

The Judy Fund News

A newsletter published exclusively for our friends and supporters

Take Us to \$10 million!

FALL 2022 SEVENTEENTH EDITION

SPECIAL SPOTLIGHT: COURAGE

Care and Cure with the Alzheimer's Association

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“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

Your Dollars Make a Difference

- Nearly \$10 million raised by The Judy Fund to date.
- Helped make 20 Alzheimer's Association peer-reviewed research grants possible in addition to lending support to the Association's Women's Alzheimer's Research Initiative (WARI).
- Launched with support from The Judy Fund, the Alzheimer's Association Ambassador program advocates for those affected by Alzheimer's and all other dementia. Read about Ambassadors' legislative achievements and priorities on page 3.

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

Dear Friends and Family,

Courage is comprised of two Latin words: “cor,” the noun meaning heart, and “ager,” a verb meaning to act or lead. In Latin, the compound word courage means “to act (or lead) with heart.”

How do we get through life's challenges, especially in these challenging times? As the Lion in “The Wizard of Oz” reminds us: by having the courage to act with our hearts.

Alzheimer's presents many unique challenges that require a lot of courage. From caregivers whose lives are turned over to full-time care and support, to the researchers behind the bench whose careers are focused on discovering what has been eluding science for so long. Facing Alzheimer's disease takes leadership and courage, from the grandchild sweetly caressing her Gram's hand, to the wife taking over the daily tasks of running a business and household while watching her husband fade away.

And, of course, those living with the disease. The people whose daily job is to try and hold on to what is left: language, storytelling, family, love. Aren't they the most courageous of all?

With your help, The Judy Fund has teed up a courageous goal: We will pass the \$10 million milestone. We are a stone's throw from raising and granting \$10 million — directly funding Alzheimer's research, combined with funding strategic public policy efforts to drive government research. Our collective investment results have paid off — by supporting the Alzheimer's Association Ambassador Program, strategic advocacy has resulted in a sevenfold increase in federal National Institute of Health (NIH) funding — from \$504 million in 2013 to \$3.55 billion in 2022.



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

What exactly does that mean for Alzheimer's disease? The path is clear. As with COVID-19, cancer, heart disease and HIV — NIH research



(From left) Elizabeth Gelfand Stearns; Alzheimer's Association Chief Science Officer Maria Carrillo, Ph.D.; and Chief Medical Officer and Deputy Physician in Chief at Northwell Health, Jill Kalman, M.D., at the Rita Hayworth Gala.

funding changes the game. Disease-modifying drugs and technology usher in a new era for fatal disease: survivorship.

The Judy Fund has been talking about courage for some time. In our Mind&Heart Salon Series we shared that while Alzheimer's is about saving the brain, it requires a fully engaged heart. Science tells us that a healthy heart supports a healthy brain. Courage tells us that we must lead and act with heart to help our brains.

Anyone who knew The Judy Fund's namesake will openly share that heart is exactly what Judy was all about.

Let's face these challenges with the courage to create a world without Alzheimer's disease. Thanks for your ongoing gifts — and being courageous enough to reach this \$10 million goal together. **Please continue this courage streak and give from your heart to support our collective brains. #TheJudyFund #10Million!**

Elizabeth Gelfand Stearns
Chair, The Judy Fund

Remembering Judy

By Doreen Gelfand



Doreen on her wedding day with her mother, Rina (left), and mother-in-law, Judy.

Judy was always more than just my mother-in-law. Actually, she was never even Judy to me. She was Mrs. Gelfand (because I met her at 12 years old as her youngest child, Dean's, babysitter) until she was Mom eight years later (as her oldest child, Todd's, wife).

Judy was also never your stereotypical mother-in-law. Given the age I met her, she was more like my second mother. When I would mention to friends that I was spending time with my mother-in-law, they would roll their eyes and proceed to "commiserate" with stories of their own mothers-in-law: how they had to tolerate them or how they were bad-mouthed by them or how they were never good enough. I was constantly saying,

“Oh, no! My mother-in-law is not like that at all. She is encouraging, inclusive and fun! I love my mother-in-law.” They would shake their heads and tell me how lucky I am. Yes, I knew that.

Having grown up with a grandmother who did not respect my own mother, nor treat her very well, I had witnessed many examples of how *not* to be a mother-in-law. Now, with all three of my children married, I choose to channel Judy in exactly how to be a mother-in-law.

I was blessed to have both parents and in-laws who “showed up.” They attended and helped with holidays, kids’ birthday parties, Little League games, dance recitals, carpooling and watching kids while Todd and I vacationed.



Doreen and Judy with Dean Gelfand at his high school graduation ceremony.

My mother, Rina, and Judy were friends, and both were “doers.” When our wedding florist absconded with the money and there were no flowers the day before

our wedding, the mothers did not tell me. Judy and Rina, both pillars in our desert community, got on the phone with the remaining florists in town and gathered whatever extra flowers they had left in their shops. My only memory was that my wedding was stunning.

When Todd and I moved into our first house in Oakland, California, both mothers flew up to help us move in and decorate. They rolled up their sleeves, moved furniture, hung art, stocked shelves and bought plants. Twenty-four hours later, our neighbors came over to welcome us and had to ask if we might work for the CIA or possibly be part of the witness protection program because the house looked like we had lived there for years!

Judy’s “can do/don’t take no for an answer” philosophy extended beyond her family and into her community. Her charitable works for our synagogue (of which my father was rabbi) and our community were numerous. My father used to say that if he needed something done both well and beautifully, he would call Judy. I can only imagine the galas they are now organizing together in heaven.

I will always be grateful that she, along with Marshall and my parents, led by example and lived an engaged life that we, and now my children, can emulate.

I really don’t need to Remember Judy.

In some ways, she is always a part of my day.

Ambassadors Urge NAPA Reauthorization at AIM Advocacy Forum



Alzheimer's Association Ambassador Michele Castro (right) with Rep. Susan Wild (D-Pa.).

Shortly after the Alzheimer's Association Ambassadors program was formed with support from The Judy Fund, Congress passed the National Alzheimer's Project Act (NAPA) in 2011. These Ambassadors played a critical role in building bipartisan support for this important legislation and getting NAPA passed.

NAPA required the U.S. government to create its first National Plan to Address Alzheimer's Disease. The Alzheimer's Association, Alzheimer's Impact Movement (AIM) and Ambassadors also successfully championed the plan's ongoing implementation by building and maintaining strong relationships with their elected representatives in Congress.

Reauthorization of NAPA is now one of the top public policy priorities for the Association and AIM, a separately incorporated advocacy affiliate of the Alzheimer's Association. Ambassadors are once again at the vanguard of this effort.

Michele Castro of Pennsylvania and John Cotugno of Florida were among the many Ambassadors who met with legislators in Washington, D.C., in May at the 2022 AIM Advocacy Forum. The event once again took place in person after going virtual for two years due to the COVID-19 pandemic.

Michele has lost a number of close family members to younger-onset Alzheimer's and has also inherited a rare genetic mutation that guarantees she will develop the disease.

"Congresswoman Susan Wild (D-Pa.) has walked beside



Alzheimer's Association Ambassador John Cotugno (left) with Rep. Bill Posey (R-Fla.).

me in my fight to end Alzheimer's and has signed onto every ask I've made of her," says Michele, who was recognized as Advocate of the Year at Forum.

"An in-person conversation carries so much weight, and no one can tell our story better than we can because we feel it daily."

John lost his mother-in-law to Alzheimer's. He says the disease devastates both the person living with it and their caregivers, something that has left a lasting impact on him. John has been an Ambassador to Congressman Bill Posey (R-Fla.) since 2018, and their long relationship made the difference when John asked to meet with Posey in Washington. "There was originally no availability on his schedule, but his chief of staff carved out time for me," John says. "These are busy guys, but they both know me and know I will use their time well. I bring both passion and professionalism to a meeting."

Both Michele and John are grateful to The Judy Fund's donors for their support of the Ambassadors program and the training it provides the more than 500 volunteers who stay in year-round conversation with all 535 members of Congress. "Thank you for helping me and my fellow Ambassadors move the needle closer to a future without Alzheimer's," Michele says.

John has seen the work of the Ambassador program make a difference for those facing Alzheimer's.

"Your contributions are the tangible fuel for our efforts, and I am confident that our efforts together will lead to success. Thank you!" John says.

Dedicated to Women's Research, Learning and Leading

Q&A with Roberta Diaz Brinton, Ph.D.

The disproportionate impact that Alzheimer's disease has on women is staggering.

Of the more than 6 million Americans who are living with Alzheimer's, nearly 4 million are women. A woman's estimated lifetime risk of developing Alzheimer's at age 65 is 1 in 5. While breast cancer is often a major concern in women's health, women in their 60s are actually about twice as likely to develop Alzheimer's as they are to develop breast cancer.

The Judy Fund is a key supporter of an Alzheimer's Association program known as the Women's Alzheimer's Research Initiative (WARI), which funds investigators keenly intent on studying how sex and gender contribute to Alzheimer's disease and other dementias.

Elizabeth Gelfand Stearns recently spoke with neuroscientist Roberta Diaz Brinton, Ph.D., from the University of Arizona Health Sciences Center for Innovation in Brain Science, about the latest research on women and Alzheimer's. Brinton — a leader in Alzheimer's research whose work benefited from early WARI funding — spoke with Stearns about the unique brain function of women, why women are disproportionately impacted by Alzheimer's, and the effect the disease has on perimenopausal (the period of time before a woman starts menopause when underlying related biology may be changing) and menopausal (the period of time when a woman has started menopause) women.



Elizabeth Gelfand Stearns and Roberta Diaz Brinton, Ph.D.

Elizabeth Gelfand Stearns: What research endeavors are you involved in at present?

Dr. Roberta Diaz Brinton: My focus is on the mechanisms that drive age-associated brain diseases that affect cognition and function. The brain is the most energetically demanding organ of the body. Throughout life, it undergoes multiple adaptations to sustain that energetic demand. Our working hypothesis is that Alzheimer's can be the result of an energy crisis in the brain that occurs in midlife and that can initiate the asymptomatic stage of the disease. For women, that brain energy crisis can begin in midlife during the perimenopause to menopause transition. We do not think it is an accident that one of the first symptoms that both women and men notice with the disease are cognitive difficulties as cognition is a high energy function.

EGS: In other words, the memory is impaired?

RDB: Yes, memory is impaired which many people experience as not being able to find the right word, the right phrase or the right name. This is a memory retrieval problem. There is another symptom, however, that is more troubling; not remembering a recent event, conversation or instruction.

These experiences of 'not remembering' are really a problem of not being able to encode new information. Because the information is not encoded, the information is not there to remember.



Dr. Brinton outside of the University of Arizona Health Sciences Center for Innovation in Brain Science.

EGS: Why do more women develop Alzheimer's than men?

RDB: Our studies of the female brain and particularly the midlife female brain — those experiencing perimenopause and menopause — indicate that estrogen loss can reduce the ability to use glucose [blood sugar] as the primary fuel for the brain. This change causes the brain to activate a starvation response and use an alternative source of energy, lipids [fats]. This can put the brain at risk for using its own lipids from white matter to generate energy. This compensatory response to fuel the brain's energy demands are at the expense of maintaining and building the fast connections between neural circuits required for typical cognition.

During menopause, many women experience a subtle change in their memory, also known as brain fog. It is also a subjective memory complaint, which is a risk for later development of dementia.

EGS: How is the brain affected during perimenopause and menopause?

RDB: In perimenopause and menopause, the brain is undergoing a renovation project of its existing circuitry and neural circuits. The brain, and the way it works, is changing to adapt to the changes occurring within the body. The good news is that most women recover after this renovation project.

EGS: Has recent research on Alzheimer's yielded promising results?

RDB: Yes, and I am encouraged by the findings. The APOE-e4 gene — a gene that increases the potential for developing Alzheimer's in some populations — is a risk factor, but many women who have the APOE-e4 gene do not go on to develop the disease. We believe that the reason that some of these women do not develop the disease is because they do not have a metabolic dysfunction and they will likely not develop Type 2 diabetes. Our research suggests that it is women who are at risk for developing Type 2 diabetes *and* who carry the APOE-e4 gene who show the greatest decline in cognitive function. The good news is that women who had good metabolic control (not at risk for Type 2 diabetes) and who also carried the APOE-e4 gene had preserved cognitive function.

Those results suggest to us that if women with the Alzheimer's risk factor gene maintained good metabolic health, their cognition was just as good as women who did not have the risk gene.

“We continue to advance understanding of why the brain can develop Alzheimer's and to translate these findings into precision medicine to prevent — and, one day, cure — Alzheimer's disease in those most at risk for the disease: women.”

Read more about women and Alzheimer's at alz.org/women.

Sigma Alpha Mu Supporting the Cause

Sammy Chapters Use Social Media to Drive Awareness

Sigma Alpha Mu fraternity (“Sammys”) has steadfastly supported The Judy Fund since 2005, raising nearly \$1 million to advance the fight against Alzheimer’s. With 25 of their 40 active chapters participating in fundraising and awareness efforts this year — including the Alzheimer’s Association Walk to End Alzheimer’s® and The Longest Day®, and their own “No Shave November” competition — the Sammys continue to raise the philanthropic bar in collegiate and alumni circles.



Delta Omega Chapter at Rochester Institute of Technology hosted their second annual “Run for the Fund” event, raising nearly \$1,200 for The Judy Fund. The chapter livestreamed the event over social media to reach more supporters.



The Epsilon Alpha Chapter at Stephen F. Austin University participated in an on-campus showcase, raising awareness and funds for The Judy Fund.



The Epsilon Nu Chapter at the University of Connecticut hosted a “Pie-a-Sammy” event to support The Judy Fund and Alzheimer’s Association.



Nathan Lamm

University of Florida student and Sammy member Nathan Lamm attributes their success to the cornerstone bond they experience as fraternity brothers.

“Because [Marshall Gelfand] was a brother of Sigma Alpha Mu, I

can confidently say that the rest of the brothers feel a connection to the organization,” he says. “We feel proud to be able to take part in such a noble cause.”

As the social media manager for his college’s Sammy chapter, Lamm takes great pride in his role in the partnership.

By posting on his chapter’s Instagram and Facebook pages about The Judy Fund — and encouraging other chapters to do the same — Lamm hopes to create a stronger bond and an even brighter future for both the fraternity and The Judy Fund.

“It’s an honor to use our platforms for a good cause,” he says. “Not only does it bring personal gratification, but also the hope that we can reach more people and give others the opportunity to help advance the Alzheimer’s cause. Social media is a very powerful

way to reach a lot of people, and what better way to use it than support an organization like The Judy Fund.”

“The more we can share across our networks about the disease and our fundraisers, the greater our social media influence can be,” Lamm says.

Philanthropy is All in the Family

Donor Profile: Daniel Hurwitz



(Top row from left) Daniel Hurwitz, Doreen Gelfand and cousin David Bedri.
(Bottom row) Tamar Hurwitz, Rina Eliashar and Sharon Eliashar.

Judy Gelfand and Rina Eliashar were good friends whose children grew up together in their close-knit Palm Springs, California, community. Their families became truly inseparable in 1981 when Judy's son Todd married Rina's daughter Doreen (read Doreen's "Remembering Judy" column on page 2). Rina's son, Daniel Hurwitz, reflects on the connection between the two families and why he's proud to support The Judy Fund.

"We would spend Thanksgiving and Passover together as kids. Recently, we all celebrated my nephew Ben's wedding," says Daniel, a New York-based private real estate investor, photographer and clothing designer. "We grew up together and are now just one big happy family."

One of four children, Daniel was raised with philanthropy woven into his DNA. His dad, Joe, was a rabbi who would go to the local hospital every day to visit people who didn't have family. Rina regularly donated to women's shelters and was always involved with charities in the community.

Naturally, Rina didn't hesitate to support The Judy Fund when Marshall started it in 2003. Since then, Daniel and his sisters, Sharón Eliashar, Tamar Hurwitz-Fleming and Doreen Gelfand, have followed suit — making regular individual contributions,



(Top row from left) Doreen Gelfand, Daniel Hurwitz, Todd Gelfand.
(Bottom row) Tamar Hurwitz and Drew Fleming.

donating in lieu of gifts for Mother's Day or Rina's birthday, and participating in Walk to End Alzheimer's as part of The Judy Fund team.

After Rina had a stroke a few years ago, Daniel and his sisters jumped in to help with her day-to-day care. The experience was difficult, but Daniel says it also gave him a new appreciation for the challenges that caregivers face.

"Caregiving has the intensity of a sprint at the pace of a marathon," he says. "It's important to arrange for some relief and take time to rest if possible."

Rina died in November 2021. Daniel says he remains as committed as ever to supporting The Judy Fund in honor of his mom and the family that has become his own.

"There's the sentimental part of supporting [it], but this cause is also just so important on a worldwide scale," Daniel says.

"Most of us have probably known somebody with Alzheimer's and seen the family go through 'the long goodbye.' Thanks to Liz's work, the Gelfands and The Judy Fund in partnership with the Alzheimer's Association, there's a growing platform for people to donate to help us find a cure."

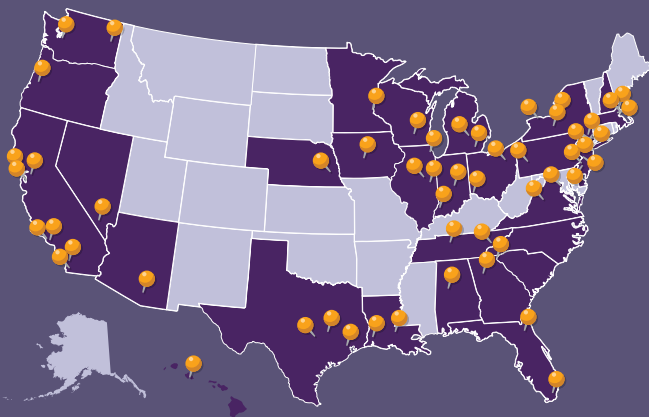
Make an Impact with The Judy Fund



The Judy Fund team participating in the Los Angeles Marathon for The Longest Day.



The Judy Fund team at Walk to End Alzheimer's in Chicago.



The Alzheimer's Association Walk to End Alzheimer's® is the world's largest event to raise awareness and funds for Alzheimer's care, support and research. As a Walk to End Alzheimer's National Team, The Judy Fund has raised over \$240,000 since 2018, but we're not stopping there. You're invited to walk with The Judy Fund at events around the country. Join a team in your hometown, or we can help you start one! Visit alz.org/judyfundwalks to learn more.

The Longest Day® invites individuals all over the country to fight the darkness of Alzheimer's on the day with the most light, the summer solstice on June 21. Since 2021, The Judy Fund Global Team participants have raised more than \$145,000 for the Association through The Longest Day fundraising activities, such as running, No Shave November and more. Join an existing fundraiser or start your own at alz.org/judyfundtld.

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 and granted nearly \$10 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. To make a donation, visit alz.org/judyfund or use the enclosed envelope.