

The Judy Fund News

A newsletter published exclusively for our friends and supporters

SPECIAL
SPOTLIGHT:
WOMEN &
ALZHEIMER'S

Care and Cure with the Alzheimer's Association

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Dear Friends and Family,

Back in 2015, I wrote to you about Alzheimer's disease and women. We dedicated the entire Judy Fund newsletter that year to examining the disproportionate impact the disease has on females — both as people living with the disease and caregivers.

Today, there is an even bigger story to tell: Sixty-six percent of the 5.4 million people over the age of 65 living with Alzheimer's in the United States are women. Worldwide, the impact of this disease on women's brains is staggering.

The Judy Fund has spent decades bearing witness, learning about, telling stories and funding research to understand **women's brains and Alzheimer's disease:**

What we **do** know is that two-thirds of the people in the United States over 65 living with Alzheimer's disease are women. Yet until recently, there has been little to no integrated funding plan for supporting women's brain research and Alzheimer's disease.

To honor my mother and my grandmother who both lost their brains to Alzheimer's, and to honor all the women around the world living with or caring for someone with the disease, The Judy Fund is taking action. We are working with the Alzheimer's Association® to take a leadership role in global efforts to fund gender-specific research focused on women's brains and Alzheimer's.



Progress toward The Judy Fund goal of \$10 million by 2020.

1986	• Lost our grandmother Gertrude Jaffe at age 78 to Alzheimer's.
2003	• Established The Judy Fund.
2004	• Lost our mother Judy Gelfand at age 70 to the disease.
2013	• Created The Judy Fund Salon Series, Mind&Heart, to speak to women nationwide about the connection between their hearts and their brains.
2014	• Co-produced the film "Still Alice," which explored a woman's journey through Alzheimer's disease.
2015	• The Judy Fund played a leadership role at an Alzheimer's Association think tank that led to the creation of WARI, and gave \$100,000 to fund research in this area.
2017	• The Gelfand Family donated \$500,000 through The Judy Fund to complete funding of the first set of grants under WARI and additional gender-based studies.

In 2015, we asked all of our donors to join us for our first campaign challenge: The Gelfand family donated \$100,000, and we asked you to match the gift. Your generosity yielded results that helped propel our fund to the nearly \$8 million mark that we approach today.

In 2017 we are doubling down — the Gelfand family gave a leadership gift of \$500,000 through The Judy Fund to advance the Alzheimer's Association Women's Alzheimer's Research Initiative (WARI) and additional gender-based research studies, and now we are asking once again for your generosity.

Join our **challenge** to become a part of the leaders who fund landmark work that will impact women and their brains for the rest of time, forevermore. Make a donation using the enclosed envelope or go online to alz.org/judyfund.

The Judy Fund's new goal is to raise and grant a total of \$10 million by 2020. I know we will get there with our friends around us and by our side.

Happy travels!

Elizabeth Gelfand Stearns
Chair, The Judy Fund

What is the impact of hormonal imbalances caused by childbearing on women's brains? We do not know.

What is the impact of estrogen loss caused by menopause on women's brains? We do not know.

What else don't we know?

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”
-Margaret Mead

To fuel the efforts of The Judy Fund with a donation, please use the enclosed envelope or visit alz.org/judyfund.

Women Lead the Charge for Alzheimer's Sex and Gender Research

Women account for nearly two-thirds of Americans living with Alzheimer's disease and more than 60 percent of those caring for people with Alzheimer's. So it's fitting that female scientists and philanthropists are taking the lead on research that can unlock the mysteries of a disease that exacts a disproportionate toll on mothers and grandmothers, sisters and daughters — yielding knowledge that promises to benefit all people living with or at risk for Alzheimer's.

"Women generally live longer than men, but longevity alone may not account for the unequal Alzheimer's disease burden women face," says Heather Snyder, Ph.D., senior director of Medical and Scientific Operations for the Alzheimer's Association, which launched the Women's Alzheimer's Research Initiative (WARI). "Studies have revealed there may be distinct biological and genetic factors shaping how the disease develops and progresses in women," Dr. Snyder explains. "Uncovering biological differences helped cardiologists fine-tune diagnosis, prevention and treatment of heart disease in women. Tackling Alzheimer's requires a similar vision."



Women are taking a leadership role in driving the Women's Alzheimer's Research Initiative.

To support WARI, a group of philanthropists, mostly women, gave a collective \$2.2 million to fund nine Alzheimer's Association research grants, which advance studies led primarily by female investigators. The Judy Fund was a significant contributor to this effort, along with other donors, including: Crystal and John Beuerlein, Elizabeth Gelfand Stearns, Michele and Lawrence Herbert, Debbie and Clay Jones, Sarah Losinger, Carol-Ann O'Mack, the Part the Cloud movement led by Michaela "Mikey" Hoag, Sigma Kappa Sorority and Dr. Ellen Yankellow.



Elizabeth Gelfand Stearns, Dr. Roberta Brinton and Mikey Hoag.

WARI grantee Roberta Brinton, Ph.D., is director of the Center for Innovation in Brain Science at the University of Arizona Health Sciences. As an authority on the complex interplay between hormones and genes in Alzheimer's disease, Dr. Brinton will use her three-year grant to investigate how the risk factor gene APOE4 impacts the development of Alzheimer's pathology in both females and males.

"A woman with a single copy of the APOE4 gene is at greater risk of Alzheimer's than a man with two copies of the gene," says Dr. Brinton, who chaired the Alzheimer's Association think tank that led to WARI. Dr. Brinton will also test the efficacy of a therapy to prevent the loss of myelin, a fatty material that insulates nerve fibers. "The breakdown of myelin has been implicated in the disruption of brain signaling in Alzheimer's," she says.

“Studies have revealed there may be distinct biological and genetic factors shaping how the disease develops and progresses in women.”

Recognizing the importance of this type of research, The Judy Fund made another major investment in Association-funded projects exploring the role of sex and gender in Alzheimer's. The Judy Fund grantee Cindy Barha, Ph.D., of the University of British Columbia in Vancouver, is studying whether male and female brains respond in different ways to aerobic training and resistance



Current and former members of the Alzheimer's Association National Board of Directors at AAIC 2017.



Guests of AAIC and supporters of the Alzheimer's Association research efforts celebrating honoree Mikey Hoag at the Jerome H. Stone Philanthropy Award dinner.

strength training. Dr. Barha's findings could help scientists develop personalized exercise interventions that more effectively slow or prevent memory decline in people with mild cognitive impairment.

Adriana Strutt, Ph.D., at Baylor College of Medicine in Houston, is another researcher supported by a generous donation from The Judy Fund. Because some individuals with Alzheimer's and other neurodegenerative diseases can experience behaviors that are impulsive and out of character for them, Dr. Strutt will measure changes in sexual behavior among people with Alzheimer's disease. Dr. Strutt's work could help guide treatment plans to address these symptoms and improve the quality of life for people with Alzheimer's and their caregivers.

At the Alzheimer's Association International Conference® (AAIC®) 2017, July 16 – 20 in London, lead donors to the WARI initiative gathered to hear the latest progress in this area of study, and were able to talk one-on-one with grantee Dr. Brinton.

“We are so grateful to the Gelfand family, The Judy Fund and the other visionary philanthropists whose generosity is advancing this exciting new area of scientific exploration.”



A panel discussion on the Part the Cloud movement at AAIC.

"Sex- and gender-based research has the potential for field-altering discoveries, and we are committed to making ongoing investments to realize that potential," says Maria Carrillo, Ph.D., chief science officer at the Alzheimer's Association. "We are so grateful to the Gelfand family, The Judy Fund and the other visionary philanthropists whose generosity is advancing this exciting new area of scientific exploration."

Ambassadors Seize Opportunities During Advocacy Forum

In March during the 2017 Alzheimer's Association Advocacy Forum, a record-setting 1,300 advocates turned the nation's capital purple. The advocates, including more than 390 Ambassadors — advocate leaders who help the Association meet its federal policy goals — shared their personal stories and encouraged legislators to increase Alzheimer's research funding.

The Judy Fund has been a key supporter of the Ambassador program since 2010, helping to provide resources and trainings that prepare Ambassadors to confidently approach and engage with elected officials.



Cheryl Belleville, Sen. Elizabeth Warren (D-Mass.) and Mike Belleville.

Mike Belleville, an alumnus of the Association's National Early-Stage Advisory Group, serves as Ambassador to Rep. Jim McGovern (D-Mass.). At this year's Forum, Belleville, who is living with Lewy body dementia, not only sought out McGovern to discuss the need for greater Alzheimer's research funding, he also made sure to reconnect with Sen. Elizabeth Warren (D-Mass.).

In 2016, Belleville introduced himself to Warren and explained his story: At only 55 years old and living with dementia, he faces a future in which he will eventually forget everything — their interaction, his wife and children, his entire life. He urged Warren to push for increased federal funding because the day will soon come when he no longer can.

"His story was like a spear thrust between my ribs," Warren says, "reminding me that everything we do in Washington matters to real people." In her new book, "This Fight Is Our Fight," the senator says, "[Belleville] is a very special guy, and his fierce determination to press Congress to support more research for Alzheimer's was an inspiration for me and, I hope, for others."

Also during this year's Advocacy Forum, Ann Tillery, who serves as Ambassador to Sen. Ben Sasse (R-Neb.), displayed the confidence she's gained from the Association's Ambassador training. The four-time Advocacy Forum attendee, who lost her mother to Alzheimer's, was having dinner when she noticed President Trump at a nearby table. The proactive Ambassador didn't hesitate to ask to speak with him.



Ann Tillery with Rep. Jeff Fortenberry (R-Neb.).

"I wanted him to hear, firsthand, that Alzheimer's is the most expensive disease in America and we need an increase in funding to find a cure," Tillery says. She sat with Trump briefly, informing him of the upcoming Forum and sharing facts about the disease. Tillery shared a photo from their encounter on Twitter, gaining attention from news outlets. "We Ambassadors know how to convert anguish into advocacy, and search out opportunities to move our cause forward," says Tillery.

Sigma Alpha Mu Members Inspired by Forum Attendees



Alzheimer's Association Chief Policy Officer Rob Egge, Max Goldfarb, Jon D'Orazio, Elizabeth Gelfand Stearns, and Alzheimer's Association President and CEO Harry Johns.

The Sigma Alpha Mu Beta Iota Chapter at the University of Wisconsin sent members Jon D'Orazio and Max Goldfarb to the 2017 Advocacy Forum in recognition of the chapter's fundraising success for The Judy Fund.

"Every advocate attending the conference is a selfless individual who is fighting to ensure not only that those who have Alzheimer's or dementia may receive help, but that someday no one will have to experience the adversity that this disease has subjected them to," D'Orazio says.

Remembering Judy

By Dr. Jill Kalman

I'm deeply touched to be asked to write a reflection on Judy Gelfand, as I feel lucky to have known her, and I know how important this work is.

I met Elizabeth Gelfand Stearns at Camp Merriwood, a sleep-away camp in Orford, New Hampshire, in 1975, when we were about 14, although Elizabeth and I imagine that we've known each other much longer. Camp Merriwood became one of the frameworks of my life because of the friendships I made there. This was my first time at the camp and Liz introduced herself on the bus ride. You can imagine the anxiety and intimidation that goes along with meeting the camp girls for the first time, and Elizabeth was certainly one of *the* girls. We landed in Cabin 4, and while hanging my clothes in the closet, I noticed we both brought the same lime-green pants outfit that somehow we'd both bought from a woman who sold clothes out of her home on Long Island. We formed an immediate bond, and we've been best friends ever since — and not just best friends, but significant figures in each other's lives.

On my very first camp Visiting Day, I met Judy and her husband, Marshall. They were somehow larger than life for me. I immediately felt part of their family. For years after camp was over, groups of us would travel to Palm Springs to visit Liz, and she and Judy would plan an extravaganza of a trip: Disneyland, Beach Boys concerts, Malibu and Universal Studios. Judy was the ambassador of the week. She would drive us from place to place in a van, and that's one of my enduring memories of her — she was the ultimate mom. The Gelfands taught me as much about family as my own did in terms of how they enveloped and embraced everyone.

“The kind of person Judy was, and that Liz is, makes it deeply meaningful to be part of this crusade to end Alzheimer's disease.”

I always think of Judy as beautiful, blonde elegance, and one of my favorite stories is how Judy became a blonde. Her natural hair color was dark brown, but she decided to bleach it the day before her high school graduation — and she walked into that ceremony with her bold new look. She was courageous. She welcomed change and was willing to take chances.

As a doctor, I did what I could when Judy was diagnosed with Alzheimer's disease to ensure the family was in the



Elizabeth Gelfand Stearns, left, and Jill Kalman, right, at camp in 1975.

right hands and knew about treatment options. As a friend, watching the deterioration of Judy's personality and her ability to recognize those around her was devastating. But Judy handled her Alzheimer's journey with grace — that's how she handled everything.



Jill and Elizabeth today.

I'm a cardiologist, so I'm the "heart" in Mind&Heart, The Judy Fund Salon Series designed for women of the baby boom generation to raise awareness of how heart and brain health may be connected. The wonderful Dr. Maria Carrillo, Alzheimer's Association chief science officer, is the "mind." Four years ago, even before Liz explained the Mind&Heart idea to me, she asked if I was available on a particular date, and before I even knew the details I said yes: "Whatever it is, I'm doing it." Whenever Elizabeth calls, I always say yes.

It's been an honor for me to participate in The Judy Fund at these events and as a donor and supporter. The kind of person Judy was, and that Liz is, makes it deeply meaningful to be part of this crusade to end Alzheimer's disease.

Dr. Jill Kalman is the medical director of Lenox Hill Hospital in New York City, part of the Northwell Health System, and medical director of the patient experience for the health system. She is a cardiologist and specializes in the field of heart failure. Jill met Judy at Camp Merriwood Visiting Day when Jill and Elizabeth were young teenagers. Jill and Elizabeth's relationship has spanned the decades and includes sharing their own children with each other, happily retelling camp stories to all.

Sigma Alpha Mu Continues Strong Support of The Judy Fund

Throughout the 2016-17 academic year, the men of Sigma Alpha Mu (ΣAM) Fraternity united on college campuses across the country in support of The Judy Fund, raising more than \$65,000.

"The Judy Fund is honored to be the national charity of choice for Sigma Alpha Mu, and we remain impressed by the dedication, creativity and spirit displayed by so many chapters," Elizabeth Gelfand Stearns says. "Despite the demands of collegiate life and careers, Sammy students and alums make time to advance our cause. We are humbled and forever grateful for their help."



Sigma Alpha Mu top fundraisers at the fraternity's 2017 convention.

Autumn Activities Kick Off Fundraising

With their characteristic energy and enthusiasm, the Sammies launched efforts to fight Alzheimer's by putting the "fun" in fundraising. In September 2016, the Gamma Tau Chapter at the University of Florida participated in the Alzheimer's Association Walk to End Alzheimer's®, raising nearly \$3,000.

ΣAM chapters and alumni grew facial hair for donations during No Shave November, raising more than \$27,000 for the cause. The University of Wisconsin Beta Iota Chapter raised the most money through this event, earning members Jonathan D'Orazio and Max Goldfarb an invitation to the Alzheimer's Association Advocacy Forum in Washington, D.C. Both Jon and Max have faced Alzheimer's in their families. Read more about the Advocacy Forum and Jon's moving reflection on page 4.

Stepping Up in Spring Semester

Sigma Alpha Mu chapters elevated their fundraising efforts in the spring with a wide range of activities.



Kappa Chapter members at the University of Minnesota participate in "Bike for Judy."

March Madness basketball tournament events were popular with some Sammies, while others thought outside the bracket:

- For a donation, the Sigma Omicron Chapter at the University of Nebraska allowed members to opt for casual dress at their weekly meetings.
- UCLA's Sigma Pi Chapter organized a "Tug on Alzheimer's" tug-of-war tournament.
- The Mu Zeta Chapter at Washington State University hosted a 72-hour livestream video game tournament.
- The Mu Theta Chapter at the University of Southern California played "street pong."
- Members of the Kappa Chapter at the University of Minnesota pedaled continuously for 24 hours during their "Bike 4 Judy" event.

"For 12 years, the men of Sigma Alpha Mu have expressed their charitable values through significant contributions to The Judy Fund," says Gelfand Stearns. "We look forward to continuing this powerful partnership with future generations."



Will Clarke (left) of the Mu Si Chapter at Miami University of Ohio attended the 2016 Hilarity for Charity event for the Alzheimer's cause in Los Angeles. Clarke won a ticket through a raffle for top fundraisers for The Judy Fund. Celebrities Snoop Dogg and Seth Rogen performed.

Moving the Cause Forward

Walk Teams Grow Across the Nation

The Judy Fund teams are sprouting up across the nation to support the Alzheimer's Association Walk to End Alzheimer's.

In 2016, The Judy Fund teams exceeded previous fundraising goals. The Judy Fund team was No.1 in fundraising at the Walk in Santa Monica, thanks to nearly 40 employees, family members and friends of Partners Trust and Gelfand, Rennert & Feldman LLP. The team raised more than \$10,300, an increase of over \$4,000 from the previous year!

In September at the Walk in Chicago, Gelfand family friend Dave Berry and his team of 40 people raised \$7,300. Dave was Dean Gelfand's college roommate and like Dean, has been impacted by Alzheimer's — his mother is living with the disease.



The Berry family and friends walk together on The Judy Fund team at the 2016 Walk to End Alzheimer's in Chicago.

"Judy was kind of my West Coast mom. I wanted to get involved to honor Judy and my own mom. This was the best way to do it," Dave says.

This fall, The Judy Fund is piloting a nationwide Walk team with a goal of raising \$50,000 in communities across the country. To support The Judy Fund in Walk to End Alzheimer's, visit alz.org/judyfundwalks.

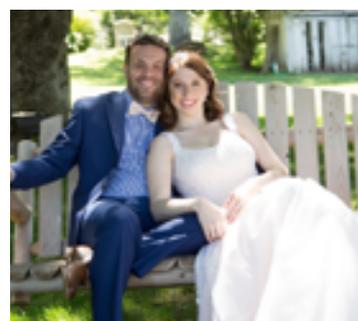
OPICA Recognizes Elizabeth Gelfand Stearns

The Optimistic People in a Caring Atmosphere (OPICA) Adult Day Program and Counseling Center honored Elizabeth Gelfand Stearns with the 2017 Founder's Award at the 12th annual Forget-Me-Not Luncheon held June 22 in Los Angeles. The award recognized Gelfand Stearns' significant contributions to the Alzheimer's community as chair of The Judy Fund, co-producer of the critically acclaimed film "Still Alice" and relentless advocate.

"I want to thank everyone for their support of OPICA, which does so much for so many," Gelfand Stearns said. "Ultimately, this fight is about love."



Elizabeth Gelfand Stearns (center) with the co-chairs of the OPICA Forget-Me-Not Luncheon, George-Ann Hyams (left) and Laurie Burrows Grad (right).



Ilana and Marcus McBride on their wedding day.

Wedding Bells Ring in Donations

When Ilana Gelfand and Marcus McBride tied the knot on May 27, 2017, their happiness reached further than the crowd of family and friends who attended the ceremony. By including The Judy Fund as an option in their gift registry and making an additional

donation of their own, the couple are helping others whose lives are impacted by Alzheimer's disease.

"The Judy Fund is so close to our hearts," says Ilana, Judy Gelfand's granddaughter. "We feel that the gift of a donation toward a cure for Alzheimer's is far more substantial than any pot or pan we'll ever receive."

To capture moments the couple might have missed at the wedding, guests were encouraged to post photos to social media using the hashtag #TheMcBrideandGroom, which would trigger a \$5 donation from the newlyweds to The Judy Fund. With nearly 300 posts, the creative idea yielded a \$1,500 gift as well as a photo album on Instagram.

Continuing the Conversation

In February at the Tamarisk country Club in Rancho Mirage, more than 80 supporters of The Judy Fund gathered to hear Dr. Heather Snyder, Alzheimer's Association senior director of Medical and Scientific Operations, present the latest in Alzheimer's research. "It was an informational and inspiring event," Marshall Gelfand says. "We are grateful for everyone who shares The Judy Fund's commitment to end this disease."

Donor Spotlights

Fremont Family



Barbara Fremont, third from left, with her daughters and granddaughters.

Barbara Fremont was a close friend of Judy Gelfand.

“I met Judy in the late 1970s. She always had a smile on her face. She was very special and caring,” Barbara says. Barbara and her late husband, Robert, lived in Rancho Mirage and actively supported many charities, including The Judy Fund.

“For my mother, the decision to support The Judy Fund was easy,” says Lora Fremont, Barbara and Robert’s daughter. “She adored Judy.”

The Fremont family has been personally touched by dementia. “My father had dementia when he passed away in 2012,” Lora says. “I know how heartbreaking it is to watch the light dim on the mind and the vibrancy of someone you love. We all appreciate the amazing work The Judy Fund does to fight Alzheimer’s.”

Lora and her two sisters were influenced by their parents’ philanthropy. “My parents always held the belief that it is important to give back to the community, and they felt very fortunate that they were in a position to do so,” says Lora. “Following my mother’s ongoing example, my sisters and I all donate to causes close to our hearts. My mother has definitely inspired her daughters.”

Freund Family



The Freunds, Joyce (third from right) and Henry (fourth from left) with their children and grandchildren.

Intergenerational giving is a tradition for the Freund family. Parents Joyce and Henry support a number of causes, including education, the arts and social services in their community. The Freunds are also longtime supporters of The Judy Fund and were among the original donors when the fund was created in 2003.

“We have known the Gelfand family for many years. We loved Judy and thought she was a fabulous person,” says Joyce. “We believe in the work of The Judy Fund and want to support the growing community of people impacted by Alzheimer’s disease.”

Joyce and Henry’s daughter, Nancy Cremo, mirrors her parents’ philanthropic spirit. Nancy and her husband, Gary, donate to several local nonprofits addressing education, health, legal and other community needs.

“My parents are deeply involved in providing opportunities for others through their charitable work,” Nancy says. “Their generosity for a wide range of causes — from Alzheimer’s to after-school programs — has inspired me to help others in any way that I can. It is a meaningful legacy.”

The Judy Fund

Care and Cure with the Alzheimer's Association

Marshall Gelfand and Elizabeth Gelfand Stearns established The Judy Fund in 2003 in loving memory of Judy Gelfand. Since its inception, this family fund has raised more than \$7.5 million in support of the Alzheimer's Association. The Judy Fund is relentless in its efforts to prevent this disease from striking future generations. 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.

Your support has enabled The Judy Fund to finance public policy efforts and vital research grants. Thank you for joining the Gelfand family in helping to advance the mission of the Alzheimer's Association. Visit alz.org/judyfund to see a listing of donors to The Judy Fund. To make a donation, visit alz.org/judyfund or use the enclosed envelope.