

# The Judy Fund News

*A newsletter published exclusively for our friends and supporters*

*Care and Cure with the Alzheimer's Association*

## Your Dollars are Making a Difference

- More than \$5.1 million raised by The Judy Fund to date.
- 12 research projects sponsored.
- More than 500 Alzheimer's Association Ambassadors sponsored, performing over 2,600 congressional visits in 2013.

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Please visit The Judy Fund Web page at [alz.org/judyfund](http://alz.org/judyfund) for more information about how you can help in the fight against Alzheimer's.

## Dear Friends and Family,

A decade: 10 years. 120 months. 3,652 days. 87,658 hours. 5,256,000 minutes. 315,360,000 seconds.

Alzheimer's: At least 44 million people living with the disease worldwide. More than 5 million in the United States. Over 15 million U.S. caregivers. \$214 billion spent annually for care.

The Judy Fund: 1,600 donors. 511 Ambassadors. \$5.1 million raised and granted.

As the smash Broadway musical "Rent" asks us to consider: "How do you measure a year? In daylights, in sunsets, in midnights, in cups of coffee, in inches, in miles, in laughter, in strife."

This parable can be used to measure the milestones of a decade of The Judy Fund, a decade of accomplishment that we achieved together. A lot has happened, but not enough has changed. As we continue to push this disease upward to scale the mountain called survivorship, there are summits that allow us to look back while readying for the future.

Marshall began this Fund in July 2003 as Judy said goodbye to us all. His vision was clear: He would raise \$1 million from colleagues and friends in her name. And he did — within four months, he engaged a core group of very generous donors, all of whom are still with us today. But we knew we couldn't stop there. We invested in research — from beta-amyloid trials to patient care — and realized we still had a lot to do.

The Judy Fund joined the Zenith Society, the highest level of giving at the Alzheimer's Association®. Worldwide, this group of private donors continues to set a high bar in generously donating their time and money.

In 2004, along with our dedicated partners Eddie Keller and Pat Kaplan, we produced *Memories* A Judy Fund Gala for four years, raising over \$500,000 annually to support the Alzheimer's cause in the Coachella Valley.

In 2010, our Fund took a strategic turn, driven by Marshall's clear understanding that federal funding would be one of the most potent ways to find a cure. We invested in the Association's Ambassador Program, helping support the creation of a network of 511 advocates (and growing!) who maintain a conversation with their legislators year-round.

The Judy Fund donors have fueled this program, which, among other landmark accomplishments,



*Judy in the 1980s.*

helped usher in the National Alzheimer's Project Act (NAPA), one of the key tools to frame federal funding of Alzheimer's in the United States.

The men of the Sigma Alpha Mu national fraternity (Sammies) have become soldiers in our ongoing fight. This fall they'll grow their beards long to help keep brains strong. Read more on page 6.

During the past decade, we learned that women are not only disproportionately affected by Alzheimer's disease, they are also the engine of the fight against it.

The Judy Fund Salon Series, Mind & Heart, targets women of the baby boom generation, raising awareness of how heart and brain health may be connected. Learn more on page 10.

*Still Alice*, a film based on *The New York Times* best-selling novel is coming to theaters this holiday season, but you can get a behind-the-scenes look on page 11.

I'm also very excited about the new Alzheimer's Association women's initiative, My Brain™, which is inspired by Maria Shriver. Read about it on page 4 and join 1 million women on the front lines of the fight.

### *How do you measure 10 years of The Judy Fund?*

Sit down, get comfortable and read about all we have done together. Have a glass of red wine — after all, it's good for your health — and let's see where the next decade takes us.

My toast is to you!

*Elizabeth*

Elizabeth Gelfand Stearns  
Chair  
The Judy Fund



*Elizabeth and Judy in 1981.*

# The Judy Fund honored

during Alzheimer's Association Advocacy Forum

At the National Alzheimer's Dinner on April 8, held during the Alzheimer's Association 2014 Advocacy Forum, advocates, members of Congress, researchers and leaders gathered to celebrate advances in the fight against Alzheimer's disease. This included the recognition of some very special individuals who have shown tireless dedication to the cause.

Sen. Edward Markey (D-Mass.) presented the Alzheimer's Association Sargent and Eunice Shriver Profiles in Dignity Award, which recognizes individuals whose actions have promoted greater understanding of Alzheimer's disease and its effects on diagnosed individuals, families and caregivers. Marshall Gelfand, his daughter Elizabeth Gelfand Stearns and The Judy Fund were honored for exemplifying the vital leadership and devotion to fighting Alzheimer's symbolized by the award.

Alzheimer's advocate Maria Shriver offered congratulations via video, commenting that her parents would be proud the Gelfand family was receiving the award.

*“The Gelfands have the passion, the commitment and belief that we can wipe out this disease in our lifetime,” Maria Shriver said. “My parents would be so pleased to honor a family that has the dignity, passion and determination your family has fighting on the front lines of this disease.”*

Accepting the award, Gelfand Stearns said, “Our father has shown us all what one family can do to help change the world. Our father's ultimate battle, his fight against Alzheimer's disease, is a very personal one — it's one that honors our mother and is a way to protect us: his children, grandchildren, great-grandchildren and the future generations of our family. His fight is an example of leading from the heart.”

After the dinner, Gelfand Stearns expressed her gratitude to the many friends of The Judy Fund. “This award is a reflection of the work of the first two generations of The Judy Fund and our thousands of generous supporters,” she said. “I am confident it will inspire future generations to continue our efforts and make a difference in this cause.”



Marshall Gelfand, left, and Elizabeth Gelfand Stearns accept the Shriver Award from Sen. Edward Markey (D-Mass.).

The Forum drew nearly 900 Alzheimer's disease advocates to Washington, D.C., from April 7-9. Attendees learned advocacy best practices, networked with passionate, like-minded people from across the country, heard insider views of the political landscape and shared their personal stories with lawmakers.

Award-winning CNN chief political correspondent Candy Crowley delivered the Forum keynote address. Crowley's mother has Alzheimer's disease, and her family's tale resonated with those in attendance. Her mother still recognizes her, but she also has moments where she thinks Crowley is no longer living.

“The ups and downs of this disease are astonishing to me and so tiring, as I know all of you know,” she said. “I miss my mother most when I'm sitting across from her.”

Crowley said that advocates' personal stories can make the difference if legislators are hesitant to commit to the Alzheimer's cause.

“You can have all the facts you want at your fingertips, but I would put all those facts and figures on a sheet and then tell (elected officials) about the person you're losing or have lost and what it's doing to your life,” she said. “Make them feel your hopes and fears. I encourage you to open yourself up as much as you can when you get there. And do not give up.”

During the culmination of the Forum, known as Hill Day, advocates put their learnings into practice as they stormed Capitol Hill to convey to Congress the urgent need to change the trajectory of Alzheimer's — a steep but necessary climb on the path to end this disease.

# Young advocate honors father with fight against Alzheimer's



Elizabeth Gelfand Stearns and Alzheimer's Association Ambassador Brandon Barkwell.

One of the youngest advocates at the 2014 Advocacy Forum was Brandon Barkwell, 15, of Scottsdale, Arizona. Brandon's father, Brian, was diagnosed with younger-onset Alzheimer's disease in his late 40s, when Brandon was 5.

This year's Forum was Brandon's second time at the gathering. In addition to providing an update on the Alzheimer's Association Desert Southwest Chapter's legislative victories, Brandon — an Alzheimer's Association Ambassador and an already seasoned advocate — was part of the chapter delegation that spoke to lawmakers on Capitol Hill. He called the event "an amazing experience."

"Although my circumstances for being at the Forum are difficult, attending gives me a feeling of making a difference," Brandon said. "I also get to meet so many interesting people affected by the disease who are passionate about the future. Going to Capitol Hill with my story and asking for more funding makes me feel empowered. It's been a life-changing opportunity for me."

Back in Arizona, Brandon will again captain his Walk to End Alzheimer's® team in Phoenix — he recruited 40 team members last year and raised \$3,000 — and serve on the Walk's planning committee. A particular focus of his ongoing Alzheimer's activism is recruiting other young people to engage with the cause.

*"There's a misperception that Alzheimer's disease only affects old people and that only old people must be involved," Barkwell said. "This makes no sense, but I see it all the time. Most of my friends in high school aren't familiar with Alzheimer's and aren't even comfortable talking about it. We need a grassroots effort to change the perception of what Alzheimer's is, and that's going to come from young people getting involved."*

Brian's battle with Alzheimer's is essentially all Brandon has ever known about his father, who has resided for the last year and a half in an assisted living facility. Though the disease has become increasingly difficult to deal with, Brandon has accepted his reality — and he pledges to continue attending the Forum and serving as an advocate for as long as necessary.

"You want to look up to your dad, but Alzheimer's took everything from him and me," he said. "It's an open wound that you have to deal with every day... but I have a strong network of friends and family that has encouraged me to use this adversity to make a difference and never stop fighting for a cure, so one day no one will ever have to experience this."

# My Brain Movement

empowers women in the fight against Alzheimer's

According to the special report on women featured in the Alzheimer's Association 2014 *Alzheimer's Disease Facts and Figures*, nearly 13 million women are either living with or caring for someone with Alzheimer's disease or another dementia.

A closer look reveals the devastating toll that Alzheimer's takes on women both in the workplace and at home. Nearly two-thirds of all Americans living with the disease are women, and 60 to 70 percent of all Alzheimer's and dementia caregivers are women. Because of their caregiving responsibilities, 20 percent of female caregivers went from working full time to working part time, as opposed to 3 percent of men.

*To face this alarming epidemic head on, the Alzheimer's Association launched the My Brain™ movement to unite women in the fight against Alzheimer's. Inspired by Maria Shriver and "The Shriver Report: A Woman's Nation Takes on Alzheimer's," this initiative calls on 1 million women to use their amazing brains to help wipe out Alzheimer's disease. At [alz.org/mybrain](http://alz.org/mybrain), women can share why their brains matter and find other ways to get involved through events, clinical studies and awareness-building activities.*

Since the initiative's kickoff in March, the Association has taken several steps to rally women across the country — and has received an exciting response.

A national advertising campaign launched in April, featuring Joan Uronis, Alzheimer's Association National Early-Stage Advisor and National Board Member, who shared why her brain matters in an inspiring personal message to join the cause. The initial print ad ran in *Parade*, *Forbes*, *Smithsonian*, *O*, *The Oprah Magazine* and *TIME*. The second ad features actress, writer and director Lauren Miller Rogen, whose mother is living with the disease.

To introduce the cause to female leaders nationwide, the Alzheimer's Association My Brain movement sponsored the 2014 Forbes Women's Summit in New York, May 14-15, where 300 women across diverse spheres of influence, including business, philanthropy, education, media and entertainment came together to take action and create change. At the summit, actress Kimberly Williams-Paisley, who is personally affected by Alzheimer's, attended a salon dinner hosted by the Association.

The movement has also inspired women's groups to take action. As part of a longtime partnership with the Alzheimer's Association, Sigma Kappa Sorority recently made a generous \$1 million pledge to the My Brain movement through their foundation. Announced at the sorority's national convention in June, this gift will directly advance clinical studies focused on women and Alzheimer's disease and investigations led by female researchers.

Lauren Miller Rogen  
Actor, writer, director  
and co-founder of  
Hillary for Charity

alzheimer's association  
THE BRAINS BEHIND SAVING YOURS.

*“The women of Sigma Kappa have long been leaders in the Alzheimer’s movement, and they recognize the need for more women who are leaders and influencers in family, community, business, science, government and philanthropy to be engaged in this cause,”* said Angela Geiger, chief strategy officer, Alzheimer’s Association.

*“This generous \$1 million gift from the Sigma Kappa Foundation is the first funding of its kind for the My Brain movement. The funds are greatly appreciated and will focus on research about women and the disease in addition to funding the work of female researchers.”*

The Judy Fund, under the leadership of Elizabeth Gelfand Stearns, has long emphasized the involvement of women in the cause — and the burden this group endures as a result of the disease.

*“Through events like The Judy Fund Mind & Heart Salon Series (read more about the Salon Series on pg. 10), we aim to engage women in the fight and educate them on the many ways women are at the epicenter of the Alzheimer’s epidemic,”* she said.

*“We look forward to finding additional ways The Judy Fund can support this women-focused movement.”*

The next phase of the My Brain movement launches this fall. To join and stay up to date, visit [alz.org/mybrain](http://alz.org/mybrain).

**WOMEN ARE AT THE EPICENTER OF THE ALZHEIMER'S EPIDEMIC**

- A woman's **BRAIN** IS HER MOST VALUABLE ASSET — IT CONTROLS MOVEMENT, Breathing, and THINKING.
- OVER 60%** of ALZHEIMER'S AND DEMENTIA CAREGIVERS are **WOMEN**.
- 68%** of female caregivers PROVIDING ROUND THE CLOCK CARE SAID CAREGIVING WAS A STRAIN ON THEIR marriage.
- More **WOMEN** (11%) STOPPED WORKING TO PROVIDE CARE FOR Someone with ALZHEIMER'S vs. **MEN** (3%).
- ALZHEIMER'S DISEASE DESTROYS THE BRAIN KILLING NERVE CELLS AND TISSUE UNTIL ALL FUNCTIONS ARE AFFECTED.**
- ABOUT 13 MILLION WOMEN** ARE EITHER LIVING WITH ALZHEIMER'S OR CARING for Someone WHO HAS IT.
- IN HER 60's** A woman's estimated lifetime RISK OF DEVELOPING ALZHEIMER'S IS **1 IN 6** FOR BREAST CANCER IT IS **1 IN 11**.
- At 3 lbs your BRAIN** weighs less than YOUR PURSE but it is your body's MOST POWERFUL ORGAN.
- A **WOMAN'S** brain HAS AROUND 70,000 THOUGHTS A DAY USE ONE OF YOURS TO WIPE OUT ALZHEIMER'S JOIN THE MOVEMENT TODAY visit [alz.org/mybrain](http://alz.org/mybrain)
- alzheimer's association** THE BRAINS BEHIND SAVING YOURS™

# No Shave November

to launch as Sigma Alpha Mu's signature fundraising event

This November, the men of Sigma Alpha Mu (ΣAM) Fraternity will put away their razors and shaving cream in order to grow facial hair, awareness and funds to end Alzheimer's disease. ΣAM has adopted No Shave November as its signature fundraising event for The Judy Fund, the fraternity's national charity of choice since 2005.

"I'm not sure all of them can even grow facial hair," joked Matthew Modansky, ΣAM director of chapter services, "but I know that they can all raise funds and awareness for The Judy Fund. It's a great way to deepen our involvement in the Alzheimer's cause and have some fun doing good."

## Itching to end Alzheimer's

ΣAM and The Judy Fund have been working together the past few years to increase the philanthropic work of its 50 chapters nationwide and to make the experience more meaningful for participating Sammies (as ΣAM brothers are known) and other students. ΣAM fundraising for the 2013-14 academic year exceeded \$70,000, which is a 32 percent increase over the previous year. ΣAM and The Judy Fund leadership are very proud and look forward to surpassing this total in 2014-15 with the addition of No Shave November.

The Beta Iota Chapter at the University of Wisconsin-Madison was the first to add No Shave November to its fundraising and awareness activities last fall. The campaign garnered an impressive \$3,788 and caught the eye of Elizabeth Gelfand Stearns, chair of The Judy Fund.

"I had been thinking about creating something fun that all the chapters could get behind," Gelfand Stearns said. "When I saw how successful [Shanen Silverman, Beta Iota vice prior and philanthropy chair] and his brothers were and how much fun they had doing it, I knew this was it."

Silverman said No Shave November was an effective and easy way not only to raise funds and awareness but also to showcase the character of the men of Beta Iota. "I think the most enjoyable moments," he said, "were listening to people argue about who grew a better beard, while others complained that their beards were starting to itch and bother them."

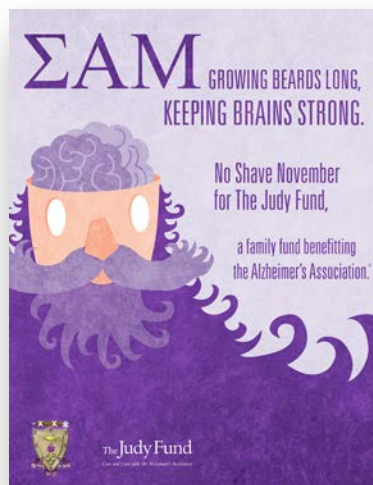


Andy Ahitow, Sigma Alpha Mu national president, presents Dan Parisi, Alzheimer's Association senior associate director of foundation relations, with a check for the fraternity's record-breaking fundraising efforts.

## Into the thick of it

Dan Parisi, Alzheimer's Association senior associate director of foundation relations, introduced the No Shave November concept at ΣAM's Convention in Washington, D.C., in August. "We hope to have full participation this November," Parisi said. "I've seen the spirit of the men of ΣAM, and I know we can get all the chapters to get growing."

No Shave November's concept is simple: Grow out your facial hair for the entire month and ask family, friends and others to sponsor your effort or join it. To track growth and enable sponsors and supporters to share in the fun, chapters are encouraged to create a Facebook page and post photos, videos and comments. Chapters are also encouraged to use the fundraising website, CrowdRise, to solicit and collect donations, making it easy to get involved.



Greg Stearns and his grandfather Marshall Gelfand (right) gear up for No Shave November. Event poster (left).

## Of beards and brotherhood

Leland D. Manders, ΣAM executive director, is excited about No Shave November and the continued relationship between ΣAM and The Judy Fund.

"This partnership is great," he stated. "Our young men have an opportunity to grow their altruistic spirit, and The Judy Fund and the Alzheimer's Association have more resources with which to end this devastating disease. No Shave November is a very nice addition to our efforts. We remain ever grateful to Marshall (Gelfand), Elizabeth and their family."

Marshall Gelfand, a proud alumnus of ΣAM for over 65 years, was instrumental in forging this relationship, and he, too, is looking forward to No Shave November. "I think it's a great idea," he said. "I hope their beards come in as thick and strong as the bonds of our brotherhood."

## Donor Profile:

# The Eliashar Family

The Gelfand and Eliashar families have a relationship that dates back 40 years. In the following paragraphs, Rina Eliashar's children, Dan, Tamar, Sharón and Doreen, look back on their mother's friendship with Judy and how the two women not so subtly united their two families.

Judy Gelfand and our mother, Rina Eliashar, had a special friendship. They weren't just friends, they were in-laws. It started in 1974. Liz Gelfand was having a swim party, and Judy suggested inviting "that nice Hurwitz girl" because Judy had a nice son, Todd. Judy called Rina and our mother sprang into action. Thirty minutes later, Doreen arrived at the Gelfand front door with swimsuit in hand. Judy and Rina exchanged promising glances, and 40 years later, Doreen and Todd Gelfand celebrated the arrival of their first grandchild.

We adore our mother. She has a big heart and deep compassion for those less fortunate. She has been generous and charitable her entire life — a trait she learned from her parents and continues to instill in her children and grandchildren.

*In early May, we received an email from her:*

*“Kids, Mother's Day is coming and I'm seeing all the commercials on television. Do NOT send me flowers or gifts. Instead, please make a donation to charity. Give to The Judy Fund.”*

*And of course, that's what we did. In doing so, we were able to honor two mothers.*

When Rina and Judy stood at the back of Temple Isaiah in 1981, as their two children were ready to walk down the aisle, they looked at the flowers, they looked at the guests, and their promising glances from years earlier turned into deeply satisfied smiles. They knew they had each other to thank for the wonderful family they had created together. We are so delighted to be able to honor "our mothers" Rina Eliashar and Judy Gelfand every time we support The Judy Fund.



*Rina Eliashar with her children in 2008. Back: Dan Hurwitz. Front left to right: Tamar Hurwitz, Rina Eliashar, Sharón Eliashar and Doreen Gelfand.*



*Rina Eliashar with her children circa 1972. Back: Rina Eliashar. Front left to right: Dan Hurwitz, Sharón Eliashar, Tamar Hurwitz and Doreen Gelfand.*

# AAIC 14

*brings a world of Alzheimer's disease research together*

As the premier annual forum for Alzheimer's disease and dementia research, the Alzheimer's Association International Conference® 2014 (AAIC®) brought together more than 4,300 experts from 75 countries to examine current studies while delving into the future of the field.

Held July 12-17 in Copenhagen, AAIC 2014 covered the spectrum of Alzheimer's and dementia science. New studies featured information on advances in early detection and diagnosis, identifying risk factors and possible risk-reduction strategies, and the impact of lifestyle changes on memory.

A small sampling of AAIC 2014 highlights include:

## *Potential for smell and eye tests in early detection of Alzheimer's*

Two studies provided increasing evidence that the inability to correctly identify odors may indicate the development of cognitive impairment and Alzheimer's disease. Based on smell identification, cognitive tests and brain size, researchers in one study found that loss of brain cell function and worsened memory were associated with the ability to identify smells. A second study determined that odor identification deficits were linked with an increased risk of transition from mild cognitive impairment (MCI) — a slight but noticeable and measurable decline in memory and thinking skills — to Alzheimer's disease.

Additional research looked at possible eye tests to detect Alzheimer's. Preliminary results from one study suggested a significant association between the level of beta-amyloid protein, the main component of Alzheimer's brain "plaques," in the brain and levels detected in the retina, which is much simpler to measure. In another study, researchers used a new laser scanning system to measure beta-amyloid levels in the lenses of the eyes of 20 study participants with Alzheimer's disease and 20 without it. When the researchers — who were unaware if study subjects had Alzheimer's or not — compared amyloid levels based on the eye lens test to amyloid plaque buildup estimates from brain positron emission tomography (PET) scans, they were able to accurately differentiate those with Alzheimer's disease from those without it.

Simple, less-invasive diagnostic tests that may identify the risk of Alzheimer's much earlier in the disease process are crucial, as early detection of Alzheimer's is essential for intervention and prevention.



*Dr. Maria Carrillo, Alzheimer's Association vice president of medical and scientific relations, welcomes attendees to AAIC.*

## *Lifestyle interventions may improve memory and thinking in middle-age and older adults*

A Finnish clinical trial reported at AAIC 2014 was the first to demonstrate that a structured program of multiple changes in lifestyle can improve memory and thinking in older adults at risk for cognitive impairment and Alzheimer's. More than 1,200 older adults ranging in age from 60 to 77 were divided into two groups: One group received an intervention that included nutritional guidance, physical exercise, cognitive training, social activities and management of heart health risk factors, while the control group received only regular health advice. After two years, the intervention group performed significantly better on a comprehensive scale of memory and thinking, and on specific tests of memory and executive function (including planning, judgment and problem-solving).

Experts say the next steps would be to attempt to confirm these results in more diverse populations and to test this type of intervention in people who are experiencing cognitive decline or who have been diagnosed with mild cognitive impairment (MCI) or early Alzheimer's disease.



### *Exercise in mid and late life associated with decreased risk of dementia*

Two studies presented evidence that regular physical activity may reduce the risk of Alzheimer's and other dementias. In one study, 280 U.S. adults with a median age of 81 completed a questionnaire on their frequency and intensity of exercise. After observing the participants for about three years, the researchers found that a history of moderate physical exercise in middle age was associated with a significantly decreased risk of MCI. In a second study, researchers examined the exercise habits of 1,830 adults with normal cognition. The researchers found that light physical exercise in mid and late life was associated with a decreased risk of MCI, as was vigorous physical exercise in mid life and moderate physical exercise in late life.

While there is no prescription for the type and amount of exercise needed to stave off Alzheimer's, the growing body of evidence about physical activity is considered the strongest data we have regarding the ability of healthy lifestyle habits to have an impact on dementia risk reduction.

### *Alzheimer's disease prevalence may be underreported in developing countries*

It is clear that the global Alzheimer's epidemic continues to grow, led by the growth in the aging population especially in low- and middle-income countries. However, a handful of recent research studies suggest there may be fewer new cases of dementia in developed countries in Europe and the United States. Some questions remain about how these studies were conducted, but taken together they suggest the possibility that we can reduce Alzheimer's risk and/or prevent the disease. Scientists believe these new results may be due to higher education levels and more aggressive treatment of cardiovascular disease and its risk factors. At the same time, they see a trend in the opposite direction in growing levels of obesity and diabetes, so the veracity of these trends is still unknown.

Researchers report that incidence and prevalence of Alzheimer's disease in developing countries such as Colombia and large regions of Asia and Africa may be severely underreported. Additional work is needed to clarify these seemingly contradictory findings.



*Global Immersion guests enjoy a private viewing of the Danish crown jewels.*

## Philanthropic leaders experience the science they make possible

Generous philanthropists, including members of the Alzheimer's Association Zenith Society, had the opportunity to deepen their knowledge of the field with exclusive learning opportunities at AAIC 2014. As part of the Global Immersion Experience, a unique three-day event for supporters of the cause, guests received an in-depth look at the field's most promising dementia science while enjoying Copenhagen's rich culture and natural beauty.

Global Immersion guests attended panel discussions, scientific lectures and intimate dining experiences to hear firsthand about the science released at AAIC. These events, hosted by Association experts and leading researchers, provided a window into progress while examining areas where further study is needed.

Taking a break from research to explore AAIC's host city, donors attended a reception and program at the Rosenborg Castle, where they were treated to a viewing of the world-famous Danish crown jewels. Guests also visited the National Museum of Denmark, where they enjoyed a private tour of the first floor's treasures, including artifacts from the Danish Middle Ages and Renaissance.

Despite private viewings of some of Denmark's greatest treasures, the most enriching experience for donors was the opportunity to meet face-to-face with the field's foremost researchers, including individuals they have personally funded.

Dr. Keith Johnson, a recipient of a Zenith research grant, presented his findings on the use of positron emission tomography (PET) imaging to highlight tau tangles in healthy individuals, those with mild cognitive impairment and those with Alzheimer's. His results, which show the development of tangles and the progression of Alzheimer's, point to the use of tau PET imaging as a powerful tool for early diagnosis.

Johnson noted his gratitude for the Alzheimer's Association Zenith grant, saying, "My Zenith Award came at a particularly critical moment ... [it] made these explorations possible and also sets the stage for future Zenith awardees to achieve the ultimate goal of successful treatment."

# Capturing minds and hearts

## MIND & HEART

For several years, The Judy Fund has been searching for ways to further engage the baby boom generation in the fight to end Alzheimer's disease.

For Elizabeth Gelfand Stearns, it seemed natural to introduce the concept of building a healthy lifestyle, including the potential connection between the heart and the brain, as an entry point to the cause. She also specifically wanted to reach out to women, who are so often the change agents in health-related movements.

Gelfand Stearns contacted her childhood friend, cardiologist Jill Kalman, to help launch the Mind & Heart Salon Series, a reoccurring event to increase knowledge and insight on heart disease, brain health research and Alzheimer's. "Through stimulating conversation, our professional speakers share their wisdom and their expertise 'to please and to educate,'" said Gelfand Stearns.

The first Salon was held in February 2013 in Los Angeles at the Jonathan Beach Club, and another took place last October in New York City at the New York Athletic Club. At each event, more than 100 women (and a few good men) of the baby boom generation and beyond gathered to learn about brain and heart health. The Salons featured both Dr. Kalman and Dr. Maria Carrillo, Alzheimer's Association vice president of medical and scientific relations.

Kalman is a specialist in congestive heart failure and associate medical director at the Northshore LIJ Health System in New Hyde Park, New York, and also what she calls a "camp" friend of Gelfand Stearns — a nod to their summers together at Camp Merriwood on Upper Baker Pond in Orford, New Hampshire. When asked if she would participate in The Judy Fund Salon Series to share her cardiovascular expertise, she didn't hesitate.

As a friend of the family, Kalman saw firsthand the devastation of Alzheimer's on the Gelfands, making her eager to help move the cause forward. "[Judy] was such a vivid personality, both with her family and in the community," she said. "That type of loss is stark because she was so vivacious."

During the past two Salons, Kalman and Carrillo spoke with women aged 40 to 80, many of whom had questions on potential healthy lifestyle interventions, how heart disease manifests itself in women and how much exercise is enough to potentially stave off heart disease and promote brain health.

"In terms of heart disease, we understand what the risk is and the ways to prevent it," Kalman said. "People should embrace a heart-healthy lifestyle — it is of the utmost importance."

Scientists are just beginning to learn more about the heart-brain connection. Currently, much of what researchers know is based on the large-scale, long-term studies like the Framingham Heart Study. Although more studies are needed, growing evidence suggests that many factors that increase the risk of heart disease also increase the risk of Alzheimer's and other dementias.



Dr. Jill Kalman, Jody Kasten (hostess), Pam Kling Takiff (hostess), Elizabeth Gelfand Stearns, Susan Mendelson Stein (hostess), Jamie Martin Olken (hostess) and Dr. Maria Carrillo at The Judy Fund Mind & Heart Salon Series event in New York City. Missing from photo: Tracey Schweber (hostess). Photo courtesy of Carly M. Schneider.

Because the heart pumps nutrient-rich blood into all parts of the body, when it is not functioning at its best, it will impact the entire body, including the brain.

*"Staying mentally and socially engaged, continuing to use your brain and embarking on lifelong learning are all important," Carrillo said, "But strong evidence in research suggests that physical activity may potentially reduce your risk of developing dementia."*

Also underway are multiple Alzheimer's Association-sponsored studies to figure out how changes in the vascular system might lead to changes in the brain. For instance, ongoing epidemiological studies are trying to understand the link between blood pressure and Alzheimer's, and other studies are looking at the blood brain barrier and how Alzheimer's might affect this protective barrier of our brains.

"But what is most important right now is to work together to do whatever we can to change the trajectory of the disease, which includes advocating for research funding and further studies," Carrillo said. "We need clinical trials to explore the connection between lifestyle and the risk or progression of Alzheimer's."

In addition to offering a greater understanding of Alzheimer's disease and the research behind the mind and heart connection, the Mind & Heart Salon Series inspires participants to get behind the cause and take action.

"I was inspired to get involved in The Judy Fund Mind & Heart Salon Series out of my long-standing friendship with Elizabeth and my love for her dear mother Judy," said Susan Mendelson Stein, who was one of the hostesses of the Salon in New York City along with Jamie Martin Olken, Jody Kasten, Tracey Schweber and Pam Kling Takiff. "I left the series with a new understanding of this terrible disease. The funding, which is inversely proportionate to the health care costs that will ravage our system, is a travesty. We will find a cure, but first we must find our voices."

# “Still Alice” comes to life on the silver screen

with the help of the Alzheimer's Association

In 2007, readers across the nation embraced *Still Alice*, the debut novel by Lisa Genova describing one woman's journey with Alzheimer's disease. The enormous success of the novel was a testament to Genova, who, after being rejected by publishers, proceeded to sell the book out of the trunk of her car until she received a deal. The Harvard-trained neuroscientist had done more than enough homework to prepare her to write this compelling fictional tale that accurately portrays the reality of Alzheimer's disease.

*Still Alice* is the story of Alice Howland, a university professor, wife and mother of three, who is diagnosed with younger-onset Alzheimer's disease at the age of 50. The novel takes a unique approach to describing Alzheimer's, showing the world from Alice's perspective. Heartbreakingly real and filled with raw emotion, *Still Alice* brings readers inside a brilliant mind battling a disease that cannot yet be prevented, cured or even slowed.

*Still Alice* won numerous awards and spent more than 40 weeks on *The New York Times* bestseller list. Much to the surprise of the publishers who initially rejected Genova's work, the book appealed to an audience base that stretched beyond those personally affected by the disease, taking over book clubs and store shelves.

The success of *Still Alice* caused directing duo Wash Westmoreland and Richard Glatzer to take notice. In 2012, plans were finalized for the screen adaptation and Maria Shriver joined the already established producing team as an executive producer. In the indie film, shot in New York from March through April 2014, Julianne Moore plays Alice, a renowned Columbia University linguistics professor who struggles to maintain her mind and self after being diagnosed with younger-onset Alzheimer's. Alec Baldwin, Kristen Stewart and Kate Bosworth round out the star-studded cast.

When it came to translating the book to screen, the producers wanted to bring up to date the scientific material that Genova penned nearly a decade ago. To do so, they turned to Dr. Maria Carrillo, Alzheimer's Association vice president of medical and scientific relations. From examining the original script to reviewing numerous modifications along the way, Carrillo played an instrumental role in ensuring that the film reflects today's knowledge of dementia.



Julianne Moore and Sandy Oltz, Alzheimer's Association 2013 national early-stage advisor.

And to be sure the emotions surrounding the disease were accurately captured, Elizabeth Gelfand Stearns, Alzheimer's Association National Board member and co-producer of *Still Alice*, connected the film's writers with the Association's Early-Stage Advisory Group, which is made up of individuals living in the early stage of Alzheimer's and other dementias. They had such a great experience speaking with these individuals that they introduced Moore to the group as well.



Elizabeth Gelfand Stearns, co-producer; Marie Savare de Laitre, executive producer; Lisa Genova, author, "Still Alice;" and stars Kate Bosworth and Julianne Moore field questions after the premiere of "Still Alice" at the Toronto International Film Festival. Photo courtesy of Richie Duque-Henao, oneonefive productions.

*“The deep dive into the perspective of an individual living with the disease is what made the book so powerful,” Gelfand Stearns said. “In order to achieve the same impact with the film, it was important for the writers and Julianne to speak directly with people who are living Alice's fictional reality.”*

To help Moore take her research one step further, the Alzheimer's Association medical and scientific relations team coordinated a meeting between Moore and Dr. Mary Sano, director of the Alzheimer's Disease Research Center at Mount Sinai School of Medicine and a member of the Alzheimer's Association Medical and Scientific Advisory Council. Dr. Sano guided Moore through a day of medical testing, giving her real insight into the Alzheimer's diagnostic process.

In addition, the New York chapter plays host to the dementia care conference where Alice delivers a speech in a key scene.

*Still Alice* premiered on Sept. 8 at the Toronto International Film Festival. The film opened to rave reviews from movie critics and the press, and Moore's performance has prompted Oscar buzz.

As part of its review of *Still Alice*, *The Hollywood Reporter* speaks highly of the film and Moore's performance. "The warm, compassionate but bitingly honest *Still Alice* will touch home for many people. The toll the disease takes on the life of a brilliant linguistics professor is superbly detailed by Julianne Moore in a career-high performance, driving straight to the terror of the disease and its power to wipe out personal certainties and identity."

*Still Alice* is scheduled for a holiday 2014 release in New York and Los Angeles and opens nationwide in January 2015.

Leading the next generation:

## *Walk team captains Ella and Sophie*

**A**t only 14 years old, Ella Stearns and Sophie Gelfand have embraced their grandmother Judy's humanitarian legacy. The cousins, daughters of Richard and Elizabeth Gelfand Stearns and Marcie and Dean Gelfand, are co-captains of The Judy Fund Alzheimer's Association Walk to End Alzheimer's® team. The team has participated in the Los Angeles Walk for more than eight years, with the teens at the helm for the past two.

Ella and Sophie have grown up with The Judy Fund and their family's dedication to the cause. The more they learned about Judy, the more they realized why their family is so committed to preserving her legacy and using it to fight the very disease that took her from them too soon.

*“When I was younger, I didn't fully understand what was happening and what The Judy Fund was about,” Ella said. “But my mom was really into it and I began realizing how much of an impact Grandma had on her life and the lives of others. She was a philanthropist and really liked to help people.”*

In true Gelfand family fashion, Ella and Sophie wanted to do something for The Judy Fund. Using their youthful enthusiasm to lead and inspire The Judy Fund Walk team in 2012 was the perfect opportunity. It was also the perfect mitzvah project for the then-preteens to take on as part of their bat mitzvah preparations. Through their efforts, they helped raise more than \$11,000 — a record year for The Judy Fund Walk team.

*“Walk is fun. Everyone is very motivated and excited,” Sophie said. “We participate so we can honor our grandma. She always wanted to help as many people as she could. We want to be like her and help out.”*

In 2013, their 50-person team again raised significant funds to advance the care, support and research efforts of the Alzheimer's Association. Ella and Sophie also took the opportunity to invite some of their friends to join them in supporting the cause, raising awareness of this devastating disease among their peers.



*Ella Stearns and Sophie Gelfand, The Judy Fund Alzheimer's Association Walk to End Alzheimer's Team Captains.*

In addition to Walk to End Alzheimer's, the teens are innovative in finding other ways to support The Judy Fund. From donating profits from a lemonade stand to fulfilling community service hours for a class project, they embody the giving spirit of their grandmother — a spirit that will live on for years to come through Ella, Sophie and future generations of the Gelfand family, including 8-month-old Ayla Rose Gelfand, who is poised to lead the fourth generation of The Judy Fund.



*Ayla Rose Gelfand poised to lead the fourth generation of The Judy Fund.*

The Judy Fund team will participate in the 2014 Walk to End Alzheimer's on Nov. 2. To join the team or donate, please visit [alz.org/walk](http://alz.org/walk).



# Cooking up awareness and funds on The Longest Day

On June 21, the summer solstice, more than 2,700 people across the country participated in The Longest Day<sup>®</sup>, a unique signature event of the Alzheimer's Association. From sunrise to sunset, teams around the world came together to raise money and honor the strength, passion and endurance of those facing Alzheimer's disease by doing what they love.

When cookbook author, television chef and food journalist Laurie Burrows Grad suggested cooking to fellow Alzheimer's Association National Board Member Elizabeth Gelfand Stearns and California Southland Chapter Board Member George-Ann Hyams, the idea took off immediately. All three women, passionate about the Alzheimer's cause and food, circled June 21 on their calendars in purple ink and blocked out the entire day for cooking and entertaining.

"My day started at 7:30 a.m. at the farmers market and ended at 11 p.m. saying goodnight to our guests," Gelfand Stearns said. "It was an all-day affair, and the effort that went into it was reflective of the time Alzheimer's caregivers must devote all day, every day to caring for a person with dementia."

The menu for the event also had a theme. "Knowing that what's good for the heart may also be good for the brain, we incorporated heart-healthy foods like blueberries, salmon and asparagus into our dishes," Gelfand Stearns said.

The women cooked up more than a delicious feast for their 30 guests. The Cooking for a Cause team raised over \$7,800 for the Alzheimer's Association. They also increased awareness of the disease and The Longest Day by promoting their efforts through their expansive personal and social networks.



*The Cooking for a Cause team on The Longest Day 2014. Left to right: Laurie Burrows Grad, Elizabeth Gelfand Stearns and George-Ann Hyams.*

*"What makes The Longest Day really unique is the conscious effort that goes into making this event your own," Laurie Burrows Grad said. "It's an opportunity to do something you love while helping to protect the future for those you love. I can't wait to do it again next year."*

# Remembering Judy

By Marshall Gelfand

We were never called Mr. and Mrs. Gelfand. We were always “Mr. Gelfand and Judy.” With a personality as big as hers, there simply was no room for the formality of a surname. She was just Judy. But she was far from being *just* Judy, she was a truly remarkable woman. And everyone loved her.

Judy was a classically trained pianist who attended Juilliard. She continued to play well into her journey with Alzheimer’s disease. Her Steinway, the very piano she chose as a gift from her parents instead of a trip to Europe, still sits in our daughter Elizabeth’s home. It’s a reminder of the beautiful music Judy brought to our family — literally and figuratively.

Judy was a teacher. She left her piano studies at Juilliard to finish college at Hofstra University and went on to receive her master’s degree in education from Hunter College. For more than a decade, she taught in New York City’s public school system, focusing on music, social studies and English. When Todd was born, she used her talents as a nurturer to become a mother. And she was great at that, too.

Judy was everyone’s best friend. She had a group of eight very close girlfriends who she lunched with for many years. They called it the Birthday Club, but their bond extended far beyond birthday celebrations. Her oldest and closest friend, though, was our former housekeeper, Ella Berkeley. For more than 40 years, Ella was like a sister to Judy, a second mother to our children and very much a part of our family. Judy and Ella did everything together. They loved to cook, shop and make our home beautiful. Most of all, they loved to entertain. The two of them threw some of the best dinner parties in town. Judy deeply loved all of her friends and family, which is why she received so much in return. But her love and compassion extended well beyond her large circle of family and friends.

Judy was a humanitarian and a leader. She was a chairperson for major events for the Desert Hospital, Palm Springs Desert Museum, Temple Isaiah and Hebrew University. People used to say, “If you want a successful event, call Judy.” In 1984, she was honored with the prestigious American Friends of Hebrew University’s Scopus Award, which acknowledges individuals who demonstrate leadership and involvement with humanitarian causes. We were all thrilled when Judy received that award — an honor that’s been given to former first lady Nancy Reagan, Frank Sinatra, Gregory Peck and Barbara Streisand.

Judy was a tap dancer. In her late 50s, she joined an amateur dance group. In the early ‘80s, the group hopped in the car and drove to Las Vegas for a competition, which they won. I used to love to watch Judy dance. And we would dance together. From the dance floor at Le Vallauris, one of our favorite restaurants, to our home in Palm Springs, it was something we enjoyed doing together.



*Judy and family in 1984 after receiving the Scopus Laureate Award. Left to right: Dean Gelfand, Elizabeth Gelfand Stearns, Harry Jaffe (Judy’s father), Judy Gelfand, Marshall Gelfand, American Friends of Hebrew University representative, Doreen Gelfand and Todd Gelfand.*

Judy was an Alzheimer’s caregiver for her mother, Gert, long before she showed the early signs of the disease. But in the 1970s, we didn’t know it was Alzheimer’s disease or even what Alzheimer’s was. Regardless, the effects of the disease were no less devastating then than they are now. Together with her father, Harry, Judy cared for her mother on a daily basis. It was my first glimpse into the difficulty of caring for a person with dementia. I didn’t even think to consider that decades later I’d be doing the same thing. But when my time came, I did all I could to ensure Judy was taken care of as well as she cared for her mother. She deserved that much, but she certainly didn’t deserve Alzheimer’s disease.



*Marshall and Judy Gelfand on their wedding day, Dec. 17, 1955.*

Above all, Judy was a wonderful wife, mother and grandmother. Together, we raised three wonderful children. And I see the best parts of Judy in each of them. Even though she was taken from our lives too soon, her caring and compassionate spirit continues to be the glue that holds our family together. And that spirit is the driving force behind The Judy Fund. We’ve raised more than \$5.1 million to date, averaging roughly \$400,000 each year, and it’s all because people loved Judy.

# The Judy Fund Donors

The Alzheimer's Association is grateful for the support and generosity of all donors to The Judy Fund. The following list represents donors at the Alois Society level and above.

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*“Never doubt  
that a small  
group of  
thoughtful,  
committed  
citizens can  
change the  
world. Indeed,  
it is the only  
thing that  
ever has.”*

*Margaret Mead*

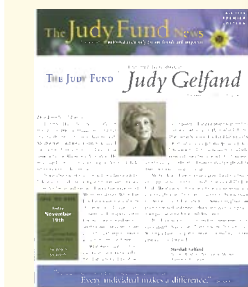
# The Judy Fund: A history of success and impact



## 2003

- The Judy Fund is established and raises almost \$1.3 million in its first year.
- Sponsors inaugural research grant: Dr. Edward Koo at the University of California at San Diego, studying the genetics of Alzheimer's disease.

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## 2004

- Sponsors the Association's \$1 million Pioneer Research Award, presented to Philip Sloane, University of North Carolina at Chapel Hill, to support his study: Improving Medical Care of Assisted Living Residents with Dementia.
- Supports the Alzheimer's Association California Southland Chapter's involvement in the Memory Assessment Center at Eisenhower Medical Center.



## 2005

- Reaches \$2.2 million!
- The Judy Fund and the Gelfand family become lifetime members of the Association's Zenith Society, its highest and most involved level of philanthropy.
- Sigma Alpha Mu (ΣAM) Fraternity names The Judy Fund its national charity of choice.

\$\$\$\$\$



## 2006

- As a Zenith Society member, The Judy Fund sponsors Dr. Ramon Diaz-Arrastia, University of Texas Southwestern Medical Center, studying elevated homocysteine as a risk factor for progression from mild cognitive impairment (MCI) to Alzheimer's disease.



## 2007

- Sponsors Dr. George Perry, Case Western Reserve University, with a Zenith grant to study mitochondrial abnormalities in Alzheimer's disease.



## 2008

- Reaches over \$3 million!
- Through the Zenith Society, sponsors Dr. William Jagust, University of California at Berkeley, studying the detection of Alzheimer's disease in people who have no signs of cognitive impairment or dementia.

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# 2009

- Sponsors several initiatives within the Association’s public policy division: the Grass Tops Leadership Corp.; the Dartmouth Cost of Alzheimer’s Disease Study; the Lewis Cost of Impact Study and the Alzheimer’s Study Group.



# 2010

- Reaches over \$4 million!
- Invests in the pilot Alzheimer’s Association Ambassador Program, creating a network of advocates to maintain year-round conversations with their legislators.
- Sponsors the publication *Changing the Trajectory of Alzheimer’s Disease: A National Imperative* and the last leg of the Alzheimer’s Breakthrough Ride in Washington, D.C.



# 2011

- Sponsors Dr. Randy Bateman, Washington University in St. Louis, with a Zenith grant to study a blood isotope test for Alzheimer’s disease.



# 2012

- Through a Zenith grant, sponsors Dr. Mark Tuszynski, the University of California at San Diego, to study MRI guidance for brain-derived neurotrophic factor (BDNF) gene delivery in Alzheimer’s disease.
- Ella Stearns and Sophie Gelfand lead The Judy Fund Walk to End Alzheimer’s team to a record year, raising over \$11,000.



# 2013

- Continues support of the Ambassador program, with more than 370 volunteer Ambassadors deployed across the country.
- The Judy Fund Mind & Heart Salon Series begins in Los Angeles and New York City.



# 2014

- Exceeds \$5 million raised with over 1,600 donors!
- The Judy Fund, Marshall Gelfand and Elizabeth Gelfand Stearns receive the Association’s Sargent and Eunice Shriver Profiles in Dignity Award at the National Alzheimer’s Dinner.
- ΣAM has record-breaking year, raising over \$70,000 and launching No Shave November.



# The Judy Fund

*Care and Cure with the Alzheimer's Association*

## *october '14*

- 17 Hilarity for Charity**  
Hollywood Palladium  
Los Angeles, CA
- 20 Zenith Society Reception**  
New York, NY
- 21 Zenith Society Annual Meeting**  
New York, NY
- 21 New York Rita Hayworth Gala**  
Waldorf Astoria New York  
New York, NY

## *november '14*

- 2 Walk to End Alzheimer's®**  
Los Angeles, CA

## *march '15*

- 7 Coachella Valley  
Walk to End Alzheimer's®**  
Palm Desert, CA
- 18 A Night at Sardi's**  
The Beverly Hilton Hotel  
Beverly Hills, CA  
*"Still Alice" honored  
with the Abe Burrows  
Entertainment Award*
- 24 National Alzheimer's Dinner**  
Washington Marriott  
Wardman Park  
Washington, D.C.

## *may '15*

- 9 Chicago Rita Hayworth Gala**  
The Hilton Chicago  
Chicago, IL

## *july '15*

- 18-21 Alzheimer's Association  
International Conference® 2015  
Global Immersion Experience**  
Washington, D.C.

For more information about any  
of the above events, visit [alz.org](http://alz.org).



*Scopus Laureate Judy Gelfand in July 1984.*

*The Judy Fund will continue to honor Judy's legacy for decades to come.*

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**.

Marshall M. Gelfand and his family established **The Judy Fund** in 2003 in loving memory of his wife, Judy Gelfand. Since its inception, this family fund has raised more than \$5 million in support of the Alzheimer's Association to help prevent this disease from striking future generations.

Your support has enabled **The Judy Fund** to finance public policy efforts and vital research grants, including the Association's funding for Pioneer and Zenith Fellow Awards. Thank you for joining the Gelfand family in helping to advance the mission of the Alzheimer's Association.