

# The Judy Fund News

A newsletter published exclusively for our friends and supporters

Care and Cure with the Alzheimer's Association



SPECIAL SPOTLIGHT: MILESTONES

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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

- Approaching **\$10 million** raised by The Judy Fund to date.
- Helped make **30 Alzheimer's Association peer-reviewed research grants** possible in addition to **lending support** to the Association's Women's Alzheimer's Research Initiative (WARI). Read about the research efforts of recent WARI grant recipient Dr. Karyn Frick on page 5.

To fuel the efforts of The Judy Fund with a donation, please use the enclosed envelope or visit [alz.org/TJFgift](http://alz.org/TJFgift).

## Dear Friends and Family,

Happy Milestone Anniversary to The Judy Fund! We have a lot to celebrate and be very, very proud of.

The Judy Fund officially opened its doors in November 2002, and its mission was clearly and thoughtfully articulated by my father, Marshall Gelfand, on the cover of the 2004 inaugural edition of The Judy Fund newsletter. Marshall's prescient words in 2004 now drive my own newsletter cover story — our 18th edition. (We are one year short, another fallout from COVID.)

In 2004, Marshall wrote:

*“I started The Judy Fund in November 2002 to help me through my personal struggle watching the ongoing decline of my wife, Judy Jaffe Gelfand. My dear friend and mentor Jerry Stone called me on the phone and reminded me of his work with the Alzheimer's Association. He encouraged me to do something for Judy, who meant so much to so many.*

*“It was clear that this fund would be a lasting gift for Judy and for my children and grandchildren and the many other families around the world who have experienced Alzheimer's disease...*

*“...What was unclear is the lasting impact this work has had on me. The Judy Fund has shown me the power of bringing people together for a most worthwhile cause. The Fund has reminded me of just how unique and special a person Judy was not only to my family, but to all who knew and loved her. **The Judy Fund has reinforced my longtime belief in the generosity of people and the desire for many to do good things...**”*

Can you imagine?

Marshall wrote about the impact of a 2002 call from “his dear friend and mentor Jerry Stone” to drive his desire to do something.

In 2004, Marshall wrote about “the lasting impact that this work has had on him...the power of bringing people together...and how The Judy Fund reinforced his longtime belief in **the generosity of people and the desire for many to do good things.**”

Here I am in 2023, just under two decades later, sharing with you our significant milestone: The Judy Fund has raised and granted nearly \$10 million to Alzheimer's research and public policy initiatives in partnership with the Alzheimer's Association, and is the largest family fund in the Association's history.



Alzheimer's Association Chief Mission and Field Operations Officer Donna McCullough presents Elizabeth Gelfand Stearns with the Stone Philanthropy Award for Alzheimer's Research.

In July 2023, to honor this significant milestone, The Judy Fund was awarded the Jerome H. Stone Philanthropy Award at the Alzheimer's Association International Conference® (AAIC®) in Amsterdam in front of 8,000 of the world's leading Alzheimer's scientists (more on that on page 4). The award is named after the founder of the Alzheimer's Association® and Marshall's dear friend and mentor, Jerry Stone.

The backbone of our work continues to be driven by my father's “**longtime belief in the generosity of people and the desire for many to do good things.**”

Yes, I can imagine.

Your generosity and desire to do good things has brought us to this enormous milestone. And this milestone, along with many, many others, has helped usher in a new era of FDA-approved drugs for the treatment of Alzheimer's disease (more on that landmark news on page 6).

We are here, together, and we will be here until survivorship is a medical certainty.

Thank you for your partnership, friendship and generosity!

Elizabeth Gelfand Stearns  
Chair, The Judy Fund



# Remembering Judy

Judy Gelfand's legacy endures through the many lives she touched. And as the driving force and inspiration behind The Judy Fund, she continues to impact the millions of people facing Alzheimer's or another dementia. The following are quotes, collected over the past 20 years, from just a handful of individuals who knew and loved her.

***“Judy only saw the good in people. Everyone she ever met loved her because Judy herself was just brimming with love. She was the sister I never had.”***

Marlene Schell (2004)

***“Judy was famous for her loyalty. She would drop anything if you needed her. She was glamorous, loving and generous. She was a good, kind human being. We don't think there was anybody she didn't love. And that's how we remember Judy.”***

Joy Anderson and Helene Galen (2004)

***“[Judy was] a warm, delightful, bright, down-to-earth being who became my dearest and most cherished friend.”***

Sue Herzog (2006)

***“Some people are like magic. They have the power to bring happiness, joy, laughter and love to every conceivable situation. Judy Gelfand conjured that kind of magic.”***

Laurence Rosenthal (2011)

***“My mother could not be defined. She was equally as interested in raising money to build hospitals and synagogues as she was in joining***



Judy Jaffe Gelfand after receiving the Scopus Laureate Award in 1984 for her leadership and involvement with humanitarian causes.

***me at a Grateful Dead concert. I loved that about her. She could not be put in a box. She was limitless.”***

Dean Gelfand (2012)

***“There isn't a bad memory when it comes to Gram. When rustling them all up, a woman of grandeur, grace and unconditional love comes to mind.”***

Greg Stearns (2013)

***“A terrific wife, mother and friend, Judy was known for her warmth and was beloved by everyone who came into her presence. Her dynamic and joyful spirit was evident in everything she did.”***

Marshall Gelfand (2018)

***“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.”***

Doreen Gelfand (2022)

# Memories of Women Before Me

By Elizabeth Gelfand Stearns



Judy Jaffe Gelfand and Gertrude Glazer Jaffe



Elizabeth Gelfand Stearns and Judy Jaffe Gelfand

The following originally appeared in the inaugural issue of *The Judy Fund* newsletter.

I was 9 and skipping through my happy childhood one spring afternoon in Great Neck, New York, when I first glimpsed my mother and grandmother through different eyes.

Late afternoons in our neighborhood were the terrain of youth — we played, rode and ran until the dusk call for dinner. Throughout those memorable days, many of my mom's friends and an equal amount of strangers would stop me and exclaim, "Oh my, she's a dark-haired Judy!" While it did seem tiring to hear this so often, I was quite happy with this description. My mom was a beautiful woman. She was tall and blonde with a warm smile and big blue eyes. She was even more beautiful inside — everyone loved Judy.

On this particular day my mom and grandmother pulled up curbside to our corner home at 41 Amherst Road and directly into the center of our capture-the-flag game. They had just returned from New York City, where both were enrolled in an interior design program at the New York School of Interior Design. Just as the doors to our Oldsmobile Delta 88 swung open, my team rounded

the street corner. I was one of a dozen girls, running, sweating and panting to the safety zone. Both groups collided. As my mother and grandmother emerged from the car, my best friends Liza and Nancy exclaimed, "Wow — your mom and grandma are beautiful!" And beautiful they were. My mother and grandmother radiated a rich, warm and happy glow at the sight of this disheveled gaggle of girls. Together, we shared the delight of the moment.

*Then they turned to walk to the front door, carrying their bags filled with design books, paint chips and fabric swatches. We stared at their clothes, shoes, hair and smiles as they glided up the path. Their humanity and purpose came together as their unique personal power.*

*I was 9 and it struck me for the first time how special these two women were. I was so proud they were mine.*

# The Judy Fund Receives 2023 Stone Award for Alzheimer's Research



Elizabeth Gelfand Stearns with her family at the Alzheimer's Association International Conference.

Established in 2013, the Jerome H. Stone Philanthropy Award for Alzheimer's Research recognizes the world's top philanthropists for advancing dementia science through their generous and transformational financial commitments. Elizabeth Gelfand Stearns accepted the 2023 Stone Award on behalf of The Judy Fund at the Alzheimer's Association International Conference® (AAIC®) — the world's largest meeting dedicated to advancing dementia science — in Amsterdam in July.

The award was named for the founding president of the Alzheimer's Association, Jerome H. "Jerry" Stone, who was among the first to sound the call for greater investment in Alzheimer's research after his wife, Evelyn, was diagnosed with the disease in 1970. The late Marshall M. Gelfand, Elizabeth's father and a friend of Jerry's, also understood the urgency on a deeply personal level. When his own beloved wife, Judy, developed Alzheimer's, Marshall became a dedicated champion of the cause. After Judy's death, he established The Judy Fund in her honor.

With the Stone Award, the Association recognized The Judy Fund's wide-ranging impact. The Judy Fund has rallied more than 3,000 donors and raised nearly \$10 million to advance the Association's mission, with an emphasis on women's brain research and public policy initiatives.

The Judy Fund has fueled more than 30 peer-reviewed research projects, including many through the Women's Alzheimer's Research Initiative (WARI), for which it has provided landmark support. Between 2009 and 2021, The Judy Fund provided funding to pilot and support the Alzheimer's Association Ambassadors program — contributing more than \$2 million. This highly successful, ongoing program has grown to over 500 grassroots volunteers who work to influence policy at the federal level. Ambassadors have helped secure record legislative achievements, including more than quadrupling federal funding for Alzheimer's and dementia research over the past five years. The Judy Fund also leads National Teams for both the Alzheimer's Association Walk to End Alzheimer's® and The Longest Day®, two of the Association's signature fundraising events.

***“Elizabeth Gelfand Stearns, through both her passionate storytelling and leadership of The Judy Fund, is a relentless champion in the fight to end Alzheimer's disease and all dementia,” says Joanne Pike, DrPH, Alzheimer's Association president and CEO. “We are deeply appreciative of her and of the Gelfand family's legacy of advancing care and research, bolstering advocacy efforts and increasing public awareness.”***

“It was the loss of two women's brains — my mother, Judy Gelfand, and my grandmother Gertrude Jaffe — that inspired the work of The Judy Fund. It is especially meaningful for my family to honor both my parents, Judy and Marshall Gelfand, for their unique roles as social and philanthropic catalysts of this change. I know how proud and thankful they would be,” said Gelfand Stearns. “This award and recognition would not be possible without all the donors nationwide who have supported The Judy Fund over the years and helped us reach so many important milestones.”

To make a donation, visit [alz.org/judyfund](https://alz.org/judyfund).

# Unlocking the Mysteries of Alzheimer's in Women

Of the many mysteries surrounding Alzheimer's, one of the most puzzling is why more women than men develop the disease. Nearly two-thirds of the more than 6 million Americans living with Alzheimer's disease are women — a disparity that cannot be fully explained by their greater longevity and lower death rates relative to men.

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.

Recent WARI grant recipient Karyn Frick, Ph.D., distinguished professor of psychology at the University of Wisconsin-Milwaukee, leads work exploring Alzheimer's risk genes and the effects of estrogen replacement therapy.

All people inherit two copies of the apolipoprotein E (APOE) gene, which is thought to encode a protein involved in breaking down fat molecules in cells. One variation of this gene, APOE-e4, has been found to increase the risk of developing late-onset Alzheimer's in some populations, whereas another, APOE-e2, may decrease risk in some populations. The most common variation of the APOE gene, APOE-e3, is thought to be largely neutral.

Dr. Frick led a study that examined the effects of estrogen, sex and variations of the APOE gene on memory and brain structure. Frick and her team theorized that hormone replacement therapy administered to women with the APOE-e3 genotype during the early stages of menopause would protect memory by increasing the brain's ability to grow and reorganize. They believed estrogen therapy would not have the same benefits in women with APOE-e4 because their greater brain changes would reduce responsiveness to treatment.



Dr. Karyn Frick

Although more analysis is needed, tests that mimic certain biological conditions of Alzheimer's in laboratory mice seem to confirm Frick's hypothesis. "Results show that estrogen treatment enhanced memory in female mice with APOE-e3 but showed no effect in mice with APOE-e4," notes Frick. This work sets the stage for confirming these findings in human participants and may shed light on factors that contribute to Alzheimer's disease.

***"We know women are more vulnerable to Alzheimer's," says Frick. "Thanks to this recent funding, we're now exploring whether modifying estrogen levels in older women could benefit brain health and reduce disease risk."***

# A Pivotal Moment in Alzheimer's Treatment

Q&A with Alzheimer's Association Chief Science Officer Maria Carrillo, Ph.D.

With the U.S. Food and Drug Administration (FDA) approval of drugs to treat Alzheimer's disease and other promising interventions in the pipeline, the treatment landscape is changing rapidly. Alzheimer's Association Chief Science Officer Maria Carrillo, Ph.D., answers questions about the treatments available today and what lies ahead.

## Q: What treatments are available today?

**A:** The FDA has granted approval to two treatments that target the underlying biology of the disease: aducanumab (Aduhelm®), which received accelerated approval in June 2021, and lecanemab (Leqembi®), which received accelerated approval in January 2023 and traditional approval in July the same year.

By slowing disease progression when taken in the mild stages of Alzheimer's, these drugs have the potential to offer people with Alzheimer's more time — time to live independently, experience important moments and make decisions about their future.

## Q: How do the available treatments work and are they effective?

**A:** Aducanumab and lecanemab target beta-amyloid, a protein fragment known to accumulate into plaques in the brain. While beta-amyloid's exact role in the disease process is still not fully understood, these plaques contribute to the decline in brain cell health we see in Alzheimer's disease. These drugs target different states of beta-amyloid, and research has consistently demonstrated that removing the beta-amyloid from the brain can slow the progression of the disease for people in the mild stages.

In clinical trials, slowing of disease progression is often noted as a percentage and a 25% reduction in worsening is frequently used as an appropriate goal for clinical meaningfulness. Data from the phase 3 clinical trials of aducanumab and lecanemab showed that each drug reduced cognitive decline compared with placebo by an average of 22% and 27%, respectively — which means more time in the less impaired and more



Dr. Maria Carrillo

functional stages of disease, and a delay in more severe stages of decline.

## Q: Are researchers exploring other types of treatments beyond anti-amyloid drugs?

**A:** Alzheimer's is complex and we've learned there are numerous factors that likely contribute to the disease. Researchers are investigating multiple approaches as potential treatment strategies. Some examples include targeting inflammation, vascular changes, metabolic changes and the buildup of tau protein in the brain.

*At the Alzheimer's Association, we believe that the future of treatment will involve a combination of drugs that address different aspects of the disease. We're focused on discovering new targets as well as lifestyle interventions that could pave the way for diverse treatment avenues and effective combination therapies that will be broadly available and accessible to those who need them.*

# Sigma Alpha Mu

## A Legacy of Leadership

The men of Sigma Alpha Mu continue to carry the philanthropic torch ignited by Marshall Gelfand two decades ago. As they approach the remarkable milestone of raising \$1 million for The Judy Fund, we reflect back on Marshall's history with the fraternity and how his leadership continues to shape its future.

Marshall Gelfand's relationship with his beloved fraternity, Sigma Alpha Mu, embodied his passion for helping others. He joined the Eta Chapter's 25-man pledge class after arriving at Syracuse University in 1945. Marshall's service to his alma mater and the fraternity continued well after his graduation from the university's Whitman School of Management in 1950.

Through mentorships and more visible leadership roles, Marshall was an instrumental part of Sigma Alpha Mu's evolution into the 21st century. Andy Huston, executive director of Sigma Alpha Mu, says the fraternity regularly received phone calls from Marshall, seeking names of members he could hire and advise. In recognition of his lifetime of service to both the Sammys and Syracuse University, the Eta Chapter dedicated their fraternity house in Marshall's name.

"I had the good fortune of being with Marshall when the house was being dedicated on the Syracuse University campus," Huston says.

He was struck by the number of emotional stories that came from the standing-room-only crowd as they described how Marshall helped shape their lives. Huston remembers Marshall as a tireless supporter of his fraternity brothers.

"I've met only a few people that are on the same level as Marshall," Huston says.

Soon after Marshall established The Judy Fund in 2003, Sigma Alpha Mu became its international philanthropic partner. Over the course of their partnership, the fraternity has raised nearly \$1 million.



Marshall Gelfand (Syracuse University) with his grandsons, Brian Gelfand (University of Pennsylvania) and Greg Stearns (University of Michigan) in 2013.

Whether through the fraternity's annual No Shave November fundraiser, starting a team for the Alzheimer's Association Walk to End Alzheimer's or joining Association advocates on Capitol Hill, Sammys experience their philanthropy in action. The fraternity engages members of nearly 50 chapters across the country in the fight against Alzheimer's each year.

*In addition to many members having personal connections to the cause, Sigma Alpha Mu shares the Association's vision of a world without Alzheimer's and all other dementia — and its members know such a world would be one of Marshall's greatest wishes.*

To learn more about Sigma Alpha Mu, visit [sam.org](http://sam.org).





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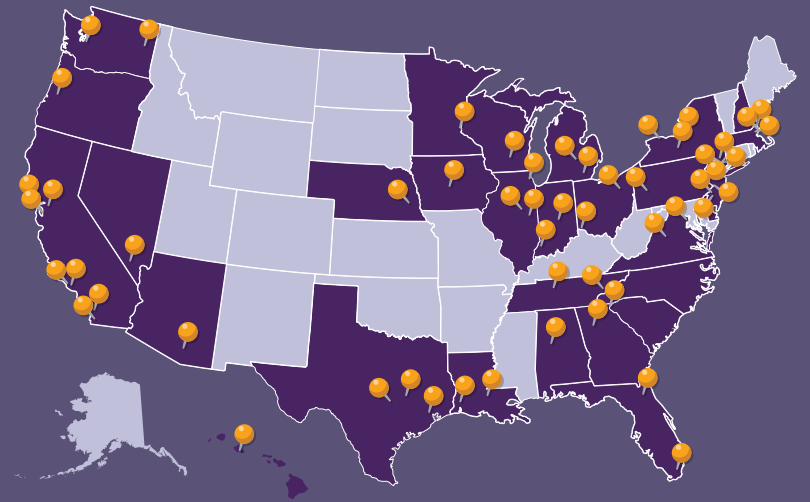
## *Thank You for Making an Impact with The Judy Fund!*

Donors like you are the lifeblood of our movement. Thanks to your generous support, we are closer than ever to a new era of Alzheimer's survivorship. While it was the loss of our beloved Judy that compelled us to fight back against this devastating disease, we know that families all over the world have their own Judy's — and we fight for them, also. Thank you for all you do.

### *Let's keep going. Join us for Walk to End Alzheimer's and The Longest Day in 2024!*

Help advance the cause by joining The Judy Fund Team at one of the Alzheimer's Association signature fundraising events:

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 with teams in over 25 Walk events nationwide, The Judy Fund has raised nearly \$300,000 since 2018, but we're not stopping there. You're invited to walk with The Judy Fund at one of our many events across the country.



Join a team in your hometown, or we can help you start one! Visit [alz.org/judyfundwalks](https://alz.org/judyfundwalks) to register.

The Longest Day is the day with the most light — the summer solstice. The Longest Day participants fight the darkness of Alzheimer's and all other dementia through a fundraising activity of their choice on a day that works for them. Since 2021, The Judy Fund Global Team participants have raised more than \$200,000 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/judyfundtd](https://alz.org/judyfundtd).

## 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 vital research grants worldwide, women's brain research, along with public policy efforts. 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](https://alz.org/judyfund) or use the enclosed envelope.