

ALZHEIMER'S ASSOCIATION® ANNUAL REPORT

2021



FISCAL YEAR 2021
(JULY 1, 2020 – JUNE 30, 2021)

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 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 2021 by making contributions. Total revenues equaled more than \$406 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.

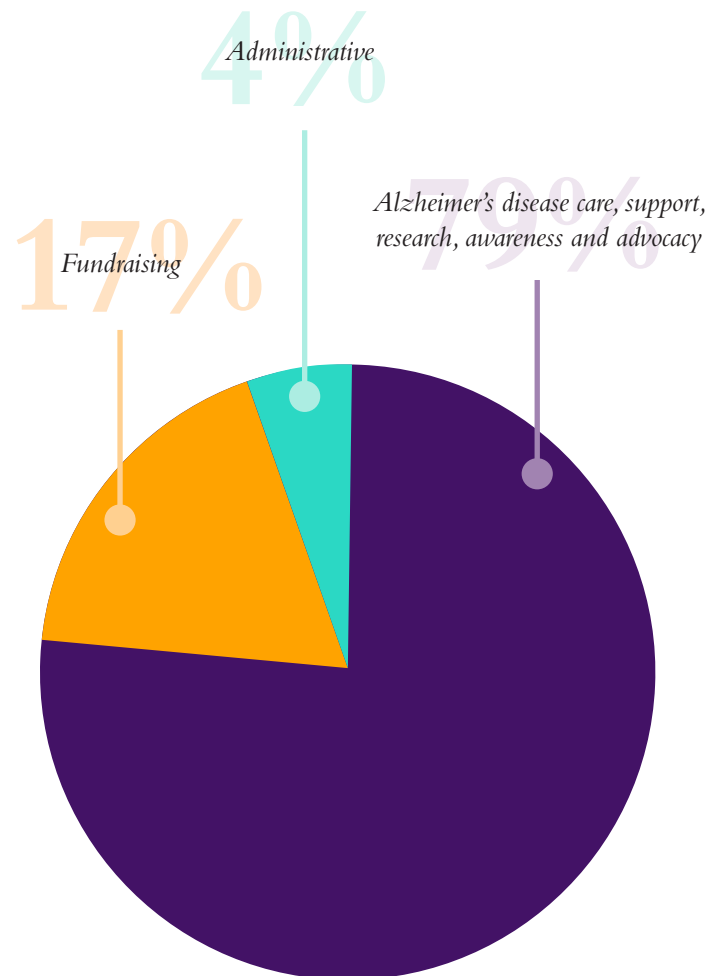
Our vision

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 2021





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

This past year has been marked by extraordinary challenges — and extraordinary hope. At the beginning of FY21, we were just three months into the COVID-19 pandemic. Life as all of us knew it had been completely upended, but we were beginning to adapt to our circumstances — and the Alzheimer's Association was more determined than ever to safely and effectively deliver on our mission.

By the end of the fiscal year, **we were ushering in a new era in Alzheimer's treatment** with the U.S. Food and Drug Administration's accelerated approval of aducanumab (Aduhelm™), the first drug to address the underlying biology of the disease. This milestone was made possible thanks to decades of investment in research led by the Association, along with our grassroots advocacy on behalf of the millions of Americans facing Alzheimer's.

During this challenging year, our resources were more vital than ever for those living with dementia and their families. **The Association provided care and support more than 7.5 million times** through channels including alz.org, care consultations, support groups, education programs and information.

We also continued to **develop guidance for long-term and community-based care workers**, convening experts in the field to provide best practices on responding to COVID-19 in these settings and launching an online training program to help them deliver person-centered care for individuals living with Alzheimer's or another dementia.

The Association remains committed to providing critical international leadership and funding to advance research toward methods of treatment, prevention and, ultimately, a cure. **Our total research investment reached an unprecedented level** in FY21: \$70 million in additional funding this year, including grants to 253 new scientific investigations, for a total of more than \$250 million currently active worldwide. We also hosted the Alzheimer's Association International Conference® 2020 (AAIC®) online, attracting a record number of attendees and scientific presentations.

The Association-led U.S. POINTER study was able to safely resume with participants completing assessments remotely — continuing our crucial efforts to understand the role lifestyle interventions may play in reducing risk of cognitive decline. We also launched recruitment for the New IDEAS: Imaging Dementia — Evidence for Amyloid Scanning study, which aims to improve tools for early and accurate diagnosis, especially among diverse populations.

The Association continued to grow awareness of the disease while broadening public understanding of our mission. The 2021 edition of our *Alzheimer's Disease Facts and Figures* report provided updates on the increasing personal and financial impact of the disease on individuals and our nation, with a special report revealing that discrimination poses significant barriers to Alzheimer's and dementia care for individuals of certain races and ethnicities.

We launched several new awareness campaigns: **"Any Given Moment,"** which highlighted the Association's role as a global force connecting scientists around the globe, and **"More Time,"** a campaign to increase awareness and demonstrate the strong desire by those living with or facing Alzheimer's for a disease-modifying treatment.

Diversity, equity and inclusion are inextricably woven into every aspect of our mission, and we **remain committed to strengthening our efforts to reach all affected by Alzheimer's**. Recognizing the enormous health disparities between racial and ethnic groups, which are magnified by the challenges of the pandemic, we continued to develop resources and support for families facing dementia, including those from underserved communities.

We also **grew and strengthened our work with faith-based communities**, including the African Methodist Episcopal (AME) Church, whose ongoing partnership with the Association yielded new and exciting opportunities to engage the church's more than 2 million members in the cause.

Although many of our engagements with legislators took place online, the Association, together with the Alzheimer's Impact Movement (AIM) — a separately incorporated advocacy affiliate — and our nationwide network of advocates made significant strides in advancing public policy. **Our efforts added a \$300 million increase in federal Alzheimer's and dementia research funding**, including \$15 million to implement the Building Our Largest Dementia (BOLD) Infrastructure for Alzheimer's Act, which will strengthen public health infrastructure to improve early Alzheimer's detection, diagnosis and risk reduction.

The Improving HOPE for Alzheimer's Act was signed into law, helping to ensure that clinicians are prepared to provide valuable care planning services for individuals living with dementia and their families. Thanks to bipartisan support in the House and the Senate, **an Association-led elder abuse prevention bill was also signed into law**, helping to equip professionals to protect those living with Alzheimer's or another dementia who may be at risk of abuse.

The Association's **corporate partners, donors and event participants demonstrated remarkable creativity and determination** in FY21, with total contributed revenue reaching more than \$384 million. Walk to End Alzheimer's® participants rallied to overcome the challenges presented by COVID-19, walking in small groups in their own neighborhoods and raising more than \$86 million. Participants in The Longest Day® generated over \$9 million, raising funds and awareness through online, outdoor and physically distanced events. Direct marketing efforts also resulted in significant growth, with contributions of more than \$74.4 million from over 740,000 donors.

Financial services firm **Edward Jones renewed its strategic alliance with the Association** with a \$25 million commitment over the next five years. We were extremely fortunate that the generous individuals of our Zenith Society generated more than \$48 million for Association's mission through direct philanthropic gifts and matching gift challenges.

Across every pillar of the Association's mission, the indomitable strength and resilience of our volunteers, donors, advocates and staff have shown that nothing can stop our momentum to lead the way in the movement to end this disease. We are so grateful for your dedication

to the cause, which has enabled us to continue our important work — despite the challenges we face — and to be there for those who need us, today and every day, until we realize our vision of a world without Alzheimer's and all other dementia.

Thank you for everything you do.

A stylized, handwritten signature in blue ink, likely belonging to Harry Johns.

Harry Johns
President and CEO

A stylized, handwritten signature in blue ink, likely belonging to Brian Richardson.

Brian Richardson
FY21 Board Chair

Report Overview

The FY21 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, equity 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.

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, and behind only the U.S. and Chinese governments among all organizations globally 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 individuals affected by Alzheimer's — and its staggering economic and societal impact — 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, Equity and Inclusion

The Association has long highlighted diversity, equity and inclusion as part of core values critically important to our work. We are 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 voices for Alzheimer's advocacy, the Association and the Alzheimer's Impact Movement, a separately incorporated advocacy affiliate, successfully fight for critical research and care and support initiatives at the state and federal levels. Together with our 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 7.5 million times in FY21 through channels including [alz.org](https://www.alz.org), care consultations, 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** is available around the clock, 365 days a year. Helpline specialists and master's-level clinicians received more than 220,000 calls in FY21, offering free confidential support and information to people facing Alzheimer's and all other dementia. The Helpline continued to operate in an all-virtual environment due to the COVID-19 pandemic. The service 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.

The Association launched an online training program for professional care workers in long-term and community-based settings informed by its nationally recognized Dementia Care Practice Recommendations. The **essentiALZ® – Alzheimer's Association Training and Certification** educates professional care workers on applying current evidence-based, person-centered care practices when caring for people living with dementia. Over 1,300 individuals have completed the training and passed the certification exam.

To help care for people living with dementia in long-term and community-based care settings, the Association worked with care industry leaders to author the white paper **“Response to COVID-19 in Long-Term and Community-Based Care.”** The paper highlighted five crucial topics: caring for residents and families; caring for staff; seeking standardized guidance; the regulatory response; and preparing for ongoing and new challenges in a post-COVID-19 pandemic world.

The Association **spoke out strongly for better requirements and increased testing capability** in response to the Centers for Medicare and Medicaid Services' (CMS) Coronavirus Commission for Safety and Quality in Nursing Homes report — which the Association said failed to provide the practical guidance, tools and funding needed to slow COVID-19 deaths in

long-term care settings. The Association implored the federal government to do more to ensure residential care communities have the resources needed to protect residents and staff, and to provide a gateway to allow visitation for families to end social isolation.

When the CMS released new visitation guidelines for long-term care settings that expanded the ability for caregivers and families to visit their loved ones in person, the Association publicly welcomed the change while **continuing to advocate for extra precautions to protect long-term care residents.** The Association offered detailed guidance to the Alzheimer's and dementia community on how to best follow or implement CMS guidelines.

To directly help care providers implement best practices during the pandemic, the Association was approved as a training center for the **AHRQ Echo National Nursing Home COVID-19 Action Network.** This effort offered 348 nursing homes, representing 42,000 licensed beds, weekly training sessions focused on infection control, quality improvement, and dementia care and support.

The Association's **Alzheimer's and Dementia Care ECHO Program** collaborated with the West Virginia Clinical and Translational Science Institute to launch **WV Project ECHO**, a program centered on memory health that provides primary care clinicians access to vital care and support quality improvement services.

To connect with constituents in new and innovative ways, the Association launched **ALZ Talks**, a series of 30-minute webinars that shared information on early detection and other key care and support topics. Streaming on social media, the webinars have reached nearly 12,000 constituents and have been viewed over 320,000 times.

The Centers for Disease Control and Prevention selected the Association as the **BOLD Public Health Center of Excellence on Dementia Risk Reduction**.

Through the center, the Association is leading a national effort to develop and disseminate public health strategies and resources aimed at reducing the risk of cognitive decline and dementia. The center translates the latest science into tools and materials that public health agencies can use in all communities.

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. In FY21, advisors' activity generated nearly 30 million media impressions in local and national markets. Group members shared their experiences as part of the Participant Follow-Up Improvement in Research Studies and Trials (Participant FIRST) workgroup, an effort led by the Association and the University of Pennsylvania to improve communication with clinical trial participants. Advisors lent their expertise as part of the National Institute on Aging's IMPACT Collaborative Lived Experience Panel. Current and former advisors and care partners also participated in a virtual listening session with Food and Drug Administration officials and advocated for the approval of aducanumab, the new Alzheimer's disease treatment.

Through its **health systems initiative**, the Association continued to work with over 300 health systems nationwide to enhance their dementia care by providing clinical settings solutions to improve health outcomes and manage the cost of care for people living with Alzheimer's and all other dementia. Health systems partner with the Association and commit to policy changes; in FY21, over 7.2 million people benefited from increased access to dementia care through these changes. A highlight of the work was managed care company Aetna enhancing its system to benefit over 3.4 million people.

More than 816,000 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.

This represents a 45% increase over FY20, with the top three searches centering on Association programs, home care and housing options.

ALZConnected®, a free online community for people living dementia and their caregivers, gained nearly 12,000 new members, recording more than 10,000 posts by community members and providing over 688,000 user sessions. Nearly 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.

A partnership with the **National Charity League** (NCL) was announced in FY21. NCL is a membership organization with more than 200,000 mothers and daughters comprising nearly 300 chapters across the country. NCL will hold education sessions on dementia for its members, promote awareness of the warning signs of Alzheimer's on social media platforms and raise funds for The Longest Day®.



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 total annual research investment in FY21: \$70 million, including more than \$59 million in grants to 253 new scientific investigations. These represent proposals ranked highest by a three-tier peer-review process in a highly competitive field. As the world's leading nonprofit funder of Alzheimer's and dementia research, the Association is currently investing over \$250 million in more than 750 active best-of-field projects in 39 countries.

In response to the challenges and institutional shutdowns that dementia researchers — particularly those early in their careers — have faced throughout the COVID-19 pandemic, the Association launched the **Rapid Program in Dementia (RAPID) Funding Grant Program**. This opportunity grants up to \$50,000 for up to two years to early career researchers who are recipients of an active Association award. RAPID grants provide funds to replace supplies and model systems, support additional staff and address other previously unanticipated needs that are now essential to advancing research. Following an accelerated application and review process, the Association funded 34 projects to help awardees continue their critical work through the pandemic.

The Association collaborated with an anonymous donor to develop the **Alzheimer's Disease Strategic Fund (ADSF)**, a unique funding model which supports teams of dementia scientists from around the world exploring research areas too complex for individual investigators to take on alone, as well as exciting projects selected through open calls for application. Funded research is focused on the immune system and transport and clearance pathways in the brain. With nearly \$12 million awarded, the ADSF powers collaborative, cross-disciplinary science.

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. Funds raised by Part the Cloud have made it possible to award grants to 59 research projects, fueling some of the most promising clinical phase studies in the field.

A partnership between Part the Cloud and Bill Gates — initiated in FY20 and expanded in FY21 — is

funding 19 promising high-risk, high-reward research projects focusing on the role of the immune system and inflammation in the brain.

Presented annually to exceptional scientists who have contributed significantly to Alzheimer's and dementia research, the **Alzheimer's Association Zenith Fellows Awards** are among the most prestigious dementia research grants in the world. These awards are made possible by Zenith Society members, whose philanthropic gifts have funded over \$44 million in grants to more than 143 leading scientists in the field. FY21 awardees were Kaj Blennow, M.D., Ph.D., University of Gothenburg, Gothenburg, Sweden; Catherine C. Kaczorowski, Ph.D., The Jackson Laboratory, Bar Harbor, Maine; Leonard Petrucelli, Ph.D., Mayo Clinic, Jacksonville, Florida; and Gil Rabinovici, M.D., University of California, San Francisco.

To address the global public health crisis of dementia, the Association, the Global Brain Health Institute and the Alzheimer's Society (UK) announced \$575,000 in total funding for 23 initial small-scale projects as part of the **Pilot Awards for Global Brain Health Leaders**. The awards will drive pilot projects that address disparities in dementia diagnosis, treatment and care for vulnerable populations and their families. Recipients span 15 countries across five continents and join a total of 88 pilots in 28 countries.

Building on the momentum of the **Imaging Dementia-Evidence for Amyloid Scanning (IDEAS) Study** — which showed that positron emission tomography (PET) brain imaging can be a powerful tool to improve the accuracy of Alzheimer's diagnosis by detecting amyloid buildup — the Association and American College of Radiology

announced the next step in this research. With a focus on recruiting Black and Hispanic participants at 350 sites across the United States, the **New IDEAS: Imaging Dementia-Evidence for Amyloid Scanning Study** aims to demonstrate the diagnostic value of amyloid PET scans among diverse populations that are historically underrepresented in dementia research. The New IDEAS Study is led by the Association, managed by American College of Radiology and advised by the Centers for Medicare & Medicaid Services.

The Association-led **U.S. POINTER** study shifted to remote engagement to ensure the safety of participants and staff while maintaining its scientific integrity. U.S. POINTER is a first-of-its-kind, two-year clinical trial to evaluate whether lifestyle interventions that simultaneously target many risk factors can reduce risk of cognitive decline in older adults. The study has now enrolled more than 1,000 participants, and all five study sites are active and recruiting.

The **Alzheimer's Association International Conference® (AAIC®)** is the world's largest and most influential international meeting dedicated to advancing dementia science. Due to the pandemic, **AAIC 2020** was offered as a free online conference and attracted record-breaking numbers: more than 33,000 registered attendees from over 160 countries and more than 3,000 scientific presentations. Groundbreaking research presented included studies on the association between flu and pneumonia vaccination with reduced risk of Alzheimer's later in life; progress toward the development of blood biomarker tests as a diagnostic tool; early-life factors that may contribute to Alzheimer's risk; and the disproportionate prevalence of the disease among Hispanic and Latino communities in the United States.

Association-led online meetings continued to offer researchers at every career stage opportunities to share and collaborate. Following the success of the first online AAIC, the Association hosted the inaugural **Alzheimer's Association International Conference Neuroscience Next (AAIC NN)**, expanding its footprint in the wider neuroscience research community and highlighting work presented by students and early career investigators. More than 5,200 members of the neuroscience community from over 100 countries convened to learn from and support the next generation of researchers.

The Association hosted leading experts for the **AAIC Satellite Symposium** to explore emerging dementia research in the Mediterranean region. The online conference, based in Athens, Greece, included 23 speakers and 1,531 attendees, and covered topics ranging from lifestyle-related Alzheimer's risk factors to regional and genetic impacts on dementia risk.

More than 1,400 people attended the Association's second annual **Latinos & Alzheimer's Symposium**, a free online conference to examine disparities in dementia risk, early detection and care in Hispanic/Latino populations.

Collaboration between the Association and the National Institute on Aging (NIA) brought researchers together in innovative ways. The third annual **NIA-AA Symposium: Enabling Precision Medicine for Alzheimer's Disease Through Open Science**, presented as part of AAIC 2020, showcased an array of translational dementia research programs to investigate possible causes of Alzheimer's; identify new targets and biomarkers; develop the next generation animal models for late-stage Alzheimer's disease; and help advance novel targets into drug discovery.

The Association partnered with the NIA to support the **Alzheimer's Disease Genetics Global Symposium**, an online event to discuss how discoveries in genetics impact biomarker development and target discovery and validation. Combining a live Q&A session with on-demand webinars, the event drew 1,661 registrants from over 60 countries.

The Association co-hosted the two-day virtual symposium **Brain Ageing and Dementia in Low and Middle Income Countries** with Newcastle University and University of Texas Rio Grande Valley, with support from the NIA. The meeting provided a forum for its 425 attendees to discuss the unique challenges posed by vascular and neurodegenerative diseases in low- and middle-income countries, many of which are predicted to experience disproportionate increases in dementia prevalence in the coming decades.

Supported by NIA sponsorship, the Association hosted a conference advancing health equity research. **Promoting Diverse Perspectives: Addressing Health Disparities Related to Alzheimer's and all Dementias** brought together 1,371 attendees

from 41 countries for the free online event to explore disparities in the prevention, diagnosis and treatment of Alzheimer's among underserved and underrepresented communities.

Following the **FDA's historic accelerated approval of the anti-amyloid antibody therapy aducanumab** — the first treatment for Alzheimer's to address the underlying biology of the disease — the Association offered forums for dialogue between researchers and educational programming for the public. The Association led the virtual meeting **Dialogue: Current Perspectives on Aducanumab**, an open discussion for scientists and clinicians about the clinical trials, science and data behind aducanumab; implications of the FDA label for people living with the disease, the clinical community and payers; and perspectives of people facing Alzheimer's. The live session was attended by 1,836 participants. The Association also hosted 3,775 constituents online virtually for **ALZ Talks: New Advancements in Treatments for Alzheimer's**, an opportunity for the public to learn more about how aducanumab is designed to work, who might be a candidate for the treatment and steps to accessing it.

Clinical research participants are essential for driving dementia science forward. **TrialMatch®**, the Association's free service that provides customized lists of clinical studies based on user-provided information, was optimized in FY21 to improve the experience and increase its reach. Now easier to navigate, the enhanced TrialMatch allows users to search for studies without creating an account, choose whether to receive email notifications of new opportunities, and contact research teams directly from the platform. The TrialMatch database has grown to over 750 active studies, including international studies and locations. Each month, the service receives more than 400 visitors, resulting in an average of 300 referrals.

In partnership with GHR Foundation, **the Association committed \$14 million to Tau Next Generation**, an expansion of Washington University's Dominantly Inherited Alzheimer Network Trials Unit (DIAN-TU). This funding supports the infrastructure to allow the trials unit to evaluate multiple potential treatments at one time, accelerating the studies.

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. Both the fall 2020 meeting, "Decision Making in Clinical Trials: Interim Analyses, Innovative Design, and Biomarkers," and the spring 2021 meeting, "Operationalizing Selection Criteria for Clinical Trials in Alzheimer's Disease: Biomarker and Clinical Considerations (Part 1 of 2)," were held virtually due to the COVID-19 pandemic. The Research Roundtable grew to 23 member companies in FY21.

For the sixth year, the **Alzheimer's Association Business Consortium (AABC)** continued to advance Alzheimer's and dementia research through innovation by small, startup biotechnology, diagnostic and contract research organizations. The AABC works to achieve its mission by focusing on areas of common interest to advance the field as well as the member companies' goals.

The **Alzheimer's Association International Society to Advance Alzheimer's Research and Treatment (ISTAART)** is the leading professional society for those interested in Alzheimer's and dementia science, and includes scientists, physicians and other professionals in the field. By the end of FY21, ISTAART comprised 4,158 members and experienced remarkable growth in year-round engagement with members. The number of professional interest areas (PIAs) — subgroups of researchers who share common scientific interests — grew to 27, and now includes the Elevate Early Career Researchers (PEERS) PIA, which aims to foster, develop and support early career dementia scientists in every corner of the world. PIAs engaged with their members through 52 webinars, as well as a variety of other conference sessions, publications and collaborations.

Alzheimer's & Dementia®: The Journal of the Alzheimer's Association, the leading peer-reviewed monthly scientific journal in Alzheimer's and dementia, aims to bridge the knowledge gaps across a wide range of bench-to-bedside investigation in the field. The publication's impact factor — a measure of its influence in the scientific community — increased three points to 21.566. The flagship journal is the top-ranked disease-specific journal in Clinical Neurology and

ranked fourth overall. Two open-access companion journals — ***Diagnosis, Assessment and Disease Monitoring*** and ***Translational Research & Clinical Interventions*** — also saw continued growth, with Cite Scores (a measure of how many times another researcher references a publication's articles) of 6.1 and 7.8, respectively.

The Association and scientific leaders and representatives from more than 25 countries formed an international, multidisciplinary consortium to **better understand the long-term consequences of COVID-19 on the brain**. The Alzheimer's Association International Cohort Study of Chronic Neurological Sequelae of SARS-CoV-2 will investigate COVID-19's impact on cognition and function, including underlying biology that may contribute to Alzheimer's and other dementias.

The Association announced a collaboration with the **International Brain Bee (IBB)** to inspire students to pursue careers in neuroscience or medicine so they can help treat and find cures for brain disorders such as Alzheimer's. Maria C. Carrillo, Ph.D., the Association's chief science officer, was appointed to the IBB Board of Directors to help guide the nonprofit's strategy, direction and policies, including greater inclusion of dementia science.



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ALZHEIMER'S
alzheimer's association

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Increasing Concern and Awareness

*In March, the Association released **2021 Alzheimer's Disease Facts and Figures**, the latest version of its annual in-depth exploration of national statistics on Alzheimer's prevalence, incidence, mortality, costs of care and impact on caregivers. This edition discussed the devastating impact the COVID-19 pandemic is having on people living with Alzheimer's and their caregivers. The accompanying special report, **Race, Ethnicity and Alzheimer's in America**, examined the perspectives and experiences of Asian, Black, Hispanic, Native and White Americans regarding Alzheimer's and dementia care.*

The Association launched **"More Time,"** a campaign to increase awareness and demonstrate the strong desire by those living with or facing Alzheimer's for a disease-modifying treatment. The campaign, conducted to ensure individuals and families impacted by Alzheimer's could raise their voices and demonstrate the importance of "More Time" for people living with the disease, included full-page print advertising, digital advertising, social media and email marketing, as well as an online town hall meeting. Individuals affirmed their support over 1.1 million times, and the campaign received more than 90 million media impressions.

The Association recognizes **Alzheimer's & Brain Awareness Month** each June to increase awareness of the Association as a resource, highlight the impact of Alzheimer's in communities nationwide and engage the public in the cause. In addition to honoring the more than 6 million Americans living with Alzheimer's and the family and friends who love them, the Association encouraged people to **make brain health an important part of their return to normal** as COVID-19 vaccines rolled out nationwide.

The Association's website, **alz.org**, continued to serve as an invaluable resource for Alzheimer's care, support and research, providing services to constituents 23,898,334 times in FY21. The Association also delivered critical Alzheimer's information to the public via 11.5 billion media impressions.

The Association's social media presence on **Facebook**, **Twitter** and **Instagram** increased to more than 1.2 million users. Facebook continues to serve as a significant fundraising platform, and overall engagement levels remained high, outpacing other large nonprofits in this sphere. Despite challenges during the pandemic, the Association was able to continue engaging constituents.

One effort, **"Music Moments,"** a digital album to raise Alzheimer's awareness through performances of award-winning artists, was honored with a Shorty Award for Best Use of Video.

FY21 marked the continued evolution of the **Any Given Moment** campaign, dedicated to raising awareness of the Association's global leadership in research and medical science. The campaign reached new audiences through print, digital and social media — including placements in TIME magazine and other national outlets — and focused on the research initiatives fueled and funded by the Association that are happening every minute of every day around the world.

Users of the **Science Hub app** doubled to more than 15,000. Version 2.0 of the app launched and includes expanded content, a tailored and personalized user experience, and best-in-class functionality.

ALZ®, the Association's nationwide full-mission magazine, published two issues, featuring gymnast Laurie Hernandez and actress Yvette Nicole Brown on respective covers. Distribution totaled 381,000 print and digital copies, with subscriptions increasing 22% over FY20. Total impressions for the magazine reached 1.1 million. A partnership with TIME magazine that featured ALZ articles on TIME's homepage and Time for Health websites garnered nearly 3.8 million impressions. 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.

A national advertising campaign to increase awareness of and encourage participation in **Walk to End Alzheimer's**, the world's largest fundraiser for Alzheimer's care, support and research, ran from July to November. The campaign — which explained

how Walk would be different due to the COVID-19 pandemic but still take place everywhere — featured advertising in English and Spanish on channels including TV, rich media, streaming audio, digital video, display and search.

The Association launched a campaign using innovative out-of-home media channels **to increase awareness of its presence in communities nationwide**. Purple long-haul trucks traveled across the country with the message, “To get involved where you live, visit [alz.org/community](https://www.alz.org/community)” and generated over 250 million impressions. Billboards with the same message were featured on highways and in retail locations, gyms and other high-traffic areas, earning another 328 million impressions.

Know Where Alzheimer’s Hides, the Association’s campaign to educate the public on the warning signs of Alzheimer’s, ran nationally from March–May. Using television, radio, digital ads and social media, the campaign emphasized the ways that the disease can hide in common behaviors and encouraged individuals and their families to engage with Association resources.

During November — **National Alzheimer’s Disease Awareness Month and National Family Caregivers Month** — the Association recognized the strength and dedication of the more than 11 million family members and friends across the country who are dementia caregivers. The Association celebrated their heroic contributions while also raising awareness about the unique challenges they face and the Association’s many resources to support them. Blogs featuring caregivers were posted throughout the month, and visitors to [alz.org](https://www.alz.org) shared personal tribute messages in honor of Alzheimer’s caregivers in their lives.

CBS’ daytime soap opera **“The Young and The Restless” concluded its Alzheimer’s storyline**, introduced in 2017 with Marla Adams portraying Dina, a character living with the disease. The Association provided guidance in telling Dina’s story since its creation. The show ran a PSA including [alz.org](https://www.alz.org) as a resource for people who may be noticing signs of Alzheimer’s or another dementia in themselves or a loved one.

The Association once again earned the distinction of being named one of *The NonProfit Times*’ **“Best**

Nonprofits to Work For,” marking its 12th consecutive appearance on the prestigious list. The Association moved up to #13 overall and maintained the #3 spot in the ranking of large nonprofits. The annual survey emphasizes employee development, recognition measures and workplace culture.



Strengthening Diversity, Equity and Inclusion

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 FY21, the Association deepened its commitment to addressing these inequities in the fight against Alzheimer's and all other dementia.

The Association joined the Values Partnership and the Ad Council for a conference call and Q&A discussion **to engage and mobilize faith leaders in supporting families facing Alzheimer's and all other dementia.** The call emphasized the importance of **early conversations, detection and diagnosis.** Faith leaders from the African Methodist Episcopal (AME) Church, the Progressive National Baptist Convention, the National Latino Evangelical Coalition and others participated in the call, which featured remarks from actress Yvette Nicole Brown and Values Partnership CEO Joshua DuBois.

The Association strengthened its three-year **national partnership with the AME Church**, which aims to educate and engage the church's more than 2 million U.S.-based members in the fight against Alzheimer's. The Association joined the AME's International Health Commission to host the webinar "Bioethics and Clinical Research," which focused on core concepts of clinical research with a special emphasis on bioethics.

On March 21, the Association and AME **hosted a virtual Purple Sunday** event for members of AME congregations. The event provided insight about Alzheimer's and all other dementia, including the impact on their community, recognizing signs of the disease and the importance of early detection, as well as information on the Association's care and support services. AME leader Bishop Harry L. Seawright delivered a call to action for every AME Church to host a Purple Sunday, outreach that will be instrumental in growing the Association's reach and impact in African American communities.

In honor of Pride Month in June, the Association teamed up with Services & Advocacy for LGBT Elders (SAGE) to present the webinar, **"Alzheimer's and Dementia Research in the LGBTQ Community."** The webinar highlighted recent Alzheimer's and dementia research in the **LGBTQ** community and the

need for more understanding of the unique needs of individuals and their care partners.

During **National Hispanic Heritage Month**, Sept. 15 through Oct. 15, the Association engaged in online and media outreach to recognize the impact of dementia on **Hispanic** communities and to celebrate the extraordinary individuals who champion the cause. This outreach included highlighting new research on Latino cognitive aging presented at the Alzheimer's Association International Conference 2020 (AAIC).

In June, the Association and the National Institute on Aging (NIA) hosted **Promoting Diverse Perspectives: Addressing Health Disparities Related to Alzheimer's and All Dementias**, the first of two meetings held in partnership with the NIA. The conference convened researchers from more than 40 countries to drive collaboration across the dementia science field and support vital health equity in Alzheimer's research.

The Association took part in a year-long innovation pilot group to form partnerships with American Indian and Alaska Native (AI/AN) communities across the country. AI/AN individuals report subjective cognitive decline at rates higher than that of the general population. Using the **Healthy Brain Initiative (HBI) Road Map for Indian Country**, the Association strengthened engagement efforts within these communities through active listening, foregrounding community priorities and supporting health fairs and community events. Learnings from the pilot group will be used to inform updates to a toolkit on building partnerships with underserved communities.

Association staff presented the bilingual webinar, **"COVID-19 & Caregiving: Tips from the Alzheimer's Association,"** hosted by the Mexican Consulate. The program was presented to consulate staff who work on the Ventanilla de Salud program and

public outreach initiatives throughout the United States and Mexico.

The Association partnered with the National Hispanic Medical Association (NHMA) **to increase concern and awareness of Alzheimer's and all other dementia in Hispanic/Latino communities.**

Hispanics are 1.5 times as likely to develop dementia than their White counterparts, and according to the Alzheimer's Association *2021 Alzheimer's Disease Facts and Figures* special report, nearly 40% of Hispanic Americans believe their race makes it harder for them to get excellent care for Alzheimer's or other dementias.

The partnership aims to **provide vital culturally informed care and support** programming and webinars, volunteer engagement, training, support services, research collaboration, and active participation in key events like AAIC, the Latinos and Alzheimer's Symposium, and the National Hispanic Health Conference.



alzheimer's association®



ALZHEIMER'S IMPACT MOVEMENT **AIM**

Advancing Public Policy

While the majority of FY21 advocate engagement took place online due to the COVID-19 pandemic, the Association and the Alzheimer's Impact Movement (AIM), a separately incorporated advocacy affiliate, along with dedicated advocates, worked to advance critical federal and state policy priorities.

A **\$300 million increase for Alzheimer's and dementia research funding** at the National Institutes of Health (NIH) was signed into law, thanks in large part to the relentless efforts of the Association and AIM. Funding at the NIH is now \$3.2 billion annually, a more than seven-fold increase since the passage of the National Alzheimer's Project Act (NAPA) in 2011. The increase was driven by longtime bipartisan congressional champions, including Sen. Roy Blunt (R-Mo.), Sen. Patty Murray (D-Wash.), Rep. Tom Cole (R-Okla.) and Rep. Rosa DeLauro (D-Conn.). The bill also included \$15 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.

Clinicians will receive knowledge and tools to better serve people living with dementia and their families through the **Improving HOPE for Alzheimer's Act**, which was signed into law. The bipartisan legislation was introduced by Sens. Debbie Stabenow (D-Mich.), Susan Collins (R-Maine), Ed Markey (D-Mass.), Shelley Moore Capito (R-W. Va.) and Bob Menendez (D-N.J.), and Reps. Paul Tonko (D-N.Y.), Jackie Walorski (R-Ind.), Earl Blumenauer (D-Ore.), Brett Guthrie (R-Ky.), Maxine Waters (D-Calif.) and Chris Smith (R-N.J.). AIM advocates grew support for the bill, resulting in nearly half of the Senate and over 200 members of the House cosponsoring the legislation.

The **Promoting Alzheimer's Awareness to Prevent Elder Abuse Act** was signed into law, ensuring that 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 developed and grew bipartisan support for the legislation, which requires 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. The act was introduced by Sens. Susan

Collins (R-Maine), Bob Menendez (D-N.J.) and Chuck Grassley (R-Iowa), and Reps. Ted Deutch (D-Fla.) and Guy Reschenthaler (R-Pa.).

With the start of a new Congress in January, the Association and AIM continued to work with lawmakers to advance policies to improve the lives of all affected by dementia, including the **Comprehensive Care for Alzheimer's Act**. The bipartisan legislation asks the Center for Medicare and Medicaid Innovation (CMMI) to test a different payment structure for dementia care management. The Comprehensive Care for Alzheimer's Act has the potential to streamline today's complicated health care maze for people living with dementia and their caregivers.

Working with experts, the Association and AIM developed a **dementia care management framework** that creates a capitation and performance-based payment structure for reimbursing providers that can be readily tested by CMMI. The key elements of the framework include coordinated care management, caregiver inclusion and widespread applicability. The framework is the basis for the Comprehensive Care for Alzheimer's Act, and its key elements are highlighted in the legislation.

To increase clinical trial participation in underrepresented populations, the Association and AIM backed the introduction of the bipartisan **Equity in Neuroscience and Alzheimer's Clinical Trials (ENACT) Act**. Introduced by Sens. Ben Ray Lujan (D-N.M.) and Susan Collins (R-Maine), and Reps. Lisa Blunt Rochester (D-Del.), Jaime Herrera Beutler (R-Wash.), Chris Smith (R-N.J.), John Curtis (R-Utah) and Maxine Waters (D-Calif.), this legislation would expand education and outreach to underrepresented communities, encourage diversity in clinical trial staff and reduce participation burden.

The **Alzheimer's Caregiver Support Act** was introduced to offer relief for millions of dementia

caregivers nationwide. Endorsed by the Association and AIM, this bipartisan legislation seeks to provide grants to expand training and support services — including support groups, education and skills-training sessions — for unpaid caregivers of people living with Alzheimer’s or another dementia. This bill is led by Reps. Maxine Waters (D-Calif.) and Chris Smith (R-N.J.), and Sens. Amy Klobuchar (D-Minn.) and Susan Collins (R-Maine).

COVID-19 continues to create additional challenges for people living with dementia, their families and caregivers — particularly those in long-term care settings. The Association urged state and federal policymakers to **implement new policy solutions to address the ongoing issues impacting care communities during the pandemic**, including prioritizing the nation’s most vulnerable populations during the vaccine rollout. The Association also asked advocates to share their personal stories related to COVID-19 in long-term care settings.

The Association-led **COVID-19 Testing and Social Isolation** campaign called on governors to address social isolation in residential long-term care settings through the deployment of rapid, point-of-care tests. The campaign advocated that visitation can only safely resume once there is rapid point-of-care testing in place.

The Association submitted comments titled, “Improving the State and Federal Response to COVID-19 in Long-Term Care Setting” to the **Commission on Safety and Quality in Nursing Homes**. The commission, established by the Centers for Medicare & Medicaid Services and facilitated by the MITRE Corporation, will identify best practices to mitigate transmission of COVID-19 and other infectious diseases in nursing homes, and improve care delivery and responsiveness during emergencies.

Marking a decade of progress in the fight to make Alzheimer’s a national priority, the Association celebrated the 10-year anniversary of the **National Alzheimer’s Project Act**. Developed in partnership with bipartisan congressional champions, this landmark legislation led the way for additional policy victories — including the first National Plan to Address Alzheimer’s Disease, with the goal of preventing and effectively treating the disease by 2025.

For the health and safety of attendees, the **2021 AIM Advocacy Forum** transitioned to a series of four virtual events, held between January and May, designed to empower attendees to engage in Alzheimer’s advocacy during a time with limited in-person opportunities. The first event celebrated the 10-year anniversary of NAPA and successes from the last Congress, followed by two training sessions focused on education and engagement for new policy priorities. The series culminated with the 2021 Advocacy Forum, featuring presentations from Association leadership, an awards ceremony, inspiring personal stories from advocates, and appearances from Association Celebrity Champions. Nearly 1,600 advocates participated in the event series and held 403 virtual congressional meetings.

Throughout FY21, 535 Alzheimer’s Congressional Teams (ACT) — one for every member of Congress — engaged with their legislators. In total, **2,174 ACT members and 689 State Champions nationwide conducted thousands of meetings and related actions**, most of which took place virtually as a result of the COVID-19 pandemic.

The Association **held 480 events with members of Congress**, including virtual meetings, tele-town halls, Coffees with Congress and conversations at Walk to End Alzheimer’s. Additionally, advocates submitted approximately 1,700 letters to the editor, with nearly 40% published in media outlets around the nation. Advocates also used digital platforms to connect with lawmakers, sending nearly 100,000 emails and 11,200 tweets to congressional offices.

The Association’s **Nationwide State Policy Priorities** call for state governments to implement new or improved dementia training standards for all first responders. In an effort to provide quality education, the Association developed a training program on the basics of Alzheimer’s disease, communication, behaviors and safety risks for Adult Protective Services and community services workers who may come into contact with individuals living with dementia.

The Association and AIM continued to **advance public policies at the state and local levels** to improve the lives of all those affected by Alzheimer’s. Association staff and advocates made a substantial impact in securing significant state funding 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 3,700 meetings with state officials.

To continue the advancement of cognitive health as an integral component of public health, the CDC awarded the Association another five-year cooperative agreement for the **Healthy Brain Initiative**. The Association will help 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 strengthen caregiving. The award also focuses on advancing health equity and includes individuals with intellectual and developmental disabilities.

The Association launched **Promoting Caregiving Across the Full Community: The Role for Public Health Strategists**, a new public health framework for dementia caregiving. Through the CDC Healthy Brain Initiative, the Association developed and distributed this action brief with public health agencies, encouraging them to serve as "health strategists." In this role, they convene partners and caregivers for people living with Alzheimer's to develop macro, 360-degree approaches to address inequitable access to supportive resources for caregiving. Six proposed policy strategies would significantly expand caregiving support in health care systems, workplaces and communities.



Increasing Revenue

Despite the challenges of the COVID-19 pandemic, passionate and committed donors remained steadfast in their support of the Association's mission in FY21. While many key fundraising events remained largely virtual to ensure the health and safety of constituents, staff and volunteers, supporters found innovative ways to advance and stay connected to the cause. In FY21, total contributed revenue from donors and partners was more than \$384 million.

Strategic direct marketing efforts using **print and digital campaigns raised over \$74.4 million and engaged 748,746 donors.** The Association's new donor growth increased by a historic 18%. This growth represents the steepest annual increase the Association has experienced for the direct response program.

With the onset of the COVID-19 pandemic, the **Alzheimer's Association Walk to End Alzheimer's**, with National Presenting Sponsors Edward Jones and CVS Health, quickly transformed FY21 events in order to continue providing a mission-focused experience while ensuring the safety of participants. Instead of large in-person gatherings, participants were invited to walk in their own neighborhoods in small teams of friends and family. Across the country, nearly 200,000 participants and 48,000 teams helped raise more than \$86 million. The National Team Program also expanded, with a record 54 teams participating and raising close to \$10 million.

Edward Jones renewed its strategic alliance with the Association, committing \$25 million over the next five years. The commitment matches the \$25 million already raised by Edward Jones, its associates and communities since launching the alliance in 2016. The total investment over the course of 10 years is the largest commitment ever pledged by a corporate partner to the Association and is used to enhance care and support programs; provide educational materials for Edward Jones clients and associates; and advance critical Alzheimer's research. The firm once again supported the Walk to End Alzheimer's not only as a National Presenting Sponsor but also through activation of 9,000 participants on nearly 3,000 teams, who raised \$2.4 million.

Participants in **The Longest Day** seized the opportunities offered by the event's "do it yourself"

fundraising structure to raise revenue virtually and safely, bringing in over \$9 million. Outdoor activities such as golf, cycling and running saw a large increase and the highest fundraising averages. Individuals once again employed technology to participate by livestreaming their activities and hosting Facebook fundraisers. Six new Global Teams joined the event, bringing the total to 17; these partners brought in \$1.9 million, a 48% increase over FY20.

Ride to End ALZ®, the Association's signature cycling event that directs 100% of funds to Alzheimer's research, hosted two virtual challenges and an in-person ride. Collectively, 1,894 individuals representing all 50 U.S. states and more than 30 countries raised \$590,552.

Revenue from generous corporate contributors totaled more than \$24.3 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 not only served as a National Presenting Sponsor for Walk to End Alzheimer's but also, for the second consecutive year, promoted an in-store fundraising campaign as part of its three-year, \$10 million commitment to the Association. The campaign offered customers the option to round up to donate and highlighted the vulnerability of people living with Alzheimer's and their caregivers during the COVID-19 pandemic.

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. The Marshalls in-store fundraising campaign raised \$2.7 million for Alzheimer's research, care and support. Since 2013, Marshalls customers have raised over \$13.7 million for the Association.

The Association was highlighted once again 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. Shoppers participating through the program raised \$532,000 for the Association, an increase of 59% over the prior year.

The Association partnered with **GM OnStar** for the “We Are Here” national advertising campaign. OnStar highlighted support for the Association by pledging \$1 for each OnStar Guardian app download, resulting in a donation of \$225,000 and an estimated 1 billion media impressions.

In its 18th year, CNO and Bankers Life hosted its annual **Forget Me Not Days** fundraising campaign. The summer 2020 virtual campaign raised \$132,000 for the Association through public and associate donations. The company also recognized the Association with a \$200,000 corporate donation, as well as sponsorship supporting local Walk to End Alzheimer's events in Chicago and Indianapolis, where the company has corporate offices. Since 2003, this partnership has helped raise more than \$6.6 million for the Association.

Comprising philanthropists who make a gift commitment of \$1 million or more to the Association, the **Zenith Society** welcomed six new members, increasing membership to 95. The Zenith Society had a total revenue impact of \$48.1 million on the Association's mission; this included \$29.4 million in gifts from Zenith members and \$18.7 million leveraged through matching gift challenges and events. Zenith members also gave \$253,000 to support the Alzheimer's Impact Movement (AIM), a separately incorporated advocacy affiliate of the Association. The Zenith Society Challenge, launched with a generous gift from Jerre and Mary Joy Stead, raised nearly \$18 million from 37 Zenith Society members.

The **Aspire Society** recognizes individuals and foundations who give \$10,000 or more per year through outright gifts, galas, Walk to End Alzheimer's and other avenues to support every pillar of the Association's mission. The Association was honored to acknowledge more than 900 Aspire Society members in FY21.

The Association welcomed 287 new **Founders Society** members. The Founders Society was created by the

Association to recognize and honor those extraordinary people who remember the Association in their estate plans. In FY21, the Association received \$72.3 million from legacy donors who made gifts through a will, trust, charitable gift annuity or other planned gift arrangement.

The **Alois Society**, which includes donors who make an annual gift of \$1,000 to \$9,999, increased revenue significantly, raising \$17.4 million — a 15% growth over the previous year.

The **Alzheimer's Association Part the Cloud** global research grant program, led by philanthropist Michaela “Mikey” Hoag, continued accelerating scientific progress. Through a partnership with Microsoft founder Bill Gates, which began in FY20 and continued in FY21, Part the Cloud awarded \$31 million to 19 projects. This partnership helped to propel high-risk, high-reward research projects aimed at potential new treatments and devices for Alzheimer's and dementia.

The Rita Hayworth Gala transitioned to the **Separate Tables Challenge**, a virtual fundraising effort. The event, founded by Princess Yasmin Aga Khan and chaired by Karyn Kornfeld, Steven Kobre and Gregory Smith, raised over \$400,000. The title was a reference to social distancing and a nod to Rita Hayworth's 1958 film “Separate Tables,” the first in which she began showing signs of Alzheimer's.

The **Chicago Rita Hayworth Gala**, chaired by Barbie and Bruce Taylor, was held virtually and raised over \$750,000. The event, with the theme “Generations of Hope,” honored family and friends who have been touched by Alzheimer's or another dementia. Jim Stone, son of the late Association founder Jerome Stone, was awarded the family philanthropy award.



Treasurer's Report

Despite the ongoing COVID-19 pandemic, the financial health of the Alzheimer's Association remains strong, with the organization's Consolidated Statement of Financial Position reflecting total assets of more than \$498 million as of the fiscal year ended June 30, 2021. Total revenues were more than \$406 million, with over \$384 million from donor contributions.

Expenses were well managed. Of the total consolidated expenses of \$373 million, the Association expended \$294 million on programmatic activities. To advance progress in Alzheimer's science, the Association made its largest-ever research investment in FY21, granting more than \$59 million to 253 new scientific investigations. As the world's leading nonprofit funder of Alzheimer's and dementia research, the Association is currently investing over \$250 million in more than 750 active best-of-field projects in 39 countries.

The Association continues to meet and exceed minimum standards of 65% program expenses set by the BBB Wise Giving Alliance, devoting 79% of expenses to programmatic activities.

The Association once again made enormous strides in the fight to end Alzheimer's and all other dementia this fiscal year. We provided care and support more than 7.5 million times through channels including alz.org, care consultations, support groups, education programs and information. A \$300 million increase for federal Alzheimer's and dementia research funding was signed into law due in large part to the relentless efforts of the Association and the Alzheimer's Impact Movement, a separately incorporated advocacy affiliate. The 2021 edition of *Alzheimer's Disease Facts and Figures*, our annual compilation of national statistics and information about Alzheimer's and dementia, discussed the devastating impact COVID-19 is having on people living with Alzheimer's and their caregivers. In response to the ways the pandemic has exacerbated health disparities among diverse and underserved communities facing dementia, we continued to develop resources and support services for families.

We are honored and grateful that our donors respect our stewardship, embrace our mission and remain a vital part of our efforts 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, 2021

(In thousands)

ASSETS	2021	2020
Cash and cash equivalents	\$26,587	\$35,544
Pledges receivable, net	70,621	43,783
Other receivables	7,955	8,771
Inventories of education materials, at cost	1,516	1,144
Investments	324,420	259,215
Prepaid expenses	6,292	5,135
Assets held in trust	339	273
Fixed assets, net	21,107	22,618
Beneficial interest in split-interest agreements	7,458	7,776
Beneficial interest in perpetual trusts	31,483	26,029
Other assets	822	828
TOTAL ASSETS	\$498,600	\$411,116
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable	\$6,511	\$9,550
Grants payable, net	93,003	82,909
Deferred compensation payable	911	604
Accrued expenses and other liabilities	24,858	20,348
Self-insurance reserve	970	933
Gift annuity obligations	5,000	5,525
Contract liability	3,482	5,776
Deferred rent	7,814	8,483
TOTAL LIABILITIES	142,549	134,128
NET ASSETS		
Without donor restrictions	212,651	139,898
With donor restrictions	143,400	137,090
TOTAL NET ASSETS	356,051	276,988
TOTAL LIABILITIES AND NET ASSETS	\$498,600	\$411,116

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, 2021

(In thousands)

	Without donor restrictions	With donor restrictions	Total
REVENUES, GAINS AND OTHER SUPPORT			
Contributions	\$310,986	\$73,471	\$384,457
Conference registration, contributed services and other	12,211	17	12,228
Dividends and interest, net of investment-related expenses	8,294	1,308	9,602
Net assets released from restrictions	78,526	(78,526)	-
TOTAL REVENUES, GAINS AND OTHER SUPPORT	410,017	(3,730)	406,287
EXPENSES			
PROGRAM SERVICES			
Care, support and risk reduction	96,733	-	96,733
Research	70,297	-	70,297
Concern and awareness	98,262	-	98,262
Diversity and inclusion	3,851	-	3,851
Public policy	20,499	-	20,499
Mission engagement	963	-	963
Field program support	3,676	-	3,676
TOTAL PROGRAM SERVICES	294,281	-	294,281
SUPPORTING SERVICES			
Fundraising	64,052	-	64,052
Management and general	15,016	-	15,016
TOTAL SUPPORTING SERVICES	79,068	-	79,068
TOTAL EXPENSES	373,349	-	373,349
EXCESS FROM OPERATIONS	36,668	(3,730)	32,938
OTHER CHANGES IN NET ASSETS			
Net realized and unrealized gains in value of investments	39,298	3,941	43,239
Change in value of split-interest agreements	(193)	645	452
Change in value of perpetual trusts	-	5,454	5,454
Bad debt expense	(3,020)	-	(3,020)
TOTAL OTHER CHANGES IN NET ASSETS	36,085	10,040	46,125
CHANGE IN NET ASSETS	72,753	6,310	79,063
NET ASSETS AT BEGINNING OF YEAR	139,898	137,090	276,988
NET ASSETS AT END OF YEAR	\$212,651	\$143,400	\$356,051

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

A long-respected presence on both the stage and screen, Celebrity Champion **Olympia Dukakis** started her career in theater, winning an Obie Award in 1963. She later moved to film acting, appearing in such movies as "Moonstruck" and "Steel Magnolias." In honor of Dukakis' mother, who passed away with Alzheimer's, she was a dedicated advocate against Alzheimer's.

Decorated USA Olympic gold and silver medalist and decathlete **Rafer Johnson** turned to acting, sportscasting and public service following his retirement from athletics. He was instrumental in creating the California Special Olympics. Johnson was an inspirational Celebrity Champion.

We are grateful to them for their commitment to the Association, and they are 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," CBS' "Young Sheldon," HBO's "Harley Quinn"

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, CBS' "NCIS: New Orleans," NBC's "Quantum Leap," 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," host, NBC's "Health & Happiness"

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," Netflix's "The Lost Husband" and "Jupiter's Legacy"

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

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, producer, Disney+'s "Big Shot" and "Muppets Haunted Mansion," 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," "The Power of the Dog"

Kyle Chandler

Actor, "Godzilla vs. Kong," Netflix's "Bloodline" and "The Midnight Sky," 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," "Construction"

Christina Chang

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

Alicia Coppola

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

Bradley Cooper

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

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

Brandon Coleman

NFL veteran

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 FOX's "American Idol" season five

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" "Middleton Christmas"

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

Anoop Desai

Musician, finalist, FOX's "American Idol" season eight

Kaitlyn Dever

Actress, "Dear Evan Hansen," "Booksmart," Netflix's "Unbelievable," ABC's "Last Man Standing," FX's "Justified," Hulu's "Monsterland"

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" and "To Catch a Spy"

Trevor Donovan

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

Emerson Drive

Grammy-nominated country band

Quinn Early

NFL veteran

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

Professional golf veteran, sports broadcaster, former host of Golf Channel's "Feherty"

Jill Flint

Actress, “The Amazing Spider-Man,” CBS’ “Bull,” NBC’s “The Night Shift”

Barrett Foa

Actor, CBS’ “NCIS: Los Angeles”

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

NFL veteran

Soleil Moon Frye

Actress, author, director, entrepreneur, NBC’s “Punky Brewster,” The WB’s “Sabrina the Teenage Witch,” Lifetime’s “Staging Christmas,” “Kid 90”

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,” “Case 347”

Nichole Galicia

Actress, model, “Django Unchained”

Johnny Galecki

Actor, CBS’ “The Big Bang Theory,” “Rings,” “Hancock”

Peter Gallagher

Actor, ABC’s “Grey’s Anatomy,” 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.,” “Palm Springs”

Victor Garber

Actor, “Argo,” “Titanic,” ABC’s “Alias,” Starz’s “Power,” Netflix’s “Tales of the City” Global’s “Family Law,” “Happiest Season”

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, “Hadestown,” vocalist, “In the Heights,” 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,” “Willy’s Wonderland,” “Fully Realized Humans,” “Wander Darkly”

Judy Greer

Actress, “Halloween Kills,” Showtime’s “Kidding,” “Ant-Man and the Wasp,” FOX’s “Arrested Development,” “27 Dresses,” “The Wedding Planner,” Amazon’s “Uncle Frank,” FX’s “Archer,” PBS Kids’ “Let’s Go Luna!”

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, Netflix’s “Moxie,” “Pink Skies Ahead,” CBS’ “Code Black,” Apple TV+’s “The Morning Show,” National Geographic’s “Barkskins,” “50 Shades” trilogy

Bud Harrelson

MLB veteran and coach

Samantha Harris

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

Jackée Harry

Actress, NBC’s “227” and “Days of Our Lives,” 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,” “The Perfect Mate”

Linda Hart

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

Elisabeth Hasselbeck

Television personality, former host, Fox News Channel’s “Fox & Friends,” ABC’s “The View”

Tony Hawk

Professional skateboarder and entrepreneur

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”

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

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Olympic gold medalist, Team USA Track & Field

Elaine Hendrix

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Actress, author, Hallmark Murders and Mysteries series “Aurora Teagarden Mysteries,” NBC’s “All-Star Apprentice,” ABC’s “Taxi,” CBS’ “Evening Shade,” Lifetime’s “Pearl in the Mist,” Hallmark Channel’s “Love, Lights, Hanukkah!”

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 musician

Matt Jenkins

Country musician

Olivia Jordan

Miss USA 2015, actress and model

Al Joyner

Coach, Olympic gold medalist, Team USA Track & Field

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

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Philanthropist

Naeem and Ranjana Khan

Fashion and jewelry designers

Tim Kang

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

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Producer, NBC’s “A Million Little Things,” CBS’ “Life in Pieces,” “The Unicorn,” FOX’s “Housebroken,” 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,” “Tango Shalom”

James Keach

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

Jean Louisa Kelly

Actress, CBS’ “Yes, Dear,” “Mr. Holland’s Opus,” “The Call of the Wild,” “Top Gun: Maverick,” “Malignant”

Georgia King

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

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, Netflix’s “Jupiter’s Legacy,” NBC’s “Timeless,” The CW’s “90210” and “Star-Crossed,” Cartoon Network’s “Star Wars: The Clone Wars,” “The Roommate,” “Chasing the Rain”

Greg Laswell

Musician, producer

Sharon Lawrence

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

Jennifer Lee

Writer, director, producer “Frozen 2,” “Frozen,” “A Wrinkle in Time,” “Zootopia,” “Encanto,” “Raya and the Last Dragon”

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,” “Waitress,” “Vivo,” podcast “Katie’s Crib”

Richard Lui

Author, journalist, anchor, MSNBC and NBC News, producer/director, “Sky Blossom: Diaries of the Next Greatest Generation”

Luke Macfarlane

Actor, Hallmark Channel’s “Taking a Shot at Love,” “Chateau Christmas,” “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,” “The Croods: New Age”

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,” Lifetime’s “A Taste of Christmas”

Ronny Marshall

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

Cameron Mathison

Actor, former co-host, Hallmark Channel’s “Home and Family,” CBS’ “Entertainment Tonight,” ABC’s “All My Children”

Kathy Mattea

Country musician

David Mazouz

Actor, FOX's "Gotham" and "Touch," "The Birthday Cake"

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," "Encounter," "Lansky," "Modern Persuasion"

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," "The Water Man," "Spider-Man: No Way Home"

Natalie Morales

Journalist, host, anchor, NBC's "Today," "Dateline" and "NBC Nightly News"

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," "Star Trek: Prodigy," Netflix's "Orange Is the New Black," Cartoon Network's "Infinity Train," "The Magnificent Meyersons"

Electra Mustaine

Singer and songwriter

Kunal Nayyar

Actor, CBS' "The Big Bang Theory," "Sweetness in the Belly," Netflix's "Criminal: UK," "The Magnificent Meyersons," "Think Like a Dog"

Oscar Nunez

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

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Actor, singer, "Hamilton," "One Night in Miami," "The Many Saints of Newark," NBC's "Smash," FOX's "Vanished," Freeform's "Love in the Time of Corona," Apple+'s "Central Park"

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

Brad Paisley

Country musician and songwriter

Candace Parker

WNBA forward/center, Chicago Sky, CBS and TNT analyst

Janel Parrish

Actress, Netflix's "To All the Boys: P.S. I Still Love You" and "To All the Boys: Always and Forever," 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" and "The Boys in the Band"

Steven Pasquale

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

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

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Actor, NBC's "Friday Night Lights," AMC's "Breaking Bad," "El Camino: A Breaking Bad Movie," FX's "Fargo," CBS's "No Activity," "The Irishman," "Judas and the Black Messiah," "Jungle Cruise," "The Power of the Dog," "Antlers"

Sarah Polley

Actress, director, "Away from Her," HBO's "John Adams," CBC's "Hey Lady!"

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," Hallmark Channel's "Taking the Reins," FOX's "Lucifer"

Grace Potter

Rock vocalist and musician

Carrie Preston

Emmy-winning actress, TNT's "Claws," HBO's "True Blood," CBS' "The Good Wife" and "The Good Fight," "One of These Days"

Josh Radnor

Actor, CBS' "How I Met Your Mother," "Afternoon Delight," "Liberal Arts," Amazon Studios' "Hunters," Netflix's "Centaurworld"

Sarah Rafferty

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

Ahmad Rashād

Sportscaster, NFL veteran

Ron Rifkin

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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," Showtime's "Black Monday," Amazon Studios' "Invincible"

Elisabeth Röhm

Actress, producer, The CW's "Jane the Virgin," NBC's "Law & Order," CBS' "Angel," Lifetime's "Sleeping with Danger," "The Starling," "Notorious Nick," "The Runner," "When We Kill the Creators"

Jake Rose

Country musician

Michael Rosenbaum

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

Jon Runyan

NFL veteran, 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," "There's No Such Thing as Vampires"

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," "Friendsgiving"

Maria Shriver

Renowned journalist and entrepreneur

Leigh Silverman

Director, "Violet," "From Up Here"

Molly Sims

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

Patty Smyth McEnroe

Rock vocalist and musician

Jean Smart

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

Alexandra Socha

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

Abigail Spencer

Actress, Hulu's "Reprisal," NBC's "Timeless," ABC's "Grey's Anatomy" and "Rebel," 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 musician

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," "Guest House"

Lance Thomas

NBA veteran

Tracie Thoms

Actress, "Safe House," CBS' "Cold Case," "Rent," "The Devil Wears Prada," FOX's "9-1-1," "Yes Day," "Back to Lyla"

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," "Mary, Mary & Some Other People," "Dinner In America"

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," "When We Kill the Creators"

Steven Weber

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

Whiskey Falls

Country band

Ashley Williams

Actress, producer, writer, director, Lifetime's "Circle of Deception," Hallmark Channel's "Christmas in Evergreen" series, "October Kiss," "Christmas at the Madison: Part 1 and 2," CBS's "How I Met Your Mother," TV Land's "The Jim Gaffigan Show," "Something Borrowed," "Meats"

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" and "A Nashville Christmas Carol," "Christmas at the Madison: Part 1 and 2," ABC's "Nashville" and "According to Jim"

Brooke Williamson

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

Anna Wilson

Jazz musician

Rita Wilson

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

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," CBS' "United States of Al"

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