

ALZHEIMER'S ASSOCIATION ANNUAL REPORT

FISCAL YEAR 2015

(July 1, 2014 – June 30, 2015)

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS:

Alzheimer's Association

225 N. Michigan Ave., Fl.17

Chicago, IL 60601

alz.org®

800.272.3900

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's disease care, support and research. We provide services to those affected by Alzheimer's, advocate for policy change and scientific funding, and advance research toward prevention, treatment and, ultimately, a cure.

Our national offices in Chicago and Washington, D.C., work in conjunction with our chapters across the country to serve the needs of those affected by Alzheimer's today and to eliminate the impact of the disease tomorrow.

A donor-supported organization, the Alzheimer's Association allocates its funds in an ethical and responsible manner that exceeds the rigorous standards of America's most experienced charity evaluator, the Better Business Bureau Wise Giving Alliance. The Association also holds a National Charity Seal from the Alliance.

We are especially grateful to those who helped us advance our mission in fiscal year 2015 by making contributions. Total revenues equaled more than \$166 million for the national organization and \$321 million organization-wide.

Our mission

To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

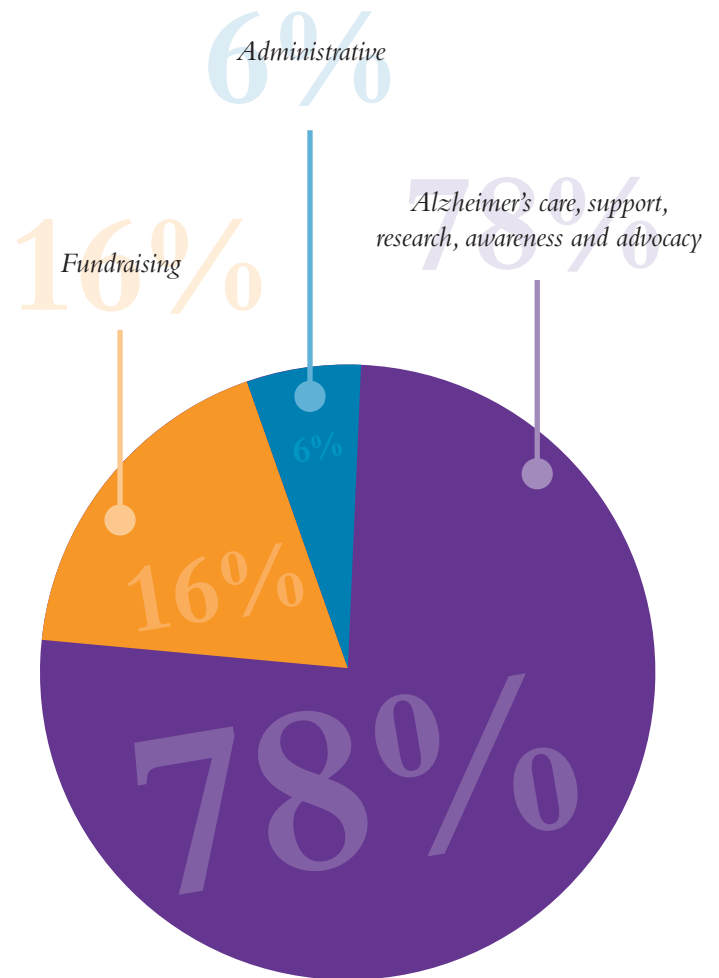
Our vision

A world without Alzheimer's disease®.

Join our cause

Learn how you can get involved.

Use of national organization funds during fiscal year 2015



Letter from the Association President and CEO and Chair of the National Board

In fiscal year 2015, the Alzheimer's Association experienced great momentum in our fight to end Alzheimer's disease, yielding unparalleled achievements from our mission-driven efforts in concern and awareness, research, care and support, public policy and revenue growth. This progress is a direct result of our strategic investments and targeted efforts — and our dedicated staff, volunteers and donors from around the country.

Growing concern and awareness about the disease, the cause and our organization is at the center of all we've achieved during the past year. A critical component in raising the profile of Alzheimer's — and achieving much-needed action from the public — is collecting and proactively sharing the latest numbers around the disease. In FY15, the Association released **2015 Alzheimer's Disease Facts and Figures**, which not only shared the most recent statistics around prevalence, effects and costs, but also revealed that less than half of seniors diagnosed with Alzheimer's or their caregivers report being told of the diagnosis by a health care provider. ***Changing the Trajectory of Alzheimer's Disease: How a Treatment by 2025 Saves Lives and Dollars***, another Association report, presented information about the current trajectory and economic impact of Alzheimer's and described an alternate trajectory if a treatment were to become available by 2025 to delay onset of the disease.

Information about Alzheimer's needs to be shared, but it also needs to reach further, extending to an even broader audience and driving a global conversation. This year's immensely popular and critically acclaimed Sony Pictures Classics film "**Still Alice**," the story of a female professor facing younger-onset Alzheimer's, was a milestone on that path. Association staff, volunteers and National Early-Stage Advisors contributed to the making of the film, helping to ensure that the depiction of life with the disease, and its advancement, was accurate.

As the number one most impactful nonprofit funder of Alzheimer's disease research in the world, behind only the Chinese and U.S. governments overall as measured by Web of Science (Thompson Reuters), the Association continued to drive discovery by funding studies that can serve as a tipping point for the field. In FY15, we held a **Gender Vulnerabilities Think Tank**, bringing experts from around the world together in an effort

to explore gender differences in Alzheimer's and other dementias — and to help determine a future path for research in this critical and largely uncharted area. In partnership with the American College of Radiology (ACR), the Association launched **The Imaging Dementia – Evidence for Amyloid Scanning (IDEAS) Study** to determine the clinical usefulness and value in diagnosing Alzheimer's and other dementias using a brain positron emission tomography (PET) scan. Currently, the Centers for Medicare & Medicaid Services has insufficient evidence to cover these scans for Medicare beneficiaries; the Association aims to use the IDEAS Study to assess if amyloid imaging has an impact on patient outcomes, potentially enhancing the diagnostic process.

In FY15, the Association awarded **more than \$17 million to over 80 studies** as part of our investment of more than **\$80 million in over 350 ongoing projects in 21 countries**, focusing on research that holds a high potential for impact now and in the future. We continue to lead in our role as a convener, bringing more than 4,000 members of the dementia research community together at the **Alzheimer's Association International Conference® 2014 (AAIC®)** in Copenhagen, a forum to exchange ideas, share the latest outcomes and maximize collaboration.

As the leading Alzheimer's organization in care and support, the Association strives to reach a growing number of individuals with the disease and caregivers with tools, resources and education. In FY15, we provided **services and support to 3.6 million people affected by the disease**. Through our **24/7 Helpline** (800.272.3900), we answered more than 312,000 calls, providing round-the-clock support, information and local referrals to anyone at any time. Our website, **alz.org**, often the first stop for diagnosed individuals and their families, had over 31 million visits

in FY15 — a 47 percent increase over the previous year — offering targeted content to those living with the disease, caregivers, health care providers and more. We also expanded our program offerings, launching **Healthy Living for Your Brain and Body: Tips from the Latest Research**, a nationwide workshop that promotes ways to reduce the risk of cognitive decline and improve brain and body health — consistent with a core tenant of our mission.

At our urging, and with the support of a nationwide network of advocates, we made great strides in advancing public policy, securing proposed **historic funding increases of \$300 million and \$350 million**, respectively, for Alzheimer’s research from the House and Senate Appropriations Committees. In addition, the Association and our advocates were critical in the passage of the **Alzheimer’s Accountability Act**, which calls for the National Institutes of Health (NIH) to submit a Professional Judgment Budget for Alzheimer’s research each year until 2025 to achieve annual research milestones established under the National Plan to Address Alzheimer’s Disease. These revolutionary accomplishments in Alzheimer’s policy are a reflection of the extremely strong leadership role of the Association and the growing number of individuals willing to stand with us and share their personal experiences with elected officials, shining a spotlight on the needs of those facing Alzheimer’s disease. Nearly 1,000 of these advocates, representing all 50 states and the District of Columbia, joined us in FY15 for the annual **Alzheimer’s Association Advocacy Forum**, bringing their voices to Capitol Hill in an effort to make Alzheimer’s the national priority it must be.

Through the unwavering and generous support of individuals, families, corporations and foundations, the Association raised **\$321 million organization-wide** in FY15, allowing the organization to continue to fuel cutting-edge research while supporting families facing the disease. **The Alzheimer’s Association Walk to End Alzheimer’s®** had a record-breaking year, with more than 458,000 participants raising over \$67 million nationwide. Our second signature event, **The Longest Day®**, experienced more than 100 percent growth in the both number of participants and teams who joined us on the summer solstice to honor those facing the disease. In addition, the Association had the **highest direct marketing revenue** in the organization’s history, surpassing the previous record set

in FY14 and further enabling our mission-related efforts. We also received **two \$5 million gifts** earmarked for Alzheimer’s research — the largest in our history — from the GHR Foundation and the Anne and Henry Zarrow Foundation, enabling us to move potentially transformational studies forward at a much faster pace.

Additionally, this report reviews progress of the **first year of the FY15-17 Strategic Plan**, an aggressive effort to do more to serve those affected while accelerating progress. The impressive results achieved in FY15 will serve as a benchmark for the remaining years of the plan and will help guide us as we strive to reach our remaining objectives.

FY15 was an exciting and momentous year of accomplishment for the Association, the cause and our community, but it was also one of great loss. On Jan.1, 2015, Founding President and Honorary Chair Jerome H. Stone passed away at the age of 101. As an Alzheimer’s caregiver and a businessman, he was uniquely suited to establish the Association and bravely navigated the organization through its formative years and beyond. We will honor Jerry’s legacy and leadership as we continue to pursue, and one day achieve, our vision of a world without Alzheimer’s.

Sincerely,



Harry Johns
President and CEO



Stewart Putnam
Chair, National Board
of Directors

Report Overview

The FY2015 Annual Report details mission-related accomplishments within the five strategic objectives of the Alzheimer's Association: increasing concern and awareness, advancing public policy, enhancing care and support, accelerating research and growing revenue to meet mission goals. These initiatives drive the Association's efforts to eliminate Alzheimer's and offer help and hope to all those affected by this devastating disease. To fuel these efforts, the Association receives contributions through numerous fundraising activities and channels around the world.

Increasing Concern and Awareness

The Association strives to drive the nationwide discussion of Alzheimer's and other dementias and to establish the Association as a dedicated and reliable resource to support the community's needs. By driving the conversation about the number of affected individuals, and the staggering and growing economic and societal impact of Alzheimer's, the public and policymakers can take appropriate actions to change the course of the disease. Families can gain the knowledge needed to seek diagnosis, begin treatment and plan for the future. Awareness of the Association helps these families to access needed resources during their journey with the disease.

Advancing Public Policy

The Association is the leading voice for Alzheimer's disease advocacy, successfully fighting for critical Alzheimer's research, care and support initiatives at the state and federal level. The organization works diligently to make Alzheimer's a national priority while speaking up for the needs and rights of people with Alzheimer's and their families. Across the country, the Association mobilizes hundreds of thousands of Alzheimer's advocates in the movement to provide care and support and to end the disease.

Enhancing Care and Support

The Association leads efforts to enhance care and support for all those affected by Alzheimer's disease and other dementias. The Association is committed to providing reliable resources, support and information to those who need us in communities nationwide. In addition to our respected role in face-to-face support services across the country, we provide support 24 hours a day, seven days a week, 365 days a year through our award-winning website and Helpline.

Accelerating Research

In addition to being the largest nonprofit funder of Alzheimer's research, the Association continues to be the respected leader in the field of dementia research. The Association is the number one most impactful nonprofit funder of Alzheimer's disease research in the world and ranks behind only the Chinese and U.S. governments in overall impact as measured by Web of Science (Thompson Reuters). In our role as the leading convener, collaborator and coordinator, we bring the global research community together to accelerate the pace of discovery toward methods of treatment, prevention and, ultimately, a cure.

Growing Revenue Support of the Mission

Individuals, corporations and foundations further the Association's mission through their dedicated involvement and support. From Walk to End Alzheimer's events to galas, the Association calls on constituents to help raise funds to fight Alzheimer's. These generous donors also support the mission through individual, family and estate gifts, demonstrating their powerful, ongoing commitment to ending Alzheimer's through research and enhancing the Association's care and support work.

Increasing Concern and Awareness

*The Association released its annual **Alzheimer's Disease Facts and Figures** report, the definitive compilation of national statistics and information conveying the impact of Alzheimer's disease and other dementias on individuals, families, government and the nation's health care system. The 2015 edition included a special report on disclosing a diagnosis, noting that only 45 percent of people with Alzheimer's disease or their caregivers say they were told the diagnosis by their doctor. Since its inaugural release in 2007, Facts and Figures has become the most-cited source covering the broad spectrum of Alzheimer's disease issues.*

Changing the Trajectory of Alzheimer's Disease: How a Treatment by 2025 Saves Lives and Dollars, an update of a 2010 Association publication, took an in-depth look at the potential lives saved and the significant economic impact if a treatment that effectively delays the onset of Alzheimer's is discovered and made available to Americans by 2025. The report stated that meeting the first goal of the National Plan to Address Alzheimer's Disease — to prevent and effectively treat Alzheimer's by 2025 — would reduce the number of individuals the disease affects by 2.5 million and save the nation \$220 billion within the first five years of a treatment's availability. The Association continues to work closely with the federal government to ensure the national Alzheimer's plan and its goals are being executed and met.

The film **"Still Alice,"** based on the novel by Lisa Genova, was released nationwide to critical acclaim, resonating with filmgoers and helping to elevate awareness and foster conversation about Alzheimer's disease. Its star, Julianne Moore, won the Academy Award for Best Actress for her portrayal of a university professor's experience with younger-onset Alzheimer's. Association scientists, care experts and volunteers, including people with the disease and their family members, helped the filmmakers understand the challenges individuals with Alzheimer's and their caregivers face and advised them on the accurate depiction of the diagnosis and progression of the disease. To enhance the conversation occurring around the movie, the Association asked constituents to honor friends and family members living with Alzheimer's by **sharing photos** using the #mybrain and #still[name] hashtags on Twitter. Through social media efforts, the Association reached 1.8 million people and nearly 4,000 contributed photos.

To complement the film, the Association created **The Women of "Still Alice"** as part of the Alzheimer's Association My Brain® campaign. Eight of the women who participated in the film's creation — Julianne Moore and co-star Kristen Stewart; author Lisa Genova; producers Maria Shriver, Pam Koffler and former Alzheimer's Association National Board Member Elizabeth Gelfand Stearns; National Early-Stage Advisor Sandy Oltz; and Association Chief Science Officer Maria Carrillo — were featured in a print advertisement celebrating this group of women, their amazing brains and their work to elevate the Alzheimer's conversation and inspire action. The ad appeared in numerous publications, including *The New York Times*, *Entertainment Weekly* and *Variety*, and the campaign was featured in digital and social platforms, creating an unprecedented national conversation around the disease.

The Association drove Alzheimer's disease engagement and education in June 2015 during **Alzheimer's & Brain Awareness Month**, which featured **10 Ways to Love Your Brain**, a major new consumer awareness campaign offering tips that can reduce the risk of cognitive decline. More than 60,000 individuals took the **Purple Pledge**, which asked people to "go purple" for the month and pledge their support for the cause. Media efforts for the month resulted in more than 121 million impressions, including a segment on **"The Today Show"** featuring National Early-Stage Advisor Brian LeBlanc and Association advocate Nancy Johnson, who are living with the disease. Two Twitter-promoted trends helped raise awareness with over 146 million impressions and peak engagement levels reaching 19 percent, far exceeding the 2 percent nonprofit industry standard for engagement and resulting in a **Twitter Case Study**.

In conjunction with Alzheimer's & Brain Awareness Month, the Association **partnered with Reader's Digest** to survey approximately 1,600 people about their brain

health and their knowledge of how lifestyle habits affect cognitive decline. Only 33 percent of people surveyed see their brain as important to them from a health perspective, and only 21 percent of people ranked their brain as the area of health they focus on when making healthy lifestyle choices, further illuminating the need for continued research and outreach around the relationship between brain health, cognitive decline and dementia.

Alzheimer's disease was featured during the premiere week of **"The Meredith Vieira Show."** Vieira, who lost her brother Steve to Alzheimer's in June 2015, gave the disease a platform to raise awareness. The episode featured celebrity champions Seth Rogen and Lauren Miller Rogen; Nikki and Ken Dodson, who are living with younger-onset Alzheimer's; and Dr. Reisa Sperling, an Association-funded researcher from Harvard, Brigham and Women's and Massachusetts General Hospitals. At the end of the episode, representatives from a number of companies presented Vieira with a total of \$100,000 in donations to the Association in honor of her brother.

Overall, the Association garnered nearly **6.6 billion total media impressions** in FY15, continuing strategic efforts to deliver critical information to target audiences nationwide. This includes paid and earned impressions on television, radio, print and online outlets.

Visits to the Association's website, **alz.org**, totaled more than 31 million, a 47 percent increase from FY14. The Association's social media presence continued to grow, with more than 657,000 **Facebook** followers by the end of the fiscal year and more than 65,000 **Twitter** followers, demonstrating the interest those affected by the disease have in participating and connecting through these channels.

The Association announced a nationwide partnership with **Alpha Kappa Alpha Sorority, Inc. (AKA)**, the first Greek-lettered sorority established and incorporated by African-American college women, to raise awareness about Alzheimer's disease and increase important education, care and support resources in the African-American community. Through the partnership, the Association will engage campus and alumni AKA members via local community outreach efforts and participation in The Longest Day, a signature Association event.

A partnership was also finalized with **Services and Advocacy for Gay, Lesbian, Bisexual and Transgender Elders (SAGE)**, the country's largest

and oldest organization dedicated to improving the lives of LGBT older adults. SAGE has collaborated with the Association by providing in-person training to the national office and 25 chapters. The Association worked with SAGE to build a custom webinar, Introduction to LGBT Inclusion, and educated local Association chapters on reaching and engaging the LGBT community. Both of these partnerships are critical in achieving the Association's strategic objective to reach diverse populations.

Building on the success from the last two years, the Association **partnered with 15 Major League Baseball clubs** to raise awareness of Alzheimer's disease and the Association, and to help address the stigma surrounding the disease. The New York Yankees, Baltimore Orioles, Boston Red Sox, Cincinnati Reds, Chicago Cubs, Chicago White Sox, Detroit Tigers, Houston Astros, Los Angeles Angels of Anaheim, Minnesota Twins, Oakland Athletics, Philadelphia Phillies, San Francisco Giants, Texas Rangers and Washington Nationals allowed the Association to share the cause via public service announcements, on-field messages and scoreboard postings.

During **National Alzheimer's Disease Awareness Month** and **National Family Caregivers Month** in November 2014, the Association's outreach efforts focused on the holiday season — a time when families gather and might notice changes in an individual's cognitive function — and the impact of caregiving. Due to the Association's efforts, President Ronald Reagan declared November as National Alzheimer's Disease Awareness Month in 1983.

The Association was recognized by **The NonProfit Times** — for the sixth year in a row — as one of the **"Best Nonprofits to Work For."** The Association was also ranked the number-one best large nonprofit employer to work for, marking the fifth consecutive year the organization has ranked first or second in that category. Employees rated companies on areas such as leadership planning, culture and communications, compensation and recognition, employee-supervisor relationships, training and education, work/life balance and their overall satisfaction.

"The Genius of Marian," a visually rich, emotionally complex story about one family's struggle with Alzheimer's disease, aired on PBS. The Association worked closely with the family and provided its expertise for the creation of the film's educational materials.

Advancing Public Policy

*The House Appropriations Committee approved a historic **\$300 million increase for Alzheimer’s disease research** at the National Institutes of Health (NIH) as a result of the Association’s advocacy. In addition, and again resulting from the Association’s advocacy, the Senate Appropriations Committee approved **a landmark 60 percent increase — approximately \$350 million — for NIH Alzheimer’s research.** If passed into law, these measures would amount to the largest increase in Alzheimer’s funding to date. The efforts of the Association, its dedicated advocates and its sister organization, the Alzheimer’s Impact Movement (AIM), were instrumental in building concern about the Alzheimer’s crisis and spurring our elected officials to act.*

The **Alzheimer’s Accountability Act**, enacted into law in December 2014 as part of the FY15 funding bill, creates a formal process to ensure that scientific judgment will guide Congress in future Alzheimer’s disease research funding decisions. The legislation calls for the NIH to submit a Professional Judgment Budget for Alzheimer’s research each year until 2025 to achieve annual research milestones established under the National Plan to Address Alzheimer’s Disease. The Association’s advocacy efforts were once again crucial in the act’s development and passage, as advocates and policy staff connected with members of Congress to move the legislation forward.

The **Health Outcomes, Planning, and Education (HOPE) for Alzheimer’s Act**, originally introduced in 2010, was reintroduced in Congress by Sens. Debbie Stabenow (D-Mich.) and Susan Collins (R-Maine) and Reps. Chris Smith (R-N.J.-4) and Paul Tonko (D-N.Y.-20). The Association strongly supports the HOPE Act, which would ensure newly diagnosed Medicare beneficiaries and their caregivers receive comprehensive care planning services and would require their diagnosis to be documented in their medical record. Thousands of Association advocates nationwide contacted Congress to urge passage of this bill, and the Association has worked to ensure the legislation has bipartisan support since its origin.

Nearly 1,000 Alzheimer’s disease advocates, gathered in Washington, D.C., for the 27th annual **Alzheimer’s Association Advocacy Forum**, the nation’s premier Alzheimer’s advocacy event. This 2015 Forum was the largest to date, with a record-breaking number of advocates from all 50 states and the District of Columbia attending to learn about Alzheimer’s policy priorities

and visit with their elected officials. Dr. David Satcher, the 16th U.S. Surgeon General and director of the Satcher Health Leadership Institute, **delivered the Forum’s keynote address.**

At the **National Alzheimer’s Dinner**, part of the Advocacy Forum, leaders working to end Alzheimer’s were honored for their efforts, and attendees celebrated advances made in the fight against the disease. Honorees included Sens. Mark Crapo (R-Idaho) and Ed Markey (D-Mass.); Rep. Brett Guthrie (R-Ky.); Dr. Richard Hodes, director of the National Institute on Aging; “Still Alice” author Lisa Genova; and advocate Cathy Perkowski. Wolf Blitzer, CNN’s lead political anchor and host of “The Situation Room with Wolf Blitzer,” served as emcee for the event.

Advocates clad in purple sashes met with lawmakers on the final day of the Forum, known as **Hill Day**. Armed with information and personal experiences, advocates made their way through the halls of Congress to urge lawmakers to pledge, or continue, their support of the fight against Alzheimer’s. Many concluded their Hill Day by attending a hearing convened by the U.S. Senate Special Committee on Aging titled **“The Fight Against Alzheimer’s Disease: Are We on Track to a Treatment by 2025?”** The hearing featured personal testimony from Dr. Ronald Petersen of the Mayo Clinic, a leading Alzheimer’s researcher and current Alzheimer’s Association National Board member; B. Smith, former model, restaurateur, retailer, author and actor, who has younger-onset Alzheimer’s disease; and Smith’s husband, Dan Gasby.

On Hill Day, the Association used **Thunderclap**, a Web tool that allows users to send the same communication

at the exact moment through Facebook and Twitter, to help amplify the Forum's message nationwide. More than 3,600 individuals signed up for the campaign, resulting in a reach exceeding 2 million people.

The number of **nationwide Alzheimer's Association advocates grew to 625,000**, an increase of 25,000 from FY14. That figure includes 521 Ambassadors, leaders who develop trusted relationships with their assigned congressional office through ongoing, personal contacts. Advocates, Ambassadors and Association representatives conducted more than 3,000 meetings with members of Congress.

Alaska, Alabama and Mississippi **published State Alzheimer's Disease Plans**, a comprehensive blueprint for addressing Alzheimer's as a growing public health crisis in each state. To date, 39 states and the District of Columbia have published plans, and eight states (plus Puerto Rico) have task forces that are developing plans.

Thirty-eight states agreed to collect data on cognitive decline, and 28 states agreed to collect data on the burden and impact of caregiving in their **Behavioral Risk Factor Surveillance System (BRFSS)** surveys — the highest number of states that have ever collected such data simultaneously.

Enhancing Care and Support

*As a leader in care and support, the Association provided services to 3.6 million individuals affected by Alzheimer's disease. The Association's website, alz.org, and its nationwide 24/7 Helpline at 800.272.3900 serve as year-round entry points to the organization's network of resources, including care consultation, support groups, education programs, early-stage initiatives, health care provider tools and safety services. Based on constituent surveys, participants in Association programs and services report **high levels of satisfaction** and would recommend the services to others. In addition, data from a program evaluation shows that individuals who speak with Association care consultants report **a significant decrease in stress and an increase in confidence.***

The **Alzheimer's Association National Early-Stage Advisory Group** is a group of individuals living in the early stage of Alzheimer's disease or another dementia who provide guidance on the development of Association early-stage programs and support services, and share their perspectives on a national platform, helping to advance the Association's ongoing efforts to raise awareness, reduce stigma and advocate for the cause. In FY15, advisors participated in more than 112 national outreach efforts and generated over 43 million media impressions. Most notably, advisors consulted with writers, directors and Academy Award-winning actor Julianne Moore on the film "Still Alice," providing input to help ensure the film accurately depicted the experience of living with the disease. Advisors also offered their perspective by participating on the Alzheimer's Association National Board of Directors, the U.S. Food and Drug Administration's Patient Representative Program and the Amyloid Imaging Coverage with Evidence Development Group.

The Association added new education programs to its portfolio to better serve constituents nationwide. **Effective Communication Strategies** teaches caregivers how to communicate with a person living with dementia during each stage of the disease. The material focuses on being straightforward and honest in the mild (early) stage; listening and responding to both behavioral and verbal communication in the moderate (middle) stage; and connecting using the five senses in the severe (late) stage.

Developed with input from people in the early stage of Alzheimer's disease as well as caregivers, **Understanding and Responding to Dementia-Related Behavior** teaches a four-step process for caregivers to use when intervening with dementia-related behavior. Examples

show how these steps can be applied to five of the most common and difficult behaviors that caregivers encounter.

In June during Alzheimer's & Brain Awareness Month, the Association launched **Healthy Living for Your Brain and Body: Tips from the Latest Research**, a program for individuals looking for information on how to age as well as possible. The workshop covers four areas of lifestyle habits associated with healthy aging for both the brain and body: cognitive activity, physical health and exercise, diet and nutrition, and social engagement. Each area draws on current research to present what we know, as well as what can be done now to improve or maintain overall health in each area. The Healthy Living program expands the Association's reach to new audiences and shares critical information about the most recent knowledge on brain health.

The Association's **national 24/7 Helpline** at 800.272.3900 is a key resource for people facing Alzheimer's disease. In FY15, the Helpline received 312,341 calls, representing a 7 percent increase over the previous year. Available around the clock, 365 days per year, the Helpline is partially funded by a five-year, \$4.9 million federal grant from the Department of Health and Human Services Administration for Community Living. The Helpline's continued growth is a key component of the Association's strategic goal to reach and provide support to an increasing number of people affected by Alzheimer's and other dementias.

To work toward the goal of the strategic plan to reach more affected families and provide them with resources to help with the disease journey, the Association continued its outreach to health care providers, yielding **a significant increase in clinician referrals** to

the Association's 24/7 Helpline and care consultation services. Emphasizing the importance of early detection of cognitive decline to this same audience resulted in thousands of downloads of the cognitive assessment tools recommended by the Association for use during the Medicare Annual Visit, and of the **Alzheimer's Disease Pocketcard mobile application**, a tool to help with cognitive assessment at the point of care. These outreach efforts also created a 46 percent increase in visits to the **Health Care Professionals and Alzheimer's section** of alz.org.

To help ensure that those living with Alzheimer's and their care teams have easy access to support and resources, the Association updated **ALZConnected®**, an online community where people with dementia and their caregivers can ask questions and find support, and **Community Resource Finder**, a tool for locating local programs and services. Both resources are now mobile friendly, allowing easier access via smartphones and tablets. In addition, the Association's **Alzheimer's Navigator®**, an innovative online tool that helps those facing the disease determine their needs and develop a plan of information and support, experienced growth in users.

More than 5,500 care professionals received certifications through **Alzheimer's Association essentiALZ®**, an online dementia care certification program for individuals that provides recognition for knowledge of quality dementia care practices. In addition, the Association launched the essentiALZ Plus End-of-Life Dementia Care certification, which helps members of the care team, including the family, understand what is happening to a person at the end of life and covers topics such as how to provide comfort care and support to the person with dementia. This new essentiALZ certification launched with support from the National Hospice and Palliative Care Organization, which recommends the program to its members nationwide.

The Association launched the free online **Approaching Alzheimer's First Responder Training** to help first responders prepare to face common calls involving a person with dementia. The training includes six modules: Alzheimer's and Dementia Overview, Wandering, Abuse and Neglect, Driving, Shoplifting and Disaster Response. It also features video scenarios with real first responders and quizzes for each module that allow users to test their knowledge. First responders can complete all topics to earn a certificate or simply review the material most

relevant to their role. In FY15, 2,702 first responders participated in the online training and 1,959 completed the training to earn their certificate.

As a global leader in the field, the Association played a key role in several international meetings examining the state of care and support across the world. As a follow up to the G8 Summit on Dementia in December 2013, the Association participated in the event's **third legacy meeting** in Tokyo. This gathering focused on how to improve dementia care around the world by examining models of high-quality care, such as ways to ensure individuals with the disease are able to live in the community as long as possible, and by discussing how to replicate positive outcomes in countries across the globe.

The Association took part in the first **Ministerial Conference on Global Action Against Dementia** held by the World Health Organization. Representatives from 80 countries participated, and Harry Johns, Alzheimer's Association president and CEO, was one of only a small group of non-governmental representatives invited to speak. At the end of the conference, participating countries adopted an 11-point Call for Action to the WHO and nations around the world, asking for greater public awareness of dementia, increased capacity for early identification and timely diagnosis, intensified global efforts on dementia research, and strengthened services and supports for people living with dementia and their families.

Accelerating Research

*The Alzheimer's Association made **new investments of over \$17 million in more than 80 scientific investigations, part of the over 350 ongoing Association-funded research projects in 21 countries, totaling over \$80 million.** These included grant awards to 68 projects through the Association's **International Research Grant Program**, representing proposals ranked highest by peer reviewers from an extremely competitive field over 1,000 proposal ideas (540 invited applications). Since 1982, the Association has invested over \$350 million in more than 2,300 scientific investigations. Advancing Alzheimer's disease research remains a core element of the Association's identity and a key facet of its mission.*

The Association and the American College of Radiology (ACR) announced the four-year **Imaging Dementia – Evidence for Amyloid Scanning (IDEAS) Study**. The Association initiated and is leading this collaborative effort in response to the ruling by the Centers for Medicare & Medicaid Services (CMS) in 2013 that it has not seen sufficient data to ascertain the value in paying for amyloid PET imaging scans, a tool that can be useful in diagnosing Alzheimer's or other causes of cognitive decline or dementia. With a \$100 million budget, the IDEAS Study will determine the clinical usefulness and impact of the procedure on over 18,000 people with mild cognitive impairment (MCI) or dementia of an uncertain cause. When this data is acquired, experts will be able to assess whether amyloid imaging has a positive impact on patient outcomes and warrants reimbursement by Medicare.

In May 2015, with the goal to accelerate the global effort to eliminate Alzheimer's disease, the Alzheimer's Association, GHR Foundation and FBRI announced \$10 million in new research funding to the Banner Alzheimer's Institute (BAI) to support and extend the groundbreaking **Alzheimer's Prevention Initiative (API) APOE4 trial**. The APOE4 trial is focused on determining whether therapies targeting amyloid proteins in the brain may prevent or delay the emergence of Alzheimer's symptoms in people at particularly high genetic risk for developing the disease at older ages. The new funding will support three aspects of the API APOE4 trial that otherwise would not be possible: brain tau and amyloid PET imaging throughout the study, a sub-study to evaluate two remote genetic counseling approaches, and expansion of the Alzheimer's Prevention Registry for the APOE4 trial. Through efforts such as API, the Association is leading the way to the development of effective

treatments to slow or stop Alzheimer's, and to create preventive strategies and offer gold-standard care for all people affected by Alzheimer's.

In March 2015, Harvard researchers led the first clinical trial to include tau scans, looking for an abnormal form of the protein that causes the toxic tangles associated with Alzheimer's disease. The tau scans are part of the Association-funded **Longitudinal Evaluation of Amyloid Risk and Neurodegeneration (LEARN) study**, a companion study to the Anti-Amyloid Treatment in Asymptomatic Alzheimer's (A4) study. LEARN will investigate how biological markers like tau contribute to disease progression and determine if new treatments are changing the course of the disease — revealing critical learnings about the development and possible prevention of Alzheimer's.

The **Dominantly Inherited Alzheimer's Trials Unit (DIAN TU)** — a cutting-edge prevention study investigating early intervention in individuals who have the rare genetic misspelling inherited from their parent that determines they will develop Alzheimer's at the same estimated age of onset as their parent — continued to move toward full enrollment. To help expand our knowledge, the Association and GHR Foundation provided generous support to add brain imaging with the tau PET tracer to DIAN TU, allowing this trial to study both hallmarks of Alzheimer's — plaques and tangles — in the living brain. Tau studies will not only give us a better understanding of disease progression, they will also help us validate the potential utility of tau PET imaging as an early biological marker of the disease and, most importantly, indicate whether treatments are effective before symptoms occur.

The Association is a partner in the **Biomarkers Across Neurodegenerative Diseases (BAND)** research program, a unified effort with The Michael J. Fox Foundation for Parkinson's Research (MJFF) in the United States and the Weston Brain Institute in Canada. In FY15, the partners funded nine projects to stimulate cross-disease research on biomarkers and to further our understanding of similarities and differences between Alzheimer's and Parkinson's. The partners also launched a second round of the program, expanding to include frontotemporal dementia and other brain-deteriorating diseases, and acquired a new partner, Alzheimer's Research UK.

In collaboration with the Global Down Syndrome Foundation and the Linda Crnic Institute for Down Syndrome, the Association **funded four grants to continue its effort to understand the development of Alzheimer's in individuals with Down syndrome**, with the intent to identify novel therapeutic strategies to treat and prevent Alzheimer's in people with and without Down syndrome. To complement these efforts, the Association held the **second Down syndrome-Alzheimer's disease workshop**, where international thought leaders from seven organizations met to identify critical issues and set goals to advance the field.

The **Alzheimer's Association International Conference (AAIC) 2014** is the cornerstone of the Association's position as the foremost international catalyst and convener in the field. Over 4,000 members of the global dementia research community gathered July 12-17 in Copenhagen for AAIC 2014, the premier annual forum for the presentation and discussion of Alzheimer's and dementia research. Leading scientists from 75 countries learned, shared and exchanged the latest information in the field. Attendees participated in more than 1,700 sessions and over 80 ancillary meetings and discussions to explore groundbreaking studies and theories about the causes, diagnosis, treatment and prevention of dementia.

The **Alzheimer's Association Research Roundtable** is a platform created and facilitated by the Association that unites a consortium of scientists from the pharmaceutical, biotechnology, diagnostics, imaging and cognitive testing industries to shape key areas in Alzheimer's science. In FY15, the Association hosted two meetings of the Research Roundtable in Washington, D.C. **Overlapping Neuropathologies in AD and Impact on Drug Development** explored how different types of brain changes seen in Alzheimer's are the same or different than those seen in other brain diseases, and how a better understanding of these issues may influence clinical

trial design. **Modifiers & Moderators of Immune/Inflammatory Mechanisms: Disease Progression, Targets, Animal Models and Genetics** hosted discussion around the roles inflammation and the immune system play in Alzheimer's and other dementias, including modifiers and moderators of these systems as potential therapeutic targets.

Of the more than 5 million Americans living with Alzheimer's, nearly two-thirds are women. As a critical first step in exploring this disparity, the Association hosted the **Gender Vulnerabilities Think Tank**, gathering experts from around the world to explore biological mechanisms, including the role genetics play in Alzheimer's; hormonal factors, including changes that occur over a woman's life that may affect her risk for Alzheimer's; and lifestyle factors, such as why the brains and cognitive health of women may have different vulnerability to factors such as stress, sleep disorders, depression and metabolic disorders. The think tank allowed the international research community to identify gaps in current knowledge and to gain an understanding of the sex-related factors that are fundamental to exploring Alzheimer's risk and disease burden for men and women. The Association will launch a funding initiative to address these questions in FY16.

Dr. Maria Carrillo, Alzheimer's Association chief science officer, joined 50 other global experts to lead discussion at the **second legacy meeting** following the G8 Summit that took place in December 2013, where all countries present pledged to work to end the Alzheimer's crisis. This second meeting focused on increasing the collaboration between academic researchers and private industry, including how G7 (as it is now known) members can work together to develop new approaches to detect, diagnose and treat Alzheimer's and other dementias. Dr. Carrillo presented the Association's work to convene the international scientific community through a number of initiatives, including the potential power and utility of the **Global Alzheimer's Association Interactive Network (GAAIN™)** to advance scientific discovery.

Harry Johns, Alzheimer's Association president and CEO, represented the organization at the **fourth legacy meeting**, which also focused on accelerating research. Leaders from the seven countries gathered to report on their progress on Alzheimer's research and to discuss next steps toward the goal of effectively treating Alzheimer's disease by 2025.

In tandem with this fourth legacy meeting, the Association participated in three other global dementia

forums. Researchers and policymakers gathered at the **Alzheimer's Disease Research Summit 2015: Path to Treatment and Prevention**, hosted by the National Institute on Aging, to review the timelines and milestones for reaching the first goal established in the National Plan to Address Alzheimer's Disease: to prevent and effectively treat Alzheimer's disease by 2025.

The Association, along with Alzheimer's Disease International, led the **International Charities for Dementia Research** meeting, a forum for global nonprofit and non-governmental organizations to discuss the significant role that the nonprofit community worldwide plays in ending the Alzheimer's crisis. At this gathering, the Association announced a global funding collaboration with two other organizations — the Weston Brain Institute and Alzheimer's Research UK — to support the Mechanisms of Cellular Death in Neurodegeneration (MCDN) funding program, seeding collaborative research projects that aim to discover and understand the causes of cell damage and death in brain diseases that cause dementia, like Alzheimer's, and open the possibility of finding ways to preserve brain health throughout aging.

Johns and Dr. Ronald Petersen, former Alzheimer's Association Medical and Scientific Advisory Council chair and current Association National Board member, served as members of the **World Dementia Council (WDC)**. The WDC is charged with advancing the global movement against Alzheimer's and other dementias. Relying on the Association's expertise as a global leader in the field of dementia research, the WDC asked the Association to conduct a review of the evidence on reducing the risk of cognitive decline and dementia. The results of the review were published in *Alzheimer's & Dementia*[®]: *The Journal of the Alzheimer's Association*.

Johns presented the results again at the World Health Organization's (WHO) first **Ministerial Conference on Global Action Against Dementia**. Representatives from 80 countries participated, and Johns was one of only a few non-governmental representatives invited to present.

The Alzheimer's Association International Society to Advance Alzheimer's Research and Treatment (ISTAART) is the only professional society for those interested in Alzheimer's and dementia science, including scientists, physicians and other professionals involved in the causes and treatments of Alzheimer's disease and other dementias. At the end of FY15, ISTAART had 2,743 members, a 9 percent increase in membership over FY14. Participation in ISTAART's Professional Interest Areas (PIA) increased significantly in FY15, with 58 percent of ISTAART members involved in one or more PIAs. PIAs create

a forum for scientists, clinicians and researchers to collaborate, network and drive the science of Alzheimer's disease forward.

Alzheimer's & Dementia: The Journal of the Alzheimer's Association is the highest impact scientific journal in the Alzheimer's field. The journal ranked third among 192 scientific journals in clinical neurology and was the only disease-specified journal in the top five. Additionally, the journal website, alzheimersanddementia.com, had over 30,000 visits each month, with more than 45,000 full text article downloads.

The Association and *Alzheimer's & Dementia* introduced two new open-access journals. *Alzheimer's & Dementia: Diagnosis, Assessment & Disease Monitoring (DADM)* and *Alzheimer's & Dementia: Translational Research & Clinical Interventions (TRCI)* serve as companions to the Association's flagship journal and provide additional channels for Alzheimer's and dementia researchers to communicate and access scientific findings.

Recognizing data sharing as a key part of the global strategy to defeat Alzheimer's, a complex disease with many facets, the Association is leading the way by linking scientists, projects and data together through the **Global Alzheimer's Association Interactive Network (GAAIN)**. With the participation of the global research community, this first-of-its-kind resource is transforming the way scientists exchange and interrogate data, and is leading the field closer to a cure. In FY15, GAAIN offered researchers links to more than 320,000 clinical records from four continents, providing unprecedented open access to big data.

The Association's commitment to data sharing is also a driving factor behind the Association-led **Worldwide Alzheimer's Disease Neuroimaging Initiative (WW-ADNI)**. WW-ADNI included initiatives in North America, Europe, Japan, Australia, Taiwan, Korea, China and Argentina and seeks continued expansion, collecting clinical and biomarker data from around the globe and making it freely available to researchers worldwide.

The Association launched an enhanced version of **TrialMatch**[®], a clinical trial matching service. While maintaining the original option to complete a profile via telephone, the updated service allows users to complete their profile entirely online from a desktop or mobile device and to receive immediate access to site contact information for potential study matches, reducing barriers to participation. Participation in TrialMatch continues to grow, with the number of new users initiating profiles increasing 42 percent over FY14. At the end of FY15, there were more than 132,000 user profiles in TrialMatch, and the database included over 260 studies taking place at over 1,000 sites across the United States.

Growing Revenue Support of the Mission

*The Association relies on a network of passionate and involved constituents, corporations and organizations to help advance its mission-related care, support, advocacy and research initiatives, and to raise awareness of the cause and resources to advance the fight against Alzheimer's. In FY15, individuals, families, companies and communities across the country contributed to **total revenues of \$321 million**. The majority of this amount was from individuals, foundations and membership organizations, in addition to planned gifts from estates. These contributions to the cause further enhance the Association's ability to create change as the leading voluntary health organization in Alzheimer's care, support and research.*

Through direct marketing channels, including e-outreach, print mailings and telephone calls, the Association **engaged 765,547 donors in the cause**. These generous individuals helped us reach the highest direct marketing revenue mark in Association history, increasing the amount raised through online channels by 46 percent. Our efforts educated 3.6 million people living with Alzheimer's and their caregivers about the Association's services, tools and resources.

The **Zenith Society** is the Association's highest and most involved level of philanthropy, composed of donors who achieve lifetime membership with a gift of \$1 million or more. In FY15, the group grew to 68 members, with several making targeted investments in transformational areas of research. As a member of the Zenith Society, GHR Foundation provided a \$5 million lead gift to the Alzheimer's Prevention Initiative (API) APOE4 trial as a part of a broad, multiyear, public-private partnership. The study is focused on determining whether therapies targeting amyloid proteins in the brain may prevent or delay the emergence of Alzheimer's symptoms in people at particularly high genetic risk for developing the disease at older ages. Additionally, the Anne and Henry Zarrow Foundation committed to a \$5 million gift in support of the Alzheimer's Association Zenith Fellows Research Grants, and The Goodnow Fund committed to a \$2.5 million gift: \$500,000 to the APOE4 trial and the remaining to the Global Innovation Fund for Alzheimer's research. Since its inception, Zenith Society members have given more than \$90 million to advance the efforts of the Alzheimer's Association, including global research studies. The original investments made in these researchers and their studies have generated subsequent funding of more than \$1 billion from additional sources, including the National Institutes of Health and the National Institute on Aging.

Members of the **Founders Society** place the Association in their estate plans, creating a lasting legacy in the fight against Alzheimer's. Estate gifts increased 30 percent over the previous year and totaled \$53.7 million, making a philanthropic impact that will support families today and help change the course of the disease.

FY15 was a record-breaking season for **Walk to End Alzheimer's**, the world's largest event to raise funds and awareness to fight Alzheimer's, with 458,000 participants registering in over 630 communities nationwide. In total, more than \$67 million was raised to further Alzheimer's disease care, support and research, an increase of 19 percent over FY14. Growth and involvement from a dedicated volunteer base was a significant contributor to the event's success. In addition, Walk to End Alzheimer's rose two spots to number eight on the Peer-to-Peer Fundraising Thirty list, an annual benchmark study that ranks the top 30 peer-to-peer fundraising programs produced by U.S. nonprofits, showing the event's expanding success in all categories.

The Longest Day, a sunrise-to-sunset team event held on June 21, the summer solstice, raised \$3.1 million, drawing participants from all 50 states and nine countries. More than 2,000 teams selected activities, including running, hiking, baking, playing music and others, to honor the strength, heart and endurance of those facing Alzheimer's disease. New and growing partnerships contributed to the event's success. The event's inaugural global partner, the American Contract Bridge League (ACBL), led fundraising efforts in FY15 with a total of \$702,000. Returning global team partner NuStep raised over \$120,000 with participation from 80 teams, and Alpha Kappa Alpha Sorority, Inc., organized 428 teams, expanding participation to a new audience.

The Association holds a series of volunteer-driven flag football games around the country to engage young professionals in the cause. As part of this competition, titled **RivALZ**, teams are organized around age-old rivalries that inspire fundraising, awareness and action in the fight against Alzheimer's disease. A majority of the 48 games held in FY15 carried the theme of **Blondes vs. Brunettes**[®], and 15 of the games were new. Since its inception, the event has raised more than \$7 million for the Association.

The Association received a \$1 million pledge from the **Sigma Kappa Foundation**, Sigma Kappa Sorority's philanthropic entity, in support of the Alzheimer's Association My Brain campaign. The generous pledge by this longtime Association partner will fund clinical research focused on women and gender differences — a much-needed area of investigation — as well as studies led by female researchers who are working to advance Alzheimer's and dementia science.

Revenue from **generous corporate partners** grew by 9 percent in FY15, and through these relationships, the Association generated millions of impressions to increase concern and awareness of the disease. Two companies participated in The Longest Day Global Team program, raising more than \$535,000, and five new companies joined the Walk to End Alzheimer's National Team Program, bringing the total to 29 teams. During Alzheimer's & Brain Awareness Month, business channels generated 90 million customer and 901,000 employee impressions. Four new sponsors supported the Alzheimer's Association International Conference 2014, bringing the total to nine sponsors. In addition, three new members joined the Alzheimer's Association Research Roundtable for a total of 27 members. A complete list of corporate supporters at \$30,000 and above is available later in this report.

Additional support included a World of Difference grant from the Cigna Foundation to create **an innovative, Web-based eLearning education program** that will focus on living well for individuals in the early stage of Alzheimer's and other dementias. This interactive resource is intended to reach newly diagnosed individuals and those living in the early stage of the disease, helping them to remain active and engaged in their communities and empowering them to learn how to live their best life for as long as possible.

Cause marketing partnerships continued to show growth in 2015, resulting in a **22 percent increase in cause marketing revenue**. These results were generated by 23 cause marketing campaigns, including major retailers such as Marshalls, ALEX AND ANI, HSN, Walgreens and eBay. The Association had seven new cause marketing partners join in support of our mission in FY15: Shutterfly, Performance Foodservice, First Jewelry, Harris Tea, The Vintage Pearl, Dillard's and Toyota. During Alzheimer's & Brain Awareness Month, seven cause marketing partners supported The Longest Day; in addition to raising funds, these partners generated invaluable awareness for the Association and its mission with more than 240 million impressions.

The third annual **Hilarity for Charity**[®] (HFC) Los Angeles Variety Show, created by husband-and-wife team Seth Rogen and Lauren Miller Rogen to raise awareness of Alzheimer's disease among a younger generation, raised almost \$1 million. The event included performances by Joseph Gordon-Levitt, Sarah Silverman, "Weird Al" Yankovic and Bell Biv DeVoe. At the end of FY15, HFC, in partnership with Home Instead Senior Care, had awarded over 8,000 hours of care through the Alzheimer's and Dementia Care Relief Grant Program, an initiative to provide respite care to Alzheimer's caregivers who need it the most. HFC also began a virtual Google Hangout Support Group for caregivers under the age of 40. Since 2012, HFC has raised \$2.5 million to help families struggling with Alzheimer's care needs, increase support groups nationwide and fund cutting-edge research.

The 31st annual **New York Rita Hayworth Gala**, chaired by Princess Yasmin Aga Khan and Nicole Sexton, was held at the Waldorf Astoria Hotel and raised more than \$1.7 million. The event honored longtime supporters the Kornfeld Family with the Family Philanthropy Award. Mark Locks, president of Global Operations with Tiger J, LLC, received the Champion Award for his work raising awareness of the cause. Deborah Norville, two-time Emmy-winning anchor of "Inside Edition," served as emcee.

The Association held its biannual **Part the Cloud** luncheon, chaired by Part the Cloud Founder Mikey Hoag and Anne Lawler. The event included a research update from Association Chief Science Officer Dr. Maria Carrillo and keynote remarks from Lisa Genova, author of *The New York Times* bestselling book "Still

Alice.” Since 2012, Part the Cloud has raised over \$6.4 million and funded 10 grants in support of its mission to advance Alzheimer’s research with the highest probability of slowing, stopping or ultimately curing Alzheimer’s disease.

The 23rd annual **“A Night at Sardi’s,”** — a celebrity musical revue chaired by Laurie Burrows Grad and her late husband, Peter Grad, in honor of her father, the late playwright/director Abe Burrows — was held in Beverly Hills and raised \$1.2 million. The star-studded event honored the Sony Pictures Classics Film “Still Alice” with the Abe Burrows Entertainment Award and New Kids on the Block member Joey McIntyre with the Caregiver of the Year Award. This year’s participants and performers included Jason Alexander, Josh Gad, Grace Potter, Kimberly Williams-Paisley and the cast of “The Big Bang Theory.” “A Night at Sardi’s” has raised more than \$27 million for the care, support and research efforts of the Association.

The 28th annual **Chicago Rita Hayworth Gala,** chaired by Susan and Jim Draddy, was held at the Hilton Chicago. With more than 800 guests in attendance, the event raised over \$1.3 million. The Gala Steering Committee honored the life and legacy of the Association’s founding president and honorary chair, Jerome H. Stone, who passed away on Jan.1, 2015, at the age of 101.

Forget Me Not Days, an event hosted annually by Bankers Life and Casualty Company and Association chapters across the country, raised more than \$350,000 in FY15. On June 5-6, 2015, as part of Alzheimer’s & Brain Awareness Month, more than 1,000 Bankers Life employees teamed up with Alzheimer’s Association chapters in over 200 cities to collect donations and distribute specially marked packages of forget-me-not seeds to increase public awareness of Alzheimer’s. Forget Me Not Days has raised more than \$4.1 million for the Association since 2003.

FY15-FY17 Strategic Plan Overview

To enhance and strengthen the Alzheimer’s Association’s leadership position in order to expand the depth, breadth and pace of the Alzheimer’s movement, we have committed to do more. The FY15-FY17 Strategic Plan aims to aggressively advance the mission of the Alzheimer’s Association.

The chart below details priority activities underneath each strategic objective and our outcomes in each area for FY15. Our outstanding progress in these areas is a reflection of our commitment to the strategic plan, the support of generous and dedicated constituents and our determination to achieve our vision of a world without Alzheimer’s.

FY15 Priority Activities	FY15 Target	FY15 Outcomes	FY15 % of Target Achieved
Increasing Concern and Awareness			
Double media impressions naming the Alzheimer’s Association through creative utilization of integrated media, including emerging media, to consistently communicate key messages and calls to action to target audiences in local markets and nationwide.	Increase total impressions by 26% from 4,769,244,374 in FY14 to 6,009,247,911 in FY15.	6,583,265,531 media impressions.	110%
Increase constituent engagement via the Association’s largest channels to actively drive outcomes related to all strategic objectives.	Increase online visits by 5% from 21,409,305 in FY14 to 22,479,770 in FY15.	31,385,937 online visits.	140%
Increase visits to online properties including alz.org and social media channels.	Increase social media by 20% from 612,974 in FY14 to 735,569 in FY15.	737,759 social media visits.	100%
Increase e-news subscriptions.	Increase e-news subscriptions by 25% from 694,836 in FY14 to 868,545 in FY15.	874,314 e-news subscriptions.	101%
Increase the number of active grassroots advocates.	Increase grassroots advocates by 10% from 600,001 in FY14 to 660,001 in FY15.	632,150 grassroots advocates.	96%
Increase the retention of mass market event participants and donors while continuing to grow the number of participants.	Increase mass market signature event participants by 5% from 412,325 in FY14 to 432,941 in FY15.	466,145 participants.	108%

FY15 Priority Activities	FY15 Target	FY15 Outcomes	FY15 % of Target Achieved
Advancing Public Policy			
<p>Increase state priority driven meetings between Association representatives and members of state government nationwide by 50 percent each year, beginning from a state-specific baseline scaled by the population of each state, and report quarterly on progress toward achieving the Association's policy priorities for the state.</p>	<p>Increase state specific baseline by 50% to 981 state meetings. Forty-nine states and the District of Columbia hit target.</p>	<p>3,113 state meetings.</p>	<p>317%</p>
<p>On the federal level, develop a growing, volunteer-powered Alzheimer's Congressional Team for each member of Congress by supporting the Ambassador that is in place for every member. This is to be accomplished through the addition of at least one advocacy leader who has committed to serve in a defined Alzheimer's Congressional Team role.</p>	<p>Add an additional Alzheimer's Congressional Team member for one-third of Congress for 178 Congressional Teams.</p>	<p>274 Congressional Teams added an additional member.</p>	<p>154%</p>
<p>Double federal Alzheimer's Congressional Team actions in order to steadily strengthen relationships with their designated member of Congress.</p>	<p>Increase actions to an average of 200 action points for each member of Congress.</p>	<p>274 average action points.</p>	<p>137%</p>
Enhancing Care and Support			
<p>Increase the number of service contacts provided through Helpline, the care and support pages of alz.org, e-learning and MedicAlert + Safe Return by 15%.</p>	<p>Increase service contacts provided from 6,060,554 in FY14 to 6,969,637 in FY15.</p>	<p>7,738,303 service contacts provided.</p>	<p>111%</p>
<p>Increase nationwide referrals from professional health care providers to the Association.</p>	<p>Double referrals from professional health care providers from 2,807 in FY14 to 5,614 in FY15.</p>	<p>8,711 referrals.</p>	<p>155%</p>

FY15 Priority Activities	FY15 Target	FY15 Outcomes	FY15 % of Target Achieved
Enhancing Care and Support			
<p>Based on the outcome of the assessment, identify two standards supporting quality care and conduct research on three programs.</p>		<p>After a thorough request for proposal process, the Boston Consulting Group was chosen to support the care and support strategic assessment. The Care and Support Operational Task Force (CSOTF) was identified and will begin their work, which will include recommendations regarding standards in FY16.</p>	
Accelerating Research			
<p>Accelerate research funding through the Alzheimer's Association International Research Program to \$70 million by the final year of this plan, growing funding by \$10 million in FY15, \$20 million in FY16 and \$40 million in FY17, through a nationwide campaign targeting the additional audience of research-interested donors who have not yet fully engaged with the Association, and by engaging chapters in research education and fundraising and support of local research projects approved by the Alzheimer's Association Medical and Scientific Advisory Council.</p>	<p>Initiate national campaign for research, based on consultant findings and recommendations, to raise a minimum of an additional \$6.5 million for research.</p>		<p>158%</p>

FY15 Priority Activities	FY15 Target	FY15 Outcomes	FY15 % of Target Achieved
Accelerating Research			
<p>Expand the Alzheimer's Association international leadership role as a convener to collaborate and coordinate Alzheimer's research activities through the Alzheimer's Association International Conference® (AAIC®), the Alzheimer's Association Research Roundtable, ISTAART, the National Plan to Address Alzheimer's Disease, <i>Alzheimer's & Dementia: The Journal of the Alzheimer's Association</i> and other programs.</p>	<p>Increase AAIC attendance by 5% from 4,728 (a four-year average) to 4,965 (a four-year average).</p> <p>Increase ISTAART members by 5% from 2,516 in FY14 to 2,642 in FY15.</p>	<p>4,879 average attendees.</p> <p>2,743 ISTAART members.</p>	<p>98%</p> <p>104%</p>
<p>Grow nationwide clinical studies recruitment efforts that accelerate study enrollment and transform recruitment for Alzheimer's disease across the country.</p>	<p>Increase TrialMatch® engagement by 5% from 62,209 points in FY14 to 65,319 points in FY15.</p>	<p>82,662 TrialMatch points.</p>	<p>127%</p>
<p>Explore international fundraising efforts to support the International Research Program.</p>	<p>Create business plan for testing and piloting for implementation for FY16.</p>	<p>Initiated effort to become a Canadian charity and explored several efforts to fundraise specifically in Canada.</p>	<p>Partnered with Brain Canada to co-fund three awards in spring 2015.</p>
Growing Revenue Support of the Mission			
<p>Invest new resources to significantly grow Walk to End Alzheimer's®, identify and begin to implement a new nationwide second signature event, expand planned giving marketing, launch nationwide research campaign and engage corporate relationships to support all appropriate activities.</p>		<p>Grew Walk to End Alzheimer's revenue by 21 percent year-over-year to a total of \$70.3 million.</p> <p>Identified The Longest Day as second signature event; grew revenue by 74 percent to a total of \$3.1 million.</p> <p>Hired a planned giving consultant to conduct a comprehensive audit of Association-wide planned giving efforts.</p> <p>Achieved a 22 percent increase in cause marketing revenue.</p>	

FY15 Priority Activities	FY15 Target	FY15 Outcomes	FY15 % of Target Achieved
Growing Revenue Support of the Mission			
Fully implement major and intermediate giving program and corporate initiatives to realize full potential in all geographies and build pipeline for future growth.		<p>Secured four new Zenith Society members.</p> <p>Secured new gifts from existing Zenith Society members.</p> <p>Increased major gifts revenue 45 percent over FY14 and increased intermediate giving 35 percent year over year.</p> <p>Achieved a 9 percent growth year over year for corporate initiatives.</p>	
Sustain direct marketing, general development, relationship events and foundations revenue.		<p>Achieved highest-ever revenue year for direct marketing and general development revenue.</p> <p>Grew 104 percent in relationship events revenue above FY15 budgeted plan.</p>	

Treasurer's Report

The financial health of the Alzheimer's Association remains strong with the national organization's Consolidated Statement of Financial Position reflecting total assets of \$181.3 million as of the fiscal year ended June 30, 2015. Total revenues of \$166.3 million increased 23 percent from 2014, with \$151.4 million from donor contributions fueling the fight against Alzheimer's disease. Together with our network of 81 chapters, revenues totaled \$320.6 million.

Expenses were well managed. Of the total combined expenses (with our chapter network) of \$288.6 million, the Alzheimer's Association expended \$221.2 million on programmatic activities to forward our mission. To advance progress in Alzheimer's science, we invested \$32.5 million in research, more than \$17 million of which was awarded to 86 best-of-field scientific projects in seven countries through our International Research Grant Program, including the work of nearly 45 emerging scientists.

The Association continues to meet and exceed minimum standards of 65 percent program expenses set by the BBB Wise Giving Alliance, devoting more than 77 percent of expenses to programmatic activities.

In fiscal year 2015, the Association experienced great momentum in our fight to end Alzheimer's disease. We helped secure proposed historic funding increases of \$300 million and \$350 million, respectively, for Alzheimer's research from the House and Senate Appropriations Committees. We made strategic contributions to research as part of our investment of more than \$80 million to over 350 ongoing Alzheimer's research projects in 21 countries. We provided services and support to 3.6 million people affected by the disease, including answering more than 312,000 calls via our 24/7 Helpline. And we released the 2015 *Alzheimer's Disease Facts and Figures* report, which revealed that less than half of seniors diagnosed with Alzheimer's or their caregivers report being told of the diagnosis by a health care provider, driving the national conversation about this disease forward while raising critical awareness.

We are honored and grateful that our donors respect our stewardship, embrace our mission and are a vital part of the movement to conquer Alzheimer's disease.

Thomas J. Winkel
Treasurer, National Board of Directors

Alzheimer's Disease and Related Disorders Association, Inc. Consolidated Statements of Financial Position

June 30,
(In thousands)

ASSETS	2015	2014
Cash	\$ 38,951	\$ 30,157
Pledges receivable, net	37,405	21,056
Receivables - Chapters, net	19,376	18,624
Other receivables	1,363	4,513
Notes receivable	26	40
Inventories of education materials, at cost	505	416
Investments	48,669	54,289
Prepaid expenses	4,694	4,637
Assets held in trust	226	222
Fixed assets, net	7,967	7,675
Beneficial interest in split-interest agreements	5,229	5,329
Beneficial interest in perpetual trusts	16,871	14,981
	<hr/>	<hr/>
TOTAL ASSETS	\$181,282	\$161,939
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable	\$ 1,128	\$ 1,898
Grants payable, net	20,268	21,885
Deferred compensation payable	526	372
Accrued expenses	10,953	7,411
Self-insurance reserve	290	257
Accounts payable - Chapters	14,563	15,184
Gift annuity obligations	5,161	5,050
Deferred revenue	2,415	3,183
Deferred rent	1,361	1,682
	<hr/>	<hr/>
TOTAL LIABILITIES	56,665	56,922
NET ASSETS		
Unrestricted	42,285	40,000
Temporarily restricted	52,785	37,497
Permanently restricted	29,547	27,520
	<hr/>	<hr/>
TOTAL NET ASSETS	124,617	105,017
	<hr/>	<hr/>
TOTAL LIABILITIES AND NET ASSETS	\$181,282	\$161,939

Alzheimer's Disease and Related Disorders Association, Inc. Consolidated Statements of Activities

Year ended June 30, 2015, with comparative totals for 2014

(In thousands)

	2015			2014 total	
	Unrestricted	Temporarily restricted	Permanently restricted		Total
REVENUES, GAINS AND OTHER SUPPORT					
Contributions	\$ 97,265	\$ 41,513	\$ 38	\$138,816	\$113,354
Less contributions remitted to Chapters	(36,640)	-	-	(36,640)	(33,287)
Add amounts received from Chapters under shared fundraising	49,205	-	-	49,205	42,366
NET CONTRIBUTION REVENUES	109,830	41,513	38	151,381	122,433
Book sales and other	12,129	-	-	12,129	10,610
Dividends and interest	1,787	1,031	-	2,818	2,044
Net assets released from restrictions	27,139	(27,139)	-	-	-
TOTAL REVENUES, GAINS AND OTHER SUPPORT	150,885	15,405	38	166,328	135,087
EXPENSES					
PROGRAM SERVICES					
Research	32,535	-	-	32,535	29,147
Public awareness and education	40,662	-	-	40,662	31,340
Chapter services	11,035	-	-	11,035	10,834
Public policy	8,384	-	-	8,384	8,744
Family and healthcare professional services	22,470	-	-	22,470	19,291
TOTAL PROGRAM SERVICES	115,086	-	-	115,086	99,356
SUPPORTING SERVICES					
Management and general	9,685	-	-	9,685	7,357
Fundraising	22,990	-	-	22,990	20,371
TOTAL SUPPORTING SERVICES	32,675	-	-	32,675	27,728
TOTAL EXPENSES	147,761	-	-	147,761	127,084
EXCESS FROM OPERATIONS	3,124	15,405	38	18,567	8,003
OTHER CHANGES IN NET ASSETS					
Net realized and unrealized (losses) gains in value of investments	(664)	(146)	-	(810)	4,923
Change in value of split-interest agreements	(234)	(256)	-	(490)	(254)
Change in value of perpetual trust	-	-	(298)	(298)	1,548
Acquisition of dissolved chapters	464	285	2,287	3,036	6,164
Bad debt expense	(405)	-	-	(405)	(520)
TOTAL OTHER CHANGES IN NET ASSETS	(839)	(117)	1,989	1,033	11,861
CHANGE IN NET ASSETS	2,285	15,288	2,027	19,600	19,864
NET ASSETS AT BEGINNING OF YEAR	40,000	37,497	27,520	105,017	85,153
NET ASSETS AT END OF YEAR	\$ 42,285	\$ 52,785	\$ 29,547	\$124,617	\$105,017

Alzheimer's Disease and Related Disorders Association, Inc. National and Chapter Combined Revenue and Expense Statements

For the year ended June 30, 2015

(In thousands)

(unaudited)	National	Chapters	Elimination	Total
REVENUES, GAINS AND OTHER SUPPORT				
Contributions	\$ 138,816	\$ 156,238	\$ (158)	\$ 294,896
Contributions remitted to Chapters	(36,640)	36,640		-
Amounts received from Chapters under shared fundraising	49,205	(49,205)		-
NET CONTRIBUTION REVENUES	151,381	143,673	(158)	294,896
Other revenue	12,129	8,322	(250)	20,201
Dividends and interest	2,818	2,714		5,532
TOTAL REVENUES, GAINS AND OTHER SUPPORT	166,328	154,709	(408)	320,629
EXPENSES				
PROGRAM SERVICES				
Research	32,535	158	(158)	32,535
Public awareness and education	40,662	26,857		67,519
Chapter services	11,035	-	(250)	10,785
Public policy	8,384	5,893		14,277
Family and healthcare professional services	22,470	73,600		96,070
TOTAL PROGRAM SERVICES	115,086	106,508	(408)	221,186
SUPPORTING SERVICES				
Management and general	9,685	11,687	-	21,372
Fundraising	22,990	23,081	-	46,071
TOTAL SUPPORTING SERVICES	32,675	34,768	-	67,443
TOTAL EXPENSES	147,761	141,276	(408)	288,629
EXCESS FROM OPERATIONS	18,567	13,433	-	32,000
OTHER CHANGES IN NET ASSETS				
Net realized and unrealized gains in value of investments	(810)	(437)	-	(1,247)
Change in value of split-interest agreements	(490)	(88)	-	(578)
Change in value of perpetual trust	(298)	(111)	-	(409)
Acquisition of dissolved chapters	3,036	(2,936)	-	100
Bad debt expenses	(405)	-	-	(405)
Other transfers of net assets	-	(46)	-	(46)
Total other changes in net assets	1,033	(3,618)	-	(2,585)
INCREASE IN NET ASSETS	\$ 19,600	\$ 9,815	\$ -	\$ 29,415

The Combined Revenue and Expense Statements

Combined Revenue and Expense Statements are unaudited and not part of the national office of the Alzheimer's Association audited financial statements.
June 30, 2015

1. *Compilation Policy:* The combined financial information for the 12 months ended June 30, 2015, was compiled primarily from audit reports provided to the National Organization by the Association's 55 chapters and combined with the audited activity of the National Organization for the 12 months ended June 30, 2015. The chapters' data was obtained from audited and draft financial statements compiled into a combined report for management reporting purposes. The accounting policies followed by the chapters are not necessarily the same practices followed by the National Organization.

2. *Eliminations:* All material intercompany transactions were eliminated in this combined statement.

Alzheimer's Association Celebrity Champions

The Association's celebrity Champions enthusiastically embrace our vision of a world without Alzheimer's disease. Together, we continue to advance scientific discoveries and care services to aid those with the disease now and in the future.

Trevor Albert

Producer, "I'll Be Me,"
"Groundhog Day," "The League of
Extraordinary Gentlemen"

Jason Alexander

Actor, NBC's "Seinfeld,"
"Pretty Woman," "Shallow Hal"

Anthony Anderson

Actor, comedian, ABC's
"Black-ish," NBC's "Law &
Order," "Transformers"

Judd Apatow

Director, producer, writer, HBO's
"Girls," "Trainwreck," "This Is
40," "Bridesmaids," "Knocked Up"

Katie Armiger

Country music artist

Valerie Azlynn

Actress, TBS' "Sullivan & Son"

Scott Bakula

Actor, NBC's "Quantum Leap,"
HBO's "Behind the Candelabra,"
TNT's "Men of a Certain Age,"
UPN's "Star Trek: Enterprise"

Leslie Bibb

Actress, FX's "The League,"
"Iron Man," "Iron Man 2," "Law
Abiding Citizen," ABC's "GCB"

Wayne Brady

Comedian, actor, host, ABC's
"Whose Line is it Anyway," CBS'
"Let's Make a Deal"

Coach Frank Broyles

Former football coach and athletic
director, University of Arkansas

Kate Burton

Actress, ABC's "Grey's Anatomy,"
ABC's "Scandal," "127 Hours"

Candace Bushnell

Author, columnist, "Sex and
the City," "Lipstick Jungle,"
"The Carrie Diaries"

Kyle Chandler

Actor, Netflix's "Bloodline,"
NBC's "Friday Night Lights,"
CBS' "Early Edition," "The Wolf
of Wall Street," "Argo," "Zero
Dark Thirty"

Alexandra Chando

Actress, ABC Family's
"The Lying Game"

Bradley Cooper

Actor, "American Sniper,"
"American Hustle," "Silver Linings
Playbook," "The Hangover,"
"The Hangover Part II,"
"The Hangover Part III"

Dear Abby

Advice columnist

Diamond Jim

2007 Westminster, Best in Show

Dominic Chianese

Actor, CBS' "The Good Wife,"
HBO's "Boardwalk Empire,"
HBO's "The Sopranos"

Autumn Chiklis

Actress, FX's "The Shield"

Michael Chiklis

Actor, FOX's "Gotham," FX's
"American Horror Story," FX's
"The Shield," "Fantastic Four"

Dwight Clark

Former NFL wide receiver

Thomas Dekker

Actor, FOX's "Backstrom,"
The CW's "The Secret Circle,"
FOX's "Terminator: The Sarah
Connor Chronicles,"
"A Nightmare on Elm Street"

Anoop Desai

Music artist, FOX's "American
Idol" season eight

Kaitlyn Dever

Actress, ABC's "Last Man
Standing," FX's "Justified"

Torrey DeVitto

Actress, ABC Family's
"Pretty Little Liars," The CW's
"The Vampire Diaries," Lifetime's
"Army Wives"

Colin Donnell

Actor, The CW's "Arrow"

Trevor Donovan

Actor, ABC Family's "Melissa &
Joey," The CW's "90210," NBC's
"Days of Our Lives"

Emerson Drive

Country music band

Olympia Dukakis

Actress, "Away From Her," "Steel
Magnolias," "Moonstruck"

Christine Ebersole

Actress, USA's "Royal Pains," TBS'
"Sullivan & Son," "The Wolf of
Wall Street"

Héctor Elizondo

Actor, "Pretty Woman,"
"New Year's Eve," ABC's
"Last Man Standing"

Shelley Fabares

Actress, ABC's "Donna Reed,"
ABC's "Coach"

Barrett Foa

Actor, CBS' "NCIS: Los Angeles"

Jack Ford

Journalist, legal analyst

Vivica A. Fox

Actress, HBO's "Curb Your
Enthusiasm," ABC's "Dancing
with the Stars," "Three Can Play
That Game"

Dwight Freeney

NFL defensive end,
San Diego Chargers

Soleil Moon Frye

Actress, author, entrepreneur,
NBC's "Punky Brewster,"
The WB's "Sabrina, the
Teenage Witch"

Emma Fuhrmann

Actress, "Blended," "The Magic of
Belle Isle"

Nichole Galicia

Actress, model, Syfy's "Defiance,"
"Django Unchained"

Johnny Galecki

Actor, CBS' "The Big Bang
Theory," "Hancock"

Peter Gallagher

Actor, "Burlesque," CBS' "The
Good Wife," USA's "Covert
Affairs," FOX's "The O.C."

Victor Garber

Actor, CW's "The Flash," Starz's
"Power," NBC's "Deception,"
Showtime's "Web Therapy," ABC's
"Eli Stone," "Argo," "Titanic"

Nina Garcia

Creative director, Marie Claire;
judge, Lifetime's "Project
Runway," author

Phyllis George

Miss America 1971, Former First
Lady of Kentucky, journalist,
entrepreneur, author

Leeza Gibbons

Radio host, entrepreneur,
host, "America Now,"
"Entertainment Tonight"

John Glover

Actor, CBS' "The Good Wife,"
The CW's "Smallville"

Bob Goen

Host, GSN.com's "Marianne and
Bob," "Entertainment Tonight"

Allie Gonino

Actress, Sundance Channel's
"The Red Road," ABC Family's
"The Lying Game"

Yvette Gonzalez-Nacer

Actress, Nick Jr.'s "Fresh Beat
Band of Spies"

Beth Grant

Actress, FOX's "The Mindy
Project," "Crazy Heart," "Little
Miss Sunshine," "Donnie Darko"

Bryant Gumbel

Journalist, host, HBO's "Real
Sports with Bryant Gumbel"

Samantha Harris

Host, "Entertainment Tonight,"
ABC's "Dancing with the Stars,"
NBC's "Stars Earn Stripes"

Jackée Harry

Actress, The CW's "The First
Family," The WB's "Sister,
Sister," The CW's "Everybody
Hates Chris"

Linda Hart

Actress, CBS' "Gypsy," "Tin Cup"

Elisabeth Hasselbeck

Co-host, Fox News Channel's "Fox
& Friends," ABC's "The View"

Simon Helberg

Actor, CBS'
"The Big Bang Theory"

Elaine Hendrix

Actress, "The Parent Trap,"
"Inspector Gadget 2"

Marilu Henner

Actress, author, FOX's "Brooklyn
Nine-Nine," NBC's "All-Star
Apprentice," ABC's "Taxi," CBS'
"Evening Shade"

Ken Howard

Actor, NBC's "30 Rock,"
"J Edgar," "In Her Shoes,"
"Michael Clayton," CBS'
"The White Shadow," "A.C.O.D."

Emma Mae Jacob

Country music artist

Matt Jenkins

Country music artist

Rafer Johnson

USA Olympic Team, gold
and silver medalist, decathlon

Melina Kanakaredes

Actress, CBS' "Extant,"
CBS' "CSI: NY," NBC's
"Providence," "Snitch"

Tim Kang

Actor, CBS' "The Mentalist"

Lainie Kazan

Actress, "My Big Fat
Greek Wedding," ABC's
"Desperate Housewives"

James Keach

Producer, actor, director,
"I'll Be Me," "Walk the Line,"
"Waiting for Forever"

Princess Yasmin Aga Khan

Philanthropist

Jean Louisa Kelly

Actress, Yahoo!'s "Sin City
Saints," CBS' "Yes, Dear,"
"Mr. Holland's Opus"

Alzheimer's Association Celebrity Champions, continued

Naeem & Ranjana Khan
Fashion and jewelry designers

Georgia King
Actress, NBC's "The New Normal," "One Day," "Austenland"

Ricki Lake
Actress, host, "The Ricki Lake Show," VH1's "Charm School," ABC's "Dancing with the Stars"

Matt Lanter
Actor, The CW's "90210," Disney XD's "Ultimate Spider-Man," The CW's "Star-Crossed," Cartoon Network's "Star Wars: The Clone Wars," "The Roommate"

Sharon Lawrence
Actress, TNT's "Rizzoli & Isles," ABC's "NYPD Blue," The WB's "One Tree Hill"

Norm Lewis
Actor, ABC's "Scandal," "Les Misérables in Concert: The 25th Anniversary"

Vicki Lewis
Actress, NBC's "NewsRadio," Disney Channel's "Sonny with a Chance," "Finding Nemo"

Luke Macfarlane
Actor, NBC's "The Night Shift," ABC's "Brothers & Sisters"

Leslie Mann
Actress, "The Other Woman," "The Bling Ring," "This Is 40," "The Change-Up," "Funny People," "Knocked Up"

Gilles Marini
Actor, Lifetime's "Devious Maids," ABC Family's "Switched at Birth," ABC's "Brothers & Sisters," CBS' "2 Broke Girls," "Sex and the City"

Garry Marshall
Actor, director, producer, "Happy Days," "Pretty Woman," "New Year's Eve"

Ronny Marshall
Producer, NBC's "Valerie," ABC's and CBS' "Step by Step"

Penny Marshall
Actress, director, producer, ABC's "Laverne and Shirley," "A League of Their Own," "Big"

Kathy Mattea
Country music artist

David Mazouz
Actor, FOX's "Gotham," FOX's "Touch"

Callan McAuliffe
Actor, "The Great Gatsby," "I Am Number Four"

Kevin McKidd
Actor, ABC's "Grey's Anatomy," "Rome," "Brave"

Joey McIntyre
Singer, songwriter, actor, New Kids on the Block

Lauren Miller
Actress, writer, producer, "Superbad," "Observe and Report," "For a Good Time, Call..."

Katy Mixon
Actress, CBS' "Mike and Molly," HBO's "Eastbound & Down"

Natalie Morales
Journalist, NBC's "The Today Show"

Terry Moran
London-based news anchor and chief foreign correspondent, ABC News

Rob Morrow
Actor, CBS' "Northern Exposure," CBS' "Numb3rs"

Robert Morse
Actor, AMC's "Mad Men"

Kate Mulgrew
Actress, Netflix's "Orange Is the New Black," UPN's "Star Trek: Voyager," NBC's "Mercy"

Kunal Nayyar
Actor, CBS' "The Big Bang Theory"

Leslie Odom Jr.
Actor, NBC's "Law & Order: SVU," "Smash," CBS' "Person of Interest," FOX's "Vanished"

Terrell Owens
Former NFL wide receiver, VH1's "The T.O. Show"

Jim Parsons
Emmy- and Golden Globe-winning actor, CBS' "The Big Bang Theory"

Steven Pasquale
Actor, CBS' "The Good Wife," Netflix's "Bloodline," FX's "Rescue Me," NBC's "Do No Harm"

David Hyde Pierce
Emmy- and Tony-winning actor, NBC's "Frasier," "Curtains," "The Perfect Host," CBS' "The Good Wife"

Tony Plana
Actor, ABC's "Ugly Betty," CBS' "Madam Secretary"

Jesse Plemons
Actor, NBC's "Friday Night Lights," AMC's "Breaking Bad," "The Master," FX's " Fargo"

Sarah Polley

Actress, director, "Away from Her," HBO's "John Adams"

Scott Porter

Actor, NBC's "Friday Night Lights," The CW's "Hart of Dixie," CBS' "The Good Wife"

Grace Potter

Lead vocalist and multi-instrumentalist, Grace Potter and the Nocturnals

Carrie Preston

Emmy-winning actress, HBO's "True Blood," CBS' "The Good Wife"

Josh Radnor

Actor, CBS' "How I Met Your Mother," "Afternoon Delight," "Liberal Arts"

Sarah Rafferty

Actress, USA's "Suits"

Ahmad Rashād

Former NFL wide receiver, sportscaster

Ron Rifkin

Actor, NBC's "Law & Order: SVU," ABC's "Brothers and Sisters," "Alias"

Nicolette Robinson

Actress, Showtime's "The Affair," NBC's "Perfect Couples"

Seth Rogen

Actor, comedian, writer, producer, director, "The Interview," "Neighbors," "22 Jump Street," "Pineapple Express," "Knocked Up"

Elisabeth Röhm

Actress, CBS' "Stalker," NBC's "Law & Order," "American Hustle," Lifetime's "The Client List"

Jon Runyan

Former NFL tackle, Philadelphia Eagles, U.S. representative

Rex Ryan

NFL head coach, Buffalo Bills

Raphael Sbarge

Actor, TNT's "Murder in the First," ABC's "Once Upon a Time," CBS' "The Guardian"

Jane Seymour

Actress, CBS' "Dr. Quinn, Medicine Woman," ABC's "Dancing with the Stars," "Wedding Crashers"

Molly Sims

Actress, model, NBC's "Las Vegas," "Yes Man"

Patty Smyth

Rock and roll music artist

Jean Smart

Actress, FX's "Fargo," CBS' "Designing Women," ABC's "Samantha Who?," NBC's "Harry's Law"

Abigail Spencer

Actress, HBO's "True Detective," "Oz the Great and Powerful," "This Means War," "Cowboys & Aliens," AMC's "Mad Men," USA's "Suits"

Brent Spiner

Actor, "Star Trek: The Next Generation"

April Taylor

Country music artist

Aimee Teegarden

Actress, NBC's "Friday Night Lights," The CW's "Star-Crossed," "Prom," "Love and Honor"

Tracie Thoms

Actress, "Annie," "Safe House," CBS' "Cold Case," "Rent" film and Broadway, "The Devil Wears Prada"

Lea Thompson

Actress, "Back to the Future," NBC's "Caroline in the City," ABC Family's "Switched at Birth"

Dick Van Dyke

Actor, "Night at the Museum," "Mary Poppins," CBS' "Diagnosis Murder"

Ally Walker

Actress, A&E's "Longmire," NBC's "Profiler," FX's "Sons of Anarchy," Lifetime's "The Protector"

Steven Weber

Actor, ABC Family's "Chasing Life," CBS' "NCIS: New Orleans," NBC's "Wings," ABC's "Brothers & Sisters"

Whiskey Falls

Country music band

Anna Wilson

Jazz music artist

Sam Witwer

Actor, Syfy's "Being Human," The CW's "Smallville"

Parker Young

Actor, The CW's "Arrow," ABC's "Suburgatory," FOX's "Enlisted"

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Chicago, IL 60601

Alzheimer's Association
Public Policy Office
1212 New York Ave., N.W., Suite 800
Washington, DC 20005

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THE BRAINS BEHIND SAVING YOURS.®

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Our vision is a world without Alzheimer's disease.*

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