

The Judy Fund News

A newsletter published exclusively for our friends and supporters

FALL 2019
FIFTEENTH
EDITION

SPECIAL SPOTLIGHT:
TURNING IDEAS
INTO ACTION

Care and Cure with the Alzheimer's Association

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Your Dollars Make a Difference

- More than **\$8.5 million** raised by The Judy Fund to date.
- Helped make **13 Alzheimer's Association peer-reviewed research grants** possible in addition to **lending support** to the Association's Women's Alzheimer's Research Initiative (WARI).
- More than **500 Ambassadors** sponsored.
- In fiscal year 2018, Alzheimer's Association advocates, Ambassadors and staff held **2,867 meetings** with members of Congress and their teams.

To fuel the efforts of The Judy Fund with a donation, please use the enclosed envelope or visit alz.org/TJFgift.

Dear Friends and Family,

Since the beginning of The Judy Fund in 2003, I have been driven by this seminal quote from Margaret Mead:

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

The spirit of this iconic statement embodies everything that I believe: A singular passion, ignited by a driven commitment, can get things done. What I have realized over a decade and a half managing The Judy Fund is this: While each asset is singularly noble, outcomes rely on both the passion for an idea and drive to get it done. The Judy Fund in 2019 is a grand example of passion ignited by commitment, on all of our parts, and the returns on our investment have been pretty impressive, indeed.

When we began The Judy Fund in 2003, Alzheimer's was, literally, our grandmother's disease. The world viewed Alzheimer's through a detached lens: "If I get it when I'm 80, I'll deal with it then. I don't want anything to do with it now, too scary." Most thought the disease and accompanying dementia were an inevitability of aging. Today we know differently: While advancing age is the greatest risk factor for Alzheimer's, the majority of seniors live dementia-free. But a growing number of baby boomers are developing the disease, due to increasing age. And two-thirds of them are women. Why? We don't know. But we are trying really hard to find out.



The Gelfand Family at Walk to End Alzheimer's in 2018.



Progress toward The Judy Fund goal of \$10 million by 2020.

Today The Judy Fund has raised and granted over \$8.5 million, on our way to our goal of \$10 million by the end of 2020. Our fundraising capacity mirrors the growth of funding for Alzheimer's worldwide: In the last five years, federal government funding of Alzheimer's research has more than quadrupled to \$2.4 billion. That's the combination of drive and passion that is going to get us all to Alzheimer's survivorship.

In the meantime, there are things we all can do to take care of our brains right now. Research is beginning to reveal that adopting healthy lifestyle choices may reduce the risk of cognitive decline. In 2014, a large-scale two-year study in Finland of healthy older adults at increased risk of cognitive decline and dementia reported that simultaneously targeting physical exercise, a healthy diet, cognitive stimulation, and self-monitoring of heart health risk factors had a protective effect on cognitive function. For those living with Alzheimer's disease today, we still don't have disease-modifying drugs or a cure, but we know there's reason to be hopeful.

Here are two things you can do today to take care of your brain and advance the fight against Alzheimer's:

1. Read more about lifestyle and prevention (you can find a great recap of the latest results on page 3) so you can potentially reduce your risk of cognitive decline.
2. Give to The Judy Fund to advance research and advocacy through the Alzheimer's Association®. Together, we can change the course of the disease and usher in an era of surviving Alzheimer's disease.

We can and must all do something. Please join the fight!

Elizabeth Gelfand Stearns
Chair, The Judy Fund

Remembering Judy

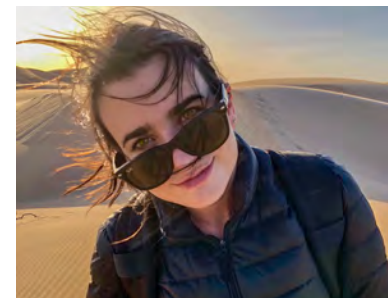
The Next Generation Honors Grandmother Judy Gelfand



(From left) Ilana Gelfand, Ella Stearns, Doreen Gelfand, Jackie Stearns, Sophie Gelfand, Elizabeth Gelfand Stearns and Marcie Gelfand.



Ilana Gelfand



Jackie Stearns



Sophie Gelfand



Ella Stearns

“My grandmother Judy was one of those people everyone knew. Even if you didn’t know her personally, you knew of her. And she knew of you because she made a point to get to know people. She was a philanthropist and all-around incredible woman. She’s the reason I’m committed to a world without Alzheimer’s disease. I’m hopeful for the future because I’m part of a generation of change and determination. Whether raising funds during Walk to End Alzheimer’s, buying a table at fundraising dinners or donating to fraternity fundraisers, there are always ways our generation can help make a difference for our future.”

Ilana Gelfand

“Judy was passionate in everything she did and about everyone she knew — even well into the disease. I’ve grown up surrounded by people who work in her honor, every day, for a world where Alzheimer’s disease is a distant memory. In 2019, I’m fortunate to be among a generation of young adults who are comfortable with caring passionately and who know you must fight for what you believe in. I don’t think there’s been a better time than now to work to fund research for Alzheimer’s.”

Jackie Stearns

“My grandmother Judy was an amazing person who dedicated her life to helping others. The memories my grandmother and I shared are ones I will never forget and will hold close to my heart for all my life. But the memories didn’t stop when her life ended. To this day, I’m told stories that make me feel as though I have known Gram for a lifetime. Every time a story is told in remembrance of Gram, smiles take over the room. When Alzheimer’s took her life, I was very young and didn’t understand how a disease could take control of someone. Since then, my family has taught and guided me through this disease, and has dedicated their lives to providing a future without Alzheimer’s.”

Sophie Gelfand

“All my life, I’ve been told stories about how my Gram lived her life. ‘Another day in paradise’ was one of her favorite quotes — she loved and appreciated her life, even up until the end. I was a little girl when she died and have been told how her caregivers used to say, ‘I know you think we are taking care of Judy, but she is really taking care of us.’ That was my Gram: taking care of her world by being kind and loving. I try to think of those qualities and be a part of the change that moves The Judy Fund forward. That would make us all a bit closer to Gram.”

Ella Stearns

Mind Your Heart for Better Brain Health

**MIND &
HEART**

The Judy Fund launched the Mind&Heart Salon series in 2013 to educate baby boomers about ways to potentially reduce their risk of cognitive decline.

This past year saw the strongest evidence to date that what's good for your heart is also good for your brain: The federally funded SPRINT MIND study found that aggressively treating high blood pressure in older adults can help reduce the development of mild cognitive impairment (MCI).

SPRINT MIND compared an aggressive strategy to a standard one for managing hypertension in more than 9,300 cognitively healthy adults age 50 and older. First at the Alzheimer's Association International Conference® 2018 and subsequently in the January 2019 *Journal of the American Medical Association*, the research team reported a lower rate of new cases of MCI in nearly 1 in 5 study participants who managed their systolic blood pressure — the top number in a blood pressure reading — at a level of 120 mm Hg or below. This marked the first time an intervention has ever shown a reduction in MCI in a large group of people.

"I can now confidently tell my patients that getting their systolic blood pressure into the 120s is the one thing we can work on together to reduce their risk for cognitive impairment," says the study's principal investigator, Jeff Williamson, M.D., professor of Gerontology and Geriatric Medicine at Wake Forest School of Medicine.

MCI causes a slight but noticeable and measurable decline in cognitive abilities, including memory and thinking skills. A person with MCI is at an increased risk of developing Alzheimer's or another dementia. To help determine whether treating hypertension may reduce dementia risk, the Alzheimer's Association granted \$835,000 in early 2019 to accelerate the start of SPRINT MIND 2.0, which will reengage the original study's participants for two additional years of follow-up and assessment.

"SPRINT MIND 2.0 and the work leading up to it offer genuine, concrete hope."

"SPRINT MIND 2.0 and the work leading up to it offer genuine, concrete hope," says Maria C. Carrillo, Ph.D., Alzheimer's Association chief science officer. "Proof that lowering blood pressure can lower risk for dementia may be key to improving the lives of millions of people around the world."



Five Ways to Help Manage Your Blood Pressure

Dietary changes are one established way to help keep your blood pressure in a healthy range. Talk to your physician to find the best strategy for you.

1. Avoid salty foods like deli meat, pizza and chips.
2. Eat more potassium-rich foods such as bananas and leafy greens.
3. Eat more foods high in omega-3 fatty acids, such as salmon, mackerel and herring.
4. Drink less alcohol.
5. Eat a small square of dark chocolate every day.

Ambassadors State Their Cases for the Cause



California State Assembly member Monique Limón (fourth from left) and Leigh Cashman (fifth from left) with other advocates.

After years of seeking a diagnosis for her father's memory issues, Leigh Cashman of Santa Barbara, California, decided enough was enough. She had to join the fight against Alzheimer's.

"I'm not only fighting for my dad and my family but also for future generations," Cashman says.

Now vice chair of the Alzheimer's Association California Central Coast Chapter, Cashman is an Association Ambassador. Ambassadors, supported by The Judy Fund, are a group of more than 500 volunteers who are paired with lawmakers to help drive legislative change. While Ambassadors focus primarily on federal advocacy, many also perform crucial work at the state level.

In February 2019, California State Assembly member Monique Limón introduced legislation that directs the California Department of Public Health and local jurisdictions to plan for the escalating Alzheimer's crisis. Cashman developed a relationship with Limón and connected her with the Association to educate her on the sobering statistics and current developments surrounding the disease.

Then in June, California Gov. Gavin Newsom signed a budget allocating \$8 million in new Alzheimer's funding: \$5 million for implementation of the Centers for Disease Control and Prevention's Healthy Brain Initiative Road Map; \$2.7 million for research examining why the disease disproportionately impacts women and people of color; and \$300,000 to staff and support the state's Alzheimer's Prevention and Preparedness Task Force. The 29-member task force is chaired by former First Lady of California Maria Shriver and includes Susan DeMarois, director of Government Affairs at the Alzheimer's Association California Chapter.



JJ Jordan (third from left) and Sen. Michael Bennet (D-Colo.) (center) with other advocates.

"Our advocates, like Leigh, were ahead of the curve each time we faced a key vote," says DeMarois. "They absolutely made the difference."

JJ Jordan of Denver, Ambassador to Sen. Michael Bennet (D-Colo.), uses her family's 16-year journey with Alzheimer's to inform her advocacy efforts. Three of her family members died from the disease.

"My passion allows me to speak with lawmakers at any level about how they can support legislation that improves the quality of life for people living with dementia and their family care partners," Jordan says.

Jordan testified this year before the Colorado General Assembly on a bill that would make advance directives for people living with dementia easily accessible to first responders and acute care providers via medical records, using two examples of chaotic middle-of-the-night emergencies at her father's care facility to amplify her case. The legislation was signed into law in May.

"JJ truly lives the motto that the end of Alzheimer's begins with all of us," says Coral Cosway, senior director of Public Policy and Advocacy for the Alzheimer's Association Colorado Chapter. "She expects our elected officials to do the same."

"Our experiences are extremely valuable, and lawmakers really do remember our stories," Jordan says. "I thank everyone at The Judy Fund for the incredible support they provide toward our collective vision of a world without Alzheimer's."

An Unbreakable Bond

Three Generations Touched by Memory



Amy Weinreb and Elizabeth Gelfand Stearns.

When Amy Weinreb arrived at Camp Merriwood in New Hampshire at age 9, she was hoping for a fun-filled summer and a few new friends. When she left eight weeks later, she'd made a lifelong "sister" — her cabinmate, Elizabeth Gelfand Stearns.

"There was an instant connection when we met," Amy says. "We spent the summer laughing, singing and bonding at sleep-away camp."

They returned to Merriwood year after year, deepening their kinship. They celebrated birthdays together; acted in the same plays; and Elizabeth's parents, Judy and Marshall, graciously hosted Amy on several Gelfand family trips.

"Judy would always greet me with open arms, her wonderful smile and unforgettable laugh," Amy recalls. "It speaks to Judy and Marshall's character and dynamic that they would want me as part of their family vacations."

After their camp days ended, Amy and Elizabeth remained close. The two shared an apartment in New York City after college and started their careers by each other's side. As jobs and family took them to different ends of the country, Amy and Elizabeth talked less and less. But Camp Merriwood would find a way to bring them back together.

As the two friends picked up where they left off, they realized they shared another common bond: Their mothers were both diagnosed with dementia.



(From left) Todd Gelfand, Doreen Gelfand, Wendy Gill, Dean Gelfand, Judy Gelfand, Elizabeth Gelfand Stearns, Marshall M. Gelfand, Terry Bernard Cohen and Amy Weinreb in Aspen, Colorado, 1975.

"Our daughters ended up going to camp at the same time, which is how we started to reconnect," Amy says. As the two friends picked up where they left off, they realized they shared another common bond: Their mothers were both diagnosed with dementia.

Like Elizabeth, Amy grew up watching her mother take an active role in her community. Elizabeth encouraged her to reach out to the Alzheimer's Association for information and support — and to get involved with the cause.

"She knew me well enough to know that I would want to be a part of finding an answer and be a part of the impact," Amy says. "She's very motivational, like her mom."

A native of Washington, D.C., Amy was drawn to the Association's advocacy efforts. She and Elizabeth attended the Alzheimer's Impact Movement Advocacy Forum together in 2019. Amy was in awe of the experience — the training, energy of other advocates and Elizabeth's tireless ambition motivated her to be bold when talking with her local representatives.

For Amy, Elizabeth's enthusiasm and passion at Forum was a welcome reminder of Judy's energetic, mobilizing spirit.

"Judy was always the glue that kept everyone together so I think she absolutely lives on through the efforts of Elizabeth and the rest of her family," Amy says. "They are such an embodiment of who she was."

"I came away from Forum understanding that it might take a village to find a cure, but it all starts with the collective effort of each of us," Amy says.

Sammy Snapshots

Sigma Alpha Mu Exemplifies Commitment to the Cause

Across campuses nationwide, the men of Sigma Alpha Mu (ΣAM) continue to rally behind The Judy Fund in support of the fight against Alzheimer's. During the 2018-2019 academic year, Sammys raised more than \$92,000 for The Judy Fund, their national charity of choice. Sigma Alpha Mu's legacy of commitment to the cause spans 14 years and exceeds \$660,000 in total contributions to date.



Chapter president Samuel Morris and Christopher Reichert (Delta Beta Chapter, American University) represented Sigma Alpha Mu at the 2019 Alzheimer's Impact Movement Advocacy Forum, where the fraternity was recognized for its fundraising efforts. In a statement posted on social media, the chapter said, "The brothers of Sigma Alpha Mu are incredibly grateful for this recognition and the Delta Beta Chapter is humbled that our president was invited to attend such a wonderful and impactful event."



The Gamma Psi Chapter (Temple University) hosted the inaugural Sigma Alpha Hoops, a March Madness-style tournament that raised \$3,000.



The Delta Eta Chapter (University of West Florida) held the third annual Ms. Fleur-de-lis Pageant and raised \$4,000 in support of The Judy Fund.



Team Texas Sammy, captained by the Sigma Theta Chapter (University of Texas at Austin), raised \$6,213 at Walk to End Alzheimer's, marking their second consecutive year as the top fundraiser for The Judy Fund's Walk to End Alzheimer's National Team.



The Mu Psi Chapter (Miami University of Ohio) held the "Oxford Open" tennis tournament last spring with help from peers on campus.



The Kappa Chapter (University of Minnesota) held its annual Breakfast at Sammy event to raise funds for Alzheimer's research and care. Serving donated food from local eateries, they raised \$2,400 in one day from over 350 ticket sales, raffles and donations.



The Gamma Rho Chapter (University of California, San Diego) hosted a pumpkin-carving contest during their Sammy Scarefest in November 2018.

Please join us in celebrating the 2018-2019 academic year's top five fundraising chapters:

- 1) University of Wisconsin – Madison, Beta Iota Chapter: \$17,270
- 2) University of Minnesota, Kappa Chapter: \$10,668
- 3) University of Texas at Austin, Sigma Theta Chapter: \$6,213
- 4) University of West Florida, Delta Eta Chapter: \$4,000
- 5) Miami University of Ohio, Mu Psi Chapter: \$3,940

The Judy Fund Exceeds Goals During Major Alzheimer's Fundraising Events



The Judy Fund team at Walk to End Alzheimer's in Santa Monica, California.

Each year, The Judy Fund unites people from across the country as they raise funds and awareness on behalf of a “Judy” in their lives. Once again, The Judy Fund supporters exceeded expectations at multiple events in their relentless fight against Alzheimer's disease.

In 2018, The Judy Fund experienced another year of extraordinary growth as supporters joined together as part of a National Team for the Alzheimer's Association Walk to End Alzheimer's®. In total, participants across the country raised a goal-shattering \$80,447 for Alzheimer's care, support and research, bringing their two-year total as a National Team to more than \$136,000. The Judy Fund's friends and partners were instrumental in its success. Special thanks to Gelfand, Rennert & Feldman; Partners Trust (now Compass); the Kamelhar and Berry families; and the men of Sigma Alpha Mu (ΣAM).

The Judy Fund continues to build momentum as a 2019 Walk to End Alzheimer's National Team. With donations still coming in, The Judy Fund is poised to reach its \$50,000 fundraising goal for the third consecutive year.

On September 22, The Judy Fund was celebrated for its fundraising efforts during the Walk to End Alzheimer's in Santa Monica, California — one of the team's flagship events. “We remain forever grateful to Elizabeth Gelfand Stearns, The Judy Fund and their generous donors for their remarkable support of the Association's advocacy, research and caregiving programs,” says Breena Gold, executive director of the Alzheimer's Association California Southland Chapter. “We thank every donor, team member and supporter for walking by our side!”



Members of Gelfand, Rennert & Feldman at the LA Marathon.

The Judy Fund also deepened its commitment to the cause with its first-ever team for The Longest Day®. This Alzheimer's Association fundraising event is held on the summer solstice — the day with the most light — and brings participants together to fight the darkness of the disease through a fundraising activity of their choice. Led by staff from Gelfand, Rennert & Feldman and joined by friends and family, The Judy Fund took to the streets of Los Angeles, California, to participate in the 2019 LA Marathon and the LA Charity Half Marathon as part of The Longest Day. Together, the team raised nearly \$22,000, putting them among the top performers nationwide.

“We remain forever grateful to Elizabeth Gelfand Stearns, The Judy Fund and their generous donors for their remarkable support of the Association's advocacy, research and caregiving programs.”



The Judy Fund Newsletter is printed on recycled paper and is SFI certified.

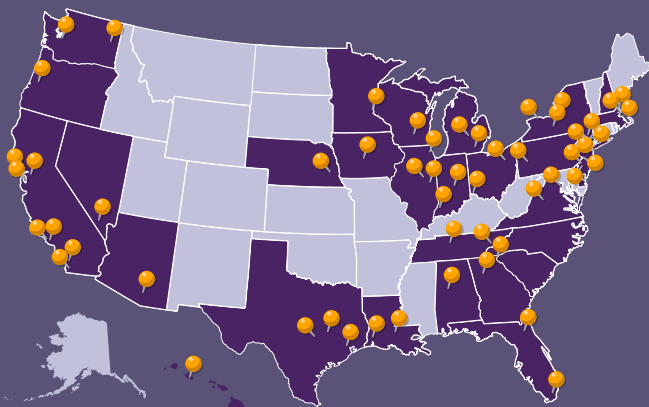
Join The Judy Fund for the Alzheimer's Association Walk to End Alzheimer's in 2020



Team Captain Rob Stearns (center) and family lead The Judy Fund team at Walk to End Alzheimer's in Atlanta.



Team Captain David Berry (second from left) with The Judy Fund team at Walk to End Alzheimer's in Chicago.



As a Walk to End Alzheimer's National Team, The Judy Fund invites you to walk with us at events taking place across the country. Please join a team in your hometown, or we can help you start one!

To learn more, visit alz.org/judyfundwalks.

The Judy Fund

Care and Cure with the Alzheimer's Association

Marshall Gelfand and Elizabeth Gelfand Stearns established The Judy Fund in 2003 in loving memory of Judy Gelfand. Since its inception, this family fund has raised and granted more than \$8.5 million in support of the Alzheimer's Association. The Judy Fund is relentless in its efforts to prevent this disease from striking future generations. The Alzheimer's Association is deeply grateful to the families, friends, business colleagues and corporations who have so generously supported the founding and growth of The Judy Fund.

Your support has enabled The Judy Fund to finance public policy efforts and vital research grants. Thank you for joining the Gelfand family in helping to advance the mission of the Alzheimer's Association. Visit alz.org/judyfund to see a list of donors to The Judy Fund. To make your gift quickly and securely online today, visit alz.org/TJFgift or donate by using the enclosed envelope.