



Us4gainstAlzheimer's

2015 ANNUAL REPORT

A MESSAGE FROM OUR FOUNDERS

Ending Alzheimer's is our life's goal. Because of our family's personal experience with this cruel, relentless disease and on behalf of 5.4 million of our fellow Americans currently suffering from Alzheimer's, no work could be more important, nor a cure more crucial. In just 5 years, UsAgainstAlzheimer's has become a force; an unrelenting voice for attention to the disease; a tireless advocate for families dealing with Alzheimer's; a partner with governments, industry and premier research organizations; a designer and builder of cross-sector partnerships; and a leader in demanding increased focus, cooperation and speed from all players. We work on each of these issues in different ways with different partners, on both a national and international basis. Bottom line: we simply cannot and will not tolerate business-as-usual in pursuit of a cure. It was an incredible year, and none of it would have happened without your generosity, engagement and belief that, together, all of "us" can make a difference and speed a cure. We look forward to working with you in 2016 to put a dagger through the evil heart of Alzheimer's!

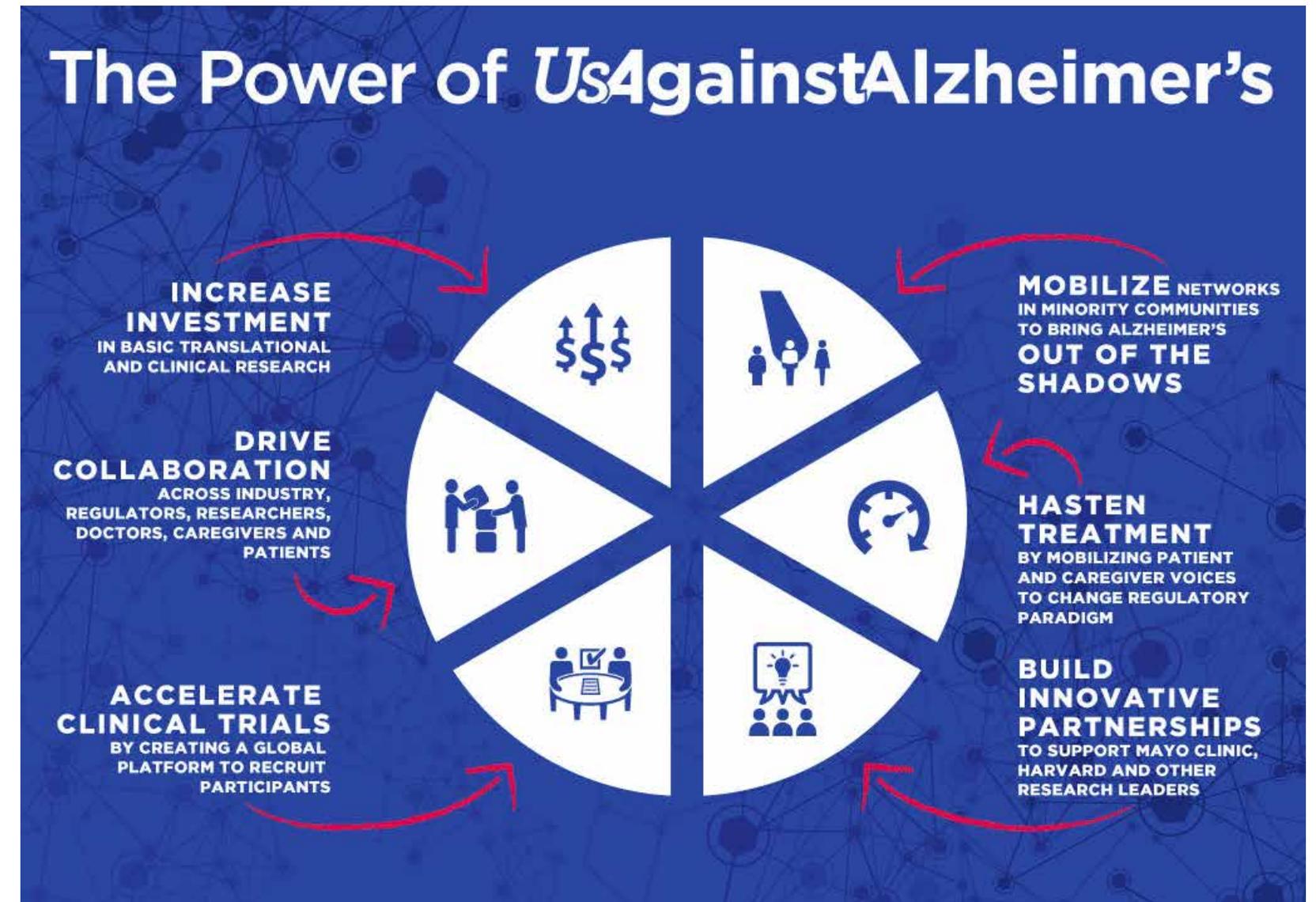


George Vradenburg
Chairman and Co-Founder,
UsAgainstAlzheimer's

Trish Vradenburg
Vice Chair and Co-Founder,
UsAgainstAlzheimer's

WHERE WE ARE TODAY

In our five years since founding UsAgainstAlzheimer's, we've been proud and humbled to serve as tireless advocates for the millions of families that have been impacted by this devastating disease. We've set a bold goal—to STOP Alzheimer's disease—and together, we're making progress. **Our power and our purpose continue to grow!**



2015 YEAR IN REVIEW

We are pleased to share with you just a few highlights of our work in 2015

IN FEBRUARY, we launched our multi-year data project aimed at the three biggest challenges standing between us and a cure: disease prediction, disease progression and care delivery. This transformative project will speed the path to a cure and save lives.

2

IN JUNE, we teamed up with the United Methodist Church to launch an effort to mobilize people of all faiths in the fight against Alzheimer's disease. The coalition supports families; promotes dignity, compassionate care and quality of life for individuals; and calls on leaders to work for a cure.

4

5

IN OCTOBER, WomenAgainst Alzheimer's joined with the Women's Brain Health Initiative Canada, Alzheimer's Research UK and 21st Century BrainTrust® to form the Global Alliance on Women's Brain Health. We'll be working to raise awareness about sex disparities in research and expand funding for sex-based brain health research.

7

IN DECEMBER, Congress passed a nearly 60% increase in funding for Alzheimer's research through the National Institutes of Health, which came as a culmination of months of work. Thousands of our advocates and supporters made phone calls and signed petitions. Total public research funding is now almost \$1 billion per year.

1

IN MARCH, we joined leaders from 80 countries and experts and advocates at the First World Health Organization Ministerial Conference on Global Action Against Dementia in Geneva. Development of an effective treatment by 2025 and improvement in the capability and quality of dementia support systems are now front and center on the global agenda.

3

IN JULY, at the White House Conference on Aging, the Dementia Friendly America Initiative announced five pilot communities. There we helped launch the effort to help communities around the country create a supportive environment for people with Alzheimer's and their caregivers.

6

IN AUGUST, the Patient-Centered Outcomes Research Institute (PCORI) approved UsAgainstAlzheimer's, the Mayo Clinic, UCSF's Brain Health Registry and the University of Florida for a contract to speed the search for an Alzheimer's cure.

This groundbreaking project is the first-ever Alzheimer's- and dementia-focused patient- and caregiver-powered research network.

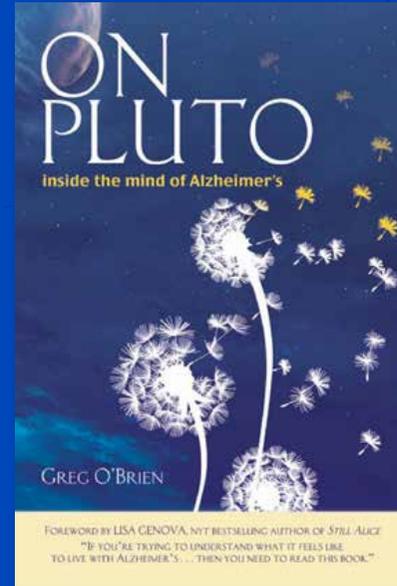
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IN NOVEMBER, our Alzheimer's Talks featured Dr. Larry Goldstein from the University of California, San Diego. He described groundbreaking research on stem cells and offered a glimpse of potential future therapies and treatments for Alzheimer's disease using stem cell technology.

OUR NETWORKS AND COALITIONS

ActivistsAgainstAlzheimer's

forged a powerful relationship with patient-advocate and author Greg O'Brien. We launched partnerships with assisted living providers for advocacy, clinical trial engagement and care best practices and continue to grow our social media presence for activists across the country.



AfricanAmericansAgainstAlzheimer's

worked with the Alzheimer's Disease Research Centers in Atlanta, Chicago, Indianapolis, Houston and Tampa where we presented the play *Forget Me Not*, provided national and local information, and recruited AfricanAmericansAgainstAlzheimer's members and Brain Health Registry (BHR) volunteers. We reached 3,800+ people, doubled our membership and provided BHR with 700+ volunteers.



ClergyAgainstAlzheimer's

launched an exciting partnership, the Faith United Against Alzheimer's Coalition, with the United Methodist Church. The Network's *Seasons of Caring* book has sold 1,300 copies and received the 2015 Caregiver-Friendly Award.

LatinosAgainstAlzheimer's

grew its stakeholders to a network of 30+ Latino-serving organizations, community leaders, health experts and policymakers. Through training and mobilization, we empowered diverse patients, caregivers, and LatinosAgainstAlzheimer's Coalition members to successfully advocate for a 60% increase in Alzheimer's research funding. We hosted Congressional Hispanic Caucus meetings on UsAgainstAlzheimer's Alzheimer's Beneficiary and Caregiver Support Act and secured key support of Latino legislators.



LATINOS AND THE FUTURE OF ALZHEIMER'S DISEASE:

A Conversation with Alzheimer's Advocate and Caregiver Daisy Duarte

LatinosAgainstAlzheimer's caregiver and patient advocate Daisy Duarte (left) and her mother Sonia (right).

ResearchersAgainstAlzheimer's

completed an important white paper and held an expert webinar on the path to 2025, to become an authoritative source on Alzheimer's research. In 2016, ResearchersAgainstAlzheimer's will develop the first-ever drug pipeline report, to be released with validation from scientists and accessible to mainstream press.

WomenAgainstAlzheimer's

hosted our annual Summit, which included a strong Capitol Hill day and the *Out of the Shadows* dinner, which raised more than \$450,000. We launched the "We Won't Wait" campaign and plan to collaborate with a growing list of partners including Caring.com, Lotsa Helping Hands, Women's Heart Alliance and Hadassah in our 2016 work.

DIGITAL ADVOCACY

No public health movement can succeed without a broad, energized base of supporters. The battle to end Alzheimer's is no different, which is why we've built our own "Digital Army." Across Facebook, Twitter and email, UsAgainstAlzheimer's leads more than 190,000 online activists who, in 2015, donated more than \$200,000 and generated nearly 31,000 petition signatures successfully demanding increased federal investment in National Institutes of Health research. This substantial digital footprint also serves as a megaphone through which we can reach a larger audience and help reduce the public stigma around Alzheimer's. This growing "Digital Army" is at the heart of our mobilization and advocacy strategy.



Restaurateur, magazine publisher, celebrity chef and nationally known lifestyle maven, B. Smith, and her husband Dan Gasby accept the Courage Award.

RESEARCH!AMERICA'S PRESTIGIOUS GORDON AND LLURA GUND LEADERSHIP AWARD

We are pleased to announce that George and Trish Vradenburg will receive Research!America's prestigious Gordon and Llura Gund Leadership Award for their work to end Alzheimer's. The 20th annual Research!America Advocacy Awards will be presented in person to all the recipients at the 2016 Advocacy Awards Dinner on March 16, 2016 in Washington, DC.

In his nomination letter, Dr. Hussein K. Manji, Global Therapeutic Area Head, Neuroscience, Janssen Research & Development, LLC wrote:

“ George and Trish are tireless in their crusade against Alzheimer's, which they have made their life's work. Rather than simply funding business as usual, they have worked to shake up Congress, the research community, industry, investors and fellow advocates. Their disruptive approach has honed in on overcoming key impediments to developing and delivering disease-modifying Alzheimer's therapies as quickly as possible. Since they founded UsAgainstAlzheimer's five years ago, Congress has given a 30 percent increase to the NIH for Alzheimer's research funding. George and Trish see Alzheimer's as a global threat that calls for global solutions. They have worked at that level to engage governments, international organizations, NGOs, research institutions and others in action-oriented collaboration and to obtain resource commitments from public and private sources. They are driving innovation in Alzheimer's care and caregiving to improve life for patients and caregivers alike, and they have inspired countless others to join their collaborative quest. ”

**RESEARCH
AMERICA**
AN ALLIANCE FOR DISCOVERIES IN HEALTH™

CONVENED COALITIONS AND ENTERPRISES



The Global Alzheimer's Platform (GAP)

- Secured \$3.45 million in start-up funding, plus in-kind executive management support from Eli Lilly and Janssen Pharmaceuticals, for this game-changing initiative
- Through public-private partnerships, created the GAP Registry, GAP Cohort and GAP-Net, which has enlisted 11 of ultimately 30 certified Alzheimer's clinical trial sites
- Secured foundational collaborations with the Alzheimer's Disease Patient- and Caregiver-Powered Research Network/Galaxy, University of Southern California-Alzheimer's Therapeutic Research Institute, Brain Health Registry (University of California, San Francisco) and Landis Communications



The Global CEO Initiative on Alzheimer's (CEOi)

- Launched the Alzheimer's Big Data Constellation with Optum Labs and four pharmaceutical companies, with \$700,000 in seed funding, to bring new analytical tools to bear on some of the biggest challenges standing between us and a cure
- Secured strong U.S. government interest and European and Canadian government support for its push for conducting clinical trials faster and at lower cost
- In 2016, will launch The Lausanne Dialogues, a year-long process of convenings and webinars to bring solutions to regulatory and access challenges that impede innovative Alzheimer's medicines

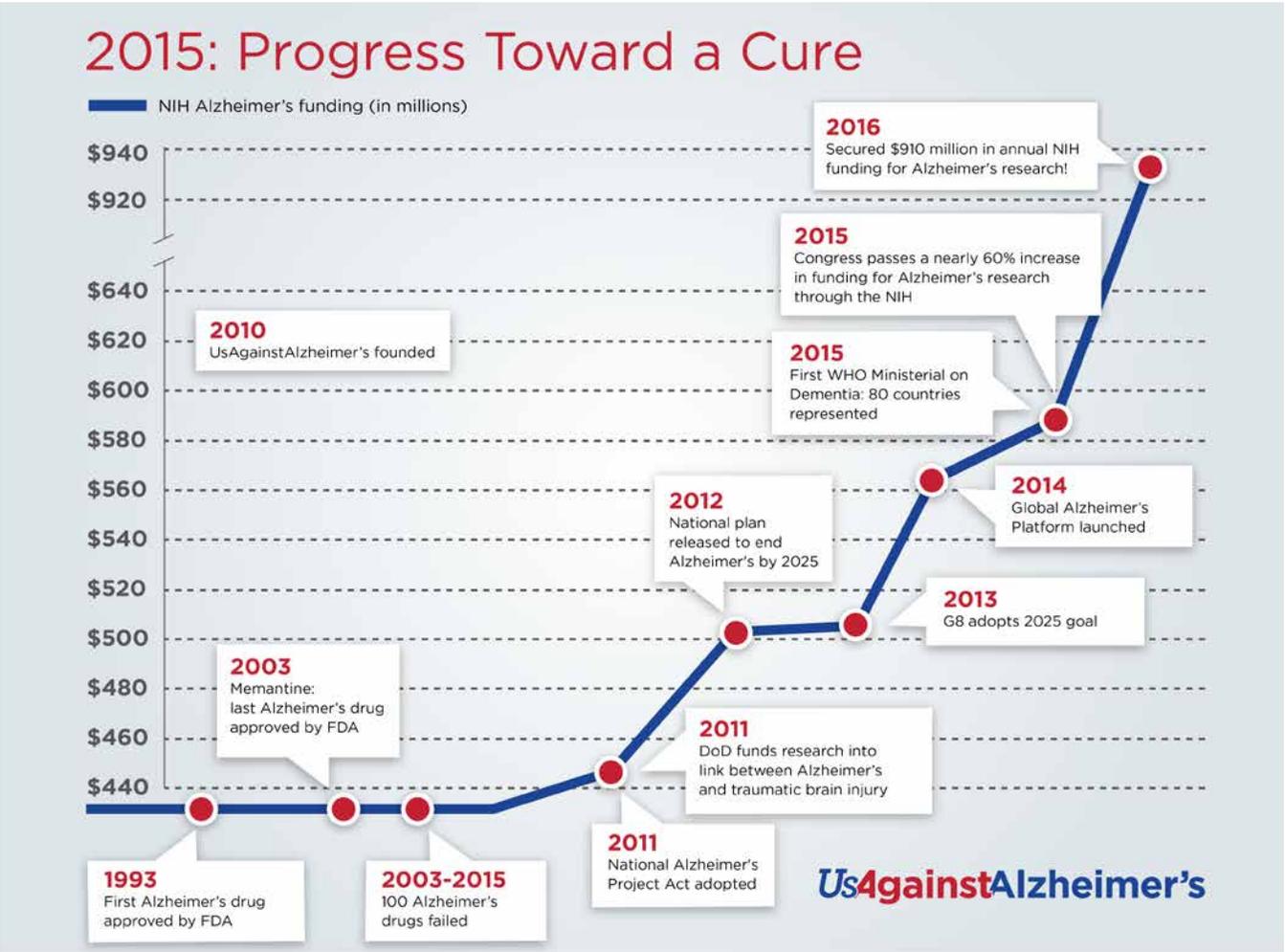


Together with the Mayo Clinic, University of California, San Francisco (Brain Health Registry) and University of Florida, and supported by a grant from the Patient-Centered Outcomes Research Institute (PCORI), we are developing the first Alzheimer's Patient-Powered Research Network, of which our Board member Meryl Comer is the Co-Principal Investigator. Through this work, we have created Galaxy—a virtual research-ready hub consisting of individuals, families, patients and caregivers bringing together 37 Research Partner Organizations and delivering a diverse patient/caregiver voice by serving as the point of engagement on PFDD (patient-focused drug development) platforms.



The **LEAD Coalition** now has 80 member organizations and collaborates with another 60 or more. Its 2015 growth spanned all major metrics: sign-on letters, social media followers, e-newsletter circulation, meeting participation and revenue (at 120.8% of budgeted goal). LEAD played a major role in shaping Alzheimer's provisions in the 21st Century Cures Initiative legislation and securing provisions to increase National Institutes of Health (NIH) and Food and Drug Administration funding; advocating for increased funding for dementia research across NIH; and creating a path toward a dementia care and services research summit.

PROGRESS TOWARD A CURE



WE WON'T WAIT CAMPAIGN: Uniting women to stop Alzheimer's

How can we ... the greatest country in the history of the world 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. ▀ ▀

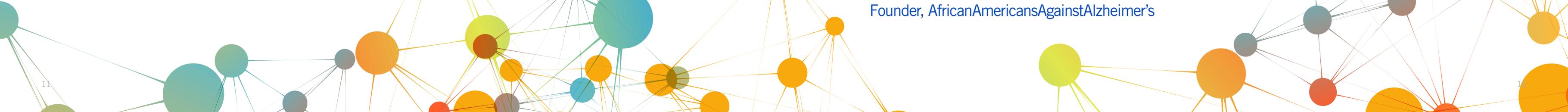
– Minority Leader, US House of Representatives, **Nancy Pelosi (D-CA)**

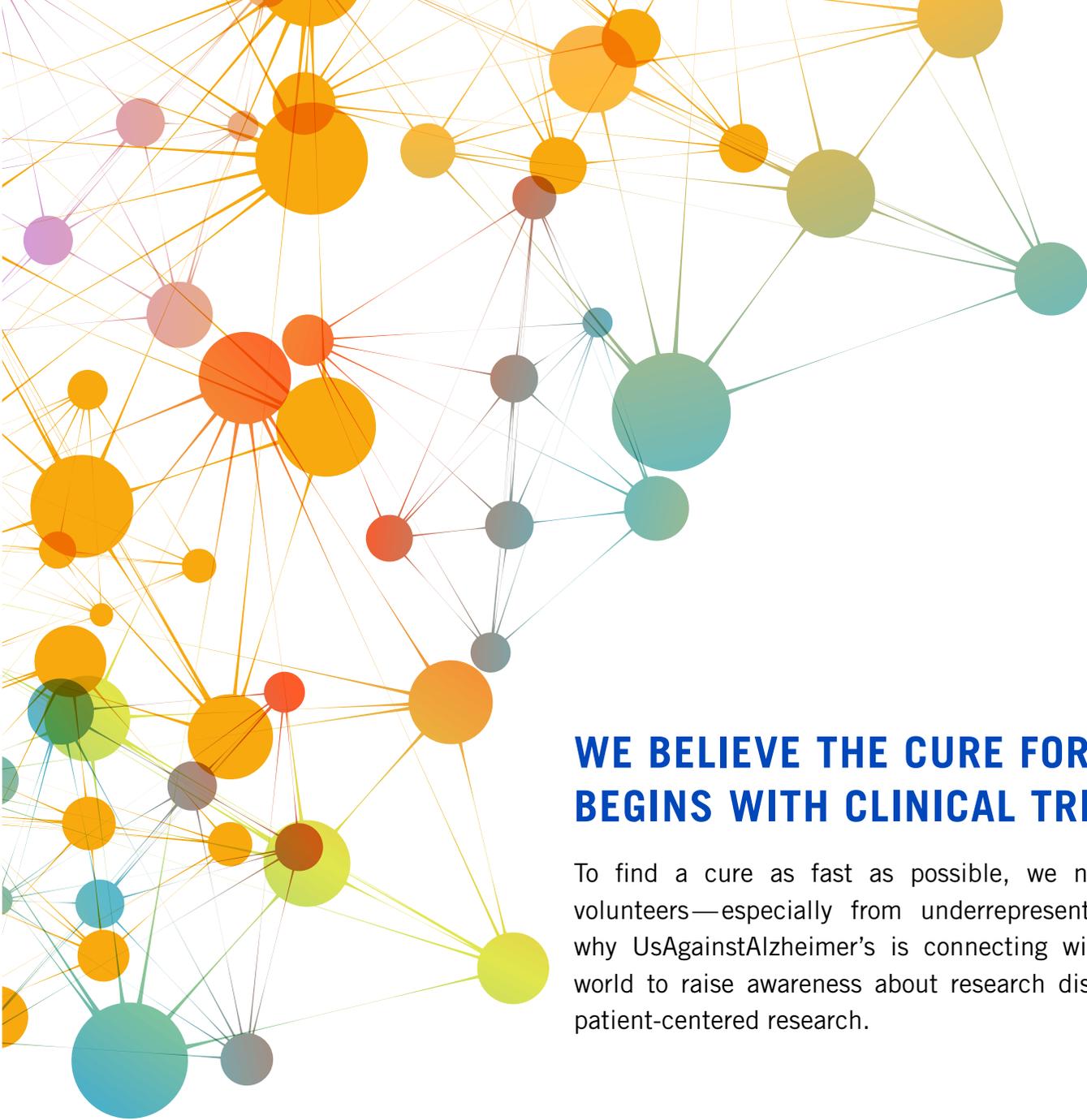
There would not have been a national goal of [ending Alzheimer's by] 2025 if it weren't for George and Trish. We [now] have greater resources devoted to preventing and treating the disease and unwavering advocates. ▀ ▀

– **Melody Barnes**, Former Director, White House Domestic Policy Council; Founder, AfricanAmericansAgainstAlzheimer's



Brooks Kenny and Jill Lesser of WomenAgainstAlzheimer's with Leader Nancy Pelosi (D-CA)





WE BELIEVE THE CURE FOR ALZHEIMER'S BEGINS WITH CLINICAL TRIALS

To find a cure as fast as possible, we need more clinical trial volunteers—especially from underrepresented populations. That's why UsAgainstAlzheimer's is connecting with partners around the world to raise awareness about research disparities and to support patient-centered research.

USAGAINSTALZHEIMER'S IS WORKING TO SPEED UP THE CLINICAL TRIAL PROCESS AND SAVE LIVES.

PROBLEM

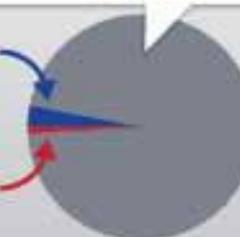
Out of every **15,000** potential drugs, only **ONE** is approved. The process takes **15** years and costs **\$2 BILLION**.

USAGAINSTALZHEIMER'S HAS A SOLUTION.

Clinical Trial Participants

3% African Americans

1% Latinos



We're visiting cities across the country to recruit clinical trial minority participants.

Reduce time and cost of Alzheimer's clinical trials



Promote innovation and assure global collaboration

We're boosting efficiency with the Global Alzheimer's Platform.

ALZ



We've created Alzheimer's Talks for researchers to recruit participants and share findings.



All of our efforts will reduce clinical trial costs and speed up discovery.

POLICY UPDATE

In late December, Congress passed a 2016 omnibus appropriations package with a \$350M bump for Alzheimer's research at National Institutes of Health (NIH). This moves FY16 NIH funding for Alzheimer's to \$936M, vs. \$448M in FY 11 (more than doubled in five years). Senators Stabenow and Moore-Capito agreed to advance a support benefit for informal caregivers of Medicare beneficiaries with Alzheimer's/dementia, and Representative Roskam is interested in the House.

UsAgainstAlzheimer's continues to encourage congressional members to co-sponsor Senator Roger Wicker's EUREKA ("Ensuring Useful Research Expenditures is Key for Alzheimer's") Act. The legislation is focused on attracting bold new ideas to end Alzheimer's through research-based prize competitions. It would authorize the Director of the NIH to work with other federal agencies to establish prize challenges to reach research milestones.



Left to right: Christopher Frangione, Vice President, Prize Development, the X-Prize Foundation; Ian Kremer, Executive Director, LEAD Coalition; Rob Egge, Chief Public Policy Officer, Alzheimer's Association; Eric Sokol (rear), Vice President, Public Policy, Alzheimer's Foundation of America; Sen. Roger Wicker (R-MS); and George Vradenburg, Chairman, UsAgainstAlzheimer's, at a news conference introducing S. 2067, the EUREKA Act, September 22, 2015.

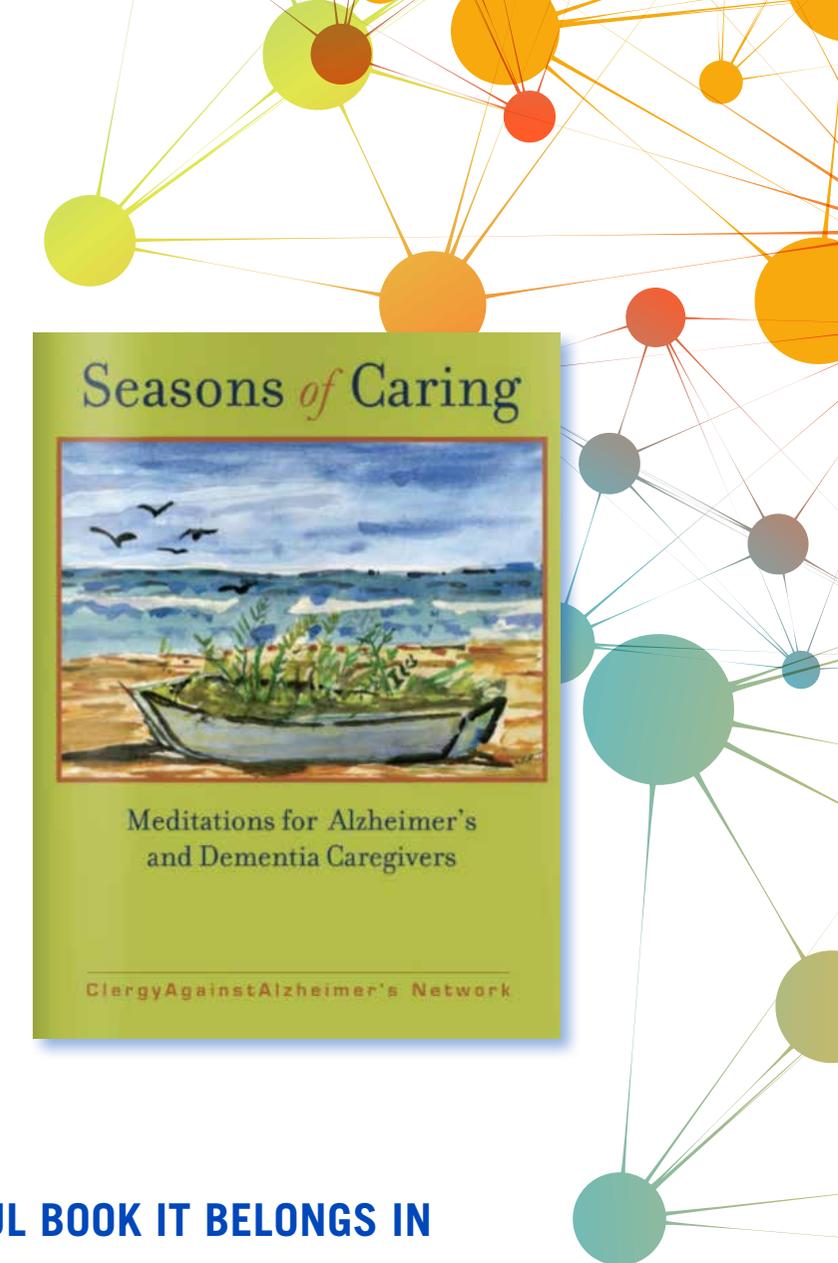
ALZHEIMER'S TALKS

Our monthly teleconference series continues to thrive—working to raise awareness about issues, unite advocates with researchers or policy leaders, and recruit more supporters. These informational interactive calls provide caregivers, researchers, nonprofit leaders, government officials, and other advocates direct access to the nation's leading researchers in Alzheimer's disease. In 2015 we hosted 12 teleconferences resulting in almost 15,000 new supporters for UsAgainstAlzheimer's.



SEASONS OF CARING

Winner of the 2015 Caregiver Friendly Award, *Seasons of Caring: Meditations for Alzheimer's and Dementia Caregivers* is an interfaith volume with more than 140 original meditations from 70 religious leaders and care specialists—many caregivers themselves—representing 17 faith traditions. Published by ClergyAgainstAlzheimer's, an UsAgainstAlzheimer's Network, *Seasons of Caring* includes writers who draw on their years of experience to offer words of hope, encouragement and understanding to those who are now on this journey, and to give voice to the unique challenges confronting Alzheimer's and dementia caregivers. We are honored to include the artwork of Lester E. Potts, Jr., created while he was a client at Caring Days Adult Dementia Daycare Center in Tuscaloosa, Alabama.



“ SEASONS OF CARING IS SUCH A BEAUTIFUL BOOK IT BELONGS IN THE WAITING ROOMS OF EVERY DOCTOR IN THE COUNTRY AND IS PRICELESS FOR THE ART ALONE. ”

Rev. Dr. William Randolph, Office on Aging and Older Adult Ministry, United Methodist Church



Third Annual *Out of the Shadows* Summit and Dinner

In September, WomenAgainstAlzheimer's hosted their third annual *Out of the Shadows* Summit which brought together experts, advocates and lawmakers from across the country to share the latest research and urge Congress to fully fund the search for a cure.

The highlight of the summit was the annual *Out of the Shadows* dinner held at historic Union Station and featuring Maria Shriver, NPR's Diane Rehm, author and restaurateur B. Smith, and Senators Barbara Mikulski and Elizabeth Warren. The dinner raised more than \$440,000 for our work.



Left to right: actress Loni Anderson, NPR's Diane Rehm, our Vice-Chair and Co-Founder Trish Vradenburg and actress Marilu Henner



Cast of *Surviving Grace*: Bob Brustein, Loni Anderson, Senator Ed Markey, Marilu Henner and Diane Rehm. B. Smith and Dan Gasby accepting award. Maria Shriver welcomes guests at the *Out of the Shadows* Dinner.

Surviving Grace

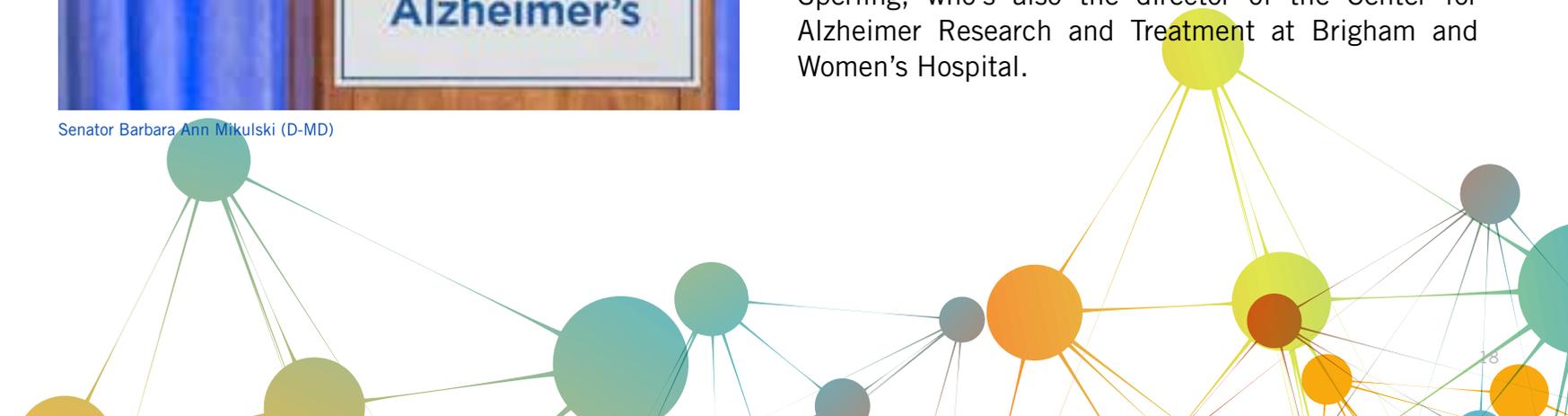
In November, we hosted our sixth production of the celebrity reading of Trish's acclaimed play called *Surviving Grace*, which is based on her experiences caring for her mother, who died of Alzheimer's disease in 1992. The night's performers were: Senator Ed Markey (D-MA), actress Loni Anderson, American Repertory Theater founder Bob Brustein, actress Marilu Henner, Ambassador Swanee Hunt, NPR's Diane Rehm, and Harvard Medical School professor of neurology Reisa Sperling, who's also the director of the Center for Alzheimer Research and Treatment at Brigham and Women's Hospital.



Senator Barbara Ann Mikulski (D-MD)

USAGAINSTALZHEIMER'S EVENTS

We are using events to raise funds for our work and broaden our reach into new markets. This year's event highlights include:



DONOR SPOTLIGHT

LEO AND JUDY ZICKLER

For philanthropists who find unique, creative, diverse and inspiring ways to give, you might be surprised to learn their thoughts about giving are beautifully simple. Leo and Judy Zickler find compelling projects where the infusion of their financial resources provides the leverage to create a significant impact. Sometimes, this is achieved through the purchase of new equipment for a hospital or research facility. Often it is in the form of a matching or 'challenge' grant, incenting an organization to solicit additional funds and stretch beyond their initial goals.

Regardless of the target of the gift, the Zicklers' belief in the leader at the helm is critical. That trust, and the desire to catalyze his/her efforts, is the most important factor in selecting a beneficiary. Indeed, when it comes to UsAgainstAlzheimer's, the Zicklers' years of support are directly related to their confidence in the leadership of our Founders, George and Trish Vradenburg. The Zicklers remark, "Although we don't have Alzheimer's disease in our family, we believe George and Trish have a clear vision and an integrated, strategic approach for the research, drug development and the patient care improvements necessary to defeat this disease. We are proud to be their partners."

ACTIVIST SPOTLIGHT

LOVE FOUND AT USAGAINSTALZHEIMER'S!

Not only are we working hard to end Alzheimer's, but we are matchmakers too! Recently, our dear friend and tireless advocate Lynda Everman became engaged to *Seasons of Caring* contributing author Don Wendorf.

Lynda spent 18 years as an Alzheimer's caregiver, first for her father and then for her husband, who was diagnosed at age 57, both of whom passed away from Alzheimer's disease. Lynda has been an activist helping to bring Alzheimer's out of the shadows since 2010 and is working on a campaign to create a semipostal stamp that would raise money for Alzheimer's research.

Dr. Don Wendorf has more than 40 years of experience as a psychologist, licensed marriage and family therapist, and musician, and personally as a caregiver for several family members including his beloved wife Susan. In addition to contributing to *Seasons of Caring*, he authored the book *Caregiver Carols: A Musical, Emotional Memoir*.

Don and Lynda have found new joy and happiness in the face of their difficult journeys as caregivers, and we are thrilled to have helped make this match possible. Congratulations, Lynda and Don!



Lynda Everman and Don Wendorf on the trail

UsAgainstAlzheimer's and UsAgainstAlzheimer's Network Combined Statement of Activities and Change in Net Assets for the Year Ended December 31, 2015

With summarized financial information for 2014

	Unrestricted	2015 Temporarily Restricted	Total	2014 Total
REVENUE				
Contributions and Grants	3,142,403	1,691,540	4,833,943	3,435,213
Realized Gain (loss)	59		59	(16)
Contributed Services and Materials	2,100		2,100	3,020
Net Assets Released from Donor Restrictions	1,140,974	(1,140,974)	-	
Total Revenue	4,285,536	550,566	4,836,102	3,438,217
EXPENSES				
Program Services	3,410,263		3,410,263	3,467,976
Supporting Services:				
Fundraising	266,070		266,070	162,205
Management and General	455,753		455,753	358,629
Total Supporting Services	721,823		721,823	520,834
Total Expenses	4,132,085		4,132,085	3,988,810
Change in Net Assets	153,451	550,566	704,017	(550,592)
Net Assets at Beginning of the Year	27,407	107,647	135,053	685,646
Net Assets at the End of the Year	180,460	658,611	839,070	135,053

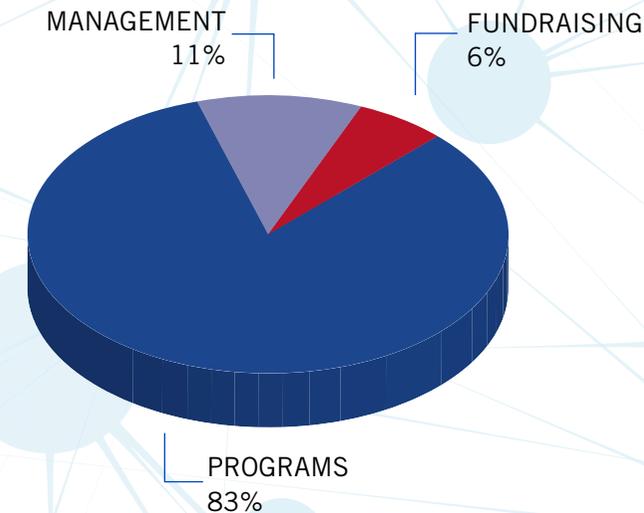
A complete copy of the financial statements audited by Gelman, Rosenberg & Freedman is available upon request from UsAgainstAlzheimer's at 202.349.3803 or www.usagainstalzheimer.org

UsAgainstAlzheimer's Network is a 501(c)3 nonprofit organization that includes our networks (Women, African Americans, Latinos, Researchers, Clergy, Advocates, and Faith United), our core programming and key initiatives, and our corporate engagement program for executive leaders, the Global CEO Initiative on Alzheimer's Disease (CEOi). In addition, UsAgainstAlzheimer's Network serves as the fiscal agent for Leaders Engaged on Alzheimer's Disease (LEAD), an 80+ member group of organizations. LEAD is co-convened by UsAgainstAlzheimer's and Volunteers of America.

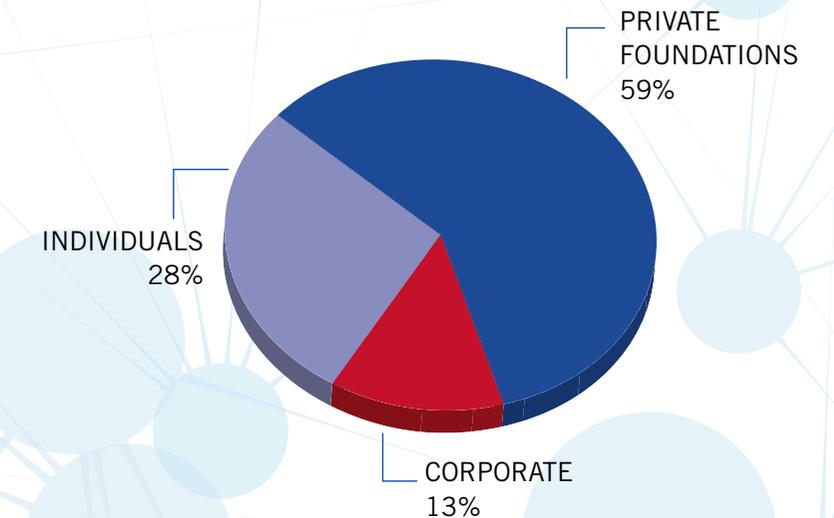
UsAgainstAlzheimer's is a 501(c)4 organization that engages in public advocacy, federal relations, grassroots activity and voter education.

Co-Founders George and Trish Vradenburg make an annual commitment each year to cover all management and fundraising expenses. This ensures that all donor contributions go directly to the heart of the matter: finding a cure for Alzheimer's Disease.

EXPENSES 2015



REVENUE 2015



DONOR LIST

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VISIONARY SPONSORS

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Lead Annuity Trust

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Foundation

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Richard Wald

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Wells Family Trust

Carol Welsch

Donald Wendorf

Carol and John Wilner

Stacy Winick
and Steven Guttentag

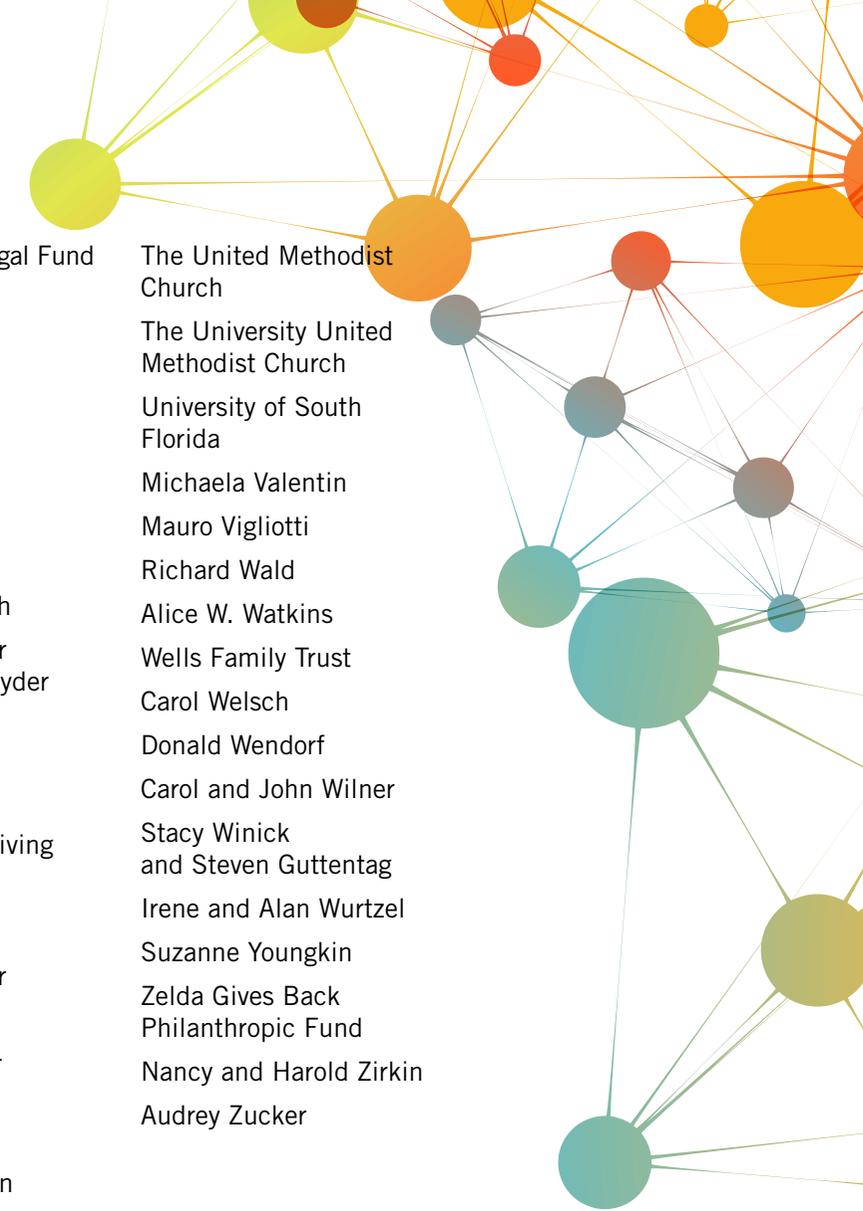
Irene and Alan Wurtzel

Suzanne Youngkin

Zelda Gives Back
Philanthropic Fund

Nancy and Harold Zirkin

Audrey Zucker



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UsAgainstAlzheimer's Network
Senior Advisor, UsAgainstAlzheimer's
President, Geoffrey Beene Foundation
Alzheimer's Initiative

John Dwyer

President, Founding Board Member,
UsAgainstAlzheimer's
President, GAP Foundation

Jill Lesser

Secretary, Founding Board Member,
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President, WomenAgainstAlzheimer's Network
Principal, JAL Consulting, LLC

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MAKING A DIFFERENCE FOR PATIENTS AND CAREGIVERS

“ TO USAGAINSTALZHEIMER'S FOR THE INCREDIBLE WORK THAT YOU DO DAY AFTER DAY WITH REGARDS TO COGNITIVE IMPAIRMENT EDUCATION, AWARENESS AND THE DRAMATIC NEED FOR SUBSTANTIALLY CURATIVE FUNDING IN THE U.S. AND AROUND THE WORLD AS SOON AS IS POSSIBLE: SIMPLY STATED, A HUGE THANKS! ”

Sandy Halperin, patient, early-onset Alzheimer's; Member, ActivistsAgainstAlzheimer's

“ I WILL BE FOREVER GRATEFUL FOR USAGAINSTALZHEIMER'S, AS IT HAS BEEN A CATALYST FOR ME. THIS EARLY-ONSET ALZHEIMER'S (GENETIC FORM) IS EXTREMELY CRUEL AS IT ROBS THE YOUNGER PEOPLE OF A LIFE, BUT WITH PEOPLE LIKE YOURSELF PUSHING AN AGENDA, HOPEFULLY IT WILL BE A THING OF THE PAST. ”

Philip Choban, caregiver to wife Carmen Almasan, with early-onset Alzheimer's

* COMBINED BOARD LIST IN ALPHABETICAL ORDER

For more information, contact:

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