ALZHEIMER’S ASSOCIATION®
ANNUAL REPORT
FISCAL YEAR 2016
(July 1, 2015 – June 30, 2016)
The Alzheimer’s Association is the leading voluntary health organization in Alzheimer’s disease care, support and research. We provide services to those affected by Alzheimer’s, advocate for policy change and scientific funding, and advance research toward prevention, treatment and, ultimately, a cure. We work nationwide to serve the needs of those affected by Alzheimer’s today and globally to eliminate the impact of the disease tomorrow.

A donor-supported organization, the Alzheimer’s Association allocates its funds in an ethical and responsible manner that exceeds the rigorous standards of America’s most experienced charity evaluator, the Better Business Bureau Wise Giving Alliance. The Association also holds a National Charity Seal from the Alliance.

We are especially grateful to those who helped us advance our mission in fiscal year 2016 by making contributions. Total revenues equaled $177.8 million for the national organization and $316.5 million organization-wide.

**Our mission**
To eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

**Our vision**
A world without Alzheimer’s disease.

**Join our cause**
Learn how you can get involved.
Driven by the commitment of our generous donors and dedicated volunteers and staff, the Alzheimer's Association took definitive steps forward in the fight against Alzheimer's disease in fiscal year 2016. Our progress on behalf of all those affected motivates us to strive with even greater purpose to achieve our goals, while shaping the path to a future free from this devastating disease.

Concern and awareness are the base of our mission-driven efforts: To engage target audiences in the cause, they must first be aware of the scale of the Alzheimer’s crisis. In FY16, we drove over 8.9 billion media impressions, sharing knowledge about the disease and opportunities for involvement across television, print and digital platforms. With the release of 2016 Alzheimer’s Association Facts and Figures, the pre-eminent source covering the broad spectrum of issues on Alzheimer’s, we educated the nation on the prevalence and costs of Alzheimer’s, focusing on the physical and financial toll the disease takes on families. We responded to the growing number of individuals the disease affects by creating conversations and providing resources online. Our website, alz.org, received more than 41 million visits, a 32 percent increase over the previous year, and our social media following grew to more than 885,000.

As the nation’s leading organization in Alzheimer’s advocacy, the Association drove momentous and historic policy change. In December 2015, at the call of the Association and its network of hundreds of thousands of advocates, and with bipartisan support from Congress, the president signed into law an increase of $350 million for Alzheimer’s research funding at the National Institutes of Health — the largest-ever increase and a 60 percent growth over FY15 levels. This funding, and the additional proposed increases in both the House and Senate for federal FY17 budgets, is crucial to bringing us closer to the minimum of $2 billion annually that experts have said is necessary to find methods of treatment and prevention for Alzheimer’s disease by 2025. In FY16, the Association also drove policy change to help families facing a diagnosis by providing them with much-needed care and support services. In response to our efforts, the Senate Appropriations Committee included the Health Outcomes, Planning, and Education (HOPE) for Alzheimer’s Act in its FY17 funding bill. If passed and signed into law, this legislation would ensure that newly diagnosed Medicare beneficiaries receive access to comprehensive care planning services.

Reaching more affected families with care and support services — wherever and whenever they need them — remains a continuing and vital part of our mission. In FY16, we received more than 300,000 calls to our 24/7 Helpline (800.272.3900), a round-the-clock service staffed by master’s-level clinicians who are ready to respond to a wide variety of Alzheimer’s disease concerns and to offer support and additional information. Through the Helpline and our large library of resources, including care consultation, support groups, education programs and more, we were able to serve 4 million affected individuals, providing needed tools and knowledge as they face the challenges and uncertainties of Alzheimer’s disease.

As the world’s largest nonprofit funder of Alzheimer’s research, the Association made new investments of nearly $25 million in 135 scientific investigations, part of over 350 ongoing Association-funded research projects in 18 countries, totaling over $90 million. The Association, recognized as the nonprofit with the greatest impact in Alzheimer’s research worldwide, is uniquely positioned to move swiftly to explore promising theories and advance studies to the next level.

In FY16, thanks to Part the Cloud, a fundraising initiative led by philanthropist Michaela “Mikey” Hoag, the Association made a $7 million investment in clinical trials that target brain inflammation as an innovative avenue for Alzheimer’s therapy, targeting a critical gap in understanding and treating the disease. In addition, with the support of generous donors, the Association announced a $4.3 million research grant for a new phase of the Dominantly Inherited Alzheimer Network Trials Unit (DIAN-TU) known as DIAN-TU Next Generation. This award will accelerate the testing of potential new Alzheimer’s therapies and a new diagnostic approach in people with genetically based, younger-onset Alzheimer’s.
The Association continued to act as a global catalyst and convener of the world’s leading Alzheimer’s researchers, hosting the Alzheimer’s Association International Conference® 2015 (AAIC®) in Washington, D.C., bringing together more than 4,500 members of the dementia research community to share the latest study results and shape the future of the field.

Growing revenue in support of these mission activities is critical to the work we do every day to ensure that we can and will see an end to Alzheimer’s. In FY16, through the dedication and generosity of individuals, families, corporations and foundations across the country, the Association raised $316.5 million organization-wide. Nearly 500,000 participants raised more than $78.6 million through the Alzheimer’s Association Walk to End Alzheimer’s®, setting a record for the world’s largest event to advance Alzheimer’s care, support and research. We announced a historic strategic alliance with financial services firm Edward Jones. The St. Louis–based firm committed cash, in-kind support and associate fundraising that will exceed $5 million over two years to advance care and support programs, education and research. We also held our final “A Night at Sardi’s,” a celebrity musical revue led for 23 years by the deeply dedicated Laurie Burrows Grad and her late husband Peter. The 24th event was a tribute to Peter, the $28 million raised in its storied history, and the impact of their work.

We worked to unite the national organization and our chapters as a single entity, a decision made by the National Board of Directors following an extended and thoughtful process. This action was a result of an analysis of our organization and our cause in serving those who need us today and those who will need us tomorrow. After considering input and feedback from constituents, volunteers, staff and outside consultants, on the first day of FY17, all 81 chapters of the Alzheimer’s Association began operating as part of a single, nationwide organization.

While we took steps to speed organizational growth and share best practices, we also continued progress against the second year of the FY15-FY17 Strategic Plan, an aggressive effort by the Association to do more to serve those affected while simultaneously accelerating research progress. The results noted here show impressive movement toward our goals.

With these accomplishments and many more, the Association is expanding our impact through cutting-edge research initiatives, highly rated care and support services, and assertive policy action. Together, we will relentlessly continue to build on the momentum we’ve created until we reach our vision of a world without Alzheimer’s disease.

Sincerely,

Harry Johns
President and CEO

Stewart Putnam
Chair, National Board of Directors
Report Overview

The FY2016 Annual Report details mission-related accomplishments within the five strategic objectives of the Alzheimer's Association: increasing concern and awareness, advancing public policy, enhancing care and support, accelerating research and growing revenue to meet mission goals. These initiatives drive the Association’s efforts to eliminate Alzheimer’s and offer help and hope to all those affected by this devastating disease. To fuel these efforts, the Association receives contributions through numerous fundraising activities and channels around the world.

Increasing Concern and Awareness
The Association drives the nationwide discussion of Alzheimer’s and other dementias and establishes the Association as a dedicated and reliable resource to support the community’s needs. By growing the conversation about the number of affected individuals, and the staggering and growing economic and societal impact of Alzheimer’s, the public and policymakers can take appropriate actions to change the course of the disease. Families can gain the knowledge needed to seek diagnosis, access support services and plan for the future. Awareness of the Association helps these families to access needed resources during their journey with the disease.

Advancing Public Policy
The Association is the leading voice for Alzheimer’s disease advocacy, successfully fighting for critical Alzheimer’s research, care and support initiatives at the state and federal level. The organization is relentless in its efforts to make Alzheimer’s a national priority while speaking up for the needs and rights of people with Alzheimer’s and their families. Across the country, the Association mobilizes hundreds of thousands of Alzheimer’s advocates in the movement for better care and support and to end the disease.

Enhancing Care and Support
The Association is committed to enhancing care and support by providing reliable resources, support and information to all those affected by Alzheimer’s in communities nationwide. In addition to our respected role in face-to-face support services across the country, we provide support 24 hours a day, seven days a week, 365 days a year through our award-winning website and Helpline.

Accelerating Research
The Association is the largest nonprofit funder of Alzheimer’s research and the respected leader in the field of dementia research. The Association is the number one most impactful nonprofit funder of Alzheimer’s disease research in the world and ranks behind only the Chinese and U.S. governments in overall impact as measured by Web of Science (Thomson Reuters). In our role as the leading convener, collaborator and coordinator, we unite the global research community to accelerate the pace of discovery toward methods of treatment, prevention and, ultimately, a cure.

Growing Revenue in Support of the Mission
Individuals, corporations and foundations further the Association’s mission through their dedicated involvement and support. From Walk to End Alzheimer’s events to galas, the Association calls on constituents to help raise funds to fight Alzheimer’s. These generous donors also support the mission through individual, family and estate gifts, demonstrating their powerful, ongoing commitment to ending Alzheimer’s through advancing research and enhancing the Association’s care and support work.
Increasing Concern and Awareness

The Association released its annual Alzheimer’s Disease Facts and Figures report, the definitive compilation of national statistics and information conveying the impact of Alzheimer’s disease and other dementias on individuals, families, government and the nation’s health care system. The 2016 edition included a special report on the personal financial impact of Alzheimer’s on families, showing that the financial support required by a person with Alzheimer’s disease may ultimately deprive care contributors of basic necessities such as food, transportation and medical care. Since its inaugural 2007 release, the report has become the pre-eminent source covering the broad spectrum of Alzheimer’s disease issues.

The Association continued to shape Alzheimer’s & Brain Awareness Month, a platform to raise concern and awareness created in 2014. In June 2016, the Association invited the public to uncover the truths about Alzheimer’s and learn what they can do to make a difference in the fight against the disease. Media efforts resulted in more than 270 million impressions, a 70 percent increase from June 2015. Over 150 celebrities engaged with the Association through social media, many sharing their personal stories of how the disease has impacted their lives. A branded Facebook profile picture frame encouraging people to go purple in recognition of Alzheimer’s & Brain Awareness Month appeared in 86.2 million newsfeeds. Two Twitter-promoted trends garnered more than 125 million impressions as they inspired people to share photos in honor of friends and family, helping to break through the stigma of Alzheimer’s and put a face to the disease. On June 21, Alzheimer’s Association President and CEO Harry Johns; National Board Chair Stewart Putnam; former National Board Member, Celebrity Champion and longtime advocate David Hyde Pierce; and a number of other supporters and staff helped to ring the closing bell of the New York Stock Exchange, raising awareness of the disease and the Association.

For many individuals, the Association’s website, alz.org, is the first touch point with the organization and any Alzheimer’s-related resource. Visits totaled more than 41 million in FY16, a 32 percent increase from FY15. The Association launched a fully responsive website for Walk to End Alzheimer’s, allowing participants to more easily recruit team members and raise funds for the Association’s signature fundraising event. A redesigned Alzheimer’s Association Advocacy Forum website provided expanded content so people across the country could engage with the Association’s activity on Capitol Hill. The site’s responsive design also allowed advocates to access information on their mobile devices in order to maximize their activities during the Forum.

The Association’s impressive social media following grew to more than 885,000, representing a 21 percent increase over FY15. Through senior partnerships with Facebook and Twitter, the Association participated in unique beta-testing opportunities; additionally, the Association’s successful engagement levels on Facebook and Twitter inspired both platforms to publish case studies on the organization’s use of social media to drive action from constituents.

The Association garnered more than 8.9 billion total media impressions in FY16, continuing to deliver critical information to the public. This includes paid and earned television, radio, print and online impressions.

To commemorate National Alzheimer’s Disease Awareness Month (NADAM) and National Family Caregivers Month, the Association created an interactive webpage celebrating caregivers. Visitors posted personal stories and messages to honor caregivers, including a note from Dan Gasby, husband of model, restaurateur and TV host B. Smith, who is living with Alzheimer’s. President Ronald Reagan declared November as National Alzheimer’s Disease Awareness Month in 1983 as a result of the Association’s efforts.

The Association partnered with 16 Major League Baseball clubs to raise awareness of Alzheimer’s disease and the Association. The Baltimore Orioles, Boston Red Sox, Chicago White Sox, Cincinnati Reds, Houston Astros, Los Angeles Dodgers, Miami...
Marlins, Milwaukee Brewers, Minnesota Twins, New York Yankees, Philadelphia Phillies, San Diego Padres, St. Louis Cardinals, Tampa Bay Rays, Texas Rangers and San Francisco Giants provided opportunities for the Association to promote awareness, including public service announcements, pre-game ceremonies, in-stadium messaging, scoreboard mentions and logo placements.

By continuing to partner with Alpha Kappa Alpha Sorority, Inc. (AKA), the nation’s oldest African-American sorority, the Association increased outreach in the African-American community through advocacy and education efforts, furthering engagement in the full mission of the Association. Additionally, more than 1,500 AKA members participated in The Longest Day, raising nearly $160,000, including a generous $50,000 donation from the organization.

The Association also maintained its partnership with Services and Advocacy for Gay, Lesbian, Bisexual and Transgender Elders (SAGE), the country’s largest and oldest organization dedicated to improving the lives of LGBT older adults. The Association and SAGE worked together to identify and address the unique challenges facing members of the LGBT community who are living with Alzheimer’s or serving as a caregiver. The Association launched LGBT-focused support groups and reached members of the community with education, programs and services.

In celebration of Mother’s Day, the Association developed a video series featuring mothers who are members of the National Early-Stage Advisory Group in conversation with their daughters about motherhood, Alzheimer’s disease and Mother’s Day. The series raised awareness of the impact of the disease on women and garnered more than 37,000 views between social outreach, the Association’s blog and YouTube.

For the seventh consecutive year, the Association was recognized by The NonProfit Times as one of the “Best Nonprofits to Work For.” The Association was also ranked as the second best large nonprofit employer to work for, marking the sixth year in a row the organization has ranked first or second in that category. Employees rated companies on areas such as leadership planning, culture and communications, compensation and recognition, employee-supervisor relationships, training and education, work/life balance and their overall satisfaction.

The Association mourned the death of former first lady Nancy Reagan and legendary basketball coach Pat Summitt, both leading Alzheimer’s advocates. Reagan was a long-standing honorary member of the Alzheimer’s Association National Board of Directors, and her involvement in the cause inspired the Alzheimer’s community of families, caregivers and researchers. Summitt, the winningest Division 1 coach in NCAA history, continued to be an educator and coach off the court after her Alzheimer’s diagnosis, educating many people about the disease and rallying them to take action and become involved.

The Association also grieved the loss of two great champions of the cause, director Garry Marshall and actor Ken Howard. The public commitment and support demonstrated by both men will be dearly missed. The Association will continue to honor the amazing influence of these individuals by aggressively pursuing greater awareness, increased support for families and research that will lead to prevention, treatment and, ultimately, a cure.
Building on this monumental progress, and in response to continued efforts by the Association and AIM, the Senate Appropriations Committee again approved a proposed **historic $400 million increase** in its FY17 funding budget. If passed*, this amount would move funding more than halfway past the at least $2 billion a year deemed necessary to meet the first goal of the National Plan to Address Alzheimer’s Disease — to prevent and effectively treat Alzheimer’s by 2025 — and would be the largest increase in federal Alzheimer’s research funding for the second year in row.

The Senate Appropriations Committee also included the **Health Outcomes, Planning, and Education (HOPE) for Alzheimer’s Act** in its funding bill, demonstrating a momentous commitment to care and support for those facing the disease. In the years since it was first introduced by Sen. Debbie Stabenow (D-Mich.), the Association and its advocates have prioritized securing bipartisan support for the legislation. If signed into law, the HOPE for Alzheimer’s Act will ensure that newly diagnosed Medicare beneficiaries receive comprehensive care planning services. During the Alzheimer’s Association Advocacy Forum, and in local visits after the event, advocates urged their elected officials to support the HOPE for Alzheimer’s Act, resulting in a growth of cosponsors in the House to 292 and 56 in the Senate.

The Association and its advocates led efforts to advance the **Palliative Care and Hospice Education and Training Act (PCHETA)**, introduced in the Senate by Sen. Tammy Baldwin (D-Wis.). PCHETA would develop an adequate, well-trained palliative care workforce through training, education and awareness, and enhanced research, as well as support action items in the National Plan to Address Alzheimer’s Disease that relate to growing a dementia-capable workforce. The Association recognizes that people with Alzheimer’s and other dementias often rely heavily on hospice at the end of life, and PCHETA would take critical steps to ensure the availability of high-quality services and support.

In July 2015, the NIH released its **first Professional Judgment Budget for Alzheimer’s disease**, recommending an increase of $323 million in Alzheimer’s research resources at the NIH in the federal fiscal year 2017. This budget is the direct result of the Alzheimer’s Accountability Act, which requires the NIH to submit a Professional Judgment Budget to Congress to specify the resources needed to prevent and effectively treat Alzheimer’s by 2025. The Association was a leading force in the effort to pass the Alzheimer’s Accountability Act in FY15.

The president reauthorized the **Older Americans Act**, which was originally enacted in 1965 and provides federal funding for many of the services on which seniors rely, including the National Family Caregiver Support Program and state long-term care ombudsman programs that allow long-term care recipients to report deficiencies to the state. The Association was instrumental in moving the legislation through the act’s

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*In July 2016, part of the Alzheimer’s Association fiscal year 2017, the House Appropriations Committee approved $350 million for Alzheimer’s disease research in its funding bill, the next phase in signing a FY17 funding increase into law.*
reintroduction and subsequent reauthorization in the House and Senate; the act will support the more than 5 million Americans living with Alzheimer’s disease as well as their over 15 million unpaid caregivers.

A record number of Alzheimer’s advocates — nearly 1,200 — met in Washington, D.C., for the 2016 Alzheimer’s Association Advocacy Forum, the nation’s premier Alzheimer’s advocacy event. The Forum continues to grow each year, with advocates from all 50 states and the District of Columbia attending to learn about Alzheimer’s policy priorities and meet with their elected officials.

At the National Alzheimer’s Dinner, part of the Advocacy Forum, leaders in the fight to end Alzheimer’s were recognized for their efforts in front of a crowd of advocates and policymakers. Honorees included actress and author Kimberly Williams-Paisley and her father, Gurney Williams; Sen. Roy Blunt (R-Mo.); Sen. Patty Murray (D-Wash.); and current and past members of the Alzheimer’s Association National Early-Stage Advisory Group. Pamela Brown, CNN justice correspondent and daughter of Alzheimer’s Association Celebrity Champion Phyllis George, served as emcee for the event.

Capitol Hill was awash in purple on the final day of the Forum, known as Hill Day, an opportunity for advocates to meet with lawmakers and their staffs, share their personal experiences with Alzheimer’s and make the case for the advancement of critical legislation. Advocates also attended a United States Senate Special Committee on Aging hearing, Finding a Cure: Assessing Progress Toward the Goal of Ending Alzheimer’s by 2025. They were joined by award-winning actor and Alzheimer’s Association Celebrity Champion David Hyde Pierce, who testified about his personal experience as a caregiver, and Dr. Ron Peterson, chair of the Advisory Council on Research, Care and Services for the National Plan to Address Alzheimer’s Disease and a member of the Alzheimer’s Association National Board of Directors.

On Hill Day, the Association used Thunderclap, a web tool that allows users to send the same communication at the exact moment through Facebook and Twitter, to amplify the Forum’s message nationwide. More than 4,000 individuals signed up for the campaign, resulting in a reach exceeding 2.7 million people.

The Advisory Council on Alzheimer’s Research, Care and Services held its quarterly meeting in Washington, D.C., on Oct. 26, 2015, to provide input and recommendations to the Secretary of Health & Human Services and Congress on the National Plan to Address Alzheimer’s Disease. Alzheimer’s Association President and CEO Harry Johns has been a member of the council since 2011, and at the October meeting, Myriam Marquez, a former Alzheimer’s Association Early-Stage Advisor and Alzheimer’s Association Ambassador, was named a new member. The Advisory Council discussed the Alzheimer’s Professional Judgment Budget and submitted comments on it to Congress.

In FY16, the Association held 2,587 meetings with members of Congress and their staff in Washington, D.C., and district offices. These meetings were conducted primarily by advocates, Ambassadors — volunteer leaders who develop trusted relationships with their assigned congressional office through ongoing, personal contacts — and members of Alzheimer’s Congressional Teams, groups of advocates who assist in district grassroots activities. The Association continued to expand its nationwide network of advocates, growing the number of individuals who share their personal stories and urge elected officials to make Alzheimer’s a national priority.

State Alzheimer’s plans provide a comprehensive blueprint for addressing Alzheimer’s disease as a growing public health crisis. As the leading organization in Alzheimer’s advocacy, the Association, along with its advocates, collaborates with legislators toward the goal of creating a plan for every state. New plans in FY16 include Arizona, Nebraska, North Carolina, Washington and Puerto Rico. In total, 44 states, plus the District of Columbia and Puerto Rico, have published plans.

As a result of a major initiative led by the Association and the Centers for Disease Control and Prevention (CDC), 16 states collected data on cognitive decline in their Behavioral Risk Factor Surveillance System (BRFSS) annual health surveys in 2016, and the same number of states collected data on the burden and impact of caregiving. These actions will enable the development of the first-ever nationwide database on self-reported cognitive decline when the 2015 and 2016 BRFSS results from 51 states and territories,
including the District of Columbia and Puerto Rico, are combined. Similarly, the combination of caregiving data from the 2015 and 2016 BRFSS will produce a database with the largest set of states that have simultaneously collected such data.

The Association, in partnership with the Association of State and Territorial Health Officials (ASTHO), has created a Healthy Brain Initiative Advisory Group to more effectively work with state public health agencies in addressing cognitive health as a public health issue. The group will also implement the Public Health Road Map, a plan that outlines how state and local public health agencies and their partners can promote cognitive functioning, address cognitive impairment for individuals living in the community and help meet the needs of care partners.

Through a cooperative agreement with the CDC and ASHTO, the Association awarded grants to public health agencies in seven states — Colorado, Louisiana, Maryland, New Mexico, South Carolina, Utah and Washington — to implement action items in the Public Health Road Map over the next year. The seven state public health agencies will collaborate with Association chapters to implement public health approaches to Alzheimer’s education and awareness; integrate brain health messaging into existing health education programs; implement state Alzheimer’s disease plans; promote advance care planning; and develop Alzheimer’s-capable workforces.
Enhancing Care and Support

As a leader in care and support, the Association provided services to 4 million individuals affected by Alzheimer’s disease. The Association’s website, alz.org, and its nationwide 24/7 Helpline (800.272.3900) serve as year-round entry points to the organization’s network of resources, including care consultation, support groups, education programs, early-stage initiatives, health care provider tools and safety services. Based on constituent surveys, participants in Association programs and services report high levels of satisfaction and would recommend the services to others. In addition, data from a program evaluation shows that individuals who speak with Association care consultants report a significant decrease in stress and an increase in confidence.

The Association’s national 24/7 Helpline is a key resource for people facing Alzheimer’s disease. In FY16, the Helpline received more than 300,000 calls. Available around the clock, 365 days per year, the Helpline is partially funded by a five-year, $4.9 million federal grant from the Department of Health and Human Services Administration for Community Living. The Helpline is a vital component of the Association’s strategic goal to reach and provide support to the increasing number of people affected by Alzheimer’s and other dementias.

The Alzheimer’s Association National Early-Stage Advisory Group includes individuals living in the early stage of Alzheimer’s disease or another dementia as well as their care partners. During the past 10 years, these leaders have shared their personal perspectives on living with the disease to help raise awareness of early-stage issues, reduce stigma and provide guidance on the development of Association early-stage programs and support services. In addition, advisors have played a critical role in the Association’s progress toward its public policy goals, including historic increases in Alzheimer’s research funding at the National Institutes of Health. In FY16, Early-Stage Advisors participated in more than 600 national and local news stories, achieving 133 million media impressions. The advisors also shared their personal experiences to help the Association raise over $1 million through direct marketing efforts.

Advisors were integral to the Association’s work with the American Psychiatric Association (APA) in developing guidelines for the use of antipsychotic drugs to treat agitation and psychosis in people living with dementia. As a result of the Association’s comments, the APA made multiple improvements to the guidelines, including an increased emphasis on the importance of assessing and treating pain, information to help identify subtypes of dementia during the evaluation process and underscoring the importance of taking a person-centered approach and focusing on quality of life.

To help ensure that those living with Alzheimer’s disease and their caregivers have easy access to support and resources, the Association provides a wide range of vital online tools used by an increasing number of affected individuals each year. Alzheimer’s Navigator®, a tool that helps those facing the disease determine their needs and develop an action plan of information and support, added a feature allowing visitors to explore the tool as a guest. As a result, the number of users skyrocketed to 23,460 — an increase of more than 300 percent.

Community Resource Finder offers a nationwide listing of Alzheimer’s and dementia resources, community programs and support services. User feedback resulted in critical improvements such as faster and more precise data searches, easier registration for programs and events, and additional resource categories, including Alzheimer’s disease centers, dementia diagnostic centers, geriatricians and geriatric psychiatrists. These changes resulted in a 45 percent increase in visitors.

Alzheimer’s Association essentiALZ® is an online dementia care certification program that assesses and recognizes an individual’s knowledge of quality dementia care practices. In FY16, more than 11,700 care providers received certification, representing an increase of over 100 percent. Through essentiALZ, the Association is preparing more care providers to deliver high-quality dementia care to the growing number of individuals with the disease.
ALZConnected®, an online community where people with dementia and their caregivers can ask questions and find support, received more than 390,000 visits. Growing awareness of the tool has contributed to increased participation from people living with Alzheimer’s disease or another dementia; posts from those individuals grew by nearly 50 percent in FY16.

First responders such as paramedics, fire personnel and police have a unique need to understand dementia behaviors. The Association launched Approaching Alzheimer’s First Responder Training, a free, online training that prepares first responders to face common situations involving a person living with dementia, such as wandering or confusion. In its inaugural year, 2,749 first responders participated in the training.

In response to awareness efforts by the Association, more clinicians are seeking to detect dementia earlier through the use of Association tools. The Alzheimer’s Disease Pocketcard, a mobile app and online site that puts clinical information on the diagnosis and management of dementia at the fingertips of health care professionals, continues to draw new users, with 13,500 mobile downloads in FY16 — an increase of more than 100 percent from the previous year. The Cognitive Assessment Toolkit, which includes an algorithm and tools to detect cognitive impairment during the Medicare Annual Wellness Visit, also saw a 20 percent increase with 14,048 downloads. In addition, the health care professionals section of alz.org saw a 16 percent increase in clinician visits.

To increase use of its education programs, the Association created online versions of its four newest offerings: Effective Communication Strategies, Understanding and Responding to Dementia-Related Behavior, Healthy Living for Your Brain and Body: Tips from the Latest Research and Dementia Conversations. These programs are an important resource for constituents, especially caregivers who live in remote or rural areas, face transportation challenges or have few substitute care options to use when attending in-person trainings. More than 4,600 people have enrolled in these online courses.
Accelerating Research

In FY16, the Alzheimer’s Association made new investments of nearly $25 million in 135 scientific investigations. These investments are part of the over 350 ongoing and active Association-funded research projects underway in 18 countries, totaling over $90 million. These included grant awards to 120 projects through the Association’s International Research Grant Program, representing proposals ranked highest by peer reviewers from an extremely competitive field of over 1,200 proposals (730 invited applications). Since 1982, the Association has invested over $375 million in more than 2,400 scientific investigations. Advancing Alzheimer’s disease research remains a core element of the Association’s identity and a key facet of its mission.

Thanks to Part the Cloud, a unique and innovative partnership led by philanthropist Michaela “Mikey” Hoag, the Association announced a new $7 million investment in clinical trials that target brain inflammation as an innovative avenue for Alzheimer’s disease therapy. Four cutting-edge studies received $1 million awards to advance current research to the next stage of clinical trials. The Part the Cloud Challenge on Neuroinflammation, a unique, goal-driven competition, will offer an additional $3 million to the clinical trial that demonstrates the most promise for treating Alzheimer’s. The innovative funding program targets a critical gap in understanding and treating the disease, and absorbs some of the financial risk associated with advancing these studies across a space in drug development where many promising ideas stall due to lack of funding.

The Association announced a $4.3 million research grant for a new phase of the Dominantly Inherited Alzheimer Network Trials Unit (DIAN-TU) known as DIAN-TU Next Generation. This funding will accelerate the testing of potential Alzheimer’s therapies and a new diagnostic approach in people with genetically based, younger-onset Alzheimer’s using an innovative trial design being applied to the disease for the first time. DIAN-TU is a landmark, global Alzheimer’s prevention study led by researchers at Washington University in St. Louis; DIAN-TU Next Generation will test new approaches to diagnosing Alzheimer’s and explore experimental treatments targeting the accumulation of beta-amyloid brain plaques — a hallmark of Alzheimer’s disease.

Registration opened for individuals living with the disease, dementia specialists and positron emission tomography (PET) imaging providers to participate in the Imaging Dementia – Evidence for Amyloid Scanning (IDEAS) Study. IDEAS will determine the clinical usefulness and value of a brain PET scan that detects beta-amyloid accumulation of Alzheimer’s disease in diagnosing and managing treatment for people with mild cognitive impairment (MCI) or dementia where the cause is uncertain. The study is led by the Alzheimer’s Association, and managed by the American College of Radiology (ACR) and the American College of Radiology Imaging Network (ACRIN). The Association is leading, and partially funding, the study due to the importance of early and accurate diagnosis and the management of dementia for people living with the disease and their families. Dr. Maria Carrillo, the Association’s chief science officer, is co-chair of the IDEAS Study.

The Association convened experts in research, clinical care and ethics, and engaged multiple stakeholders to develop language that accurately states current knowledge on the use of beta-amyloid PET imaging for Alzheimer’s and other dementias. This effort resulted in a white paper, published in Alzheimer’s & Dementia®: The Journal of the Alzheimer’s Association, to address common questions asked by individuals, families and medical professionals regarding beta-amyloid PET imaging. The white paper describes what beta-amyloid PET scans reveal; how they are being used in the clinical setting and in clinical research studies, including therapeutic trials; who should order the test and read the scans; and when scans should and should not be used in a diagnostic work-up for someone experiencing memory concerns.

The Association recognizes the importance of global collaboration across the research landscape and among funding organizations. To further leverage and enhance our investments into emerging areas of research and identify knowledge gaps, the Association has partnered with multiple organizations to fund exciting
research initiatives. The Association announced the collaborative funding of 11 new grants investigating the overlap in biology and clinical symptoms of Alzheimer’s, Parkinson’s, frontotemporal dementia (FTD) and other neurodegenerative diseases. This is the second round of funding for the Biomarkers Across Neurodegenerative Diseases (BAND) Awards program, a joint effort of the Association, Alzheimer’s Research UK, the Michael J. Fox Foundation for Parkinson’s Research and the Weston Brain Institute. Projects supported by BAND are comparing data, including genetic information, brain imaging and measures of clinical symptoms, to better understand the similarities and differences in these diseases. The funding includes two Mechanisms of Cellular Death in NeuroDegeneration (MCDN) grants that are addressing unanswered questions critical to the field.

In collaboration with the Alzheimer’s Drug Discovery Foundation (ADDF) and Alzheimer’s Society UK, the Association announced a new grant mechanism, the Alzheimer’s Combination Therapy Opportunities (ACTO) initiative. ACTO will provide pilot funding to explore the possibility of combination therapy clinical studies in Alzheimer’s. Combination therapy, in which more than one medication is taken to help target multiple disease pathways, has been effective in treating chronic health conditions such as HIV/AIDS and cancer. Evidence suggests that the onset and progression of Alzheimer’s may be influenced by multiple factors and that targeting them in combination has potential therapeutic benefit.

The Alzheimer’s Association International Conference® (AAIC®) — the premier annual forum for the presentation and discussion of Alzheimer’s and dementia research — is the cornerstone of the Association’s position as the foremost international catalyst and convener in the field. Held in Washington, D.C., AAIC 2015 hosted more than 4,500 attendees from 68 countries and featured nearly 500 oral presentations and more than 1,200 poster presentations. In addition to clinical studies and their initial findings, AAIC 2015 presented results of interesting research on topics including gender-based differences in Alzheimer’s risk and prevalence; the effect of educational differences in Alzheimer’s risk; and new predictive tests that may help identify the disease at an earlier stage. Several elements were added to the conference to support researchers in the early stages of their careers, including educational workshops, a career interview room and a speed science session.

Hosted by the Association and the Dominantly Inherited Alzheimer Network Trials Unit (DIAN-TU) at Washington University Medical School in St. Louis, the first-ever Autosomal Dominant Alzheimer’s Family Conference was held at AAIC 2015. The event brought together more than 100 family members participating in DIAN-TU, an interventional therapeutic trial to test methods of prevention in individuals with a rare, genetic form of Alzheimer’s disease who have yet to display symptoms. The conference was a powerful restatement of the purpose of this research and the Association’s support of this community.

Adding to its role as a leading convener of the global research community, the Association created and organized the first-ever Alzheimer’s Research in Iberoamerica Symposium, which gathered nearly 300 scientists from more than 14 countries to share research activities and spur collaboration across Ibero-America. In addition, the Association convened multiple think tanks among scientific experts, including a discussion focused on revisiting the role of calcium in Alzheimer’s disease-related processes and aging (a theory first published in 1984 by Dr. Zaven Khachaturian) and identifying potential therapy targets for further exploration. The Association also collaborated with the Alzheimer’s Drug Discovery Foundation to convene the Nexus of Alzheimer’s, Related Dementia & Cancer, which explored the biological underpinnings that may explain the link between cancer and Alzheimer’s disease. Sessions focused on current insights from epidemiology, mechanistic and genetic links between cancer and Alzheimer’s, and therapeutic implications.

Via the Alzheimer’s Association Research Roundtable, the Association unites a global consortium of scientists from the pharmaceutical, biotechnology, diagnostics, imaging and cognitive testing industries to discuss key areas in Alzheimer’s science. In FY16, the Association hosted two Research Roundtable meetings in Washington, D.C. The first, “Tau: Clinical Research to Clinical Development: A Potential Therapeutic Target and Biomarker,” was held in October 2015 and focused on the tau protein as a central player in the development of Alzheimer’s disease and as a promising target for the development of novel biomarkers and disease-modifying treatments. The second, “Neuropsychiatric Symptoms
of Alzheimer’s Disease and New Treatment Paradigms,” was held in May 2016 and discussed neuropsychiatric symptoms (agitation, depression, apathy) and sleep disorders that are common as the disease progresses and that can cause challenges for people with Alzheimer’s and other dementias and their caregivers.

The Alzheimer’s Association International Society to Advance Alzheimer’s Research and Treatment (ISTAART) is the only professional society for those interested in Alzheimer’s and dementia science, including scientists, physicians and other professionals involved in the causes and treatments of Alzheimer’s and other dementias. At the end of FY16, ISTAART had 3,046 members, an 11 percent increase over the previous year. Participation in the society’s Professional Interest Areas (PIAs), subgroups of researchers sharing common scientific interests, increased significantly, with 60 percent of members involved in one or more PIAs. Currently, there are 15 PIAs.

The Alliance of Women Alzheimer’s Researchers (AWARE) ISTAART PIA hosted a session at AAIC 2015 that spotlighted female researchers who exemplify scientific excellence along with successful navigation of the academic and professional landscape. Sessions addressed challenges and opportunities for women in the field, and scientific leaders provided an appreciation of their personal career trajectories that have led to Alzheimer’s research discoveries.

Alzheimer’s & Dementia: The Journal of the Alzheimer’s Association is the leading peer-reviewed, monthly journal in Alzheimer’s and related dementias, identified by its ranking as the most impactful disease-specific publication in clinical neurology and third of nearly 200 journals in its category (according to Thomson Reuters, a recognized authority in journal evaluation). The journal published a special issue focusing on the impact of the Alzheimer’s Disease Neuroimaging Initiative (ADNI). In addition, the Association’s online, open-access journal, Alzheimer’s & Dementia: Diagnosis, Assessment & Disease Monitoring (DADM), was accepted for indexing on its initial application to PubMed Central, a full-text archive of biomedical and life sciences journal literature at the National Institutes of Health’s National Library of Medicine, a rare achievement for a young publication.

As a founding member of the Collaboration for Alzheimer’s Prevention (CAP), the Association participated in the group’s first open meeting in Washington, D.C. CAP aims for researchers to provide assistance to each other in the development of trial outcomes (cognitive and clinical endpoints and biomarkers); standardization of sample and data collection (clinical and cognitive data, imaging and biofluids); and recruitment and retention of study participants (registry development and risk disclosure). In FY16, CAP published an article describing its founding, goals and initial successes, and principles for data sharing.

The Association-funded Global Alzheimer’s Association Interactive Network (GAAIN) facilitates data sharing by providing scientists open access to a vast collection of Alzheimer’s disease research data, sophisticated analytics tools and computational resources. GAAIN promotes big data sharing among a federated, global network of data partners who are studying Alzheimer’s and other dementias. As GAAIN’s sponsor, the Association is transforming how researchers work together to answer fundamental questions related to understanding the causes, diagnosis, treatment and prevention of Alzheimer’s. In FY16, GAAIN grew to include data from over 370,000 research participants provided by a global network of over 160 data partners spanning 29 countries on six continents.

The number of new users of TrialMatch®, the Association’s clinical trial matching service, continues to grow significantly. In FY16, over 58,000 new users signed up with TrialMatch, a 40 percent increase over FY15. In order to reach a greater number of Hispanic and Latino individuals, the Association translated TrialMatch promotional materials into Spanish. This, along with additional focused efforts to reach diverse communities, led to an 83 percent increase among Hispanic/Latino users, driving overall growth among diverse users of 59 percent. At the end of FY16, there were more than 180,000 user profiles in TrialMatch, and the database included over 260 studies taking place at more than 700 sites across the United States.

The Association participated in the World Dementia Council meeting in London. The council — which expanded to include a broad range of influential global leaders from all sectors: business, science, philanthropy, industry, academia, government, nonprofits and advocacy groups — is moving forward on five priorities: finance, drug development, data sharing, risk reduction and improvements in care.
The Association-led **World Wide Alzheimer’s Disease Neuroimaging Initiative (WW-ADNI)** now includes initiatives in North America, Europe, Japan, Australia, Taiwan, Korea, China and Argentina and seeks continued expansion, collecting clinical and biomarker data from around the globe and making it freely available to researchers worldwide. The third phase of ADNI is scheduled to launch in FY17.

The Association was a sponsor of the **2016 Alzheimer’s Disease-Related Dementias (ADRD) Summit**, convened by the National Institute of Neurological Diseases and Stroke in collaboration with other institutes at the National Institutes of Health (NIH). The summit reviewed and assessed the progress of the research recommendations of the National Plan to Address Alzheimer’s Disease; refined and added new recommendations based on recent scientific discoveries; and solicited input on and updated priorities and timelines for addressing Alzheimer’s disease-related dementias. Association National Board Member Dr. Ronald Petersen presented opening remarks that recognized the Association’s significant leadership in securing increased funding for research. In addition, Chief Science Officer Dr. Maria Carrillo and Senior Director of Medical and Scientific Operations Dr. Heather Snyder served on two summit workgroups.
Growing Revenue in Support of the Mission

The Association relies on a network of passionate and involved constituents, corporations and organizations to advance its mission-related care, support, advocacy and research initiatives, and to raise awareness of the cause and resources to further the fight against Alzheimer's. In FY16, individuals, families, companies and communities across the country contributed to total revenues of $316.5 million. The majority of this amount was from individuals, foundations and membership organizations, in addition to planned gifts from estates. These contributions enhance the Association’s ability to drive progress as the leading voluntary health organization in Alzheimer’s care, support and research.

Through direct marketing channels, including email outreach, print mailings and telephone calls, the Association engaged 741,310 donors in the cause. These generous individuals contributed to the greatest amount raised through direct marketing in Association history. Online and intermediate giving ($1,000–$9,999 level) had some of the strongest growth, with increases of 12 percent and 14 percent, respectively.

FY16 was a record-breaking season for Walk to End Alzheimer’s, the world’s largest event to raise funds and awareness to fight Alzheimer’s, with nearly 500,000 participants in over 630 communities nationwide. In addition, seven new companies joined the National Team Program, bringing the total to 33 teams. More than $78.6 million was raised to further Alzheimer’s disease care, support and research, a 12 percent increase over the previous year. Continued growth and involvement from a dedicated volunteer base was a significant contributor to the event’s success in all categories. In recognition of this growth, Walk to End Alzheimer’s rose to number seven on the Peer-to-Peer Fundraising Top Thirty list, an annual benchmark study that ranks the top 30 peer-to-peer fundraising programs produced by U.S. nonprofits.

The Zenith Society, composed of donors who achieve membership with a gift of $1 million or more, is the Association’s highest and most involved level of philanthropy. The group grew to more than 70 members, with several making targeted investments in transformational areas of research, care and support, advocacy and awareness. As a new Zenith Society member, Vicky Patel inspired donors across the country by using her Alzheimer’s research gift as a national challenge, resulting in an additional $6.3 million of contributed revenue. Additionally, leadership gifts from Zenith members John and Crystal Beuerlein and Mary Barton Smith enabled the Association to invest $4.3 million in a new phase of the Dominantly Inherited Alzheimer Network Trials Unit (DIAN-TU) known as DIAN-TU Next Generation. Since its inception, Zenith Society members have given more than $110 million to advance the efforts of the Alzheimer’s Association, including global research studies. The original investments made in these researchers and their studies have generated subsequent funding of over $1 billion from additional sources, including the National Institutes of Health and the National Institute on Aging.

The Longest Day®, a sunrise–to-sunset team event held on June 20, the summer solstice, raised nearly $3.8 million. More than 10,000 people on over 3,000 teams participated in activities ranging from hiking and fishing to bridge and crafting in honor of those facing Alzheimer’s disease. Good Neighbor Pharmacy came on board as the event’s first Official Sponsor. The American Contract Bridge League, the event’s inaugural Global Team, led fundraising efforts with more than $700,000, and returning global partner NuStep and its team of nearly 2,000 participants raised over $220,000. New global partners Alpha Delta Kappa and Senior Lifestyle and regional partner Alpha Kappa Alpha were also leading contributors.
The Jerome H. Stone Philanthropy Award for Alzheimer’s Research recognizes the world’s top philanthropists for actively engaging in the Alzheimer’s cause through their generous commitments. **GHR Foundation and MetLife Foundation** were honored with the award as a result of their significant contributions to the field. The leadership of these two organizations has inspired other like-minded philanthropists across the country to support the cause.

Members of the **Founders Society** place the Association in their estate plans, creating a lasting legacy in the fight against Alzheimer’s disease. Estate gifts totaled $38.3 million, making a philanthropic impact that will support families today and help change the course of the disease.

The third **Part the Cloud gala**, chaired by Michaela “Mikey” Hoag, raised over $10.8 million and broke its own record for the Association's largest one-day fundraiser. The event brought together a variety of Silicon Valley philanthropists and celebrities, and included performances by Jimmy Buffett and Ashley Campbell, who honored her father, country music legend Glen Campbell. Since 2012, Part the Cloud, alternating yearly between a gala and a luncheon, has raised over $17 million and funded 17 grants, including the Part the Cloud Challenge on Neuroinflammation, in support of its mission to advance Alzheimer’s research with the highest probability of slowing, stopping or ultimately curing the disease.

The 32nd annual **Alzheimer’s Association New York Rita Hayworth Gala**, chaired by Princess Yasmin Aga Khan and Daryl Simon, was held at Cipriani 42nd Street. The sold-out event raised over $2.2 million for the Association. The event honored longtime supporters Michele and Larry Herbert with the Rita Hayworth Award, and B. Smith and Dan Gasby with the Champion Award for their commitment to fighting Alzheimer’s disease. Willie Geist, co-host of NBC’s “Today” and co-anchor of MSNBC’s “Morning Joe,” served as emcee and author, and Association Celebrity Champion Kimberley Williams-Paisley was a special presenter.

The Alzheimer’s Association Rita Hayworth luncheon in Palm Beach, hosted by Princess Yasmin Aga Khan and Carleton Varney, was held at the Colony Hotel. Guests at this sold-out event were treated to a fashion show featuring Naeem Khan’s Resort collection. Attendees received an Alzheimer’s research update from Dr. Maria Carrillo, Alzheimer’s Association chief science officer, and heard from Dottie Carson, an Association ambassador and advocate who is living with younger-onset Alzheimer’s disease.

The 29th annual **Alzheimer’s Association Chicago Rita Hayworth Gala**, chaired by Maggie Murzanski and June Barnard, was held at the Hilton Chicago. With more than 800 attendees, the event raised over $1.1 million. The Gala Steering Committee honored the Cantore Family with the Family Philanthropy Award, Dr. Lisa Genova with the Rita Hayworth Award and Silverado with the Corporate Award. These awardees were recognized for their support and dedication to the fight against Alzheimer’s disease.

The 24th and final **“A Night at Sardi’s”** — a celebrity musical revue chaired by Laurie Burrows Grad, James Burrows and Nicholas Grad — was held in Beverly Hills and raised over $1.5 million. The star-studded event paid tribute to Laurie’s late husband and Sardi’s co-founder, Peter Grad, with the Philanthropy Award and honored actor Keith Carradine with the Caregiver of the Year Award. The evening was hosted by David Hyde Pierce and featured performances by the cast of “The Big Bang Theory,” Joey McIntyre, Jason Alexander, Grace Potter and more. At the conclusion of the event, the torch was passed to Hilarity for Charity founders Seth Rogen and Lauren Miller Rogen, inspiring the next generation to continue building critically important awareness for the disease and the Association. “A Night at Sardi’s” has raised more than $28 million for the Association’s care, support and research efforts.

The fourth annual **Hilarity for Charity® (HFC)** Los Angeles Variety Show, created by husband-and-wife team Seth Rogen and Lauren Miller Rogen to increase awareness of Alzheimer’s disease among a younger generation, raised more than $2.6 million. The event included performances by James Franco, Miley Cyrus, Bill Hader, HAIM and more. HFC expanded to the East Coast with a New York City event, which included performances by Michael Che, Leslie Jones and Michelle Wolf. In addition to raising awareness, HFC partnered with Home Instead Senior Care to award over 56,000 hours of care through the Alzheimer’s and Dementia Care Relief Grant Program, an initiative to provide respite care to Alzheimer’s caregivers. HFC also
continues to fund programs and advance research.

During its nationwide **Forget Me Not Days** campaign, more than 1,600 Bankers Life agents, associates and Association volunteers in over 170 cities collected more than $300,000 in donations and raised awareness of Alzheimer’s by distributing over 200,000 specially marked packets of Forget-Me-Not flower seeds. Bankers Life and its parent company, CNO Financial Group, also pledged $150,000 in corporate donations. The company has raised more than $4.5 million for the Association since 2003.

Revenue from **generous corporate partners** grew by 38 percent in FY16. In addition, these relationships generated millions of impressions to increase concern and awareness of the disease.

In January, the Association announced a **historic strategic alliance with Edward Jones**. The St. Louis-based financial services firm committed cash, in-kind support and associate fundraising that will exceed $5 million over two years to enhance the Association’s care and support programs, and provide educational seminars and materials on brain health and Alzheimer’s disease for Edward Jones’ associates and clients in branch offices nationwide. To maximize its full-mission support of the Association, Edward Jones signed on as the first-ever National Presenting Sponsor of Walk to End Alzheimer’s and joined the Walk to End Alzheimer’s National Team Program. The multifaceted partnership also includes support of research through the creation of the Edward Jones Alzheimer’s Research Fund to accelerate science toward methods of treatment, prevention and, ultimately, a cure.

In FY16, **20 cause marketing programs raised over $2.4 million**. Major retailers, such as Marshalls, eBay for Charity and ALEX AND ANI | CHARITY BY DESIGN continued their support of the Association. Five new organizations joined the cause, including Lokai, Good Neighbor Pharmacy, Valspar, Naxos of America and Everywhere Wireless.

CVS Health Foundation contributed $550,000 to fund **Diagnose, Disclose and Direct Connect** — a physician outreach program coordinated by six Association chapters.

Five new sponsors supported the Alzheimer’s Association International Conference (AAIC) 2015 for a total of 17 sponsors. In addition, three companies made contributions to join the Alzheimer’s Association Research Roundtable, bringing the total to 24 members. A complete list of corporate supporters at $30,000 level and above is available later in this report.
As the leader of the Alzheimer’s movement, the Alzheimer’s Association is committed to do more to expand the depth, breadth and pace of the fight against this devastating disease. The FY15-FY17 Strategic Plan aims to aggressively advance the mission of the Alzheimer’s Association.

The chart below details priority activities underneath each strategic objective and our outcomes in each area for FY16. Our outstanding progress in these areas is a reflection of our commitment to the strategic plan, the support of generous and dedicated constituents and our determination to achieve our vision of a world without Alzheimer’s.

<table>
<thead>
<tr>
<th>FY16 Priority Activities</th>
<th>FY16 Target</th>
<th>FY16 Outcomes</th>
<th>FY16 % of Target Achieved</th>
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<tr>
<td><strong>Increasing Concern and Awareness</strong></td>
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<td>Double media impressions naming the Alzheimer’s Association through creative utilization of integrated media, including emerging media, to consistently communicate key messages and calls to action to target audiences in local markets and nationwide.</td>
<td>Increase total impressions by 26%.</td>
<td>8,961,922,276 media impressions.</td>
<td>108%</td>
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<td>Increase constituent engagement via the Association’s largest channels to actively drive outcomes related to all strategic objectives.</td>
<td>A 25% increase to alz.org properties.</td>
<td>41,548,923 online visits.</td>
<td>106%</td>
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<td>20% growth in e-news subscriptions.</td>
<td>1,051,908 e-news subscriptions.</td>
<td>100%</td>
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<td>25% growth in social media.</td>
<td>895,444 social media visits.</td>
<td>97%</td>
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<td>10% increase in grassroots advocates.</td>
<td>700,893 grassroots advocates.</td>
<td>101%</td>
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<td>10% growth in mass-market signature event participants.</td>
<td>509,706 participants.</td>
<td>99%</td>
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<td><strong>Advancing Public Policy</strong></td>
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<td>Increase state-specific meetings between Association representatives and members of state government nationwide by 50% each year, beginning from a state-specific baseline scaled by the population for each state and report monthly on progress toward achieving the Association’s policy priorities for each state.</td>
<td>Conduct 1,700 state priority-driven meetings nationwide between Association representatives and members of state government</td>
<td>3,362 meetings with state policy officials.</td>
<td>198%</td>
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<tr>
<td><strong>Advancing Public Policy</strong></td>
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<td>On the federal level, develop a growing volunteer-powered Alzheimer's Congressional Team (ACT) for each member of Congress by supporting the Ambassador in place for every member. This is to be accomplished through the addition of at least one advocacy leader who has committed to serve in a defined Alzheimer's Congressional Role.</td>
<td>Recruit and maintain an additional ACT Team for two-thirds of Congress.</td>
<td>392 Congressional Teams added an additional member.</td>
<td>110%</td>
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<td>Double federal Alzheimer's Congressional Team actions in order to steadily strengthen relationships with their designated member of Congress.</td>
<td>Increase actions to an average of 300 action points for each member of Congress.</td>
<td>407 average action points.</td>
<td>136%</td>
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<td><strong>Enhancing Care and Support</strong></td>
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<td>Increase the number of service contacts provided through by 15%.</td>
<td>Increase service contacts provided from 7,738,303 in FY15 to 8,899,048 in FY16.</td>
<td>17,062,437 service contacts provided.</td>
<td>192%</td>
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<td>Increase nationwide referrals from professional health care providers to the Association by 8%.</td>
<td>8% of referrals to the Association are from a professional health care provider.</td>
<td>Increased referrals by 8.2%.</td>
<td>102%</td>
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<td>Based on the outcome of the strategic dementia care assessment, identify two standards supporting quality care and conduct research on three programs.</td>
<td>Completion of the strategic mapping (e.g. care and support strategic assessment).</td>
<td>The strategic dementia care assessment was completed in FY16 resulting in the Care and Support Operational Task Force recommendations. These recommendations will be implemented through existing work streams at the national office as well as through collaborative chapter/national workgroups.</td>
<td>As planned, work is scheduled to begin in FY17.</td>
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<td><strong>Accelerating Research</strong></td>
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<td>Accelerate research funding through the Alzheimer's Association International Research Program to $70 million by the final year of this plan, growing funding by $10 million in FY15, $20 million in FY16 and $40 in FY17, through a nationwide campaign targeting the additional audience of research-interested donors who have not yet fully engaged with the Association, and by engaging chapters in research education, fundraising and support of local research projects approved by the Alzheimer’s Association Medical and Scientific Advisory Council.</td>
<td>Expand the national campaign for research based on consultant findings and recommendations to raise a minimum of an additional $20 million for research in FY16.</td>
<td>More than $20 million was raised in FY16.</td>
<td>168%</td>
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<td>Expand the Alzheimer’s Association international leadership role as convener to collaborate and coordinate Alzheimer’s research activities through Alzheimer’s Association International Conference (AAIC), the Alzheimer’s Association Research Roundtable, Alzheimer’s Association International Society to Advance Alzheimer’s Research &amp; Treatment (ISTAART), the National Plan to Address Alzheimer’s Disease, Alzheimer’s &amp; Dementia: The Journal of the Alzheimer’s Association and other programs.</td>
<td>Implement plans to achieve AAIC attendance goal of a minimum of 5,000. Increase membership in ISTAART by 5%.</td>
<td>4,501 attendees. 3,046 ISTAART members.</td>
<td>90% 106%</td>
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<td>Grow nationwide recruitment efforts for clinical studies that accelerate study enrollment and transform recruitment for Alzheimer’s disease across the country.</td>
<td>Increase Trial Match engagement by 15%.</td>
<td>121,754 TrialMatch points.</td>
<td>128%</td>
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<td><strong>Accelerating Research</strong></td>
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<tr>
<td>Explore international fundraising efforts to support the International Research Program.</td>
<td>Exploration.</td>
<td>The Association launched a collaborative funding program with Alzheimer’s Drug Discovery Foundation and the Alzheimer’s Society (in the UK) for the Alzheimer’s Combination Therapies Opportunities (ACTO) to support innovative clinical trials targeting repurposed combination therapy proposals. In addition, the Association has increased collaborative efforts with international organizations, including the Michael J. Fox Foundation, Weston Brain Institute, Alzheimer’s Research UK and Brain Canada.</td>
<td>Not applicable.</td>
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<tr>
<td><strong>Growing Revenue in Support of the Mission</strong></td>
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<td>The overall target of this strategic objective was achieved at 91%.</td>
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<tr>
<td>Invest new resources to significantly grow Walk to End Alzheimer’s, identify and begin to implement a new nationwide second signature event, expand planned giving marketing, launch nationwide research campaign and engage corporate relationships to support all appropriate activities.</td>
<td>This priority activity supports the strategic objective of growing revenue in support of the mission, which has an FY16 target of increasing revenue growth by a minimum of 8%.</td>
<td>Grew Walk to End Alzheimer’s by 12% year over year to a total of $78.6 million. Implemented enhanced Walk to End Alzheimer’s training for volunteers and staff. Grew The Longest Day (second signature event) revenue by 29%. Appended and surveyed for demographic and age-related data information among constituents to update targeting for planned giving modeling and leads per the planned giving assessment. Recruited eight new corporate teams to the National/Global team programs. Increased fundraising revenue for Walk to End Alzheimer’s National Teams by 28%, raising $6.9 million.</td>
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<td>Fully implement major and intermediate giving program and corporate initiatives to realize full potential in all geographies and build pipeline for future growth.</td>
<td>This priority activity supports the strategic objective of growing revenue in support of the mission, which has an FY16 target of increasing revenue growth by a minimum of 8%.</td>
<td>The number of intermediate gifts ($1,000-$9,999) increased by 12%, resulting in a 14% increase in revenue. Initiated several enhancements to the Zenith Society to strengthen the stewardship of this high-level group of donors. Grew corporate initiatives and cause marketing revenue by 38% over the prior year.</td>
<td>The overall target of this strategic objective was achieved at 91%.</td>
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<td>Sustain direct marketing, general development, relationship events and foundations revenue.</td>
<td>This priority activity supports the strategic objective of growing revenue in support of the mission, which has an FY16 target of increasing revenue growth by a minimum of 8%.</td>
<td>Achieved highest-ever revenue year for direct marketing and general development revenue. Generated 5.6% growth through national direct marketing efforts. Generated over 45% revenue growth in relationship event program by strengthening existing relationships with event leadership and committee as well as bringing on new corporate sponsors.</td>
<td>The overall target of this strategic objective was achieved at 91%.</td>
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<tr>
<td>Create and implement a set of organizational best practices to ensure growth of a philanthropic culture.</td>
<td>This priority activity supports the strategic objective of growing revenue in support of the mission, which has an FY16 target of increasing revenue growth by a minimum of 8%.</td>
<td>Provided a variety of ongoing internal/external organizational data comparisons to chapters and board of directors. The national board established expectations and opportunities related to its philanthropy, including the development of an annual philanthropy plan, sharing of key board giving/getting metrics throughout the year, recognition of board success stories and philanthropy training.</td>
<td>The overall target of this strategic objective was achieved at 91%.</td>
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Treasurer’s Report

The financial health of the Alzheimer’s Association remains strong with the national organization’s Consolidated Statement of Financial Position reflecting total assets of $197.5 million as of the fiscal year ended June 30, 2016. Total revenues of $177.8 million increased 7 percent from 2015, with $161.8 million from donor contributions fueling the fight against Alzheimer's disease. Together with our network of 81 chapters, revenues totaled $316.5 million.

Expenses were well managed. Of the total combined expenses (with our chapter network) of $301.9 million, the Alzheimer’s Association expended $229.5 million on programmatic activities to forward our mission. To advance progress in Alzheimer’s disease science, we invested $40.5 million in research, $24.7 million of which was awarded as new research grants to 135 best-of-field scientific projects in 12 countries through our International Research Grant Program, including nearly 90 emerging scientists.

The Association continues to meet and exceed minimum standards of 65 percent program expenses set by the BBB Wise Giving Alliance, devoting more than 76 percent of expenses to programmatic activities.

In fiscal year 2016, the Association made great progress in our fight to end Alzheimer’s disease. We helped secure a historic increase of $350 million for Alzheimer’s research funding at the National Institutes of Health. As a leader in care and support, we provided services to 4 million individuals affected by Alzheimer’s. We convened more than 4,500 attendees from 88 countries at the Alzheimer’s Association International Conference (AAIC) held in July 2015. And we continued to drive the national conversation about Alzheimer’s with the release of the 2016 Alzheimer’s Disease Facts and Figures report, which revealed the personal financial impact of the disease on families.

We are honored and grateful that our donors respect our stewardship, embrace our mission and are a vital part of the movement to conquer Alzheimer’s disease.

Thomas J. Winkel
Treasurer, National Board of Directors
Alzheimer’s Disease and Related Disorders Association, Inc.
Consolidated Statements of Financial Position

June 30,
(In thousands)

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$38,598</td>
<td>$38,951</td>
</tr>
<tr>
<td>Pledges receivable, net</td>
<td>29,611</td>
<td>37,405</td>
</tr>
<tr>
<td>Receivables - Chapters, net</td>
<td>19,572</td>
<td>19,376</td>
</tr>
<tr>
<td>Other receivables</td>
<td>2,336</td>
<td>1,363</td>
</tr>
<tr>
<td>Notes receivable</td>
<td>266</td>
<td>26</td>
</tr>
<tr>
<td>Inventories of education materials, at cost</td>
<td>880</td>
<td>505</td>
</tr>
<tr>
<td>Investments</td>
<td>71,219</td>
<td>48,669</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>4,047</td>
<td>4,694</td>
</tr>
<tr>
<td>Assets held in trust</td>
<td>204</td>
<td>226</td>
</tr>
<tr>
<td>Fixed assets, net</td>
<td>9,070</td>
<td>7,967</td>
</tr>
<tr>
<td>Beneficial interest in split-interest agreements</td>
<td>5,558</td>
<td>5,229</td>
</tr>
<tr>
<td>Beneficial interest in perpetual trusts</td>
<td>16,178</td>
<td>16,871</td>
</tr>
<tr>
<td>TOTAL ASSETS</td>
<td>$197,539</td>
<td>$181,282</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIABILITIES</td>
<td>$2,742</td>
<td>$1,128</td>
</tr>
<tr>
<td>Accounts payable</td>
<td>28,987</td>
<td>20,268</td>
</tr>
<tr>
<td>Grants payable, net</td>
<td>654</td>
<td>526</td>
</tr>
<tr>
<td>Deferred compensation payable</td>
<td>9,904</td>
<td>10,953</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>293</td>
<td>290</td>
</tr>
<tr>
<td>Self-insurance reserve</td>
<td>14,635</td>
<td>14,563</td>
</tr>
<tr>
<td>Accounts payable - Chapters</td>
<td>4,633</td>
<td>5,161</td>
</tr>
<tr>
<td>Gift annuity obligations</td>
<td>2,528</td>
<td>2,415</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>1,042</td>
<td>1,361</td>
</tr>
<tr>
<td>TOTAL LIABILITIES</td>
<td>65,418</td>
<td>56,665</td>
</tr>
</tbody>
</table>

| NET ASSETS | 2016     | 2015     |
| Unrestricted | 43,887 | 42,285 |
| Temporarily restricted | 58,853 | 52,785 |
| Permanently restricted | 29,381 | 29,547 |
| TOTAL NET ASSETS | $132,121 | $124,617 |

<table>
<thead>
<tr>
<th>TOTAL LIABILITIES AND NET ASSETS</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>$197,539</td>
<td>$181,282</td>
<td></td>
</tr>
</tbody>
</table>
Alzheimer’s Disease and Related Disorders Association, Inc.
Consolidated Statements of Activities

Year ended June 30, 2016, with comparative totals for 2015
(In thousands)

<table>
<thead>
<tr>
<th>REVENUES, GAINS AND OTHER SUPPORT</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$107,454</td>
<td>$138,816</td>
</tr>
<tr>
<td>Less contributions remitted to Chapters</td>
<td>(34,788)</td>
<td>(36,640)</td>
</tr>
<tr>
<td>Add amounts received from Chapters under shared fundraising</td>
<td>47,909</td>
<td>49,205</td>
</tr>
<tr>
<td><strong>NET CONTRIBUTION REVENUES</strong></td>
<td><strong>120,575</strong></td>
<td><strong>151,381</strong></td>
</tr>
<tr>
<td>Conference registration, contributed services and other</td>
<td>13,083</td>
<td>12,129</td>
</tr>
<tr>
<td>Dividends and interest</td>
<td>1,900</td>
<td>2,818</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>36,427</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES, GAINS AND OTHER SUPPORT</strong></td>
<td><strong>171,985</strong></td>
<td><strong>166,328</strong></td>
</tr>
</tbody>
</table>

| EXPENSES |
|----------------------------------|------|------|
| PROGRAM SERVICES | 133,642 | 115,086 |
| Research | 40,483 | 32,535 |
| Public awareness and education | 44,664 | 40,662 |
| Chapter services | 13,224 | 11,035 |
| Public policy | 9,037 | 8,384 |
| Family and healthcare professional services | 26,234 | 22,470 |
| SUPPORTING SERVICES | 36,553 | 32,675 |
| Management and general | 11,238 | 9,685 |
| Fundraising | 25,315 | 22,990 |
| **TOTAL PROGRAM SERVICES** | **170,195** | **147,761** |
| **EXCESS FROM OPERATIONS** | **1,790** | **18,567** |

<table>
<thead>
<tr>
<th>OTHER CHANGES IN NET ASSETS</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net realized and unrealized (losses) gains in value of investments</td>
<td>(16)</td>
<td>(810)</td>
</tr>
<tr>
<td>Change in value of split-interest agreements</td>
<td>(247)</td>
<td>(490)</td>
</tr>
<tr>
<td>Change in value of perpetual trust</td>
<td>-</td>
<td>(298)</td>
</tr>
<tr>
<td>Acquisition of dissolved chapters</td>
<td>542</td>
<td>3,036</td>
</tr>
<tr>
<td>Bad debt expense</td>
<td>(467)</td>
<td>(405)</td>
</tr>
<tr>
<td><strong>TOTAL OTHER CHANGES IN NET ASSETS</strong></td>
<td><strong>(188)</strong></td>
<td><strong>1,033</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHANGE IN NET ASSETS</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,602</td>
<td>19,600</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS AT BEGINNING OF YEAR</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>$43,887</td>
<td>$132,121</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS AT END OF YEAR</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>$58,853</td>
<td>$124,617</td>
<td></td>
</tr>
</tbody>
</table>
Alzheimer’s Disease and Related Disorders Association, Inc.  
National and Chapter Combined Revenue and Expense Statements  
*For the year ended June 30, 2016*  
*(In thousands)*

(unaudited)

<table>
<thead>
<tr>
<th>REVENUES, GAINS AND OTHER SUPPORT</th>
<th>National</th>
<th>Chapters</th>
<th>Elimination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$148,632</td>
<td>$143,802</td>
<td>($1,216)</td>
<td>$291,218</td>
</tr>
<tr>
<td>Contributions remitted to Chapters</td>
<td>(34,788)</td>
<td>34,788</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Amounts received from Chapters under shared fundraising</td>
<td>47,909</td>
<td>(47,909)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>NET CONTRIBUTION REVENUES</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference registration, contributed services and other</td>
<td>13,083</td>
<td>8,183</td>
<td>(736)</td>
<td>20,530</td>
</tr>
<tr>
<td>Dividends and interest</td>
<td>3,008</td>
<td>1,728</td>
<td>-</td>
<td>4,736</td>
</tr>
<tr>
<td>TOTAL REVENUES, GAINS AND OTHER SUPPORT</td>
<td>177,844</td>
<td>140,592</td>
<td>(1,952)</td>
<td>316,484</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>National</th>
<th>Chapters</th>
<th>Elimination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROGRAM SERVICES</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research</td>
<td>40,483</td>
<td>1,216</td>
<td>(1,126)</td>
<td>40,483</td>
</tr>
<tr>
<td>Public awareness and education</td>
<td>44,664</td>
<td>26,763</td>
<td>-</td>
<td>71,427</td>
</tr>
<tr>
<td>Chapter services</td>
<td>13,224</td>
<td>-</td>
<td>(736)</td>
<td>12,488</td>
</tr>
<tr>
<td>Public policy</td>
<td>9,037</td>
<td>5,681</td>
<td>-</td>
<td>14,718</td>
</tr>
<tr>
<td>Family and healthcare professional services</td>
<td>26,234</td>
<td>64,173</td>
<td>-</td>
<td>90,407</td>
</tr>
<tr>
<td>TOTAL PROGRAM SERVICES</td>
<td>133,642</td>
<td>97,833</td>
<td>(1,952)</td>
<td>229,523</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SUPPORTING SERVICES</th>
<th>National</th>
<th>Chapters</th>
<th>Elimination</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and general</td>
<td>11,238</td>
<td>12,026</td>
<td>-</td>
<td>23,264</td>
</tr>
<tr>
<td>Fundraising</td>
<td>25,315</td>
<td>23,768</td>
<td>-</td>
<td>49,083</td>
</tr>
<tr>
<td>TOTAL SUPPORTING SERVICES</td>
<td>36,553</td>
<td>35,794</td>
<td>-</td>
<td>72,347</td>
</tr>
</tbody>
</table>

| TOTAL EXPENSES                  | 170,195  | 133,627  | (1,952)     | 301,870 |

| EXCESS FROM OPERATIONS          | 7,649    | 6,965    | -           | 14,614  |

| OTHER CHANGES IN NET ASSETS     |          |          |             |       |
| Net realized and unrealized gains (losses) in value of investments | 15   | (1,195)  | -           | (1,180) |
| Change in value of split-interest agreements | (574) | 82      | -           | (492)  |
| Change in value of perpetual trust | (693) | (186)   | -           | (879)  |
| Acquisition of dissolved chapters | 1,574 | (1,574) | -          | -      |
| Bad debt expenses               | (467)    | -        | -           | (467)  |
| Other transfers of net assets   | (561)    | (561)    | -           | (1,122) |
| TOTAL other changes in net assets | 145   | (3,434)  | -           | (3,579) |

| INCREASE IN NET ASSETS          | $7,504   | $3,531   | -           | $11,035 |

The Combined Revenue and Expense Statements  
Combined Revenue and Expense Statements are unaudited and not part of the national office of the Alzheimer’s Association audited financial statements.

1. Compilation Policy: The combined financial information for the 12 months ended June 30, 2016, was compiled primarily from audit reports provided to the National Organization by the Association’s 47 chapters and combined with the audited activity of the National Organization for the 12 months ended June 30, 2016. The chapters’ data was obtained from audited and draft financial statements compiled into a combined report for management reporting purposes. The accounting policies followed by the chapters are not necessarily the same practices followed by the National Organization.

2. Eliminations: All material intercompany transactions were eliminated in this combined statement.
Alzheimer’s Association Celebrity Champions

*The Association’s Celebrity Champions enthusiastically embrace our vision of a world without Alzheimer’s disease. Together, we continue to advance scientific discoveries and care services to aid those with the disease now and in the future.*

<table>
<thead>
<tr>
<th>Name</th>
<th>Role/Role(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trevor Albert</td>
<td>Producer, “Glen Campbell…I’ll Be Me,” “Groundhog Day,” “The League of Extraordinary Gentlemen”</td>
</tr>
<tr>
<td>Jason Alexander</td>
<td>Actor, NBC’s “Seinfeld,” “Pretty Woman,” “Shallow Hal”</td>
</tr>
<tr>
<td>Anthony Anderson</td>
<td>Actor, comedian, ABC’s “Black-ish”</td>
</tr>
<tr>
<td>Judd Apatow</td>
<td>Director, producer, writer, HBO’s “Girls,” “Trainwreck,” “This Is 40,” “Bridesmaids,” “Knocked Up”</td>
</tr>
<tr>
<td>Katie Armiger</td>
<td>Country music artist</td>
</tr>
<tr>
<td>Valerie Azlynn</td>
<td>Actress, TBS’ “Sullivan &amp; Son”</td>
</tr>
<tr>
<td>Scott Bakula</td>
<td>Actor, NBC’s “Quantum Leap,” “Star Trek: Enterprise”</td>
</tr>
<tr>
<td>Kyle Bornheimer</td>
<td>Actor, “Casual,” “Angel from Hell,” “She’s Out of My League”</td>
</tr>
<tr>
<td>Alex Borstein</td>
<td>Comedian, actress, writer, FOX’s “Family Guy,” CW’s “MADtv”</td>
</tr>
<tr>
<td>Wayne Brady</td>
<td>Comedian, actor, host, ABC’s “Whose Line is it Anyway,” CBS’ “Let’s Make a Deal”</td>
</tr>
<tr>
<td>Creed Bratton</td>
<td>Actor, musician, NBC’s “The Office”</td>
</tr>
<tr>
<td>Coach Frank Broyles</td>
<td>Former football coach and athletic director, University of Arkansas</td>
</tr>
<tr>
<td>Kate Burton</td>
<td>Actress, ABC’s “Grey’s Anatomy,” “Scandal,” “127 Hours”</td>
</tr>
<tr>
<td>Candace Bushnell</td>
<td>Author, columnist, “Sex and the City,” “Lipstick Jungle,” “The Carrie Diaries”</td>
</tr>
<tr>
<td>Keith Carradine</td>
<td>Actor, songwriter, CBS’ “Madam Secretary,” HBO’s “Deadwood,” Showtime’s “Dexter”</td>
</tr>
<tr>
<td>Alexandra Chando</td>
<td>Actress, ABC Family’s “The Lying Game”</td>
</tr>
<tr>
<td>Dear Abby</td>
<td>Advice columnist</td>
</tr>
<tr>
<td>Dominic Chianese</td>
<td>Actor, HBO’s “Sopranos,” “Boardwalk Empire,” NBC’s “The Good Wife”</td>
</tr>
<tr>
<td>Autumn Chiklis</td>
<td>Actress, FX’s “The Shield”</td>
</tr>
<tr>
<td>Michael Chiklis</td>
<td>Actor, “Fantastic Four,” FX’s “The Shield,” “American Horror Story”</td>
</tr>
<tr>
<td>Dwight Clark</td>
<td>Former NFL wide receiver, San Francisco 49ers</td>
</tr>
<tr>
<td>Karen David</td>
<td>Actress, ABC’s “Galavant,” “Once Upon a Time”</td>
</tr>
<tr>
<td>Anoop Desai</td>
<td>Music artist, FOX’s “American Idol” season eight</td>
</tr>
<tr>
<td>Kaitlyn Dever</td>
<td>Actress, ABC’s “Last Man Standing,” FX’s “Justified”</td>
</tr>
<tr>
<td>Torrey DeVitto</td>
<td>Actress, NBC’s “Chicago Med,” Freeform’s “Pretty Little Liars,” The CW’s “The Vampire Diaries”</td>
</tr>
<tr>
<td>Izzy Diaz</td>
<td>Actor, NBC’s “Telenovela”</td>
</tr>
<tr>
<td>Colin Donnell</td>
<td>Actor, NBC’s “Chicago Med,” The CW’s “Arrow”</td>
</tr>
<tr>
<td>Trevor Donovan</td>
<td>Actor, ABC Family’s “Melissa &amp; Joey,” The CW’s “90210,” NBC’s “Days of Our Lives”</td>
</tr>
<tr>
<td>Emerson Drive</td>
<td>Grammy-nominated country band</td>
</tr>
</tbody>
</table>
Olympia Dukakis
Actress, “Away From Her,” “Steel Magnolias,” “Moonstruck”

Christine Ebersole
Actress, USA Network’s “Royal Pains,” TBS “Sullivan & Son,” “The Wolf of Wall Street”

Héctor Elizondo
Actor, “Pretty Woman,” “New Year’s Eve,” ABC’s “Last Man Standing”

Shelley Fabares
Actress, ABC’s “Donna Reed,” “Coach”

Barrett Foa
Actor, CBS’ “NCIS: Los Angeles”

Jack Ford
Journalist, legal analyst

Vivica A. Fox
Actress, HBO’s “Curb Your Enthusiasm,” ABC’s “Dancing with the Stars,” “Three Can Play That Game”

Dwight Freeney
NFL defensive end, Atlanta Falcons

Soleil Moon Frye
Actress, author, entrepreneur, NBC’s “Punky Brewster,” The WB’s “Sabrina, the Teenage Witch”

Emma Fuhrmann
Actress, “Blended,” “The Magic of Belle Isle”

Nichole Galicia
Actress, model, “Django Unchained”

Johnny Galecki
Actor, CBS’ “The Big Bang Theory,” “Hancock”

Peter Gallagher
Actor, “Burlesque,” USA Network’s “Covert Affairs,” FOX’s “The O.C.”

Victor Garber

Nina Garcia
Creative director, Marie Claire; judge, Lifetime’s “Project Runway”

Phyllis George
Miss America 1971, Former First Lady of Kentucky, journalist, entrepreneur, author

Leeza Gibbons
TV and radio personality, entrepreneur, Westwood One’s “Leeza Live,” “Hollywood Confidential”

John Glover
Actor, The CW’s “Smallville”

Bob Goen
Host, GSN.com’s “Marianne and Bob,” “Entertainment Tonight”

Allie Gonino
Actress, ABC Family’s “The Lying Game”

Yvette Gonzalez-Nacer
Actress, Nick Jr.’s “Fresh Beat Band of Spies”

Beth Grant
Actress, FOX’s “The Mindy Project,” “Crazy Heart,” “Little Miss Sunshine,” “Donnie Darko”

Bryant Gumbel
Journalist, host, HBO’s “Real Sports with Bryant Gumbel”

Don Hany
Actor, NBC’s “Heartbeat”

Samantha Harris
Host, “Entertainment Tonight,” ABC’s “Dancing with the Stars”

Jackée Harry
Actress, NBC’s “227,” The WB’s “Sister, Sister,” The CW’s “Everybody Hates Chris”

Linda Hart
Singer, actress, CBS’ “Gypsy,” “Tin Cup”

Elisabeth Hasselbeck
Co-host, Fox News Channel’s “Fox & Friends,” ABC’s “The View”

Tony Hawk
Professional skateboarder

Liz Hernandez
Host, “Access Hollywood”

Simon Helberg
Actor, CBS’ “The Big Bang Theory”

Elaine Hendrix
Actress, “The Parent Trap,” “Inspector Gadget 2”

Marilu Henner
Actress, author, NBC’s “All-Star Apprentice,” ABC’s “Taxi,” CBS’ “Evening Shade”

Emma Mae Jacob
Country music artist

Matt Jenkins
Country music artist

Diamond Jim
2007 Westminster, Best in Show

Rafer Johnson
USA Olympic Team, gold and silver medalist, decathlon

Melina Kanakaredes
Actress, CBS’ “CSI: NY,” NBC’s “Providence,” “Snitch”

Princess Yasmin Aga Khan
Philanthropist

Naeem and Ranjana Khan
Fashion and jewelry designers

Tim Kang
Actor, CBS’ “The Mentalist”

Aaron Kaplan
Producer, CBS’ “Life in Pieces”
Lainie Kazan
Actress, “My Big Fat Greek Wedding,” ABC’s “Desperate Housewives”

James Keach
Producer, actor, director, “Walk the Line,” “Waiting for Forever”

Jean Louisa Kelly
Actress, CBS’ “Yes, Dear,” “Mr. Holland’s Opus”

Georgia King
Actress, NBC’s “The New Normal,” “Austenland,” HBO’s “Vice Principals”

Ricki Lake
Actress, host, “The Ricki Lake Show,” VH1’s “Charm School,” ABC’s “Dancing with the Stars”

Matt Lanter
Actor, The CW’s “90210,” “Star-Crossed,” Cartoon Network’s “Star Wars: The Clone Wars,” “The Roommate”

Sharon Lawrence
Actress, ABC’s “NYPD Blue,” The WB’s “One Tree Hill”

Norm Lewis
Actor, ABC’s “Scandal,” “Les Misérables in Concert: The 25th Anniversary”

Vicki Lewis
Actress, NBC’s “NewsRadio,” Disney Channel’s “Sonny with a Chance,” “Finding Nemo”

Katie Lowes
Actress, ABC’s “Scandal”

Richard Lui
Journalist, MSNBC

Lainie Kazan
Actress, “My Big Fat Greek Wedding,” ABC’s “Desperate Housewives”

Leslie Mann
Actress, “How to be Single,” “This Is 40,” “The Change-Up,” “Funny People,” “Knocked Up”

Gilles Marini
Actor, ABC Family’s “Switched at Birth,” ABC’s “Brothers and Sisters,” “Sex and the City”

Ronny Marshall
TV producer, NBC’s “Valerie,” ABC’s and CBS’ “Step by Step”

Penny Marshall
Actress, director, producer, ABC’s “Laverne and Shirley,” “A League of Their Own,” “Big”

Kathy Mattea
Country music artist

David Mazouz
Actor, FOX’s “Gotham,” “Touch”

Callan McAuliffe
Actor, “The Great Gatsby,” “I Am Number Four”

Kevin McKidd
Actor, ABC’s “Grey’s Anatomy,” “Rome,” “Brave”

Joey McIntyre
Singer, songwriter, actor, “New Kids on the Block”

Katy Mixon
Actress, CBS’ “Mike and Molly,” HBO’s “Eastbound & Down”

Natalie Morales
Journalist, NBC’s “The Today Show,” “Access Hollywood”

Terry Moran
Co-anchor, ABC’s “Nightline”

Rob Morrow
Actor, CBS’ “Northern Exposure,” CBS’ “Numb3rs”

Robert Morse
Actor, AMC’s “Mad Men”

Kate Mulgrew
Actress, Netflix’s “Orange Is the New Black”

Oscar Nunez
Actor, NBC’s “The Office”

Leslie Odom Jr.
Actor, CBS’ “The Big Bang Theory”

Timothy Omundson
Actor, ABC’s “Galavant,” USA Network’s “Psych”

Terrell Owens
Former NFL wide receiver, VH1’s “The T.O. Show”

Janel Parrish
Actress, Freeform’s “Pretty Little Liars”

Jim Parsons

Steven Pasquale

David Hyde Pierce
Emmy- and Tony-winning actor, NBC’s “Frasier,” “Curtains,” “The Perfect Host”
Tony Plana
Actor, ABC’s “Ugly Betty”

Jesse Plemons
Actor, NBC’s “Friday Night Lights,” AMC’s “Breaking Bad,” FX’s “Fargo”

Sarah Polley
Actress, director, “Away from Her,” HBO’s “John Adams”

Scott Porter
Actor, NBC’s “Friday Night Lights,” The CW’s “Hart of Dixie,” CBS’ “The Good Wife”

Grace Potter
Lead vocalist and multi-instrumentalist, Grace Potter and the Nocturnals

Carrie Preston
Emmy-winning actress, HBO’s “True Blood,” CBS’ “The Good Wife”

Josh Radnor
Actor, CBS’ “How I Met Your Mother,” “Afternoon Delight,” “Liberal Arts”

Sarah Rafferty
Actress, USA Network’s “Suits”

Ahmad Rashād
Former NFL wide receiver, sportscaster

Ron Rifkin
Actor, NBC’s “Law & Order: SVU,” ABC’s “Brothers and Sisters,” ABC’s “Alias”

Nicolette Robinson
Actress, NBC’s “Perfect Couples”

Lauren Miller Rogen
Actress, producer, writer, “Superbad,” “Observe and Report,” “For a Good Time, Call...”

Seth Rogen
Actor, comedian, writer, producer, director, “Sausage Party,” “Neighbors,” “Pineapple Express,” “Knocked Up”

Elisabeth Röhm
Actress, NBC’s “Law & Order,” CBS’ “Angel”

Jon Runyan
Former NFL tackle, Philadelphia Eagles, U.S. representative

Rex Ryan
NFL head coach, Buffalo Bills

Raphael Sbarge
Actor, ABC’s “Once Upon a Time,” CBS’ “The Guardian”

Jane Seymour
Actress, CBS’ “Dr. Quinn, Medicine Woman,” ABC’s “Dancing with the Stars,” “Wedding Crashers”

Molly Sims
Actress, model, NBC’s “Las Vegas,” “Yes Man”

Patty Smyth
Rock and roll music artist

Jean Smart

Abigail Spencer
Actress, “Oz the Great and Powerful,” “This Means War,” “This Is Where I Leave You,” AMC’s “Mad Men”

Brent Spiner

April Taylor
Country music artist

Aimee Teegarden
Actress, NBC’s “Friday Night Lights,” “Love and Honor”

Tracie Thoms

Lea Thompson
Actress, “Back to the Future,” NBC’s “Caroline in the City,” ABC Family’s “Switched at Birth”

Dick Van Dyke
Actor, “Night at the Museum,” “Mary Poppins,” CBS’ “Diagnosis Murder”

Ally Walker
Actress, NBC’s “Profiler,” FX’s “Sons of Anarchy”

Steven Weber
Actor, NBC’s “Wings,” ABC’s “Brothers and Sisters,” “Happy Town”

Whiskey Falls
Country music band

Kimberly Williams-Paisley
Actress, author, director, producer, Where the Light Gets In, “Father of the Bride,” ABC’s “Nashville,” “According to Jim”

Anna Wilson
Jazz music artist

Sam Witwer
Actor, Syfy’s “Being Human,” The CW’s “Smallville”

Parker Young
Actor, ABC’s “Suburgatory”
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Our vision is a world without Alzheimer’s disease.

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