

UsAgainstAlzheimer's

2023 ANNUAL REPORT

*United in
the Fight With*

Us

UsAgainstAlzheimer's

Dear Supporters, Partners, and Friends,

2023 was a momentous year in the fight against Alzheimer's disease, and UsAgainstAlzheimer's was in the thick of the battles. With support from patients, neurologists, and other patient-advocacy organizations, Medicare finally agreed to cover Alzheimer's drugs with minimal burden on the patient. And they reversed a previous decision on PET scans, so now people with cognitive impairment who have Medicare can get state-of-the-art diagnostics just like people who pay cash. These were big fights, but the results are huge for people living with Alzheimer's and those who love them.

We didn't shy away from those fights because at UsAgainstAlzheimer's, we tackle the hardest, most impactful problems head-on. We will continue to be at the forefront of significant developments in 2024 and in the years to come. The 2023 annual report highlights last year's victories and offers a glimpse of what lies ahead.

To make the best use of the resources you provide, we look for leverage points.

- Working with Congress to increase funding for Alzheimer's research has returned literally billions of dollars in additional research, and it's built a field that is attractive to young researchers who want to make a difference.
- Building a coalition focused on Medicare coverage has meant hundreds of thousands of Americans can get diagnosed and appropriately treated.

- Training medical professionals in the latest science on dementia prevention has meant that tens of thousands of Americans see providers who can help them reduce their risks.
- Creating a business collaborative has laid the groundwork for employees to experience better policies at work that support their brain health.
- Partnering with the federal government to reach people who are disproportionately affected by dementia has given hundreds of thousands of Black and Hispanic Americans solid information on what dementia is and how they can reduce their risks for it.
- Using state-of-the-art technology has allowed hundreds of thousands of people who are concerned about their brain health to take a quiz and get reliable information tailored to their individual needs.
- Bringing together experts in Alzheimer's blood tests has created consensus standards—the first step toward getting these tools into doctor's offices.

2023 was an incredible year, and 2024 is full of promise. Our team is ready—sleeves rolled up—to tackle any challenges the next year has along the way and capitalize on the successes all of 'US' will achieve working together.

Thank you for your continued support.

Sincerely,

George Vradenburg

*Chairman and Co-Founder
UsAgainstAlzheimer's*

Russ Paulsen

*Chief Operating Officer
UsAgainstAlzheimer's*



PRESERVING BRAIN HEALTH

UsAgainstAlzheimer's envisions a world without Alzheimer's, where brainspan equals lifespan. Scientific evidence continues to grow, showing that we can all take steps to reduce our risk of developing Alzheimer's, and in 2023, we worked hard to be sure people got that message—whether at work, through social media, or from their healthcare providers.



Business Collaborative for Brain Health

A new initiative, the **Business Collaborative for Brain Health**, was launched in 2023 to engage businesses in improving brain health in the workplace, across communities, and among consumers. Given that most of us spend about a third of our days at work, the initial focus is on how businesses can support employees' brain health—ultimately increasing their performance and helping them compete more effectively.

This newly launched initiative brings together private sector organizations for monthly roundtable discussions; in-person meetings with experts in neuroscience, business, and health; and workgroups focused on advancing meaningful brain health initiatives.

Brain Health Academy

The UsAgainstAlzheimer's **Brain Health Academy** continues to improve health practices and outcomes by offering healthcare professionals free, online education on dementia risk and protective factors. The Academy's courses focus on useful recommendations that professionals can implement to reduce dementia risk in their practice.

In 2023, the Academy covered an array of topics, including obesity, diabetes, hearing loss, depression, smoking, and alcohol use. More than 9,000 healthcare professionals registered for a Brain Health Academy course in 2023.



EARLY DETECTION AND DIAGNOSIS

People with symptomatic Alzheimer's disease are diagnosed only about half of the time, and usually at later stages. Like most diseases, Alzheimer's is easier to treat and easier to manage when it's detected early. That's why UsAgainstAlzheimer's focuses on early detection and diagnosis.

Now in its third year, BrainGuide™ has become a beacon of hope and knowledge, reaching individuals nationwide. By increasing brain health literacy and providing easy access to essential resources, this invaluable tool is helping transform how we understand and manage brain health.

As part of our mission to accelerate innovations that improve patient care and treatment, CEOi, an initiative of UsAgainstAlzheimer's, took a significant step forward in 2023. These collaborative efforts are not only paving the way for faster, more accurate diagnoses but also ensuring that patients and healthcare providers are ready to integrate these advancements into routine care, ultimately improving the quality of treatment and patient outcomes.



BrainGuide

In 2023, our online platform BrainGuide (www.mybrainguide.org) had more than **73,000** site visitors. This digital tool was built to help people begin their brain health journey and empower users with knowledge and resources to take the best next steps in managing their own or a loved one's brain health. The platform offers memory questionnaires, one in English and one in Spanish, which take less than ten minutes to complete and provides participants with confidential, personalized resources based on their answers.

Since its launch and through the end of 2023, BrainGuide has attracted more than **584,000** visitors.

Blood Tests for Alzheimer's

In 2023, our **CEO Initiative on Alzheimer's disease** brought together expert workgroups to advance the development and adoption of new blood tests for Alzheimer's disease. These workgroups, which include over 300 experts, address a key challenge facing doctors: determining whether dementia symptoms are caused by Alzheimer's disease. Recommendations from the Blood-Based Biomarker workgroup were developed and presented at major conferences in preparation for 2024 publications.

BREAKING BARRIERS TO INNOVATIVE TREATMENTS

In 2023, the Food and Drug Administration (FDA) approved Leqembi for early-stage Alzheimer's, bringing new hope to millions, particularly women and people of color, who are disproportionately affected by the disease.

However, people living with Alzheimer's still faced huge hurdles with Medicare—at least until our advocacy efforts worked. Initially, Medicare would only rarely cover the scans that allow doctors to see Alzheimer's disease in the brain, and coverage for the new drug was limited.

We mobilized our advocates, partner organizations, and allies in Congress, working tirelessly to make Medicare administrators change their minds. After several weeks of intense effort, we prevailed, and now Americans who rely on Medicare have access to Alzheimer's medications, just like any other prescribed treatment.

IGNITING CHANGE FOR BRAIN HEALTH EQUITY

Black and Latino Americans face much higher risks of dementia compared to White Americans. For Black Americans, their risk of dementia is about twice that of non-Hispanic Whites, and many studies show that Latinos are at about one-and-a-half times the risk of non-Hispanic Whites.

That's why the UsAgainstAlzheimer's Center for Brain Health Equity, with support from the Centers for Disease Control and Prevention (CDC), continued to serve Black and Latino Americans in 2023 by:

- **Broadening Community Outreach:** Reaching an estimated 2.3 million Black and Latino people to raise brain health awareness, promote risk reduction, and reduce stigma.
- **Distributing Culturally Tailored Resources:** Reaching more than 300 partners with a Brain Health Equity messaging guide and social media toolkits to further promote awareness about brain health equity and Alzheimer's care. These dedicated partners are committed to brain health equity on the local, state, and national levels, and include organizations primarily focused on brain health equity and Alzheimer's care.
- **Implementing the Brain Health Equity Nurse Fellowship Program:** Graduating 22 Black and Latino nurses from the Brain Health Equity Nurse Fellowship. These Nurse fellows, all members of the National Association of Hispanic Nurses (NAHN) and/or National Black Nurses Association (NBNA), have reached over 1,150 peers and community members with evidence-based Alzheimer's prevention information and resources.
- **Producing State Reports:** Utilizing Medicare and demographic data to create state-specific reports on the impact of Alzheimer's, including Medicare costs and the impact of comorbidities.

ELEVATING THE VOICES OF PATIENTS AND CAREGIVERS

Every day, millions live with or care for someone with Alzheimer's disease. A cornerstone of UsAgainstAlzheimer's, the AD PACE Initiative ensures that drug development, regulatory, and access decisions are shaped by the voices of those living with the disease. Through the What Matters Most research program, we are transforming how researchers understand the needs of patients and caregivers, driving progress in treatment and care. We make certain people with Alzheimer's and their caregivers are heard, their preferences known, and their stories told.

Alzheimer's Disease Patient and Caregiver Engagement (AD PACE) Initiative

In 2023, AD PACE conducted rigorous research into Alzheimer's disease symptoms, progression, and impacts on people's lives. Results of this research can be used to further guide future clinical trials and offer physicians valuable insights into what matters to their patients.



Dolby Family Ventures



Ray Dolby

1933-2013



Dolby Family Ventures has a long-standing commitment to supporting the fight against Alzheimer's disease. This dedication is deeply personal, as it honors the memory of the family patriarch, Ray Dolby, the pioneering engineer behind Dolby Laboratories, who passed away with Alzheimer's disease in 2013. The Dolby family's investments in Alzheimer's research reflect their determination to find a cure and to help improve the lives of those affected by the disease. While Ray Dolby's legacy in revolutionizing the audio industry is well established, the family's philanthropic efforts continue to extend his impact by focusing on advancements in our understanding of Alzheimer's and brain health.

UsAgainstAlzheimer's deeply values the support of Dolby Family Ventures. Since its initial investment in 2014, this partnership has been crucial in advancing our work and fostering progress to finding a cure for Alzheimer's disease. Support from Dolby Family Ventures has helped expand our work to promote brain health and early detection, reaching more individuals and families impacted by Alzheimer's disease and helping them make informed decisions on their brain health journey.

Dolby Family Ventures' ongoing investment in UsAgainstAlzheimer's reflects our mutual belief in the importance of addressing the challenges presented by Alzheimer's and our shared dedication to making a meaningful impact on the lives of those affected by this disease.

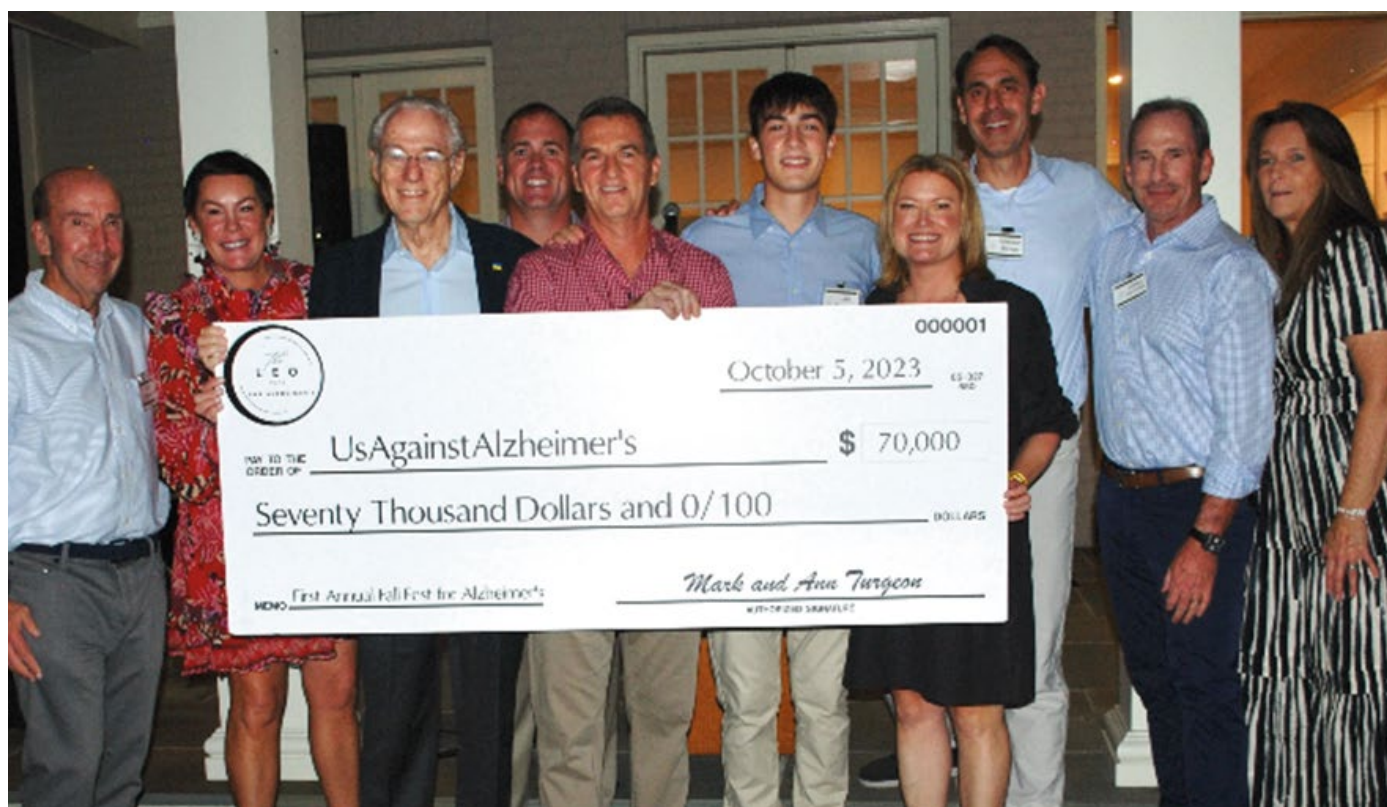
INSTITUTIONAL DONOR SPOTLIGHT

Turgeon Family

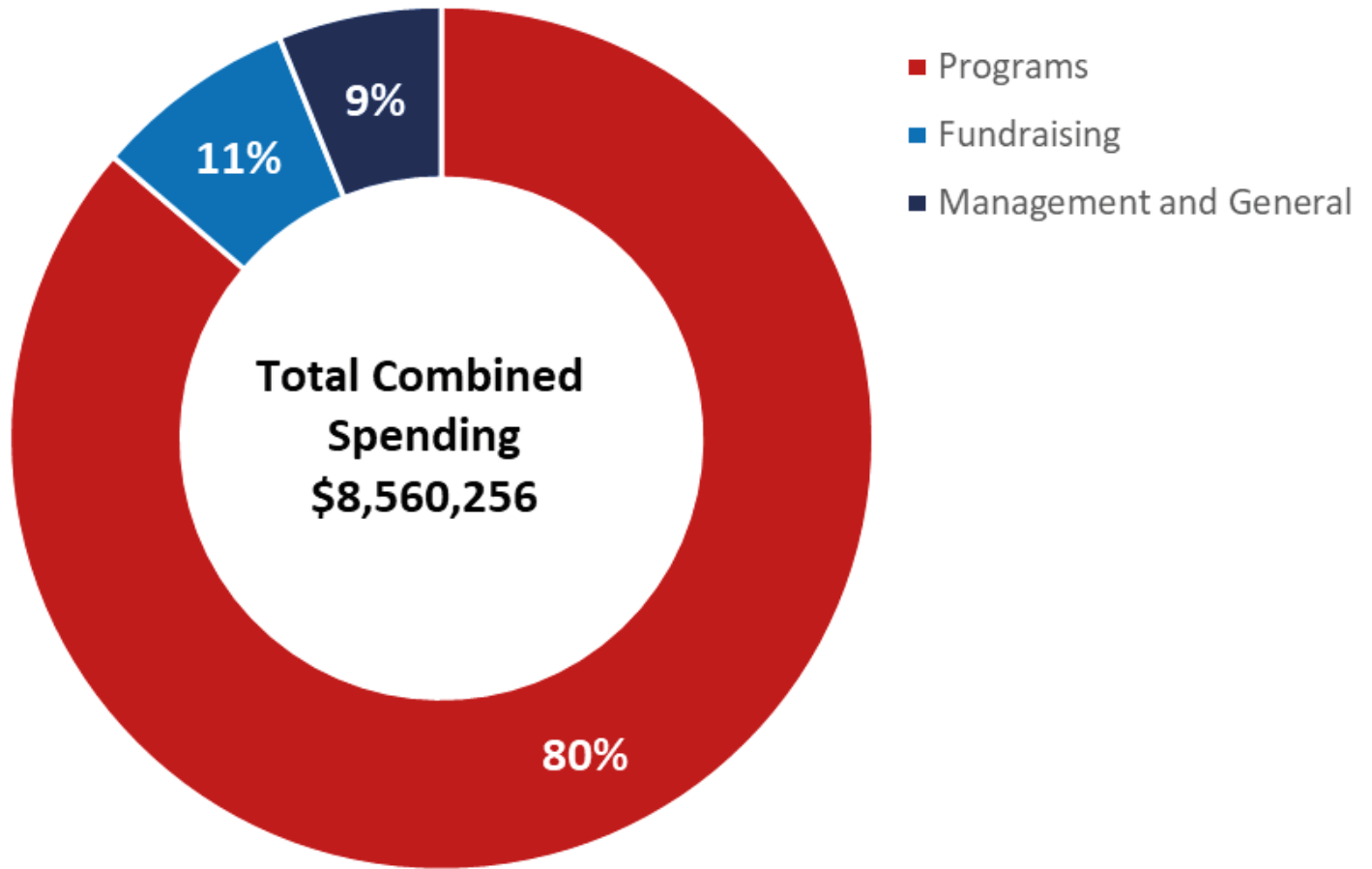
The Turgeon Family established **The Leo Fund for Alzheimer's initiative** with the goal of generating awareness and financial resources for organizations dedicated to ending Alzheimer's disease, including UsAgainstAlzheimer's. Like so many others, the Turgeon family's journey with Alzheimer's began with a personal connection that deeply affected them. In honor of their loved ones, the Turgeon family aspires to allocate funds toward initiatives that strive to eradicate this disease and enhance the quality of life for families that are navigating it.

In 2023, UsAgainstAlzheimer's partnered with The Leo Fund for Alzheimer's to host the inaugural Fall Fest for Alzheimer's. The sold-out event, which raised over \$100,000, was supported by a \$70,000 donation from The Leo Fund and drew more than 200 guests. The Turgeons' dedication was evident in every detail, from the passionate host committee and the thoughtful planning to the warm, welcoming atmosphere they created. The event not only raised significant funds but also spread crucial awareness about Alzheimer's disease and the need for continued research and support.

We are inspired by the Turgeon family and their dedication to fighting Alzheimer's, and we are thankful for their support. The Leo Fund for Alzheimer's is a shining example of how individual efforts can drive significant change, while inspiring and motivating others to join the fight against Alzheimer's.



FINANCIALS



COMBINED STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS

For the Years Ended December 31, 2023, and 2022

REVENUE AND SUPPORT	2023	2022
Contributions and Grants	8,105,163	11,346,292
Program Service Revenue	538,163	1,000,810
Special Events Revenue, Net of Expenses	49,626	101,871
Investment Income, net	331,745	24,991
Other Revenue	20,281	4,980
Total Revenue and Support	9,044,978	12,478,944
EXPENSES		
Program Services	6,840,827	10,325,939
Support Services:		
Fundraising	980,298	910,409
Management and General	739,131	732,062
Total Supporting Services	1,719,429	1,642,471
Total Expenses	8,560,256	11,968,410
CHANGE IN NET ASSETS		
	484,722	510,534
Net Assets at Beginning of Year	8,530,295	8,019,761
NET ASSETS AT END OF YEAR	9,015,017	8,530,295

A complete copy of the financial statements audited by GRF CPAs and Advisors is available upon request by contacting stopalz@usagainstalzheimer.org.

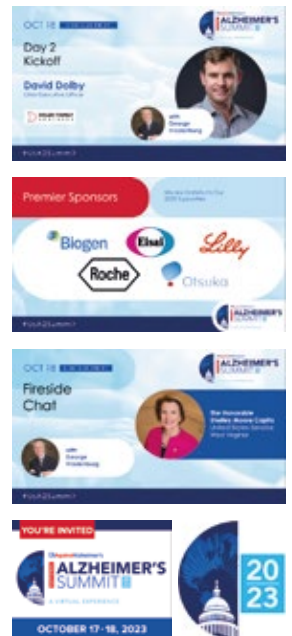
EVENTS

2023 National Alzheimer's Summit

The 2023 National Alzheimer's Summit, "Shifting Science into Practice," brought together international experts and leaders to explore how recent breakthroughs in Alzheimer's research can be translated into clinical practice to benefit patients. This Summit exemplifies our commitment to uniting people around a shared vision of improving and saving lives.

Over two days, panelists discussed strategies for integrating significant advancements into everyday practice, focusing on providing equitable access to care, particularly for women and people of color. They also emphasized the ongoing work needed to ultimately end Alzheimer's.

Key moments from the Summit included a keynote discussion with George Vradenburg and David Dolby, CEO of Dolby Family Ventures, and a fireside chat with U.S. Senator Shelley Moore Capito of West Virginia.



2023 Brain Health Bash

We held this fun-filled, inspirational, and high-energy event to raise awareness and support for UsAgainstAlzheimer's. Headlined by Max Lugavere, author of the *New York Times* best-seller *Genius Foods: Become Smarter, Happier, and More Productive While Protecting Your Brain for Life*, it was an event that shined a spotlight on the critical importance of brain health and Alzheimer's prevention.



2023 Dunk Alzheimer's Basketball Tournament

Teenagers Natalie and Max Veksler, with the help of their family, brought together kids and families for the annual three-on-three basketball tournament to raise money and awareness for Alzheimer's. This year's event raised more than \$26,000 to support UsAgainstAlzheimer's programs and advocacy on behalf of all those living with Alzheimer's.

A special thank you to our sponsors: Biogen, Eisai, Lilly, Otsuka, Roche Diagnostics, Alzheimer's Drug Discovery Foundation, Genentech, Alzheon, Home Instead, Prothena, Athira Pharma, Faegre Drinker, Lundbeck, Sage Therapeutics, and Tetra Therapeutics, and all the donors and supporters who make these events possible.

THANK YOU TO OUR DONORS

UsAgainstAlzheimer's is grateful to the many generous donors whose philanthropy makes the work we do possible. In addition to the ongoing visionary support from our Founding Chairman, George Vradenburg, we are proud to recognize the following supporters:

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Gifts in Tribute

Special thanks to all those who have made gifts in honor and memory of mothers, fathers, grandparents, family members and caregivers. Gifts of \$50 or more were made in honor or memory of the following:

Evelyn Bernstein
The Bonham Family
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Kermit Bott
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Timoteo Cervantes
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With a gift of \$25 or more, you'll receive:

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- Our Printable Annual Report
- First Look at Breaking News

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With a gift of \$100 or more, you'll receive:

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With a monthly gift of \$10 or more, you'll receive:

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Visit: <https://www.usagainstalzhaimers.org/join-us>

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You can send a check to UsAgainstAlzheimer's at the following address:

UsAgainstAlzheimer's
5614 Connecticut Avenue NW, #288
Washington, DC 20015

Gifts of Stock and Securities:

Donating stock or securities is a great way to support Us2A while receiving potential tax benefits. You could earn a charitable deduction for the full fair market value of the publicly traded stock or securities and avoid capital gains taxes on securities that have increased in value, provided you have owned them for one year. For more information, or to notify of us a pending transfer, please contact Anne Adams at aadams@usagainstalzhaimers.org

ACH/Wire Instruction for Cash Transfers:

If you would like to make a gift using direct, electronic transfer by wire or ACH, please contact Anne Adams for routing instructions at aadams@usagainstalzhaimers.org

Donor Advised Funds:

You can initiate a grant recommendation from your donor-advised fund – or DAF – directly to UsAgainstAlzheimer's in three easy ways:

- Make a one-time gift. Contact your Donor Advised Fund administrator and recommend a one-time grant directly to UsAgainstAlzheimer's.
- Create a recurring monthly or quarterly gift. Initiating an automatic monthly or quarterly gift from your Donor Advised Fund is one of the easiest ways to support Us2A all year long.
- Create your legacy of helping people living with Alzheimer's and dementia. You can name Us2A as a beneficiary of all or a portion of the funds remaining in your Donor Advised Fund after your lifetime.

When making your grant recommendation, please use the following information:

UsAgainstAlzheimer's
5614 Connecticut Avenue NW, #288
Washington, DC 20015
Tax ID#: 45-0672514

Matching Gifts

Will your employer match your gift? Many companies offer matching gift programs and will match charitable contributions or volunteer service by their employees. To find out if your company has a matching gift policy, contact your Human Resources department.

Creating a Legacy Through Planned Giving

Remembering UsAgainstAlzheimer's in your will is a powerful way to leave a meaningful legacy for people living with Alzheimer's and may also have tax benefits. You can also leave a legacy by naming UsAgainstAlzheimer's as beneficiary of a life insurance policy or a retirement plan (such as IRA or 401K plan). Of course, your personal financial situation is unique, so you should be sure to talk to your financial or legal advisor before making a request or creating a legacy. Please reach out to Anne Adams at aadams@usagainstalzheimer.org to learn more.

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