

# The Judy Fund News

A newsletter published exclusively for our friends and supporters

Care and Cure with the Alzheimer's Association

## Your Dollars are Making a Difference

- More than **\$5.5 million** raised by The Judy Fund to date.
- **13 research projects** sponsored.
- **521 Alzheimer's Association Ambassadors** sponsored, performing **3,183 congressional visits** in fiscal year 2015.

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## Dear Friends and Family,

In Greek mythology, the beautiful Titan Mnemosyne symbolized the power of memory. In fact, today's term, "mnemonics" or "the art of memory" is derived from her name. Imagine how significant her role was, in an age before written history, when sagas and lore were the only means to share knowledge from the past with generations of the future. Mnemosyne was the mother of the nine Muses — a central and powerful female figure — a goddess of time.

Today, Mnemosyne may also represent the treacherous loss of power that a disease like Alzheimer's wreaks on women around the world. Currently, nearly two-thirds of the more than 5 million people living with Alzheimer's in the United States are women. Beyond the disproportionate impact Alzheimer's has on females as people living with the disease, it doubles down on our hearts, too — a majority of caregivers, across all cultures and socioeconomic groups, are also women. As we began sharing at The Judy Fund Salon Series over two years ago: Alzheimer's is a disease of the Mind&Heart. (Learn about our upcoming event on page 2.)

I know something about the impact on women, as I am the daughter and granddaughter of Alzheimer's disease. Recently, I learned more about the science behind women's brains and Alzheimer's as a guest observer at Gender Vulnerability Related to Alzheimer's Disease, a think tank hosted by the Alzheimer's Association® to discuss the question: Why do more women get Alzheimer's disease? This first-of-its-kind assembly brought world-renowned scientists together to examine the state of knowledge in this field and direct the guidelines for the Alzheimer's Association Women's Alzheimer's Research Initiative (WARI), a multi-million effort that will investigate gender differences in women and Alzheimer's disease. (Read more about the think tank on page 2.)

One of the many scientists around the table at the think tank was the University of Southern California's Dr. Roberta Brinton, who has spent her impressive career researching and writing about fundamental female issues such as estrogen, menopause and their relationship to women's brains and Alzheimer's disease. After listening to the experts, I continued to read and talk about the vast frontier of women's brains, and it led me to a strategic outcome.



Greek Titan, Mnemosyne

The Judy Fund can help lead the philanthropic support of WARI. We will join other generous donors, including the Sigma Kappa Foundation and Michelle and Larry Herbert, to be among the first to build this area of research. WARI will be further strengthened by the Alzheimer's Association Wipe Out Alzheimer's™ campaign in collaboration with Maria Shriver. Maria, who has been a prominent public face of the Alzheimer's movement

for years, remains committed to using her voice and leadership to Wipe Out Alzheimer's disease. (Read more about Wipe Out Alzheimer's on page 3.)

This year, your gift to The Judy Fund can go twice as far to advance research and support the Women's Alzheimer's Research Initiative, illuminating gender differences in Alzheimer's and dementia. For every dollar donated to The Judy Fund by June 30, 2016, the Gelfand family will match up to \$100,000 with a gift to the Association. Join us as The Judy Fund impacts women and their brains, and helps to change the course of this disease. Please use the enclosed envelope or visit [alz.org/judyfund](http://alz.org/judyfund) to make a donation.

I believe the goddess Mnemosyne would be very pleased with the work of The Judy Fund, as we stand here today, 11 years strong, having raised and funded over \$5.5 million in the battle against Alzheimer's disease, making The Judy Fund the fastest growing family fund in the history of the Alzheimer's Association.

Mnemosyne, like Margaret Mead, Judy Gelfand and other great women know: *Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.*

Happy travels!

Elizabeth Gelfand Stearns  
Chair  
The Judy Fund

Please visit The Judy Fund Web page at [alz.org/judyfund](http://alz.org/judyfund) for more information about how you can help in the fight against Alzheimer's.

# Women's Alzheimer's Research Initiative

*explores why women are at a greater risk for Alzheimer's*

Women are disproportionately affected by Alzheimer's, comprising nearly two-thirds of the more than 5 million Americans living with the disease. Researchers don't yet understand why more women than men are affected, but they have identified an urgent need to address major questions like whether differences in brain structure, disease progression and biological characteristics contribute to higher prevalence and rates of cognitive decline.

To lead the charge, the Alzheimer's Association launched the Women's Alzheimer's Research Initiative (WARI) with an initial commitment of \$5 million to investigate biological and genetic underpinnings, as well as lifestyles and social issues. WARI will support research investigating gender sex differences related to Alzheimer's disease, shedding new light on disease processes for men and women alike. As a first exploratory step, the Association hosted a think tank on gender vulnerability related to Alzheimer's disease, convening experts from around the world.



Dr. Roberta Diaz Brinton

"If we think there is evidence for gender differences, we need to find out: What are the strengths and the weaknesses of that evidence?" said Roberta Diaz Brinton, Ph.D., co-chair of the Alzheimer's Association Gender Vulnerabilities Think Tank.

While there are many factors to explore, scientists share one certainty — that investigating the linkage of gender sex biology to Alzheimer's and other dementias is a complex issue. The think tank zeroed in on three main topics: biological mechanisms, including the role genetics plays in Alzheimer's; hormonal factors, including changes that occur over a woman's life that may affect her risk for Alzheimer's; and lifestyle factors, such as why the brains and cognitive health of women may have more vulnerability to factors such as stress, sleep disorders, depression and metabolic disorders.

"Understanding these sex-related factors is fundamental to understanding Alzheimer's risk and disease burden," said Maria Carrillo, Ph.D., Alzheimer's Association chief science officer. "We were excited to host this discussion and get an idea of where the science should go."

The think tank was critical in helping the international research community identify the right questions to ask and to identify gaps in current knowledge. Participants are working on a summary of their discussions to be published in *Alzheimer's & Dementia®: The Journal of the Alzheimer's Association* later this year. Additionally, the Association will use the information gathered to issue a scientific call for proposals, inviting researchers around the world to apply for grants through the WARI campaign.

"We began The Judy Fund because two great women's lives were cut far too short by Alzheimer's disease: Gertrude Jaffe and Judy Gelfand," Elizabeth Gelfand Stearns said. "Because of them, and so many other women we have known, we have a deep interest in the disproportionate effect that Alzheimer's has on women. We're pleased to invite our donors to participate in a unique opportunity to turn interest into action."

For every dollar donated to The Judy Fund by June 30, 2016, the Gelfand family will match up to \$100,000 with a gift to the Alzheimer's Association.

To make a donation, please use the enclosed envelope or visit [alz.org/judyfund](http://alz.org/judyfund).



*Please join us*

**The Judy Fund Salon Series:  
Mind&Heart San Francisco**  
Sunday, November 1, 2015  
2:00 – 4:30 p.m.

San Francisco Film Centre at The Presidio  
The Palm Room  
39 Keyes Avenue  
San Francisco, CA 94129

RSVP to Zaïda at [zbedell@alz.org](mailto:zbedell@alz.org)

# The Alzheimer's Association and Maria Shriver challenge women to Wipe Out Alzheimer's



Maria Shriver

In March, the Alzheimer's Association launched the Wipe Out Alzheimer's™ campaign in collaboration with longtime advocate and champion Maria Shriver.

Wipe Out Alzheimer's is a global health initiative calling on women to use their amazing brains to end Alzheimer's disease. Informed and inspired by *The Shriver Report: A Woman's Nation Takes on Alzheimer's*, this multi-pronged campaign was launched collaboratively by A Woman's Nation and the Alzheimer's Association. This effort will mobilize women to raise funds for cutting-edge research and to get educated, engaged and empowered in the face of this staggering epidemic.

*“Women are at the epicenter of this crisis, which is why we must be at the heart of the solution,” said Shriver, founder of A Woman's Nation.*

*“We want to better understand Alzheimer's disease. And then prevent it, treat it and beat it. Wipe Out Alzheimer's is creating a global community of women activists, agitators and architects of change to ignite impact.”*

More than five million Americans have Alzheimer's — two-thirds of whom are women. In her early 60s, a woman is about twice as likely to develop Alzheimer's over the course of her lifetime as she is to develop breast cancer. To help address this issue, the funds raised by Wipe Out

Alzheimer's will fuel the Alzheimer's Association Women's Alzheimer's Research Initiative to support science investigating gender differences and Alzheimer's and other dementias.

“Women are disproportionately affected by Alzheimer's,” said Angela Geiger, Alzheimer's Association chief strategy officer. “While longevity and lower death rates explain this in part, there is an urgent need to understand how differences in brain structure, disease progression, and hormonal and molecular characteristics may contribute to higher incidence and rates of cognitive decline. We are thrilled to be partnering with Maria Shriver and A Woman's Nation on this exciting and necessary initiative.”

For more than a decade, Shriver has been on the front lines of the fight against Alzheimer's. In addition to publishing *The Shriver Report: A Woman's Nation Takes on Alzheimer's*, she testified before Congress, produced the award-winning “Alzheimer's Project” with HBO and wrote the best-selling children's book “What's Happening to Grandpa?”. Most recently, Shriver served as executive producer of the film “Still Alice” alongside directors Wash Westmoreland and the late Richard Glatzer and co-producer Elizabeth Gelfand Stearns. “Still Alice” earned Julianne Moore an Oscar and was among the best reviewed and most awarded films of 2014.

To advance the Wipe Out Alzheimer's Challenge, Shriver activated a collective of informed, influential and inspirational women who have committed to making Alzheimer's and women's brains a priority in their own lives, work and philanthropy. The campaign's website, [wipeoutalzheimers.org](http://wipeoutalzheimers.org), features a “Big Wall of Empowerment” with prominent women leaders from the United States, Canada, Europe and the Middle East who are on the front lines of the fight. The wall comprises researchers, advocates, politicians, business leaders, entertainers and philanthropists, including Dr. Maria Carrillo, Sen. Susan Collins (R-Maine), Meryl Comer, Leeza Gibbons, Sen. Barbara Mikulski (D-Md.), Ai-jen Poo, Shonda Rhimes, Ann Romney, Brooke Shields, Dr. Reisa Sperling, Pat Summitt, Anne Sweeney, Kimberly Williams-Paisley, Rita Wilson and many more.

“The Wipe Out Alzheimer's Challenge is an open invitation. The key to solving the Alzheimer's crisis is collaboration,” said Shriver. “We are mobilizing a global community and engaging a myriad of organizations. Anyone interested in wiping out Alzheimer's is someone I am interested in working together with.”

# “Still Alice” keeps Alzheimer’s disease in the spotlight

Readers around the world embraced “Still Alice,” the 2007 debut novel by Lisa Genova describing one woman’s journey with Alzheimer’s. Now, a Sony Pictures Classics film based on the book is breaking down barriers and changing public perception of the often misunderstood disease.

“Still Alice” is the story of Alice Howland, a university professor, wife and mother of three, who learns at age 50 that she has Alzheimer’s disease. Both the novel and film take a unique approach to describing Alzheimer’s, showing the world from Alice’s perspective and bringing readers inside a brilliant mind battling a disease that cannot yet be prevented, cured or even slowed.

Elizabeth Gelfand Stearns, chair of The Judy Fund, was one of the first people to see potential in a film version of “Still Alice,” long before the novel hit *The New York Times* bestseller list and took over book clubs and store shelves. After watching Genova promote “Still Alice” at the 2008 Alzheimer’s Association Advocacy Forum in Washington, D.C., Gelfand Stearns bought a copy and couldn’t put it down until she finished reading the following morning.

“I was blown away by this book because it was, ‘Oh my God, this could be me!’” said Gelfand Stearns.

With her strong personal connection to the disease and background in the film industry, Gelfand Stearns knew this story had to be made into a motion picture. “Still Alice” producers James Brown and Lex Lutzus brought on directors Wash Westmoreland and the late Richard Glatzer, along with Killer Films, and plans were finalized in 2012 for the screen adaptation. Longtime Alzheimer’s advocate Maria Shriver joined the team as an executive producer and Gelfand Stearns as a co-producer. Julianne Moore signed on for the title role, and Alec Baldwin, Kristen Stewart and Kate Bosworth rounded out the star-studded cast. After its premiere at the Toronto Film Festival in September 2014, Sony Pictures Classics scooped up the film for distribution in the United States and Canada.

“Still Alice,” which debuted in New York and Los Angeles in December 2014 and moved into widespread release in January 2015, was met with critical acclaim. *Variety* said, “... suddenly the disease isn’t just something sad that happens to other people, but a condition we can relate to firsthand,” and *The Hollywood Reporter* called the film “warm, compassionate but biting honest.”



Maria Shriver, Sandy Oltz and Julianne Moore.

On Feb. 22, Alzheimer’s disease was put in the ultimate spotlight, as Moore took the stage at the Dolby Theatre in Hollywood to accept the Oscar® at the 87th annual Academy Awards for her performance.

“I’m so happy — I’m thrilled actually — that we were able to hopefully shine a light on Alzheimer’s disease,” Moore told the audience. “So many people with this disease feel isolated and marginalized, and one of the wonderful things about movies is it makes us feel seen and not alone. And people with Alzheimer’s deserve to be seen, so we can find a cure.”

The film, which was translated into more than 30 languages and released in over 60 countries, was one of the best reviewed and most awarded films of 2014. But its success can best be demonstrated by its ability to connect with audiences.

“Cinema is such a universal language. It overcomes cultural barriers and travels in a way that’s a clear reminder that the human experience truly is a global, shared one,” said James Brown, “Still Alice” producer. “Cinema is a helpful tool for facing subjects that are considered scary in real life. People can sit and ‘be’ Alice for 90 minutes. That’s a brilliant educational experience for people new to the illness and its effects, and it’s hopefully a reminder to those already dealing with it that they’re not alone. This is why the whole team — not least of whom Julianne Moore — put so much effort into remaining honest to the experience.”

With the script in hand, the producers relied on the expertise of Dr. Maria Carrillo, Alzheimer’s Association chief science officer. From examining the first draft to reviewing numerous modifications, Carrillo ensured that the science depicted reflects today’s knowledge. Moore also did in-depth research to ensure that she could accurately bring the audience inside Alice’s mind.

*“I knew nothing about Alzheimer’s. I think I’m actually one those rare people who hadn’t had any contact with the disease,” Moore said in an interview with examiner.com. “So I started working with one of our producers, Elizabeth Gelfand Stearns, who headed The Judy Fund and told me about her experiences with her mother and grandmother.”*

Gelfand Stearns connected the film’s writers with the Association’s National Early-Stage Advisory Group to gain a new level of insight. Moore was introduced to former Early-Stage Advisor Sandy Oltz, a retired surgical nurse who was diagnosed with Alzheimer’s at age 46. Oltz described how she received her diagnosis and shared details about the stigma she faces and how she lives with the disease.

At Oltz’s suggestion, Moore attended a support group at the Alzheimer’s Association New York City Chapter and underwent the grueling neuropsychological evaluation that often precedes an Alzheimer’s diagnosis. The Association coordinated a meeting between Moore and Dr. Mary Sano, director of the Alzheimer’s Disease Research Center at Mount Sinai School of Medicine and a member of the Association’s Medical and Scientific Advisory Council, who guided Moore through a day of medical testing. All of the behind-the-scenes work paid off.

“People still talk about ‘Still Alice’ in almost every early-stage support group,” said Jed Levine, Alzheimer’s Association New York City Chapter executive vice president. “We hear from them that the film is an accurate depiction of what they are going through. I think they feel acknowledged and validated as a result.”

On the other side of the country in California, “Still Alice” fueled conversation about how public policy and the entertainment industry can together foster policy change. In May, the Santa Monica College Public Policy Institute’s 4th Annual Spring Symposium featured “Still Alice,” as it explored the topic of “propelling public awareness to advocate for change.” Wash Westmoreland, co-director of “Still Alice,” and Gelfand Stearns were on hand to screen the film. Afterward, Gelfand Stearns moderated a panel



*Lisa Genova, James Brown and Elizabeth Gelfand Stearns at the 87th Academy Awards.*

discussion that featured State Sen. Ben Allen (D-Santa Monica), Freddi Segal-Gidan, P.A., Ph.D., and Barbra McLendon, Alzheimer’s Association California Southland Chapter public policy director.

The reach of “Still Alice” extended well beyond the United States, beginning with a screening at the International Conference of Alzheimer’s Disease International in Perth, Australia.

“The ‘Still Alice’ screening at the ADI 2015 Conference was extremely well received by approximately 1,000 attendees from around the world,” said Gerry Sampson, Alzheimer’s Disease International board member and former Alzheimer’s Association national board chair. “Following the showing, Elizabeth effectively used the film as a base from which to promote the growing campaign to activate women in the fight against this disease.”

Now available on DVD and Pay-Per-View, “Still Alice” continues to unite the Alzheimer’s community that was a driving force behind the film.

“The most incredible thing about the Alzheimer’s community is that it’s exactly that — a community,” Brown said. “I cannot overstate the degree to which that sense of community led to the success of ‘Still Alice.’ We had champions of this project at the grassroots level from the day it was announced and they supported us every step of the way. I’m hopeful that we did the community justice and were able to pay back some of that love in the form of broadening the cultural conversation about Alzheimer’s.”

# Donor Profile: *Harold Matzner*

When Harold Matzner met Judy and Marshall Gelfand at a Palm Springs Art Museum event in the 1980s, he was instantly hooked. “There was no resisting their combined magic,” he said.

That magic manifested itself in the form of influence, and by the end of the evening, Harold had become a supporter of the museum. Today, he is the executive vice chair and a major donor — a role that he is sure has Judy smiling. According to Harold, Judy and Marshall not only developed the culture of giving at the museum, they were also the most effective fundraisers in its history.

As one of the most prominent business and philanthropic leaders in the Palm Springs community, Harold serves on the boards of directors for and actively supports the Barbara Sinatra Children’s Center, the Eisenhower Medical Center, the McCallum Theatre, the Palm Springs International Film Festival and the not-for-profit Palm Springs Tennis Club Members Association.

“Active philanthropy gives organizations the resources they need to fulfill their missions at a high level of quality and service. It also sets an example for others to follow — and they do follow,” Harold said.

Harold is a longtime donor to The Judy Fund, which holds a special place in his heart as a way to honor Judy and help fight the disease that took his dear friend. “Judy was one of the most likeable, authentic and caring people I’ve ever met,” he said. “She was such a capable leader, and I had great admiration for her compassion for people. It’s gratifying to be able to honor her legacy through The Judy Fund.”

In addition to making significant contributions to The Judy Fund, Harold has raised awareness of Alzheimer’s disease through his work with the Palm Springs International Film Festival, an organization with which Judy was also actively involved.

“As chairman of the Awards Gala and the [Palm Springs International] Film Festival, I was especially proud to be able to honor Julianne Moore with our Best Actress Award for her role in the brilliant and moving film, ‘Still Alice,’ for which she also won the Oscar.”

In 2006, Harold was honored with a star on the famed Palm Springs Walk of Stars for his distinguished service as a humanitarian who has contributed to the charm, worldwide prominence and name recognition of the city. In 2012, Harold joined with Helene Galen and Bill Osterman to honor Judy and Marshall in the same way: by sponsoring a star in their name. The star serves as a lasting tribute to one of Palm Springs’ great power couples.



*Harold Matzner*

*“Harold Matzner is a great leader and a dear friend,” said Marshall Gelfand, founder of The Judy Fund. “He has inspired many to do important things for our community and his generosity is without equal. Judy loved Harold and I continue to appreciate all that he has done and continues to do for The Judy Fund. Harold is one of a kind.”*

Judy’s smile and fun-loving spirit were contagious, reaching every area of Harold’s life. One of Harold’s favorite stories of her is from a Thanksgiving dinner that included “at least 40 people and two turkeys ... and I don’t mean Marshall and me!” Judy persuaded Harold and Marshall to dress as pilgrims, complete with tall black hats, and deliver dramatic readings from “Pilgrim’s Progress.”

“Marshall made a very serious pilgrim and Judy laughed throughout the entire dinner. She knew how to have fun and how to help others do the same,” Harold said.

Judy left a lasting impact on many, including Harold and the entire Palm Springs community. If Harold could send her a message today, it would be: “Judy, you are missed by all of us who love you!”

# Remembering Judy

## By Jackie Rudman

I didn't know Judy Gelfand. I never met her or had a conversation with her. But I feel like she could have been my best friend. Ironic, I know, given that I'm now married to her husband.

The first time I met Marshall Gelfand, we were seated together at a charity dinner. We began chatting and went on to spend the entire evening talking about his wife, Judy, who was nearing the end of her battle with Alzheimer's disease. In addition to describing their storybook marriage, he told me about Judy receiving her diagnosis after serving 17 years as a caregiver for her mother, who also died from the disease. It was heartbreaking, but I was amazed by Marshall's willingness to share his feelings.

Three months later, I bumped into Marshall at another event. He asked me to dance, and we've been dancing together ever since. We married in 2008.

Early in our relationship, we hosted small dinner parties to get to know each other's friends. Marshall would always begin the evening with a toast about Judy and how great a hostess she was. These toasts prompted many friends to ask, "Jackie, doesn't this drive you crazy?" The smile I gave was as genuine as my response:

"If there wasn't a Judy, there wouldn't be a Jackie."

There was so much love between Marshall and Judy because they taught each other to love deeply. After losing Judy, Marshall had to have another love, and I'm blessed that we found each other."

Marshall's children and grandchildren have not only accepted me, they've embraced me with their arms and their hearts. This doesn't usually happen in second marriages, but it's wonderful, and I'm grateful.

In the first year Marshall and I were together, Elizabeth's son, Greg, celebrated his bar mitzvah. It was the first major family affair since Judy died. Worried that my presence would be a reminder of Judy's absence, I was hesitant to attend. But Marshall wouldn't think of it. Upon our arrival, Elizabeth greeted us and asked us to take a seat on the stage — an arrangement that made it difficult to follow my plan of keeping a low profile. But when I looked out into the synagogue, everyone was smiling. It was almost as if Judy whispered in their ears, "This lady is OK. Welcome her."

Judy and Marshall raised amazing children. They instilled in them the importance of helping others and taught them



*Marshall Gelfand and Jackie Rudman. Photo courtesy of Wade Byars and The Desert Sun.*

to be strong, including in the face of adversity. Elizabeth's involvement with The Judy Fund is an incredible example of that. Instead of running away from Alzheimer's and the dark cloud it cast over her family, she took over the reins of The Judy Fund from Marshall and is devoted to fighting this disease.

Marshall and Elizabeth have inspired me to get involved with the Alzheimer's cause. When Marshall was on the Alzheimer's Association National Board, I joined him at every meeting and took notes so that we both could learn more about the disease. I also gained a deeper understanding of the Gelfand family's passion for the cause and their intense love for Judy.

Today, Judy's presence is all around me. Her spirit lives on in her family and friends — people who are now a central part of my life. And even though I can't say I remember Judy, I can honestly say that I love her. I love the person she was, the family she helped build and the incredible impact she had on so many lives, including mine. I can't think of a better way to thank her than by honoring her legacy through The Judy Fund.

*In addition to being a treasured mother and grandmother, Jackie Rudman founded the special education department at Francis W. Parker School in Chicago, Illinois. Jackie is a reader and an armchair political commentator, and has been deeply loved by family and friends for over eight decades.*

# Judy's Granddaughters:

## Leading the next generation of The Judy Fund

Jackeline Stearns was nine years old when her grandmother Judy Gelfand passed away with Alzheimer's disease. Now 20, Jackie retains vivid recollections of her beloved Gram.

"I remember running up and down the hallways of Gram's house in Palm Springs like it was yesterday," said Jackie, daughter of Richard Stearns and Elizabeth Gelfand Stearns. "I can still hear her singing songs and playing the piano, which she was still able to do years into her sickness. My final memories of Gram are of her with wide eyes and smiling."

Jackie is a senior at the University of Wisconsin-Madison majoring in biology. This past summer, she worked as a research assistant at the Wisconsin Alzheimer's Disease Research Center, where she performed image quality checks of brain scans for various research studies. One of the most rewarding aspects of her internship was serving as co-director of The Incredible Life of the Brain, a "brain camp" for fourth-, fifth- and sixth-graders held at Edgewood College. Jackie helped teach the children basic brain anatomy and explained the organ's everyday functions and purposes.

"We created clay brains and pipe-cleaner neurons, went to the local zoo to talk about animal brains and much more," Jackie said. "At the end of the week, every kid created a poster and gave a presentation about a different brain disease."

Given that her grandmother had Alzheimer's and her mother devotes so much time and energy to fighting the disease through The Judy Fund, it's natural that Jackie would eventually be drawn to researching the disease.

"I've always been interested in science, and growing up so impacted by Alzheimer's has definitely made me want to do research for it," Jackie said. "I'm also at one of the leading Alzheimer's centers at one of the world's top research universities where I have access to professionals researching some of the newest and best findings."

"Jackie and all of Judy's grandchildren are the future of The Judy Fund," Elizabeth said. "They definitely come at it with the passion and the understanding of the impact of the disease from a personal standpoint."



Jackie Stearns shows a human brain to participants of The Incredible Life of the Brain science camp.

*"Alzheimer's statistically affects more women than men," Jackie said. "We all need to be engaged in the fight to wipe out Alzheimer's disease."*



Hi all! I'm Ilana Gelfand, Judy's oldest granddaughter and the new social media director for The Judy Fund.

Want to keep up with The Judy Fund every day? Follow us on social media! Keep up to date on Facebook, Twitter and Instagram, and be sure to tag us to spread awareness to your friends and followers!

**Facebook: @The Judy Fund**

**Twitter: @judyfund**

**Instagram: @thejudyfund**

# Participation in Walk to End Alzheimer's helps keep Judy's philanthropic spirit alive



(Front left to right) Lily Kaplan, Ayla Rose Gelfand, Monica Gelfand, Ella Stearns and Brian Gelfand, (Back left to right) Sophie Gelfand, Ilana Gelfand and Marcie Gelfand.



Partners Trust employees and members of The Judy Fund Walk team.

For nearly a decade, The Judy Fund has honored Judy Gelfand's philanthropic legacy and active spirit by participating in the Alzheimer's Association Walk to End Alzheimer's®, the world's largest event to raise awareness and funds for Alzheimer's care, support and research. Over the last three years, The Judy Fund team took part in the Walk in Los Angeles, raising over \$15,000 for the Association.

Led by cousins Ella Stearns and Sophie Gelfand, both 15, daughters of Richard Stearns and Elizabeth Gelfand Stearns and Dean and Marcie Gelfand, the team consists of extended family members, friends and corporate supporters such as employees of Gelfand, Rennert & Feldman and Partners Trust, all who annually join the effort. Making the 2014 event even more special was the presence of the fourth generation of The Judy Fund: 2-year-old Ayla Rose Gelfand, daughter of Brian and Monica Gelfand, and great-granddaughter of Marshall and Judy Gelfand.

While Ella and Sophie don't have vivid memories of their grandmother, The Judy Fund and Walk to End Alzheimer's, in particular, provide an outlet for them to feel close to her while paying tribute to her memory.



Ayla Rose Gelfand with her parents Monica and Brian Gelfand.



Lily Kaplan, Ella Stearns, Sophie Gelfand and Ilana Gelfand.

"We were little when our grandmother died, but we have a connection to her through the stories we've been told," Ella said. Sophie added, "The Judy Fund is very much a way for us to honor our grandmother, and Walk is a great opportunity for us to help lead the way in the fight against Alzheimer's."

The Judy Fund will participate in the 2015 Walk to End Alzheimer's on Nov. 8. To join the team or donate, please visit [alz.org/walk](http://alz.org/walk).

# Advocates take Alzheimer's fight to Capitol Hill

A record number of dedicated advocates — nearly 1,000 representing all 50 states — took the fight against Alzheimer's disease to Capitol Hill as part of the 2015 Alzheimer's Association Advocacy Forum March 23 – 25. The advocates urged Congress to make Alzheimer's a national priority and connected with others facing the disease.

During the general session on March 24, Dr. Richard Hodes, director of the National Institute on Aging (NIA), provided an update on research that is accelerating progress. Hodes said that advances in imaging and breakthroughs in genetics provide a potential path toward Alzheimer's interventions that were “unthinkable a few years ago.”

*“There's never been a time that the progress of science has given us so much hope,” Hodes said. “But there are still challenges ahead. We're committed to do all we can to translate ideas and vision into action.”*

That evening, Wolf Blitzer, CNN's lead political anchor and host of “The Situation Room with Wolf Blitzer,” emceed the Forum's National Alzheimer's Dinner, which honors leaders working to end Alzheimer's and celebrates advances made in the battle against it. He presented the Alzheimer's Association Sargent and Eunice Shriver Profiles in Dignity Award, which recognizes individuals whose actions have promoted greater understanding of Alzheimer's and its effects on diagnosed individuals, families and caregivers, to Lisa Genova, author of “Still Alice.” The book, detailing one woman's journey with Alzheimer's, was made into a film starring Julianne Moore, who won an Oscar for her performance in the title role. The film continues to connect with audiences and spark conversation worldwide.

Genova's return to the Forum to accept this award brings her journey with “Still Alice” full circle. In 2008, she debuted passages from the novel at the Forum, not realizing the impact the book would have on the Alzheimer's movement (read more on page 4).



Wolf Blitzer presents the Alzheimer's Association Sargent and Eunice Shriver Profiles in Dignity Award to Lisa Genova at the 2015 National Alzheimer's Dinner.

*“I wrote a book. It became a movie. It's changing the world,” Genova said. “I want to thank all of you, because you're all here making a difference and changing the world. Every single voice matters. Be heard.”*

In the culmination of the Forum on March 25, known as Hill Day, delegates worked their way through the halls of congressional buildings, lobbying elected officials to support the Association's priorities of increasing the federal commitment to Alzheimer's research and improve access to care planning.

# Ambassadors efforts help lead to historic funding increase

The Alzheimer's Association Ambassador Program, supported by The Judy Fund, is designed to enhance the Association's federal government relations efforts through personal contact with targeted members of Congress. Ambassadors build relationships with decision-makers and their staff, holding them accountable to their commitment to fight Alzheimer's.

Their efforts, coupled with the voices of advocates nationwide, were rewarded in June when the Senate Appropriations Subcommittee and the House Appropriations Subcommittee approved historic increases in federal Alzheimer's research funding (\$350 million and \$300 million, respectively). If passed into law, this funding would be a significant step toward accomplishing the first goal of the National Plan to Address Alzheimer's Disease: to prevent and effectively treat Alzheimer's by 2025.

This bipartisan effort shows that leaders on Capitol Hill are in agreement that the burden Alzheimer's places on families and the nation must be addressed now," said Alzheimer's Association President and CEO Harry Johns.

Marshall Gelfand, founder of The Judy Fund, is proud of the contributions Ambassadors make in ensuring that Alzheimer's disease gets the attention it needs in Washington.

*“The generosity of our loyal donors — individuals who give anywhere from \$25 to \$2,500 to \$25,000 — fuels the continued success of the Ambassador program,” Gelfand said.*



Maggie Ownbey, Elizabeth Gelfand Stearns and Susan Ownbey-Menaker.

*“Ambassadors have played a pivotal role in the passage of the National Alzheimer's Project Act, the Alzheimer's Accountability Act and the recent funding victories on Capitol Hill.”*

Former Ambassadors Maggie Ownbey and Susan Ownbey-Menaker lost their mother and an uncle to Alzheimer's, and Susan's mother-in-law also passed away with the disease. Maggie was an Ambassador to Rep. Adam Schiff (D-Calif.), and Susan to Rep. Tony Cárdenas (D-Calif.). They remain great advocates for the cause.

“We made a promise to our mom to never stop fighting for her,” Maggie said. “Ambassadors are amazing people who are living with this disease or fighting on behalf of someone they love who is.”

Susan is appreciative of The Judy Fund's support of the Ambassador program.

“My gratitude for The Judy Fund is immeasurable,” Susan said. “I adore Liz and find her words and work extremely inspiring. As a daughter, I understand the passion and urgency to fight this disease on a whole different level.”

# Sigma Alpha Mu Fraternity

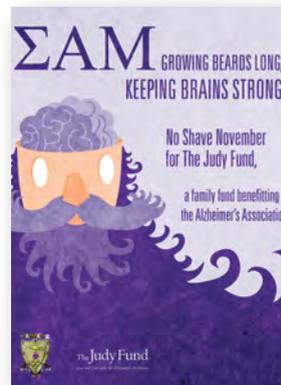
## launches No Shave November and more in support of The Judy Fund

Once again, the men of Sigma Alpha Mu (ΣAM) Fraternity have exceeded their previous year's fundraising total for The Judy Fund, the fraternity's national charity of choice since 2005. Last year, they raised \$73,348; during the 2014-15 academic year, they raised \$103,013, hitting six figures for the first time in the history of their partnership, thanks in part to the launch of their signature fundraising event, No Shave November for The Judy Fund.

*“I am so proud of our members, and not just the collegiates,” said Leland D. Manders, SAM executive director. “We had alumni get involved in No Shave November, and they participated in other ways as well. The fraternity is a lifetime commitment, and so is our commitment to its values, including a spirit of service to our fellow men and women.”*



Sigma Alpha Mu Supreme Prior Andrew Ahitow presents a check to The Judy Fund Chair Elizabeth Gelfand Stearns at the fraternity's 2015 Leadership Conference and Convention.



### No Shave November

In fall 2014, the men of Sigma Alpha Mu participated for the first time in No Shave November for The Judy Fund. Chapters and alumni groups around the country grew facial hair for the entire month and asked families, friends and others to sponsor their efforts. They had fun documenting the month on social media to create awareness and raised an amazing \$47,794 with the support of over 700 donors.

The top fundraising chapters were Mu Psi, Miami University of Ohio, \$7,884; Sigma Iota, University of Michigan, \$7,710; and Beta Iota, University of Wisconsin, \$5,665. Coming in fourth and worthy of special mention was the Sigma Alpha Mu Official Family, which included its board members and other volunteer leaders who raised \$4,491. Andrew Ahitow, supreme prior of the Octagon, i.e., ΣAM's board chair, led the Official Family's No Shave November drive.

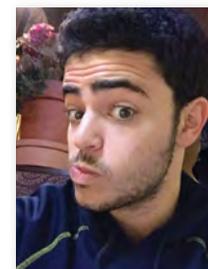
“I'm a big believer in leading by example, in not only saying but doing,” said Ahitow. “It was fun, and I'm proud of my brothers and our work to end Alzheimer's. My beard came in nicely, too. I even decided to keep it.”

Sammies (as they are known) will again be “growing beards long to keep brains strong” this November. Elizabeth Gelfand Stearns, chair of The Judy Fund, knows there is much more success to come.

“I have spent my life surrounded by Sammies,” said Gelfand Stearns. “When I was a young girl, I would join my father's pilgrimage to Syracuse for ΣAM homecoming each year. Decades later, my nephew Brian was a ΣAM at Penn and my son Greg is a ΣAM at Michigan. I'm not surprised at all by the tenacity and commitment ΣAM has brought to The Judy Fund. No Shave November is the latest example in a legacy of having fun and doing good things.”



Jesse  
Freeman,  
ΣAM alumni



Marc  
Schwartz,  
ΣAM alumni

## *An Ongoing Commitment*

ΣAM chapters have been hosting creative fundraisers since the beginning of the partnership with The Judy Fund and the Alzheimer's Association. Every year, the men stage poker tournaments, host dinners, hold sports competitions and do much more to help people affected by Alzheimer's disease. During the 2014–15 academic year, many chapters held their own events, in addition to participating in No Shave November.



*The men of the Kappa chapter at the University of Minnesota host the BIKE-4-JUDY cycling fundraiser.*

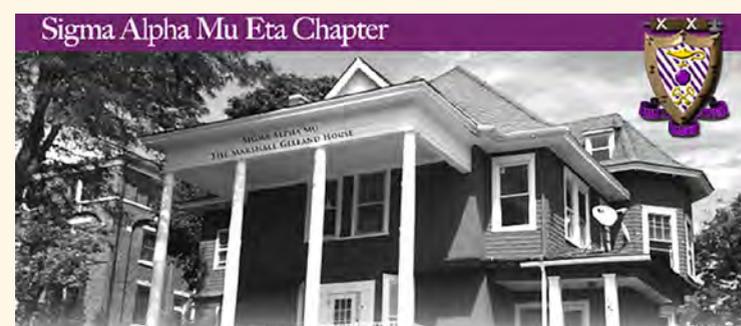
In May 2015, the men of the Kappa chapter at the University of Minnesota, in partnership with the University's Chabad House, hosted BIKE-4-JUDY, a cycling fundraiser. Participants rode a 15-mile loop in Minneapolis, raising \$1,830. With several other donations and their No Shave November results, the Kappa chapter amassed \$4,307.

In April 2015, the Beta Psi chapter at the University of Virginia raised \$5,300 in its second annual All You Can Eat'sters, an event that includes a variety of tailgate games, live music and "infinite" food. Add to that their fundraising through No Shave November and the Alzheimer's Association Walk to End Alzheimer's, the men of Beta Psi brought in a total of \$7,770.



*Joshua Barkow and Jared Fogle of the University of Virginia Beta Psi chapter at the All You Can Eat'sters fundraiser.*

*“These outstanding results exemplify a deeply meaningful partnership that began in 1948 when Marshall pledged ΣAM at Syracuse,” Gelfand Stearns remarked. “Generations later, the work that ΣAM has done for The Judy Fund is what fraternity is all about. Thank you, Sigma Alpha Mu; thank you, Sammies.”*



## *Syracuse Chapter Honors Gelfand*

Sigma Alpha Mu's Eta Chapter at Syracuse University is honoring their longtime alumni leader and Lifetime Member of the Syracuse University Board of Trustees, Marshall M. Gelfand '50, by naming their new house: The Marshall M. Gelfand Eta Chapter House.

## Alzheimer's researchers

present potential breakthroughs at

# AAIC 15



Maria Carrillo, Alzheimer's Association chief science officer.

More than 4,500 of the world's leading scientists convened at the Alzheimer's Association International Conference® 2015 (AAIC®), the premier annual forum for the presentation and discussion of the latest Alzheimer's and dementia research. Held July 18–23 in Washington, D.C., the meeting featured researchers from 65 countries, nearly 500 expert speakers and more than 1,200 poster presentations.

### *Research highlights included:*

#### **New ways to predict the development of Alzheimer's**

Four studies reported at AAIC suggest that brain scans, memory tests and body fluids such as saliva may be key to understanding a person's likelihood of developing Alzheimer's, even among those who don't yet have memory and thinking problems associated with the disease.

Two of the studies reported that an excess of certain proteins in cerebrospinal fluid (CSF) may be strong predictors of Alzheimer's and that the accuracy of these predictions increases when other diagnostic tools such as memory tests or MRI brain scans are also included in the assessment. A third study highlighted the emerging ways of detecting inflammation in the brain by taking images with PET scans, which could one day be used to monitor the impact of potential treatments to protect the brain. Lastly, a small but intriguing study suggested it could be possible to detect Alzheimer's-like changes in saliva, which is easily obtained, safe and affordable.

#### **Women and cognitive decline**

Studies reported at AAIC suggest that women with mild cognitive impairment (MCI) experience two times faster decline in cognition than men with MCI. MCI involves a slight but noticeable and measurable decline in cognitive abilities, including memory and thinking skills, but the changes are not severe enough to interfere with daily life or independent function. A person with MCI is at an increased risk of developing Alzheimer's or another dementia.

*“Women are disproportionately affected by Alzheimer's, and there is an urgent need to understand if differences in brain structure, disease progression, and biological characteristics contribute to higher prevalence and rates of cognitive decline,” said Maria Carrillo, Ph.D., Alzheimer's Association chief science officer.*

(Read more about how the Association is leading research in gender and biological sex vulnerabilities related to Alzheimer's disease on page 2.)

#### **School performance and late-life dementia**

Research presented at AAIC reported on how childhood school performance, formal education and the complexity of a person's job may impact later life risk of dementia. Swedish scientists followed more than 7,500 people aged 65 or older for more than 20 years to identify individuals that developed dementia. They also collected data they thought might relate to late-life risk of Alzheimer's or other dementia, such as educational attainment, occupational complexity and school grades from ages 9–10.

Dementia risk was elevated 21 percent in people who were in the lowest 20 percent of childhood school grades in this population. Importantly, high occupational complexity could not compensate for the effect of low childhood school marks. Lowest dementia risk (39 percent reduction) was found in the group who had both higher childhood school performance and high occupational complexity with data. The findings indicate that cognitive engagement and abilities may provide the foundation for successful cognitive aging much later in life.

For more information on AAIC research highlights, visit [alz.org/aaic](http://alz.org/aaic).

# Alliance of Women's Alzheimer's Researchers meets at AAIC

The Alliance of Women's Alzheimer's Researchers (AWARE) held a session during AAIC that addressed the challenges and opportunities for women in science. The two-hour program featured eminent female scientific leaders offering an appreciation of their personal career trajectories and insight into identifying mentorship, resources and professional opportunities for Alzheimer's researchers.

Maria Carrillo, Ph.D., Alzheimer's Association chief science officer, moderated the discussion and commented on the growth in the number of female researchers attending AAIC. Among the panel highlights, Dr. Vivian Pinn, retired director of the National Institutes of Health Office of Research on Women's Health, noted that in the 1960s, the question posed to female researchers was, "Can women in science have success and a family at the same time?" She remarked that the question is still being asked, which means that although progress has been made, women scientists still have a way to go to gain acceptance. Pinn also related an anecdote about how difficult it can be for female researchers to be taken seriously.

*"In my first semester of med school in 1963, a classmate came up to me and said, 'You have no business being here — women's brains are smaller than men's, so you're just taking up a spot that a man should have,'" she said. "Guess what? He flunked out and I didn't. I've known since 1967 that the size of your brain doesn't predict your academic success."*



The Alliance of Women's Alzheimer's Researchers gathers at AAIC.



Dr. Vivian Pinn

# Young donors support The Judy Fund



Dawn Presse's 2014-15 fifth-grade class at Foster City School in Foster City, California, donates a portion of its winnings from a science competition to The Judy Fund.

Dear whomever is reading my letter,

My name is Pallavi from Ms. Presse's fifth grade class at Foster City Elementary School. You have recently received \$150 from my class which we have worked very hard to get. We won \$500 at a competition called Trash to Art sponsored by the Shoreway Environmental Center. We found out about this competition when we went there for a field trip and the people working there told us. Our class entered a Robot in the competition. And to our surprise we won first place and received \$500 as I have told you before plus two certificates, one from the Shoreway Environmental Center and the governor. After a while, our class decided we would donate \$250 to two organizations and use the rest of the money to have an activity with our class buddies who are Kindergartens in Mrs. Jones' class and do some kindness acts for our school. To decide on which two organizations we would donate to we voted. Much of our class voted to donate to an Alzheimer's organization since one to two of my teacher's and several classmates' family has it now or died because of it and a PHA organization since one of my classmate's mom has it. These two organizations won. After some research on Alzheimer organizations my teacher choose The Judy Fund, which is yours. And that is all of the history of how your organization received \$150.

Best Wishes,  
Pallavi

*I truly hope that you guys can use this tiny little donation and others to find a cure for Alzheimer's. Seriously, forgetting your family, friends, and basically your life is not a joke. I think it's very kind of you to try to help these poor people.*



*Your friend,  
Sophia* ♥

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The Judy Fund is deeply grateful for the support and generosity of all donors.  
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*“Never  
doubt that a  
small group  
of thoughtful,  
committed  
citizens can  
change the  
world; indeed,  
it is the only  
thing that  
ever has.”*

*Margaret Mead*

## The Judy Fund

Care and Cure with the Alzheimer's Association

### october 2015

- 17 **Hilarity for Charity® Variety Show:**  
**James Franco's Bar Mitzvah**  
Los Angeles, CA
- 27 **New York Rita Hayworth Gala**  
New York, NY

### november 2015

- 1 **The Judy Fund Salon Series:**  
**Mind&Heart**  
San Francisco, CA  
RSVP to [zbedell@alz.org](mailto:zbedell@alz.org)
- 3 **Zenith Society Meeting**  
San Francisco, CA
- 8 **Walk to End Alzheimer's®**  
Los Angeles, CA

### february 2016

- 27 **Walk to End Alzheimer's®**  
**Coachella Valley**  
Palm Desert, CA

### march 2016

- 9 **A Night at Sardi's**  
Beverly Hills, CA

### april 2016

- 5 **National Alzheimer's Dinner**  
Washington, D.C.

### may 2016

- 7 **Chicago Rita Hayworth Gala**  
Chicago, IL

### july 2016

- 24–28 **Alzheimer's Association**  
**International Conference® 2016**  
Toronto, Canada

To learn more about the above events, visit [alz.org](http://alz.org). To make a donation, visit [alz.org/judyfund](http://alz.org/judyfund).



*The Judy Fund lovingly remembers Peter Grad, an Alzheimer's champion, who, along with his wife Laurie Burrows Grad, created and chaired "A Night at Sardi's." Over the last 23 years, the event has raised concern, awareness and more than \$27 million for the Alzheimer's Association. Peter will forever be a shining star for us all.*

The Alzheimer's Association is deeply grateful to the families, friends, business colleagues and corporations who have so generously supported the founding and growth of **The Judy Fund**.

Marshall M. Gelfand and his family established **The Judy Fund** in 2003 in loving memory of his wife, Judy Gelfand. Since its inception, this family fund has raised more than \$5.5 million in support of the Alzheimer's Association to help prevent this disease from striking future generations.

Your support has enabled **The Judy Fund** to finance public policy efforts and vital research grants, including the Association's funding for Pioneer and Zenith Fellow Awards. Thank you for joining the Gelfand family in helping to advance the mission of the Alzheimer's Association.