Imagine a world united by women against Alzheimer’s. That vision is at the heart of WomenAgainstAlzheimer’s, a group of women across the globe who are demanding solutions for the health crisis and social injustice of Alzheimer’s.

Alzheimer’s is the most dangerous threat facing women today. Women are twice as likely both to die with Alzheimer’s, and care for someone with the disease. Overall, women bear 80% of Alzheimer’s total cost, which is set to rise dramatically as the disease’s prevalence explodes. We cannot and will not tolerate this immense unbalanced burden any longer.

We have launched the We Won’t Wait campaign—the first-ever effort to define Alzheimer’s as a women’s rights imperative—affecting both economic and health-related justice for women—and demanding immediate responses. The campaign aims to ignite widespread action and awareness among women and rally them aggressively to fight for an end to Alzheimer’s.

About the Women’s Leadership Council

A critical element of the We Won’t Wait campaign is the Women’s Leadership Council, which brings together influential women executives from the highest levels of leading global companies. Women’s Leadership Council members contribute their reputation, resources, and talent to WomenAgainstAlzheimer’s, providing a platform for women to fight—and beat—Alzheimer’s.

Opportunities

The Women’s Leadership Council offers unique opportunities for members to push Alzheimer’s to the top of corporate and social agendas worldwide:

1. **Support innovative gatherings of women leaders**

   Every year, we invite our Women’s Leadership Council members and a diverse set of women to dynamic gatherings, where they share their wisdom, develop new ideas, and then spread these solutions to powerful networks.

2. **Participate in VIP events**

   Through prominent events like the Out of the Shadows dinner, our well-connected Women’s Leadership Council members can help to build Alzheimer’s awareness with key stakeholders and spark productive discussions.

3. **Sponsor a Research Challenge**

   Women’s Leadership Council members can channel their resources to drive scientific progress and increase Alzheimer’s research funding, particularly for sex-based studies, which lag far behind other diseases.
Benefits

Women’s Leadership Council members receive a variety of membership benefits that both recognize their contributions and help them to accelerate the pace of change, including:

- **A vital leadership role in WomenAgainstAlzheimer’s mission to end Alzheimer’s by 2020**
- **Recognition with key audiences through our print materials, website, and annual report**
- **VIP opportunities at USA2 and WomenAgainstAlzheimer’s events held throughout the year**
- **Expert support for social media advocacy and digital marketing**
- **We Won’t Wait Toolkit with tips and ideas for speaking up about Alzheimer’s**
- **Access to the latest research in Alzheimer’s, Alzheimer’s Daily, and other resources**

Contributions

In addition to financial contributions, many of our Women’s Leadership Council members also choose to participate directly in the work of WomenAgainstAlzheimer’s and We Won’t Wait:

- **Convene courageous conversations and round tables.** We support Women’s Leadership Council members as they host small inspirational and educational gatherings of women, internal roundtables with employees, or external roundtables with other Leadership Council members.
- **Voice support on social media.** WomenAgainstAlzheimer’s provides content to help Women’s Leadership Council members raise awareness and enrich education through postings on social media.
- **Make introductions.** Women’s Leadership Council members often act as connectors and facilitators between WomenAgainstAlzheimer’s and companies that may want to sponsor the We Won’t Wait crusade.
- **Communicate with networks.** We provide sample emails for Women’s Leadership Council members’ events, as well as specially designed activities for them to share with their networks.

Endnotes