

The Judy Fund News

A newsletter published exclusively for our friends and supporters

SPECIAL SPOTLIGHT:
CELEBRATING
MARSHALL
GELFAND'S LIFE
OF LEADERSHIP

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

- More than **\$9 million** raised by The Judy Fund to date.
- Helped make **18 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 has **advocated for those affected by Alzheimer's and all other dementia** for over a decade. Read about Ambassadors' legislative achievements on page 5.

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



Marshall M. Gelfand (left) and Elizabeth Gelfand Stearns accept the Shriver Award from Sen. Edward Markey (D-Mass.).



Marshall M. Gelfand

Dear Friends and Family,

During this past year and a half, life changed. The world changed. Against the backdrop of the most destructive pandemic in 100 years, the global losses were staggering, sweeping and very personal. In many ways, the experience mirrors the trajectory of Alzheimer's disease, whose losses are also staggering, sweeping and very personal.

The world lost a lot this past year and, sad to say, The Judy Fund lost a lot, too. My father, Marshall, was the mind and heart of The Judy Fund. In April, Marshall bid goodbye to three generations who followed him and passed away at 93 years old. A sweeping and very personal loss, indeed.

As I said in 2014 when Rep. Edward Markey (D-Mass.) presented The Judy Fund with the Eunice and Sargent Shriver Profiles in Dignity Award in Washington, D.C.:

“My father has been a leader of business, family and philanthropy his entire life. His body of work, both professionally and philanthropically, has impacted many lives. He has set a fine example for his own family, illuminating the dedication and integrity that are paramount ingredients in achieving success.

My father's ultimate battle, his fight against Alzheimer's disease, is a very personal one: a way to honor my mother, and a way to protect his children, grandchildren and the future generations of our family. In doing so, he has impacted the world. My father's fight is a shining example of leading from the heart. He is an extraordinary man who has taught me and my brothers many lessons, the most important of which is to love and be loved.”

Today, The Judy Fund is well on our way to raising and granting \$10 million in partnership with the Alzheimer's Association®. We are a leader both in funding research on the brains of women and building the Alzheimer's Association Ambassador program, which has been instrumental in driving landmark increases in Alzheimer's and dementia research funding at the National Institutes of Health in recent years. In 2021, this funding reached \$3.2 billion annually — a more than sevenfold increase since 2011.

All of these successes are driven by a singular quality: leadership. Marshall M. Gelfand carried that mantle in spades. He was a true leader across all aspects of his life's work: his family, his business, his philanthropy and The Judy Fund.

If leadership is a quality built over decades, Marshall had a long runway and traveled to the finish line many times over. Our family, and the movement to end Alzheimer's, are so very lucky he was ours.

Elizabeth Gelfand Stearns
Chair, The Judy Fund



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

Remembering Marshall

For decades, my father, Marshall Gelfand (1927-2021), was steadfastly committed to fighting Alzheimer's — the disease that stole his beloved wife, Judy. While this section is normally reserved for celebrating her memory, our family thought it would be fitting this year to devote the space to honoring him. Below, Marshall's grandkids talk about the impact their Papa has had on their lives. — Elizabeth Gelfand Stearns



Brian Gelfand and Papa

“Papa set the standard for his grandchildren — personally, professionally, philanthropically and fraternally. He had a dangerous backhand and was a quick study at the poker table. He was loved and will be missed by his entire family, especially his great-granddaughters.”

Brian Gelfand



Ilana and Marcus McBride with Papa

“Papa was truly the heart and soul of our family tree. He is the reason we are all so close — both as a family and in physical distance — and the reason we all have such drive. He showed us what it means to be successful, to be kind and, mostly, to love. I will be passing all those learnings down to my children.”

Ilana McBride



Greg Stearns and Papa

“Papa was so engaged in my personal education that he insisted my parents let him and his wife, Jackie, host me on a weeklong Midwest college tour. I have vivid memories of cruising down the highways in between Purdue, Michigan, Indiana and Wisconsin. My Papa was blown away that I had navigation on my iPhone, and I was blown away at my Papa's knowledge and passion for getting me to see these universities and teaching me about the value of education. I love him so much.” **Greg Stearns**



Jackie Stearns and Papa

“To me, my Papa = lots of love; a big family that he brought to California (all of whom ended up living on the same block in Santa Monica); providing college education for all of his grandchildren; and hard work into his 90s. I hope to be just like Papa as I grow up!”

Jackie Stearns



(From left) Ben Gelfand, Samy Harbert and Papa

“My Papa inspired me in many ways, but most importantly, he taught me that in both business and personal relationships, kindness and generosity are the keys to success. Nobody exemplified a perfect work-life balance better than my Papa.”

Ben Gelfand



Ella Stearns and Papa

“My grandfather was amazing. I was lucky enough to attend his alma mater, Syracuse University, which has made me feel even closer to Papa throughout my life. Being able to share that with him is special. He showed me the importance of hard work and family. I miss him so much.”

Ella Stearns



(From left) Sophie Gelfand, Papa, Ella Stearns

“When I think of Papa, I think of unconditional love. He showed us all that the most important thing in life is family. I will forever miss him and think of him every day.”

Sophie Gelfand



(From left) Drew Gelfand, Papa, Dean Gelfand

“When I think of Papa, I think of all of his generosity and all the love he gave to his family and community. I strive to one day accomplish and give back as much as he did.”

Drew Gelfand

Supporting Women in Alzheimer's Research



Roberta Diaz Brinton, Ph.D.



Rachel Buckley, Ph.D.



Pam McElreath

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 women's greater longevity and lower death rates relative to men.

With leadership support from The Judy Fund and its passionate donors, the Alzheimer's Association has awarded 18 grants totaling more than \$3.5 million to scientists investigating how sex and gender contribute to Alzheimer's and other dementia.

The investigations have provided new insights into the development of dementia, and the data generated is fueling ongoing and new work by the sponsored scientists and others.

ROBERTA DIAZ BRINTON, PH.D.

Roberta Diaz Brinton, Ph.D., of the University of Arizona Health Sciences Center for Innovation in Brain Science, used proof-of-concept data generated in her Judy Fund-supported investigation to help secure a \$37.5 million grant from the National Institute on Aging for a clinical trial of a regenerative therapy called allopregnanolone (also known as Allo). The treatment is for individuals living with early (mild) Alzheimer's who carry a specific genetic risk factor for the disease called APOE-e4. This funding paved the way for early trial data showing the therapy was potentially effective in people who are APOE-e4 carriers. This data supported the design for the next phase of clinical trials.

"The combination of findings in both the translational science made possible by The Judy Fund and human clinical science led us to have confidence to design our phase 2 clinical trial," Brinton says. "We are enormously grateful for this critical funding support."

RACHEL BUCKLEY, PH.D.

Researcher Rachel Buckley, Ph.D., of Harvard Medical School, aims to use her award to better understand sex differences in Alzheimer's risk by looking at the higher rates of tau protein accumulation in women and its impact on cognitive performance. Tau "tangles" are a hallmark brain change of Alzheimer's and more than 20 other brain diseases.

She is currently drafting a manuscript that shows postmenopausal women have significantly higher levels of tau relative to premenopausal women and age-matched men.

Buckley extends a heartfelt thanks to The Judy Fund for the support it has given her as a junior female researcher. "Research, and my own personal experience as the mother of beautiful 2-year-old twin daughters, shows that women in science have a tougher time pushing forward their careers, particularly when they're dividing their time between research and raising a young family," she says.

"Having funding support from The Judy Fund has allowed me the space to focus on my research," Buckley says.

Pam McElreath, an Alzheimer's Association National Early-Stage Advisor, is particularly hopeful about women-focused Alzheimer's research and grateful for the many people who make it possible. "Donors who make gifts of any size — from \$10 to \$10 million — give us hope," says McElreath. "And that's what we need more than anything: hope."

Ambassadors and NAPA: A Decade of Progress

Alzheimer's Association Ambassadors are volunteer advocates trained to maintain year-round conversations with their elected officials, educating them on issues of concern to people facing Alzheimer's disease. Launched in 2010 with support from The Judy Fund, Ambassadors played a critical role in the passage of the National Alzheimer's Project Act (NAPA), landmark legislation that marked its first decade of progress in 2021. Here are some highlights from the past 10 years of NAPA.

2011

Ambassador program completes its first year with 24 volunteers.

Passage of NAPA ushers in a new era of public policy victories for the Alzheimer's movement.

2018

Passage of the Building Our Largest Dementia (BOLD) Infrastructure for Alzheimer's Act mandates nationwide public health interventions for dementia risk reduction and early detection.

2012

Creation of the National Plan to Address Alzheimer's Disease formalizes the goal of preventing and effectively treating Alzheimer's by 2025.

2020

Ambassador program marks 10 years with volunteers covering every member of Congress.

Annual funding for Alzheimer's and dementia research at the NIH reaches \$3.2 billion — a more than sevenfold increase since 2011.

Passage of the Improving HOPE for Alzheimer's Act promises to increase utilization of critical care planning services available through Medicare.

2015

Ambassador program marks five years with 511 volunteers.

Passage of the Alzheimer's Accountability Act leads to the first in a series of significant annual increases in funding for Alzheimer's research at the National Institutes of Health (NIH) — from \$631 million in fiscal year 2015 to \$986 million in 2016.

2021

Ambassadors advocate for passage of the Comprehensive Care for Alzheimer's Act and continued funding for research and public health infrastructure, among other priorities.

2017

Following intensive advocacy, the Centers for Medicare & Medicaid Services starts reimbursing physicians for dementia care planning.



JJ Jordan

“Hope prevails as we inch closer to our vision of a world without Alzheimer's and all other dementia.

Until then, I will continue to advocate in memory of both of my parents.”

— Alzheimer's Association Ambassador JJ Jordan from Colorado



Leigh Cashman (right) with California State Senator Monique Limón.

“I'm not only fighting for my dad and my family, but also for future generations.”

— Alzheimer's Association Ambassador Leigh Cashman from California

Committed to the Cause

Ellen & Todd Kamelhar



Ellen Kamelhar (right) with her mother, Sondra, and daughter, Anna.

Ellen and Todd Kamelhar are among the many longtime supporters of The Judy Fund. Each year, they participate in the Alzheimer's Association Walk to End Alzheimer's® along with their family and many of Todd's co-workers at Gelfand, Rennert & Feldman, LLC. Todd joined the firm — which was founded by Marshall Gelfand — in 1993, became a partner in 2000 and now serves as a managing director in the firm's New York office.

For the Kamelhars, the mission of The Judy Fund is personal. Ellen was in college when her grandmother Anna Rodner started showing mood and personality changes, one of the warning signs of Alzheimer's.

"She became very quiet during family gatherings," Ellen recalls. "We thought she had become hard of hearing, and then she started to have more serious episodes."

At the time, Ellen's family did not know anything about Alzheimer's, and felt helpless as they watched Anna's disease slowly progress. "She lived to almost 96 years old and for the last 12 years, she was just existing," Ellen says.

About seven years after losing her grandmother, Ellen was disappointed when she learned that her mother, Sondra Ogurek, would not be able to host Thanksgiving. At first, Ellen thought it was because the holiday fell too close to another upcoming party, but she would later learn that her mother — then in her 70s — was living with Alzheimer's. She was no longer capable of the planning, cooking and hosting involved.

This time the disease progressed quickly, although the experience was no less devastating for Ellen and Todd.



Todd and Ellen (in purple) with their sons Mark (left) and Jake.

"The end looked the same for both of them in some ways," Ellen says.

Todd describes how painful it was to see his outgoing and vibrant mother-in-law's personality change. "She was always someone with a big smile and loud voice," Todd says. "To watch her go quiet — I never want to see that again."

Ellen's family history with Alzheimer's makes her question her own future. "I worry about myself. I have two siblings. I have three kids," Ellen says. "We don't know that [this disease] just ends with [my grandmother and mother]."

For the Kamelhars, giving to The Judy Fund is a way to fight back by helping to advance critical dementia research. "We just have a lot of hope and faith in the scientists and people who are working to fight Alzheimer's," Ellen says.



Ellen Kamelhar (right) with her sister Mona Haber.

A Legacy of Leadership



(From left) Marshall Gelfand with his grandsons, Brian Gelfand and Greg Stearns.

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 \$800,000.

"Alzheimer's impacts a lot of our members, whether it's grandparents or other family members," says Michele Peterson, assistant executive director of Sigma Alpha Mu.

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 has produced more than 20,000 advocates and engages members of nearly 50 chapters across the country in the fight against Alzheimer's each year.

Peterson says that 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.



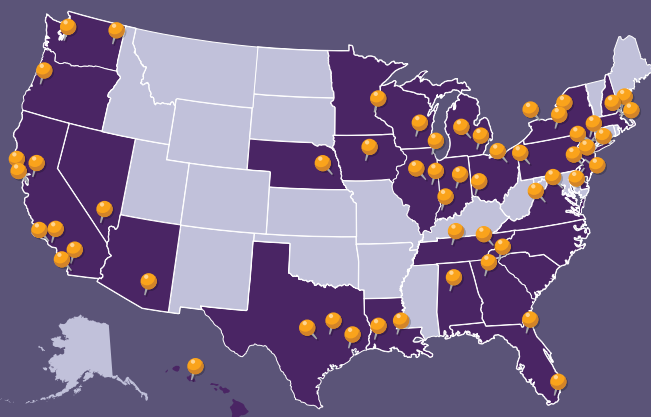
Join The Judy Fund for the Alzheimer's Association Walk to End Alzheimer's in 2022



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



The Judy Fund team at Walk to End Alzheimer's in Santa Monica, California.



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 invites you to walk with us at events taking place across the country. Please join a team in your hometown, or we can help you start one! To learn more, visit alz.org/judyfundwalks.

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 more than \$9 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 your gift quickly and securely online today, visit alz.org/TJFgift or donate by using the enclosed envelope.