

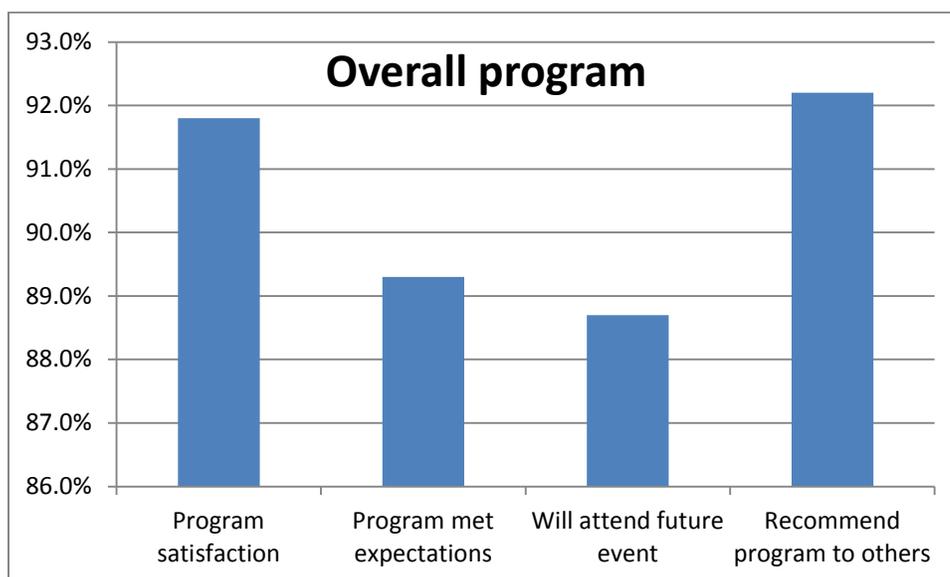


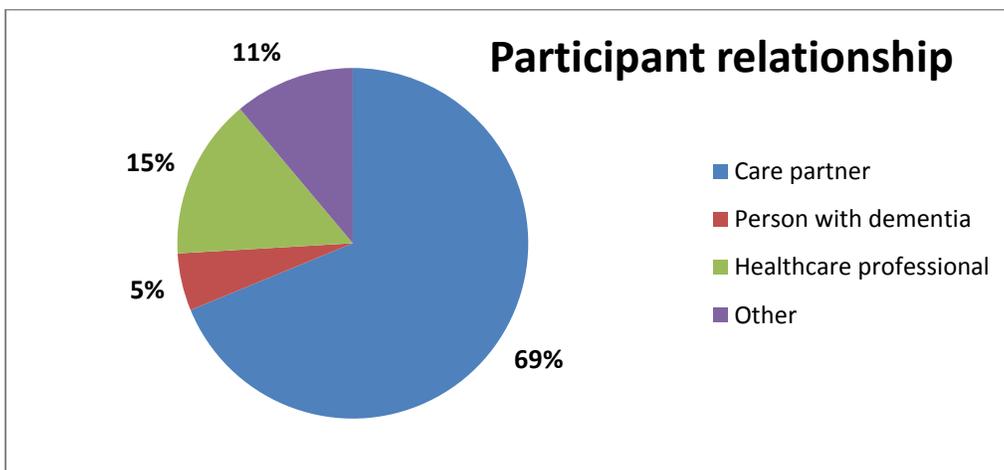
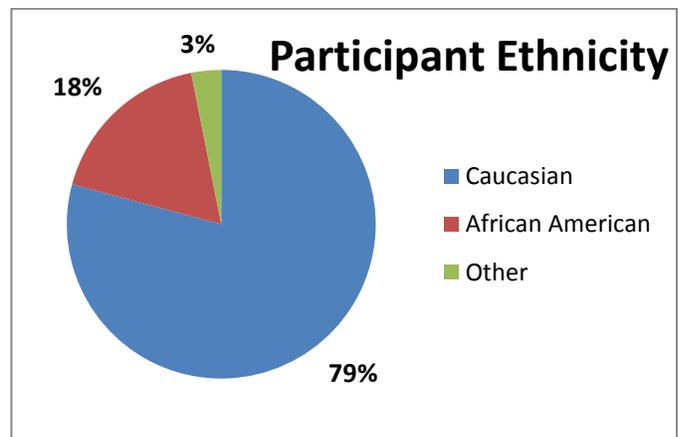
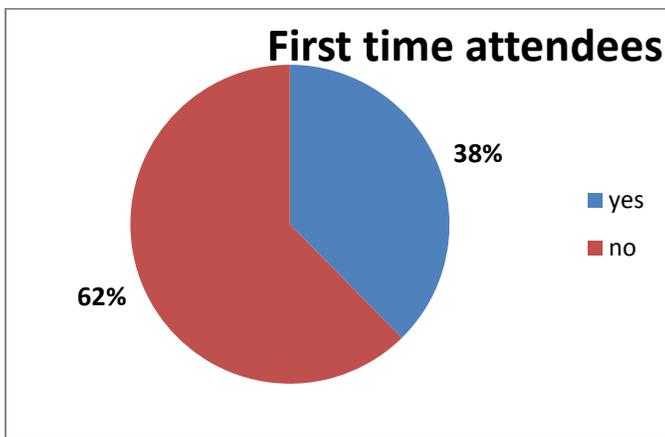
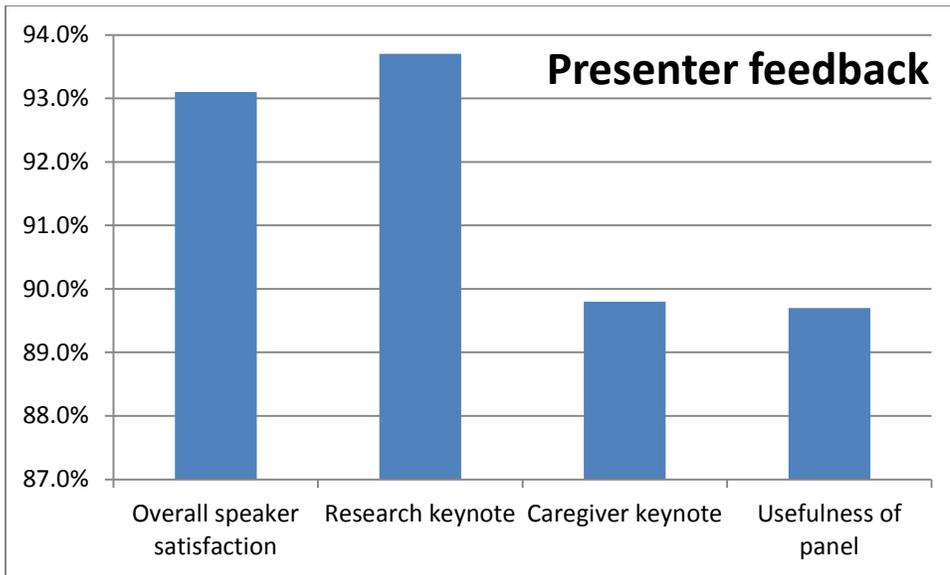
EVALUATION SUMMARY

In November 2014, the St. Louis Chapter hosted its fourth annual Care & Conquer Education Series. The goal was to provide high-quality, specific education to new family caregivers and people with dementia.

In contrast to previous events held only in St. Louis, the 2014 series was expanded to 6 venues in Missouri and Illinois with information focused on early detection and resources to support the caregiving journey. To ease accessibility, the price of admission was lowered and an investment was made in local advertising to attract new consumers. Here are the results:

- **670 individuals attended** the 6 Care & Conquer events in St. Louis, North County, St. Charles, Cape Girardeau, Rolla, MO and Fairview Heights, IL (258% increase over 2013 and 2012 events)
- Of the attendees, **62% were new** to the Alzheimer's Association (3% increase over 2013)
- **Caregivers (69%) and people with dementia (5%)** comprised the majority of the audience (compared to 55% of caregivers in 2013)
- **Audience diversity** closely represented the communities served with 18% African American attendees across all events (56% of North County attendees were African American)
- The **cost to attend the event was \$10 per person** compared to \$30 in 2013
- Most importantly, **program satisfaction** was exceptionally high across all events with strong marks for all speakers.





Many thanks to the generosity of sponsors, volunteers, speakers and supporters. Together we will create a world without Alzheimer's.