

 **ALZHEIMER'S[®]
ASSOCIATION**

2025

ANNUAL REPORT

FISCAL YEAR 2025 (JULY 1, 2024 – JUNE 30, 2025)



Alzheimer's Association

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alz.org

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The Alzheimer's Association is the leading voluntary health organization in Alzheimer's disease care, support and research. We provide services to those affected by Alzheimer's, advocate for policy change and scientific funding, and advance research toward prevention, treatment and, ultimately, a cure.

A donor-supported organization, the Association allocates its funds in an ethical and responsible manner that exceeds the rigorous standards of America's most experienced charity evaluator, the Better Business Bureau Wise Giving Alliance. The Association also holds a National Charity Seal from the Alliance.

We are especially grateful to those who helped us advance our mission in fiscal year 2025 by making contributions. Total revenues equaled more than \$474 million.

Our mission

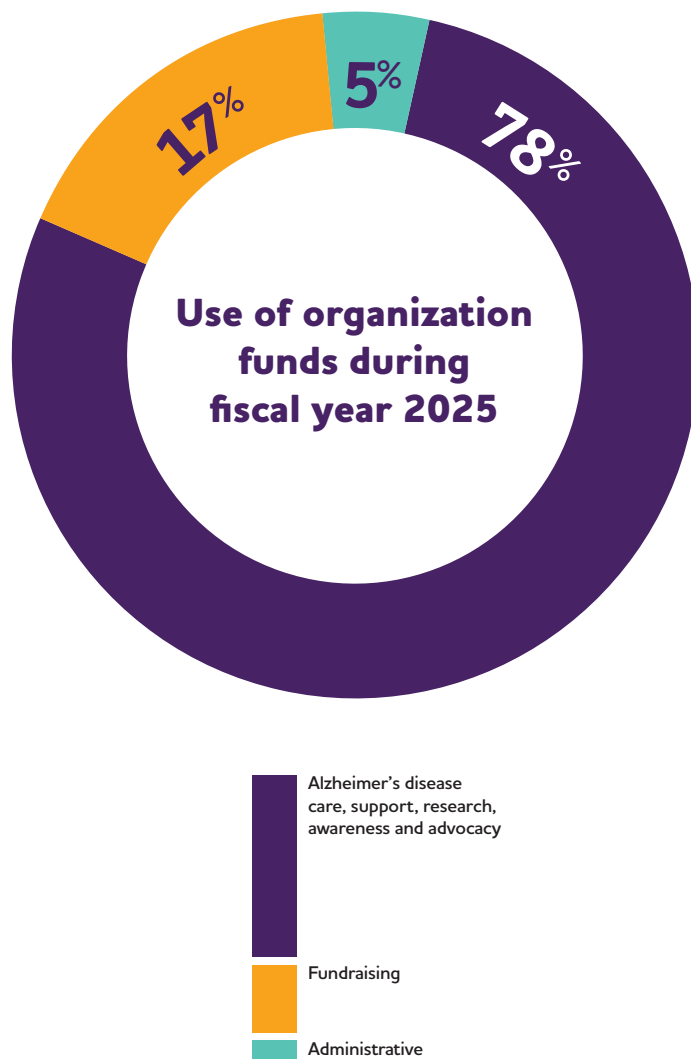
The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

Our vision

is a world without Alzheimer's and all other dementia®.

Join our cause

[Learn how you can get involved.](#)



A Letter From Our Leaders

As the Alzheimer's and dementia landscape rapidly evolves, the Alzheimer's Association continues to lead the country and the world with bold vision and unmatched commitment to improving the experience of people facing Alzheimer's and all other dementia. Thanks to volunteer leaders, partners, supporters, donors and staff, we are expanding our reach, deepening our impact within communities, accelerating progress in science and medicine, and making a tangible difference in the lives of people living with the disease and their families.

The last several years of advances — including Food and Drug Administration (FDA)-approved disease-modifying treatments and newly FDA-cleared blood tests — were more than breakthroughs. They were a call to action for us to lead a transformative shift in how the nation's health systems and communities approach innovation across Alzheimer's and dementia risk reduction, early detection and diagnosis, treatment, care and support.

In 2025, we led record-breaking impact in numerous areas, including:

- » **Serving more people than ever before.** We influenced the care of 22.9 million people through collaboration with health systems, payers and long-term care providers. We also directly reached over 790,000 people through education, information and referral, early-stage engagement, support groups, care consultation and awareness presentations.
- » **Securing unprecedented public policy wins and ensuring our cause remained a bipartisan priority.** Together with bipartisan congressional champions and advocates around the country, the Association secured a major series of federal legislative victories. Our top three legislative priorities were passed unanimously and signed into law, reinforcing our nation's commitment to our cause.
- » **Setting a new high for investment to accelerate research.** We invested a record \$112.2 million in research activities and brought our total active and committed grant funding to \$450 million across more than 1,200 projects in 56 countries. Our scientific leadership continues to grow, ensuring breakthroughs translate from bench to bedside.
- » **Engaging and activating communities.** Our deep commitment to communities drives all that we do. We engaged more volunteers than ever in communities around the country; raised an unprecedented \$103 million through Walk to End Alzheimer's®, our signature fundraising and community event; and connected with a record more than 28,000 scientists, clinicians and dementia professionals through ISTAART, our Alzheimer's Association International Conference® (AAIC®) and related scientific meetings, and other offerings.

Looking ahead, we expect the pace of innovation to dramatically accelerate. This means more breakthroughs, more treatments, more diagnostics, more hope — and more access to these advances — could be just around the corner. Ensuring people in all communities can benefit from these breakthroughs may not be easy, but as the global leader within our cause, the Association is prepared to address any challenges we may face.

In 2026, we'll take a bold, expanded position as the nation's leading voice in brain health, driven by the results from our landmark lifestyle intervention trial, U.S. POINTER, which were delivered just after the close of fiscal year 2025. The results prove that specific lifestyle changes can meaningfully protect brain health — findings that will spur our efforts to bring evidence-based interventions to communities nationwide.

Together, we are making a difference in the lives of people around the country. Thank you for your unwavering support as we advance our vision of a world without Alzheimer's and all other dementia.

Warmly,



Joanne Pike
Joanne Pike, DrPH
President and CEO



Minoo Javanmardian
Minoo Javanmardian, Ph.D.
FY25 Chair, Board of Directors



Report Overview

The FY25 Annual Report details mission-related accomplishments within the six strategic objectives of the Alzheimer's Association: providing and enhancing quality care and support; accelerating research; increasing concern and awareness; strengthening diversity, equity and inclusion; advancing public policy; and increasing revenue. These initiatives drive the Association's efforts to end Alzheimer's and all other dementia and offer help and hope to all those affected.

Providing and Enhancing Quality Care and Support

Available via locations in communities nationwide, our award-winning website, [alz.org](https://www.alz.org), and our 24/7 Helpline (800.272.3900), the Association is instrumental in providing and enhancing quality care and support for all those affected by Alzheimer's and all other dementia through a commitment to reliable resources, support and information. We work directly with impacted families, and we collaborate with health systems, long-term care and community-based services nationwide to facilitate solutions for delivering person-centered dementia care.

Accelerating Research

The Association is the world's largest nonprofit funder of Alzheimer's and dementia research. In our role as the leading research convener, collaborator and coordinator, the Association is committed to accelerating global progress toward new methods of diagnosis, treatment, prevention and, ultimately, a cure.

Increasing Concern and Awareness

The Association drives the nationwide discussion of Alzheimer's and all other dementia and is the leader in the fight to end its devastation. By growing the conversation about the number of individuals affected by Alzheimer's and its staggering economic and societal impact, the public and policymakers are enabled to take appropriate actions to change the course of the disease, and families can be empowered to raise their voices as they face its challenges.

Strengthening Diversity, Equity and Inclusion

The Association has long highlighted diversity, equity and inclusion as part of core values critically important to our work. We are committed to identifying and addressing barriers that may impede members of diverse communities from receiving Alzheimer's education, care and support and to improving interventions and treatment for everyone.

Advancing Public Policy

As the leading voices for Alzheimer's advocacy, the Association and the Alzheimer's Impact Movement (AIM), a separately incorporated advocacy affiliate, successfully fight for critical research and care and support initiatives at the state and federal levels. (AIM also engages in certain political activities that the Association is prohibited from conducting; those activities are not included in this report.) Together with our hundreds of thousands of advocates, we are relentless in our efforts to make Alzheimer's a national priority while speaking up for the needs and rights of people living with the disease.

Increasing Revenue

Individuals, corporations and foundations further the Association's mission through their dedicated involvement and support. From Walk to End Alzheimer's® to fundraising galas to estate gifts and more, the Association deeply appreciates our many generous donors who demonstrate their powerful, ongoing commitment to ending Alzheimer's and all other dementia through advancing research and enhancing the Association's care and support efforts.

Providing and Enhancing Care and Support

The Association continued to expand its reach, deepen its impact and advance innovative solutions for people living with dementia, their care partners and professionals across the country. The Association provided care and support more than 10 million times in FY25 through channels including alz.org, care consultations, information and referrals, support groups, education programs and information. Surveys indicate that constituents are highly satisfied with Association programs and services and would recommend them to others.

Through the dedication of volunteer educators, the Association **delivered education and support programs to more than 700,000 individuals** nationwide. These workshops and groups provided vital information on Alzheimer's and dementia, brain health, caregiving strategies, the latest advancements in treatment and more — empowering communities with knowledge and practical tools for everyday life.

The [Alzheimer's Association free 24/7 Helpline \(800.272.3900\)](#) is available around the clock, 365 days a year. Specialists and master's-level clinicians received over 204,000 calls, emails and online chats, offering confidential support and information to people living with dementia, caregivers, families and the public. The service is partially funded by a five-year, \$10 million federal grant awarded by the Department of Health and Human Services Administration for Community Living.



The Association expanded its offerings for newly diagnosed individuals and their care partners with tools and resources designed to provide timely support. [My ALZ Journey](#) is a first-of-its-kind app delivering curated education, personalized referrals and ongoing guidance that saw more than 10,000 downloads in its first three months, and is helping thousands navigate the early stages of

Alzheimer's and related dementias with greater confidence and connection. Complementing the app, the Association **introduced three new microlearnings** — Sharing a Diagnosis, Just Enough Support and Changing Roles and Responsibilities — short, practical modules that provide accessible information and can be used independently or as discussion starters in groups and classes.

The Association expanded [ALZTalks](#), its virtual education series that brings the latest in dementia research, care strategies and lived experiences directly to the public. Featuring leading experts, early-stage advisors and care partners, these webinars reached more than 8,800 participants and were later viewed nearly 18,000 times. By offering timely insights and practical guidance in an accessible format, ALZTalks continues to empower individuals and families to better understand Alzheimer's and other dementias while fostering connection and hope.

The Association's interactive online tool, [ALZNavigator™](#), creates customized action plans for all individuals impacted by the disease and offers specific resources for LGBTQ+ individuals, veterans, people living with younger-onset Alzheimer's and those who do not yet have a diagnosis. FY25 saw over 47,400 sessions conducted by more than 36,500 users, almost all of whom were new to the platform.

[ALZConnected®](#), the Association's free online community, provides a space where people living with dementia and their caregivers can post questions about dementia-related issues, offer support, and create public and private groups around specific topics. The community welcomed nearly 14,000 new users.

Constituents engaged in more than 500,000 sessions using the [Alzheimer's Association & AARP Community Resource Finder](#), a growing database of dementia and aging-related resources. Community Resource Finder connects individuals living with dementia and their caregivers with local programs and services.

The Association secured more than \$713,000 in **Civil Monetary Penalty (CMP)** funds through successful applications in Indiana, Kansas, Kentucky and Montana. The CMP Reinvestment Program directs federal fines collected from nursing homes into projects that enhance quality of life for residents in skilled nursing facilities nationwide. With this support, the Association will partner with almost 100 nursing homes and reach more than 1,700 professional care staff over the next two to three years, delivering a comprehensive model of training, certification and family engagement.

The Association's commitment to advancing evidence-based care was also demonstrated through the successful conclusion of a randomized controlled study of **the impact of a new coaching intervention in long-term care communities** in Ohio. The results showed statistically significant improvements for staff, affirming the value of coaching to strengthen dementia care practices in residential settings.

In the second year of a five-year, \$25 million grant from the Administration on Community Living (ACL) — the largest in Association history — the **Center for Dementia Respite Innovation** drove new models of respite care and expanded access to services for people living with dementia and their caregivers, with a special focus on underserved communities. In FY25, the center launched its first cohort of 21 sites nationwide; these programs provided respite and support to 555 individuals living with dementia and 760 caregivers.

In its first year, the **Dementia Care Navigation Service**, powered by Rippl and the Alzheimer's Association, laid a strong foundation for advancing dementia care coordination across the country. The service is available in Illinois, Missouri, Washington, Texas and Florida, supporting families and individuals throughout their journey. Over 4,500 referrals have been made to the service by "anchor" health system partners, other health care providers and the Association. Early data indicates a 30% reduction in emergency department visits and a 15% reduction in hospitalizations among participants engaged with the service.

The Association launched the **Dementia Care Navigation Training Series**, a comprehensive program covering 11 key topics and fulfilling the training requirements outlined by the Centers for Medicare & Medicaid Services (CMS) under the GUIDE model. Designed to equip care professionals with the knowledge and skills needed to deliver high-quality, person-centered dementia care, the

series offers certification and continuing education credits upon completion.

The Association expanded its **essentiALZ® Training and Certification Program** to include Spanish-language content. The new Spanish-language materials aim to better support the growing Hispanic workforce and ensure language is not a barrier to quality dementia care. Designed for professional care providers in long-term and community-based settings, essentiALZ promotes evidence-based, person-centered dementia care practices; more than 9,200 care professionals have completed the training.

With an ongoing grant from the Centers for Disease Control and Prevention (CDC), the Association's **Healthy Brain Initiative (HBI)** works to engage state, local and tribal public health agencies in addressing Alzheimer's. In FY25, the Association released the **Healthy Brain Initiative: Road Map for American Indian and Alaska Native (AI/AN) Peoples**, with more than 6,000 hard copies distributed to chapters and tribal partners. The guide equips public health professionals working in AI/AN communities with strategies to improve brain health, address dementia and better meet the needs of caregivers.



The Association provided assistance to 175 state, local and tribal public health agencies, distributing more than \$1.7 million into communities to support public health action to address dementia risk reduction, early detection and diagnosis, and caregiver support. This included establishing the **fourth cohort of HBI Road Map Strategists** for local public health departments; launching the **HBI Road Map Champions program** for tribal public health organizations; hosting the **BOLD Public Health Center of Excellence on Dementia Risk Reduction Regional Learning Collaboratives**, which trained nearly 60 local public health officials on how to mobilize a variety of stakeholders in their communities to address dementia risk factors; and

holding the first-ever **HBI Summit for Public Health Action** with 26 state health departments and three local health departments participating. The BOLD Public Health Center of Excellence also released [“Addressing Social Determinants of Health and Dementia Risk: A Toolkit for Public Health Agencies,”](#) which provided a framework for how public health agencies can address social determinants of health related to dementia risk in their communities.

The Association deepened its commitment to enhancing dementia care by leveraging strategic, cross-functional collaborations under the [Project ECHO](#) umbrella — an innovative virtual telementoring model that facilitated the delivery of a diverse and impactful portfolio of initiatives across the care continuum. This includes surpassing 1,200 trained health care professionals in the Alzheimer’s and Dementia Care ECHO program for primary care practices, improving access to care for more than 680,000 individuals since 2018, and CMP-funded partnerships extended the Association’s ECHO reach into nursing homes.



In its pilot phase, the [Alzheimer’s and Dementia Care ECHO Program for Public Health Professionals](#), in collaboration with the BOLD Public Health Center of Excellence on Dementia Risk Reduction, reached over 150 participants across more than 60 local health departments in three states. This newest offering increased knowledge on dementia risk factors and integrated messaging into chronic disease prevention efforts. In its inaugural year, the **Alzheimer’s Association ECHO Superhub** trained nine partner organizations and supported seven in launching independent dementia-focused programs, expanding global reach through technical assistance, mentorship and sharing Association resources.

The [Dementia Care Navigation Roundtable](#) featured nearly 40 participating organizations and 70 individual participants, including health care providers, payers,

researchers and other stakeholders committed to advancing the delivery of high-quality, person-centered dementia care navigation. The roundtable promotes shared definitions, standards and best practices; identifies challenges and opportunities for ongoing research and innovation; and ensures all voices are heard and represented in developing guidelines for care navigation.

The [Alzheimer’s Association Innovation Roundtable](#) brings together innovators, champions, experts and thought leaders across the health care sector to look for ways to reduce risk, improve early detection and increase access to evidence-based, person-centered care for those facing Alzheimer’s and all other dementia. The roundtable also developed a publication, *From Principles to Practice: A Roadmap for Ethically Implementing AI in Dementia Care*.

The [Alzheimer’s Association National Early-Stage Advisory Group \(ESAG\)](#) is a group of individuals living with Alzheimer’s or another dementia who serve as powerful advocates and educators, ensuring that the perspectives of those living with dementia are represented in the Association’s programs, resources and priorities. Among other activities, advisors provided valuable feedback on initiatives such as the My ALZ Journey app, the Blood Biomarkers Clinical Guideline and Newly Diagnosed Microlearnings; participated in advisory panels and committees, including LEADS and the American Academy of Neurology; and shared their experiences widely through blogs and social media.

The Association released a [Holiday Gift Guide](#), offering gift ideas aimed at keeping those living with dementia engaged and involved in everyday tasks. The guide included ideas for the nearly 12 million family members and friends serving as unpaid caregivers for these individuals.

Accelerating Research

The Association committed a record \$112.2 million across our research program in FY25, including nearly \$80 million in grants for new scientific investigations. These grants represent proposals ranked highest by a multi-tier peer-review process in a highly competitive field. As of this report's publication, the Association — the world's leading nonprofit funder of Alzheimer's and dementia research — is investing \$450 million in over 1,200 active projects in 56 countries, spanning six continents.

The **Part the Cloud** movement — founded and driven by philanthropist and longtime Association champion Mikey Hoag — stimulates and drives increased diversity in the global research pipeline. In FY25, Part the Cloud awarded \$5 million toward pioneering gene therapy and gene editing projects, pushing the boundaries of what's possible in Alzheimer's treatment. Part the Cloud has raised nearly \$90 million and funded 72 projects, and grant recipients have gone on to receive more than \$1.6 billion in follow-on funding from the federal government and other sources.

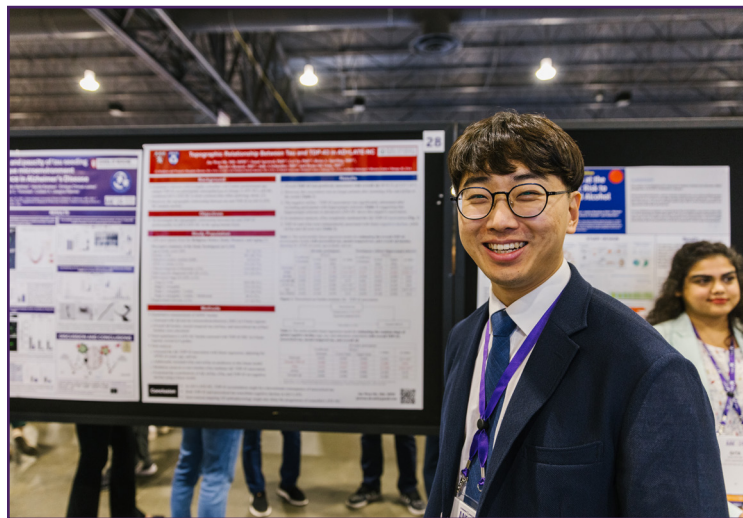
The Longitudinal Early-Onset Alzheimer's Disease Study (LEADS) is a two-year observational study designed to look at disease progression in adults under age 65 who are living with younger-onset Alzheimer's. To provide support and assistance for LEADS participants and their families, the Association held the fourth annual **LEADS Family Meeting**, with over 450 individuals attending in person or online. Sponsored in part by a National Institute on Aging (NIA) grant, the meeting informed and supported individuals and families living with younger-onset mild cognitive impairment and dementia via presentations, panel discussions and support options.

In collaboration with study leaders, the Association convened the **International LEADS (iLEADS)** collaboration, including study teams at the University College London in the United Kingdom, FLENI in Argentina, LUND University in Sweden, VU University Medical Center in the Netherlands, and Hospital de la Santa Creu i Sant Pau in Spain. The collaboration expands the understanding of younger-onset Alzheimer's disease beyond the United States.

The Association continued its partnership with the **American Society of Neuroradiology** on a funding initiative to spur innovation in the use of imaging and different types of imaging in Alzheimer's and other dementia research. In addition to funding four new projects this past year, the organizations committed to a continued

partnership over the next three years aimed at the application of imaging technology in Alzheimer's and other dementia research.

The Alzheimer's Association International Conference (AAIC) is the premier annual conference for presentation and discussion of the latest Alzheimer's and dementia research. AAIC 2024 in Philadelphia attracted nearly 14,000 in-person and virtual attendees and included more than 5,400 scientific submissions.



Groundbreaking research presented at AAIC 2024 included clinical trial results of a GLP-1 agonist drug that suggest it can protect against brain shrinkage associated with dementia; how breathing wildfire smoke and eating too much processed meat are bad for brain health and may raise the risk of cognitive decline and dementia; and new Alzheimer's blood tests that are highly accurate and may improve recruiting for treatment trials and speed access to approved treatments.

Leading Alzheimer's and dementia researchers, clinicians and advocates from Latin America and around the world gathered for the 10th **Alzheimer's Association International Conference (AAIC) Satellite Symposium** in

Lima, Peru, and online. Co-hosted by the Association and the Global Brain Health Institute, the event spotlighted the latest advances in dementia science and regionally driven approaches to care and prevention.

The Association hosted three **AAIC Advancements** meetings to bring together researchers around focused topics. Modernizing Diagnosis featured seven Asian countries in the scientific program and over 640 in-person and virtual attendees; Exploring Equity in Diagnosis attracted nearly 450 in-person and virtual attendees; and APOE & Lipid Biology saw a total of 790 attendees.

New guidance for the [appropriate use of amyloid and tau positron emission tomography \(PET\) imaging](#) was published by a workgroup convened by the Association and the Society for Nuclear Medicine and Molecular Imaging. The updated Appropriate Use Criteria are designed to help clinicians diagnose and manage people who are living with, or at risk for, cognitive decline.

The Association announced [a strategic investment of \\$10 million](#) in the Dementia Discovery Fund 2 (DDF-2), part of the world's largest family of specialized venture capital funds exclusively investing in companies that develop or enable novel therapeutics for dementia. This investment will drive progress across a spectrum of clinical trials, from seed and early-stage research to late-stage developments, and further strengthens the Association's robust global research funding portfolio.

Jointly managed by the Association and the NIA, the seventh annual **NIA-AA Symposium — Enabling Precision Medicine for Alzheimer's Disease Through Open Science at AAIC 2024** featured an array of NIA-supported translational research programs that employ precision medicine principles and open-science practices. The symposium focused on understanding the complex causes of Alzheimer's and other dementia; developing the next generation of animal research models for Alzheimer's; identifying and validating new targets and biomarkers; advancing novel drug discoveries; and bringing precision medicine approaches to therapy development.

Hosted by the Association, CurePSP and the Rainwater Charitable Foundation, the [Tau Global Conference 2025](#) brought together three major tau-focused conferences: Global Tau, EuroTau and CurePSP Neuro. The hybrid format provided a forum for members of academia, industry, philanthropy and government to collaborate and discuss key issues impacting the tau research community.

Led by the Association, which provided the initial funding, the [Alzheimer's Network for Treatment and Diagnostics \(ALZ-NET\)](#) is designed to collect routine clinical practice data from health care professionals caring for people living with Alzheimer's who are taking an FDA-approved disease-modifying treatment, with a goal of quickly and transparently sharing data and outcomes. ALZ-NET has over 240 clinical sites in various stages of the startup process and is also aligning with international registry efforts. At the end of FY25, ALZ-NET had over 100 fully activated sites and more than 2,200 patients enrolled nationwide.

Beyond ALZ-NET, the Association continued its global collaboration with [ALZ-NET International](#) to grow and connect real-world data platforms globally, providing opportunities to share resources, exchange ideas and amplify impact. ALZ-NET International collaborators meet quarterly to share updates and initiatives, with attendees spanning Australia, Germany, Iceland, Japan, the Netherlands, South Korea, Sweden, Turkey, the United Kingdom and the United States. A part of the ALZ-NET International initiative includes the Alzheimer's Association Funding Program for Global Real-World Data Platforms (ALZ-RWD). Projects funded through this program will develop, expand and align RWD platforms' infrastructure, data and impact globally. Two grants were awarded to Dr. Casper de Boer for the ABOARD Cohort at the Amsterdam University Medical Center in the Netherlands and to Dr. Christopher Rowe for the Alzheimer's Dementia Network (ADNeT) at the University of Melbourne.

The Association, the Global Brain Health Institute and the UK-based Alzheimer's Society announced the newest recipients of the [Pilot Awards for Global Brain Health Leaders](#), a competitive funding initiative dedicated to fostering leadership in brain health and dementia care. Twenty-one awards were granted to projects tackling critical gaps in dementia diagnosis, care and support for underserved populations in 18 countries, including Zambia, Kenya, Poland, Egypt and Nepal.

The [Alzheimer's Association Clinical Meaningfulness Workgroup](#) developed recommendations and suggested language to help health care providers explain newly approved Alzheimer's treatments to people living with the disease and their caregivers. This workgroup published two papers in *Alzheimer's & Dementia®: The Journal of the Alzheimer's Association* focused on FDA-approved amyloid-targeting antibody therapies for early Alzheimer's that offer hope by slowing disease progression.

TrialMatch® is the Association's free service offering customized lists of clinical studies based on user-provided information. The TrialMatch database has over 3,000 engagements per month and includes more than 900 clinical trials. In FY25, TrialMatch was migrated to a new online platform to better meet the needs of research participants, health care providers and researchers, enabling the service to better match users to appropriate clinical studies and provide more robust data on the impact that TrialMatch has on connecting participants with research opportunities.

The **Alzheimer's Association Research Roundtable (AARR)** engages scientists from the pharmaceutical, biotechnology, diagnostics, imaging and cognitive testing industries worldwide in a precompetitive platform to discuss key areas in Alzheimer's science, with a mission of advancing the research, development and management of new treatments. The roundtable met twice in FY25. The fall 2024 meeting served as a forum for gathering industry perspectives and feedback on the topic Tau: Biology, Biomarkers and Therapeutics, ensuring that the new criteria inform research, clinical trial design and clinical care. The spring 2025 meeting, Alzheimer's Disease Stage 1 and 2: Biology, Diagnostics, and Treatment, provided a unique opportunity to address critical questions regarding screening, treatment, the timing of each and delivering clinically meaningful interventions.

Alzheimer's Association Business Consortium (AABC) members work to advance both the field of dementia research and the goals of its member organizations, providing leadership and direction to the group's areas of focus, which include collaborations, recognition, visibility, and knowledge and information sharing. More than 65 companies comprise the AABC, representing a wide range of research in dementia science, including artificial intelligence, diagnostics and therapeutics. The group held its annual meeting at AAIC 2024, attended by representatives of 17 companies and featuring presentations and a panel discussion that focused on strategic approaches and opportunities for fundraising.

The **Alzheimer's Association International Society to Advance Alzheimer's Research and Treatment (ISTAART)** is a diverse global network of over 14,000 (an increase of 1,000 over FY24) scientists, clinicians and dementia professionals in 125 countries. ISTAART professional interest areas (PIAs) — subgroups of researchers and clinicians who share common scientific interests — engaged with their members through 150 webinars, attracting over 5,300 live views; published 18 journal

articles; and contributed 12 featured research sessions to AAIC 2024. In addition, the FY25 ISTAART Ambassador cohort included 39 ambassadors from 24 countries who delivered the Introduction to ISTAART presentation to over 1,100 scientists, clinicians and dementia professionals worldwide.

The **Alzheimer's & Dementia** journal family comprises four open access journals: *Alzheimer's & Dementia: The Journal of the Alzheimer's Association (A&D)*, our flagship journal; *Alzheimer's & Dementia: Diagnosis, Assessment and Disease Monitoring (DADM)*; *Alzheimer's & Dementia: Translational Research & Clinical Interventions (TRCI)*; and the newest addition, *Alzheimer's & Dementia: Behavior and Socioeconomics of Aging*. The A&D family of journals aims to bridge knowledge gaps across a wide range of bench-to-bedside investigations in Alzheimer's, dementia and related topics. The impact factor, which is a measure of how frequently publications in the journal are referenced by other papers, are: A&D (11), DADM (4.4) and TRCI (6.8). (*Behavior and Socioeconomics of Aging* was launched at AAIC 2024.) Higher impact factors indicate a journal is more frequently cited and included in other research. Our flagship journal continues to be the top-ranked disease-specific journal in clinical neurology.

Funded by the Association, **GAAIN** is the first online platform to provide free, instant access to data normally restricted to a handful of Alzheimer's researchers, uniting a diverse and geographically distributed network of partners to foster discovery, collaboration and sharing. With more than 36,000 unique data attributes linking together over 70 research studies with nearly 750,000 participants, GAAIN serves as a one-of-a-kind resource for the global Alzheimer's and dementia community.

Multiple expert panels convened by the Association and representing primary and specialty care developed **new clinical practice guidelines for comprehensive evaluation of patients who may have cognitive impairment or dementia** due to Alzheimer's or a related disease. These efforts throughout FY25 culminated in the submission of one guideline manuscript, as well as a systematic review and the development of related tools for clinical use. The guidelines are critical to obtain timely and accurate diagnosis so that individuals and families are empowered and have the greatest autonomy to make the best decisions for themselves.

The World Dementia Council **elected Association President and CEO Joanne Pike, DrPH, as its new chair**. Pike will lead the organization's work to coordinate global efforts against dementia.



David Bisbal

Increasing Concern and Awareness

Widely used by journalists, researchers, academics, policy experts, lawmakers and health care providers, the Association's annual [Alzheimer's Disease Facts and Figures](#) report is the preeminent source of statistics and information about Alzheimer's and all other dementia. The 2025 edition revealed that [nearly 4 in 5 Americans would like to know if they were living with Alzheimer's](#) before it impacted their lives and want treatment, even if it comes with risks, as long as it slows the progression of the disease. The accompanying special report, [American Perspectives on Early Detection of Alzheimer's Disease in the Era of Treatment](#), provided a comprehensive look into the evolving public perception of Alzheimer's disease.

The Association's website, [alz.org](#), continued to serve as a valuable resource on Alzheimer's care, support and research, providing services to constituents 24 million times. The Association also delivered critical Alzheimer's information to the public through 5.9 billion total media impressions in traditional and nontraditional forms, including blogs, social media, and paid and earned placements nationally and locally.

Social media served as a major force in shaping discussions about the disease and in engaging volunteers and donors. The Association's combined social media following on [Facebook](#), [Instagram](#), [TikTok](#), [YouTube](#) and [X](#) increased by 6% in FY25 to nearly 1.6 million users — evidence of ongoing growth in the public's willingness to join in open dialogue about dementia, caregiving and brain health. Engagement with the Association continued to outperform nonprofit benchmarks, and the Association amplified its reach by engaging advocates, volunteers, community partners, and #ENDALZ Celebrity Champions and influencers on social media.

The Association collaborated with Hallmark Media and actor and Celebrity Champion Ashley Williams on the [first-ever appearance of Walk to End Alzheimer's](#) in a feature film. "Falling Together" premiered on the Hallmark Channel on World Alzheimer's Day, a global effort to raise awareness and challenge the stigma around Alzheimer's and all other dementia. More than 1.5 million people viewed the film's premiere, and over 1,000 participants registered for Walk as a result of outreach efforts related to the film.

A new **Walk to End Alzheimer's** advertising campaign, NOW, focused on the importance of this moment in the fight against Alzheimer's and all other dementia. The campaign — which featured messaging that included "Now is the moment we've been waiting for" and "Now is

the time for action" and urged people to start or join a Walk team — featured TV, radio, print, out-of-home, digital and social media placements in English and Spanish.

Actors and Celebrity Champions Samuel L. Jackson, Kimberly Williams-Paisley and Diedrich Bader joined the Association's first-ever fundraising advertising campaign, [Generation Hope](#). The campaign, which included national commercials as well as digital and social media placements, featured each champion encouraging people to support the Association during the holiday giving season.

In recognition of [Alzheimer's & Brain Awareness Month](#) in June, the Association [encouraged all Americans to take charge of their brain health](#), offered suggestions on how to do so and detailed ways to support the fight against Alzheimer's and all other dementia.

The Association also partnered with the Ad Council during Alzheimer's & Brain Awareness Month to promote the **Some Things Come with Age** campaign, aimed at raising awareness of Alzheimer's disease within the Black/African American community. As part of the campaign, Carl V. Hill, Ph.D., MPH, the Association's chief diversity, equity and inclusion officer, participated in a daylong satellite media tour conducting over 20 television and radio interviews that reached nearly 75 media markets across 34 states, generating more than 3 million media impressions. Hill also authored an op-ed published in *USA TODAY* and syndicated across nearly 40 Gannett-owned publications nationwide, helping to elevate the conversation around early detection and diagnosis in communities disproportionately affected by Alzheimer's.

Building on the success of the Some Things Come with Age campaign, the **Warning Signs** campaign, also with the Ad Council, launched in April 2025. Warning Signs extends the

early detection message into the Black/African American community and encourages families to initiate conversations sooner when they notice potential signs of Alzheimer's or another dementia. By highlighting subtle signs like having trouble completing familiar tasks or frequently forgetting important dates or events, the campaign raises awareness around cognitive and behavior changes that aren't normal aspects of aging.

In addition to showcasing the state-of-the-art in Alzheimer's and dementia science across all categories, the [Alzheimer's Association International Conference \(AAIC\)](#) is a major platform for communicating the Association's global leadership in research. At AAIC 2024 in Philadelphia, the Association's efforts generated more than 5,900 news stories in outlets including CBS News, NBC News, *The New York Times*, *TIME*, *Newsweek*, CNN, NPR, Associated Press, *The Washington Post*, Bloomberg News, Reuters News, *Forbes*, *The Daily Beast*, *National Geographic* and *People*. These stories reached a combined audience of more than 416 million people.

Three-time Latin Grammy Award winner singer-songwriter [David Bisbal](#) joined [Music Moments](#), the Association's digital storytelling series exploring the emotional connection between music and the moments in life that we never want to lose to Alzheimer's or another dementia. The second Spanish-speaking artist featured in the series, Bisbal contributed a powerful new rendition of "Mi Princesa," a song of personal significance because his father and his aunt, both of whom are living with Alzheimer's, have always loved it. The Association's Spanish-language public service announcement featuring Music Moments artist [Luis Fonsi](#) continued to be broadcast, bringing the campaign's reach to over 563 million people.

The Association expanded its [10 Healthy Habits for Your Brain](#) public brain health awareness campaign, translating materials into three new languages (Chinese, Korean and Vietnamese) and creating a variety of new assets for community distribution. Traffic to the 10 Healthy Habits for Your Brain webpage doubled in FY25.

The Association and Bank of America issued the [Cognitive Impairment in the Workplace: Compassionate approaches for a hidden but growing concern](#) white paper. The report found that rates of cognitive impairment and dementia in the workplace are on the rise and offered guidance to help employers create and foster dementia-friendly workplaces.

During [National Family Caregivers and National Alzheimer's Disease Awareness Month](#) in November,

the Association encouraged the nearly 12 million family members and friends who serve as unpaid dementia caregivers to make their own health an equal priority. The Association offered tips to help caregivers find balance while supporting their overall health and well-being and encouraged people to honor caregivers by sharing a special message of thanks online.

The Association [partnered with AJ Foyt Racing](#) for the 2025 NTT INDYCAR Series. Driver Santino Ferrucci represented the Association throughout the season with its logo on his race car, and fans attending the races engaged with the Association through educational displays, donation opportunities and special appearances by Association supporters.

The sporting world continued to rally behind the cause, led by many #ENDALZ Athletes, including NASCAR star Ryan Blaney, whose family participated in Walk to End Alzheimer's in North Carolina and Ohio; NBA player Jett Howard, who attended the Orlando Walk and Orlando Purple Soiree; Chicago Bulls assistant coach John Bryant, who attended the Chicago Walk and emceed the Chicago Rita Hayworth Gala; and Olympian Mariah Bell, who attended the Walk with her family in Texas. These athletes helped make a difference through fundraising, advocacy and awareness by using their voices personally, with their teams and in their leagues.

For the 16th year in a row, the Association placed among the top nonprofits in the annual *NonProfit Times* list of the **Best Nonprofits to Work For**, finishing 16th overall and third in the large nonprofit category. The annual survey recognizes and honors employers in the nonprofit sector that have excelled in creating quality workplaces, with an emphasis on employee development, recognition measures and culture.



Kimberly Williams-Paisley

Strengthening Diversity, Equity and Inclusion

Engaging diverse perspectives is critical to achieving health equity — meaning that all communities have a fair and just opportunity for early diagnosis of Alzheimer's or another dementia and access to risk reduction, quality care and treatments. The Association continued making strides in FY25 to expand its reach and respond with resources to address the disproportionate impact of Alzheimer's and all other dementia on underrepresented and underserved communities.

The Association and the [Philippine Nurses Association of America \(PNAA\)](#) announced a partnership designed to promote brain health, elevate awareness about Alzheimer's and other dementias, and offer crucial care and support resources to individuals, families and communities in need. PNAA will mobilize at least 12 chapters each year to partner with local Association chapters to engage these communities through a range of education, research and awareness programs.

The Association and the [National Council of Urban Indian Health \(NCUIH\)](#) partnered to promote brain health and increase support for American Indian and Alaska Native (AI/AN) people living in urban settings affected by Alzheimer's and other dementia. The partnership will raise concern and awareness and provide care, support and information about advance care planning for community members impacted by dementia.

In an ongoing effort to help public health leaders serving AI/AN communities address brain health, the Association and the Centers for Disease Control and Prevention (CDC) launched the second edition of the [Healthy Brain Initiative: Road Map for American Indian and Alaska Native Peoples](#). The new Road Map builds on the 2019 version and is aimed at equipping public health professionals working in AI/AN communities with strategies to improve brain health, address dementia and better meet the needs of caregivers.

The Association announced the [Healthy Brain Initiative \(HBI\) Road Map Champions Program](#). Fifteen public health professionals will receive funding, training and technical assistance to help implement public health strategies for addressing brain health, caregiving and dementia outlined in the *Healthy Brain Initiative: Road Map for American Indian and Alaska Native Peoples*.

The Association and the National Association of County and City Health Officials (NACCHO) announced the fourth cohort of the [HBI Road Map Strategists](#), a nationwide effort focusing on addressing dementia at the local level. Ten

local health departments are selected each year through a competitive application process to receive direct funding, training and technical assistance; with these resources, the departments establish a part-time Road Map Strategist, a public health professional who serves as a systems change agent working to advance population health approaches related to dementia.



In recognition of Juneteenth, the Association, in partnership with Delta Research and Educational Foundation, hosted the **Preserving Memories, Protecting Legacies: Advancing Alzheimer's Awareness and Research in Diverse Communities** webinar. More than 500 members of Delta Sigma Theta Sorority, Inc. attended the event.

Through the Black Greek Letter Consortium, the Association is working to improve the state of dementia diagnosis and care for underserved and disproportionately affected communities. In FY25, the Association held

an advocacy briefing, **United in Service: Advancing Alzheimer's Advocacy**, where attendees learned how the Association is shaping public policy and were encouraged to sign up as advocates. More than 75 members of the Black Greek Letter Consortium representing the fraternities and sororities of the Divine Nine participated in the webinar.

In collaboration with the Faith-Based Consortium on Equity in Alzheimer's and Other Dementias: The Kumbuka-Nia Collective, the Association developed and published a **Purple Sabbath Toolkit and a Clergy Guide**. These resources provide faith leaders with valuable resources to help improve the lives of those facing Alzheimer's and other dementias by educating congregations across all communities and raising awareness of the disease.



The Association and Gdavis Productions and Films, LLC, continued its **"Unforgettable"** tour in Atlanta, Baltimore, Cleveland, Detroit and Oakland. The Association also created **ALZ Health Equity Coalitions** to provide leadership in engaging over 4,000 new constituents. These grassroots coalitions comprised national and local partners tasked with building on the momentum created by "Unforgettable" and will work with the Association to ensure greater health equity by improving the state of diagnosis and care for underserved and disproportionately affected communities facing Alzheimer's and other dementia.

The **2025 Black Men's Brain Health (BMBH) Conference** marked the fourth installment in an annual series dedicated to addressing disparities in brain health among Black men. With over 1,000 in-person and virtual attendees, the conference is supported by key sponsors including the Alzheimer's Association, the National Institute on Aging and the NFL Alumni Association and focuses on cognitive aging, Alzheimer's and the sociocultural factors that influence brain health by convening leading experts, practitioners and community organizations.

ALZBrainTrust is a collaborative initiative designed to understand and clarify factors that result in racial and ethnic underrepresentation in clinical trials generally and dementia-related clinical trials specifically. In its second year, ALZBrainTrust established three metropolitan hubs in Los Angeles, Houston and Chicago to bring together community engagement researchers and 13 community partners to develop ways to address mistrust, stigma and other concerns surrounding medical research. Solutions will support clinical trial recruitment efforts and provide a replicable model that can be scaled nationwide.



Advancing Public Policy

The Alzheimer's Association and the Alzheimer's Impact Movement (AIM), a separately incorporated advocacy affiliate, operate independently but join together to the extent allowed by law to continue to advance federal and state policy priorities. In collaboration with dedicated and passionate advocates, the Association and AIM achieved many successes in FY25 on the national, state and local levels, even in the face of external factors impacting their work.

The Association and AIM continued tireless efforts to urge lawmakers for an increase in **federal Alzheimer's and dementia research funding** at the National Institutes of Health. Due to a full-year continuing resolution, this funding remained at the FY24 level of as much as \$3.8 billion.

Association and AIM advocates, in collaboration with congressional champions, were instrumental in the [NAPA Reauthorization Act and the Alzheimer's Accountability and Investment Act](#) — two pieces of critical bipartisan legislation that renew the nation's commitment to the fight against Alzheimer's and all other dementia — being signed into law. These bills — passed unanimously out of Congress — will continue the critical work of the National Plan to Address Alzheimer's Disease to support Alzheimer's research and improve the delivery of clinical care and services for people impacted by the disease.

The bipartisan [BOLD Reauthorization Act](#), legislation which will enable public health departments to implement effective dementia interventions, was signed into law. The bill, passed unanimously out of Congress, will reauthorize the Building Our Largest Dementia (BOLD) Infrastructure for Alzheimer's Act and expand the law's impact further into communities.

The Association and AIM, along with AARP and members of Congress, supported the introduction of the bipartisan [Credit for Caring Act](#). This important legislation is aimed at providing much-needed financial relief to family caregivers nationwide, including those caring for people living with Alzheimer's and other dementia. The bill would offset the cost of some caregiving expenses, such as a home care aide, adult day services, home modifications and respite care.

The Association and AIM worked with longstanding bipartisan champions to reintroduce the [Accelerating Access to Dementia & Alzheimer's Provider Training \(AADAPT\) Act](#) in the House of Representatives. AADAPT will improve dementia workforce preparedness in communities across the nation by empowering primary

care providers to better diagnose Alzheimer's and other dementia and deliver high-quality, person-centered care in community-based settings.

More than 1,100 passionate advocates from all 50 states gathered in Washington, D.C., for the [2025 Alzheimer's Impact Movement \(AIM\) Advocacy Forum](#), the nation's premier Alzheimer's advocacy event, and attendees implored Congress to do more, not less, in the fight against the disease. On the Forum's [Hill Day](#), advocates turned Capitol Hill purple and rallied bipartisan support for legislation crucial to the Alzheimer's community.

Emceed by actor Diedrich Bader, the [National Alzheimer's Dinner](#) at the AIM Advocacy Forum celebrated advocate volunteer accomplishments and recognized policy leaders for their critical efforts in the fight against the disease. Sen. Catherine Cortez Masto (D-Nev.) and Sen. Bill Cassidy (R-La.) were honored with AIM Humanitarian Awards for their continued action to address the Alzheimer's crisis and to help affected families.



State policy victories in FY25 included: **Illinois'** first-in-the-nation legislation requiring state-regulated insurance plans to provide coverage for all medically necessary FDA-approved treatments or medications prescribed to slow the progression of Alzheimer's and other dementia, and coverage of diagnostic testing needed to confirm an Alzheimer's diagnosis; **Louisiana** appropriating \$824,000 for a Dementia Care Specialist Program within the Governor's Office of Elderly Affairs to increase community and resources available to support individuals living with dementia and their caregivers; **Hawaii** establishing a two-year Dementia Data Pilot Program within the Executive Office on Aging to collect and analyze cognitive assessment data and for the office to publish annual reports; and **Texas** creating the Dementia Prevention and Research Institute of Texas and the Dementia Prevention Research Fund, as well as a ballot initiative that would transfer \$3 billion from state general revenue to providing funding for the Dementia Prevention and Research Fund over the next 10 years.

The Association hosted the third annual [State Dementia Services Coordinator Summit](#) in the nation's capital as part of an ongoing effort to coordinate the Alzheimer's and dementia response at the state level. The summit convened state agency officials tasked with developing, advancing and implementing dementia-specific policies and to discuss how they can better implement solutions and increase support for Americans impacted by dementia.

Alzheimer's advocates secured **\$209 million in dementia-specific funding** from 35 state governments and Washington, D.C. (a \$223.4 million effective total when biennial budgets are annualized). This was a 27% increase compared to 2022, the last short-session year.



Increasing Revenue

Through generous support from individuals, corporations and organizations, the Association made important strides toward its vision of a world without Alzheimer's and all other dementia. Contributions from donors and partners totaled more than \$409 million, including over \$112 million in new annual research funding.

Strategic direct marketing efforts using print and digital campaigns **raised \$76.1 million** and engaged more than 536,000 donors. More than \$2.6 million was raised on Facebook and Instagram through birthday and evergreen fundraisers, and signature event fundraisers contributed an additional \$2.5 million. Alternative giving opportunities through Facebook Challenges raised nearly \$251,000.

Walk to End Alzheimer's broke another fundraising record, generating \$103 million for the season, with sponsorships up 9%. More than 371,000 participants came together for the world's largest event to raise awareness and funds for Alzheimer's care, support and research. In addition, 17 new companies and organizations joined as National Teams, growing the total to 84; these teams raised more than \$15.5 million. Walk maintained its second-place position in the Peer-to-Peer Forum's Top 30 rankings for all fundraising runs, walks and cycling events nationwide and experienced the highest participant growth among all peer-to-peer events.

Biogen supported the 2024 Walk to End Alzheimer's as a **new national sponsor**, joining Eisai and **national presenting sponsor** Edward Jones, with presence at events in communities across the country to interact with the people they serve.

In another record-breaking season, **The Longest Day**® raised more than \$13.4 million in — an 8% increase over FY24 — including over \$3.1 million from 35 National Teams. Thousands of participants from around the world used their creativity and passion to raise funds and awareness for the Association through activities such as pickleball, golf, bridge, running, hiking and hosting parties. The American Contract Bridge League (ACBL) participated in The Longest Day for its 14th year, raising more than \$1.2 million in FY25 and \$12.2 million total.

In its fifth year, **Ride to End ALZ**®, the Association's premier cycling event that raises funds for Alzheimer's research, brought in over \$5.1 million — an 8% increase. Two Ride events, Ride to End ALZ New England and Ride to End ALZ South Carolina, raised over \$1 million each. Over 2,800 individuals took part in six in-person rides as well as one virtual opportunity to ride in a location of the participants' choice.

Founded in 2012 by Michaela "Mikey" Hoag, the Alzheimer's Association **Part the Cloud** innovative grant funding program continued to fuel scientific progress in Alzheimer's research by funding the most promising early-stage clinical trials. Part the Cloud has raised nearly \$90 million to support 72 research projects that have gone on to receive over \$1.6 billion in follow-on funding. In FY25, the Part the Cloud Gala, held in Woodside, California, raised over \$17 million to advance high-risk, high-reward research projects aimed at potential new treatments and devices for Alzheimer's and all other dementia.

Edward Jones achieved a significant milestone in the firm's long-standing partnership with the Association by raising more than \$51 million for the cause — surpassing its pledged commitment of \$50 million by 2025. For the ninth consecutive year, the firm has provided support through corporate donations, Walk to End Alzheimer's participation and associate-driven efforts, contributing a record \$6.5 million. As the National Presenting Sponsor of Walk to End Alzheimer's, Edward Jones mobilized 11,700 participants across more than 2,700 teams, raising more than \$3.8 million. Edward Jones also extended its strategic alliance with the Association through 2030, reaffirming the firm's deep commitment to promoting healthier futures for families and communities impacted by Alzheimer's and all other dementia.



The Association presented the Fred and Barbara Erb Family Foundation with the [Jerome H. Stone Philanthropy Award for Alzheimer's Research](#), which recognizes the world's top philanthropists for advancing dementia science through their generous and transformative financial commitments. Since 2009, the Erb Family Foundation has partnered with the Association on a range of research initiatives, including the Zenith Fellows Awards program and the U.S. POINTER study. The Foundation's legacy includes its largest-ever investment in Alzheimer's research in 2023 when it established the Fred and Barbara Erb Clinical Research Science Fellowships, grants designed to support early-career Alzheimer's researchers and accelerate breakthroughs in treatment and cure.



Comprising philanthropists who make a commitment of \$1 million or more to the Association, the [Zenith Society](#) sets the bar for philanthropic leadership, engagement and impact. The Society welcomed three new members: Chuck and Wendy Garrett, the James Foundation and the Fredrick W. Petri Foundation. New Zenith-level commitments from other members included gifts for research from GHR Foundation, Mikey and Jay Hoag, Debbie and Clayton Jones, the Robertson Foundation and the WoodNextFoundation (a component fund administered by Greater Houston Community Foundation). Zenith Society members generated more than \$43 million to advance the Association's mission through personal gifts, special events, direct marketing challenges, Walk to End Alzheimer's and more.

The [Aspire Society](#) recognizes individuals and foundations who give \$10,000 or more per year through outright gifts, galas, Walk to End Alzheimer's and other avenues to support every pillar of the Association's mission. The Association was

honored to acknowledge 1,078 Aspire Society members in FY25.

The [Founders Society](#) honors those extraordinary people who make future gift commitments to the Association through their estate plans. The Association welcomed 249 new Founders Society members, bringing total membership to over 2,800.

The [Alois Society](#), which includes donors who make an annual gift of \$1,000 to \$9,999, raised \$22.2 million to help fuel and guide the Association's efforts.

Revenue from **generous corporate contributors** totaled \$26 million — a 23% increase — and earned millions of impressions to increase concern and awareness of Alzheimer's and all other dementia. A complete list of corporate supporters at the \$50,000 level and above is available later in this report.

With the support of its dedicated customers, [Marshalls](#) — one of the nation's leading off-price family retailers — raised nearly \$2 million for the Association through an in-store fundraising campaign. Since 2013, Marshalls customers have contributed over \$21 million to help advance the Association's care, support and research efforts.

[BJ's Restaurants, Inc.](#), was a Proud Supporter of The Longest Day for a seventh consecutive year. From June 20 through July 31, 2025, BJ's Restaurant & Brewhouse guests who dined in or ordered takeout were invited to donate to the Association. Over \$255,000 was raised through customer donations and a company match.

[CNO Financial Group and Bankers Life](#) held the 23rd annual Forget Me Not Days® fundraiser supporting The Longest Day as a National Team. A contribution of more than \$376,000 was made through corporate, public and associate donations. As a Walk to End Alzheimer's National Team, CNO and Bankers Life participated as sponsors in both Chicago and Indianapolis. Their efforts have raised more than \$8.2 million since 2003.

To help people age confidently at home, [Procter & Gamble](#) continued to offer resources to promote independence and home safety through a corporate gift to support the Home Safety Checklist, ALZ Talks and ALZNavigator and employee participation as a Walk to End Alzheimer's National Team. Since 2017, P&G has contributed significantly to the Association.

Continued **support from the pharmaceutical, biotech and life science industries** helped drive vital scientific

initiatives, including the Alzheimer's Association International Conference 2024 (AAIC), the Alzheimer's Association Research Roundtable (AARR), the Alzheimer's Disease Neuroimaging Initiative Private Partner Scientific Board (ADNI-PPSB), Project ECHO Superhub, AAIC Advancement Conferences, the Dementia Care Navigation Roundtable and the Alzheimer's Association Innovation Roundtable (AAIR).

The Association marked the 40th anniversary of its esteemed [Imagine Benefit](#) at New York City's iconic Plaza Hotel. Built on the legacy of the Rita Hayworth Gala and founded by Princess Yasmin Aga Khan in honor of her mother, Hollywood legend Rita Hayworth, the event raised over \$1.2 million to support the Association's mission — bringing the lifetime total to nearly \$90 million since its inception in 1984.

Actors Ashley Williams and Nikki DeLoach hosted the seventh annual [Dance Party to End ALZ: Halloween Edition](#) in Hollywood. Founded by actor Kimberly Williams-Paisley, the event raised nearly \$250,000 for the Association's research grant program.

The Association launched the [ALZ Mission Marketplace](#), which offers a curated selection of products that support the fight against Alzheimer's. With each purchase, a portion is donated to the Association, funding critical research, care and support, and awareness initiatives.



Treasurer's Report

The financial health of the Alzheimer's Association was strong in FY25, with the organization's Consolidated Statement of Financial Position reflecting total assets of more than \$524 million as of the fiscal year ended June 30, 2025. Total revenues were more than \$474 million.

Expenses were well managed. Of the total consolidated expenses of \$494 million, the Association expended \$386 million on programmatic activities. The Association continues to meet and exceed minimum standards of 65% program expenses set by the BBB Wise Giving Alliance, devoting 78% of expenses to programmatic activities.

The Association made its largest-ever total annual research investment in FY25, investing a total of \$112.2 million research activities, including nearly \$80 million for new scientific investigations. As the world's leading nonprofit funder of Alzheimer's and dementia research, the Association is currently investing \$450 million in more than 1,200 active best-of-field projects in 56 countries. Among other achievements, we again provided care and support more than 10 million times through channels including alz.org, our 24/7 Helpline (800.272.3900), support groups and education programs. We strengthened our commitment to expand our reach and respond with resources to address the disproportionate impact of Alzheimer's and all other dementia on underrepresented and underserved communities. And due to the relentless efforts of the Association and the Alzheimer's Impact Movement, a separately incorporated advocacy affiliate, we were instrumental in critical bipartisan legislation that renewed the nation's commitment to the fight against Alzheimer's and all other dementia being signed into law.

We are grateful for the trust our donors place in us and for their support and commitment to helping us achieve our vision: a world without Alzheimer's and all other dementia.

Dean Brenner

FY25 Treasurer

Board of Directors

Alzheimer's Disease and Related Disorders Association, Inc.

Consolidated Statement of Financial Position

Year ended June 30, 2025

(In thousands)

	ASSETS	2025	2024
	Cash and cash equivalents	\$29,551	\$46,171
	Pledges receivable, net	61,869	58,297
	Other receivables	17,264	10,009
	Inventories of education materials, at cost	892	1,137
	Investments	314,101	304,945
	Prepaid expenses	7,606	9,059
	Assets held in trust	-	20
	Fixed assets, net	16,088	19,666
	Right-of-use operating assets	36,832	39,643
	Beneficial interest in split-interest agreements	6,402	6,315
	Beneficial interest in perpetual trusts	33,491	30,725
	Other assets	722	747
	TOTAL ASSETS	\$524,818	\$526,734
	LIABILITIES AND NET ASSETS		
	LIABILITIES		
	Accounts payable	\$14,466	\$10,351
	Grants payable, net	110,321	117,425
	Deferred compensation payable	1,112	845
	Accrued expenses and other liabilities	31,396	32,782
	Self-insurance reserve	1,727	1,278
	Gift annuity obligations	5,894	5,707
	Contract liability	5,953	5,412
	Operating lease obligations	41,927	46,440
	TOTAL LIABILITIES	212,796	220,240
	NET ASSETS		
	Without donor restrictions	154,908	147,553
	With donor restrictions	157,114	158,941
	TOTAL NET ASSETS	312,022	306,494
	TOTAL LIABILITIES AND NET ASSETS	\$524,818	\$526,734

These financial statements have been prepared by management in conformity with generally accepted accounting principles and include all adjustments which, in the opinion of management, are necessary to reflect a fair presentation. This presentation represents a summarization from audited financial statements.

Alzheimer's Disease and Related Disorders Association, Inc.

Consolidated Statement of Activities

Year ended June 30, 2025

(In thousands)

	Without Donor Restrictions	With Donor Restrictions	Total
REVENUES, GAINS AND OTHER SUPPORT			
Contributions:			
Cash and other financial assets	\$348,031	\$92,971	\$441,002
Non-financial assets	9,789	-	9,789
Conference registration and other	12,859	-	12,859
Dividends and interest, net of investment-related expenses	8,875	1,537	10,412
Net assets released from restrictions	99,382	(99,382)	-
TOTAL REVENUES, GAINS AND OTHER SUPPORT	478,936	(4,874)	474,062
EXPENSES			
PROGRAM SERVICES			
Care, support and risk reduction	113,711	-	113,711
Research	108,094	-	108,094
Concern and awareness	118,394	-	118,394
Diversity, equity and inclusion	10,013	-	10,013
Public policy	29,880	-	29,880
Mission engagement	5,532	-	5,532
TOTAL PROGRAM SERVICES	385,624	-	385,624
SUPPORTING SERVICES			
Fundraising	85,829	-	85,829
Management and general	22,288	-	22,288
TOTAL SUPPORTING SERVICES	108,117	-	108,117
TOTAL EXPENSES	493,741	-	493,741
DEFICIENCY FROM OPERATIONS	(14,805)	(4,874)	(19,679)
OTHER CHANGES IN NET ASSETS			
Net realized and unrealized gains in value of investments	22,520	457	22,977
Change in value of split-interest agreements	(360)	(177)	(537)
Change in value of perpetual trusts	-	2,767	2,767
TOTAL OTHER CHANGES IN NET ASSETS	22,160	3,047	25,207
CHANGE IN NET ASSETS	7,355	(1,827)	5,528
NET ASSETS AT BEGINNING OF YEAR	147,553	158,941	306,494
NET ASSETS AT END OF YEAR	\$154,908	\$157,114	\$312,022

These financial statements have been prepared by management in conformity with generally accepted accounting principles and include all adjustments which, in the opinion of management, are necessary to reflect a fair presentation. This presentation represents a summarization from audited financial statements.

Corporate Supporters

Annually, the generosity of corporate supporters and their employees helps the Alzheimer's Association to advance vital research and provide educational programming, care and support. We greatly appreciate their continuing contributions to our mission.

\$1,000,000+

Edward Jones
Eisai
Eli Lilly & Company
Marshalls/TJX Foundation
Salesforce

\$500,000 – \$999,999

Biogen
Novo Nordisk

\$250,000 – \$499,999

BJ's Restaurant & Brewhouse
CNO Financial Group
Costco
Genentech/Roche
Rolex Watch USA

\$100,000 – \$249,999

AARP
AbbVie
Acumen Pharmaceuticals
Alzheon
Athira Pharma, Inc.
Bank of America
Beckman Coulter Life Sciences
Bristol Myers Squibb
C2N Diagnostics
Chesmar Homes
Cogstate
GE HealthCare
Genworth
Google
Hoffman-La Roche, Inc.
IBM
Johnson & Johnson
Liberty Mutual

Lundbeck
Microsoft
Molina Healthcare
MPG Corporation
NVIDIA
Northwestern Mutual
Procter & Gamble
Prothena Biosciences
Renasant Bank
Sentara Healthcare
Sutter Health
Trilogy Health Services
UnitedHealth Group
U.S. Bank Foundation
Walmart
Wellpoint

\$50,000 – \$99,000

Acadia Pharmaceuticals
Accenture
Adobe
Alector
Ameriprise
Anavex
Apple
AT&T
Axsome Therapeutics
BAYADA Home Health Care
Boeing
Bracket Global
Cannataro Family Capital Partners
Caterpillar
Cedarhurst Senior Living
Chevron
Cisco
Comfort Keepers
Dell
DH Diagnostics

Dignity Health
Elevance Health
Enigma Biomedical
Enterprise
Emerson Electric
Fujirebio Diagnostics
Goodcents
Harps Food Stores
H-E-B
Humana
Illinois Tool Works
Independent Living Systems
Intermountain Health
Interim Healthcare
Jefferies
Leo Brown Group
M&T Bank
McKee Homes
Merck
Merrill Gardens
Novartis
Oakmont Senior Living Management
OneAmerica
Otsuka Pharmaceuticals
Pip Pop Post
PhRMA
RetireMED
Roche Diagnostics
Round Pond Estate
Senior Star
SCI Inc.
Signant Health
Simply Healthcare
Sonora Quest Laboratories, LLC
Takeda
The Sharon at SouthPark
Walgreens
WCG Clinical

Walk to End Alzheimer's and The Longest Day National Teams

Walk to End Alzheimer's and The Longest Day National Teams remained committed to raising critical funds and awareness for Alzheimer's care, support and research. We recognize these leading fundraising teams and thank them for joining the Alzheimer's Association in our fight to end Alzheimer's and all other dementia.

\$3,000,000+

Edward Jones

\$1,000,000+

American Contract Bridge League
American Senior Housing Association
Brookdale Senior Living
Sigma Kappa

\$500,000 – \$999,999

Alzheimer's/Dementia Rotary Action Group
Life Care Services
Senior Star
Visiting Angels

\$250,000 – \$499,999

Alpha Delta Kappa
Charter Senior Living
Erickson Senior Living
Home Instead
Parrot Heads In Paradise
UnitedHealth Group

\$100,000 – \$249,999

American Academy of Estate Planning Attorneys
Bankers Life
Brightview Senior Living
Cisco
Comfort Keepers
Dot Foods
Frontier Management
Integrated Financial Group
International Council on Active Aging
KPMG
LCB Senior Living
Mah Jongg for Memories
National Active and Retired Federal Employees

National Healthcare Corporation

Prager Metis

ProMedica Senior Care

Senior Lifestyle

Senior Living Communities

Sinceri Senior Living

Sunrise Senior Living

Team Members of Caesars Entertainment

Touchmark Senior Living

\$50,000 – \$99,000

agilon health

Always Best Care Senior Services

American House Senior Living

Americare Senior Living

Artis Senior Living

Bank of America

BAYADA Home Health

Belmont Village

CarePatrol

Cedarhurst Senior Living

Frontier Technologies Inc.

Genesis HealthCare

Humana

Illumifin

Independent Living Systems

Jaybird Senior Living

Life Care Centers of America

Merrill Gardens

National Charity League

Oasis Senior Advisors

Onelife Fitness

Order of the Eastern Star

Pilot International

Sikich

Spectrum Retirement

The Judy Fund/Sigma Alpha Mu

USOP National Pickleball Center

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Alzheimer's Association
225 N. Michigan Ave., Fl. 17
Chicago, IL 60601



Our mission is to lead the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

Our vision is a world without Alzheimer's
and all other dementia®.

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