



**RAISE YOUR
VOICE.**

2021

UsAgainstAlzheimer's



Almost 22 million Americans are impacted by Alzheimer's – most of them women and communities of color.

THE IMPORTANCE OF OUR WORK

UsAgainstAlzheimer's exists to conquer Alzheimer's disease. Since its creation in 2010, UsAgainstAlzheimer's has shaken up the conversation and insisted that people pay attention to the only top-ten cause of death in the United States with no known current treatment or cure.

Currently, there are 5.8 million Americans living with Alzheimer's disease and another 16 million family members caring for them at an annual cost of \$290 billion.

We see this as unacceptable and have set out to do something about it. Our mission is to make sure that our nation pushes for effective treatments, promotes ways to prevent, and ultimately cure this disease so no one is lost to Alzheimer's. In the past decade, much headway has been made in Alzheimer's advocacy and research, with more hope on the horizon now than ever before.

UsAgainstAlzheimer's has led the U.S. to set a national goal of preventing and effectively treating Alzheimer's by 2025.

Alzheimer's disproportionately targets women, who are two-thirds of the known cases. It targets communities of color with African Americans twice as likely and Latinos 1.5 times as likely as Whites to be at risk. It targets our veterans, where 49% of military veterans over age 65 have a risk for the disease whereas the general population risk is at 15%. And we have five generations of family caregivers impacted by Alzheimer's disease – caregivers ranging from 8-80 years old.

Philosophers Edmund Burke, John Stuart Mill and even Plato, have suggested, "the only thing necessary for the triumph of evil is for good men to do nothing."

If nothing changes, by 2050, 14 million Americans will be living with Alzheimer's at an annual cost of more than \$1 trillion. The time to act is now to save future generations from the devastation of this disease.

WHAT WE STAND FOR

Our four core pillars to achieve urgent action and impactful results include:

1.

Early Intervention

We focus on proactive brain health across the lifespan and engage consumers, providers and policymakers to create an optimal system of brain health.

2.

Health Equity

We work to eliminate disparities in brain health and ensure more communities have equitable access to resources, support and research opportunities.

3.

Patient and Caregiver Voices

We understand what matters most across the lived experiences of those affected by Alzheimer's disease – and help those working on new treatments to understand these needs and preferences.

4.

Speeding Treatments

We accelerate bringing Alzheimer's treatments to market by supporting the latest global research, driving international collaboration, and encouraging advancements in the field.

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Alzheimer's
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as the general public

WE NEED YOU TO JOIN US

Alzheimer's is not just a disease of older people.
It is about all generations. We need to educate and
improve brain health in ourselves and our children.

Only together can we change the trajectory of Alzheimer's disease and help the millions of families who encounter it.

By joining with UsAgainstAlzheimer's, you become part of a powerful public and private-sector coalition that is committed to transformational change.

Many mistakenly believe Alzheimer's is a disease that only affects the old. The reality is people can be diagnosed with early onset Alzheimer's in their 30s, 40s and 50s. Science tells us that before an official diagnosis, the person with Alzheimer's has lived at least 10 or

more years with the disease. And many younger generations are robbed of their personal lives, caregiving for a loved one at almost twice the hours and twice the average length of years than caregivers supporting loved ones with other diseases and disabilities.

A scientific study also showed that Alzheimer's caregivers can have 24% more stress hormones, 15% less antibodies, compromising their immune systems, and 2-3 times the levels of depression as the general public.¹ Dementia caregivers put themselves at risk for Alzheimer's and other chronic illnesses later in life.

¹ Vitaliano, P. P., Zhang, J., & Scanlan, J. M. (2003). Is caregiving hazardous to one's physical health? A meta-analysis. *Psychological bulletin*, 129(6), 946.



Brain health and wellness

affect a person at every age and in every aspect of life.

HOW YOUR HELP BRINGS HOPE

Brain health and wellness affect a person at every age and in every aspect of life, from the classroom to the conference room to the living room. People need a healthy brain across the lifespan, regardless of age, culture and geographic location. Yet, brain health is rarely at the center of our conversations on wellness. This lack of knowledge and discussion has a devastating impact when people finally address cognitive decline.

We need you to be active in this important conversation. You will help champion brain health as a vital part of health equity in our communities and around the world.

Brain health awareness and education is just as important in fighting this disease as the researchers and scientists testing treatments and cures in their labs. Researchers continue to uncover new ways to improve brain health and overall wellness that could help prevent or delay Alzheimer's disease in the future.

WAYS TO ENGAGE

We customize programs to fit the needs of our corporate partners as they align with our core pillars. There are multiple ways to engage through campaigns and coalitions, education, roundtables and industry events.



CAMPAIGNS AND THOUGHT LEADERSHIP

Be Brain Powerful® Campaign

The Be Brain Powerful® Campaign (BBP) leverages the power of female voices to make a fundamental change in the way we care for our brains and demand more from health systems. Founded on market research, BBP aims to: educate women about preserving and protecting brain health; elevate the subject of brain health to force national and international conversations; empower women to be a driving force for change; and engage philanthropists and world-renowned scientists to focus on sex-based brain health research. Companies can sponsor BBP or adopt BBP collateral and activations for its own distribution.

Brain Health Partnership Steering Committee

Comprised of executives from prominent public and private organizations, the Steering Committee provides ongoing strategic input, counsel, and insight to the Brain Health Partnership initiative.

National Alzheimer's Disease Index™

In 2019, UsAgainstAlzheimer's and the National Minority Quality Forum (NMQF) launched a cloud-based platform: the National Alzheimer's Disease Index™. The Index aggregates Medicare data to visualize Alzheimer's and dementia "hot spots" by geography (zip code, county, state, MSA, congressional districts), and by demographics (age, gender, race and ethnicity).

Index development took place over the course of 2018 through a series of expert roundtables with industry leaders, community leaders, academic representatives and health system leaders. The Index will be leveraged in the field to understand public health infrastructure gaps to address health disparities; deliver data-based insights to tailor and target brain health promotion efforts; and build data projects to improve engagement and inclusion in research. Companies can serve as sponsors of the Index and will receive access to the data insights, as well as invitations to related working group meetings.



CAMPAIGNS AND THOUGHT LEADERSHIP

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. Companies can partner with UsA2 to field research with the A-LIST or gain access to research findings of interest.

Women's Leadership Council

The Women's Leadership Council (WLC) brings together influential women executives from the highest levels of leading global organizations. Members contribute their reputation, resources and talent to the WLC which, in turn, provides a platform for women to fight – and beat – Alzheimer's. With a focus on early intervention, the WLC has attracted more than 20 women leaders from diverse industries to demand a solution to the Alzheimer's crisis and catalyze the change needed to make an impact.

These leadership voices are at the forefront of our efforts – having the ability to create fundamental change in eradicating this disease. Female leaders within your company can join the Women's Leadership Council through available annual memberships.



EDUCATION

Employer Brain Health Program

Addressing the health and wellness of customers and employees compliments your brand while also demonstrating your commitment to a public health crisis that is likely on the hearts and minds of your employees. We know that corporate social responsibility is paramount to employee and customer satisfaction, and we have a campaign that is proven to yield high levels of engagement. It is simple to implement and inspires hope around a topic that we know your employees care about. Utilizing our Employer Brain Health Program, which is part of our Be Brain Powerful® Campaign, will enable your company to build a culture of brain health and empower your employees to make their brain health a priority. Companies have access to a webinar series, our 30-Day Brain Health Challenge, customized communications and more.

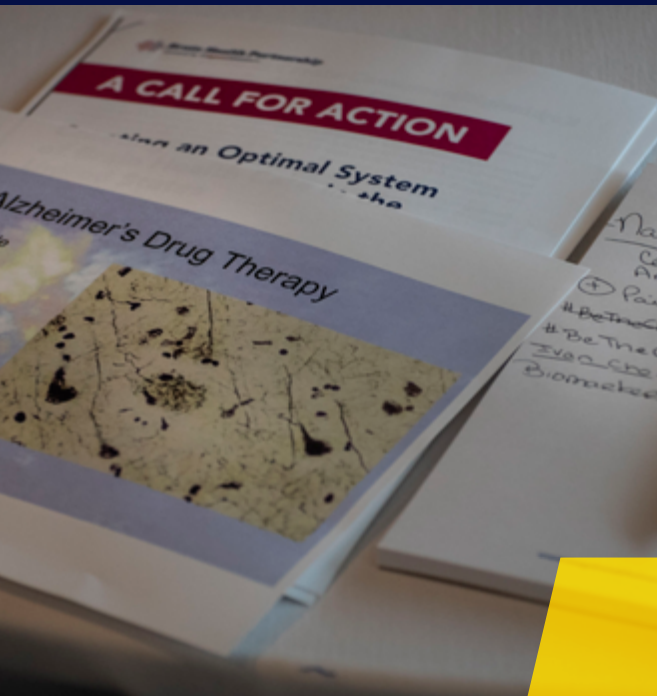
Chairman's Briefing

Our Chairman's Briefing is an invitation-only opportunity for companies to hear directly from UsAgainstAlzheimer's Chairman, George Vradenburg, and other invited guests. The briefing includes updates on the latest research, funding and science, as well as updates from all our networks, coalitions and special projects.

Alzheimer's Talks

Our popular web-based series, Alzheimer's Talks, raises awareness of current research, evidence-based ways to promote brain health and innovative approaches to engage those most impacted by Alzheimer's. The series helps recruit advocates who are committed to ending Alzheimer's and connects them with researchers, authors and experts in aging, caregiving and more. These informational, interactive sessions attract a strong grassroots audience of Alzheimer's caregivers and individuals at risk for Alzheimer's, as well as researchers, industry executives, non-profit leaders, senior care professionals and other stakeholders.

Alzheimer's Talks are available through the live webcast, on Facebook and through email and social media outreach. Companies can sponsor a topic of choice and be featured in promotional materials and within the program.



DIET FUEL FOR YOUR BRAIN



DR. MARK HYMAN
The Broadview Center
& Cleveland Clinic



DEBORAH KAN
Founder
Being Patient



KELLY O'BRIEN
Brain Health Partnership
USAgainstAlzheimer's



**MERYL
COMER**

USAgainstAlzheimer's
BrainStorm

>>> **#BeTheCHANGE** UsA2



ROUNDTABLES AND SIGNATURE EVENTS

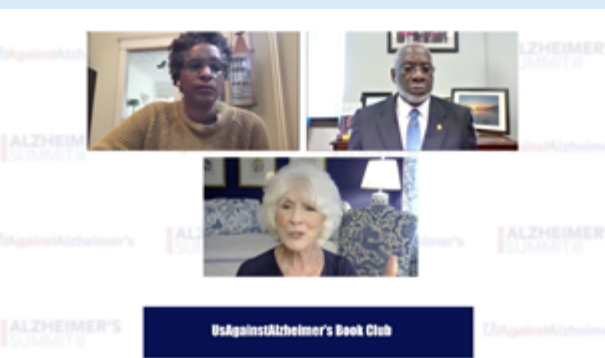
BrainStorm

The BrainStorm conference series convenes partners from across the Alzheimer's health and research communities to share best practices for driving equity in and access to Alzheimer's research and intervention development. Convenings leverage data and research generated from the National Alzheimer's Disease Index™ to highlight gaps in research and public health infrastructure that can be addressed through coordinated action. The series contributes to our efforts to build consensus around and adoption of culturally tailored community engagement and health practices to reduce disparities in Alzheimer's research, care and health outcomes. Companies can sponsor the Series to receive an invitation and recognition on all collateral associated with the event.

Brain Health Partnership Roundtable Discussions

The Brain Health Partnership engages healthcare, policy and consumer stakeholders to dramatically shift how we approach brain health and dementia in our country. We host a series of provider and stakeholder roundtables that aim to identify strategies to increase the number of cognitive assessments for people of color and women 65+.

The roundtables further our work to build a consensus and catalyze policy and clinical guidelines among leading provider organizations around the need for a brain health check-up for those aged 40 or younger, along with a common understanding of the elements of such a checkup – including culturally competent screening and risk-reduction counseling, early detection, validated tools (including tech) and referrals to specialty care and/or community resources. Companies can sponsor the roundtable series or select targeted discussions for direct engagement.



ROUNDTABLES AND SIGNATURE EVENTS

National Alzheimer's Summit

The National Alzheimer's Summit brings together leading policy experts, researchers, global industry leaders, providers, brand managers, individuals living with Alzheimer's, advocates, and caregivers to accelerate a cure. Through collaboration, mobilization, and execution of systemic disruption, the Summit annually drives the conversation around what is needed to treat and cure Alzheimer's and ensure a brain healthy future for all people.

With a completely virtual format due to COVID-19, 2020's Summit looked a bit different, but we were thrilled to be able to welcome stakeholders located all around the world to join our conversation as a result. This content rich, multi-day convening includes engaging panel discussions, advocacy efforts for Capitol Hill and inspiring stories from the Alzheimer's community. The Summit is a significant and important opportunity for companies to join other business leaders, advocates and experts as we work to stop Alzheimer's disease. Companies can sponsor the Summit to receive an invitation and recognition on collateral associated with the event.

Be Brain Powerful – Trish Vradenburg Gala

The Be Brain Powerful Trish Vradenburg Gala is an inspirational evening named in memory of our fearless WomenAgainstAlzheimer's founder, Trish, that has raised millions to support the work of UsAgainstAlzheimer's since 2013. Centered around the Be Brain Powerful® campaign, the event gives guests the tools, insight and inspiration needed to make their brain health a priority. Featuring brain healthy food, music and movement, the Gala infuses hope into the Alzheimer's conversation.

The 2020 Gala was also held virtually, which resulted in significantly increased viewership from past galas. We honored actress, singer, songwriter and advocate Mandy Moore with the annual Bea Lerner Award on behalf of her efforts to raise awareness of Alzheimer's disease and dementia through her character, Rebecca Pearson, on NBC's This is Us. We also honored AARP, a proud partner in UsA2's work, with our Corporate Champion Award®, and Senator Patty Murray (D-WA), a longtime backer of legislation to support caregivers, advance research and improve care, with our Congressional Champion Award®.

Companies can sponsor the Gala to receive an invitation and recognition on all collateral associated with the event.

HOW WE CAN HELP YOU



Align your brand with a cause that connects.

Elevate your brand within our coalition of organizations. Our programs touch millions of people and their communities. We focus on groups most vulnerable to the disease through our networks for women, communities of color, veterans and religious leaders. Alzheimer's caregivers are among the most engaged and loyal audience you will meet. Your alignment with the needs and concerns of these communities brings your brand to life in an authentic and empathetic way.



Support employees and customers by showing you care.

Your business relies on people: employees and customers. With 1 in 3 families impacted by Alzheimer's, workplace wellness involving brain health education takes on a whole new meaning. In addition, families challenged with Alzheimer's appreciate organizations that remove the stigma of the disease by championing their cause. These audiences have value for you – let them know you care.



Build upon your thought leadership.

We strategically position our business partners with the stakeholder groups leading the global dialogue on Alzheimer's and other dementias. We are working with experts, caregivers, individuals living with dementia, global institutions, activists and government officials to solve the largest health crisis facing our country and the world. We offer our corporate partners a seat at the table.

HOW WE CAN HELP YOU



We support your inclusion and diversity programs.

Alzheimer's disease disproportionately impacts women and communities of color. In fact, by 2030, nearly 40% of Americans living with Alzheimer's will be African American or Latino. Our data-driven programs are designed to address disparities and improve policies and research efforts. We can inform your company on these important issues and engage your leadership in our membership coalitions.



Help us shape policy around healthcare system readiness.

Half of primary care physicians do not believe the health care system is ready for the growing impact of Alzheimer's. We work with key stakeholders in Washington, D.C. and globally to remove healthcare system barriers that threaten slow access to future treatments and diagnostics for families impacted by Alzheimer's and dementia. Our corporate partners can participate in the development of policies and guidelines that aim to speed innovation, access and care delivery for Alzheimer's treatment and solutions.



Partners get a front row seat for advocacy efforts.

Engaged advocates drive meaningful change by promoting increases in research funding, elevating brain health as a critical population health issue and demanding help for families dealing with the health and economic burdens of the disease.

Despite its fast-growing prevalence, Alzheimer's has yet to receive the funding needed to find a cure, nor has adequate attention been placed on sex-based differences. Corporate partners 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.

HOW WE CAN HELP YOU



We support your participation with PR, brand awareness and exposure.

Our wide-reaching networks feature multiple opportunities to highlight your company's brand and Alzheimer's advocacy. We reach millions through our UsAgainstAlzheimer's network distribution and online presence. We can also support your branded content needs:

WEBSITE RECOGNITION

Our Corporate Partners 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.

QUARTERLY DONOR NEWSLETTER

Our quarterly newsletter details UsA2 activities and provides the latest news about happenings within our network. Companies' logos, links and descriptions are featured on a rotating basis in the "Partner Spotlight" section.

TWITTER CHAT

Our Twitter channel reaches millions and actively engages 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, brain health and wellness.

BLOG POSTS

Our UsA2 blog features timely and important posts for policy advocates and families. We can partner with companies to write and publish a blog post on a mutually agreeable topic.

STRATEGIC MEDIA EFFORTS

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. Companies benefit from UsA2 enduring partnerships, proactive joint outreach and targeted opportunities for media exposure.

JOIN OUR EFFORTS TODAY

We offer customized corporate partnership packages with a wide range of benefits* to build engagement strategies around your goals. Each of our partner levels provides access to education, policy content and brand exposure with customized programming around special projects and our diverse networks.

Our flexible and customizable partnerships allow your company to join as a general member of the Corporate Partnership program, align specifically with one of our value pillars, or invest in one of our signature programs and events.

*A full list of benefits is available upon request.

PARTNERSHIP LEVELS ARE AS FOLLOWS:

 **LEADERSHIP
SPONSOR**
750k

 **IMPACT
SPONSOR**
500k

 **CHAMPION
SPONSOR**
250k

 **COMMUNITY
SPONSOR**
150k

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UsAgainstAlzheimer's