



UsAgainstAlzheimer's Annual Report

2018

UsAgainstAlzheimer's

THE OPPORTUNITY

Alzheimer's disease is the largest public health crisis of the 21st century, and it must be eradicated. Currently, there are 5.8 million Americans living with Alzheimer's disease, at an annual cost of \$290 billion. African Americans are twice as likely to have this disease as non-Hispanic whites, while Latinos are 1.5 times as likely. These individuals are supported by 16 million caregivers, two-thirds of whom are women. It is the only top-10 disease without a current known effective treatment or cure. If nothing changes, by 2050, there will be 14 million Americans living with Alzheimer's at an annual cost to our healthcare system of more than \$1 trillion. **The time to act is now.**

OUR THEORY OF CHANGE

"We're going to beat Alzheimer's disease. Emerging science and quick adoption will allow us to accelerate faster towards a cure. There's reason to be hopeful."

This is the message of UsAgainstAlzheimer's, an advocacy organization dedicated to disrupting the status quo and accelerating towards an effective means of prevention, treatment, and a cure for Alzheimer's. Urged on by UsAgainstAlzheimer's, the U.S. has set a national goal of preventing and effectively treating Alzheimer's by 2025, but we are pushing hard for faster action and results. Emerging science suggests that it may be possible to slow, delay, and possibly even prevent Alzheimer's, and that there are risk modifying behaviors individuals can adopt today. We are fighting not only for a cure, but for an optimal

system of brain health – a system within which: cognitive health is treated as part of general health; any conversation of wellness includes cognition; comorbidities are managed, using the latest clinical research from diverse trial and research populations to manage whole health; and siloes that treat an individual by age or organ are removed. All of this must occur while we maintain our relentless pursuit of therapies that address symptoms and arrest the course of this disease. This comprehensive, strategic assault is the best way to bring about a true end to Alzheimer's – the most insidious disease of our time.



CHAIRMAN'S LETTER

UsAgainstAlzheimer's was founded in 2010 with the bold goal of stopping Alzheimer's by 2020. We have worked daily with urgency to be disruptive and to collaborate with others to drive towards the results that patients and families deserve.

I am proud of what we have accomplished in the Alzheimer's fight, even if the battle is far from over. The actions and catalytic leadership of UsAgainstAlzheimer's are producing tangible results.

U.S. investment in dementia research at the National Institutes of Health has grown five times larger—from \$448 million in 2010 to nearly \$2.4 billion for FY 2019.

We have created partnerships with industry, corporations, government, researchers and more than 100 Alzheimer's organizations reaching over 3 million people.

We incubated and spun off the Global Alzheimer's Platform Foundation (GAP), an integrated global clinical trial network with 81 trial sites that is reducing the cost, time and risk of Alzheimer's disease clinical trials.

We've launched a strategic brain health initiative and partnership platform to accelerate efforts to prevent Alzheimer's and other dementias.

We developed legislation – the CHANGE Act – to encourage early assessment and diagnosis, relieve burdens on caregivers and accelerate progress to disease-modifying treatments.

We have worked to reduce barriers to getting effective Alzheimer's drugs to market, including working in partnership with the Food & Drug Administration to drive change in key regulations that enable drug development targeted at early disease.

In these pages, you'll find highlights of the game-changing accomplishments and tremendous progress of UsAgainstAlzheimer's and our partners in the past year.

As I write this, there are emerging signs that the tide on Alzheimer's drug therapies seems to be turning after years of setbacks, with progress seen with several drugs in the regulatory process. Disappointments of the past are now being replaced by hopes for the future.

But millions of families still are experiencing Alzheimer's today, and the numbers are rising. We can never be satisfied until the job is done. Thank you to our partners, allies and donors in the fight to end this cruel disease.

George Vradenburg

Chairman and Co-Founder, UsAgainstAlzheimer's
November, 2019

HOW WE'RE MAKING AN IMPACT

UsAgainstAlzheimer's transformative programming is focused on proactive brain health across the lifespan and understanding what matters across the lived experiences of those affected by Alzheimer's, in the service of preventing, treating and curing this disease. We are

working to ensure that all communities have their voices heard and get a chance to be brain healthy from the earliest years while building resistance to and resilience against potential cognitive decline. Our work is structured around three Impact Centers.

Alzheimer's Disease Disparities Engagement Network (ADDEN)

ADDEN is a national network of stakeholders convened by UsAgainstAlzheimer's committed to understanding and narrowing brain health disparities in Alzheimer's research, care, and treatment for communities of color and women.

In 2018, ADDEN and its more than 50 partners provided tailored brain health education to more than 5,000 underserved community members across five cities through our signature "Forget Me Not" play and "Who's Your Coco?" campaign, increasing awareness of brain health and research in high-risk communities.

ADDEN also increased community capacity to engage in Alzheimer's related research through technical assistance and culturally tailored educational events in targeted geographies like Kansas City, leading to a 16-fold increase of Latino participation in the University of Kansas Alzheimer's Disease Cohort. In addition, ADDEN published the first-ever national poll of dementia caregivers related to their access to paid family and medical leave benefits, resulting in national media coverage from Time and other outlets.

ADDEN and its **more than 50 partners** provided tailored brain health education to more than **5,000 underserved community members across five cities.**

BE BRAIN POWERFUL
Join the campaign at bebrainpowerful.org



Brain Health Partnership

Our Brain Health Partnership seeks to accelerate action to optimize brain health across the lifespan. We advocate fiercely for policies and practices that expand access to science-backed preventive interventions, cognitive screenings, and the latest technology and tools. We are cultivating a culture of brain health to defeat stigma and build awareness about steps people can take to reduce risk and demand better care. In partnership with experts, we are engaging the scientific community in setting brain health goals and strategies. Our strategic approach is grounded in science and partnerships, to build a better brain health ecosystem.

With our WomenAgainstAlzheimer's network, in November 2018, the Brain Health Partnership launched the Campaign for Women's Brain Health, Be Brain Powerful®, with Former First Lady Laura Bush. Campaign partners include the Alzheimer's Drug Discovery Foundation, AARP, Aspen Brain Lab, Biogen, Curves, Hilarity for Charity, Joy of Mom, Eli Lilly and Company, and Woman's Day. Our networks and coalitions are engaging communities of color, military veterans, and millennials in the campaign.

We are engaging the scientific community in setting brain health goals and strategies.



Alzheimer's Disease Patient and Caregiver Engagement (AD PACE®) & A-LIST®

AD PACE and A-LIST give voice to people living with dementias and their caregivers by asking their opinions on issues related to every aspect of living with this disease.

Launched in 2018, AD PACE is developing a new, rigorous evidence base of outcomes that matter most to those affected by Alzheimer's across the disease continuum. These findings will deliver needed insights to inform clinical trial design, regulatory review, and payer determinations of what constitutes value for purposes of payment and coverage.

A-LIST, launched in 2016, is a first-of-its-kind online community of people with or at risk for Alzheimer's, other dementias and Mild Cognitive Impairment, and current and former caregivers. In 2018, A-LIST® was more than 6,000 members strong and growing. Its What Matters Most Insights surveys engage diverse communities on a range of research topics, including patient and caregiver preferences, patient-doctor relationships, emotions, clinical trials, cognitive assessment, caregiver health, technology and the role of faith. In 2018, the A-LIST® fielded 12 surveys and received more than 18,000 responses. At the 2018 GSA Annual Scientific Meeting, the A-LIST® and Mayo Clinic researchers presented a poster on their study "Integrating Family Caregivers into Health Care Delivery: The Building Blocks for Potential Best Practices."

In 2018, the A-LIST® fielded 12 surveys and received more than **18,000 responses**

Our Networks

Supporting each Impact Center are our networks, which work through collaboration, mobilizing the most deeply affected communities and forging important partnerships. United under UsAgainstAlzheimer's, our networks engage their constituents and partners around proactive brain health across the lifespan, stopping Alzheimer's and caring for those touched by it.

AfricanAmericansAgainstAlzheimer's

ClergyAgainstAlzheimer's

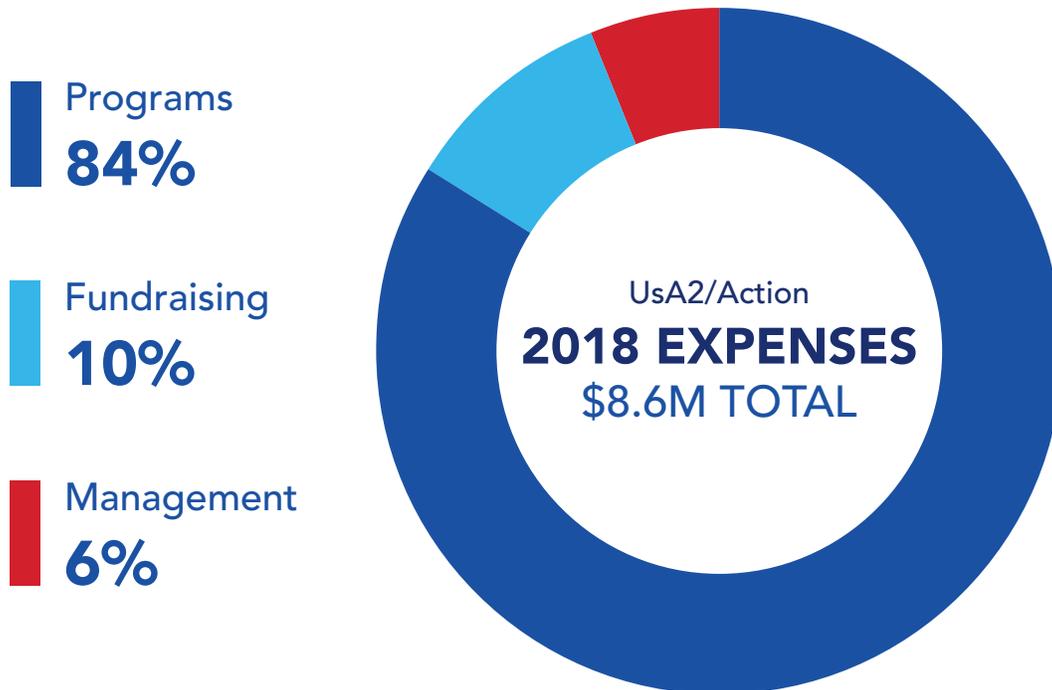
LatinosAgainstAlzheimer's

ResearchersAgainstAlzheimer's

VeteransAgainstAlzheimer's

WomenAgainstAlzheimer's

2018 FINANCIALS



COMBINED STATEMENT OF ACTIVITIES AND CHANGE IN NET ASSETS

for the Year Ended December 31, 2018

With summarized financial information for 2017

	2018			2017
REVENUE	Unrestricted	Restricted	Total	Total
Contributions and Grants	3,049,795	4,651,179	7,700,974	10,239,654
Events	238,430		238,430	
Investment Income, Net	4,651		4,651	92
Interest Income			-	
Contributed Services and Materials	10,884		10,884	10,475
Net Assets Released from Donor Restrictions	4,689,982	(4,689,982)	-	
Total Revenue	7,993,742	(38,803)	7,954,939	10,250,221
EXPENSES	Unrestricted	Restricted	Total	Total
Program Services	7,259,708		7,259,708	6,184,411
Support Services:			-	
Fundraising	839,651		839,651	652,527
Management and General	547,919		547,919	444,424
Total Supporting Services	1,387,570		1,387,570	1,096,951
Total Expenses	8,647,278		8,647,278	7,281,362
			-	
Change in Net Assets	(653,536)	(38,803)	(692,339)	2,968,859
Net Assets at Beginning of Year	1,763,084	3,609,469	5,372,553	2,403,694
Net Assets at End of Year	1,109,548	3,570,666	4,680,214	5,372,553

A complete copy of the financial statements audited by Gelman, Rosenberg & Freedman is available upon request from UsAgainstAlzheimer's at www.usagainstalzheimer.org

INDIVIDUAL DONOR PROFILE

MADDY AND KEN DYCHTWARD

UsAgainstAlzheimer's relies on the generosity of individuals who financially support our mission to end Alzheimer's.

Maddy and Ken Dychtwald have been involved with UsAgainstAlzheimer's from our earliest days. Their unwavering commitment to our mission, coupled with their support and ongoing strategic guidance bring tremendous value to our work.

The Dychtwalds are uniquely qualified to understand the urgency of finding a disease modifying drug for Alzheimer's having spent their entire careers deeply engaged in understanding aging. They are the co-founders of Age Wave, the world's leader in addressing the far-reaching impacts of our aging population. The Age Wave team has worked with more than half of the Fortune 500 in industries ranging from healthcare and medical technology to financial services and consumer marketing.

Each has been a leader as well for our organization: Ken has served on our Board, and Maddy is a founding member of WomenAgainstAlzheimer's.

When UsAgainstAlzheimer's launched our new Leadership Council, which consists of civic, business and philanthropic leaders that provide the crucial financial foundation needed to continue this fight, we were honored to have Maddy and Ken Dychtwald as two of the first members.



CORPORATE DONOR FEATURE

CURVES

UsAgainstAlzheimer's collaborates with a diverse set of corporate partners with shared values and interests. These collaborations show what's possible when partners get creative, share their platforms and set mutually agreed-upon metrics from the start.

Our exciting partnership with Curves raises funds, provides brain health education to women in the Curves community and raises the profile of our work with a new audience of engaged women across the country and abroad.

Curves reached out to its members, inviting donations, as part of its "Curves Cares" commitment. Curves knew that its members ranked brain health as a top concern and that our Be Brain Powerful® campaign and 30-day Brain Health Challenge would resonate.

UsAgainstAlzheimer's launched a customized Brain Health Challenge for Curves members. Curves offered co-branded Be Brain Powerful® t-shirts in their gyms, with proceeds donated to our women's network to support sex-based research, advocacy, and education about the need to stop Alzheimer's before it impacts another generation.

Krishea Holloway, President, Curves North America, said this partnership is important in making "our membership more cognitively resilient. Curves has always emphasized the importance of exercising one's body, and now we have the opportunity to inform our members about the benefit of exercise on one's brain health."



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