

UsAgainstAlzheimer's

Annual Report 2019



The long fight to end Alzheimer's disease witnessed important signs of progress in 2019, with optimism and hope replacing past failures and frustrations. After a dearth of new drugs for more than 15 years, 2020 began with several drug therapies poised to be submitted for review and approval, including the first disease-modifying therapy.

In addition, our nation is taking positive steps toward a healthcare system that prioritizes earlier detection, diagnosis, and intervention and has embarked on a new conversation that focuses on brain health across the lifespan. Increasingly, our country is recognizing the urgent need to address the health disparities affecting communities of color, while the voices of those living with this disease are being heard more than ever before.

I am proud that UsAgainstAlzheimer's has been at the forefront of these developments.

Since our founding in 2010, we have felt the power of a global community that includes all of "Us." We have united millions of voices to accelerate action toward effective treatments, prevention, and ultimately stopping Alzheimer's. Looking at our 2019 accomplishments, I know that – together – we are making a difference:

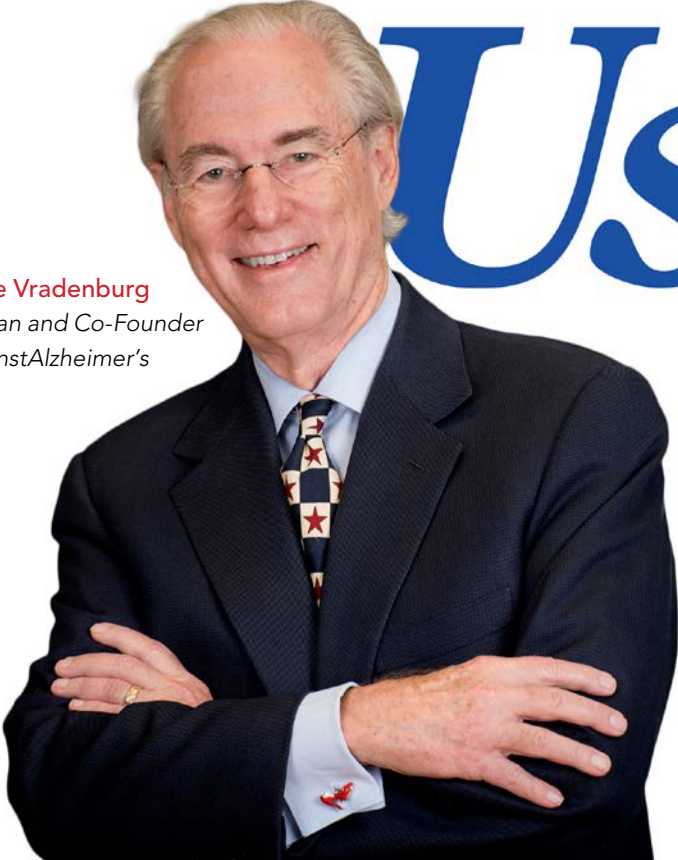
- **Funding Research** – U.S. investment in Alzheimer's research at the National Institutes of Health increased to \$2.8 billion, a tremendous boost from the \$448 million in annual funding in 2010, with a \$350 million increase in 2019.
- **Prioritizing Brain Health** – We released [*A Call for Action: Creating an Optimal System of Brain Health Care in the United States*](#), which articulates a brain health standard of care and charts a path about how to make it a reality.
- **Fighting for Health Justice** – We completed the first phase of the National Alzheimer's Disease Index™, a new platform that enables researchers and policymakers to see disparities in Alzheimer's prevalence and cost at the zip code level. This will advance our work as the leading advocate for health equity and access to care, treatments, and research for underserved communities.
- **Giving Voice to People Living with the Disease and Their Caregivers** – Our What Matters Most study provides a first-of-its-kind look at the preferences and priorities for treatment outcomes for people living with Alzheimer's disease and their caregivers, which could transform the standards by which drugs are designed, approved, and reimbursed.

As I write this, the United States and the world are confronting the health and economic consequences of the novel coronavirus COVID-19, which had accelerated

the decline in cognition, increased the number of deaths due to Alzheimer's, and had a disproportionate impact on nursing homes. I believe the unprecedented global response to the COVID-19 pandemic offers important lessons for our efforts to stop Alzheimer's. This crisis shows that a broad coalition of stakeholders – governments, international organizations, the private and philanthropic sectors, scientific organizations, and the public – can find the resources, the collaborative mechanisms, and the political will needed to address a looming public health catastrophe.

That's the kind of action and commitment that UsA2 is demanding to end Alzheimer's. Importantly, the World Economic Forum invited us to create the Davos Alzheimer's Collaborative (DAC), a global resource to expedite Alzheimer's cures that is modeled on similar worldwide collaborations for infectious diseases and for vaccine acceleration. Working groups are under way, and we are planning a major announcement for Davos in 2021.

Thank you for your support and partnership on behalf of the millions of people living with the disease and their caregivers and families.



George Vradenburg
Chairman and Co-Founder
UsAgainstAlzheimer's

Staff Spotlight:

Russ Paulsen

Chief Operating Officer



Russ Paulsen joined UsAgainstAlzheimer's in May 2019 after serving in executive positions at the United Way and the American Red Cross, working on nationwide challenges in social service and public health. He led Red Cross recovery services after Hurricane Katrina, where his team created the model for Red Cross long-term recovery programs. Later, Russ led a public health campaign to reduce deaths and injuries from home fires, which since 2014 has saved more than 750 lives and installed more than 2.1 million smoke alarms.

Q. Why did you choose to come to UsA2?

RP: I love building teams to tackle big social problems. At the Red Cross, we did that after Hurricane Katrina, which was by one measure 10 times larger than any disaster in the organization's history. And my team did it again when we looked at the number of deaths each year from home fires – and knew we had to do better.

Alzheimer's disease is the health challenge of our time. Nearly everyone has been or will be touched by this disease, but few people know there are things they can do to reduce their risk. Meanwhile, scientific understanding is advancing, but it is not fast enough, it is not diverse enough, and most of it doesn't factor in implementation in a real world in which so many suffer from the effects of poverty, sexism, and systemic racism.

Q. Where do you see UsAgainstAlzheimer's now?

RP: There are a couple of things I've discovered in the DNA of this organization that stand out.

One is that this organization runs toward the toughest problems in the field – research funding, faster clinical trials, and a real sense of urgency in finding a cure. UsA2 looks for the biggest, thorniest, most complex problems holding society back, raises a banner, rallies everyone to the cause, and knocks down barriers one after another.

Another is that we want everyone to win, and we will work hard to help everyone get there. We partner with, collaborate with, and cheer on anyone who shares our sense of urgency and focus on stopping this disease.

Alzheimer's is a bigger challenge than any one company, one nonprofit, one researcher, or even one government. By understanding that the "Us" in UsAgainstAlzheimer's is all of us, and that we must work together, we are unstoppable.

Q. Where do you see the organization going?

RP: I see us building on these organizational strengths as we grow. We've already set out to collaboratively upend the notion held by many that dementia is inevitable and normal, a fact of life rather than a preventable, treatable disease.

In 2019, we began to assemble a coalition to set a measurable goal to prevent up to a third of Alzheimer's cases. Setting that goal will spur the system – government, insurers, employers, healthcare providers – to act in ways that will reduce the number of people who get Alzheimer's. It will also change the narrative for everyone: if we can set a goal to prevent new cases of dementia, then it must be preventable, not inevitable.

We also hear from healthcare providers that they're not sure what to tell patients who come in with cognitive complaints. We are working with doctors and nurses and others in healthcare to make it easy for them to answer these questions with state-of-the-science information.

The organization will continue to thrive on tackling these kinds of challenges.

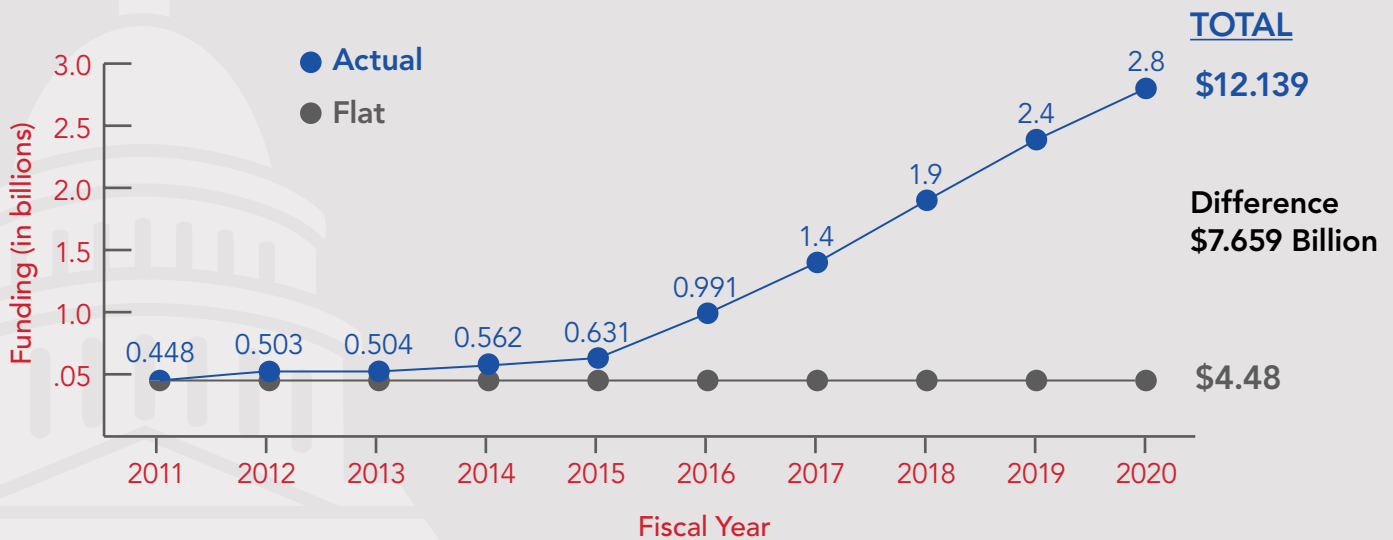


POLICY ACTION

UsAgainstAlzheimer's and thousands of advocates across the country called on Congress and federal agencies to act on government programs and policies crucial to people living with Alzheimer's and those who might develop the disease in the future.

UsA2 was a leader in the fight for increased federal spending on Alzheimer's research at the National Institutes of Health (NIH). In one of the organization's biggest achievements in 2019, Congress approved a \$350 million increase in this research funding. Since 2015, U.S. Alzheimer's research funding at NIH has more than quadrupled to a total of \$2.8 billion. Federal spending for Alzheimer's research had remained steady at about \$450 million a year until UsAgainstAlzheimer's was formed and aggressively pushed for increases. The result: More than \$7.6 billion in additional spending.

The following chart shows the federal investment in NIH Alzheimer's research over the past decade compared to what spending would have been had funding levels not increased.



In addition, doctors today miss about half of all cases of dementia until it becomes severe, so UsAgainstAlzheimer's has pressed for an improvement in clinical practice. A simple test can greatly enhance early detection, and legislation we back, the Concentrating on High-

value Alzheimer's Needs to Get to an End (CHANGE) Act, would make that simple test a requirement.

This is a priority not only because people have a right to know about their own health, but also because evidence is emerging that it is possible

to slow the progression of the disease with early intervention. There are also completely reversible causes of cognitive impairment like vitamin deficiency, and treatment is most effective when it is started early.

UsA2 Programs Make a Difference



Making a Difference: Promoting Early Intervention and Brain Health

The risk and damage of Alzheimer's to the brain begins decades before apparent symptoms, which means earlier action must be taken.

UsAgainstAlzheimer's is committed to addressing these challenges and transforming the broader landscape for brain health. By changing clinical practice, government policy, and public perception to focus on everything that can be done to reduce the risk of dementia, we will move closer to a world where healthy brainspan equals lifespan.

In 2019, we began a movement to prevent Alzheimer's disease in millions of Americans. Studies indicate that more than a third of dementia cases are potentially preventable by addressing risk factors including hypertension, diet, exercise, social engagement, smoking, hearing loss, stress, sleep, and diabetes.

We began this work by releasing [A Call for Action: Creating an Optimal System of Brain Health Care in the United States](#), a white paper that articulates a brain health standard of care and outlines recommendations to make it a reality. This work was followed up by a Milken Institute report, [Reducing the Cost and Risk of Dementia](#). It also served as a framework for an [op-ed](#) by four U.S. surgeons general that called for an annual cognitive assessment and brain health checkup.

“
Emerging science is fast uncovering the connections between brain health and our overall health, and thus we need a culture of brain health now more than ever. Promoting the need for an annual cognitive assessment and brain health check-up is an important place to start.
”

*Op-ed by Former Surgeons General
Drs. Richard Carmona, Joycelyn Elders,
Antonia Novello and David Satcher*

We launched three strategies for systems change and consumer engagement:

Strategy: Equip healthcare providers with solutions

- Convened a multidisciplinary healthcare provider group around how to improve clinical practice for people who are asymptomatic or showing mild symptoms.
- Worked with Nurse Practitioners in Women's Health to develop a new brain health module for their unique Well Woman Visit Mobile App.

Strategy: Create consumer demand

- Employed our flagship Be Brain Powerful® Campaign and the [30-Day](#)

[Brain Health Challenge](#) to educate women about brain health and empower them to raise the topic of brain health with their provider.

- Expanded the consumer campaign thanks to influential leaders such as Former First Lady Laura Bush and collaborating partners including Curves, Woman's Day Magazine, Hilarity for Charity, AARP, and Joy of Mom.
- Surveyed participants 45 days after completion of the Challenge, which revealed that close to 70% of respondents learned important brain health information. In addition, 93% indicated they felt confident discussing their brain health with their physician should they have a concern.

Strategy: Align incentives for payers and providers

- Identified administrative steps that CMS could take to encourage healthcare providers and payers to proactively address brain health and strengthen early detection and interventions that delay disease onset.
- Encouraged the Department of Health and Human Services to validate and reimburse better tools to increase early detection and ease the time burden on healthcare providers.



Making a Difference: Fighting for Racial Justice in Alzheimer's Research and Health Services

UsAgainstAlzheimer's is the leading voice for promoting racial justice in Alzheimer's care, treatments, and research. Given the Alzheimer's challenge facing communities of color and our nation, there is an urgent need for our leadership at the intersections of health equity, racial justice, and health disparities research.

Black, Indigenous, and other people of color are at the center of the Alzheimer's public health crisis. This is due to a range of factors including comorbidities like heart disease and diabetes as well as social determinants of health such as lagging educational attainment, exposure to air pollution, and income inequality. Compounding this challenge are the significant disparities in diagnosis rates, access to treatments and care, and access to cutting-edge research.

UsA2 is committed to transforming the healthcare system to prioritize health equity and racial justice, and made these strides in 2019:

Developed cutting-edge tools to drive equity and access at scale

- We completed Phase I development of the National Alzheimer's Disease Index™, a new public health tool that illustrates health disparities in Alzheimer's disease across demographics and geographies. The Index will highlight how targeted infrastructure investments and improvements can strengthen the capillaries of the healthcare system – the community health centers, community organizations, faith institutions, and other local resources. The Index will help drive our efforts to increase access to and equity in Alzheimer's research, treatments, and health services.

Convened partners to fill gaps in equity research

- Our analysis of more than 300 peer-reviewed studies of nonpharmacological interventions for reducing dementia risk found that less than 4% focused on racial and ethnic populations despite the increased risk. In response, UsAgainstAlzheimer's co-hosted a symposium on the science of Alzheimer's prevention in disadvantaged communities with Florida International University and the National Institute of Aging. This symposium proposed an interdisciplinary framework for advancing risk reduction research across the lifespan and led to the publication of [Priorities for Optimizing Brain Health Interventions across the Life Course in Socially Disadvantaged Groups](#).

Built community bridges to increase access to Alzheimer's research

- We partnered with 12 Alzheimer's research centers to develop culturally tailored community engagement strategies, reaching 38,000 Black and Latino community members with brain health and research engagement messages via community events and digital outreach. UsA2 helped underserved communities from Las Vegas to Atlanta access memory screenings, balance testing, and Alzheimer's studies. This work informed two peer-reviewed journal publications UsA2 co-authored in 2019.
- In recognition of our leadership, UsAgainstAlzheimer's received the Advancing Health Equity in Neuroscience Award from Genentech.

Case Study:

The University of Kansas Alzheimer's Disease Center

Kansas City, Missouri, is home to long-established community organizations serving Latinos and African Americans, philanthropic institutions focused on improving health outcomes, and innovative medical research centers such as the University of Kansas Alzheimer's Disease Center (KU ADC). Nevertheless, systemic inequities and a lack of coordination contributed to limited access to health services and research opportunities for communities of color at risk of Alzheimer's. In fact, less than 2% of participants enrolled in research in 2016 at KU ADC identified as Latino. UsAgainstAlzheimer's partnered with the KU ADC on a multifaceted strategy rooted in community collaboration and health equity. In 2019, KU ADC and UsA2 mobilized community partners through "edutainment" sessions using Disney Pixar's "Coco" film and community brain health education sessions. These efforts, combined with other targeted interventions, have led to a 21-fold increase in the Latino participation in the KU Alzheimer's Disease Cohort and sparked partnerships between community-based organizations and the center.

- **Black Americans are twice as likely as non-Hispanic Whites to develop Alzheimer's; Latinos are 1.5 times more likely.**
- **Women comprise two-thirds of those suffering from Alzheimer's and 60% of all caregivers.**
- **By 2030, nearly 40% of all Americans living with Alzheimer's will be Black or Latino.**

UsA2 Programs Make a Difference



Making a Difference: Lifting the Voices of People Living with the Disease

UsAgainstAlzheimer's is developing the scientific basis to ensure that policy, research, and drug development decisions are based on a rigorous understanding of what matters most to those living with the disease and their care partners.

Our What Matters Most research includes the Alzheimer's Disease Patient and Caregiver Engagement initiative, or AD PACE®, and the ongoing A-LIST® research survey series. Together, these programs present an array of approaches to develop patient and caregiver experience data and gather insights to inform advocacy, research, regulatory approvals, payment and coverage decisions, and care and services.

AD PACE is a patient- and caregiver-led collaboration that will deliver to regulators, payers, and industry insights into the preferences of those at risk for or living with Alzheimer's and their caregivers. It is the only cross-sector collaboration in the U.S. solely focused on developing patient and caregiver input in the area of Alzheimer's. This research seeks to identify and understand the outcomes that patients and caregivers want from potential new treatments, develop new tools to measure how those treatments impact people with Alzheimer's, and apply the learnings

to demonstrate treatment impacts.

At the end of 2019, AD PACE completed its [What Matters Most](#) study, an 18-month scientifically rigorous study on what potential treatment-related impacts are important to people with Alzheimer's and their care partners and how much those impacts matter. The key results are expected to be published in research journals in 2020.

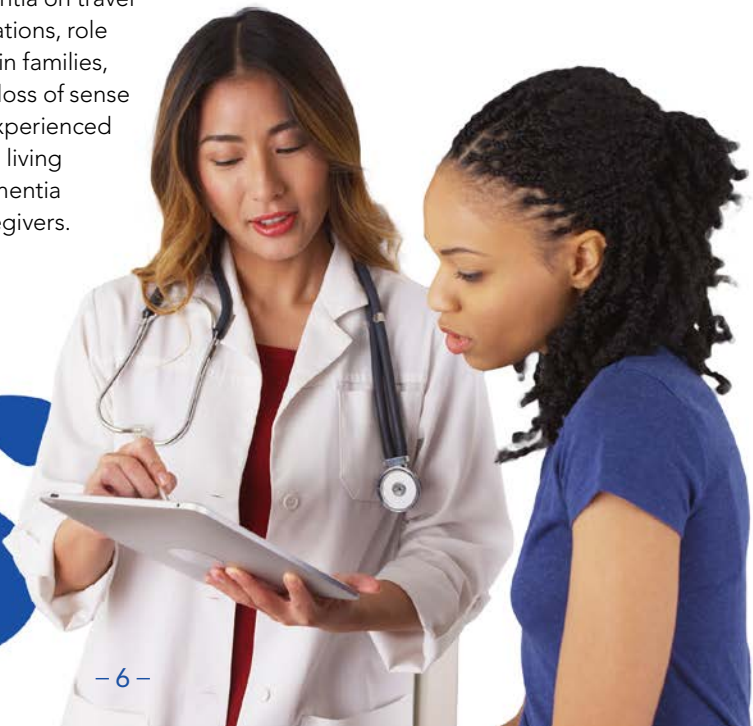
Another key part of this work is the A-LIST, which is an online community of nearly 8,000 people living with Alzheimer's, other dementias, or Mild Cognitive Impairment, along with current and former caregivers. This community comes together as part of research into the experience of living with dementia and caring for a loved one.

In 2019, the A-LIST took the pulse of the community with 10 surveys on topics including brain health and paid family leave, the impact of dementia symptoms, caregiver relationships with healthcare providers, testing a cognitive self-assessment technology, the impact of dementia on travel and vacations, role reversal in families, and the loss of sense of self experienced by those living with dementia and caregivers.

The A-LIST established research partnerships in 2019 with leading academic institutions, pharmaceutical companies, service providers, and advocacy organizations. It published an article in the *Journal of Applied Gerontology* entitled "Integrating Family Caregivers of People with Alzheimer's Disease and Dementias into Clinical Appointments: Identifying Potential Best Practices," featuring results of research done in partnership with scientists from the Mayo Clinic.

"I've probably conducted, maybe, 30 large-scale surveys over the course of my career. The A-LIST has been the most reliable, efficient, and responsive patient panel that I've ever used."

– Joan Griffin PhD,
Associate Professor of
Health Services Research,
Mayo Clinic College of Medicine



UsA2 Programs Make a Difference



Making a Difference: Speeding Treatments to Market

UsAgainstAlzheimer's works to speed treatments to market both in the U.S. and across the world. Our CEO Initiative on Alzheimer's Disease (CEOi) comprises top business leaders, international organizations, and nonprofit heads to lead UsA2's global work.

In 2019, CEOi partnered with the Finnish Government during the period of its European Union Presidency, the Global Coalition on Aging, and other influential global aging thought leaders to increase awareness of the economic impact of Alzheimer's on government budgets and drive action from European states on research and care. Building upon the work accomplished

in 2019, CEOi and the World Economic Forum announced their partnership to speed innovations in treatment and care in January 2020. Called the global Davos Alzheimer's Collaborative (DAC), this project is envisioned to be a \$300 million to \$500 million public-private partnership focused on improving disease understanding, streamlining global clinical trials, identifying new targets for drug development, and improving care delivery. The multiyear plan is to be announced at the World Economic Forum meeting in Davos in January 2021.

Additionally, CEOi engaged public and private insurance

payers and pharmaceutical companies to ensure broad access to next-generation medicines. Earlier, UsAgainstAlzheimer's incubated and then created a separate organization, the Global Alzheimer's Platform (GAP) to accelerate clinical trials. GAP now has 80 clinical trial sites and is generating speed and lowering costs of clinical trials.



Making a Difference: UsAgainstAlzheimer's Networks

UsAgainstAlzheimer's works closely with its networks of advocates, partner organizations, and coalitions to accelerate action on treatment, prevention, and ultimately a cure for Alzheimer's. These networks advance and support initiatives that are part of our key priorities.

UsA2 Networks and Coalitions

- [ActivistsAgainstAlzheimer's](#)
- [AfricanAmericansAgainstAlzheimer's](#)
- [FaithUnitedAgainstAlzheimer's](#)
- [LatinosAgainstAlzheimer's](#)
- [ResearchersAgainstAlzheimer's](#)
- [WomenAgainstAlzheimer's](#)

Here are examples of 2019 accomplishments by our networks.

[ResearchersAgainstAlzheimer's:](#)

Created a new [online Biomarkers Repository](#) to track research into Alzheimer's biomarkers and diagnostics. Developing a family of accurate and validated biomarkers and diagnostics is a critical piece of the mission to stop Alzheimer's, and the repository is a constantly updated source of information on biomarker and diagnostic research for policymakers, healthcare system leaders, and the scientific community. The network also released a [report highlighting the strengths, gaps, and opportunities](#)

[for further exploration within the non-pharmacological interventions pipeline](#), which could slow, delay, or possibly even prevent Alzheimer's and related dementias. This report underscores the urgent need for increased funding for Alzheimer's research at NIH to rigorously test and accelerate non-pharmacological interventions.

[LatinosAgainstAlzheimer's:](#) Partnered with other Latino-serving organizations to promote health equity solutions tailored for our nation's 55 million Latino families at greater risk of

Continued...

UsA2 Programs Make a Difference



Alzheimer's. This included co-hosting two congressional briefings with MANA – A National Latina Organization, Florida International University, and the Congressional Hispanic Caucus Institute.

AfricanAmericansAgainstAlzheimer's:

Hosted a production of a play about memory loss with AARP Georgia and Emory University and produced a state-of-the-art video about Alzheimer's symptoms, prevention strategies, and the need for greater minority participation in research. This video will be made available to

Alzheimer's clinical trials, community partners, and individuals.

FaithUnitedAgainstAlzheimer's Coalition: Published [Dementia Friendly Worship: A Multifaith Handbook for Chaplains, Clergy, and Faith Communities](#), a first-of-its-kind multifaith volume that enables any faith community to welcome, educate, and serve people with dementia and their families. Religious faith is a powerful source of comfort and support for individuals and families facing dementia. This handbook features 45 expert authors from diverse faith

traditions providing practical help on how to build dementia friendly communities joined in worship. The book also includes perspectives of individuals living with dementia and voices from disparately impacted communities including Latinos, African Americans, and military veterans.

ActivistsAgainstAlzheimer's:

Developed [Curing Alzheimer's: Clinical Trials Are the Key](#), an online toolkit to educate the public about the importance of participating in Alzheimer's clinical trials, including a zip code locator tool to easily identify nearby clinical trials under way. The program includes the inspirational video "[Do Something Great.](#)"

WomenAgainstAlzheimer's

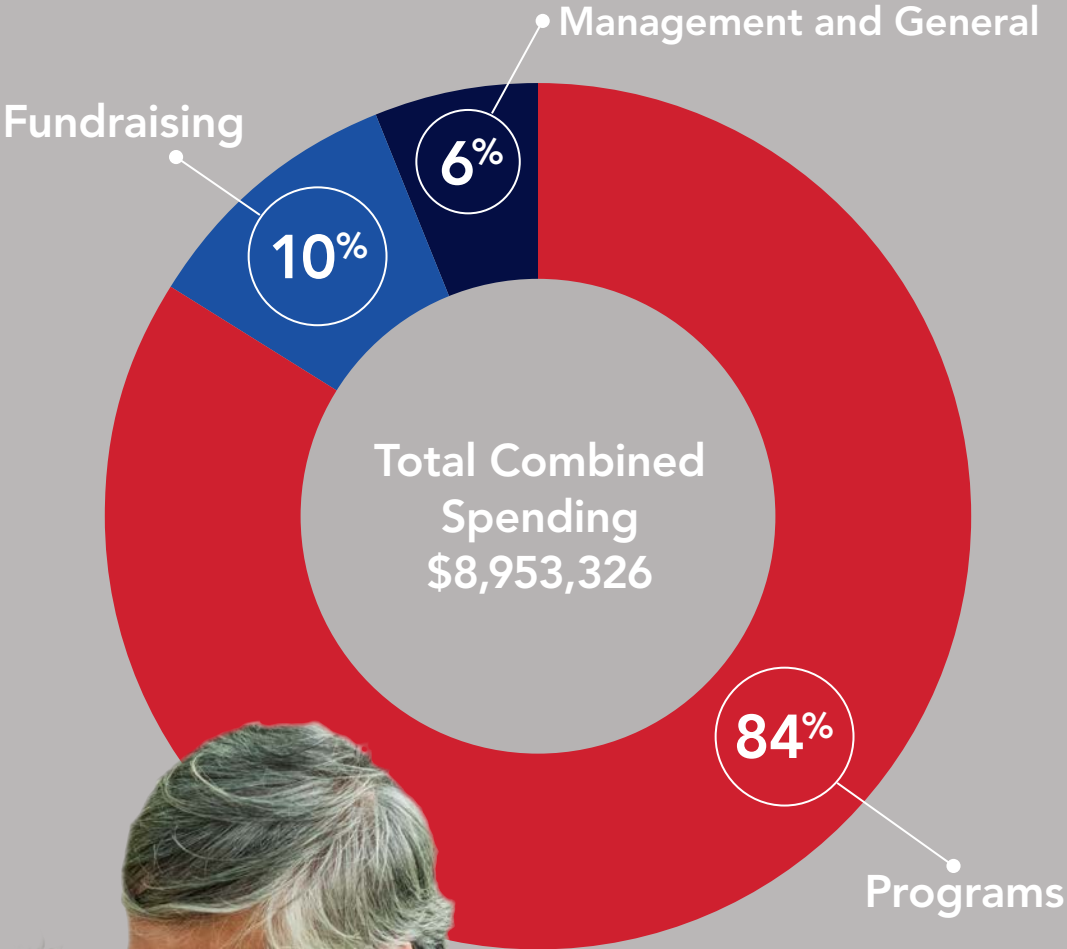
Engaged diverse partners and achieved important milestones to drive a new conversation in brain health that empowers women. This included participation in a panel discussion on brain health that reached more than 100 human resources executives for the Bank of America Retirement Client Conference and taking part in the International Council on Active Aging Conference featuring UsA2 Board member and former U.S. Surgeon General Dr. David Satcher. The women's network was honored for Innovation in Campaigns by the What's Next Boomer Summit for the creation of the Be Brain Powerful® Campaign.



Photo Caption (left to right): AfricanAmericansAgainstAlzheimer's Executive Director Stephanie Monroe with Debra Tyler Horton, Director AARP Georgia; Cornelya Dorbin of Emory University; and Jill Hinds, AARP Georgia.



Financials



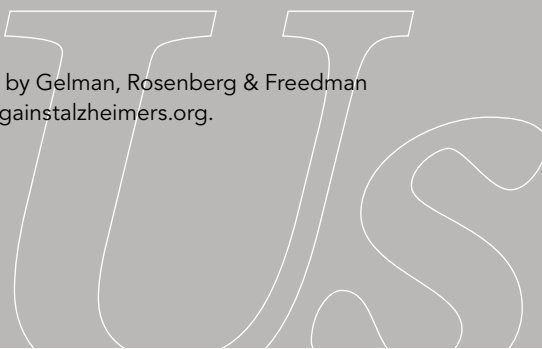
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COMBINED STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS

FOR THE YEARS ENDED DECEMBER 31, 2019 AND 2018

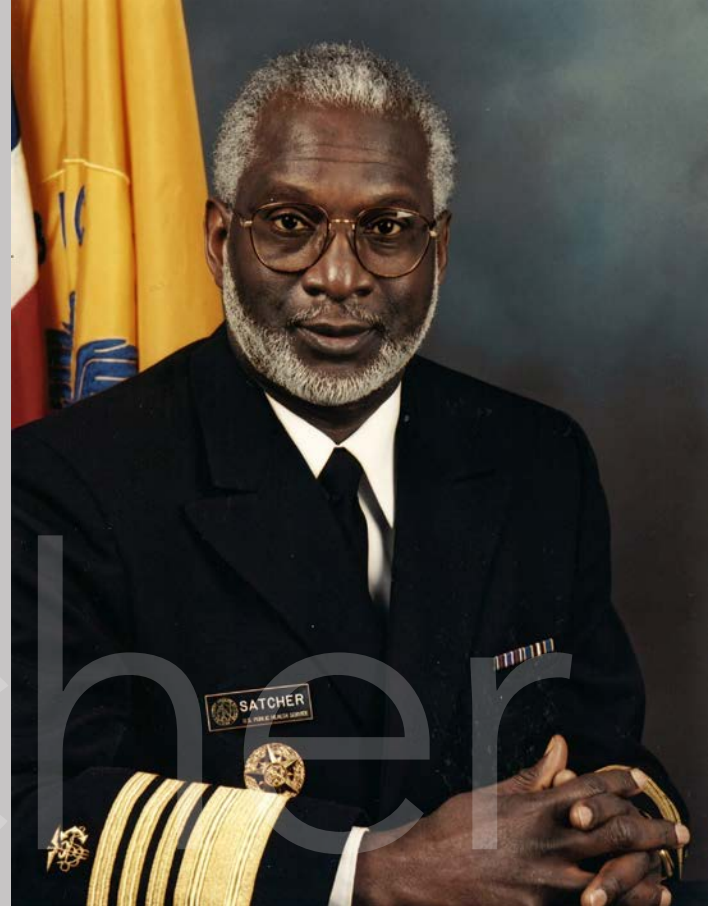
	2019	2018
REVENUE AND SUPPORT	Total	Total
Contributions and Grants	\$ 8,132,926	\$ 7,486,974
Events	328,081	238,430
Investment income, net	9,425	4,651
Contributed services and materials	14,216	10,884
Net assets released from donor restrictions		
Total revenue and support	8,484,648	7,740,939
EXPENSES	Total	Total
Program Services	7,530,891	7,152,708
Supporting Services:		
Fundraising	845,880	839,651
Management and General	576,555	440,919
Total supporting services	1,422,435	1,280,570
Total expenses	8,953,326	8,433,278
Change in net assets	(468,678)	(692,339)
Net assets at beginning of year	4,680,214	5,372,553
NET ASSETS AT END OF YEAR	\$ 4,211,536	\$ 4,680,214

A complete copy of the financial statements audited by Gelman, Rosenberg & Freedman is available upon request by contacting stopalz@usagainstalzheimer.org.



Individual Donor Spotlights

David Satcher, MD, PhD



Dr. David Satcher, a former U.S. Surgeon General and former Director of the Centers for Disease Control and Prevention, is a physician-scientist and public health administrator with an extensive track record of leadership, research, and community engagement. A member of the UsAgainstAlzheimer's Board of Directors, he is Founder and Senior Advisor for Satcher Health Leadership Institute at the Morehouse School of Medicine.

But perhaps his most important service was as a long-term caregiver to his amazing and talented wife, Nola, who passed away in 2019 after nearly 20 years with Alzheimer's.

David has been a champion for caregivers and the important role they play. While recognizing he had means not available to all, he strongly advocates for caregivers to take time for themselves so they can best be able to care for their loved one. Regarding his own experience, he reflects that to cope with the demands of caregiving, he drew on his faith, his family, and his rewarding work for the public good. "Still, it's very overwhelming physically and emotionally to watch someone you love disappear in front of your eyes," he said in one interview.

David has also long been an active voice in the Alzheimer's crisis. After serving as Surgeon General from 1998 to 2002,

he helped author the Alzheimer's Study Group report issued in 2009 and intended to be a "wake up call" for America to start investing more research dollars to combat Alzheimer's.

In 2013, he helped found the UsA2 AfricanAmericansAgainstAlzheimer's network in order to educate and activate the Black community to the disparate impact of the disease, which affects African Americans at twice the rate that it does non-Hispanic white Americans. In addition to his voice, his action, and his time, he has loyally given financial to support to UsA2 since 2014.

His career and life show a public health leader deeply committed to recognizing and advocating for health equity and civil rights. His latest book, *My Quest for Health Equity: Notes on Learning While Leading*, is scheduled for release in the fall of 2020.

Us

Individual Donor Spotlights

Karen Segal



Karen Segal is a long-standing champion of caregiving, early prevention, and brain health who knows the devastation of Alzheimer's disease firsthand from her 18 years as a caregiver to her mother.

Karen's mother, Lisa, was diagnosed with early-onset Alzheimer's at the age of 57 and passed away in the spring of 2020. Karen focuses on the positive and on change: "I turn my pain into action."

That action includes choices to live a brain-healthy lifestyle and to enroll in a prevention-oriented research trial. Karen believes it helps put her in the driver's seat when it comes to her own brain health.

Karen, who has long been a philanthropic supporter of UsAgainstAlzheimer's, joined the Board of Directors in 2016. While she became personally involved in fundraising for Alzheimer's research and advocating for clinical trial participation, her action didn't stop there. She launched a series of "Courageous Conversations," bringing expert researchers and scientists to share educational tools, prevention awareness, and lifestyle tips to her Chicago network.

Karen expresses the importance of educating women about brain health: "People don't know the disease can lay dormant for 15 to 20 years before symptoms. If we can motivate women – who are often the Chief Medical Officers

of their families – to focus on their brain health and the importance of lifestyle, they can impart that to their family."

And through the pain and the loss of her mother, Karen's advocacy and drive continues. "UsAgainstAlzheimer's has championed health equity, racial justice, and access to education and inclusion in research and clinical trials, since its founding days," she says. Networks such as AfricanAmericansAgainstAlzheimer's, LatinosAgainstAlzheimer's, VeteransAgainstAlzheimer's, and ClergyAgainstAlzheimer's show the respect cultural differences needed to extend the reach of UsA2's mission. Karen asks, "How can you not support that?"

In addition to serving as a UsA2 board member, Karen is an Advisory Board Member at the University of Pennsylvania Institute on Aging and a Founding Board Member of the North Suburban Children's Research Junior Board at the Ann and Robert Lurie Children's Hospital of Chicago.

Us

Corporate Partner Spotlights



Sunrise Senior Living

Sunrise Senior Living has been a long-time partner of UsAgainstAlzheimer's. In 2019, we were proud to launch the Sunrise Fund for a Cure campaign, to raise awareness about Alzheimer's and dementia and share the mission of UsAgainstAlzheimer's with the Sunrise community.

The campaign officially launched in May of 2019 and engaged over 100 Sunrise communities across the United States to raise funds and awareness for our efforts to stop Alzheimer's disease. In our first year we raised more than \$34,000 in support of our educational programming including advocacy outreach to our constituents and the dissemination of our digital webinar program, AlzTalks. We look forward to continuing to collaborate with Sunrise communities across the country.



Woman's Day Magazine

Woman's Day magazine empowers nearly 15 million American women to enrich their lives with joy, purpose, and positivity while celebrating women's deep commitment to family, community, and faith by delivering uplifting stories. *Woman's Day* is published by Hearst Magazines, a unit of Hearst, one of the nation's largest diversified media and information companies. For more than 16 years, *Woman's Day* and the Red Dress Awards have been leading the crusade against heart disease, serving as a leader in promoting women's health.

Susan Spencer, Editor in Chief at *Woman's Day*, joined our Women's Leadership Council and has been a driving force in providing brain health education to the magazine's readership. Susan helped us launch the Be Brain Powerful® Campaign at Hearst headquarters and consistently featured brain health education in its magazine, helping us to bring brain health to the national conversation.

In 2019, we were proud to honor *Woman's Day* at the Trish Vradenburg Dinner with our Corporate Champion Award for their leadership in developing a culture of brain health.

UsAgainstAlzheimer's

2019 Events

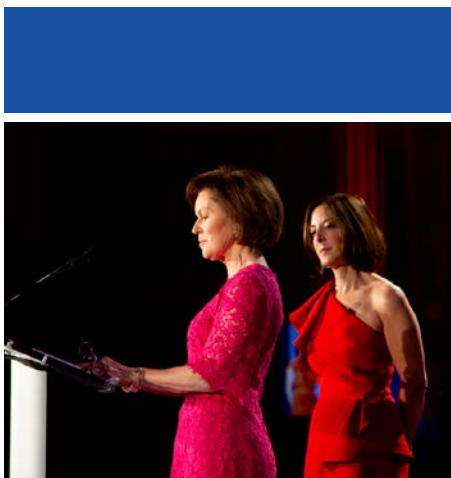


Photo Credits: Daniel McGarrity and Patricia Lake

Board Member Spotlight

Greg O'Brien



Greg O'Brien is the award-winning author of *On Pluto: Inside the Mind of Alzheimer's*, the first book written by an investigative reporter embedded inside the mind of Alzheimer's, chronicling the progression of his own disease. *On Pluto* has won the Beverly Hills Book Award for Medicine, the International Book Award for Health, and nomination as a finalist for the Eric Hoffer International Book Award and for USA Best Book Awards.

Greg's continuing journey with Alzheimer's has been featured on CBS News, NBC News, Fox News, PBS/NOVA, and National Public Radio, as well as in the Wall Street Journal and a wide range of other national and regional media.

Greg, who joined UsA2's Board of Directors in 2017, provides insights as someone living with the disease to inform the board's and organization's work, speaks at UsAgainstAlzheimer's events, and writes for the UsAgainstAlzheimer's blog.

He has more than 40 years of newspaper and magazine experience as a writer, editor, investigative reporter, and publisher. Over the years, he has contributed to publications such as, *Psychology Today*, *Huffington Post*, *Associated Press*, *UPI*, *USA Today*, *Arizona Republic*, *Boston Herald*, *Providence Journal*, *Cape Cod Times*, *Boston Irish Reporter*, and *Boston Magazine*. He was also a founding managing director of Community Newspaper Company, founded in Boston by Fidelity Investments and now owned by GateHouse-Gannett Media.

His writings share the long family history with Alzheimer's disease: Greg lost his maternal grandfather, mother, and paternal uncle to Alzheimer's, while his father, too, was diagnosed with dementia before his death. Then, as Greg has said, the disease came for him.

Greg's journey is filled with and sustained by humor, sometimes raw anger, deep faith, and his characteristic drive and determination. As he wrote in one article: "No pity here, please; let's just find a cure. Alzheimer's, and other forms of dementia, threatens not only the baby boomer generation but our children and grandchildren as well. The clock is ticking in this fight for memory."

Greg and his wife, Mary Catherine, live on Cape Cod and have three grown children and two grandchildren.

Us

BOARD OF DIRECTORS

UsAgainstAlzheimer's 501(c)(3)

CHAIR

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