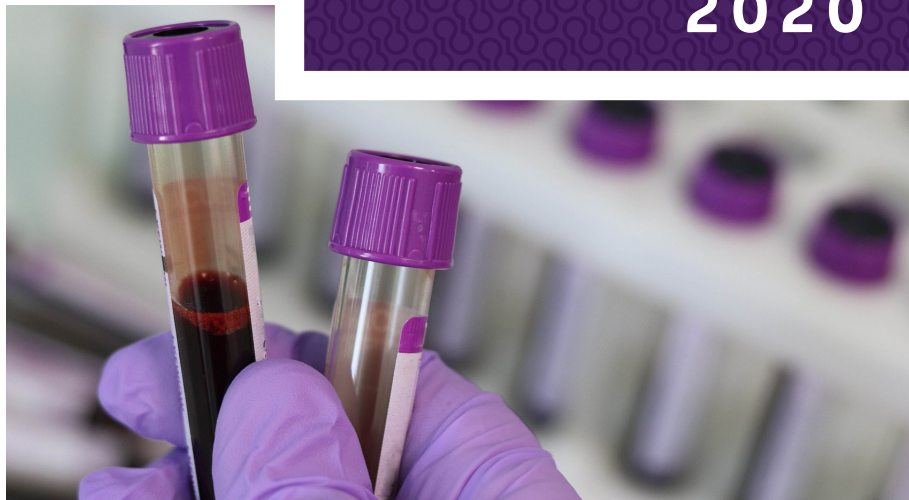




# ALZHEIMER'S ASSOCIATION® ANNUAL REPORT 2020



FISCAL YEAR 2020  
(JULY 1, 2019 – JUNE 30, 2020)

alzheimer's   
association®

# Alzheimer's Association

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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 2020 by making contributions. Total revenues equaled more than \$409 million.

## Our mission

The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

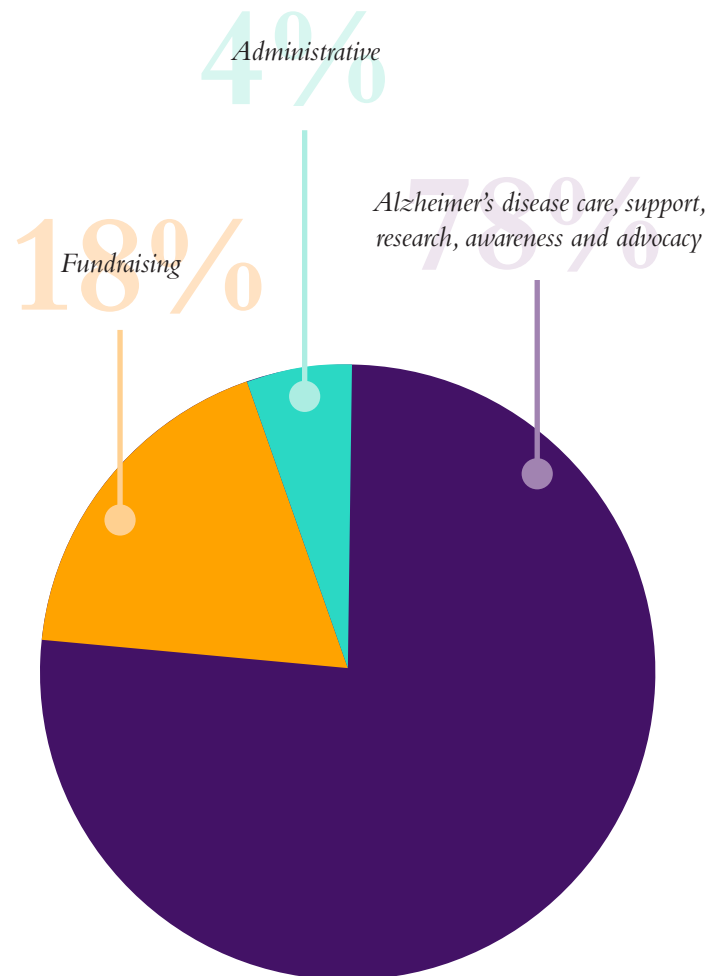
## Our vision

is a world without Alzheimer's and all other dementia®.

## Join our cause

Learn how you can get involved.

## Use of organization funds during fiscal year 2020









# Letter from the Association President and CEO and the Chair of the Board of Directors

We are certainly living in unprecedented times. In FY20, we encountered new and pressing challenges as a result of COVID-19, including real economic impact and uncertainty, greatly increased vulnerability of the populations we serve, particularly in long-term care, and serious pandemic health outcomes disparities exacerbating recognized disparities in dementia for Blacks and Hispanic/Latinos. Despite the challenges, the ongoing needs and the work we must continue to do, together with our partners, volunteers and supporters, the Alzheimer's Association **made significant strides in the fight against Alzheimer's and other dementia.**

To help guide our work into the future, we **reviewed, revised and strengthened our vision and mission statements** in FY20. These new statements reflect the scientific advancements we've made, along with the ever-present need to achieve risk reduction, better diagnosis, successful treatments and wider distribution of quality care for millions. They also reinforce the organization's historic commitment to addressing all dementia.

In these times, those facing Alzheimer's and all other dementia need us now more than ever. The Association **provided care and support more than 8 million times** in FY20 through channels including alz.org, our 24/7 Helpline and in-person care consultation, support groups, education programs and information. As the pandemic unfolded, we quickly adapted these services for virtual delivery. We also launched a COVID-19 help center, providing resources and tips about the coronavirus for people living with dementia, caregivers and families. Recognizing the need for additional education and guidance for long-term and community-based care settings during the pandemic, we released guidelines to assist staff in providing high-quality care in emergency situations for people living with Alzheimer's or another dementia.

In December 2019, we **launched a new health systems initiative** aimed at building better outcomes for people living with dementia by providing information and support to clinicians. This initiative is already yielding promising results, with more than 300 health systems engaged and more than 693,000 individuals receiving increased access to detection and care. As part of this initiative, the Association's Project ECHO

(Extension for Community Healthcare Outcomes) offered clinicians across the country the opportunity to collaborate and learn through an expert-led online series focused on Alzheimer's and dementia care.

The Association **made a record commitment to Alzheimer's and dementia research** in FY20, granting more than \$47 million to 139 scientific investigations, including 119 projects funded through the International Research Grant Program. We also saw a record-breaking year at the Alzheimer's Association International Conference® 2019 (AAIC®) in Los Angeles, with nearly 6,000 attendees from almost 60 countries convening to share and learn about the latest dementia science.

Despite a four-week pause due to COVID-19, **the Association-led U.S. POINTER study made significant strides** in FY20. This study is the first large-scale investigation of how lifestyle interventions affect biological markers of Alzheimer's and dementia in the brain. In addition, as a testament to the value of our study, the U.S. National Institute on Aging awarded the University of California, Berkeley, a five-year grant expected to total \$47 million for a neuroimaging ancillary study.

Concern and awareness continued to be key drivers of our work across all mission pillars. Our annual ***Alzheimer's Disease Facts and Figures*** report provided updates on the growing burden of Alzheimer's and dementia on individuals, caregivers and the nation. This year's special report confirmed that primary care physicians are on the front lines of diagnosing the disease, underscoring the importance of our outreach to clinicians and health systems.

We **introduced new awareness campaigns and initiatives** in FY20, including Know Where Alzheimer's Hides, a multichannel campaign that illustrates how warning signs of Alzheimer's can hide in plain sight and connects all communities to critically needed support programs, services and resources. We also launched the Alzheimer's Association Science Hub, a free app that shares the latest expert-vetted developments in Alzheimer's and dementia research with the general public and professionals.



Recognizing the power of music to bring people together, the Association partnered with award-winning artists, including Sting, Lee Ann Womack and Joan Jett, to release **“Music Moments”** — a compilation album and video series of new cover songs that honor the personal, emotional connection between music and the most important moments in life that we never want to lose.

We are committed to strengthening diversity and inclusion in our work, and know we must continue to do more. The events of this past year have only deepened our dedication to ensuring that diverse and underserved communities, who are disproportionately impacted by Alzheimer’s and all dementia, receive fair and equitable access to health services. To that end, **we forged a new three-year partnership with the African Methodist Episcopal Church (AME Church)**, with a goal of increasing access to Alzheimer’s information and resources to their more than 2 million members.

The Alzheimer’s Association, the Alzheimer’s Impact Movement (AIM) — a separately incorporated advocacy affiliate of the Association — and our nationwide network of advocates showed unwavering dedication to advancing federal and state policy priorities in FY20, even as the pandemic upended the ways elected officials typically interact with their constituents. Together, **we drove an additional \$350 million in annual Alzheimer’s and dementia research funding** at the National Institutes of Health, **thanks to the leadership of our congressional champions**. In addition to this historic increase, \$10 million to implement the Building Our Largest Dementia (BOLD) Infrastructure Act was appropriated, and will enhance and improve our nation’s public health response to the Alzheimer’s crisis. We also played a key role in securing the passage of the Older Americans Act, with special emphasis on key provisions that will allow those impacted by younger-onset dementia to access needed services not previously available to them.

As it became evident that COVID-19 was taking a dramatic toll on those living and working in long-term care communities, **the Association and AIM stepped up to issue guidance for policymakers to address the crisis**. The guidance provides policy solutions to enhance testing, implement necessary reporting, develop protocols to respond to a rise in cases and ensure all facilities have the necessary personal protective equipment.

COVID-19 certainly presented new challenges to growing revenue in FY20, impacting the economic security of our donors and restricting our ability to hold many fundraising events. However, **our supporters were undeterred in their commitment to the cause**, contributing to total revenues of \$409 million. Our signature events were integral to this achievement, with Walk to End Alzheimer’s® generating a record-breaking \$98 million mostly prior to the pandemic and The Longest Day® garnering \$7.9 million — despite it necessarily moving to a virtual format. We also saw significant growth in direct marketing, which raised \$65 million through more than 692,000 donors.

In FY20, **Bill Gates joined the Alzheimer’s Association Part the Cloud global research grant program** led by visionary philanthropist Mikey Hoag. Gates’ award of \$10 million stimulated an additional \$20 million in funding by the Association through Part the Cloud and its generous donors, doubling the total clinical research investments of Part the Cloud to \$60 million in just one year.

The Association’s work would not be possible without, **the support of valued corporate partners**, including Edward Jones, which contributed more than \$6 million to the Association in FY20 to bring its giving total to \$25 million. And the generous individuals and groups who make up our Zenith Society generated more than \$63 million for our mission in FY20.

We are always impressed and inspired by the steadfast dedication of our ever-growing base of volunteers, donors and partners. In these times, we have never been more grateful for your support. Despite the challenges we faced in FY20, our commitment to those living with Alzheimer’s and their caregivers remains unwavering, as does our commitment to delivering on all aspects of our mission and realizing our vision of a world without Alzheimer’s and all other dementia.

Thank you so much for making it all possible.



**Harry Johns**  
President and CEO



**Dave Goltermann**  
Chair, Board of Directors



# Report Overview

*The FY20 Annual Report details mission-related accomplishments within the six strategic objectives of the Alzheimer's Association: providing and enhancing care and support; accelerating research; increasing concern and awareness; strengthening diversity and inclusion; advancing public policy; and increasing revenue. These initiatives drive the Association's efforts to eliminate Alzheimer's and all other dementia and offer help and hope to all those affected.*

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## **Providing and Enhancing Care and Support**

Available around the clock 365 days a year via our locations in communities nationwide, our award-winning website and our 24/7 Helpline, the Association is instrumental in providing and enhancing care and support for all those affected by Alzheimer's and all other dementia through a commitment to reliable resources, support and information. In addition to working directly with families, we partner with health systems nationwide to facilitate solutions for dementia care in the clinical setting.

## **Accelerating Research**

The world's largest nonprofit funder of Alzheimer's research, the Association is also the nonprofit with the highest impact in Alzheimer's research worldwide, behind only the U.S. and Chinese governments as measured by InCites Clarivate™. In our role as the leading research convener, collaborator and coordinator, the Association is committed to accelerating global progress toward new methods of diagnosis, treatment, prevention and, ultimately, a cure.

## **Increasing Concern and Awareness**

The Association drives the nationwide discussion of Alzheimer's and all other dementia and establishes the organization as the leader in the fight to end its devastation. By growing the conversation about the number of affected individuals, and the staggering economic and societal impact of Alzheimer's, the public and policymakers are enabled to take appropriate actions to change the course of the disease, and families can be empowered to raise their voices as they face its challenges.

## **Strengthening Diversity and Inclusion**

The Association has long highlighted diversity and inclusion as part of the core values critically important to our work. When creating our current strategic plan in 2018, we raised it as a pillar of that plan. The Association is committed to identifying and addressing barriers that may impede members of diverse communities from receiving Alzheimer's education, care and support and to improving interventions and treatment for everyone.

## **Advancing Public Policy**

The leading voice for Alzheimer's advocacy, the Association and the Alzheimer's Impact Movement, our separately incorporated advocacy affiliate, successfully fight for critical research and care and support initiatives at the state and federal levels. In tandem with hundreds of thousands of advocates, we are relentless in our efforts to make Alzheimer's a national priority while speaking up for the needs and rights of people living with the disease.

## **Increasing Revenue**

Individuals, corporations and foundations further the Association's mission through their dedicated involvement and support. From Walk to End Alzheimer's to fundraising galas to estate gifts and more, the Association deeply appreciates our many generous donors who demonstrate their powerful, ongoing commitment to ending Alzheimer's through advancing research and enhancing the Association's care and support efforts.







# Providing and Enhancing Care and Support

*Delivering on its mission, the Alzheimer's Association provided care and support more than 8 million times in FY20 through channels including alz.org, phone and in-person care consultation, support groups, education programs and information. According to surveys, constituents are highly satisfied with Association programs and services and would recommend them to others.*

The Association's national **24/7 Helpline** delivers care and support around the clock, 365 days a year. Helpline specialists and master's-level clinicians received nearly 250,000 calls in FY20, offering confidential support and information to people facing Alzheimer's and all other dementia. The Helpline remained fully operational during the COVID-19 pandemic by quickly transitioning centralized operations to an all-virtual environment. In addition, the Association adheres to comprehensive nationwide Helpline standards developed to ensure consistent quality. The 24/7 Helpline is partially funded by a five-year, \$6.2 million federal grant awarded by the Department of Health and Human Services Administration for Community Living.

To help individuals living with dementia, caregivers and families navigate the pandemic, the Association launched a **COVID-19 help center**, providing around-the-clock access to support, resources and tips in English and Spanish. To continue reaching communities across the country with vital support groups and education programs, the Association transitioned these services to virtual formats, ensuring safe access to care and support for all those in need.

The Association collaborated with care providers and affiliated organizations to create **Tips for Dementia Caregivers in Long-Term or Community-Based Settings** in response to COVID-19. The tips identify emergency situation strategies for long-term care and community-based care providers based on the Alzheimer's Association Dementia Care Practice Recommendations.

To further support care providers during the pandemic, the Association hosted the **Alzheimer's and Dementia Care ECHO for Assisted Living Communities: Special Topic Series**, a unique virtual opportunity to discuss best practice recommendations using case-based learning.

The National Institutes of Health awarded the Association an estimated \$1.34 million to establish **Leveraging an Interdisciplinary Consortium to Improve Care and Outcomes for Persons Living with Alzheimer's and Dementia (LINC-AD)**. Led by Association staff, the five-year consortium will work to improve care and outcomes through a series of high-impact activities designed to advance psychosocial research in Alzheimer's and other dementias.

The Association launched a new **health systems initiative** in FY20 to facilitate and enhance dementia care in clinical settings. More than 300 health systems nationwide are involved, receiving solutions to improve health outcomes and manage the cost of care for people living with dementia. Through these relationships, the Association secured policy change commitments that increased access to detection and care, benefiting more than 693,000 individuals.

The Alzheimer's Association **National Early-Stage Advisory Group** comprises individuals living in the early stage of Alzheimer's or another dementia and their care partners. Advisors share their experiences through media outlets and other public channels in order to raise awareness, reduce stigma and provide guidance on the development of programs and services. Among the group's activities in FY20, advisors participated in the National Institute on Aging's Dementia Summit and shared their experiences on a National Academies of Sciences Decadal Survey call for commentary.

More than 560,000 searches were conducted on the **Alzheimer's Association & AARP Community Resource Finder**, a database of dementia and aging-related resources that connects individuals facing dementia with local programs and services.

The Association optimized its suite of online resources for individuals affected by dementia. **ALZConnected®**, a free online community for people living with



dementia and their caregivers, continues to thrive, with over 10,000 new members in FY20, nearly 45,000 forum posts by community members and more than 800,000 user sessions. Over 70,000 user sessions took place on **Alzheimer's Navigator®**, an online assessment tool allowing people living with the disease and caregivers to create personalized action plans.

The Association participated in the **Assisted Living Workgroup (ALW) report**, which assessed states' assisted living regulations to determine which ALW recommendations should be adopted. The Association participated in this report as a founding member of the Center for Excellence in Assisted Living, a national coalition of diverse organizations dedicated to promoting excellence in assisted living.





# Accelerating Research

*In aggressive pursuit of its vision of a world without Alzheimer's and all other dementia, the Association once again made its largest-ever research investment in FY20, granting more than \$47 million to 139 new scientific investigations. Investments included awards to 119 projects funded through the **International Research Grant Program**, representing proposals ranked highest by a peer-reviewed process in a highly competitive field of 406 applications submitted from 865 letters of intent. As the world's leading nonprofit funder of Alzheimer's and dementia research, the Association is currently investing \$208 million in more than 590 active best-of-field projects in 31 countries.*

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The Association paused funding programs in March 2020 after hearing significant challenges from potential applicants in submitting their necessary documents for consideration as a result of the COVID-19 pandemic. The Association continues to be in touch with multiple institutions and research facility leaders around the globe, and understands that the impact of COVID-19 includes the suspension of research, impact on patient care, rotating schedule of lab staff, halting of wet lab work and more. The Association **found new ways to work with and engage the research community**, including a focus on increasing submissions of papers to our journals and attendance at the Alzheimer's Association International Conference (AAIC).

Founded in 2012 by Michaela "Mikey" Hoag, the Alzheimer's Association **Part the Cloud** innovative grant funding program is a movement to accelerate scientific progress in Alzheimer's research. In early FY20, Part the Cloud awarded five grants totaling \$3.75 million to accelerate the translation of findings from the laboratory through clinical trials and into possible therapies. Currently, Part the Cloud is funding 55 projects, including some of the most promising clinical phase studies in the field.

In FY20, **Bill Gates and Part the Cloud partnered to accelerate research and investigate specific brain changes** that may contribute to the development of Alzheimer's and dementia. Beginning in FY20, this partnership funds 14 high-risk, high-reward research projects, selected from 87 applications from 17 countries, aimed at exploring areas of neurodegeneration, neuroinflammation and immune responses. Additional grants will be awarded in FY21.

Presented to investigators who have contributed significantly to the field of Alzheimer's and dementia research, the **Alzheimer's Association Zenith Fellows Awards** are among the most prestigious dementia research grants in the world. Part of the International Research Grant Program, these annual awards are made possible by members of the Alzheimer's Association Zenith Society, whose philanthropic gifts have funded over \$41 million in grants to more than 135 leading scientists. FY20 awardees were Dr. Paul Thompson, University of Southern California, Los Angeles; Dr. Ted Dawson, Johns Hopkins University School of Medicine; and Dr. Susan Bookheimer, University of California, Los Angeles.

The Association, the Global Brain Health Institute and the Alzheimer's Society united to address global challenges with access to care, stigma, brain health risk factors and other key issues through a competitive funding program for emerging leaders in brain health and dementia. **The Pilot Awards for Global Health Leaders** are driving projects, activities and research to address disparities in dementia diagnosis, treatment and care for vulnerable populations and their families. Researchers representing 14 countries were honored with 27 awards totaling approximately \$675,000.

The **Association-led U.S. POINTER study** is a first-of-its-kind, \$35 million, two-year clinical trial to evaluate whether lifestyle interventions that simultaneously target many risk factors can reduce risk of cognitive decline in older adults. Due to the COVID-19 pandemic, U.S. POINTER was paused in March 2020 to ensure the safety of participants and staff and to protect the scientific integrity of the study, but was restarted in July. In July 2019, the U.S. National

Institute on Aging awarded the University of California, Berkeley, a five-year grant expected to total \$47 million for the **U.S. POINTER Neuroimaging Ancillary Study** to capture PET and MRI images of U.S. POINTER participants.

The Association and the Rainwater Charitable Foundation's Tau Consortium **completed a second year** of the **Tau Pipeline Enabling Program**, providing nearly \$4 million in funding to eight research groups. T-PEP II is actively supporting drug discovery and development for possible therapies to remove or mitigate toxic tau-related impact on the underlying biology.

The Association has provided significant funding to the Dominantly Inherited Alzheimer Network (DIAN) to build the infrastructure for its Trials Unit (TU). Researchers from **DIAN-TU** at Washington University School of Medicine in St. Louis and their pharmaceutical industry partners announced negative Phase 2/3 clinical trial results of gantenerumab and solanezumab for slowing the rate of cognitive impairment and the return of disease-related measures to non-disease levels in individuals with dominantly inherited Alzheimer's. The Association remains committed to partnering with innovative studies like DIAN-TU and will continue to accelerate all avenues of research that lead to better detection, prevention and treatment of Alzheimer's and all other dementia. With essential support from the Association, DIAN-TU researchers have launched an open-label extension study to explore the full potential of this experimental drug therapy.

The **Alzheimer's Association International Conference (AAIC)** is the largest and most influential international meeting dedicated to advancing dementia science. A record-breaking attendance of nearly 6,000, including researchers, clinicians, investigators, care providers and students from almost 60 countries, convened at AAIC 2019 in Los Angeles. Important research developments presented at the conference included news on cognitive decline in the LGBT community; the impact of sleep medications on dementia risk; advances in the search for blood markers for Alzheimer's; and the role of infectious agents in the development of the disease.

As the Association continues to grow its international footprint, it convened the **AAIC Satellite Symposium**

in September 2019 in Sydney, Australia, with over 330 attendees representing 14 countries. Australian scientists joined with other leaders in the field to focus on translation of research into new interventions, including novel biomarkers and therapeutics.

Nearly 600 researchers from 21 countries attended **Tau2020**, a first-ever convening of experts and innovators in tauopathy research hosted by the Alzheimer's Association, the Rainwater Charitable Foundation and CurePSP. Global leaders in the field unveiled new discoveries and discussed findings related to tau brain scans, genetics, therapeutic approaches and more. Through our funding, **the Association has played a key role in advancing the understanding of tau's role in Alzheimer's**, developing tools for early detection and advancing key funding programs to develop novel therapeutic approaches directed toward tau-related biology.

**TrialMatch®**, the Association's clinical studies matching service, continues to engage constituents in research by making information about clinical trials easy to access and understand. Since its inception, TrialMatch has provided customized lists of treatment, diagnostic, prevention, quality-of-life and online studies to more than 370,000 users. In FY20, the TrialMatch database grew to include international studies and recruitment sites and now holds trial summaries for more than 600 clinical trials, a 50% increase over the previous year. The service was also renovated to better meet users' needs, decrease barriers to participation and increase access. Additionally, TrialMatch continues to support recruitment activities for U.S. POINTER and LEADS, Association-led clinical studies of strategic importance to the Association's mission.

Funded by the Alzheimer's Association, **GAAIN** is the first online platform to provide free, instant access to data normally restricted to a handful of Alzheimer's researchers, uniting a diverse and geographically distributed network of partners to foster discovery, collaboration and sharing. With close to 30,000 unique data attributes linking together nearly 600,000 participants' data, GAAIN serves as a one-of-a-kind resource for the global Alzheimer's and dementia community. In FY20, over 5,700 users from 89 countries and every continent utilized GAAIN.



### The **Alzheimer's Association Research Roundtable**

engages scientists from the pharmaceutical, biotechnology, diagnostics, imaging and cognitive testing industries worldwide in a precompetitive platform to discuss key areas in Alzheimer's science, with a mission of advancing the research, development and management of new treatments for the disease. The fall 2019 meeting, "Building Clinically Relevant Outcomes Across the Alzheimer's Disease Spectrum," focused on reviewing approaches to defining clinical meaningfulness from the perspectives of people living with Alzheimer's and care partners, clinicians, regulators, health economists and public policy makers. The spring 2020 meeting was held virtually in December 2020 due to the COVID-19 pandemic.

### 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 FY20, ISTAART comprised 4,078 members, with 60% of members participating in one or more of the society's 25 Professional Interest Areas (PIAs). PIAs are subgroups of researchers who share common scientific interests and collaborate to curate conference sessions, host webinars, and network both within and across PIAs.

***Alzheimer's & Dementia®: The Journal of the Alzheimer's Association*** is the leading peer-reviewed monthly journal in Alzheimer's and dementia. Its impact factor — a measure of the publication's influence in the scientific community — increased in FY20 to 17.127. To continue its growth and that of industry-leading, open-access journals *Alzheimer's & Dementia: Diagnosis, Assessment & Disease Monitoring* and *Alzheimer's & Dementia: Translational Research & Clinical Interventions*, the Association **launched a strategic partnership with global publisher Wiley** to share the best, cutting-edge dementia research with the global scientific community and translate this research for consumption by the general public.







# Increasing Concern and Awareness

*In March, the Association released the 2020 edition of **Alzheimer's Disease Facts and Figures**, its annual compilation of national statistics and information about Alzheimer's and dementia and its impact on individuals, families, government and the nation's health care system. It included the special report "On the Front Lines: Primary Care Physicians and Alzheimer's Care in America," which examined the experiences, exposure, training and attitudes related to dementia care among primary care physicians and recent medical school and residency program graduates now in primary care practice.*

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The Alzheimer's Association Board of Directors approved **new vision and mission statements**. The vision ("A world without Alzheimer's and all other dementia") and mission ("The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support") reflect the Association's commitment to advancing Alzheimer's and dementia research and increasing access to resources and support for all those affected.

**Alzheimer's & Brain Awareness Month**, recognized each June, is one of the Association's leading consumer engagement platforms to raise concern and awareness of the disease, share available resources and engage the public in the cause. The 2020 campaign focused on the perseverance of the dementia community in facing the disease and the work of caregivers and advocates. Social media initiatives included a virtual gallery wall of hero stories and the promotion of the #ENDALZ and #InThisTogether hashtags across social channels.

The Association released **Know Where Alzheimer's Hides**, a concern and awareness campaign designed to educate the public on the warning signs of Alzheimer's. Through television, radio, digital ads and social assets, the campaign emphasized the ways that the disease can hide in common behaviors and aimed to build awareness and encourage individuals and their families to engage with Association resources.

The Association's robust social media presence on **Facebook, Twitter** and **Instagram** saw a 6% increase in followers, bringing the total to nearly 1.2 million. Facebook continued to serve as a significant fundraising platform and overall engagement levels remained high, outpacing other large nonprofits in this sphere.

The Association's **Science Hub app** was released in fall 2019 to provide a convenient, mobile platform for the general public and scientists to learn the latest in Alzheimer's and dementia research. The free app alerts users to breaking news and highlights the Association's blog, grant programs and leadership perspectives.

The **"United" campaign**, which aimed to raise concern and awareness of Alzheimer's during the 2020 election cycle, received a Shorty Award for Best Real Time Media Buy. "United" positions Alzheimer's care, support and research as a bipartisan issue that someone of any political affiliation can and should support by using the messaging "red + blue = purple." The campaign was featured prominently during the July, September and October 2019 presidential debates with national newspaper, television, magazine and digital support.

**"Our Stories,"** a national public service campaign created in partnership with the Ad Council to raise awareness of early detection of Alzheimer's, was honored with the Platinum Hermes Creative Award in the website category, a Shorty Award for Best Social Good Campaign, an Internet Advertising Competition Award for Outstanding Integrated Campaign and a Webby Award in the Website: Charitable Organizations/Non-Profit category. The campaign features individuals — including members of the Association's National Early-Stage Advisory Group and their care partners — who noticed signs of potential cognitive decline and initiated a conversation. The campaign's messaging was extended through a partnership with Facebook and the Snap Judgment podcast to feature the stories of Alzheimer's Association Celebrity Champions Yvette Nicole Brown, Liz Hernandez, Art Smith, Mary Hogan and Richard Lui.

The Association's website, [alz.org](https://www.alz.org), continued to serve as a valuable resource for Alzheimer's care, support and research, providing services to constituents 21,791,815 times in FY20. The Association also delivered critical Alzheimer's information to the public via 11.4 billion media impressions.

In March 2020, the Association released its first-ever awareness album, **"Music Moments,"** a multigenre collection of songs highlighting how music marks meaningful moments and people in our lives. The album and companion video series, created to spark public conversation to advance the Alzheimer's cause, features 10 new cover tracks by award-winning artists such as Sting, Nile Rodgers, The Head and the Heart, Joan Jett and Jason Isbell. The project's launch included a promoted Twitter trend with a custom emoji and a social opt-in feature for users to receive special album-related content, and garnered press coverage in *Billboard*, *Rolling Stone* and more. The album is available on all major streaming platforms, including Spotify, Pandora and Apple Music.

**ALZ™**, the Association's nationwide full-mission magazine, published two issues in FY20, featuring actor Kyle Chandler and musician Chris Daughtry on the respective covers. Distribution and subscriptions continued to grow, totaling 471,000 print and digital copies by the end of the fiscal year, a 31% increase over FY19. Total impressions also rose by 31%, surpassing 1.4 million. The free publication shares inspiration and information about ending Alzheimer's and offers tips on how to make your brain the focus of a healthy lifestyle.

In recognition of the 16 million people providing care to someone living with Alzheimer's, the Association introduced the "CareGiving" campaign during **National Alzheimer's Disease Awareness Month and National Family Caregivers Month** in November. The theme honored the personal experiences of caregivers while encouraging them to access crucial support services, including tips to facilitate discussions around self-care during the holidays.

The Association also continued to strengthen relationships within **Major League Baseball (MLB)**, including promoting awareness at games. While the 2020 MLB season was delayed due to COVID-19, it provided an opening for new engagement opportunities,

including donated fan cutouts and mascot videos promoting the Alzheimer's Association Walk to End Alzheimer's.

Through a partnership with the **National Hockey League**, the Association was selected as the 50/50 beneficiary for several teams' games, and the league continued to hold Alzheimer's awareness games to raise funds and awareness.

The Association partnered with the **National Basketball Coaches Association** — which represents the coaches in the **National Basketball Association** — to create an Alzheimer's Health Bulletin that was distributed to every coach in the league, sharing information about the community and insight into the disease.

For the 11th year in a row, the Association was named one of *The NonProfit Times*' **"Best Nonprofits to Work For,"** finishing in the top three in the Large Nonprofit category. The annual survey emphasizes employee development, recognition measures and workplace culture.







# Strengthening Diversity and Inclusion

*The Alzheimer's Association recognizes that systemic racial and social injustice permeate all aspects of society and are intertwined with the causes of health disparities, including the disproportionate prevalence of Alzheimer's among Black, Hispanic and other diverse communities. In FY20, the Association deepened its commitment to addressing these inequities in the fight against Alzheimer's and all other dementia.*

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Recognizing that the COVID-19 pandemic has exacerbated health care disparities experienced by members of diverse and underserved communities also facing dementia, the Association **submitted a statement to the United States House Committee on Energy and Commerce, Subcommittee on Health**. The statement for the hearing on “Health Care Inequality: Confronting Racial and Ethnic Disparities in COVID-19 and the Health Care System” advocated for the advancement of policies that would help address longstanding issues that have been compounded by the pandemic. The Association has also expressed support for two related bills introduced in 2020: the Reducing COVID-19 Disparities by Investing in Public Health Act and the Health Enterprise Zones Act.

Throughout FY20, the Association worked with key partners to further its outreach efforts. In October 2019, the Association and the **African Methodist Episcopal (AME) Church** announced a three-year partnership aimed at educating and engaging the church's more than 2 million U.S.-based members in the fight against Alzheimer's. To provide critical support during the COVID-19 pandemic, the Association and AME Church offered free online education programs to all those facing the disease. The interactive series covered topics such as the warning signs of Alzheimer's, healthy lifestyle habits, and COVID-19 and caregiving.

In an ongoing effort to provide resources to underserved communities, the Association continued its work on special projects such as the **Healthy Brain Initiative**, a cooperative agreement with the Centers for Disease Control and Prevention (CDC), and the **Healthy Brain Initiative Road Map for Indian Country**. *Read more about these initiatives in the Advancing Public Policy section.*

To help raise awareness of the impact of dementia on Hispanic communities and celebrate the extraordinary individuals and families who champion the cause, the Association participated in online and media

outreach activities across the country during **National Hispanic Heritage Month**, observed Sept. 15 through Oct. 15.

The Association also participated in a number of online informational events targeting a Hispanic audience. In May 2020, the Association continued its national partnership with the National Hispanic Council on Aging by collaborating on the **“Caregiving in Times of COVID-19” webinar**. Beth Kallmyer, Association vice president of Care and Support, presented on the topic of COVID-19 and caregiving for individuals living with dementia. In June, the Association collaborated with the University of California San Francisco, Global Brain Health Institute and Well Connected Español to present a **Spanish-language international Alzheimer's symposium**, Simposio Internacional de Alzheimer, via Zoom and Facebook Live. The virtual event featured dementia care specialists discussing research, clinical studies and caring for caregivers.

To help **educate community professionals about the impact of Alzheimer's on diverse and underserved populations**, the Alzheimer's Association 24/7 Helpline provided a free, three-part webinar series in partnership with the Department of Health and Human Services Administration for Community Living, the National Associations of Area Agencies on Aging, Eldercare Locator, Advocacy & Services for LGBT Elders (SAGE), the National Asian Pacific Center on Aging (NAPCA) and AARP. The webinars explored the unique issues facing individuals and families within these communities and offered recommendations to connect to resources and support.



ENDALZ

alzheimer's association



# Advancing Public Policy

*The COVID-19 pandemic fundamentally altered how elected officials interact with their constituents, but the Alzheimer's Association and the Alzheimer's Impact Movement (AIM), a separately incorporated advocacy affiliate of the Association, along with dedicated advocates, continued advancing critical federal and state policy priorities in FY20.*

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As a result of efforts led by the Association and AIM, a **\$350 million increase for Alzheimer's and dementia research funding** at the National Institutes of Health (NIH) was signed into law. Funding at the NIH is now \$2.8 billion annually, a more than six-fold increase since the passage of the National Alzheimer's Project Act (NAPA) in 2011. Longtime bipartisan congressional champions, including Sen. Roy Blunt (R-Mo.), Sen. Patty Murray (D-Wash.), Rep. Rosa DeLauro (D-Conn.) and Rep. Tom Cole (R-Okla.), were instrumental in securing this necessary increase. The bill also included \$10 million to implement the **Building Our Largest Dementia (BOLD) Infrastructure for Alzheimer's Act**, an important step toward acknowledging and addressing Alzheimer's as a widespread public health crisis.

Advocates executed a grassroots campaign to **include key provisions of the Younger-Onset Alzheimer's Disease Act in the reauthorization of the Older Americans Act (OAA)**, which was signed into law in March 2020. This important legislation, which ensures Americans living with dementia at any age will have access to the vital and affordable support services available, was championed by Reps. Kathleen Rice (D-N.Y.) and Peter King (R-N.Y.) and Sens. Susan Collins (R-Maine) and Bob Casey (D-Penn.), and endorsed by the Association and AIM. The Association and advocates held hundreds of meetings with members of Congress to grow bipartisan support for the bill, leading to 233 cosponsors in the House and 41 in the Senate.

After careful consideration informed by guidance from the CDC and other experts, the Association announced the difficult decision to cancel the **2020 AIM Advocacy Forum** due to the COVID-19 pandemic. The Association and AIM continued their efforts by pivoting to a virtual campaign that included thanking elected officials who work to protect vulnerable populations like those living with dementia.

Nursing homes and assisted living communities are on the frontlines of the COVID-19 crisis, since residents living with dementia are particularly susceptible to coronavirus due to their age, their significantly increased likelihood of coexisting chronic conditions and the community nature of these settings. The Association and AIM **sounded the alarm on the issues impacting nursing homes and assisted living communities** during the pandemic, urging policymakers to implement solutions to address the crisis. Guidance released by the Association provided a framework to enhance testing in long-term care communities, implement necessary reporting, develop protocols to respond to a rise in cases and ensure facilities have necessary equipment.

To ensure professionals throughout health care, social services and criminal justice systems are better equipped to work with people living with Alzheimer's and identify at-risk individuals, the Association and AIM worked with bipartisan members of Congress in April to develop and grow support for the **Promoting Alzheimer's Awareness to Prevent Elder Abuse Act**. This vital legislation was cosponsored by Sens. Susan Collins (R-Maine), Bob Menendez (D-N.J.) and Chuck Grassley (R-Iowa) and Reps. Ted Deutch (D-Fla.), Guy Reschenthaler (R-Pa.), Suzanne Bonamici (D-Ore.), Peter King (R-N.Y.), Maxine Waters (D-Calif.) and Chris Smith (R-N.J.). If signed into law, the bill would require the Department of Justice to develop training materials to assist professionals supporting individuals living with Alzheimer's and other dementias who are victims of abuse. As of the end of the fiscal year, the bill had 18 cosponsors in the Senate — it was later passed unanimously in FY21 — and 227 in the House.

The Centers for Medicare & Medicaid Services began covering care planning services for individuals diagnosed with cognitive impairment in 2017, but the usage rate of this benefit remains drastically low. To ensure more



people living with dementia receive the necessary care planning they need, the Association and AIM worked with bipartisan congressional champions to develop the **Improving HOPE for Alzheimer's Act**. The legislation would require the U.S. Department of Health and Human Services to educate clinicians on care planning services available through Medicare, as well as to report on barriers to individuals receiving those services and how the rate of usage can be increased. At the close of FY20, the bill had support from 48 senators and 227 representatives.

To aid public health departments in tailoring their pandemic response, the Association collaborated with the Centers for Disease Control and Prevention (CDC) to **host a four-part series about dementia-specific COVID-19 challenges**. The webinars, which included presentations from CDC experts, addressed the unique needs of people living with dementia and their caregivers in community, hospital and long-term care settings. Nearly 4,500 participants attended from state public health departments.

One of the Association's Long-Term Care Policy Recommendations is to designate Adult Protective Services (APS) workers and state long-term care ombudsmen as essential workers with access to personal protective equipment and authorization to enter long-term care facilities during the COVID-19 pandemic. Association staff worked with governors and state agency officials to implement this timely recommendation. In addition, as a result of the Association's efforts at the federal level, the U.S. Department of Health and Human Services announced in **a letter to all governors that long-term care ombudsmen and APS workers, among others, should be deemed essential by all state governments**.

The Association and AIM continued working to advance public policies at the state and local levels to improve the lives of all those affected by Alzheimer's. In 2019, Association staff and advocates **secured over \$135 million for Alzheimer's-specific care and support services, research, public health activities, home and community-based services, and other areas** to meet the needs of individuals and families living with dementia. Thousands of advocates participated in Advocacy Days across all 50 states and held more than 4,600 meetings with officials.

In September 2019, the **CDC awarded the Association another five-year cooperative agreement for the Healthy Brain Initiative (HBI)**, an effort to advance cognitive health as an integral component of public health. Throughout a 15-year partnership, the Association and the CDC have published three *HBI Road Maps* to guide the public health response to Alzheimer's and other dementia. Over the next five years, the Association will accelerate state, tribal and local public health agencies' use of evidence-informed strategies to reduce risk for cognitive decline, increase early detection, optimize quality of life and improve caregiving.

Eleven Association chapters **began or enhanced partnerships with Tribal Nations and tribal health systems** as part of a year-long innovation pilot to support implementation of the **Healthy Brain Initiative Road Map for Indian Country**. This companion to the most current HBI guidebook, *State and Local Public Health Partnerships to Address Dementia: The 2018-2023 Road Map*, is intended to stimulate public health approaches to Alzheimer's in American Indian and Alaska Native communities. The Association also collaborated with national American Indian health organizations to continue cultivating the public health response to dementia for these communities.

In November 2019, the Association began promoting the updated ***A Public Health Approach to Alzheimer's and Other Dementias***, a free resource designed to help prepare the future public health workforce to address the Alzheimer's crisis. Developed in partnership with the CDC and Emory University's Rollins School of Public Health, the course helps advance implementation of the *HBI Road Map*.

Thanks to sustained efforts by the Association and AIM to improve the lives of all individuals living with Alzheimer's, the U.S. House of Representatives passed the **Palliative Care and Hospice Education and Training Act (PCHETA)** in October 2019. Introduced in the House by Reps. Eliot Engel (D-N.Y.), Tom Reed (R-N.Y.), Yvette Clarke (D-N.Y.), Buddy Carter (R-Ga.), Frank Pallone (D-N.J.) and Greg Walden (R-Ore.), PCHETA would increase the availability and quality of care by establishing palliative care and hospice workforce training programs; creating a national education and awareness campaign about

the benefits of palliative care and available services and supports; and enhancing research on improving the delivery of palliative care.

In early 2020, the Association **completed a two-year data collection campaign on subjective cognitive decline and caregiving** in which 47 states, the District of Columbia and Puerto Rico included the optional cognitive module in states' Behavioral Risk Factor Surveillance System (BRFSS) surveys for 2019 or 2020. The Association launched a new two-year BRFSS campaign, with a goal of securing the optional caregiver module in states' 2021 or 2022 BRFSS surveys.

Throughout FY20, 535 Alzheimer's Congressional Teams (ACT) — one for every member of Congress — engaged with their targeted legislators, even without an in-person AIM Advocacy Forum and formal District-Forum-District program meetings. In total, **2,465 ACT members and 581 State Champions nationwide** conducted thousands of meetings and related actions, which were all virtual after mid-March 2020.

With in-person meetings prohibited due to COVID-19, advocates and staff transitioned to online and digital efforts. **The Association held 602 in-person and online events with members of Congress** in FY20, including virtual meetings, tele-town halls and Coffees with Congress. Additionally, advocates submitted approximately 1,700 letters to the editor with more than 800 published in media outlets around the nation. Advocates also used digital platforms to connect with lawmakers, sending more than 100,000 emails and 8,500 tweets to congressional offices.





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YOU.**

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# Increasing Revenue

*In FY20, generous supporters continued to recognize the importance of the Alzheimer's Association mission even in the face of the COVID-19 pandemic. Despite the unprecedented economic and logistical challenges that prevented many Association galas, fundraisers and events from taking place, donor gifts fueled the Association's commitment to provide care and support to families in need while advancing critical global research. In FY20, Association donors and partners contributed to total revenues of \$409 million.*

Direct marketing efforts using **email, print and phone campaigns raised \$65 million through engagement with 692,206 donors.** Digital donations across all platforms increased by 13% over FY19 to reach \$24 million, while gifts over \$1,000 showed an 8% increase. Donations from generous constituents on Giving Tuesday grew 6%, for a total of \$754,000. An additional day of charitable giving, Giving Tuesday Now, was held in May 2020 in response to the COVID-19 pandemic and raised \$333,000 through email, digital acquisition and social media.

The **Alzheimer's Association Walk to End Alzheimer's**, the world's largest event to raise awareness and funds for Alzheimer's care, support and research, generated \$98 million — a \$1 million increase over the previous year. More than 512,000 people took part in 631 Walk events across the country. The 2019 season saw 48 companies and organizations participate as National Teams, with 7,702 teams raising \$13.7 million.

Participation in **The Longest Day** — held on the summer solstice, June 21 — remained strong, raising \$7.9 million for Association care, support and research efforts. The COVID-19 pandemic shifted The Longest Day from in-person activities to creative virtual fundraising, including events such as live-streamed cooking and workout classes, video game tournaments, a virtual dog show and selling crafts for donations. Global Teams continued to support the event, with the American Contract Bridge League hosting online bridge play that raised \$823,000, and Alpha Delta Kappa, an international honorary organization of women educators, returning for its fifth year and raising \$550,000.

Financial services firm Edward Jones marked its fourth year of a national strategic alliance with the Association. **Edward Jones contributed more than**

**\$6 million to the Association** in FY20, raising its total to more than \$25 million. The firm once again served as the National Presenting Sponsor of Walk to End Alzheimer's, and through the participation of nearly 19,000 participants on 3,725 teams, raised \$3.5 million for the event. The firm also sponsored the Alzheimer's Association International Conference 2019 (AAIC) through a gift of \$50,000, demonstrating its commitment to the Association's International Research Grant Program. In addition, Edward Jones raised Alzheimer's awareness by launching a new diversified strategy that included educational and support resources, such as teaching financial advisors how to spot early warning signs of Alzheimer's, and hosting joint seminars for clients and communities to discuss protecting health and wealth when facing a long-term illness.

While its signature spring gala was postponed due to COVID-19, the **Alzheimer's Association Part the Cloud** global research grant program, led by philanthropist Michaela "Mikey" Hoag, still made significant contributions to the Association through a partnership with Bill Gates. The Microsoft founder joined the Part the Cloud movement in a shared vision for innovation by making a \$10 million award. The Association then worked through Part the Cloud to raise \$20 million, doubling the total clinical research investment to \$60 million. This strategic funding will help propel high-risk, high-reward research aimed at uncovering underlying brain cell changes, potentially leading to new treatments for Alzheimer's and all other dementia.

**Dagmar Dolby and David Dolby were recognized with the 2019 Jerome H. Stone Philanthropy Award for Alzheimer's Research** at AAIC 2019. The Dolby family has provided funding for the Alzheimer's Association research grant program and several Alzheimer's research institutes at universities



around the world. In addition, Dolby Family Ventures invests in research exploring the causes of Alzheimer's, biomarkers and diagnostics, cognitive assessment, brain imaging, drug discovery and development, clinical trials recruitment and data analysis. The firm has also made direct investments in disease-modifying therapeutics, supporting more than 25 life science companies to advance the development of 14 novel pharmaceuticals for Alzheimer's.

The **Alois Society** experienced significant growth in FY20. The group, which includes members who make an annual gift of \$1,000 to \$9,999, grew revenue by 8% to \$15.1 million.

Comprising philanthropists who make a gift commitment of \$1 million or more to the Association, the **Zenith Society** sets the bar for philanthropic leadership, engagement and impact. In FY20, Zenith Society members generated \$63 million for the Association's mission through personal gifts, special events, direct marketing challenges, Walk to End Alzheimer's and more. This impressive figure represents a more than 50% increase over last year. Zenith members also gave \$377,000 to support the Alzheimer's Impact Movement (AIM), a separately incorporated advocacy affiliate of the Association. Three new Zenith Society members joined in FY20, increasing the group's total to 89. Jerre and Mary Joy Stead gave \$1.5 million in May 2020 and launched the Zenith Society Challenge with their pledge to match new gifts from fellow Zenith members through the end of fiscal year 2021 at 50% once the \$10 million mark is reached. Dagmar Dolby and Bob Thistle made gifts that counted toward the challenge in FY20.

Members of the **Founders Society** make gifts through a will or trust, by beneficiary designation, through a charitable gift annuity or other planned gift arrangement. The Association received nearly \$59 million from thoughtful Founders Society donors who made legacy contributions in FY20.

AIM welcomed 18 new members to the **AIM Leadership Society**. This group comprises generous donors who make an annual commitment of \$5,000 or more to help develop and advance public policies to overcome the burdens of Alzheimer's and all dementia through increased government investment in research, enhanced care and improved support. The society now

has 81 members, who gave a total of \$848,000 in FY20.

Celebrating its 35th year, the reimagined Rita Hayworth Gala, now titled the **Imagine Fall Benefit**, raised over \$1 million. The event, founded by Princess Yasmin Aga Khan, was held Oct. 22, 2019, at the iconic Rainbow Room in New York City. Highlights included a book excerpt reading and flute performance by former CBS News correspondent Eugenia Zukerman, who is living with younger-onset Alzheimer's, and a performance by Grammy and Academy Award winner Jennifer Hudson. The Chicago-based Rita Hayworth Gala scheduled for spring 2020 was postponed due to COVID-19.

Originally slated as an elite, in-person cycling event in Fort Collins, Colorado, the inaugural **Ride to End ALZ®** shifted gears and launched as a Virtual Challenge in June in response to the COVID-19 pandemic. The Spring Virtual Challenge allowed cyclists from around the world to participate, offering free registration and no fundraising minimums. Cyclists chose between outdoor routes in their community or joined other participants on a virtual reality course online. A live starting line ceremony hosted on social media kicked off the event, with 500 participants from 50 states and five countries riding and raising \$185,000 for Alzheimer's research.

Revenue from **generous corporate contributors** totaled more than \$24 million and earned millions of impressions to increase concern and awareness of the disease. A complete list of corporate supporters at the \$50,000 level and above is available later in this report.

**CVS Health** made a three-year, \$10 million commitment to the Association in FY20. This included support as national co-sponsor of Walk to End Alzheimer's, participation in the Walk National Team program and in-store customer fundraising during National Family Caregivers Month in November.

Thanks to the Association's **partnership with NASCAR driver and #ENDALZ Athlete Ryan Blaney** and the Ryan Blaney Family Foundation, a 1974 Gateway Bronco was auctioned in support of the Association for a record-setting \$650,000.

In its 18th year, **Bankers Life's Forget Me Not Days** pivoted to a virtual campaign during the COVID pandemic, raising \$190,000 through public donations

and associate contributions. The community collection campaign relied on social media to help fundraise and promote its efforts versus its traditional method of street-corner collection. The event has grown to span multiple channels, including an online donation platform, social media promotion and employee giving campaign. In June 2020, Bankers Life and partner company CNO Financial recognized the Association with a \$179,000 corporate donation, local sponsorship of Walk to End Alzheimer's events in Chicago and Indianapolis, and a contribution to a financial literacy grant.

With the support of its generous customers, **Marshalls**, one of the nation's leading off-price family retailers, was able to raise vital dollars for the Association in FY20. The 2020 Marshalls in-store fundraising campaign raised \$1.6 million for Alzheimer's research, care and support. Since 2013, Marshalls has supported the Association through an annual in-store fundraiser, donations from The TJX Foundation and participation in the Walk to End Alzheimer's National Team Program. These combined efforts have raised almost \$11 million for the Association.

In FY20, the Association was highlighted as one of four featured charity partners by **AmazonSmile**, a program that donates 0.5% of a supporter's eligible purchases on Amazon to their charity of choice. This selection, coupled with the AmazonSmile integration within the Amazon app, led to record-breaking digital contributions. In total, supporters raised \$334,000 for the Association through the AmazonSmile program.

Socially responsible lifestyle brand **Lokai** has partnered with the Association since 2016 by offering an Alzheimer's Lokai bracelet. For each bracelet sold, \$1 is donated to the Association to fund dementia research grants. The success of this partnership led Lokai to create three additional bracelets in support of the Association, the most recent of which is the Love Lokai, the second bracelet designed by renowned muralist James Goldcrown. For each Love Lokai sold, Lokai will donate \$1 to the Association. The partnership with Lokai raised more than \$80,000 to the Association in FY20.

**AAIC 2019 received two new sponsors**, bringing the total number of sponsors to 15 who pledged \$1.6 million in support. Current Alzheimer's Association Research Roundtable membership is 16 members contributing \$775,000.



# Treasurer's Report

*Despite the challenges of the COVID-19 pandemic, the financial health of the Alzheimer's Association remains strong, with the national organization's Consolidated Statement of Financial Position reflecting total assets of \$411 million as of the fiscal year ended June 30, 2020, the first time the Association has surpassed \$400 million. Together with our network of 75 chapters, total revenues of more than \$409 million increased 4% percent from 2019, with \$385 million from donor contributions fueling the fight against Alzheimer's and all other dementia.*

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Expenses were well managed. Of the total consolidated expenses (with our chapter network) of \$396 million, the Alzheimer's Association expended \$307 million on programmatic activities to forward our mission. To advance progress in Alzheimer's disease science, the Association made its largest-ever research investment in FY20, granting more than \$47 million to 139 new scientific investigations. Investments included awards to 119 projects funded through the International Research Grant Program supporting both emerging 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 78 percent of expenses to programmatic activities.

The Association continued to make enormous strides in our fight to end Alzheimer's and all other dementia in FY20. As a result of efforts led by the Association and the Alzheimer's Impact Movement (AIM), a separately incorporated advocacy affiliate, a \$350 million increase for Alzheimer's and dementia research funding at the National Institutes of Health was signed into law. We provided care and support more than 8 million times through channels including alz.org, phone and in-person care consultation, support groups, education programs and information. The 2020 edition of *Alzheimer's Disease Facts and Figures*, our annual compilation of national statistics and information about Alzheimer's and dementia and its impact on individuals, families, government and the nation's health care system, continued to drive the national conversation. And, recognizing that systemic racial and social injustice permeate all aspects of society and are intertwined with the causes of health disparities, we deepened our commitment to addressing these inequities.

We remain honored and grateful that our donors respect our stewardship, embrace our mission and are a vital part of the movement to achieve our vision of a world without Alzheimer's and all other dementia.

**Julia Wallace**  
**Treasurer, Board of Directors**

# Alzheimer's Disease and Related Disorders Association, Inc.

## Consolidated Statement of Financial Position

June 30, 2020

(In thousands)

ASSETS	2020	2019
Cash and cash equivalents	\$35,544	\$25,581
Pledges receivable, net	43,783	48,841
Other receivables	8,771	7,866
Inventories of education materials, at cost	1,144	802
Investments	259,215	229,875
Prepaid expenses	5,135	6,935
Assets held in trust	273	261
Fixed assets, net	22,618	23,227
Beneficial interest in split-interest agreements	7,776	7,885
Beneficial interest in perpetual trusts	26,029	26,543
Other assets	828	828
<b>TOTAL ASSETS</b>	<b>\$411,116</b>	<b>\$378,644</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts payable	\$9,550	\$9,176
Grants payable, net	82,909	59,856
Deferred compensation payable	604	419
Accrued expenses and other liabilities	20,348	24,098
Self-insurance reserve	933	1,395
Gift annuity obligations	5,525	5,821
Contract liability	5,776	5,475
Deferred rent	8,483	8,694
<b>TOTAL LIABILITIES</b>	<b>134,128</b>	<b>114,934</b>
<b>NET ASSETS</b>		
Without donor restrictions	139,898	137,702
With donor restrictions	137,090	126,008
<b>TOTAL NET ASSETS</b>	<b>276,988</b>	<b>263,710</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$411,116</b>	<b>\$378,644</b>

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, 2020

(In thousands)

	Without donor restrictions	With donor restrictions	Total
<b>REVENUES, GAINS AND OTHER SUPPORT</b>			
Contributions	\$303,019	\$81,974	\$384,993
Conference registration, contributed services and other	16,389	11	16,400
Dividends and interest, net of investment related expenses	6,843	1,242	8,085
Net assets released from restrictions	72,167	(72,167)	-
<b>TOTAL REVENUES, GAINS AND OTHER SUPPORT</b>	<b>398,418</b>	<b>11,060</b>	<b>409,478</b>
<b>EXPENSES</b>			
<b>PROGRAM SERVICES</b>			
Care, support and risk reduction	107,170	-	107,170
Research	63,810	-	63,810
Concern and awareness	108,419	-	108,419
Diversity and inclusion	3,718	-	3,718
Public policy	20,093	-	20,093
Field program support	4,085	-	4,085
<b>TOTAL PROGRAM SERVICES</b>	<b>307,295</b>	<b>-</b>	<b>307,295</b>
<b>SUPPORTING SERVICES</b>			
Fundraising	72,213	-	72,213
Management and general	16,674	-	16,674
<b>TOTAL SUPPORTING SERVICES</b>	<b>88,887</b>	<b>-</b>	<b>88,887</b>
<b>TOTAL EXPENSES</b>	<b>396,182</b>	<b>-</b>	<b>396,182</b>
<b>EXCESS FROM OPERATIONS</b>	<b>2,236</b>	<b>11,060</b>	<b>13,296</b>
<b>OTHER CHANGES IN NET ASSETS</b>			
Net realized and unrealized gains in value of investments	4,930	798	5,728
Change in value of split-interest agreements	(281)	(262)	(543)
Change in value of perpetual trusts	-	(514)	(514)
Bad debt expense	(4,689)	-	(4,689)
<b>TOTAL OTHER CHANGES IN NET ASSETS</b>	<b>(40)</b>	<b>22</b>	<b>(18)</b>
<b>CHANGE IN NET ASSETS</b>	<b>2,196</b>	<b>11,082</b>	<b>13,278</b>
<b>NET ASSETS AT BEGINNING OF YEAR</b>	<b>137,702</b>	<b>126,008</b>	<b>263,710</b>
<b>NET ASSETS AT END OF YEAR</b>	<b>\$139,898</b>	<b>\$137,090</b>	<b>\$276,988</b>

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 and all other dementia. Together, we continue to advance scientific discoveries and care and support services to help those with the disease today and in the future.*

## In memoriam

Longtime Celebrity Champion **Phyllis George**, Miss America in 1971, a trailblazing sportscaster, former First Lady of Kentucky, entrepreneur and author. In honor of George's mother, who they lost to Alzheimer's, she and her family became dedicated supporters in the fight to end Alzheimer's. We are grateful to her, and she will be missed.

## Marla Adams

Actress, CBS' "The Young and the Restless" and "The Bold and the Beautiful," NBC's "Days of Our Lives"

## 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"

## Jay Allen

Country music artist

## Anthony Anderson

Actor, producer, comedian, ABC's "Black-ish" and "Mixed-ish," Freeform's "Grown-ish"

## Judd Apatow

Director, producer, writer, HBO's "Girls," "Trainwreck," "This Is 40," "Bridesmaids," "Knocked Up," "The King of Staten Island"

## Amy Aquino

Actress, Amazon Studios' "Bosch," NBC's "ER," CBS' "Picket Fences"

## Katie Armiger

Country music artist

## Valerie Azlynn

Actress, TBS' "Sullivan & Son," ABC's "Schooled"

## Diedrich Bader

Actor, ABC's "American Housewife" and "The Drew Carey Show," HBO's "Veep," FX's "Better Things"

## Scott Bakula

Actor, NBC's "Quantum Leap," CBS' "NCIS: New Orleans," UPN's "Star Trek: Enterprise"

## Lisa Barber

World Championships Gold Medalist, Team USA Track & Field

## Miki Barber

World Championships Gold Medalist, Team USA Track & Field

## Joy Bauer

Author, health and nutrition expert, NBC's "Today"

## Sam Beal

NFL cornerback, New York Giants

## Maurice Benard

Actor, ABC's "General Hospital"

## Leslie Bibb

Actress, ABC's "American Housewife," FX's "The League," "Iron Man," "Iron Man 2"

## Ryan Blaney

Professional racecar driver

## Kyle Bornheimer

Actor, "She's Out of My League," "Bachelorette," Hulu's "Casual," CBS' "Angel from Hell," Netflix's "The Lovebirds," HBO's "Avenue 5"

## Alex Borstein

Comedian, actress, writer, FOX's "Family Guy," Amazon Studios' "The Marvelous Mrs. Maisel"

## Kate Bolduan

Journalist, CNN

## Wayne Brady

Comedian, actor, host, ABC's "Whose Line Is It Anyway," CBS' "Let's Make a Deal," "Blindfire"

## Betsy Brandt

Actress, CBS' "Life in Pieces," AMC's "Breaking Bad," USA Network's "Pearson"

## Creed Bratton

Actor, musician, NBC's "The Office"

## Yvette Nicole Brown

Actress, Marvel's "Avengers: Endgame," NBC's "Community," CBS' "Mom," BET Original Movie "Always a Bridesmaid"

## Kate Burton

Actress, ABC's "Grey's Anatomy" and "Scandal," "127 Hours"

## Candace Bushnell

Author, columnist, HBO's "Sex and the City," NBC's "Lipstick Jungle," The CW's "The Carrie Diaries"

## Ashley Campbell

Country music singer, daughter of late country music legend Glen Campbell

## Kim Campbell

Alzheimer's and caregiver advocate, wife of late country music legend Glen Campbell

**Keith Carradine**

Actor, songwriter, CBS' "Madam Secretary," HBO's "Deadwood," Showtime's "Dexter"

**Kyle Chandler**

Actor, Netflix's "Bloodline," NBC's "Friday Night Lights," "Manchester by the Sea," "The Wolf of Wall Street," "Argo," "Godzilla: King of the Monsters," Hulu's "Catch-22"

**Alexandra Chando**

Actress, Freeform's "The Lying Game," "The Baby Proposal"

**Christina Chang**

Actress, ABC's "The Good Doctor," TNT's "Rizzoli & Isles"

**Alicia Coppola**

Actress, CBS's "Blood & Treasure" and "Why Women Kill," FOX's "Empire," Showtime's "Shameless"

**Bradley Cooper**

Actor, "A Star is Born," "American Sniper," "Silver Linings Playbook," "The Hangover"

**Dear Abby**

Advice columnist

**Dominic Chianese**

Actor, HBO's "The Sopranos" and "Boardwalk Empire," NBC's "The Village," CBS' "The Good Wife"

**Autumn Chiklis**

Author, "Smothered," actress, FX's "The Shield"

**Michael Chiklis**

Actor, "Fantastic Four," FX's "The Shield" and "American Horror Story," "10 Minutes Gone"

**Brandon Coleman**

Former NFL wide receiver, New Orleans Saints

**Madison Cowan**

Chef, Food Network's "Chopped" Grand Champion

**Percy Daggs III**

Actor, "Veronica Mars," The CW's "iZombie," Hallmark Channel's "Christmas in Louisiana"

**Chris Daughtry**

Musician and frontman of rock band "Daughtry," finalist of NBC's "American Idol" fifth season

**Karen David**

Actress, AMC's "Fear the Walking Dead," ABC's "Galavant" and "Once Upon a Time," Disney's "Mira, Royal Detective"

**Eileen Davidson**

Actress, CBS' "The Young and the Restless," Bravo's "The Real Housewives of Beverly Hills," NBC's "Days of Our Lives"

**Thomas Dekker**

Actor, The CW's "The Secret Circle," FOX's "Terminator: The Sarah Connor Chronicles," "A Nightmare on Elm Street"

**Nikki DeLoach**

Actress, Hallmark Channel's "Two Turtle Doves," "Love Takes Flight," "Love to the Rescue," "Reunited at Christmas" and "Truly, Madly, Sweetly," MTV's "Awkward"

**Anoop Desai**

Music artist, FOX's "American Idol" season eight finalist

**Kaitlyn Dever**

Actress, "Booksmart," Netflix's "Unbelievable," 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," "Divertimento"

**Izzy Diaz**

Actor, NBC's "Telenovela," CBS's "Broke"

**Colin Donnell**

Actor, NBC's "Chicago Med," The CW's "Arrow," Hallmark Channel's "Love on Iceland"

**Trevor Donovan**

Actor, Freeform's "Melissa & Joey," The CW's "90210," NBC's "Days of Our Lives," Hallmark Channel's "Nostalgic Christmas," "Love, Fall & Order" and "SnowComing"

**Emerson Drive**

Grammy-nominated country band

**Olympia Dukakis**

Actress, "Away From Her," "Steel Magnolias," "Moonstruck," Netflix's "Tales of the City"

**Quinn Early**

Former NFL wide receiver, San Diego Chargers, New Orleans Saints, Buffalo Bills, New York Jets

**Selita Ebanks**

Model, actress, "About Last Night"

**Christine Ebersole**

Actress, USA Network's "Royal Pains," TBS' "Sullivan & Son," "The Wolf of Wall Street," CBS' "Bob Hearts Abishola," Cartoon Network's "Steven Universe"

**Héctor Elizondo**

Actor, "Pretty Woman," "New Year's Eve," ABC's "Last Man Standing"

**Shelley Fabares**

Actress, ABC's "Donna Reed" and "Coach"

**David Feherty**

Former professional golfer, host, Golf Channel's "Feherty"

**Jill Flint**

Actress, CBS' "Bull," NBC's "The Night Shift"

**Barrett Foa**

Actor, CBS' "NCIS: Los Angeles"



# Alzheimer's Association Celebrity Champions, continued

**Jack Ford**

Journalist, legal analyst

**Vivica A. Fox**

Actress, FOX's "Empire," Lifetime's "The Wrong Wedding Planner," "Independence Day," HBO's "Curb Your Enthusiasm," ABC's "Dancing with the Stars," "Three Can Play That Game"

**Dwight Freeney**

Former NFL defensive end

**Soleil Moon Frye**

Actress, author, entrepreneur, NBC's "Punky Brewster," The WB's "Sabrina, the Teenage Witch," Lifetime's "Staging Christmas"

**Emma Fuhrmann**

Actress, Marvel's "Avengers: Endgame," "Blended," "The Magic of Belle Isle," Lifetime's "Murder in the Vineyard"

**Michael Galante**

Actor, OWN's "The Haves and the Have Nots," Freeform's "Switched at Birth," Disney's "Good Trouble"

**Nichole Galicia**

Actress, model, "Django Unchained"

**Johnny Galecki**

Actor, CBS' "The Big Bang Theory," "Rings," "Hancock"

**Peter Gallagher**

Actor, Netflix's "Grace and Frankie," NBC's "Zoey's Extraordinary Playlist" and "Law & Order: SVU," USA Network's "Covert Affairs," FOX's "The O.C."

**Victor Garber**

Actor, "Argo," "Titanic," ABC's "Alias," Starz's "Power," Netflix's "Tales of the City"

**Nina Garcia**

Editor in chief, Elle; judge, Lifetime's "Project Runway"

**Leeza Gibbons**

TV and radio personality, entrepreneur, Westwood One's "Leeza Live," "Hollywood Confidential"

**John Glover**

Actor, CBS' "The Good Wife," "Shazam!," The CW's "Smallville"

**Bob Goen**

Host, GSN.com's "Marianne and Bob," CBS' "Entertainment Tonight"

**Bianna Golodryga**

Journalist, CNN

**Allie Gonino**

Actress, Freeform's "The Lying Game"

**Yvette Gonzalez-Nacer**

Actress, Broadway's "Hadestown," Nick Jr.'s "Fresh Beat Band of Spies"

**Beth Grant**

Actress, Hulu's "The Mindy Project," "Crazy Heart," "Little Miss Sunshine," "Donnie Darko," ABC's "Dollface"

**Judy Greer**

Actress, Showtime's "Kidding," "Ant-Man and the Wasp," FOX's "Arrested Development," "27 Dresses," "The Wedding Planner"

**Bryant Gumbel**

Journalist, host, HBO's "Real Sports with Bryant Gumbel"

**Don Hany**

Actor, Netflix's "Secret City," Nine Network's "Bad Mothers," NBC's "Heartbeat"

**Marcia Gay Harden**

Actress, CBS' "Code Black," Apple TV+'s "The Morning Show," National Geographic's "Barkskins," "50 Shades" trilogy

**Bud Harrelson**

Former MLB shortstop and coach, New York Mets World Series champion

**Samantha Harris**

Host, CBS' "Entertainment Tonight," ABC's "Dancing with the Stars"

**Jackée Harry**

Actress, NBC's "227," The WB's "Sister, Sister," The CW's "Everybody Hates Chris," Hallmark Channel's "Love in Store" and "Christmas on My Mind," OWN's "Carole's Christmas"

**Linda Hart**

Singer, actress, CBS' "Gypsy," "Tin Cup"

**Elisabeth Hasselbeck**

Television personality, host, Fox News Channel's "Fox & Friends," ABC's "The View"

**Tony Hawk**

Professional skateboarder

**Laurie Hernandez**

USA Olympic Team, gold and silver medalist, women's gymnastics, ABC's "Dancing with the Stars" season 23 champion, HBO's "Habla Now"

**Liz Hernandez**

Creator, “Wordaful,” former host, NBC’s “Access Hollywood,” “E! News”

**Simon Helberg**

Actor, CBS’ “The Big Bang Theory,” “Florence Foster Jenkins”

**Jeff Henderson**

Olympic gold medalist, Team USA Track & Field

**Elaine Hendrix**

Actress, “Anger Management,” “The Parent Trap,” “Inspector Gadget 2,” Spectrum Original’s “Paradise Lost,” The CW’s “Dynasty”

**Marilu Henner**

Actress, author, Hallmark Murders and Mysteries series “Aurora Teagarden Mysteries,” NBC’s “All-Star Apprentice,” ABC’s “Taxi,” CBS’ “Evening Shade”

**Mary Hogan**

Best-selling author, “Two Sisters,” “The Woman in the Photo” and “Left: A Love Story”

**Samuel L. Jackson**

Actor, producer, Marvel’s “Avengers: Endgame,” “Shaft,” “The Hitman’s Bodyguard,” “Pulp Fiction,” “Star Wars” prequel trilogy, Apple TV+’s “The Banker,” “Captain Marvel”

**Emma Mae Jacob**

Country music artist

**Matt Jenkins**

Country music artist

**Rafer Johnson**

USA Olympic Team, gold and silver medalist, decathlon

**Olivia Jordan**

Miss USA 2015, actress and model

**Al Joyner**

Coach, Olympic gold medalist, Team USA Track & Field

**Melina Kanakaredes**

Actress, FOX’s “The Resident,” CBS’ “CSI: NY,” NBC’s “Providence,” “Snitch”

**Princess Yasmin Aga Khan**

Philanthropist

**Naeem and Ranjana Khan**

Fashion and jewelry designers

**Tim Kang**

Actor, CBS’ “Magnum P.I.” and “The Mentalist”

**Aaron Kaplan**

Producer, NBC’s “A Million Little Things,” CBS’ “Life in Pieces,” “The Unicorn,” HBO’s “Divorce,” Showtime’s “The Chi,” Netflix’s “Merry Happy Whatever” and “Delhi Crime”

**Lainie Kazan**

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

**James Keach**

Producer, actor, director, Showtime’s “Ray Donovan,” “Walk the Line,” “Waiting for Forever”

**Jean Louisa Kelly**

Actress, CBS’ “Yes, Dear,” “Mr. Holland’s Opus,” “The Call of the Wild”

**Georgia King**

Actress, “Austenland,” “The Lost Husband,” NBC’s “The New Normal,” HBO’s “Vice Principals,” Quibi’s “Royalties,” FOX’s “Devs”

**Ricki Lake**

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

**Matt Lanter**

Actor, NBC’s “Timeless,” The CW’s “90210” and “Star-Crossed,” Cartoon Network’s “Star Wars: The Clone Wars,” “The Roommate”

**Greg Laswell**

Musician, producer

**Sharon Lawrence**

Actress, Showtime’s “Shameless,” ABC’s “NYPD Blue,” The WB’s “One Tree Hill,” “The Lost Husband,” Apple TV+’s “Home Before Dark,” Hallmark Channel’s “Merry & Bright”

**Jennifer Lee**

Writer, director, “Frozen 2,” “Frozen,” “A Wrinkle in Time,” “Zootopia”

**Norm Lewis**

Actor, ABC’s “Scandal,” “Les Misérables in Concert: The 25th Anniversary,” Netflix’s “Da 5 Bloods”

**Vicki Lewis**

Actress, NBC’s “NewsRadio,” Disney Channel’s “Sonny with a Chance,” “Finding Nemo,” Disney’s “Upside-Down Magic”

**Selenis Leyva**

Actress, Netflix’s “Orange Is the New Black,” Disney’s “Diary of a Future President”

**Katie Lowes**

Actress, ABC’s “Scandal,” Broadway’s “Waitress,” Podcast “Katie’s Crib”

**Richard Lui**

Journalist, news anchor, MSNBC and NBC News

**Luke Macfarlane**

Actor, Hallmark Channel’s “Just Add Romance,” “A Shoe Addict’s Christmas,” “A Valentine’s Match” and “Sense, Sensibility & Snowmen,” Syfy’s “Killjoys,” ABC’s “Brothers and Sisters”

**Leslie Mann**

Actress, “How to Be Single,” “The Other Women,” “This Is 40,” “Funny People,” “Knocked Up”



# Alzheimer's Association Celebrity Champions, continued

## Gilles Marini

Actor, Freeform's "Switched at Birth," ABC's "Brothers and Sisters," HBO's "Sex and the City," NBC's "Days of Our Lives," "Christmas Romance Al Dente"

## Ronny Marshall

TV producer, NBC's "Valerie," ABC's and CBS' "Step by Step"

## Cameron Mathison

Actor, TV host of Hallmark Channel's "Home and Family," CBS' "Entertainment Tonight," ABC's "All My Children"

## Kathy Mattea

Country music artist

## David Mazouz

Actor, FOX's "Gotham" and "Touch"

## Callan McAuliffe

Actor, AMC's "The Walking Dead," "The Great Gatsby," "I Am Number Four," "Summer Night"

## Kevin McKidd

Actor, ABC's "Grey's Anatomy," "Rome," "Brave"

## Joey McIntyre

Singer, songwriter, actor, New Kids on the Block

## Shane McRae

Actor, "Still Alice," Amazon Studios' "Sneaky Pete," Spectrum Originals' "Paradise Lost"

## Katy Mixon

Actress, ABC's "American Housewife," CBS' "Mike and Molly," HBO's "Eastbound & Down"

## Alfred Molina

Actor, producer, "Raiders of the Lost Ark," "The Da Vinci Code," "Chocolat," "Frida," Netflix's "Wizards"

## Natalie Morales

Journalist, host, anchor, NBC's "Today"

## Terry Moran

Senior National Correspondent, ABC News

## Rob Morrow

Actor, Showtime's "Billions," FX's "The People v. O.J. Simpson: American Crime Story," CBS' "Northern Exposure" and "Numb3rs"

## Robert Morse

Actor, FX's "The People v. O.J. Simpson: American Crime Story," AMC's "Mad Men"

## Movements

Punk-rock band

## Kate Mulgrew

Author, actress, "Star Trek: Voyager," Netflix's "Orange Is the New Black," Cartoon Network's "Infinity Train"

## Electra Mustaine

Singer and songwriter

## Kunal Nayyar

Actor, CBS' "The Big Bang Theory," "Sweetness in the Belly," Netflix's "Criminal: UK"

## Oscar Nunez

Actor, NBC's "The Office," "The Proposal," Netflix's "Mr. Iglesias"

## Leslie Odom Jr.

Actor, singer, Broadway's "Hamilton," NBC's "Smash," FOX's "Vanished," Freeform's "Love in the Time of Corona," Apple TV+'s "Central Park"

## Timothy Omundson

Actor, NBC's "This Is Us," ABC's "Galavant," USA Network's "Psych"

## Melissa Ordway

Actress, CBS' "The Young and the Restless," "17 Again," "Ted," Lifetime's "Another Mother"

## Terrell Owens

Former NFL wide receiver, ABC's "Dancing with the Stars," VH1's "The T.O. Show"

## Brad Paisley

Country music artist and songwriter

## Candace Parker

WNBA forward/center, Los Angeles Sparks, CBS Sports, analyst

## Janel Parrish

Actress, Freeform's "Pretty Little Liars," "Mighty Oak"

## Jim Parsons

Emmy- and Golden Globe-winning actor, CBS' "The Big Bang Theory" and "Young Sheldon," "Hidden Figures," Netflix's "Hollywood"

## Steven Pasquale

Actor, FX's "The People v. O.J. Simpson: American Crime Story," FX's "Rescue Me," Netflix's "Bloodline"

## David Hyde Pierce

Emmy- and Tony-winning actor, NBC's "Frasier," Broadway's "Hello Dolly"

**Tony Plana**

Actor, ABC's "Ugly Betty,"  
CBS's "Madam Secretary,"  
"Wasp Network"

**Jesse Plemons**

Actor, NBC's "Friday Night  
Lights," AMC's "Breaking Bad,"  
FX's "Fargo," CBS' "No Activity,"  
"The Irishman"

**Sarah Polley**

Actress, director, "Away from Her,"  
HBO's "John Adams"

**Whitney Port**

TV personality, fashion designer,  
MTV's "The Hills: New  
Beginnings," "The Hills" and  
"The City," Podcast "With Whit"

**Scott Porter**

Actor, NBC's "Friday Night  
Lights," The CW's "Hart of  
Dixie," CBS' "The Good Wife,"  
Netflix's "Ginny & Georgia"

**Grace Potter**

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

**Carrie Preston**

Emmy-winning actress, TNT's  
"Claws," HBO's "True Blood,"  
CBS' "The Good Wife"

**Josh Radnor**

Actor, CBS' "How I Met Your  
Mother," "Afternoon Delight,"  
"Liberal Arts," Amazon Prime  
Video's "Hunters"

**Sarah Rafferty**

Actress, USA Network's "Suits,"  
"Browse"

**Ahmad Rashād**

Sportscaster, former NFL wide  
receiver

**Ron Rifkin**

Actor, "A Star is Born," NBC's  
"New Amsterdam" and "Law &  
Order: SVU," ABC's "Brothers and  
Sisters," "Alias,"

**Nicolette Robinson**

Actress, Showtime's "The Affair,"  
NBC's "Perfect Couples,"  
Freeform's "Love in the Time of  
Corona"

**Lauren Miller Rogen**

Actress, producer, writer, "Like  
Father," "Superbad," "Observe  
and Report," "For a Good Time,  
Call..." "Phobias"

**Seth Rogen**

Actor, comedian, writer, producer,  
director, "Sausage Party,"  
"Neighbors," "Pineapple Express,"  
"Knocked Up," Amazon Studios'  
"The Boys," "An American Pickle"

**Elisabeth Röhm**

Actress, The CW's "Jane the  
Virgin," NBC's "Law & Order,"  
CBS' "Angel," Lifetime's "Sleeping  
with Danger"

**Jake Rose**

Country music artist

**Michael Rosenbaum**

Actor, producer and comedian,  
The CW's "Smallville," "Guardians  
of the Galaxy Vol. 2," FOX's  
"Breaking In," Podcast "Inside of  
You with Michael Rosenbaum"

**Jon Runyan**

Former NFL tackle, Philadelphia  
Eagles, former U.S. representative

**Rex Ryan**

ESPN NFL analyst, former NFL  
head coach

**Raphael Sbarge**

Actor, ABC's "Once Upon a  
Time," CBS' "The Guardian,"  
Amazon Studios' "Hunters"

**Jane Seymour**

Actress, Netflix's "The Kominsky  
Method," CBS' "Dr. Quinn,  
Medicine Woman," ABC's  
"Dancing with the Stars,"  
"Wedding Crashers," "The War  
with Grandpa"

**Maria Shriver**

Renowned journalist and  
Alzheimer's activist

**Leigh Silverman**

Director, Broadway's "Violet,"  
"From Up Here"

**Molly Sims**

Actress, model, NBC's "Las Vegas,"  
"Yes Man," "The Wrong Missy"

**Patty Smyth McEnroe**

Rock 'n' roll music artist

**Jean Smart**

Actress, FX's "Fargo" and  
"Legion," CBS' "Designing  
Women," ABC's "Samantha  
Who?," NBC's "Harry's Law,"  
HBO's "Watchmen," Netflix's  
"Big Mouth"

**Alexandra Socha**

Actress, Broadway's "Annie Get  
Your Gun," "Head Over Heels,"  
Amazon Studios' "Red Oaks,"  
USA Network's "Royal Pains"

**Abigail Spencer**

Actress, Hulu's "Reprisal," NBC's  
"Timeless," ABC's "Grey's  
Anatomy," USA Network's "Suits,"  
"Oz the Great and Powerful," "This  
Means War," AMC's "Mad Men"

**Brent Spiner**

Actor, "Independence Day:  
Resurgence," "Star Trek: The Next  
Generation," Showtime's "Penny  
Dreadful: City of Angels"

**Katie Stevens**

Actress, Freeform's "The Bold  
Type," MTV's "Faking It"

**Elizabeth Stewart**

Celebrity stylist

**April Taylor**

Country music artist



# Alzheimer's Association Celebrity Champions, continued

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## **Aimee Teegarden**

Actress, Netflix's "The Ranch," NBC's "Friday Night Lights," "Love and Honor," Hallmark Channel's "Once Upon a Christmas Miracle" and "A New Year's Resolution"

## **Lance Thomas**

Forward, Brooklyn Nets

## **Tracie Thoms**

Actress, "Safe House," CBS' "Cold Case," "Rent" (film and Broadway), "The Devil Wears Prada," FOX's "9-1-1"

## **Lea Thompson**

Actress, Netflix's "Sierra Burgess Is a Loser," "Back to the Future," NBC's "Caroline in the City," Freeform's "Switched at Birth"

## **CoCo Vandeweghe**

Professional tennis player

## **Dick Van Dyke**

Actor, "Mary Poppins Returns," "Mary Poppins," "Night at the Museum," CBS' "Diagnosis Murder"

## **Robert Verdi**

TV personality, fashion and style expert

## **Ally Walker**

Actress, NBC's "Profiler," FX's "Sons of Anarchy," FOX's "Ghosted"

## **Steven Weber**

Actor, Netflix's "13 Reasons Why," HBO's "Ballers," NBC's "Wings," ABC's "Brothers and Sisters," "Happy Town," Disney Channel's "Puppy Dog Pals"

## **Whiskey Falls**

Country music band

## **Ashley Williams**

Actress, producer, writer, Hallmark Channel's "Christmas in Evergreen," "Northern Lights of Christmas" and "October Kiss," CBS's "How I Met Your Mother," TV Land's "The Jim Gaffigan Show," "Something Borrowed," "Meats," Lifetime's "Chris Watts: Confessions of a Killer"

## **Kimberly Williams-Paisley**

Actress, author, director, producer, "Father of the Bride," Netflix's "The Christmas Chronicles" and "Dolly Parton's Heartstrings," Hallmark Channel's "Witness to Murder: Darrow Mystery," ABC's "Nashville" and "According to Jim"

## **Brooke Williamson**

Chef, Bravo's "Top Chef" season 10 winner

## **Anna Wilson**

Jazz music artist

## **Rita Wilson**

Actress, singer, producer, "Sleepless in Seattle," HBO's "Girls," CBS' "The Good Wife," "Boy Genius"

## **Sam Witwer**

Actor, Syfy's "Being Human," The CW's "Smallville" and "Supergirl," Cartoon Network's "Star Wars: The Clone Wars"

## **Parker Young**

Actor, Bravo's "Imposters," ABC's "Suburgatory," Showtime's "Twenties"

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# Alzheimer's Association Leadership Teams

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Alzheimer's Association  
225 N. Michigan Ave., Fl. 17  
Chicago, IL 60601



The Alzheimer's Association is a worldwide voluntary health organization dedicated to Alzheimer's care, support and research.

Our mission is to lead the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

Our vision is a world without Alzheimer's  
and all other dementia®.

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