Association for 6 and 1/2 years. She was a volunteer for 6 years prior to coming to work for the organization. She has served many roles, including care and support services and development. She is currently the Donor Engagement Manager serving the Lansing area.

Elizabeth Stout - [emstout@alz.org](mailto:emstout@alz.org)



Elizabeth Stout is the Development Manager for both the greater Grand Rapids region and the Montcalm and Ionia area. The Walk to End Alzheimer's events in both communities hit a record in 2021 and Elizabeth is looking to keep that momentum going! For every action, there is a reaction, and she believes that if your actions are positive, honest and with good intentions- the positivity will come back around and cause a positive "ripple effect". Elizabeth feels that expanding awareness is key in the community, and if we are able to inform our communities of what we are actively doing in regards to research, care and support for those impacted by Alzheimer's disease, this knowledge will ignite the passion for the mission within others. Elizabeth is enthusiastic for the year to come, grateful for her phenomenal committee, participants, volunteers and community partners and optimistic for great success in 2022!

Melissa Thompson - [mathompson@alz.org](mailto:mathompson@alz.org)



Melissa Findley Thompson has served as the Alzheimer's Association's Regional Director of Northern Michigan since April of 2019. A native Michigander, Melissa returned to northern Michigan after living in Denver and Chicago since 1989. As a proud alumna of Central Michigan University (Fire Up, Chips!), her background in journalism and non-profit administration has allowed her to serve in leadership roles at three universities, Girl Scouts of the USA and The Denver Post. She has been a member of the Petoskey (noon) Rotary Club since 2015 and met her partner, Ricky Grissom, while a member of the Petoskey Curling Club. She lives in Charlevoix, MI with Ricky and her dog, Pokka.



# Best of 2021

Held annually in more than 600 communities nationwide, the Alzheimer's Association Walk to End Alzheimer's® is the world's largest fundraiser for Alzheimer's care, support and research. Congratulations to more than half of the Walks across the country for meeting their revenue goal!

Michigan's 25 Walks had a very successful year. With your support the Michigan Chapter not only met the chapter revenue goal, but 15 of our Walks met or exceeded their fundraising goal! Michigan's participation consisted of over 1,600 teams and over 10,000 individuals registered. Everyone's reason for participating may be different, but we can all agree that the goal of a world without Alzheimer's and all other dementia is why we do what we do.

## Let's take a moment to congratulate Michigan's 2021 Top Ten Team and Individual Fundraisers!

	Top 10 Teams	Amount Raised	Walk Location
1.	David's Dream team	\$58,057.33	Detroit
2.	VETS MARCH TO END ALZHEIMER'S	\$43,234.01	Lenawee
3.	Team Bottle Lady	\$41,401.53	Traverse City
4.	#EndAlz	\$24,253.77	Grand Rapids
5.	Visiting Angels - Southeast Michigan	\$22,040.98	Detroit
6.	Legacy Walkers	\$18,983.10	Detroit
7.	Family Matters to Visiting Angels	\$18,176.00	Saginaw
8.	The Carpet Guys	\$17,215.00	Detroit
9.	Gary's Gang TC	\$15,558.00	Traverse City
10.	Memories for Marie	\$13,641.00	Detroit
	Top 10 Individuals	Amount Raised	Walk Location
1.	Nicki Klama	\$41,401.53	Traverse City
2.	Lori Kontry	\$28,350.29	Detroit
3.	Timothy Welbaum	\$20,209.01	Lenawee
4.	Tina Battle	\$13,682.55	Detroit
5.	Joe Zago	\$12,855.00	Detroit
6.	Jacqueline Kontry	\$12,782.00	Detroit
7.	Patty Calvillo	\$12,576.00	Detroit
8.	Carole Jones	\$11,750.00	Brighton
9.	Abby Wilson	\$11,062.76	Kalamazoo
10.	Michael Cagen	\$10,000.00	Grand Rapids

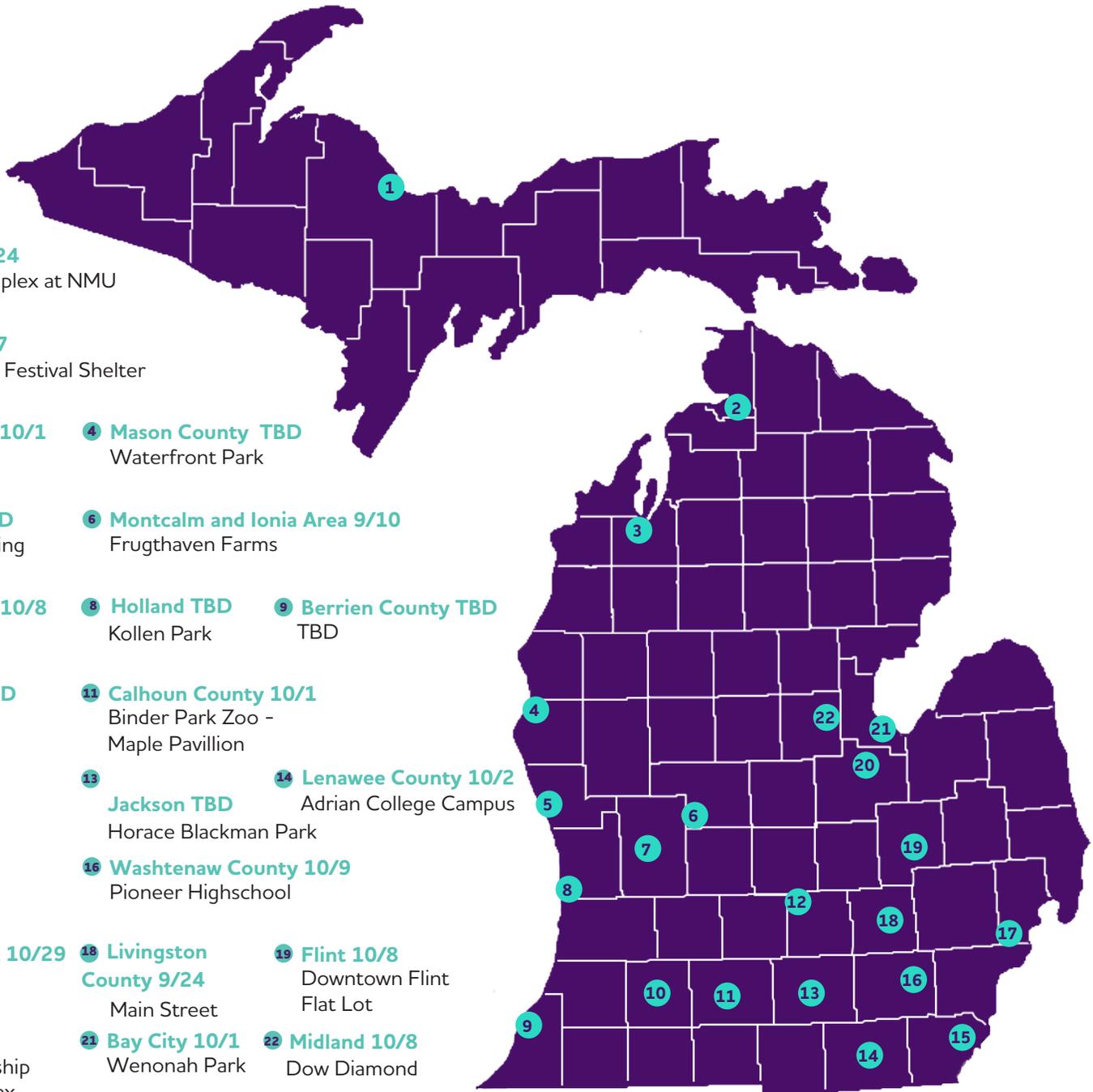


# MICHIGAN ON THE MOVE!

## JOIN THE FIGHT AGAINST ALZHEIMER'S — WALK WITH US!

The Alzheimer's Association Walk to End Alzheimer's® is the world's largest event to raise awareness and funds for Alzheimer's care, support and research. Held annually in more than 600 communities nationwide, this inspiring event calls on participants of all ages and abilities to reclaim the future for millions. Together, we can end Alzheimer's disease, the nation's sixth-leading cause of death.

*Walk to End Alzheimer's unites the entire community, including family, friends, co-workers, social and religious groups and more, in a display of combined strength and dedication in the fight against this devastating disease.*



**1 Marquette 9/24**  
Jacobetti Complex at NMU

**2 Petoskey 9/17**  
Bayfront Park, Festival Shelter

**3 Traverse City 10/1**  
Open Space

**4 Mason County TBD**  
Waterfront Park

**5 Muskegon TBD**  
Heritage Landing

**6 Montcalm and Ionia Area 9/10**  
Frugthaven Farms

**7 Grand Rapids 10/8**  
Calder Plaza

**8 Holland TBD**  
Kollen Park

**9 Berrien County TBD**  
TBD

**10 Kalamazoo TBD**  
Bronson Park

**11 Calhoun County 10/1**  
Binder Park Zoo -  
Maple Pavillion

**12 Lansing 10/2**  
State Capitol

**13 Jackson TBD**  
Horace Blackman Park

**14 Lenawee County 10/2**  
Adrian College Campus

**15 Monroe 10/8**  
St. Mary's Park

**16 Washtenaw County 10/9**  
Pioneer Highschool

**17 Metro Detroit 10/29**  
Detroit Zoo

**18 Livingston County 9/24**  
Main Street

**19 Flint 10/8**  
Downtown Flint  
Flat Lot

**20 Saginaw 9/10**  
Saginaw Township  
Soccer Complex

**21 Bay City 10/1**  
Wenonah Park

**22 Midland 10/8**  
Dow Diamond

# Register Now - 2022 Walk to End Alzheimer's!

Ready to join the fight against Alzheimer's disease? Follow the step-by-step instructions below to register for the Alzheimer's Association Walk to End Alzheimer's® and set up your fundraising web page.

## 1 Find your Walk to get started.

Visit [alz.org/walk](http://alz.org/walk) for your local Walk.  
Allow your device to access your location.  
Search for your local Walk by state or ZIP code, or using the interactive map.



## 2 On your local Walk page, click "Register."



## 3 Select whether you've participated in Walk before.

If you have, click "Yes" and log in with your username and password.  
If you're new, choose "No" and continue with the registration process.



## 4 Choose how you want to participate.

Select if you want to start a team, join a team or walk as an individual. If you've participated before, you can restart your team.

Register for the 2021 Walk to End Alzheimer's - Peoria Metro

### New Walk Participants:

START A TEAM

Select this option to register as a team and appoint a Team Captain.

JOIN A TEAM

Select this option to join an existing team.

WALK AS AN INDIVIDUAL

Select this option to register as an individual and not associated with a team.

## 5 Set your fundraising goal.

Set your personal fundraising goal



Base \$100  
Official Walk T-Shirt



Base \$500  
Grand Champion



Base \$1,000  
Grand Champion  
(positioned, 50% off)



Base \$2,500  
Dignity Champion

Note: Each level includes a set of personalized event materials.

Personal Fundraising Goal:  (\$-Sign Maximum: \$300.00)

Kick-start your fundraising with a self-donation

\$5000  \$10000  \$20000

Gifted Amount:

All donations at this time will count toward your goal. For more information, please contact your local chapter.

[GO TO STEP 1/4](#)

## 6 Complete your registration form.

Register for the 2021 Walk to End Alzheimer's - Peoria Metro

Contact Information

\* First Name:

\* Last Name:

\* Street 1:

Street 2:

\* Zip/Postal Code:

\* Country:

\* Email:

I will link to my team page upon completion of this event.

\* Account Number:

Create Your Login

\* Username:

\* Password:

# Winter Olympics Challenge Coming Soon!



❄️ **WINTER OLYMPICS CHALLENGE!** ❄️

*Faster...Higher...Stronger...Together!*

## HOW IT WORKS:



**FASTER-** Register now for your local Michigan Walk to End Alzheimer's event!

**HIGHER** - Set your fundraising goals high!

Raise \$100 between Feb. 4 and Feb. 20 to earn your 2022 Walk t-shirt AND a pair of Walk branded mittens!

**STRONGER** - See how we are making a difference in our newsletter!



\*Already registered & fundraising? You are ahead of the game!  
All 2022 registrations & funds count towards this challenge!\*



# TIPS TO FUNDRAISE YOUR WAY TO SUCCESS.

Thank you for joining the fight against Alzheimer's! You've taken the first important step by signing up for Walk to End Alzheimer's®. Now it's time to start working toward your fundraising goal. Every dollar you raise will help the Alzheimer's Association® enhance care and support programs and advance research toward methods of treatment, prevention and, ultimately, a cure.

Here are some fundraising tips to help you get started:



**Set a goal.** A goal can help keep you motivated as you track your fundraising progress. If you reach the goal, you can always increase it and work toward a new target. Participants who reach specific fundraising milestones earn additional rewards and gain entrance into the exclusive Champions Club. Learn more at [alz.org/championsclub](http://alz.org/championsclub).



**Share your story.** Your reason to end Alzheimer's is personal and your fundraising should be, too. Participants who include a photo and story about why they participate in Walk on their personal fundraising page raise three times as much as those who do not.



**Lead the way.** Kick off your fundraising with a self-donation. A self-donor badge will be prominently displayed on your personal page for all to see your commitment to the cause.



**Email, email, email.** On average, one in five fundraising emails will result in a donation. The more emails you send, the better your odds for receiving a donation. Use one of the pre-written emails available in your online Participant Center or draft your own.



**Get social.** Share your story on Facebook, Twitter, LinkedIn and other social networks in order to maximize your fundraising reach. Set up a Facebook Fundraiser so that all donations received through Facebook will credit to your personal fundraising page.



**Take it offline.** Those who raise funds both online and offline raise three times more than those who fundraise just one way. Have a bake sale, make a phone call or start a conversation while at a community event.

Visit [alz.org/walk](http://alz.org/walk) and log in to your Participant Center for more fundraising tips and tools.



## The Alzheimer's Association is here to support local families as they cope with dementia.

Whether you have been diagnosed with Alzheimer's or another type of dementia, are caring for someone who has been, or want to be better informed about the impact of dementia in your community, we have resources and education opportunities for you!

The Alzheimer's Association 24/7 Helpline (800.272.3900) is available by phone or email ([helplinegmc@alz.org](mailto:helplinegmc@alz.org)) around the clock, 365 days a year. Through this free service, specialists and master's-level clinicians offer confidential support and information to people living with dementia, caregivers, families and the public.

### Overview of Upcoming Michigan Chapter Programs and Services

Education Programs <a href="#">Click Here to Register</a>	Social Engagement Programs <a href="#">Click Here to Register</a>	Support Groups <a href="#">Click Here to Register</a>
<ul style="list-style-type: none"> <li>● <b>10 Warning Signs of Alzheimer's via Zoom</b>- 1/25, 2/23, 3/9 from 6:30 - 7:30 p.m. (EST)</li> <li>● <b>Dementia Conversations: Driving, Doctor Visits, Legal &amp; Financial Planning via Zoom</b> - 1/24 from 3-4 p.m. (EST), 2/7 from 11 a.m. - 12 p.m. (EST), 3/16 from 12-1 p.m. (EST)</li> <li>● <b>Healthy Living for Your Brain and Body via Zoom</b> - 1/19 from 12-1 p.m. (EST), 2/9 from 6-7 p.m. (EST)</li> <li>● <b>The Latest in Alzheimer's and Dementia Research via Zoom</b> - 2/9 from 7-8 p.m. (EST)</li> <li>● <b>Living with Alzheimer's via Zoom</b>- Early Stage - 1/20, 2/17, 3/17 from 1-2 p.m. (EST)</li> <li>● <b>Understanding Alzheimer's and Dementia via Zoom</b> - 2/14 from 12-1 p.m. (EST)</li> <li>● Plus so much more!</li> </ul>	<ul style="list-style-type: none"> <li>● <b>Early Stage Social Club via Zoom</b> - 1/19, 1/26, 2/2, 2/9, 2/16, 2/23, 3/2, 3/9, 3/16, 3/23, 3/30 @ 1 p.m. (EST)</li> <li>● <b>The Henry Ford via Zoom</b> - 2/1, 3/1 @ 2 p.m. (EST)</li> <li>● <b>Detroit Zoo "Minds in the Wild" via Zoom</b> - 2/7, 3/8 @ 1 p.m. (EST)</li> <li>● <b>Detroit Institute of Arts "Minds on Art" via Zoom</b> - 1/24, 2/14, 3/8, 3/16 @ 1 p.m. (EST)</li> <li>● Plus so much more!</li> </ul> <p style="text-align: center; color: orange;">Please contact our 24/7 Helpline at 800.272.3900 or email <a href="mailto:helplinegmc@alz.org">helplinegmc@alz.org</a> with questions or to register for all programs/groups.</p>	<ul style="list-style-type: none"> <li>● Build a support system with people who understand. Alzheimer's Association® caregiver support groups, conducted by trained facilitators, are a safe place for caregivers, family and friends of persons with dementia to:             <ul style="list-style-type: none"> <li>- Exchange practical information on caregiving challenges, possible solutions and learn about community resources.</li> <li>- Talk through issues and ways of coping.</li> <li>- Share feelings, needs and concerns.</li> </ul> </li> <li>● We offer over 85 support groups in person and virtually throughout the State of Michigan!</li> </ul>

\*In response to the sharp increase in cases driven by the omicron variant, and consistent with our commitment to our mission and the health and safety of our constituents, volunteers and staff, as of December 28, 2021, all programs/groups will be delivered via Zoom (virtually).

# Spotlight



Visiting Angels has been bringing hope, independence and peace of mind to seniors and their families since 1998. As essential in-home caregivers, they understand, first-hand, the impact of Alzheimer's. In the past five years, Visiting Angels and their network have generated more than a million dollars in donations to support the fight to end Alzheimer's disease.

The Michigan Chapter was able to secure not one, not two, but THREE spots in the Visiting Angels top 10 challenge garnering \$40,000 for the Chapter!

## Michigan Visiting Angels Superstar Teams:

### Saginaw – Family Matters to Visiting Angels

Led by team captain Kay Krajkowski the team raised \$18,176 earning them 8<sup>th</sup> place for team fundraising!

### Detroit – Visiting Angels – Southeast Michigan

Led by team captain Stephen Novak, Visiting Angels – Southeast Michigan earned 6<sup>th</sup> place in team fundraising with a total of \$22,040 raised!

### Lenawee County – VETS MARCH TO END ALZHEIMER'S

The VETS MARCH TO END ALZHEIMER'S team, led by Tim Welbaum, owner of Visiting Angels South Central Michigan once again marched their way into raising money to help End Alzheimer's. In September 2021, the team of six military veterans "Ruck Marched" from Ann Arbor to Adrian, where they were celebrated by friends and family. Together, they raised \$23,000, resulting in the team being the top 4 Visiting Angels team in the US, and receiving an additional donation for the Lenawee Walk to End Alzheimer's of \$20,000, bringing their total raised to over \$43,000! Thank you and kudos go out to Tim and his dedicated team!



# Become a 2022 Michigan Walk to End Alzheimer's Sponsor Today!



## Partner up **now** Get more **later**

When payment is received by the deadline, sponsors are invited to choose an added benefit

### **SUPER EARLY BIRD BENEFITS**

Deadline: March 31

Company/organization logo on local Save the Date cards (mailed 4/1/22)

Company/organization logo on "Thank you for Registering" email

Additional Walk t-shirts (quantity based on commitment level)

### **EARLY BIRD BENEFITS**

Deadline: June 30

Additional social media post in local event Facebook Group

One additional sign with company/organization logo on it at walk event

Additional Walk t-shirts (quantity based on commitment level)



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