ALZHEIMER’S ASSOCIATION
ANNUAL REPORT
FISCAL YEAR 2017
(July 1, 2016 – June 30, 2017)
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.

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 2017 by making contributions. Total revenues equaled more than $332 million.

**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.
FY17 was a year of historic growth and achievement for the Alzheimer’s Association and our cause, beginning with our action on July 1, 2016, to commence operation as a single, unified organization. With all of our dedicated volunteers and supporters now working together in a single entity, we are capable of accomplishing even more than before. We are already reaching even more families facing Alzheimer’s and dementia and accelerating research that will lead us to better detection, treatment and, ultimately, the end of this devastating disease. As evidenced by our FY17 achievements and successful outcomes, every action we take is mission-focused and completed with an amplified urgency to end the Alzheimer’s crisis as soon as possible.

In fall 2016, the Association assumed a bold new face with our First Survivor campaign. Proclaiming that “the first person to survive Alzheimer’s disease is out there … but we won’t get there without you,” the campaign focuses on our dedication to those facing Alzheimer’s today and our determination to end the disease by bringing new supporters to the cause. As a result of this year’s strategic initiatives to increase concern and awareness, traffic to our website, alz.org, reached more than 42 million visits and our social media following grew to nearly 1 million. In addition, the Association garnered more than 9.6 billion total media impressions, reflecting our ability to shape and share timely information through channels such as our annual Alzheimer’s Disease Facts and Figures report, the preeminent source on the impact of Alzheimer’s and other dementias.

Forging ahead as a unified organization, our voice is stronger than ever as we advocate for policy change across all levels of government. Together with the Alzheimer’s Impact Movement (AIM), the Association’s advocacy arm, and our nationwide network of advocates — who came to Washington, D.C., in record numbers for our 2016 Advocacy Forum — we continue to achieve major milestones toward securing the federal funding needed to address the Alzheimer’s crisis. This year, a historic $400 million increase for Alzheimer’s research at the National Institutes of Health (NIH) was signed into law, evidence of our relentless persistence in the fight to end this terrible disease.

In addition to research funding, ensuring an accurate and timely diagnosis for those with Alzheimer’s and other dementias, as well as assisting families at every stage of the disease, remain top policy priorities. This year, the Association, along with our advocates and AIM, continued to drive support for the Health Outcomes, Planning, and Education (HOPE) for Alzheimer’s Act. We achieved a historic milestone in January 2017 when the Centers for Medicare & Medicaid Services (CMS) announced coverage of comprehensive care planning services for Medicare beneficiaries diagnosed with cognitive impairment, Alzheimer’s or another dementia — the largest element of the HOPE for Alzheimer’s Act.

As the world’s largest nonprofit funder of Alzheimer’s research and the nonprofit with the highest impact in Alzheimer’s research worldwide, as measured by Thomson Reuters InCites (formerly Web of Science), the Association remains dedicated to supporting the most promising science to further the field. In FY17, we have $110 million invested in nearly 400 ongoing Association-funded projects across 18 countries, including new investments of more than $28 million in nearly 130 scientific investigations, through the Association’s International Research Grant Program. One of those, the Imaging Dementia — Evidence for Amyloid Scanning (IDEAS) Study, has the potential to change health care outcomes for people living with the disease and their families by securing evidence of the value of amyloid PET scans as a diagnostic tool. Three IDEAS add-on studies were announced this year to expand the impact of this core study.

The Association’s deep research investment portfolio — made possible by our generous supporters — includes the first-ever Alzheimer’s Association Sex and Gender in Alzheimer’s (SAGA) research grant awards. In FY17, we distributed $2.2 million to nine projects that will advance our understanding of the disproportionate effect of Alzheimer’s disease on women. In addition, in partnership with philanthropist Mikey Hoag, we announced four new Part the Cloud Translational Research Funding for Alzheimer’s Disease Awards totaling more than $3 million. These
awards will advance Alzheimer’s research with the highest probability of slowing, stopping or ultimately curing the disease.

Care and support remain a mainstay of the Association’s mission through our commitment to ensuring people facing dementia are prepared and informed, and to reaching more families affected by the disease. The new CMS coverage of cognitive assessments and care planning mentioned above has the potential to transform the patient and caregiving experience. To help physicians deliver these services, the Association convened an expert task force to create the Cognitive Impairment Care Planning Toolkit, which includes validated measures as well as new assessment tools.

In addition, we launched a new continuing medical education course, Challenging Conversations about Dementia, which will prepare health care professionals to confidently approach detection, diagnosis and care planning for people with cognitive impairment, Alzheimer’s and other dementias. The Association also expanded its educational offerings for people facing the disease and those with memory concerns by launching our new LiveWell Online Resources, which we developed with input from our National Early-Stage Advisory Group.

In FY17, individuals, families, companies and communities across the country contributed to total revenues of more than $332 million, increasing the critical funding needed to drive our strategic initiatives forward. Recognizing the urgency of the Alzheimer’s crisis, philanthropists took their support to another level, as evidenced by the growth of the Zenith Society, the Association’s highest and most involved level of giving, to 72 members. A greater number of donors also stepped forward to include the Association in their estate plans, gifting $43.4 million through our Founders Society. We also engaged more than 740,000 donors through our direct marketing efforts, which resulted in the largest amount given through this channel in the Association’s history.

Our special and mass-market events provide supporters unique opportunities to engage with and contribute to the cause. The Part the Cloud movement continued to grow as its biennial luncheon raised more than $800,000 for the Association. Our Rita Hayworth Luncheon in Palm Beach, raised more than $3 million. Walk to End Alzheimer’s®, our priority signature event, continued to show impressive gains in both revenue and participants, raising a record-breaking $83.6 million, in addition to critical awareness in communities across the country. Our other signature event, The Longest Day®, continued to inspire creativity and commitment among constituents, bringing in $4.7 million for Alzheimer’s care, support and research.

The progress made in FY17 across all mission areas reflects our focused and relentless pursuit of our vision of a world without Alzheimer’s. We are determined and better equipped than ever before to continue building on this momentum in FY18, and know that with the help of our committed and ever-increasing base of volunteers, donors and supporters, we will one day end this disease.

Sincerely,

Harry Johns
President and CEO

Christopher Binkley
Chair, Board of Directors
Report Overview

The FY17 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 objectives, 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 organization as a dedicated and reliable resource to support community 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, begin available treatments 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 increased research funding to end the disease.

Enhancing Care and Support
The Association is instrumental in enhancing care and support for all those affected by Alzheimer’s disease and other dementias. Through our commitment to reliable resources, support and information, we are available wherever and whenever we are needed 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 Alzheimer’s Association is the world’s largest nonprofit funder of Alzheimer’s research and the nonprofit with the highest impact in Alzheimer’s research worldwide, behind only the Chinese and United States governments as measured by Thomson Reuters InCites (formerly Web of Science). 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 by advancing research and enhancing the Association’s care and support efforts.
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 2017 edition included a special report on the next frontier of Alzheimer’s research that focused on scientific advances and the use of biomarkers in improving how Alzheimer’s is identified and diagnosed. Since its inaugural 2007 release, the report has become the pre-eminent source covering the broad spectrum of Alzheimer’s disease issues.

In June 2017, **Alzheimer’s & Brain Awareness Month**, one of the Association’s leading consumer engagement platforms to raise concern and awareness, spotlighted the dramatic impact Alzheimer’s has on families, the unique role they play in navigating challenges related to the disease, as well as support and resources the Association provides to help all affected. Findings from an **Association survey** released during the month found that 2 out of 3 caregivers felt isolated or alone in their situation, and more than 4 in 5 caregivers would like more support with caregiving tasks, particularly from their family. The Association once again launched a branded **Facebook profile frame**, encouraging people to go purple, and by the end of the month, nearly 200,000 frame activations were seen in Facebook newsfeeds a total of 40 million times. Earned media impressions totaled more than 121 million, and Twitter trends #EndAlzheimers and #MyAlzStory combined for more than 132 million impressions.

For many individuals, the Association’s website, **alz.org**, is the first point of contact with the organization and an ongoing source Alzheimer’s-related information, making it invaluable to people living with Alzheimer’s, their caregivers and anyone interested in learning about the disease and other dementias. Visits totaled more than 42 million in FY17.

The Association’s impressive social media following on **Facebook**, **Twitter** and **Instagram** grew to more than 977,000, representing a 9 percent increase over FY16, and social traffic to alz.org grew by 37 percent, resulting in 5 million visits. Social media engagement numbers continued to climb, as evidenced by an increase in usage of campaign hashtags, sharing of user-generated content and overall engagement rates for Association content. Additionally, peer-to-peer fundraising made a significant impact with the introduction of Facebook Fundraisers, which led to a record-breaking #GivingTuesday.

The Association garnered more than **9.6 billion total media impressions** in FY17, continuing to deliver critical information to the public. This included paid and earned television, radio, print and online impressions.

**The Association’s brand campaign, First Survivor**, increased awareness of the Association and positioned it as the leader in the fight against the disease. The campaign’s advertising included a mix of TV, digital display, video and audio, and print through partners such as Google Display Network, YouTube, Pandora, **TIME** and **People**.

The Association proudly served as a national partner for the PBS documentary “**Alzheimer’s: Every Minute Counts**,” an important film that illuminated the significant and growing burden of Alzheimer’s disease on families, communities and the United States. The Association collaborated with PBS to develop a viewing guide and other resources, and to build community engagement, education and social media initiatives that extended the film’s reach and impact. The film also included a segment featuring the Association’s 24/7 Helpline.

President Ronald Reagan declared November as National Alzheimer’s Disease Awareness Month in 1983 as a result of the Association’s efforts. To commemorate **National Alzheimer’s Disease Awareness Month** and **National Family Caregivers Month** in FY17, the Association focused on the unique challenges facing Alzheimer’s and dementia
caregivers with an emphasis on the importance of recognizing and managing caregiver stress. The Association created an interactive web page celebrating caregivers where visitors could leave personal messages and highlight stories from caregivers. In addition, the Association offered a comprehensive list of caregiver stress warning signs and tips for addressing them, as well as an interactive Caregiver Stress Check to help caregivers identify areas where they need help and resources.

The Association continued to raise awareness about Alzheimer's disease with Major League Baseball clubs throughout the 2017 season. Nineteen teams joined the movement to help end Alzheimer's through different initiatives, including pregame ceremonies, first pitches, public service announcements, concourse info tables, warning track parades, donated game/suite tickets and painting the stadium purple with Association logos and purple shirts. The Atlanta Braves, Baltimore Orioles, Boston Red Sox, Chicago White Sox, Cincinnati Reds, Colorado Rockies, Detroit Tigers, Houston Astros, Philadelphia Phillies, Los Angeles Dodgers, Miami Marlins, Milwaukee Brewers, Minnesota Twins, New York Yankees, San Diego Padres, San Francisco Giants, St. Louis Cardinals, Tampa Bay Rays and Washington Nationals partnered with the Association to raise awareness of the cause.

The Association welcomed the National Hispanic Council on Aging (NHCOA) as a national partner to better reach and engage the Latino community. Incorporated in 1980, NHCOA is the leading national organization working to improve the lives of Hispanic older adults, their families and their caregivers. The partnership's primary focus is to build a network of Latino community health workers trained to deliver Alzheimer's disease education.

The Association collaborated with the U.S. Food and Drug Administration Office of Minority Health for a tweet chat in recognition of National Hispanic Heritage Month (Sept. 15–Oct. 15). The chat focused on the impact of Alzheimer's and other dementias on the Latino community.

SAGE (Services and Advocacy for Gay, Lesbian, Bisexual, and Transgender Elders), an Association national partner, launched SAGECare, a program that provides training and consulting on LGBT aging and inclusion issues to service providers and organizations. The program recognizes qualifying organizations such as the Association with a SAGECare credential based on the type of training received and the percentage of staff trained at each chapter. Sixty Association chapters and the home office have earned the SAGECare credential. In addition, the Association co-presented with SAGE on Alzheimer's and the LGBT community at the 2016 LeadingAge Annual Meeting and EXPO and at the 2017 American Society on Aging in America conference.

For the eighth consecutive year, the Association was recognized by The NonProfit Times as one of the “Best Nonprofits to Work For.” The Association achieved the ranking of the number one large nonprofit employer to work for, marking the seventh year in a row the organization has placed 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 entered into year-round content partnerships with two companies that provide digital content to health care provider offices nationwide. Outcome Health (formerly ContextMedia:Health) and PatientPoint both provide Association-branded video and digital content on wall boards and tablets in thousands of waiting rooms and exam rooms across the country. These partnerships garner an average of more than 6 million impressions per month.
ALZHEIMER'S IS THE MOST EXPENSIVE DISEASE IN AMERICA

$259 BILLION

Today, Alzheimer's costs the country $259 billion a year.
Advancing Public Policy

In response to the tireless efforts of the Alzheimer’s Association, its dedicated advocates and the Alzheimer’s Impact Movement (AIM), the Association’s advocacy arm, Congress approved and the president signed into law a historic $400 million increase for Alzheimer’s research at the National Institutes of Health (NIH) as part of the federal fiscal year 2017 budget. This is the largest-ever increase for federal Alzheimer’s research funding and represents a nearly threefold increase in federal funding in the last five years. This bipartisan effort was spearheaded by Senate Appropriations Labor, Health and Human Services, Education and Related Agencies Subcommittee Chairman Roy Blunt (R-Mo.) and Ranking Member Patty Murray (D-Wash.), and by House Appropriations Labor, Health and Human Services, Education and Related Agencies Subcommittee Chairman Tom Cole (R-Okla.), and House Appropriations Committee Ranking Member Nita Lowey (D-N.Y.).

As a result of growing momentum behind the Health Outcomes, Planning, and Education (HOPE) for Alzheimer’s Act, a new Medicare service was announced by the Centers for Medicare & Medicaid Services (CMS), allowing those diagnosed with dementia and their caregivers to receive comprehensive care planning services through a medical visit. The Association and AIM played an instrumental role in achieving this milestone. Association advocates and staff held thousands of congressional meetings to secure support for the HOPE for Alzheimer’s Act since the bill’s introduction in 2009, and provided expertise on how clinician reimbursement for care planning would positively affect people living with cognitive impairment. Since the decision by CMS, the Association has worked with the government to ensure the ruling has maximum impact by developing tools and communicating with clinicians. Read the Enhancing Care and Support section for more information.

The Association and its advocates led growing efforts to advance the Palliative Care and Hospice Education and Training Act (PCHETA), reintroduced in FY17 by Sens. Tammy Baldwin (D-Wis.) and Shelley Moore Capito (R-W.Va.) and Reps. Eliot Engel (D-N.Y.) and Tom Reed (R-N.Y.). PCHETA would ensure an adequate, well-trained palliative care workforce through training, education and awareness, and enhanced research. The Association recognizes that people facing Alzheimer’s or 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.

Congress passed the 21st Century Cures Act, legislation that will bolster medical research to accelerate the discovery, development and delivery of new treatments and cures for Alzheimer’s and other diseases. The Association was an early supporter of the Ensuring Useful Research Expenditures is Key for Alzheimer’s (EUR.EK.A) Act, which was incorporated into the Cures Act and will help to advance research breakthroughs for Alzheimer’s disease and encourage public-private partnerships.

The Association and AIM endorsed the Recognize, Assist, Include, Support, and Engage (RAISE) Family Caregivers Act of 2017. This bipartisan bill would require the development and implementation of a coordinated national strategy to recognize and support family caregivers.

The National Institutes of Health released the second Professional Judgment Budget for Alzheimer’s disease, recommending an increase of $414 million in Alzheimer’s research resources at the NIH in federal fiscal year 2018. This budget is a direct result of the Alzheimer’s Accountability Act, legislation spearheaded by the Association and its advocates. The NIH released this request during a meeting of the National Alzheimer’s Project Act Advisory Council, where Alzheimer’s Association President and CEO Harry Johns and former Alzheimer’s Association National Early-Stage Advisor Myriam Marquez, both council members, participated in conversations about the proposal. To date, only two other diseases have received NIH professional judgment budgets: cancer and HIV/AIDS. This recommendation continues to lay the groundwork
to meet the goals of the National Plan to Address Alzheimer’s Disease.

The largest number of attendees ever — 1,300 advocates from all 50 states plus the District of Columbia — gathered at the 2017 Alzheimer’s Association Advocacy Forum, the nation’s premier Alzheimer’s advocacy event, to learn about the Association’s and AIM’s policy priorities and meet with their elected officials.

During the Forum, MSNBC anchor and Association Celebrity Champion Richard Lui shared his experiences with caregiving and the impact of Alzheimer’s disease on his family. Former Clinton White House press secretary Mike McCurry delivered a keynote address focusing on the political climate in Washington and how advocates can maximize the outcomes of their work with government representatives.

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 renowned journalist and Alzheimer’s activist Maria Shriver, “Access Hollywood” host and Association Celebrity Champion Liz Hernandez, Reps. Tom Cole (R-Okla.) and Nita Lowey (D-N.Y.), and former Alzheimer’s Association National Early-Stage Advisor and advocate Myriam Marquez. Actor, longtime advocate and Association Celebrity Champion Peter Gallagher served as emcee.

Alzheimer’s advocates washed Capitol Hill in purple on the final day of the Forum, known as Hill Day, an opportunity to meet with lawmakers and their staffs, share their personal experiences with the disease and speak up for increased research funding and improved access to care and support. Advocates also attended a United States Senate Special Committee on Aging Hearing, The Arc of Alzheimer’s: From Preventing Cognitive Decline in Americans to Assuring Quality Care for those Living with the Disease. They were joined by Maria Shriver and caregiver Phyllis Gallagher, who testified on behalf of the Association.

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 state officials to develop and implement a plan for every state and to update those plans periodically. New plans in FY17 included Montana and New Jersey, and Illinois published an update to their state plan. In total, 46 states plus the District of Columbia and Puerto Rico have published plans.

The Association held 2,648 meetings with members of Congress and their staffs 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). To further extend the reach of the Association and its legislative priorities, staff and advocates attended 872 community events across the country — town halls or other events hosted or attended by a member of Congress. The Association and its advocates made an additional 8,429 points of contact with members of Congress through letters to the editor and op-eds, social media and hosting members at Association events.

To enable the development of the first-ever nationwide databases with state-level data on cognitive decline and caregiving, the Association partnered with the Centers for Disease Control and Prevention (CDC) to attain use of each Behavioral Risk Factor Surveillance System (BRFSS) Cognitive and Caregiver Module by all states at least once in 2015 or 2016. A strong response from the Association led to 51 states and territories adopting the Cognitive Module and 40 states fielding the Caregiver Module during the two-year period. In 2017, the Association was able to work with BRFSS offices in “gap” states to secure use of the Caregiver Module by seven additional states and territories.

In 2013, the Alzheimer’s Association and the CDC’s Healthy Aging Program released The Healthy Brain Initiative: The Public Health Road Map for State and National Partnerships, 2013-2018, the second in a series of road maps to advance cognitive health as a vital, integral component of public health by outlining how state and local public health agencies and their partners can address Alzheimer’s and other dementias. The
Association has been instrumental in persuading state and local public health departments to promote early detection and diagnosis; educate the public about brain health; train health care providers and first responders; and encourage advance care planning. In FY17, at least 65 Road Map actions were taken, compared to an estimated 35 in FY16 and 17 in FY15.

The World Dementia Council (WDC) published a statement on the importance of care and support for those affected by dementia and their families. The Global Care and Support Statement was created by WDC’s Care Global Team, a group led by Alzheimer’s Association President and CEO Harry Johns, and states that everyone affected by dementia has a human right to receive the highest quality care and support possible; to be treated with dignity; and to be entitled to full and effective participation and inclusion in society.

Member countries of the World Health Organization (WHO) took the significant step of approving the first global action plan on dementia. This action will elevate the issue and bring help to nations around the world, particularly low- and moderate-income countries, which represent two-thirds of worldwide dementia growth. The Association was among a select group of nonprofit organizations asked to provide input on the plan.
Enhancing Care and Support

In FY17, the Alzheimer’s Association provided high-quality care and support to 3.6 million individuals affected by Alzheimer’s disease, with its award-winning website, alz.org, and free nationwide 24/7 Helpline (800.272.3900) acting as gateways to the organization’s robust network of resources. The Association achieved a 61 percent increase in interactions with its services, which include requests for information and referrals; care consultations; and participation in support groups, education programs and early-stage engagement. Based on surveys, constituents are highly satisfied with Association programs and services and would recommend them to others.

The Association’s national 24/7 Helpline is central in achieving its strategic goal to reach and provide support to the growing number of people affected by Alzheimer’s. Staffed by specialists and master’s-level clinicians around the clock, 365 days per year, the Helpline received nearly 300,000 calls in FY17. Call volume included a 24.3 percent increase in care consultations from the previous year, allowing the Association to deliver personalized, in-depth support to more individuals. 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.

As a result of the efforts of the Alzheimer’s Association and its advocates, the Centers for Medicare & Medicaid Services (CMS) announced it would cover comprehensive care planning services to Medicare beneficiaries with cognitive impairment. To help health care professionals fulfill these services, the Association convened an expert task force to develop the Cognitive Impairment Care Planning Toolkit, which includes easy access to validated measures and newly designed assessment tools. Read the Advancing Public Policy section for more information.

In May 2017, the Association added to its clinician resource offerings with the release of Challenging Conversations about Dementia, a continuing medical education (CME) course that prepares health care professionals to confidently approach detection, diagnosis and care planning for patients with cognitive impairment, Alzheimer’s and other dementias. Another pilot project, Diagnosis, Disclose and Direct Connect, created with support from CVS Health Foundation, provided education to 7,000 clinicians through CME events, office visits, staff trainings and media campaigns. In addition, the Association’s Alzheimer’s Disease Pocketcard app for health care professionals, named one of the best Alzheimer’s apps for iPad in 2016, continues to put helpful resources at the fingertips of clinicians. The app was downloaded more than 19,400 times, and there were over 1,500 unique web users of its online portal.

The Association is committed to ensuring the safety of individuals living with Alzheimer’s and other dementias. In FY17, with funding from the U.S. Department of Justice, the Association and MedicAlert Foundation® launched the Law Enforcement Agency Portal (LEAP) program. The program gives approved law enforcement agencies access to an online portal through which they can enroll at-risk members of their community in MedicAlert® + Alzheimer’s Association Safe Return®, a 24-hour nationwide emergency response service for individuals with Alzheimer’s or other dementias. The Association also continued to work closely with CMS to ensure that the federal government understands the nature of dementia, wandering and the need to balance safety and autonomy in home- and community-based services (HCBS) settings. In December 2016, CMS issued guidance around safety concerns for home- and community-based settings that serve individuals at risk for wandering, including people living with dementia.

The Association continues to grow its suite of online resources to provide information and support to as many people facing dementia as possible. Thanks to the generosity of Cigna Foundation and input
from people living with dementia, the Association launched LiveWell Online Resources, a collection of free, interactive tools that help users navigate the personal and emotional challenges accompanying an Alzheimer's diagnosis and provides a personalized list of recommended steps they can take to live well with the disease. With support from MetLife Foundation, the Association also launched Evaluating Memory and Thinking Problems: What to Expect, an online tool that helps individuals who are experiencing memory and thinking problems, or who have failed an initial cognitive assessment, prepare for a medical evaluation by giving an overview of the types of tests a clinician may order to determine the cause of cognitive issues.

ALZConnected®, a free online community for people living with dementia and their caregivers, continues to thrive with 10,893 new members — a 33 percent increase over FY16 — and more than 61,000 forum posts by community members. Alzheimer’s Navigator®, an online assessment tool allowing people with the disease and caregivers to create personalized action plans, gained 31,431 registrants — a 34 percent increase over the previous fiscal year — as well as a 161 percent increase in the number of surveys taken by users in search of information and support tailored to their needs. The Association also improved search functionality for its Community Resource Finder in order to better assist families in finding dementia resources, programs and services.

The Alzheimer’s Association National Early-Stage Advisory Group, composed of individuals living in the early stage of Alzheimer’s disease and their care partners, is dedicated to sharing their experiences in order to raise awareness, reduce stigma and provide guidance on the development of Association programs and services. Advisors played a pivotal role in the Association's progress toward its public policy goals, sharing their personal stories with elected officials and in public forums. In FY17, Early-Stage Advisors participated in more than 550 national and local news stories, achieving 42 million media impressions. In addition, the group provided feedback to the Coalition Against Major Diseases (CAMD) on the development of an informed consent document, which would enable the sharing of critical patient data and samples to advance clinical research.
The Association continued a fruitful partnership with Brain Canada to increase funding for Alzheimer's and dementia research in Canada and to achieve a broader impact across the global research community. The partnership supports top-ranked Canadian researchers and their teams through the Association's International Research Grant program. Brain Canada's contribution comes from the Canada Brain Research Fund, with financial support from Health Canada.

The Imaging Dementia – Evidence for Amyloid Scanning (IDEAS) Study, which the Association is leading and partially funding, will help determine the clinical value of using brain amyloid PET in diagnosing and managing treatment of individuals age 65 and older with mild cognitive impairment (MCI) or dementia of uncertain cause. This milestone study launched in February 2016 and participating dementia specialists began enrolling eligible patients the following month. The study aims to compile PET scan results from more than 18,000 cognitively impaired individuals with an unclear diagnosis. As of June 2017, IDEAS had more than 12,000 volunteer participants and over 11,200 amyloid PET scans had been completed. More than 650 dementia expert clinics and over 375 PET centers have been activated for the study.

IDEAS announced three add-on studies to expand the impact of the core study. The additional studies include the Amyloid Neuroimaging and Genetics Initiative (ANGI) Study, which will correlate the clinical information and brain imaging data collected in the IDEAS study with genetic information obtained from more than 3,000 study participants in order to identify genetic factors that contribute to cognitive impairment, dementia and other disorders; the Brain Health Registry (BHR), an online registry and database for recruiting, screening and monitoring progression of brain diseases; and the Caregivers’ Reactions and Experience: Imaging Dementia – Evidence for Amyloid Scanning (CARE) Study, a unique opportunity to integrate clinical science with data on how individuals and caregivers make decisions about, and cope with, the onset and progression of Alzheimer's.

The Association continued its visionary leadership in the field by announcing its first-ever Alzheimer’s Association Sex and Gender in Alzheimer’s (SAGA) research grant awards, providing $2.2 million to nine projects to advance understanding of the disproportionate effect of Alzheimer’s disease on women. According to Alzheimer’s Disease Facts and Figures, almost two-thirds of the more than 5 million Americans with Alzheimer’s are women. The majority of the SAGA investigations will examine relationships between hormones, genetics and the development of the disease. Other key themes include differences in men’s and women's brains that may contribute to the development or progression of the disease, and sex-specific responses to Alzheimer’s risk factors.

In partnership with philanthropist Michaela “Mikey” Hoag, the Association announced four new Part the Cloud Translational Research Funding for Alzheimer’s Disease awards. This international funding initiative aims to increase research efforts in Phase I and Phase II human clinical trials directed toward Alzheimer’s disease and other dementias. The four new awards total over $3 million and are the fifth iteration of the Part the Cloud movement, which has generously funded more than $20 million in research awards since its inception in 2012.

The Association convened the second Military-Relevant Risk Factors for Dementia meeting in Washington, D.C. Increasing evidence suggests that...
military-related factors such as traumatic brain injury (TBI) or post-traumatic stress disorder (PTSD) may increase the risk for developing cognitive impairment and possibly dementia, including Alzheimer’s. The meeting brought together a wide range of experts to share the latest research and identify knowledge gaps in the field. Topics of discussion included risk factors and biological mechanisms that may impact the development of Alzheimer’s and other dementias later in life in U.S. military and veterans, and the status of current and emerging biomarkers.

The National Institutes of Health (NIH) announced a $40 million, five-year grant for a new stage of research for the Alzheimer’s Disease Neuroimaging Initiative (ADNI). The grant will be broken into two awards that will fund ADNI3, an extension of the global research effort supporting the investigation and development of treatments to slow or stop the progression of Alzheimer’s. The sponsorship of ADNI is part of the Association’s global research strategy to defeat the disease.

The Dominantly Inherited Alzheimer Network Trials Unit (DIAN-TU), led by researchers at Washington University in St. Louis and partially funded by the Association, tests new approaches to diagnosing Alzheimer’s and explores experimental treatments targeting the accumulation of beta-amyloid brain plaques — a hallmark of the disease. The Association announced funding of dose escalation of certain drugs used in this landmark global prevention study to increase the chance of a meaningful slowing of the disease.

The Association broke new ground by initiating funding for the Vascular Contributions to Dementia in APOE4 Carriers (VCD), a multisite research project led by an expert team at the University of Southern California. The project will assess the vascular changes that warn of and likely contribute to the onset and progression of Alzheimer’s disease and other dementias in carriers of a variant of the apolipoprotein E gene known as apolipoprotein E ε4 (APOE4). With an investment of $3 million, the Association seized an important opportunity to add amyloid and tau PET brain imaging for the first time to the novel collection of vascular dysfunction biomarkers being studied in the VCD project. The study will make a major contribution to the identification and development of effective Alzheimer’s therapeutic and prevention strategies.

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. More than 5,000 attendees representing 70 countries gathered in Toronto, Canada, for AAIC 2016, with scientists and researchers exhibiting their knowledge at 1,693 poster presentations, 59 oral sessions, 20 featured research sessions and 17 symposia, plenary and focused topic sessions. The AAIC 2016 program also included a record-breaking 2,600 abstracts. In sheer numbers — attendance, programs and cutting-edge research — this was the most successful Alzheimer’s conference to date.

Research announced at AAIC 2016 covered numerous ground-breaking results, including studies reporting that people whose work requires complex thinking and/or activities are better able to withstand the onset of Alzheimer’s disease. Other research highlighted gender differences related to Alzheimer’s; the effects of regular physical activity and managing cardiovascular risk factors (diabetes, obesity, smoking and hypertension) on reducing the risk of cognitive decline as well as dementia; and the introduction of a new test for the condition called mild behavioral impairment (MBI), which may be a forerunner of neurodegeneration and progression to mild cognitive impairment (MCI) or dementia. AAIC 2016 also unveiled a new series of sessions, Emerging Concepts, designed to help attendees better understand basic dementia science and the biological underpinnings of the disease.

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. 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 FY17, GAAIN grew to include data from over 472,000 research participants provided by a global network of over 240 data partners spanning 35 countries on six continents. A new GAAIN platform was added, offering users more control, power and flexibility, features, functionality and improved performance.
Through 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. Research Roundtable meetings have had a major impact on the field. In FY17, two Research Roundtable meetings were hosted in Washington, D.C. In November 2016, “Measuring Cognition in Early/Prodromal Stage of Alzheimer’s Disease” focused on cognitive and functional assessment tools and instruments available to identify targeted populations for participation in Alzheimer’s prevention trials, and to assess disease progression in the earliest stages. The May 2017 meeting, “Innovative Trial Design for AD: The Use of Digital Biomarkers Including Wearable Technology and New Recruitment Technology,” discussed a range of digital technologies and their potential application to advance understanding of Alzheimer’s disease and revolutionize clinical trials.

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. By the end of FY17, ISTAART had 3,698 members, a 21 percent increase over the previous year. Participation in the society’s Professional Interest Areas (PIAs), subgroups of researchers sharing common scientific interests, increased with 58 percent of members involved in one or more of the 18 PIAs.

Alzheimer’s & Dementia®: The Journal of the Alzheimer’s Association, is the leading peer-reviewed, monthly journal in Alzheimer’s and dementia, as identified by its ranking as the most impactful disease-specific scientific publication in clinical neurology in its category according to Thomson Reuters, a recognized authority in journal evaluation. Alzheimer’s & Dementia: Diagnosis, Assessment & Disease Monitoring (DADM), one of the Association’s online, open-access journals, published a special volume on “Advances in Blood-Based Biomarkers of Alzheimer’s Disease,” providing a broad-based snapshot of blood-based biomarkers and their potential to advance the diagnostic and therapeutic processes and procedures related to Alzheimer’s. DADM also published the special issue “State of the Field: Advances in Neuroimaging from the 2016 Alzheimer’s Imaging Consortium,” which focused on developments in neuroimaging in Alzheimer’s and dementia.

The Association’s other open-access journal, Alzheimer’s & Dementia: Translational Research & Clinical Intervention (TRCI), joined DADM in being accepted by the central resource for journals, Pub-Med Central (PMC), for approval and listing. Participating journals must meet certain scientific and technical standards to participate in PMC; this acceptance marks a significant milestone in the journals’ growth and achievements.

In 2011, the Association, with the National Institute on Aging (NIA) at the National Institutes of Health (NIH), published revised guidelines (NIA-AA) for modernization of the diagnosis of Alzheimer’s disease. In these guidelines, workgroups identified Alzheimer’s disease as a continuum with three distinct stages: Preclinical, Mild Cognitive Impairment and Dementia. In FY17, the Association and the NIA convened an international workgroup of scientific experts tasked with reviewing recent evidence to validate the 2011 proposed approach. As a result, the workgroup proposed a research framework which refines and expands the 2011 guidelines, and presented the framework at the Clinical Trial on Alzheimer’s Disease (CTAD) meeting in San Diego. The workgroup also laid out plans for additional opportunities to present and solicit feedback from the scientific community to further refine the framework.

The Association continued to grow the number of new users of TrialMatch®, the organization’s clinical trial matching service. In FY17, over 66,000 new users created profiles through TrialMatch, a 13 percent increase over FY16. In addition, the Association made outreach to researchers a priority in FY17, leading to a 16 percent increase in investigator-submitted studies. At the end of FY17, there were nearly 250,000 user profiles in TrialMatch, and the database included 258 studies taking place at more than 550 sites across the United States. In addition, TrialMatch began direct outreach to aid in recruitment for Association- and NIH-funded add-on studies for the IDEAS Study, furthering the Association’s goal to maximize the number of participants in clinical studies.
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-driven care, support, advocacy and research initiatives, and to raise awareness of the cause and resources to further the fight against Alzheimer's. In FY17, individuals, families, companies and communities across the country contributed to total revenues of more than $332 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 747,548 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) showed strong growth, with increases of 19 percent and 21 percent, respectively.

In FY17, Walk to End Alzheimer's, the world’s largest event to raise funds and awareness to fight Alzheimer's, raised $83.6 million to further Alzheimer’s disease care, support and research — a 6 percent increase over the previous year. Nearly 500,000 people participated in 624 communities nationwide, and seven new companies joined the National Team Program for a total of 33 teams. Continued growth and involvement from a dedicated volunteer base was a significant contributor to the event’s success. In addition, Walk to End Alzheimer’s continued to rise 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. In the last two years, Walk to End Alzheimer's moved up four places on the list from number nine to number five.

The Longest Day, a fundraising event held on June 21, 2017, the summer solstice, raised $4.7 million. Almost 13,000 people participated in activities ranging from hiking and exercising to bridge and reading in honor of those facing Alzheimer’s disease. Good Neighbor Pharmacy returned as the event's Official Sponsor for the second year. The American Contract Bridge League, the event's inaugural Global Team, led efforts by raising more than $1 million, and returning global partner NuStep and its team of more than 1,400 participants raised over $225,000. They were joined by returning global partners Alpha Delta Kappa, Senior Lifestyle and PS Salon & Spa, as well as new global partners CycleBar, Hemmings and United Healthcare. Alpha Kappa Alpha sorority, a national partner of the Alzheimer's Association, also returned as a regional partner.

The third Part the Cloud Luncheon, hosted by Part the Cloud founder Michaela "Mikey" Hoag and chaired by Ellen Drew and Debbie Robbins, raised over $800,000 — more than double the amount raised at the previous biennial luncheon. The event honored award-winning journalist and Alzheimer's activist Maria Shriver, Maria Carrillo, Ph.D., Alzheimer's Association chief science officer, and Roberta Brinton, Ph.D., director of the University of Arizona Center for Innovation in Brain Science, were featured speakers. Founded in 2012, Part the Cloud has raised more than $20 million and funded 23 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.

Comprising donors who make a gift of $1 million or more, the Alzheimer’s Association Zenith Society sets the bar for philanthropic leadership, engagement and impact. The group grew to more than 72 members, with several making targeted investments in transformational areas of research, care and support, advocacy and awareness. New Zenith Society member Cheryl Gross inspired donors across the country by using her Alzheimer's research gift as a challenge that helped attract an additional $8 million in revenue. Zenith Society members Mary B. Smith, the Pine Family Foundation and the Anne and Henry Zarrow Foundation also participated in matching gift challenges that raised an additional $5 million. Since the Zenith Society's inception in 1990, members have given more than $125 million to advance the mission of the Alzheimer’s
Association. Their investments in the Zenith Fellows research awards have generated subsequent funding of over $1.4 billion from other sources, including the National Institutes of Health and the National Institute on Aging.

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. During the opening plenary of AAIC 2016, Jerre and Mary Joy Stead accepted the award as recognition for their outstanding support of Alzheimer’s research, including current scientific studies aimed at prevention research and enhancing care for families already facing the disease.

Members of the Founders Society leave a gift to the Association through a will or trust, charitable gift annuity or another planned gift arrangement, creating a lasting legacy in the fight against Alzheimer’s disease. These gifts totaled $43.4 million in FY17, making a philanthropic impact that will support families today and help change the course of the disease tomorrow.

The Association tackles Alzheimer’s with RivALZ, volunteer-driven flag football games that engage young professional women around the country in the cause. Teams are organized around age-old rivalries such as Blondes vs. Brunettes® that inspire fundraising, awareness and action. FY17 was another strong year for this event, with almost $2.2 million raised to fight the disease.

The 33rd annual Alzheimer’s Association New York Rita Hayworth Gala, chaired by Princess Yasmin Aga Khan and Karyn Kornfeld, was held Oct. 24, 2017 at Cipriani 42nd Street and raised nearly $2 million for the Association. The sold-out event honored Bill Brand, president of HSN, with the Rita Hayworth Award and Brendan Shanahan, president and alternate governor of the Toronto Maple Leafs, with the Champion Award in recognition of their outstanding contributions to the cause. Actress Sarah Rafferty of USA Network’s “Suits” served as the evening’s emcee.

The Alzheimer’s Association Rita Hayworth Luncheon in Palm Beach, hosted by Princess Yasmin Aga Khan and Carleton Varney, was held March 10, 2017 at the Colony Hotel. Guests at this sold-out event were treated to a fashion show featuring designer Naeem Khan’s 2017 spring and resort collections. Alzheimer’s Association Senior Director of Medical and Scientific Operations Heather Snyder, Ph.D., and Association research grantee Holly Cukier, Ph.D., of the University of Miami provided attendees with an Alzheimer’s research update. Guests also heard from Erin Bassett, an Association advocate caring for her mother who is living with Alzheimer’s disease.

The 30th annual Alzheimer’s Association Chicago Rita Hayworth Gala, chaired by Betsy and Dave Goltermann, was held at the Hilton Chicago on May 13, 2017. With 800 attendees, the event raised more than $1.1 million. The Gala Steering Committee honored long-time Association volunteer Cathy Edge with the Civic Award and the Murphy Family — Daniel and JoAnn, and sons Dan and Jim — with the Family Philanthropy Award for their support and dedication to the fight against Alzheimer’s disease.

The inaugural Disco Party Benefiting the Alzheimer’s Association, hosted by actress, author and Association Celebrity Champion Kimberly Williams-Paisley, brought a crowd of over 700 music fans to the Wildhorse Saloon in Nashville, where they listened to Brad Paisley, Hunter Hayes, Charles Esten and other country artists perform their favorite songs from the ’70s and ’80s. The evening was a success, raising more than $320,000 and valuable awareness for the cause.

Sigma Kappa Foundation presented the Alzheimer’s Association with the $1 million lead gift for the Women’s Alzheimer’s Research Initiative (WARI) in July 2016 at the sorority’s national convention. This commitment places Sigma Kappa among some of the largest private donors supporting Alzheimer’s research. The sorority also raised more than $1 million through Walk to End Alzheimer’s in FY17.

During the 15th annual nationwide Forget Me Not Days campaign, more than 1,300 Bankers Life agents, associates and Association volunteers in over 170 cities collected more than $281,000 in donations and raised awareness of Alzheimer’s by distributing over 100,000 specially marked packets of Forget–Me–Not flower seeds. Bankers Life and its parent company, CNO Financial Group, also pledged $150,000 this year in corporate donations. The company has raised more than $5 million for the Association through this event since its inception in 2003.
Revenue from **generous corporate partners** grew by 8 percent in FY17. In addition, these relationships generated millions of impressions to increase concern and awareness of the disease.

St. Louis-based financial services firm **Edward Jones** committed to extending a strategic alliance with the Association for an additional three years. The multifaceted partnership will include a corporate gift of $7.05 million to advance the Association's care, support and research efforts, plus in-kind support and fundraising as a National Team and National Presenting Sponsor for Walk to End Alzheimer's.

Cincinnati-based **Procter & Gamble** (P&G), one of the world’s largest and most respected consumer products companies, made a multiyear, multiplatform national investment in the work of the Association through its **Tide brand**. The Association and P&G are developing a **safe home checklist** to assist caregivers of people living with dementia.

In FY17, **25 cause marketing programs raised over $2 million**. Major retailers, such as Marshalls, eBay for Charity, HSN Cares and AmazonSmile continued their support of the Association. Four new organizations joined the cause: Winston Flowers, Lyft, AeroSeal and STANLEY Healthcare.

Seven new sponsors supported AAIC 2016 for a total of 20 sponsors. In addition, three companies made contributions to join the Alzheimer’s Association Research Roundtable, bringing the current total to 24 members. A complete list of corporate supporters at $30,000 level and above is available later in this report.
FY15-FY17 Strategic Plan Outcomes

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 Association’s FY15-FY17 Strategic Plan was created to aggressively advance its mission.

For each of the Association’s strategic objectives, as well as Diversity and Inclusion, which has been identified as critical to all areas of mission delivery, priority activities were identified. The chart below details priority activities underneath each strategic objective and outcomes in each area for FY17, as well as FY15-FY17 targets and achievements.

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.

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<th>FY17 Priority Activities</th>
<th>FY15-FY17 Target</th>
<th>FY17 Outcomes</th>
<th>% of FY15-FY17 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>9,538,488,748 media impressions.</td>
<td>9,654,677,022 media impressions.</td>
<td>101%</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>No quantitative target established.</td>
<td>42,716,096 online visits.</td>
<td>1,310,524 e-news subscriptions.</td>
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<td><strong>Advancing Public Policy</strong></td>
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<td>Increase state priority-driven meetings between Association representatives and members of state government nationwide by 50% each year, beginning from a state-specific baseline scaled by the population of each state, and report quarterly on progress toward achieving the Association's policy priorities for the state.</td>
<td>2,239 state priority-driven meetings in third year of plan.</td>
<td>5,219 state priority-driven meetings.</td>
<td>233%</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 ACT role.</td>
<td>535 Congressional Teams by end of third year.</td>
<td>454 Congressional Teams at the end of FY17.</td>
<td>85%</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>400 average action points per member of Congress in third year.</td>
<td>476 average action points.</td>
<td>119%</td>
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<td>Support the growth of the Alzheimer's Impact Movement (AIM) to a sufficient scale and scope to enable AIM to become a highly effective and influential organization.</td>
<td>AIM demonstrated significant growth, including 66% growth in contributions.</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 quality measured Association programs and services directly delivered through chapters and the national organization (15% increase through programs) through alz.org and the Contact Center by 50 percent.</td>
<td>12.1 million service contacts provided through quality-measured Association programs and services.</td>
<td>19.57 million quality-measured service contacts provided.</td>
<td>162% of target.</td>
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<td><strong>Enhancing Care and Support</strong></td>
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<td>Increase nationwide referrals from professional health care providers to the Association by 10%.</td>
<td>9,582 Helpline referrals from professional health care providers.</td>
<td>17,678 referrals from professional health care providers.</td>
<td>184% of target.</td>
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<td>Based on the outcome of the assessment, identify two standards supporting quality care and conduct research on three programs.</td>
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<td>The recommendations from the Care and Support Operational Task Force identified “Ensuring that medical, community-based and long-term care providers and systems deliver high-quality, person-centered care” as an important goal for the Association. As a result of this goal, standards for long-term services and supports have been written, and dissemination will occur in FY18.</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 the plan.</td>
<td>Grow funding by $10 million in FY15, $20 million in FY16 and $40 million in FY17, accomplished by Association-wide fundraising, including a nationwide dedicated research campaign, and by engaging chapters in research education and fundraising and support of local research projects approved by the Alzheimer’s Association Medical and Scientific Advisory Council.</td>
<td>The Step Up The Pace campaign raised $26.6 million in FY15, $23.4 million in FY16 and $26.2 million in FY17, for a total of $76.2 million toward the $100 million goal of the research campaign. The Association developed new tools to emphasis leadership. In addition, the Medical and Scientific Relations team and Relationship Development developed numerous donor centered-communication materials that highlight research program and funding opportunities, including the launch of the alz.org/StepUp website.</td>
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<td>Expand the Association’s international leadership role as convener through collaboration and coordination of Alzheimer’s research activities through the Alzheimer’s Association International Conference (AAIC), the Alzheimer’s Association Research Roundtable, Alzheimer’s Association International Society to Advance Alzheimer’s Research and 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>Between FY15-FY17, attendance at AAIC increased from 4,378 in FY15 to 4,501 in FY16 and to 5,130 attendees in FY17. Membership in ISTAART grew from 2,516 in FY14 to 3,698 in FY17, an increase of 47%. In FY15-FY17, Alzheimer’s &amp; Dementia launched two companion open-access journals: Diagnosis, Assessment &amp; Disease Monitoring (DADM) and Translational Research &amp; Clinical Interventions (TRCI).</td>
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<td><strong>Accelerating Research</strong></td>
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<td>Grow nationwide clinical studies recruitment efforts that accelerate study enrollment and transform recruitment for Alzheimer’s disease across the country.</td>
<td>Use of TrialMatch grew, with 41,851 new profiles in FY15, 58,518 new profiles in FY16 and 66,350 new profiles in FY17.</td>
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<td>Explore international fundraising efforts to support the International Research Program.</td>
<td>The Association, in collaboration with Alzheimer’s Research UK and the National Institute on Aging (NIA) at NIH, leads the International Alzheimer’s Disease Research Funder Consortium (IADRFC).</td>
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<td><strong>Growing Revenue in Support of the Mission</strong></td>
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<td>Invest new resources to significantly grow Walk to End Alzheimer’s, fully implement a new second signature event (The Longest Day), 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 FY15-FY17 target of increasing revenue growth by a minimum of 8% per year.</td>
<td>Walk to End Alzheimer’s raised $83.6 million in FY17.</td>
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<td>The Longest Day raised $4.7 million in FY17.</td>
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<td>Fully implement major/strategic gift 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 FY15-FY17 target of increasing revenue growth by a minimum of 8% per year.</td>
<td>Major/Strategic Gifts raised $23.3 million in FY17.</td>
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<td>Intermediate Gifts raised $11.7 million in FY17.</td>
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<td>Corporate Initiatives raised $23.5 million in FY17.</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 FY15-FY17 target of increasing revenue growth by a minimum of 8% per year.</td>
<td>Direct Marketing raised $98.5 million in FY17.</td>
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<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 FY15-FY17 target of increasing revenue growth by a minimum of 8% per year.</td>
<td>The Association created and shared internal/external organizational data comparisons with Association leaders as well as on the competitive landscape to help benchmark and identify revenue opportunities.</td>
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<td>During the FY15-FY17 Strategic Plan period, the Association launched area and regional “Exploration and Orientation” meetings in order to share data and advise new staff leadership of best practices in revenue generation.</td>
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<td>The Association continued to engage volunteers, understanding their critical role in our ability to grow revenue.</td>
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| Collect and report diversity data to establish baselines.                              | Completed and distributed the national constituent demographic report. Completed and distributed chapter-specific constituent demographic reports.  
                                                                                       | Completed annual collection of chapter strategic D&I initiative and conducted first detailed chapter D&I activity survey with a 95% response rate.                                                      |                                |
| Fully implement partnerships with at least one leading organization related to each priority population as identified in the FY15-FY17 Strategic Plan. | Chapter-led SAGE (Services and Advocacy for GLBT Elders) activities include education at local LGBT meetings, creation of LGBT support groups, partnering on community events, joining local LGBT advisory boards and recruitment to chapter board positions. |                                                                                                                                                    |                                |
| Provide nationwide support for implementation of priority activities for three priority audiences as appropriate and implement at least one initiative to increase outcomes in one priority activity in each chapter. | Collaborated with SAGE to outline a three-year LGBT training plan for Association staff and volunteers. Contract completed in early FY18.  
                                                                                       | Given the historic difficulty in recruiting under-represented racial and ethnic groups into clinical research, the Association ensured that the new version of TrialMatch reflected and was targeted to reach diverse people. As a result, the number of completed profiles from people who identify as African-American or Latino/Hispanic was 1,425 in FY15, 2,272 in FY16 and 1,792 in FY17.  
                                                                                       | Attended Alpha Kappa Alpha (AKA) sorority's largest biennial conference in July 2016.                                                               |
**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 $345.6 million as of the fiscal year ended June 30, 2017. Together with our network of 81 chapters, total revenues of $332.3 million increased 5 percent from 2016, with $309.2 million from donor contributions fueling the fight against Alzheimer’s disease.*

Expenses were well managed. Of the total consolidated expenses (with our chapter network) of $334.2 million, the Alzheimer’s Association expended $257.0 million on programmatic activities to forward our mission. To advance progress in Alzheimer’s disease science, we invested $43.5 million in research, more than $28 million of which was awarded as new research grants to 129 best-of-field scientific projects through our International Research Grant Program, supporting both emerging scientific areas of investigation and new-to-the-field scientists.

The Association continues to meet and exceed minimum standards of 65 percent program expenses set by the BBB Wise Giving Alliance, devoting 77 percent of expenses to programmatic activities.

In fiscal year 2017, the Association made great progress in our fight to end Alzheimer’s and dementia. We helped secure a historic increase of $400 million for Alzheimer’s research funding at the National Institutes of Health. As a leader in care and support, we provided services to 3.6 million individuals affected by Alzheimer’s. We convened more than 5,000 attendees representing 70 countries at the Alzheimer’s Association International Conference (AAIC) held in July 2016. And we continued to drive the national conversation about Alzheimer’s with the release of the 2017 *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.

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.

**Bill Buechele**  
**Treasurer, Board of Directors**
Alzheimer’s Disease and Related Disorders Association, Inc.  
Consolidated Statement of Financial Position  
June 30, 2017  
(In thousands)

<table>
<thead>
<tr>
<th>ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$58,480</td>
</tr>
<tr>
<td>Pledges receivable, net</td>
<td>54,926</td>
</tr>
<tr>
<td>Other receivables</td>
<td>10,526</td>
</tr>
<tr>
<td>Inventories of education materials, at cost</td>
<td>886</td>
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<tr>
<td>Investments</td>
<td>160,430</td>
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<tr>
<td>Prepaid expenses</td>
<td>8,571</td>
</tr>
<tr>
<td>Assets held in trust</td>
<td>231</td>
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<tr>
<td>Fixed assets, net</td>
<td>17,899</td>
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<tr>
<td>Beneficial interest in split-interest agreements</td>
<td>7,042</td>
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<tr>
<td>Beneficial interest in perpetual trusts</td>
<td>25,706</td>
</tr>
<tr>
<td>Other assets</td>
<td>891</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$345,588</strong></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
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<tbody>
<tr>
<td><strong>LIABILITIES</strong></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>$5,080</td>
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<tr>
<td>Grants payable, net</td>
<td>37,214</td>
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<tr>
<td>Deferred compensation payable</td>
<td>831</td>
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<tr>
<td>Accrued expenses and other liabilities</td>
<td>19,093</td>
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<tr>
<td>Self-insurance reserve</td>
<td>1,189</td>
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<tr>
<td>Gift annuity obligations</td>
<td>4,414</td>
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<tr>
<td>Deferred revenue</td>
<td>5,807</td>
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<tr>
<td>Deferred rent</td>
<td>3,512</td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>77,140</strong></td>
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<tr>
<td><strong>NET ASSETS</strong></td>
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<tr>
<td>Unrestricted</td>
<td>137,012</td>
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<tr>
<td>Temporarily restricted</td>
<td>90,231</td>
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<tr>
<td>Permanently restricted</td>
<td>41,205</td>
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<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>268,448</strong></td>
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<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$345,588</strong></td>
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</tbody>
</table>

These financial statements have been prepared by management in conformity with generally accepted accounting principles and include all adjustments which, in the opinion of management, are necessary to reflect a fair presentation. This presentation represents a summarization from audited financial statements.
Alzheimer’s Disease and Related Disorders Association, Inc.
Consolidated Statement of Activities

Year ended June 30, 2017
(In thousands)

<table>
<thead>
<tr>
<th>REVENUES, GAINS AND OTHER SUPPORT</th>
<th>Unrestricted</th>
<th>Temporarily restricted</th>
<th>Permanently restricted</th>
<th>Total</th>
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<tr>
<td>Contributions</td>
<td>$250,151</td>
<td>$ 58,887</td>
<td>$ 116</td>
<td>$309,154</td>
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<tr>
<td>Conference registration, contributed services and other</td>
<td>18,303</td>
<td>7</td>
<td>-</td>
<td>18,310</td>
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<tr>
<td>Dividends and interest</td>
<td>3,735</td>
<td>1,069</td>
<td>-</td>
<td>4,804</td>
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<tr>
<td>Net assets released from restrictions</td>
<td>58,590</td>
<td>(58,590)</td>
<td>-</td>
<td>-</td>
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<tr>
<td><strong>TOTAL REVENUES, GAINS AND OTHER SUPPORT</strong></td>
<td><strong>330,779</strong></td>
<td><strong>1,373</strong></td>
<td><strong>116</strong></td>
<td><strong>332,268</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
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<tr>
<td><strong>PROGRAM SERVICES</strong></td>
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<tr>
<td>Research</td>
<td>43,514</td>
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<td>-</td>
<td>43,514</td>
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<td>Public awareness and education</td>
<td>89,127</td>
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<tr>
<td>Chapter services</td>
<td>11,956</td>
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<td>-</td>
<td>11,956</td>
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<tr>
<td>Public policy</td>
<td>16,403</td>
<td>-</td>
<td>-</td>
<td>16,403</td>
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<tr>
<td>Family and healthcare professional services</td>
<td>95,966</td>
<td>-</td>
<td>-</td>
<td>95,966</td>
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<tr>
<td><strong>TOTAL PROGRAM SERVICES</strong></td>
<td><strong>256,966</strong></td>
<td>-</td>
<td>-</td>
<td><strong>256,966</strong></td>
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<table>
<thead>
<tr>
<th>SUPPORTING SERVICES</th>
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<tbody>
<tr>
<td>Management and general</td>
<td>19,420</td>
<td>-</td>
<td>-</td>
<td>19,420</td>
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<tr>
<td>Fundraising</td>
<td>57,799</td>
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<td>-</td>
<td>57,799</td>
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<tr>
<td><strong>TOTAL SUPPORTING SERVICES</strong></td>
<td><strong>77,219</strong></td>
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<td>-</td>
<td><strong>77,219</strong></td>
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<table>
<thead>
<tr>
<th>TOTAL EXPENSES</th>
<th></th>
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<tr>
<td>(DEFICIENCY) EXCESS FROM OPERATIONS</td>
<td>(3,406)</td>
<td>1,373</td>
<td>116</td>
<td>(1,917)</td>
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<table>
<thead>
<tr>
<th>OTHER CHANGES IN NET ASSETS</th>
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</thead>
<tbody>
<tr>
<td>Net realized and unrealized gains in value of investments</td>
<td>6,473</td>
<td>648</td>
<td>10</td>
<td>7,131</td>
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<tr>
<td>Change in value of split-interest agreements</td>
<td>14</td>
<td>365</td>
<td>-</td>
<td>379</td>
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<td>Change in value of perpetual trust</td>
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<td>-</td>
<td>1,493</td>
<td>1,493</td>
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<tr>
<td>Acquisition of dissolved chapters</td>
<td>91,662</td>
<td>28,992</td>
<td>10,205</td>
<td>130,859</td>
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<tr>
<td>Bad debt expense</td>
<td>(1,618)</td>
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<td>-</td>
<td>(1,618)</td>
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<tr>
<td><strong>TOTAL OTHER CHANGES IN NET ASSETS</strong></td>
<td><strong>96,531</strong></td>
<td><strong>30,005</strong></td>
<td><strong>11,708</strong></td>
<td><strong>138,244</strong></td>
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<table>
<thead>
<tr>
<th>CHANGE IN NET ASSETS</th>
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<tbody>
<tr>
<td>93,125</td>
<td>31,378</td>
<td>11,824</td>
<td></td>
<td>136,327</td>
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</table>

<table>
<thead>
<tr>
<th>NET ASSETS AT BEGINNING OF YEAR</th>
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<th></th>
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</thead>
<tbody>
<tr>
<td>43,887</td>
<td>58,853</td>
<td>29,381</td>
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<td>132,121</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS AT END OF YEAR</th>
<th></th>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>$137,012</td>
<td>$ 90,231</td>
<td>$ 41,205</td>
<td></td>
<td>$268,488</td>
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</tbody>
</table>

These financial statements have been prepared by management in conformity with generally accepted accounting principles and include all adjustments which, in the opinion of management, are necessary to reflect a fair presentation. This presentation represents a summarization from audited financial statements.
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.

Trevor Albert
Producer, “Glen Campbell…I’ll Be Me,” “Groundhog Day,” “The League of Extraordinary Gentlemen”

Jason Alexander
Actor, NBC’s “Seinfeld,” “Pretty Woman,” “Shallow Hal”

Anthony Anderson
Actor, comedian, ABC’s “Black-ish”

Judd Apatow
Director, producer, writer, HBO’s “Girls,” “Trainwreck,” “This Is 40,” “Bridesmaids,” “Knocked Up”

Amy Aquino
Actress, Amazon Studios’ “Bosch,” NBC’s “ER,” CBS’ “Picket Fences”

Katie Armiger
Country music artist

Valerie Azlynn
Actress, TBS’ “Sullivan & Son”

Diedrich Bader
Actor, ABC’s “American Housewife,” HBO’s “Veep,” ABC’s “The Drew Carey Show”

Scott Bakula
Actor, NBC’s “Quantum Leap,” “Star Trek: Enterprise”

Leslie Bibb

Kyle Bornheimer
Actor, “Casual,” “Angel from Hell,” “She’s Out of My League”

Alex Borstein
Comedian, actress, writer, FOX’s “Family Guy,” CW’s “MADEtv”

Wayne Brady
Comedian, actor, host, ABC’s “Whose Line is it Anyway,” CBS’ “Let’s Make a Deal”

Betsy Brandt
Actress, CBS’ “Life in Pieces,” AMC’s “Breaking Bad”

Creed Bratton
Actor, musician, NBC’s “The Office”

Kate Burton
Actress, ABC’s “Grey’s Anatomy,” “Scandal,” “127 Hours”

Candace Bushnell
Author, columnist, “Sex and the City,” “Lipstick Jungle,” “The Carrie Diaries”

Keith Carradine
Actor, songwriter, CBS’ “Madam Secretary,” HBO’s “Deadwood,” Showtime’s “Dexter”

Kyle Chandler
Actor, Netflix’s “Bloodline,” NBC’s “Friday Night Lights,” “Zero Dark Thirty,” “The Wolf of Wall Street”

Alexandra Chando
Actress, ABC Family’s “The Lying Game”

Bradley Cooper

Dear Abby
Advice columnist

Dominic Chianese
Actor, HBO’s “Sopranos,” “Boardwalk Empire,” NBC’s “The Good Wife”

Autumn Chiklis
Actress, FX’s “The Shield”

Michael Chiklis
Actor, “Fantastic Four,” FX’s “The Shield,” “American Horror Story”

Dwight Clark
Former NFL wide receiver, San Francisco 49ers

Brandon Coleman
NFL wide receiver, New Orleans Saints

Madison Cowan
Chef, Food Network’s “Chopped” Grand Champion

Karen David
Actress, ABC’s “Galavant,” “Once Upon a Time”

Thomas Dekker

Anoop Desai
Music artist, FOX’s “American Idol” season eight

Kaitlyn Dever
Actress, ABC’s “Last Man Standing,” FX’s “Justified”

Torrey DeVitto
Actress, NBC’s “Chicago Med,” Freeform’s “Pretty Little Liars,” The CW’s “The Vampire Diaries”
## Alzheimer’s Association Celebrity Champions, continued

<table>
<thead>
<tr>
<th>Celebrity</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<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>
<tr>
<td>Olympia Dukakis</td>
<td>Actress, “Away From Her,” “Steel Magnolias,” “Moonstruck”</td>
</tr>
<tr>
<td>Christine Ebersole</td>
<td>Actress, USA Network’s “Royal Pains,” TBS’ “Sullivan &amp; Son,” “The Wolf of Wall Street”</td>
</tr>
<tr>
<td>Héctor Elizondo</td>
<td>Actor, “Pretty Woman,” “New Year’s Eve,” ABC’s “Last Man Standing”</td>
</tr>
<tr>
<td>Shelley Fabares</td>
<td>Actress, ABC’s “Donna Reed,” “Coach”</td>
</tr>
<tr>
<td>Jill Flint</td>
<td>Actress, NBC’s “The Night Shift”</td>
</tr>
<tr>
<td>Barrett Foa</td>
<td>Actor, CBS’ “NCIS: Los Angeles”</td>
</tr>
<tr>
<td>Jack Ford</td>
<td>Journalist, legal analyst</td>
</tr>
<tr>
<td>Vivica A. Fox</td>
<td>Actress, HBO’s “Curb Your Enthusiasm,” ABC’s “Dancing with the Stars,” “Three Can Play That Game”</td>
</tr>
<tr>
<td>Dwight Freeney</td>
<td>NFL defensive end, Atlanta Falcons</td>
</tr>
<tr>
<td>Soleil Moon Frye</td>
<td>Actress, author, entrepreneur, NBC’s “Punky Brewster,” The WB’s “Sabrina, the Teenage Witch”</td>
</tr>
<tr>
<td>Emma Fuhrmann</td>
<td>Actress, “Blended,” “The Magic of Belle Isle”</td>
</tr>
<tr>
<td>Michael Galante</td>
<td>Actor, Freeform’s “Switched at Birth”</td>
</tr>
<tr>
<td>Nichole Galicia</td>
<td>Actress, model, “Django Unchained”</td>
</tr>
<tr>
<td>Johnny Galecki</td>
<td>Actor, CBS’ “The Big Bang Theory,” “Hancock”</td>
</tr>
<tr>
<td>Peter Gallagher</td>
<td>Actor, “Burlesque,” USA Network’s “Covert Affairs,” FOX’s “The O.C.”</td>
</tr>
<tr>
<td>Nina Garcia</td>
<td>Creative director, Marie Claire; judge, Lifetime’s “Project Runway”</td>
</tr>
<tr>
<td>Phyllis George</td>
<td>Miss America 1971, Former First Lady of Kentucky, journalist, entrepreneur, author</td>
</tr>
<tr>
<td>Leeza Gibbons</td>
<td>TV and radio personality, entrepreneur, Westwood One’s “Leeza Live,” “Hollywood Confidential”</td>
</tr>
<tr>
<td>John Glover</td>
<td>Actor, The CW’s “Smallville”</td>
</tr>
<tr>
<td>Bob Goen</td>
<td>Host, GSN.com’s “Marianne and Bob,” “Entertainment Tonight”</td>
</tr>
<tr>
<td>Allie Gonino</td>
<td>Actress, ABC Family’s “The Lying Game”</td>
</tr>
<tr>
<td>Yvette Gonzalez-Nacer</td>
<td>Actress, Nick Jr.’s “Fresh Beat Band of Spies”</td>
</tr>
<tr>
<td>Beth Grant</td>
<td>Actress, FOX’s “The Mindy Project,” “Crazy Heart,” “Little Miss Sunshine,” “Donnie Darko”</td>
</tr>
<tr>
<td>Bryant Gumbel</td>
<td>Journalist, host, HBO’s “Real Sports with Bryant Gumbel”</td>
</tr>
<tr>
<td>Don Hany</td>
<td>Actor, NBC’s “Heartbeat”</td>
</tr>
<tr>
<td>Marcia Gay Harden</td>
<td>Actress, CBS’ “Code Black,” “50 Shades Darker”</td>
</tr>
<tr>
<td>Samantha Harris</td>
<td>Host, “Entertainment Tonight,” ABC’s “Dancing with the Stars”</td>
</tr>
<tr>
<td>Jackée Harry</td>
<td>Actress, NBC’s “227,” The WB’s “Sister, Sister,” The CW’s “Everybody Hates Chris”</td>
</tr>
<tr>
<td>Linda Hart</td>
<td>Singer, actress, CBS’ “Gypsy,” “Tin Cup”</td>
</tr>
<tr>
<td>Elisabeth Hasselbeck</td>
<td>Co-host, Fox News Channel’s “Fox &amp; Friends,” ABC’s “The View”</td>
</tr>
<tr>
<td>Tony Hawk</td>
<td>Professional skateboarder</td>
</tr>
</tbody>
</table>
Laurie Hernandez  
USA Olympic Team, gold and silver medalist, women’s gymnastics, ABC’s “Dancing with the Stars” Season 23 champion

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”

Samuel L. Jackson  
Actor, “The Hitman’s Bodyguard,” “Pulp Fiction”

Emma Mae Jacob  
Country music artist

Matt Jenkins  
Country music artist

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”

Jennifer Lee  
Writer, director, “Frozen,” “A Wrinkle in Time”

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”

Selenis Leyva  
Actress, Netflix’s “Orange Is the New Black”

Katie Lowes  
Actress, ABC’s “Scandal”

Richard Lui  
Journalist, MSNBC

Luke Macfarlane  
Actor, ABC’s “Brothers and Sisters”

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”

Shane McRae  
Actor, Amazon Studios’ “Sneaky Pete”

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

Alfred Molina  

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

Terry Moran  
Co-anchor, ABC’s “Nightline”
**Alzheimer’s Association Celebrity Champions, continued**

<table>
<thead>
<tr>
<th>Name</th>
<th>Role and Notable Roles/Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rob Morrow</td>
<td>Actor, CBS’ “Northern Exposure,” CBS’ “Numb3rs”</td>
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<tr>
<td>Robert Morse</td>
<td>Actor, AMC’s “Mad Men”</td>
</tr>
<tr>
<td>Kate Mulgrew</td>
<td>Actress, Netflix’s “Orange Is the New Black”</td>
</tr>
<tr>
<td>Kunal Nayyar</td>
<td>Actor, CBS’ “The Big Bang Theory”</td>
</tr>
<tr>
<td>Oscar Nunez</td>
<td>Actor, NBC’s “The Office”</td>
</tr>
<tr>
<td>Leslie Odom Jr.</td>
<td>Actor, NBC’s “Smash,” FOX’s “Vanished”</td>
</tr>
<tr>
<td>Timothy Omundson</td>
<td>Actor, ABC’s “Galavant,” USA Network’s “Psych”</td>
</tr>
<tr>
<td>Terrell Owens</td>
<td>Former NFL wide receiver, VHI’s “The T.O. Show”</td>
</tr>
<tr>
<td>Janel Parrish</td>
<td>Actress, Freeform’s “Pretty Little Liars”</td>
</tr>
<tr>
<td>David Hyde Pierce</td>
<td>Emmy- and Tony-winning actor, NBC’s “Frasier,” “Curtains,” “The Perfect Host”</td>
</tr>
<tr>
<td>Tony Plana</td>
<td>Actor, ABC’s “Ugly Betty”</td>
</tr>
<tr>
<td>Jesse Plemons</td>
<td>Actor, NBC’s “Friday Night Lights,” AMC’s “Breaking Bad,” FX’s “Fargo”</td>
</tr>
<tr>
<td>Sarah Polley</td>
<td>Actress, director, “Away from Her,” HBO’s “John Adams”</td>
</tr>
<tr>
<td>Grace Potter</td>
<td>Lead vocalist and multi-instrumentalist, Grace Potter and the Nocturnals</td>
</tr>
<tr>
<td>Josh Radnor</td>
<td>Actor, CBS’ “How I Met Your Mother,” “Afternoon Delight,” “Liberal Arts”</td>
</tr>
<tr>
<td>Sarah Rafferty</td>
<td>Actress, USA Network’s “Suits”</td>
</tr>
<tr>
<td>Ahmad Rashād</td>
<td>Former NFL wide receiver, sportscaster</td>
</tr>
<tr>
<td>Ron Rifkin</td>
<td>Actor, NBC’s “Law &amp; Order: SVU,” ABC’s “Brothers and Sisters,” ABC’s “Alias”</td>
</tr>
<tr>
<td>Nicolette Robinson</td>
<td>Actress, NBC’s “Perfect Couples”</td>
</tr>
<tr>
<td>Lauren Miller Rogen</td>
<td>Actress, producer, writer, “Superbad,” “Observe and Report,” “For a Good Time, Call...”</td>
</tr>
<tr>
<td>Seth Rogen</td>
<td>Actor, comedian, writer, producer, director, “Sausage Party,” “Neighbors,” “Pineapple Express,” “Knocked Up”</td>
</tr>
<tr>
<td>Elisabeth Röhm</td>
<td>Actress, NBC’s “Law &amp; Order,” CBS’ “Angel”</td>
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<tr>
<td>Jon Runyan</td>
<td>Former NFL tackle, Philadelphia Eagles, U.S. representative</td>
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<tr>
<td>Rex Ryan</td>
<td>NFL head coach, Buffalo Bills</td>
</tr>
<tr>
<td>Raphael Sbarge</td>
<td>Actor, ABC’s “Once Upon a Time,” CBS’ “The Guardian”</td>
</tr>
<tr>
<td>Jane Seymour</td>
<td>Actress, CBS’ “Dr. Quinn, Medicine Woman,” ABC’s “Dancing with the Stars,” “Wedding Crashers”</td>
</tr>
<tr>
<td>Maria Shriver</td>
<td>Renowned journalist and Alzheimer's activist</td>
</tr>
<tr>
<td>Molly Sims</td>
<td>Actress, model, NBC’s “Las Vegas,” “Yes Man”</td>
</tr>
<tr>
<td>Leigh Silverman</td>
<td>Director, Broadway’s “Violet,” “From Up Here”</td>
</tr>
<tr>
<td>Patty Smyth</td>
<td>Rock and roll music artist</td>
</tr>
</tbody>
</table>
Jean Smart

Alexandra Socha
Actress, Amazon Studios’ “Red Oaks,” USA Network’s “Royal Pains”

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

Brent Spiner

Katie Stevens
Actress, Freeform’s “The Bold Type,” MTV’s “Faking It”

Elizabeth Stewart
Celebrity stylist

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”

Robert Verdi
TV personality, fashion and style expert

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

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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