

# CORPORATE PARTNERSHIP PROGRAM

JOIN US ON THE PATH TO A CURE

## INTRODUCTION

Alzheimer's is a uniquely devastating disease. It destroys memories and cognitive capabilities, and makes it impossible for people to live fulfilled, independent lives. For families, caregivers, workplaces and society at large, Alzheimer's and related dementias can be emotionally and financially ruinous. According to Alzheimer's Disease International, there are nearly **10 million new diagnoses each year** worldwide and over 130 million people will have dementia by 2050.

## THE OPPORTUNITY.

In 2010, the trajectory in Alzheimer's disease shifted when two passionate social entrepreneurs, George and Trish Vradenburg, created UsAgainstAlzheimer's. They designed the organization to disrupt the conversation, identify the barriers to success, build global collaboration, and fight for a cure. We have a robust program for companies in a wide range of industries, and we invite you to join us.

## Companies that participate in our partnership program can expect:



### Cause Alignment and Brand Exposure:

Our programs touch millions of communities. We have an emphasis on groups most vulnerable to the disease

through our Networks which focus on women, clergy, veterans and communities of color. Companies can demonstrate their philanthropic commitment to a cause that today touches 1 in 3 American families, and be a part of a solution that encourages brain health and wellness.

**That's powerful.**



### Employee And Customer Value:

Alzheimer's has economic consequences for your business, including higher healthcare costs which will be compounded by the

impact on employees' caregiving for loved ones. The current trajectories indicate most families will be impacted, particularly those at the height of their careers in their 40's and 50's. Employees will increasingly need to choose between their career and caring for a loved one. They will press for more flexible work arrangements, modified schedules, leaves of absence or career interruption. Our corporate partnership program addresses this growing issue. We offer opportunities for your employees and customers to join this important conversation and get engaged through caregiving support and corporate wellness programs around brain health.



### Thought Leadership:

UsAgainstAlzheimer's strategically positions its business partners with key stakeholder groups leading the global dialogue on Alzheimer's and

related dementias. We work with experts, caregivers, individuals living with dementia, global institutions, activists and elected and appointed government officials to solve the largest health crisis facing our world today. We offer our corporate partners a seat at the table.



### Healthcare System Readiness:

We recognize that barriers will slow access to future treatments and diagnostics aimed at improving the lives for those living with the

disease, families affected by the disease or individuals at risk for the disease. We work across sectors, in Washington and globally, with key stakeholders to ensure that future innovation will make it to those impacted by Alzheimer's.

**"I am so on the team!! NO ONE is better positioned to make history than you, and I want to be right there when you do!"**

Leeza Gibbons, TV & radio host; author; Founder, Leeza's Place and Leeza's Care Connection

While much progress has been made, Alzheimer's remains the only disease in the top ten causes of death without a cure or a means of stopping or slowing. Women and communities of color are disproportionately impacted, and generations of families still suffer in silence due to the stigma it carries. Today, we redouble our efforts and are unveiling our new, five key business goals that we believe will lead to a cure by 2020. We invite companies to join us.

## FIVE BY 2020—WHAT WE ARE FIGHTING FOR



### Improve Brain Health and Increase Early Diagnosis:

Brain health has the ability to change fundamentally the way the global population perceives Alzheimer's disease and dementia. A widespread acknowledgement of brain health will lead to earlier diagnosis and more efficient care planning for patients and families. Companies can put brain health on everyone's radar, just as many private sector companies have done before with breast cancer, heart disease and diabetes.

*We help companies align with brain health and early diagnosis through educational tools, a robust public health awareness campaign, work-life wellness materials and more.*



### Increase Speed, Efficiency and Diversity of Clinical Trials:

We believe the first person cured of Alzheimer's disease will be in a clinical trial. Yet, the current state of medical research is slow, there are significant barriers to entry for participants, and there is not enough diversity of participants represented to study the impact of prevention and treatment among women and minorities. We are developing new messages to educate the public about the value of medical research, conducting grassroots engagement with clinical sites in local community markets and incubating new ideas for companies aimed at accelerating to a cure.

*We help companies educate the public, policy makers, healthcare providers and others about the value of medical research and provide opportunities for promoting specific trial engagement. We collaborate on high impact communications to raise awareness and knowledge among the general public about clinical trials in Alzheimer's disease.*



### Include Insights and Preferences of Individuals Living with AD and Their Care Partners:

Our vision of the Alzheimer's disease patient and caregiver engagement initiative is to create a wide-ranging, scientifically rigorous understanding of patient and caregiver preferences regarding clinical endpoints. This understanding will draw on the views of individuals across diverse demographic populations who are at risk for, confronting or living with Alzheimer's. This work is creating a pathway to patient- and caregiver-centered approaches in research and care.

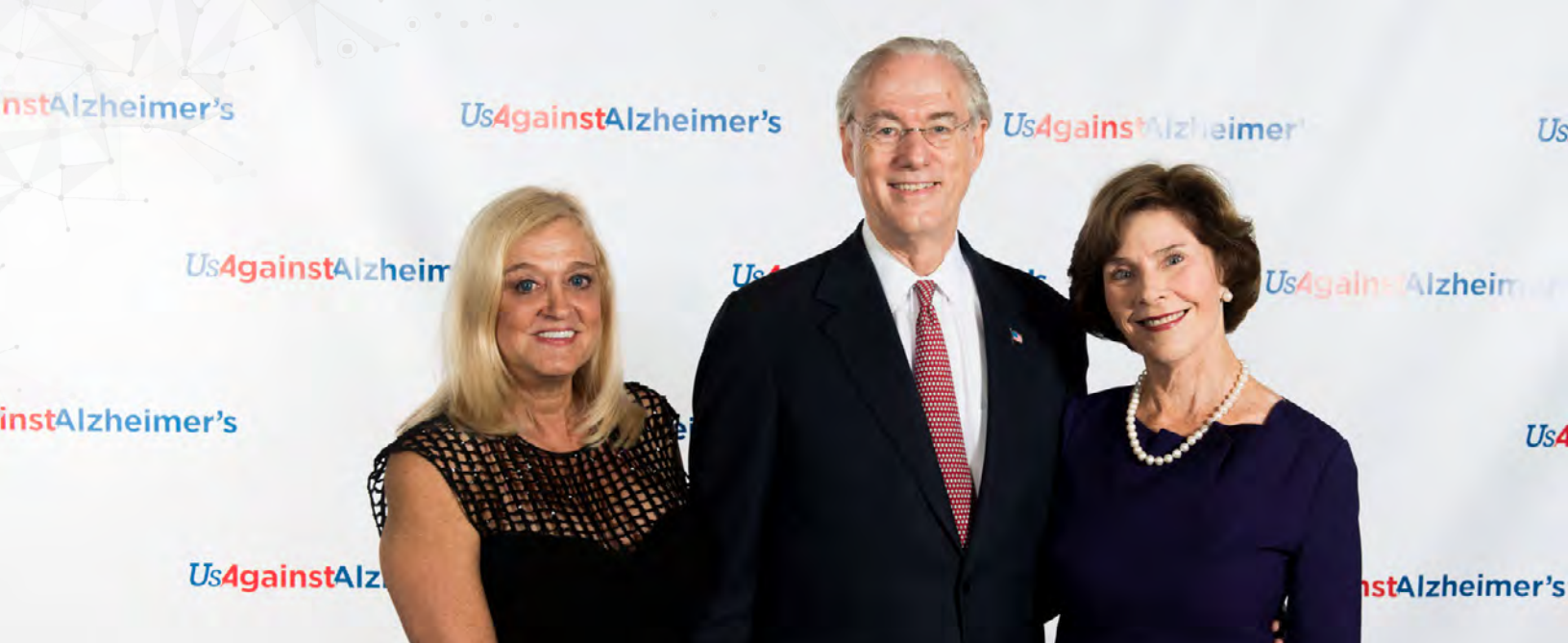
*We help companies show their commitment to empowering patients and caregivers in the drug development process. We provide access to our learnings for their own priorities.*

*"I've always trusted my gut, my soul, but not my mind these days; and my soul tells me that UsAgainstAlzheimer's can stand this world on its head."*

GREG O'BRIEN

Author, patient and activist  
and recipient of the  
Bea Lerner Valor Award





**Reduce Caregiver Burden:** People caring for loved ones with dementia deserve their voices to be heard, and their voices are critical to the path to a cure. Caregivers bear significant burden when caring for a loved one and are more susceptible to depression, heart disease and diabetes. Today, it is well understood and documented that caring for someone with dementia is unique, often requiring continuous support, significant financial and emotional expense and upheaval to one's family.

*We help companies explore their own corporate culture around caregiving, link them to resources that improve talent acquisition and employee retention and provide educational tools and resources that make employees' lives easier.*



**Mobilize Advocates for Action:** We are deeply committed to finding a cure for Alzheimer's and believe that those most impacted by the disease will lead us to a cure through passionate advocacy. Informed and engaged advocates can change the conversation and make real transformation in the diseases' trajectory by promoting increases in funding, alleviation of the health and economic burdens on families and support for medical research. Despite the realities of its prevalence, Alzheimer's has yet to receive neither the funding that experts need for a cure nor has adequate attention been placed on sex-based differences. Companies can be on the front lines of our mobilization efforts to engage women and communities of color, spread awareness, jointly implement high-impact communications and demand a cure.

*We help companies show their corporate commitment to communities across the country and globe to make their voices heard through op-eds, a robust digital platform and a consistent drumbeat of content marketing tactics.*

"How can we ... the greatest country in the history of the world with all the intellectual resources that we have, with all the scientific opportunity ... how can we not do everything in our power [to end Alzheimer's]? Then along came Trish and George Vradenburg, human catalysts, to bring everybody together. They are relentless, they are persistent and they are dissatisfied."

Nancy Pelosi (D-CA), Minority Leader, U.S. House of Representatives

## CORPORATE ENGAGEMENT OPPORTUNITIES & BENEFITS

We are uniquely positioned to provide a wide range of benefits to companies that join our partnership program from education for employees and customers, policy expertise, leadership positioning, brand exposure and more. Every partnership is customized based on the business objectives of our partners. A sampling of what we can offer is included here.



### Campaigns, Coalitions and Special Projects

We pride ourselves on our strategic programs and special projects that are underway to address the five goals we have on the path to a cure. We understand that each corporation brings its own unique dimensions to a partnership and will work hand-in-hand with partners to design and deliver on customized stewardship programs that maximize opportunities. We offer you multiple ways to interact with our many Networks; business, government and civic leaders in the fight; exclusive events; and programmatic initiatives.

#### **LatinosAgainstAlzheimer's Community Mobilization:**

LatinosAgainstAlzheimer's is the nation's first-ever coalition of Latino organizations focused on raising awareness of Alzheimer's impact on the Latino community. This year, LatinosAgainstAlzheimer's will host roundtable and community discussions with Latino leaders in the health, advocacy, media and policy spaces about the impact of Alzheimer's on Latino families, disseminating insights from its latest report: *Latinos & Alzheimer's Disease: New Numbers Behind the Crisis*.

#### **AfricanAmericanNetwork Forget Me Not Tour:**

This network unifies the powerful voice of the African American community on the issue of Alzheimer's disease. The network has been using the award-winning play "Forget Me Not" to reach audiences across the United States with information about Alzheimer's disease, including its prevention, treatments, and the need for diverse participation in clinical trials. The Forget Me Not project focuses on dispelling myths and educating African Americans about Alzheimer's disease in an entertaining, compelling and interactive manner.

**We Won't Wait Campaign:** A campaign by WomenAgainstAlzheimer's, We Won't Wait is the first-ever widespread effort to define Alzheimer's as the 21st Cen-

tury's primary economic justice issue and health crisis for women. WomenAgainstAlzheimer's collaborates with private-sector companies to reach women, health advocacy organizations, and women's rights and business. It boasts highly influential leadership circle of women to disrupt the conversations about this disease.

**Veterans:** VeteransAgainstAlzheimer's (VAA) is a national network of military leaders, veterans service organizations and researchers focused on raising awareness of the impact of Alzheimer's and other dementias on active and retired service members. The mission of VAA is to raise the profile of Alzheimer's disease as an urgent health issue for veterans and mobilize this community to demand the attention of industry leaders, community stakeholders and policymakers.

**A-List:** The A-List is an online Alzheimer's disease advocate research network of the "worried well," those at high familial risk who may or may not have memory loss or a diagnosis of Alzheimer's and other dementias and their care partners. The A-List uses its collective voice to overcome scientific skepticism around the value of self-reported patient and caregiver information to inform and advance research.

**The Global CEO Initiative on Alzheimer's Disease:**

The Global CEO Initiative on Alzheimer's Disease (CEOi) represents the business response to Alzheimer's. To date, 16 companies participate at the most senior level, in partnership with public authorities, domestically and internationally, to the private sector to forge robust public-private partnerships to stop Alzheimer's disease and dementia. It is the leading business voice on this seminal public health issue of our time, which will have

profound impact in fiscal, social and political matters as we "change the game" on Alzheimer's.

**The Global Alzheimer's Platform (GAP) Foundation:**

GAP, a not-for-profit, advocacy driven organization is dedicated to accelerating by two years the clinical study of treatments to prevent and treat Alzheimer's Disease. GAP will optimize the research participation experience by improving recruitment, research site optimization, executing trials as well as sharing of data and successful practices. Over 50 research centers in the United States and Canada provide the infrastructure for the GAP Network (GAP-Net) which augments similar efforts in Europe and Asia.

**Education**

UsAgainstAlzheimer's has assembled scientific educational materials on a wide range of topics associated with the patient and caregiver journey with Alzheimer's disease, caregivers in the workplace, brain health and wellness as well as addressing minority populations. Companies can benefit from the latest reports, expert opinions and other education materials to help their company and employees learn and stay informed.

**Quarterly Chairman's Briefing:** Our quarterly Chairman's briefing is an invitation-only opportunity for companies to hear directly from UsA2 Chairman, George Vradenburg, and other invited guests. The briefing includes updates on the latest information on research, funding and science; as well as updates from all our networks, coalitions and special projects. Companies have access to insights on the latest policy, research and science news.

**Access to Latest Reports on the Drug Development**

**Pipeline:** Our Alzheimer's drug pipeline reports combine the latest research on the drug development pipeline with graphics and facts for a user-friendly report. Companies receive complimentary copies of the report, as well as digital assets.

**Alzheimer's Brain Health Education Webinar for Employees or Customers:**

Our webinars on Alzheimer's education, brain health, and caregiver support help families understand the disease and learn how to engage in important activities, such as clinical trials. Companies can provide an Alzheimer's education webinar to their employees and/or customers.

**Policy Expertise**

Our nimble organization fights above its weight class, issuing a steady stream of policy materials and commentary. Aligning with us gives companies the policy resources and perspective of our wide-reaching network.

**Access to Rapid Response Policy Statements:**

We release rapid response statements reacting to policy news and media regularly. Companies have access to these statements to use on traditional, social and internal media channels.

**Policy One-Pagers and Fact Sheets that Address Disparity Populations:** Women, Latinos and African Americans have heightened risk for developing Alzheimer's – and our policy one-pagers and fact sheets collect best-in-

class research on these disparity populations. Companies have access to this hard-to-find asset.

**White Papers:** White papers remain a proven strategy to drive a point of view and key messages for companies and causes alike. Increasingly, we work with corporate partners to create joint/co-branded white papers to reinforce our mutual goals. Companies can participate with us and have their voices heard.





Maria Shriver

Trish Vradenburg and Diane Rehm



## Public Relations, Brand Awareness and Exposure

Our wide-reaching networks feature multiple opportunities to expose your brand and your company's alignment with Alzheimer's advocacy.

**Website Recognition:** Companies are featured on a designated area of the UsA2 site with a description and a link to a page of your choosing.

**Marketing Toolkit:** For each of our key business goals, we have bold communications collateral, which creates momentum through best-in-class traditional and social media marketing practices. Our corporate partners have access to these materials and can coordinate with us on joint outreach and branding. The toolkit includes sample pin-ups, fact sheets, social media messages, graphic cards, turnkey blog posts and other media collateral for company use.

**Alzheimer's Talks:** AlzTalks is our monthly teleconference series covering a wide range of topics with leaders in the Alzheimer's community. Companies are thanked as sponsors of Alzheimer's Talks on a rotating basis. Companies also can provide a CEO welcome annually on the teleconference series.

**Podcast:** The On Pluto podcast is an audio podcast series that chronicles the experiences of journalist Greg O'Brien, who has early onset Alzheimer's and has written a memoir called "On Pluto." The podcast also features Daisy Duarte, who has the Alzheimer's gene, is enrolled in the DIAN Observational Study and is caregiver for her mother with the disease. Podcast listeners also hear from their family members, doctors and clinical trial site team members. The podcasts are released regularly each month, and distributed through the broad network. Companies can be recognized on the On Pluto website or in the voiced introduction to a selection of podcasts.

**Quarterly Newsletter:** Our quarterly newsletter details UsA2 activities and provides the latest news about happenings within the network. Company logos, link and description is featured on a rotating basis in the "Partner Spotlight" section.

**Press Strategy:** We have our fingers on the pulse of what's happening in the marketplace, the latest news related to drug development and influential stakeholders who are engaging in the dialogue around the disease. Our corporate partners benefit from these opportunities through proactive joint outreach or in response to opportunities for media exposure.

**A National Campaign for Women's Brain Health:** We believe that the way to make fundamental changes in the way that America perceives Alzheimer's disease and dementia is to approach the topic from the perspective of brain health. After years of hard work, women have brought their heart health to the public's attention — we must do the same for our brains.

Brain health means keeping our brains healthy through diet, sleep and exercise, paying close attention to co-occurring conditions that are risk factors for Alzheimer's, taking control of our brain health by talking openly about changes in memory with loved ones and healthcare providers, seeking early diagnosis of diseases like Alzheimer's as well as embracing (and joining) research efforts including prevention trials and brain game studies. Our campaign includes educational toolkits, outreach and awareness activities and amplification from private sector and nonprofit advocacy groups alike.



## Content Marketing and Digital

We promote a steady stream of digital marketing to our million-plus audience. We provide the opportunity for your company to be exposed through multiple online channels.

**Social Media:** Our social media networks are a cornerstone of our outreach strategy. Companies have their company and corporate leadership spotlighted on social media channels once a quarter.

"The financial implications for individuals and families are enormous—and the emotional toll is immeasurable. That's why we are taking a leading role in The Global CEO Initiative on Alzheimer's Disease. All of the companies involved are working together to harness the efforts of governments, nongovernmental agencies and research facilities behind the search for a cure by 2025."

Andy Sieg, Head of Global Wealth and Retirement Solutions, Bank of America Merrill Lynch; Member, Global CEO Initiative on Alzheimer's Disease

**Twitter Chat:** Our Twitter channel has nearly 9,000 followers and is actively engaged with corporations, advocacy groups and families fighting against Alzheimer's. Companies can sponsor a CEO Twitter chat to showcase their company's commitment to Alzheimer's.

**Alz. Daily:** Alz. Daily is our roundup of key Alzheimer's and related developments powered by UsAgainstAlzheimer's, companies can immediately offer this resource to their own employees, utilize the content for speaker remarks, social media outreach, and other outputs.

**Blog Posts:** Our UsA2 blog, "Before I Forget" receives features timely and important topics to policy advocates and families. UsA2 will provide companies with a guest blog post twice a year.

B.Smith and Dan Gasby







## Roundtables and Convenings

UsA2 hosts numerous events, convenings and roundtables through its many programs and networks throughout the year. From the regular CEOi business meetings with corporate leaders to convenings supported by the Women's Network and the local events hosted by AfricanAmericansAgainstAlzheimer's, there are many opportunities for to showcase your company's commitment to Alzheimer's.

**Addressing the Economic Disparities of Dementia for Women:** AARP and WomenAgainstAlzheimer's participated in an interactive discussion on the economic disparities women face when dealing with dementia. The diverse group of stakeholders reviewed workplace policies and community actions.

**Breaking Down Barriers to Diagnosis:** This event gathered a diverse group of legislators and their staff, health care providers, women's advocacy groups, local leadership, and other critical stakeholders to increase awareness of dementia and cognitive changes as they occur in women, share insights from a joint survey that identifies gaps in diagnosis, referral, and support for women, and discuss opportunities for collaboration between members of government, health care stakeholders, researchers, and local communities.

**Additional Topic Ideas** Our diverse networks can produce convenings and forums on a wide range of topics including, but not limited to:

- Engaging Communities of Color in Medical Research
- Promoting Female Researchers in STEM
- Workplace Issues for Dementia Caregivers
- Brain Health, Early Detection and Diagnosis

"I greatly value our work together.... It is particularly encouraging to see your organization engaged in so many key policy issues in this area. The role of the patient voice in decision-making, particularly in Alzheimer's, is incredibly important. Equally, your work with agencies and advisory bodies remains paramount to encouraging patient access and reward for innovation."

David A. Ricks, President and CEO, Eli Lilly and Company



## Signature Events

Our signature events offer our corporate partners opportunities to capitalize on our deep connections with healthcare and policy thought leaders.

**Complimentary Access and Recognition at Congressional Dinner:** UsA2 hosts an annual, by invitation, Congressional dinner. This past year, Senator Mark Warner and Senator Shelley Capito were honored for the leadership in championing Alzheimer's disease. Companies have complimentary access to these dinners, and we recognize company support at these events.

**National Alzheimer's Summit:** Taking place on October 3-5, these three important, informative and engaging days will bring together the very best minds in Alzheimer's and dementia research and policy. Leaders and advocates from diverse communities will work together to develop a clear agenda for action with a focus on early prevention, caregiving programs and amplifying

patient voices. The Summit will include two remarkable programs: the 2nd Annual Diversifying for a Cure Symposium and the 4th Annual Out of the Shadow dinner.

**Out of the Shadows Dinner:** The centerpiece of the Summit, the Out of the Shadows Dinner is a powerful evening of inspiration and action. This dinner honors champions in the fight against Alzheimer's disease, allowing a moment to reflect on our achievements and re-commit ourselves to the fight ahead.

**VIP Treatment at Signature Events:** At signature events, we offer Companies signature treatment, from intimate meet-and-greets with Members of Congress to exclusive cocktail hours with Alzheimer's advocacy experts.

## THE OPPORTUNITY

We offer companies year-long and multi-year opportunities to collaborate in our Corporate Partnership Program to build engagement strategies around your goals. Each of our partner levels provide access to education, policy content and brand exposure with customized programming around special projects and our diverse networks.

### Partnership Levels

**Mission:** **\$50,000**

Mission partners benefit from a wide range of benefits alongside our corporate partners from the Quarterly Chairman's briefing to widespread recognition in digital marketing and events.

**Leadership:** **\$150,000**

Leadership partners benefit from all of the activities associated with our mission partners and have opportunities to engage in some of our high touch programs with our networks, Women's Leadership Council, and our high impact communications.

**Founding:** **\$250,000**

Founding level partners are the driving force behind the corporate program and have the opportunity to benefit from participation in all of our programs with specific emphasis on our platforms such as the CEOi network, our work in clinical trials through the GAP Foundation and our invitation only Congressional dinners.

In every case, we work hand in hand to develop a suite of programs that directly match the goals and needs of your organization.

# Join Us!

[usagainstalzheimers.org](http://usagainstalzheimers.org)