

# alzheimer's association annual report

*Fiscal Year 2010*  
*(July 1, 2009 – June 30, 2010)*

# Alzheimer's Association

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The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support and research. We provide services to those affected by Alzheimer's and related dementias; advocate for policy change and research funding; and advance research toward prevention, treatment and cure.

Our national offices in Chicago and Washington, D.C., work in conjunction with chapters across the country to serve the needs of those affected by Alzheimer's.

A donor-supported organization, the Alzheimer's Association allocates its funds in an ethical and responsible manner that exceeds the rigorous standards of America's most experienced charity evaluator, the Better Business Bureau.

We are especially grateful to those who helped us advance our mission in fiscal year 2010 by contributing to revenues of \$87.9 million for the national organization.

## **Our mission**

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

## **Our vision**

A world without Alzheimer's disease.

## **How national organization funds were used in fiscal year 2010**



# Increased awareness speeds progress

*In FY10, the Alzheimer's Association took steps toward our vision of a world without Alzheimer's disease. These accomplishments were made possible by the generous and tireless dedication of our volunteers, donors, participants and partners.*

By expanding the Association's reach to include new constituents both in the United States and worldwide, we can increase our efforts to accomplish mission goals and maintain pace with the rapid growth of this disease. This year's achievements demonstrate the collective power of longtime supporters and new champions in the fight against Alzheimer's.

Nearly 3,800 of the world's leading scientists attended the **Alzheimer's Association International Conference on Alzheimer's Disease 2009 (AAICAD)** in Vienna. This marked the conference's first annual, rather than biennial, gathering.

We recruited more than 30,000 team captains and raised \$41.3 million during our 2009 **Alzheimer's Association Memory Walk®** season, increasing the number of Walk participants by 20 percent, the number of teams by 24 percent and participant revenue by 13 percent.

In February, we celebrated a decision by the Social Security Administration (SSA) to add early-stage Alzheimer's disease to its **Compassionate Allowances Initiative**, spurred by the hard work of Alzheimer's Association staff, volunteers and stakeholders. To make this a reality, more than 70 advocates attended the SSA Compassionate Allowance hearing in Chicago last July and more than 600 commented on the SSA website during the public comment period. This accomplishment drew the praise of many around the country, including President Obama.

Our activity in the political arena continued to grow, as more than 600 activists joined our **Alzheimer's Action Summit** in Washington, D.C. for a series of meetings on Capitol Hill. During the Summit, thought leaders convened for a **Corporate Roundtable**, focusing on the effects of Alzheimer's in the workplace, and experts attended a **Diversity Dialogue** to examine the prevalence of the disease across all populations.

We released two definitive publications on Alzheimer's: our **2010 Alzheimer's Disease Facts and Figures Report**, a comprehensive compilation of national statistics and information on Alzheimer's disease and related dementias, and **Changing the Trajectory of Alzheimer's Disease: A National Imperative**, a look at cost savings if disease-modifying treatments could be realized.

In addition to successful galas in New York, Chicago and Washington, D.C., we hosted the first-ever **Rita Hayworth Gala** in Dallas to bring this glamorous event to a new area of the country.

We received a number of generous and significant gifts to advance our mission, including several at the **Zenith Society** level, representing the Association's highest and most involved philanthropists.

We secured major media attention for our cause, with appearances on ABC's "Good Morning America," CBS's "The Early Show," NBC's "The Today Show," "NBC Nightly News," BBC America, CNN and many more, as well as stories in *USA Today*, *The Wall Street Journal*, *The New York Times*, the Associated Press and Bloomberg News, among others. In all, we achieved more than **2.2 billion combined earned and paid media impressions** during the course of the year.

More than 550 companies, including 24 on the Fortune 1000 list, have joined our **Alzheimer's Early Detection Alliance** and the Alzheimer's Association was selected by *The Nonprofit Times* as one of its **50 Best Nonprofits to Work For**.

These are only a sampling of the ways in which the Alzheimer's Association has moved the fight against Alzheimer's disease forward in FY10. With the dedication of our passionate constituents, we can continue to work on behalf of all those affected by Alzheimer's — and those who will be affected in the future if we do not change the course of this disease. We thank those who continue to make a difference in our mission and welcome those who joined the cause.



*Harry Johns*  
President and CEO



*Paul Attea*  
Chair, National Board  
of Directors

# Timeline

## July 2009

More than 3,800 scientists convened in Vienna, Austria, for the **Alzheimer's Association International Conference on Alzheimer's Disease 2009** (AAICAD), the world's largest gathering of Alzheimer researchers. Featuring more than 1,500 speakers (including 1,200 poster presentations), researchers attending AAICAD 2009 heard the latest results related to the treatment and diagnosis of Alzheimer's, as well as advances in identifying risk factors and methods of earlier detection. By making AAICAD an annual event, the Alzheimer's Association is able to increase the frequency with which the research community is able to meet to stimulate discourse and share research progress. AAICAD 2009 media coverage (print, television, radio and Internet) resulted in a total reach of more than 104 million impressions.

The Social Security Administration (SSA) held a hearing to examine whether people with younger-onset Alzheimer's disease and related dementias under age 65 should be included in the **SSA's Compassionate Allowance Initiative** for Social Security benefits. The hearing featured testimony from Harry Johns, Alzheimer's Association president and CEO; Jay Jones, Alzheimer's Association early-stage advisor, Southeast Florida Chapter; Laura Jones, Southeast Florida Chapter; and Joyce Simons, early-stage advisor, New York City Chapter.

The Association responded to the introduction of the **Alzheimer's Breakthrough Act**: "For the more than 5 million people living with Alzheimer's disease today and the projected 16 million who may have it by mid-century, the Alzheimer's Breakthrough Act of 2009 (HR 3286/S 1492) is a tremendous step in the fight against Alzheimer's." The bipartisan legislation, offered in the Senate by Sens. Barbara Mikulski and Christopher Bond and by Reps. Edward Markey and Christopher Smith in the House, calls for an increase of funding for Alzheimer's at the National Institutes of Health (NIH) to \$2 billion and authorizes the necessary resources to restore momentum in the pursuit of better diagnosis, prevention and treatment.

*"AAICAD 2009 media coverage resulted in a total reach of more than 104 million impressions."*

## August 2009

The Alzheimer's Association **Early Stage Advisory Group** (ESAG) is the leadership group representing the voices of people living with Alzheimer's. Following a nationwide search and nomination process, the Association introduced 10 new individuals to serve as advisors to our staff and volunteers. At its first in-person meeting, the new ESAG reviewed previous achievements toward the strategic goals of the Early-Stage Initiative — help the Association provide the most appropriate services for people living with early-stage Alzheimer's, raise awareness about early-stage issues and advocate with legislators to increase funding for research and support programs — and discussed potential opportunities for outreach to diverse audiences, physician education and continuing efforts to promote consumer awareness.

## September 2009

On **World Alzheimer's Day** (Sept. 21), the Alzheimer's Association participated in the release of the *World Alzheimer Report 2009*, presented by Alzheimer's Disease International, reflecting global Alzheimer and dementia prevalence. In the United States, eight Alzheimer's Association celebrity Champions engaged in a friendly "**Who Wears Purple Best?**" competition through multiple online channels. Votes were tallied at alz.org, with traffic driven from social media networks Facebook and Twitter. Bradley Cooper ("The Hangover"), Seth Rogen ("Knocked Up"), Soleil Moon Frye ("Punky Brewster"/entrepreneur), Natalie Morales ("The Today Show"), Terrell Owens (then with the Buffalo Bills), Melina Kanakaredes ("CSI New York"), Elisabeth Hasselbeck ("The View") and David Hyde Pierce ("Frasier," "Curtains") all vied for the title. Frye was the winning Champion, receiving 51.6 percent of the votes.

Two installments of HBO's groundbreaking series "**The Alzheimer's Project**" were honored with Emmy Awards. "**The Memory Loss Tapes**" won for Exceptional Merit in Nonfiction Filmmaking, while "**Grandpa, Do You Know Who I Am? with Maria Shriver**" won for Outstanding Children's Non-Fiction Program. The series also received a Television Critics Association award for Outstanding Achievement in News and Information. The Alzheimer's Association was a partner in this project and facilitated HBO's access to many of the featured families and scientists, as well as the Alzheimer's Association International Conference on Alzheimer's Disease 2008.

Implementing the diversity and inclusiveness initiatives of the Association is paramount to our mission. Our new Spanish Web portal on alz.org launched to coincide with National Hispanic Heritage Month. The Web portal provides Latino constituents with the opportunity to learn more about Alzheimer's disease and the services the Association provides.

### October 2009

The Association launched **Alzheimer's Association Comfort Zone™**, powered by Omnilink, the first comprehensive location management system designed specifically for people with Alzheimer's. Comfort Zone gives people with the disease more freedom and independence in their community while providing peace of mind to their families.

### November 2009

The Association released its **Dementia Care Practice Recommendations for Professionals Working in a Home Setting**, the fourth set of practice recommendations of our multi-year Campaign for Quality Care. The campaign aims to raise the standard of dementia care through consumer education, staff training and advocacy with long-term care providers and policymakers. Supported by more than 30 leading health and senior care organizations, the recommendations were developed from the latest evidence in dementia care research and the experience of professional direct care experts.

### December 2009

The Association partnered with Hydrogen Media on *Two Blue Wolves*, a first-of-its-kind storytelling experience told through multiple mediums by artists from around the world. The project included an e-book, audio book, music soundtrack, video and artwork, allowing readers to relate to the story through whichever medium they choose. Fifteen percent of sales were contributed to the Association.

### January 2010

The Alzheimer's Association Green-Field Library — the nation's largest library and resource center specifically devoted to increasing knowledge about the clinical, scientific and social aspects of Alzheimer's and related dementias — launched an online component with its Virtual Library, an easy way for users to have experts answer their questions, search the library's online catalog, borrow materials and more. Founded in 1991, the Green-Field Library is open to the public for consultations with our librarians and other experts in Alzheimer's disease.

### February 2010

In a major victory for people with Alzheimer's and their families, the Social Security Administration (SSA) added early-onset/younger-onset Alzheimer's to the list of conditions under its **Compassionate Allowance Initiative**, giving those with the disease expedited access to Social Security Disability Insurance (SSDI) and Supplemental Security Income (SSI). A longtime advocate for those with Alzheimer's, the Alzheimer's Association was at the forefront of this effort.

We led the process of developing the **National Alzheimer's Project Act** (NAPA), which was introduced in the Senate by Sen. Evan Bayh and Sen. Susan Collins and in the House by Rep. Edward Markey and Rep. Christopher Smith. If enacted, NAPA (HR 4689/S 3036) will create a national strategic plan to overcome Alzheimer's disease, and will address the government's efforts on Alzheimer research, care, institutional services and home- and community-based programs.

In honor of Black History Month, our African-American Web portal on alz.org spotlighted people from the African-American community who have made, and continue to make, contributions to the Alzheimer cause. The portal told the stories of innovators such as Solomon Carter Fuller, M.D., among the first known black psychiatrists, and Dr. Warachal Faison, a geriatric psychiatrist who has studied the impact of Alzheimer's disease on the African-American community for 15 years.

# Timeline, continued

## March 2010

The *2010 Alzheimer's Disease Facts and Figures Report* detailed the escalation of Alzheimer's, which currently impacts as many as 5.3 million Americans.

The report highlighted information that African-Americans and Hispanics are at greater risk of Alzheimer's and conveyed the burden of Alzheimer's and dementia on individuals, families, local and state government and the nation's healthcare system. Alzheimer's Disease Facts and Figures was featured by several prominent television, print and web outlets across the country, including NBC "Nightly News," CBS's "The Early Show," MSNBC, USA Today, BBC America, Telemundo, Univision, Reuters, HealthDay News, WallStreetJournal.com and CNN.com.

**The Alzheimer's Association Alzheimer's Action Summit** — the only Alzheimer-themed event of its kind on Capitol Hill — offered hundreds of advocates the opportunity to learn about Alzheimer's, create dialogue about the disease and train to deliver key policy messages to lawmakers. Attendees made more than 300 visits to members of Congress on Capitol Hill, sharing personal stories and statistics to advance the fight against Alzheimer's disease. In addition, the Summit featured the first-ever Diversity Dialogue and Corporate Roundtable events.

As part of the Summit, a Virtual Candlelight Rally provided advocates at home with the opportunity to light a virtual candle and write a personal message in honor of an individual affected by Alzheimer's. More than 12,000 virtual candles were lit.

Social Security Administration (SSA) commissioner Michael Astrue was honored at the Summit with the Alzheimer's Association's 2010 Humanitarian Award, given each year to a public official who has made a significant contribution to help those who are struggling with Alzheimer's disease. Astrue received the award in recognition of his exceptional leadership in creating the Compassionate Allowances Initiative and the decision to include early-onset Alzheimer's disease and other dementias in that initiative. "Commissioner Astrue has worked tirelessly to ensure that disabled Americans receive the Social Security disability benefits they've earned in a timely way," said President Obama. "I congratulate Mike for receiving this honor, and I know he joins me in admiration for the tremendous work that the Alzheimer's Association does every day."

Our 2010 media campaign included spots on national network television and print in national magazines. The campaign, which started in March and ran through June, featured 30-second television commercials aimed at helping bridge the knowledge gap about Alzheimer's disease.

## April 2010

The Alzheimer's Association was named one of **America's best nonprofits to work for by *The NonProfit Times***. The Association was recognized as number 11 of the top 50 nonprofits, as determined by a national survey and recognition program dedicated to finding the best employers in the nonprofit industry. Employees of each organization rated their company on areas such as leadership planning, culture and communications, compensation and recognition, employee-supervisor relationships, training and education, work/life balance and their overall satisfaction.

## May 2010

The Alzheimer's Association *Changing the Trajectory of Alzheimer's Disease: A National Imperative* report showed that in the absence of disease-modifying treatments, the cumulative costs of care for people with Alzheimer's from 2010 to 2050 will exceed \$20 trillion (in today's dollars).

As part of our nationwide advertising campaign, the 10 Warning Signs of Alzheimer's were featured in 15-second advertorials on ABC's "Good Morning America" May 3 to May 6. This campaign was a significant effort to illustrate the signs of Alzheimer's and encourage people to learn more.

## June 2010

*Alzheimer's & Dementia: The Journal of the Alzheimer's Association* received its first impact factor rating, which reflects how often journal articles are cited by researchers and is a measure of the influence of a journal in the scientific community. *Alzheimer's & Dementia* received an impact factor rating of 4.55, placing it 21st among 167 journals in the clinical neurology category. The Association founded and launched *Alzheimer's & Dementia* in 2005, providing a single publication for the global scientific community to share diverse knowledge about Alzheimer science. This bimonthly publication is influential in the field of Alzheimer and dementia research and is indexed in MEDLINE, the premier bibliographic database of the National Library of Medicine, part of the National Institutes of Health.

# Report Overview

*The Alzheimer's Association FY2010 Annual Report details mission-related accomplishments in four core areas: awareness, advocacy, care and support, and research. These initiatives are the driving force behind the Association's efforts to eliminate Alzheimer's and to offer hope and help to all those affected by this devastating disease. The report also provides an overview of the fundraising activities and channels in which the Association receives contributions to make these efforts possible.*

## **Increasing Concern and Awareness of the Disease and the Association**

A critical component of our mission is raising awareness of Alzheimer's and introducing the Association as a valuable resource for those facing the disease. The Association strives to connect families with local care and support options as well as information about the latest Alzheimer research.

## **Advancing Advocacy**

We speak up for the needs and rights of people with Alzheimer's and their families, and help persuade Congress to increase funding for research, care and support.

## **Enhancing Care and Support**

We are committed to providing reliable Alzheimer resources, information and services to individuals and families affected nationwide.

## **Accelerating Research**

The Alzheimer's Association is at the forefront of Alzheimer science, uniting researchers in the quest to search for treatment, prevention and a cure, as well as funding grants that embody cutting-edge progress.

## **Growing Revenue Support of the Mission**

From outdoor walk events to glamorous galas, the Alzheimer's Association calls on dedicated constituents to help raise funds to fight Alzheimer's. These generous donors also engage in the mission through individual and planned giving.

*“These initiatives are the driving force behind the Association's efforts to eliminate Alzheimer's and to offer hope and help to all those affected by this devastating disease.”*

# Increasing Concern and Awareness of the Disease and the Association

*In FY 2010, the Alzheimer's Association achieved major media coverage for the Alzheimer issue, with features on ABC's "Good Morning America," CBS' "The Early Show," NBC's "The Today Show," "NBC Nightly News," BBC America, CNN and many more, as well as stories in USA Today, The Wall Street Journal, The New York Times, the Associated Press and Bloomberg News, among others. In all, the Association achieved more than 2.2 billion combined earned and paid media impressions during the course of FY10.*

On **World Alzheimer's Day**, Sept. 21, the Association grew awareness of the cause through the release of the *World Alzheimer Report 2009* from Alzheimer's Disease International (ADI) and a variety of other initiatives. The report announced that more than 35 million people worldwide will have Alzheimer's or another dementia in 2010, a 10 percent increase over previous global dementia prevalence reported in 2005.

As a part of World Alzheimer's Day, Celebrity Champions Terrell Owens and Soleil Moon Frye mobilized their friends, fans and followers through Facebook, Twitter, MySpace and other social media in order to gain votes in the Association's "**Who Wears Purple Best?**" contest. By all measures, a successful entrance into mass social media, the contest was featured in *USA Today*.

For the 2009 C.A.R.E. Pharmacy Awards, the Association joined Eisai Inc. to invite individuals with Alzheimer's and their caregivers to nominate a pharmacist who exemplifies the critical role this profession plays in supporting people with Alzheimer's and their families. Heather Greene, a pharmacist in Richmond, Va., won for her patient advocacy efforts surrounding Alzheimer's and medications, conducting informational presentations for family caregivers and professionals.

The Association continued to reach out to both private companies and nonprofits in order to help employees manage the challenges of Alzheimer's. In FY10, Association representatives spoke at the Employee Assistance Roundtable (EAR) and exhibited at Employee Assistance Professionals Association 2009 Annual World Conference, offering education around eldercare and the effects of employee caregiving to more than 300 companies.

*"The Association achieved more than 2.2 billion combined earned and paid media impressions during the course of FY10."*

The Alzheimer's Association's third annual **In Good Company National Corporate Recognition Conference** celebrated companies and organizations that have made significant contributions through their support of the Association's Memory Walk by increasing awareness, fundraising or offering in-kind support. This year's gathering included three companies nominated by chapters to attend the conference and receive recognition for their efforts: Dunkin Donuts, Chevron and Bright Networks.

The number of members in the **Alzheimer's Association Alzheimer's Early Detection Alliance** (AEDA), a group of organizations dedicated to raising awareness of Alzheimer's among their employees and the public, grew to 551, attracting 24 on the Fortune 1000 list and representing approximately 2.8 million employees. Seven other companies are subsidiaries of Fortune 1000/Global 500 companies, representing an additional 131,000 employees. The employees of these organizations now have an opportunity to learn more about the 10 warning signs of Alzheimer's and to get acquainted with their local chapter.

The Association released two definitive publications on Alzheimer's – the fourth annual release of **Alzheimer's Association 2010 Alzheimer's Disease Facts and Figures Report**, a comprehensive compilation of national statistics and information on Alzheimer's disease which has become the widely recognized report of record for Alzheimer's statistics in the U.S.; and related dementias and our latest report, **Changing the Trajectory of Alzheimer's Disease: A National Imperative** which outlined the grim financial and personal toll that Alzheimer's will have on our society if left unchecked.

*Facts and Figures* detailed the escalation of Alzheimer's, which currently impacts more than 5 million Americans; conveys the burden it places on families, government and the nation's healthcare system; and shows that African-Americans and Hispanics are at higher risk for developing the disease. The report was featured by several prominent television, print and web outlets across the country including "NBC Nightly News," CBS's "The Early Show," MSNBC, USA Today, BBC America, Telemundo, Univision, Reuters, HealthDay, WallStreetJournal.com and CNN.com.

*Changing the Trajectory* examined the current projections and costs associated with the Alzheimer crisis, as well as what Medicare and Medicaid savings are possible if disease-modifying treatments were available. Media coverage included mentions on CBS's "The Early Show," Reuters, HealthDay, The Huffington Post and CQ Healthbeat, in addition to local print, television and online media.

"**The Alzheimer's Project**," produced by HBO with significant support from the Alzheimer's Association, won two Creative Arts Emmy Awards. The Exceptional Merit in Nonfiction Filmmaking Emmy was awarded to "**The Memory Loss Tapes**," which examined the progression of the disease, and "**Grandpa, Do You Know Who I Am? With Maria Shriver**" won for an award for Outstanding Children's Nonfiction Program.

*The Big Brain Puzzle Book*, published by Time Inc. Home Entertainment, incorporated the **10 Warning Signs of Alzheimer's Disease**<sup>®</sup> to raise awareness of the disease through an entertainment medium. The book had more than 200 puzzles from renowned brain teaser Terry Stickels.

The Alzheimer's Association was prominently featured in episodes of the highly-rated reality television show "Tiny and Toya," on Black Entertainment Television. Tiny, the star of the show, is shown caring for her father in the mid-stages of Alzheimer's. Throughout the program, commercials aired directing the public to alz.org for more information.

Celebrity Champion Terrell Owens, star of VH1's reality series "The T.O. Show," brought awareness to the cause when he was shown visiting his grandmother, who is living with Alzheimer's disease, in a care facility.

Two new Web portals launched to expand the Association's reach with culturally and linguistically appropriate educational resources and statistics. Funded by MetLife, a new Spanish portal provided Latino constituents with the opportunity to learn about Alzheimer's disease and the services of the Association.

As part of African-American History Month, an additional Web portal launched with statistics and information specific to this population. A new **Alzheimer's Early Detection Alliance** (AEDA) brochure was released for African-American church members of the Alliance, targeting faith-based groups with awareness materials for a community setting.

# Advancing Advocacy

*Long-term public policy efforts of the Alzheimer's Association paid off in February when the Social Security Administration (SSA) added younger-onset Alzheimer's to the Compassionate Allowance Initiative list. This significant victory will give those living with the disease expedited access to Social Security Disability Insurance and Supplemental Security Income. For those under age 65 and diagnosed with Alzheimer's, this will make a significant difference as claims for Social Security Disability programs can now be decided within weeks rather than months or years.*

The Association's efforts surrounding this issue began in 2003 with comments submitted in response to a Federal Register request. During the next few years, the Association continued to respond to requests for comments, and the SSA asked the Association to assist in planning for a July 2009 hearing on the issue in Chicago. President and CEO Harry Johns, along with Early Stage Advisors Jay and Laura Jones and Joyce Simons, presented testimony to a distinguished panel of experts chaired by SSA commissioner Michael Astrue.

In March, the Association held its **Alzheimer's Association Alzheimer's Action Summit** in Washington, D.C. More than 600 advocates representing 46 states attended the meeting, which included the Advocacy Forum, a Diversity Dialogue, Corporate Roundtable and the National Gala. Donna Brazile, syndicated columnist and veteran political strategist, launched the second day of activities with advice on how to engage elected officials both on Capitol Hill and at home. On the last day of the Summit, advocates converged on Capitol Hill, making more than 300 visits to congressional offices to advance the Association's three main federal priorities: investing \$2 billion in research, providing access to care and support services, and creating a national plan to solve the Alzheimer crisis.

The Association worked tirelessly to ensure that several provisions that assist individuals with Alzheimer's and their families were included in the healthcare reform legislation that passed in spring 2010. Additionally, the **National Alzheimer's Project Act** (HR 4689/S 3036) and the **Alzheimer's Breakthrough Act** (HR 3286/S 1492) continue to gain momentum in the House and Senate, with both bills attaining record numbers of co-sponsors.

*“More than 600  
advocates representing  
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the Alzheimer's  
Action Summit.”*

The Association worked in coordination with states around the country to extend the **State Government Alzheimer's Disease Strategic Plan program**. Seven additional states have now established state task forces for creating state Alzheimer's disease plans, bringing the total number with plans or in the planning process to 31.

The Association won renewal of the cooperative agreement with the Centers for Disease Control and Prevention (CDC), which will be in place through September 2015. Formally known as the **Healthy Brain Initiative**, the new agreement will continue to advance Alzheimer's as a public health issue and examine possible means of risk reduction.

Through the Healthy Brain Initiative, the Association secured 18 states' use of the Cognitive Impairment surveillance module in 2011. This is part of an annual health surveillance survey conducted in all 50 states. This will provide the Association, federal and state government agencies and others with unprecedented information on the prevalence and incidence of cognitive impairment.

# Enhancing Care and Support

*Throughout FY2010, the Alzheimer's Association expanded its commitment to serve as a premiere resource for information and assistance for people with dementia, caregivers, healthcare professionals and the general public.*

The Association consistently invests in improving and upgrading our website, [www.alz.org](http://www.alz.org), which provided information, services and support to more than 5.6 million visitors. Nearly 250,000 calls were placed to the Alzheimer's Association 24/7 Helpline, which offers reliable information and support to people with memory loss, caregivers, healthcare professionals and the public.

FY10 also brought unprecedented growth to our online community, with more than 6,000 new members, a 45 percent increase, and almost 300,000 visits by registered members. Overall, the online community had more than 1 million visits, fostering a robust social network for those affected by Alzheimer's.

The Association launched **Alzheimer's Association Comfort Zone™** powered by Omnalink, the first comprehensive location management system designed specifically for people with Alzheimer's. Comfort Zone gives people with the disease more freedom and independence in their community while providing peace of mind to their families.

During November 2010, **National Alzheimer's Disease Awareness Month and National Family Caregivers Month**, the Association provided insight and support to those caring for someone with Alzheimer's with the release of our new **Alzheimer's Association Caregiver Notebook**. Using an easy-to-follow format, the notebook covers the basics of Alzheimer's and contains tips for care and planning for the future, as well as a list of resources to use to find additional information.

The Association released its **Dementia Care Practice Recommendations for Professionals Working in a Home Setting**, the fourth set of practice recommendations of our multi-year Campaign for Quality Care. The campaign aims to raise the standard of dementia care through consumer education, staff training and advocacy with long-term care providers and policymakers. Supported by more than 30 leading health and senior care organizations, the recommendations were developed from the latest evidence in dementia care research and the experience of professional direct care experts.

Consistent with our focus on quality dementia care, the Association expanded its **CARES online dementia care training program** to include **CARES™ Late Stage Dementia Care training**. Designed for certified nursing assistants (CNAs), supervisors, nurses, social workers, administrators and other direct-care workers, the training features hundreds of videos of real residents, CNAs and staff members and has been hailed as the "best training program of any kind I've ever been a part of" by multiple users.

The Association's effort to educate practicing physicians about the diagnosis and treatment of Alzheimer's intensified through grant-based partnerships with the American Osteopathic Association, the National Hispanic Medical Association, the American Academy of Family Physicians and the National Medical Association. These organizations represent more than 250,000 physicians, and the partnerships provided the opportunity to survey physicians about barriers to clinical trial enrollment, engage physicians in educational programs and inform the respective associations' members about Alzheimer's Association resources and services.

The **Alzheimer's Association Green-Field Library** — the nation's largest library and resource center specifically devoted to increasing knowledge about the clinical, scientific and social aspects of Alzheimer's and related dementias — launched an online component with its Virtual Library, an easy way for users to have experts answer their questions, search the library's online catalog, borrow materials and more. Founded in 1991, the Green-Field Library is open to the public for consultations with Association librarians and other experts in Alzheimer's disease.

*“Nearly 250,000 calls were placed to the 24/7 Helpline.”*

# Enhancing Care and Support, continued

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The **Alzheimer's Association Early-Stage Advisory Group** (ESAG) is the leadership group representing the voices of people living with Alzheimer's. Following a nationwide search and nomination process, the Association introduced 10 new advisors to serve as advisors to our staff and volunteers. At its first in-person meeting, the new ESAG reviewed previous achievements toward the strategic goals of the Association's early-stage initiative — to help the Association provide the most appropriate services for people living with early-stage Alzheimer's, raise awareness about early-stage issues and advocate with legislators to increase funding for research and support programs — and discussed potential opportunities with outreach to diverse audiences, physician education and continuing efforts to promote consumer awareness.

The Association continues its work supporting federally-funded Alzheimer programs through the **Alzheimer's Disease Supportive Services Program** (ADSSP), a program from the Administration on Aging. The Association, in partnership with RTI International, provides technical assistance to states and the Administration on Aging on developing community-based services for individuals with Alzheimer's disease and related disorders (ARD) and their caregivers. Many Association chapters around the country participate in the local implementation of ADSSP programs.

At the first-ever **Corporate Roundtable** as part of the **Alzheimer's Association Alzheimer's Action Summit**, the National Alliance for Caregiving, Evercare and MetLife presented the latest research trends in an aging work force and discussed the increase in eldercare employee responsibilities and the impact on cost and productivity. The Alzheimer's Association provided two new information sheets: **Facts about Alzheimer Disease – Eldercare and the Workplace** and **Extending the Dialogue: Lifecycle Benefits at Work, Embracing Eldercare**.

The Association received a \$250,000 grant from the U.S. Department of Transportation to create a **Dementia and Driving Resource Center**, an online resource center within our homepage at alz.org. The resource center is currently under construction.

*“FY10 brought unprecedented growth to our online community with more than 6,000 new members, a 45 percent increase.”*

# Accelerating Research

*Eighty-eight Alzheimer researchers from around the globe were awarded a total of more than \$14 million in grant funding through the Alzheimer's Association 2010 International Research Grant Program.*

*Since its founding in 1982, the program has awarded over \$279 million to more than 1,900 best-of-field grant proposals, making the Association the world's largest private nonprofit funder of Alzheimer research.*

Nearly 3,800 of the world's leading scientists attended the **Alzheimer's Association's International Conference on Alzheimer's Disease 2009** (AAICAD) July 11-16 in Vienna. This year's meeting was AAICAD's debut as an annual, rather than biennial, event and included more than 1,500 speakers and over 1,400 submitted abstracts.

Researchers from around the globe came to share groundbreaking research and information on the cause, diagnosis, treatment and prevention of Alzheimer's disease and related disorders. Topics included biomarkers as tools for early diagnosis; lifestyle and other risk factors for Alzheimer's disease; results of recently completed clinical trials and trials currently under way; and Alzheimer incidence and prevalence. New elements of the conference included a designated track on prevention research and an expanded focus on social, behavioral and care research.

AAICAD provides the Association with the opportunity to present awards to some of the best and brightest leaders in the Alzheimer research field. These prestigious awards recognize the work of distinguished Alzheimer researchers, as well as those who are just beginning their career in this vital field. In 2009, award recipients included: Richard Mayeux, M.D., M.S., for the Henry Wisniewski Lifetime Achievement Award; Virginia M.-Y. Lee, Ph.D., MBA, for the Khalid Iqbal Lifetime Achievement Award; Martin Rossor, M.D., for the Bengt Winblad Lifetime Achievement Award; William R. Markesbery, M.D., for the Zaven Khachaturian Award; Brian Bacskai, Ph.D., for the Best Paper in Alzheimer's Disease Neuroimaging Award; and Jennifer Whitwell, Ph.D., for the Best Paper in Alzheimer's Disease Neuroimaging: New Investigator Award.

Twice a year, the Alzheimer's Association leads a **Research Roundtable**, bringing together a consortium of leading scientists from the pharmaceutical, biotechnology, diagnostics, imaging and cognitive testing industries, in addition to senior staff and advisors from the Association. The Roundtable now includes more than 20 corporate sponsors, each of whom sends several senior scientists to the biannual meetings to benefit

from the state-of-the-field scientific presentations, collegial interactions and networking opportunities. The November 2009 meeting focused on global clinical trials in Alzheimer drug development and the April 2010 gathering covered neuropsychiatric symptoms.

The Association continued to lead the efforts of the **World Wide Alzheimer's Disease Neuroimaging Initiative** (WW-ADNI), part of a \$60 million, 5-year, public-private partnership to test whether imaging technologies (such as MRI and PET) aimed at identifying Alzheimer biomarkers can be combined with clinical and neuropsychological assessment to measure progression toward Alzheimer's. As a landmark, first-of-its-kind study, ADNI examines a number of candidate Alzheimer biomarkers in the same individuals at sites in North America, Europe, Japan and Australia.

Now in its third year, membership in the **International Society to Advance Alzheimer Treatment and Prevention** (ISTAART) continued to grow with a total of 1,229 members. New membership benefits include an online career center that offers access to employment opportunities around the globe.

Published bi-monthly, *Alzheimer's & Dementia: The Journal of the Alzheimer's Association* is a peer-reviewed journal that aims to bridge knowledge gaps separating traditional fields of dementia research by covering the entire spectrum from basic science to clinical trials and social and behavioral investigations. This year, *Alzheimer's & Dementia* received its first impact factor rating, which reflects how often journal articles are cited by researchers and is a measure of the influence of a journal in the scientific community. *Alzheimer's & Dementia* received a rating of 4.55, placing it 21st among 167 journals in the clinical neurology category. It is distributed to ISTAART members and is accessible to most medical universities around the globe.

# Growing Revenue Support of the Mission

*Our mission-related activities of ongoing care, support and research would not be possible without the contributions of our passionate and dedicated constituents. In FY 2010, individuals, families, companies and communities across the country raised more than \$224 million. Of this amount, the majority was received in the form of gifts from individuals, foundations and membership organizations. Planned gifts also made up a significant portion of overall fundraising, allowing donors the opportunity to balance charitable giving goals with estate and financial planning.*

Through e-outreach and print communications, the Association engaged more than 1 million donors in our mission. These constituents collectively contributed more than \$38 million in FY10.

The Association welcomed 1,375 new members to the **Alois Society**, recognizing the donors for their financial contributions of \$1,000 or more. Alois has grown to include a total of 4,105 members in FY10.

The Alzheimer's Association **Zenith Society** convenes the Association's leading philanthropists, those making gifts of \$1 million or more, to play an active and guiding role in deciding which projects to fund with their collective resources. In FY10, members generously continued their support of leading Alzheimer scientists by awarding five grants of \$450,000 for a total investment of \$2.25 million in research. Representing the highest and most involved level of philanthropy, the Zenith Society has given more than \$51 million since its inception in 1990, fueling the Association's critical work in research, care, support and advocacy.

The **Alzheimer's Association Memory Walk**<sup>®</sup> continued to grow, raising \$41.2 million during the 2009 season. Since 1989, the event has raised more than \$347 million, mobilizing millions across the country in the fight against Alzheimer's.

Founded by Princess Yasmin Aga Kahn in honor of her mother who died as a result of Alzheimer's, the first **Rita Hayworth Gala** was held in New York in 1984. The event expanded to Chicago in 1987 and Dallas in 2009. Together, the Rita Hayworth Galas have raised more than \$54 million for the cause. **The National Alzheimer's Gala**, a separate event held annually in Washington, D.C., has raised more than \$9 million since its inception in 2004. In FY10, these four events collectively raised more than \$3.4 million.

The Association launched **ALZ Stars**, an active events program that challenges athletes to run a marathon, ride a century (100-mile event) or compete in a triathlon to increase awareness, raise funds and inspire others to take action. Participants have the best incentive to cross the finish line: As a member of ALZ Stars, they're racing and raising money for the millions of Americans who are affected by Alzheimer's disease.

**Blondes vs. Brunettes**<sup>SM</sup> (BvB) is a volunteer-driven active event for women that brings the passion and spirit of young community leaders together to support the Alzheimer's Association. The event concept is organized around a flag football game in which the two participating teams are divided based on the age-old rivalry between blondes and brunettes. BvB was created in the fall of 2005 by a group of young professional women in Washington, D.C. Since its inception, the event has successfully branched out to several other cities, raising more than \$1 million and bringing thousands of new supporters to the cause.

**Forget Me Not Days**<sup>®</sup>, an annual fundraising event benefiting the Alzheimer's Association, was held May 14-15. Bankers Life & Casualty Company agents and employees collected donations and distributed specially marked packages of forget-me-not flower seeds to raise public awareness of Alzheimer's. This year's event brought in donations of more than \$238,000 for the Alzheimer's Association. In addition, Bankers recognized the Association with a \$100,000 donation in support of the mission. Since the start of Forget Me Not Days in 2003, Bankers has aided the Association with more than \$2 million for care, support and research efforts.

In the workplace, the Association was fortunate to receive generous donations from corporations and their employees. At the national office alone, gifts from corporate friends and partners reached nearly \$3 million and workplace giving contributions totaled more than \$1.8 million.

# Treasurer's Letter

*Despite the slow recovery of the economy in fiscal year 2010, the financial health of the Alzheimer's Association remains strong with the national organization's Statement of Financial Position reflecting total assets of more than \$116 million, a decrease of 4 percent compared to fiscal year 2009 assets of \$122 million.*

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Total net assets of almost \$58 million reflect an increase of 3 percent from 2009 to 2010. Total revenues of \$87.9 million decreased 4 percent from 2009, of which \$75.7 million came from donor contributions. Together with our network of 73 affiliated chapters, unaudited revenues totaled almost \$225 million.

Expenses were well managed by the national organization. With our chapter network, the combined Alzheimer's Association expended more than \$159 million on program activities to forward our mission. To advance progress in Alzheimer science, we invested more than \$28 million in research, of which almost \$14.5 million was awarded as research grants in fiscal year 2010.

The Association continues to meet and exceed minimum standards of 65 percent program expenses set by the BBB Wise Giving Alliance. We were at 73 percent.

During the year, the Alzheimer's Association made significant progress on several important goals related to its long-range strategic plan, including concern and awareness.

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



*Heather Burns*

Treasurer, National Board  
of Directors

# Alzheimer's Disease and Related Disorders, Inc.

## Statements of Financial Position

Year ended June 30, 2010, with comparative totals for 2009 (In thousands)

<b>ASSETS</b>	<b>2010</b>	<b>2009</b>
Cash	\$ 12,803	\$ 5,087
Chapter receivables, net	165	146
Pledges receivable, net	18,915	22,186
Shared fundraising	12,088	16,871
Other receivables	1,842	3,038
Investments	54,981	55,513
Prepaid expenses	1,859	5,068
Assets held in trust	105	78
Furniture, equipment and leasehold improvements, net	3,377	3,863
Beneficial interest in split-interest agreements	1,290	1,331
Beneficial interest in perpetual trust	8,999	8,403
<b>TOTAL ASSETS</b>	<b>\$116,424</b>	<b>\$121,584</b>
<hr/>		
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts payable	\$ 667	\$ -
Grants payable, net	31,903	36,624
Deferred compensation payable	772	520
Accrued expenses	4,631	3,910
Shared fundraising	11,172	13,564
Gift annuity obligations	4,792	5,326
Deferred revenue	2,277	2,717
Deferred rent	2,491	2,758
<b>TOTAL LIABILITIES</b>	<b>58,705</b>	<b>65,419</b>
<hr/>		
<b>NET ASSETS</b>		
Unrestricted	24,277	18,746
Temporarily restricted	13,284	17,779
Permanently restricted	20,158	19,640
<b>TOTAL NET ASSETS</b>	<b>57,719</b>	<b>56,165</b>
<hr/>		
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$116,424</b>	<b>\$121,584</b>
<hr/>		

# Alzheimer's Disease and Related Disorders, Inc.

## Statements of Activities

Year ended June 30, 2010, with comparative totals for 2009 (In thousands)

	2010			2009 total*
	Unrestricted	Temporarily restricted	Permanently restricted	
<b>REVENUES, GAINS AND OTHER SUPPORT</b>				
Contributions	\$ 59,190	\$ 14,865	\$ 115	\$ 74,170
Less contributions remitted to Chapters	(32,022)	-	-	(32,022)
Add amounts received from Chapters under shared fundraising	33,536	-	-	33,536
<b>Net contributions revenue</b>	<b>60,704</b>	<b>14,865</b>	<b>115</b>	<b>75,684</b>
Book sales and other	10,235	-	-	10,235
Dividends and interest	1,646	323	-	1,969
Net assets released from restrictions	19,024	(19,024)	-	-
<b>TOTAL REVENUES, GAINS AND OTHER SUPPORT</b>	<b>91,609</b>	<b>(3,836)</b>	<b>115</b>	<b>87,888</b>
<b>EXPENSES</b>				
<b>PROGRAM SERVICES</b>				
Research	28,127	-	-	28,127
Public awareness and education	20,317	-	-	20,317
Chapter services	5,439	-	-	5,439
Advocacy	4,229	-	-	4,229
Patient and family services	5,344	-	-	5,344
<b>TOTAL PROGRAM SERVICES</b>	<b>63,456</b>	<b>-</b>	<b>-</b>	<b>63,456</b>
<b>SUPPORTING SERVICES</b>				
Management and general	4,547	-	-	4,457
Fundraising	23,239	-	-	23,239
<b>TOTAL SUPPORTING SERVICES</b>	<b>27,786</b>	<b>-</b>	<b>-</b>	<b>23,758</b>
<b>TOTAL EXPENSES</b>	<b>91,242</b>	<b>-</b>	<b>-</b>	<b>86,232</b>
<b>EXCESS (DEFICIENCIES) FROM OPERATIONS</b>	<b>367</b>	<b>(3,836)</b>	<b>115</b>	<b>(3,354)</b>
<b>OTHER CHANGES IN NET ASSETS</b>				
Net realized and unrealized gains (losses) in value of investments	5,344	(93)	-	5,251
Change in value of split-interest agreements	(286)	(191)	-	(477)
Change in value of perpetual trust	-	-	401	401
Acquisition of dissolved chapters	206	2	2	210
Pledge write-off	(100)	(377)	-	(477)
<b>TOTAL OTHER CHANGES IN NET ASSETS</b>	<b>5,164</b>	<b>(659)</b>	<b>403</b>	<b>(18,239)</b>
<b>CHANGE IN NET ASSETS</b>	<b>5,531</b>	<b>(4,495)</b>	<b>518</b>	<b>1,554</b>
Net assets at beginning of year	18,746	17,779	19,640	56,165
Net assets at end of year	\$ 24,277	\$ 13,284	\$ 20,158	\$ 57,719

# Alzheimer's Disease and Related Disorders, Inc. National and Chapter Combined Revenue and Expense Statements

For the year ended June 30, 2010 (In thousands)

	National	Chapters	Elimination	Total
<b>REVENUES, GAINS AND OTHER SUPPORT</b>				
Contributions	74,170	116,825	(1,544)	<b>189,451</b>
Less contributions remitted to Chapters	(32,022)	-	32,022	-
Add amounts received from Chapters under shared fundraising	33,536	-	(33,536)	-
<b>Net contribution revenue</b>	<b>75,684</b>	<b>116,825</b>	<b>(3,058)</b>	<b>189,451</b>
Other revenue	10,235	22,047	(730)	<b>31,552</b>
Dividends and interest	1,969	1,829	-	<b>3,798</b>
<b>TOTAL REVENUES, GAINS AND OTHER SUPPORT</b>	<b>87,888</b>	<b>140,701</b>	<b>(3,788)</b>	<b>224,801</b>
<b>EXPENSES</b>				
<b>PROGRAM SERVICES</b>				
Research	28,127	1,544	(1,544)	<b>28,127</b>
Public awareness and education	20,317	41,200	-	<b>61,517</b>
Chapter services	5,439	-	(730)	<b>4,709</b>
Public policy	4,229	5,267	-	<b>9,496</b>
Patient and family services	5,344	51,819	(1,514)	<b>55,649</b>
<b>TOTAL PROGRAM SERVICES</b>	<b>63,456</b>	<b>99,830</b>	<b>(3,788)</b>	<b>159,498</b>
<b>SUPPORTING SERVICES</b>				
Management and general	4,547	10,944	-	<b>15,491</b>
Fundraising	23,239	20,272	-	<b>43,511</b>
<b>TOTAL SUPPORTING SERVICES</b>	<b>27,786</b>	<b>31,216</b>	<b>-</b>	<b>59,002</b>
<b>TOTAL EXPENSES</b>	<b>91,242</b>	<b>131,046</b>	<b>(3,788)</b>	<b>218,500</b>
<b>EXCESS FROM OPERATIONS</b>	(3,354)	9,655	-	<b>6,301</b>
<b>OTHER CHANGES IN NET ASSETS</b>				
Net realized and change in unrealized gains in value of investments	5,251	2,206	-	<b>7,457</b>
Change in value of split-interest agreements	(477)	142	-	<b>(335)</b>
Change in value of perpetual trust	401	100	-	<b>501</b>
Acquisition of dissolved chapters	210	-	-	<b>210</b>
Pledge write-off	(477)	-	-	<b>(477)</b>
Total other changes in net assets	4,908	2,448	-	<b>7,356</b>
<b>INCREASE (DECREASE) IN NET ASSETS</b>	<b>1,554</b>	<b>12,103</b>	<b>-</b>	<b>13,657</b>

1. *Compilation Policy:* The combined financial information for the 12 months ended June 30, 2010, was compiled primarily from audit reports provided to the national office by the Association's 73 chapters and combined with the audited activity of the national office for the 12 months ended June 30, 2010. The chapters' data was obtained from audited and draft financial statements compiled into a combined report for management reporting purposes. The accounting policies followed by the chapters are not necessarily the same practices followed by the national office.

2. *Eliminations:* All material intercompany transactions were eliminated in this combined statement.

# Alzheimer Celebrity Champions

*We are deeply grateful to the individuals, volunteers and sponsors whose leadership and generosity make our achievements possible. Thank you to these Champions who have embraced our vision to end Alzheimer's disease. Together, we have advanced research and care discoveries that hold the promise of changing the way people will live with Alzheimer's disease.*

## **Anthony Anderson**

Actor, comedian, NBC's  
"Law & Order"

## **Katie Armiger**

Country artist

## **Leslie Bibb**

Actress, "Iron Man 2"

## **Wayne Brady**

Comedian, actor, host, FOX's  
"Don't Forget the Lyrics," ABC's  
"Whose Line is it Anyway," CBS's  
"Let's Make a Deal"

## **Coach Frank Broyles**

Former football coach and athletic  
director, University of Arkansas

## **Kate Burton**

Actress, ABC's "Grey's Anatomy"

## **Candace Bushnell**

Author, "Sex and the City,"  
"The Carrie Diaries"

## **Kyle Chandler**

Actor, CBS's "Early Edition,"  
NBC's "Friday Night Lights"

## **Autumn Chiklis**

Actress, FX's "The Shield"

## **Michael Chiklis**

Actor, ABC's "No Ordinary  
Family," FX's "The Shield"

## **Bradley Cooper**

Actor, "The Hangover," "He's Just  
Not That Into You," ABC's "Alias"

## **Dear Abby**

Advice columnist

## **Diamond Jim**

2007 Westminster, Best in Show

## **Dominic Chianese**

Actor, HBO's "The Sopranos"

## **Dwight Clark**

Retired NFL wide receiver,  
San Francisco 49ers

## **Anoop Desai**

Singer, FOX's "American Idol"

## **Emerson Drive**

Country music band

## **Olympia Dukakis**

Actress, "Away From Her,"  
"Moonstruck"

## **Héctor Elizondo**

Actor, CBS's "Cane," USA's  
"Monk," ABC's "Grey's Anatomy"

## **Shelley Fabares**

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

## **Jack Ford**

Journalist and television  
legal analyst

## **Vivica A. Fox**

Actress, HBO's "Curb Your  
Enthusiasm," "Three Can Play  
That Game"

## **Dwight Freeney**

NFL defensive end,  
Indianapolis Colts

## **Soleil Moon Frye**

Entrepreneur and actress, NBC's  
"Punky Brewster"

## **Johnny Galecki**

Actor, CBS's "The Big Bang Theory"

## **Nina Garcia**

Fashion director, "Elle" and  
"Marie Claire," and judge,  
Lifetime's "Project Runway"

## **Peter Gallagher**

Actor, FOX's "The O.C.,"  
Showtime's "Californication"

## **Victor Garber**

Actor, ABC's "Alias," FOX's "Glee,"  
"Titanic"

## **Leeza Gibbons**

Journalist, entrepreneur, actress and  
host, Westwood One's "Leeza  
Live," "Hollywood Confidential"

## **John Glover**

Actor, CW's "Smallville"

## **Bob Goen**

Host, GSN.com's "Marianne and Bob"

## **Phyllis George**

Miss America 1971, Former First Lady  
of Kentucky, entrepreneur, author

## **Bryant Gumbel**

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

## **Samantha Harris**

Host, "Entertainment Tonight"

## **Elisabeth Hasselbeck**

Host, ABC's "The View"

## **Simon Helberg**

Actor, CBS's "The Big Bang Theory"

## **Ken Howard**

Actor, "In Her Shoes," "Michael  
Clayton," CBS's "The White Shadow"

## **Emma Mae Jacob**

Country music artist

## **Matt Jenkins**

Country music artist

## **Rafer Johnson**

Gold and silver medal-winning U.S.  
Olympic decathlete

## **Melina Kanakaredes**

Actress, CBS's "CSI: NY," NBC's  
"Providence"

# Alzheimer Celebrity Champions, continued

**Lainie Kazan**

Actress, "My Big Fat Greek Wedding"

**Naeem Khan**

Fashion designer

**Princess Yasmin Aga Khan**

Rita Hayworth's daughter

**Ranjana Khan**

Jewelry designer

**Ricki Lake**

Actress and host, "Ricki Lake Show," VH1's "Charm School"

**Sharon Lawrence**

Actress, ABC's "NYPD Blue," ABC's "Grey's Anatomy"

**Vicki Lewis**

Actress, NBC's "NewsRadio," NBC's "Three Sisters," "Finding Nemo"

**Gilles Marini**

Actor, NBC's "Brothers and Sisters"

**Garry Marshall**

Actor, director, producer, ABC's "Happy Days," "Pretty Woman," "The Princess Diaries"

**Ronny Marshall**

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

**Penny Marshall**

Actress, director, producer, ABC's "Laverne and Shirley," "A League of Their Own," "Big"

**Kathy Mattea**

Country music artist

**Patty Smyth McEnroe**

Singer/musician, Scandal

**Natalie Morales**

Journalist, NBC's "Today"

**Terry Moran**

Co-anchor, ABC's "Nightline"

**Kate Mulgrew**

Actress, UPN's "Star Trek Voyager," NBC's "Mercy"

**Kunal Nayyar**

Actor, "The Big Bang Theory"

**Terrell Owens**

NFL wide receiver, Cincinnati Bengals, VH1's "The T.O. Show"

**Jim Parsons**

Actor, "The Big Bang Theory"

**Steven Pasquale**

Actor, FX's "Rescue Me"

**David Hyde Pierce**

Actor, NBC's "Frasier," "Curtains"

**Tony Plana**

Actor, ABC's "Ugly Betty"

**Jesse Plemons**

Actor, NBC's "Friday Night Lights"

**Sarah Polley**

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

**Scott Porter**

Actor, NBC's "Friday Night Lights"

**Josh Radner**

Actor, "How I Met Your Mother"

**Ahmad Rashad**

Sportscaster

**Ron Rifkin**

Actor, ABC's "Alias," ABC's "Brothers and Sisters"

**Seth Rogen**

Actor, comedian, writer, "Knocked Up," "The 40-Year-Old Virgin," "Pineapple Express"

**Jon Runyan**

Former NFL tackle, Houston Oilers, Tennessee Titans, Philadelphia Eagles, San Diego Chargers

**Rex Ryan**

NFL head coach, New York Jets

**Molly Sims**

Actress and model, NBC's "Las Vegas," "Yes Man"

**Jean Smart**

Actress, CBS's "Designing Women," ABC's "Youth in Revolt," "Samantha Who?"

**Abigail Spencer**

AMC's "Mad Men"

**Brent Spiner**

Actor, "Star Trek Next Generation"

**April Taylor**

Country music artist

**Aimee Teegarden**

Actress, NBC's "Friday Night Lights"

**Tracie Thoms**

Actress, CBS's "Cold Case," "Rent" on Broadway and on film

**Lea Thompson**

Actress, "Back to the Future"

**Dick Van Dyke**

Actor, "Night at the Museum," "Mary Poppins"

**Steven Weber**

Actor, NBC's "Brothers and Sisters," USA's "In Plain Sight"

**Anna Wilson**

Country music artist

**Whiskey Falls**

Country music band

# Corporations, Foundations and Membership Organizations

*The generosity of these partners helps the Alzheimer's Association fund vital Alzheimer research in addition to local and national educational programming. We are deeply grateful for their continuing support of our mission.*

Abbott Laboratories  
Annenberg Foundation  
A Place For Mom  
Accenture  
American Express  
AstraZeneca Pharmaceuticals  
Bankers Life and Casualty Company  
Baxter Healthcare Corporation  
Bayer Healthcare  
Blanchette Hooker Rockefeller Fund  
Blowitz-Ridgeway Foundation  
BristolMyersSquibb  
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Cegedim Dendrite  
ComforCare Senior Services  
Dart Foundation  
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Light Bridge Healthcare  
Lotsa Helping Hands  
The George T. Lewis, Jr., 2001 Foundation  
MedicAlert  
Medivation  
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Mertz Charitable Trust  
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William T. Morris Foundation  
National Active and Retired Federal Employees Association  
Novartis Pharmaceuticals Corporation  
Omnilink  
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Parrot Heads in Paradise Inc.  
Pfizer, Inc.  
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Sigma Alpha Mu Fraternity  
Sigma Kappa Foundation  
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SNAPforSeniors  
SunBridge Healthcare  
Time Inc. Home Entertainment  
Tau Kappa Epsilon Fraternity  
UnitedBioSource  
Wyeth Pharmaceuticals

# Alzheimer's Association 2010 Leadership Teams

*Members of our National Board of Directors volunteer to serve multi-year terms. They generously support our efforts with their time, talent and passion. Our Medical and Scientific Advisory Council comprises leading scientists and clinicians in the field of dementia research and treatment. Its members advise on our research funding, programs and policy.*

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Maria C. Carrillo, Ph.D.

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Harry Johns

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Vice President, Public Policy and Advocacy

Scott Gardner,

Vice President, Chapter Relations

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Richard Hovland,

Chief Operations Officer

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Chief Medical and Scientific Officer

