

# alzheimer's association annual report

*Fiscal Year 2011*  
(July 1, 2010 – June 30, 2011)

# Alzheimer's Association

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The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's 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 cure.

Our national offices in Chicago and Washington, D.C., work in conjunction with chapter affiliates across the country to serve the needs of those affected by Alzheimer's.

A donor-supported organization, the Alzheimer's 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 2011 by contributing to revenues of \$98.7 million for the national organization and more than \$241 million organization-wide.

## **Our mission**

To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

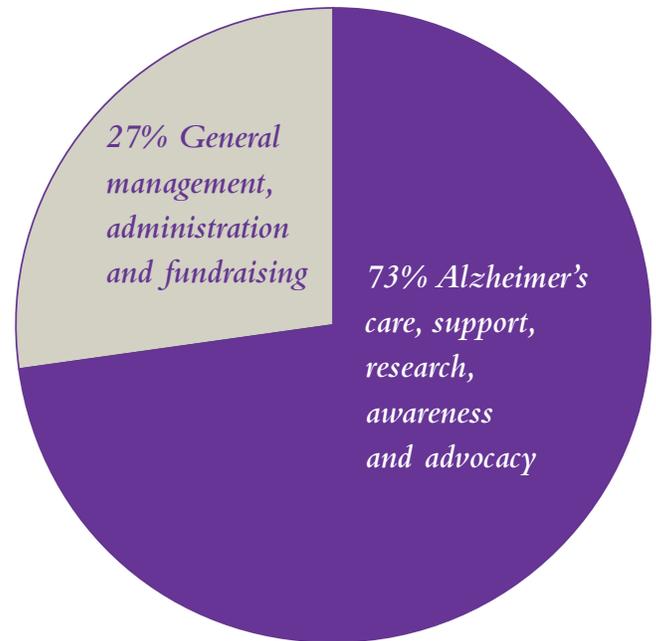
## **Our vision**

A world without Alzheimer's disease®.

## **Join our cause**

**Learn how you can get involved.**

## **Use of national organization funds during fiscal year 2011**



# This report is the story of a year in our fight against Alzheimer's disease.

*It's a story of progress, change and effort to end the nation's sixth-leading cause of death. It is a collective story, just as it is a collective fight — one that belongs to all of our constituents, donors, volunteers and advocates who dedicate themselves to our mission.*

This is the story of a year in which we fostered a groundbreaking conversation about Alzheimer's among the American public. We launched the **Alzheimer's Breakthrough Ride®**, a cross-country cycling event starting in San Francisco and culminating in Washington, D.C., on Sept. 21, 2010, World Alzheimer's Day. Participants included some of the country's leading Alzheimer's researchers, who rode to raise awareness of Alzheimer's and to collect more than 110,000 petition signatures in support of pending Alzheimer's legislation. I was proud to be a Breakthrough Rider myself, cycling five segments alongside these researchers.

We continued the conversation with information and education, releasing three powerful reports examining the state of Alzheimer's in America. Partnering with Maria Shriver, we published *The Shriver Report: A Woman's Nation Takes on Alzheimer's*, examining the role of women as individuals living with the disease, caregivers and advocates. We released *Generation Alzheimer's: The Defining Disease of the Baby Boomers*, providing an in-depth look at the way this disease will affect the boomer population. In addition, we generated *2011 Alzheimer's Disease Facts and Figures*, an annual analysis of the costs of the disease and the trends seen within the population of the United States.

This is the story of a year in which we made history on Capitol Hill. We provided leadership in advancing a new Medicare benefit that includes the **detection of cognitive impairment** as part of the Annual Wellness Visit, thereby increasing the rate of early detection, diagnosis and care options for individuals and families facing dementia. We secured the inclusion of Alzheimer's and other dementias in the *Healthy People 2020* report for the first time. This report is extremely significant in that it establishes measurable national public health goals for the coming decade at all levels of government.

In addition, we played a key role in advocating for the passage of the **National Alzheimer's Project Act** (NAPA), resulting in the establishment of a coordinated national plan to address the Alzheimer's epidemic. After unanimously passing both the Senate and the House, President Obama signed NAPA into law on Jan. 4, 2011. Since that time, the Association has dedicated itself to moving this legislation from act to action, advocating for a bold and transformational plan that will change the course of this deadly disease.

It was a year in which we provided growing avenues of care and support for those facing Alzheimer's. The Association launched new **self-directed online education programs**, giving a larger audience access to information about the 10 warning signs and basics of the disease. People with dementia, caregivers and health care professionals made **208,949 calls to our 24/7 toll-free Helpline**, seeking support and information from our expert care consultants.

We helped to change the landscape of the Alzheimer's diagnostic process by working with the National Institute on Aging (NIA) and the National Institutes of Health (NIH) to issue a modernized version of the **Alzheimer's diagnostic criteria**. In April 2011, three workgroups published the updated criteria and guidelines — known collectively as the National Institute on Aging/Alzheimer's Association Diagnostic Guidelines for Alzheimer's Disease — in the online version of *Alzheimer's & Dementia: The Journal of the Alzheimer's Association*.

We hosted the **Alzheimer's Association International Conference on Alzheimer's Disease (AAICAD) 2010** in Honolulu, Hawaii, where 3,700 of the world's leading dementia researchers gathered to share ideas and advance dementia science. In addition, we launched **Alzheimer's Association TrialMatch™**, a free service that matches people with the disease, caregivers and physicians to clinical trials in their area. In the first year alone, more than 13,000 individuals initiated profiles through TrialMatch.

This is the story of a year in which we continued to grow in the pride we have in our professional efforts to end Alzheimer's and in our desire to advance this critical cause. In 2011, *The NonProfit Times* named the Alzheimer's Association as the **top large nonprofit to work for** and placed the organization fifth in the list of top nonprofits overall, reflecting the dedication and care that our employees put into their work every day.

And with your commitment, it was a year in which we fueled the mission by raising more than \$241 million organization-wide for Alzheimer's care, support and research. It was a record-breaking year for **Memory Walk®**, with more than 33,000 teams raising a total of \$42.2 million. In order to build on this tremendous success, we embarked on a rebrand of this nationwide event, further supporting our concern and awareness efforts, volunteer mobilization, mission activities and advocate recruitment, in addition to fundraising. Selecting the name **Walk to End Alzheimer's™**, we launched a new advertising campaign and participant experience for FY12. These enhancements will allow constituents nationwide to engage more deeply in our full mission.

Reflecting on this busy and exciting year, it is undoubtedly a story of achievement and success, driven by your unwavering dedication to our mission. But the next even more important chapter has yet to be written, and we can only end Alzheimer's with your ongoing support. Together, we can and will achieve that mission. It is not a question of if; it is a question of when. We will continue to work very hard in the year ahead to make it soon.



*Harry Johns*  
President and CEO



*Ed Berube*  
Chair, National Board  
of Directors

# Timeline

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## July 2010

The **Alzheimer's Association International Conference on Alzheimer's Disease (AAICAD) 2010** brought 3,700 leading scientists from around the globe together in Honolulu to collaborate and discuss the latest advances in Alzheimer's disease research. At the conference, three scientific workgroups convened by the Association and the National Institute on Aging (NIA) presented proposed updates to the diagnostic criteria for Alzheimer's disease for the first time in 26 years.

AAIC also marked the launch of **Alzheimer's Association TrialMatch™**, a confidential, free and interactive tool that provides comprehensive clinical trial information and an individualized trial matching service for people with Alzheimer's disease and related dementias.

The Association unveiled a new research microsite at **alz.org/research**. This site illustrates the Association's commitment to Alzheimer's research, bringing our scientific story to life by highlighting specific advancements and sharing the overall state of progress in the field.

## August 2010

The **2010–2011 Early-Stage Advisory Group**, comprising 15 appointed individuals with early-stage Alzheimer's, met to serve as advisors, leaders and spokespeople for the Association in its ongoing efforts to better engage people with dementia. Members range in age from 51 to 84, representing a diverse range of former professions.

## September 2010

On **World Alzheimer's Day** (Tuesday, Sept. 21), 40 Alzheimer's researchers cycled up Capitol Hill in the culmination of the **Alzheimer's Association Alzheimer's Breakthrough Ride®**. After 67 days riding relay-style across the country, the Alzheimer's Breakthrough Riders presented 110,000 petition signatures urging Congress to make Alzheimer's a national priority.

That afternoon, Harry Johns, president and CEO of the Alzheimer's Association, key staff members, current and former national board members and industry experts participated in the **White House Briefing on the Challenge of Alzheimer's Disease in the United States**, continuing an important dialogue on how to best address the Alzheimer's epidemic.

## October 2010

The Association partnered with then-First Lady of California Maria Shriver to release ***The Shriver Report: A Woman's Nation Takes on Alzheimer's***, revealing Alzheimer's effect on women as individuals living with the disease, caregivers and advocates. The report received significant media attention, including an article in *TIME* and coverage on "Good Morning America," ABC's "World News" and "This Week with Christiane Amanpour." The report features the results of a national poll commissioned by the Alzheimer's Association and personal essays from public figures, celebrities and everyday Americans facing Alzheimer's.

The Alzheimer's Association released the results of the **"Hispanic Perceptions of Alzheimer's Disease" survey funded by the MetLife Foundation**. The survey revealed that 64 percent respondents felt that the Latino community is not very aware or not at all aware of Alzheimer's disease.

## November 2010

During **National Alzheimer's Disease Awareness Month** and **National Family Caregivers Month**, we helped pay tribute to caregivers with a special online "Honoring Caregivers" page, where Web visitors posted messages thanking or recognizing caregivers.

Due to the leadership of the Alzheimer's Association, a **new Medicare benefit** was added to aid in the detection of cognitive impairment. Beginning January 2011, the health care reform law (Affordable Care Act) required Medicare to provide annual wellness visits for all Medicare beneficiaries for the first time. Final regulations reflect the work of the Association to ensure that this visit includes a mandatory assessment for the detection of cognitive impairment, giving individuals with Alzheimer's and their families an opportunity to plan for the future.

## December 2010

For the first time, Alzheimer's and other dementias were included in the *Healthy People 2020* report, a document that establishes measurable national public health goals for the coming decade at all levels of government. This inclusion underscores the growing public health threat that Alzheimer's poses to the nation.

## January 2011

President Obama signed the **National Alzheimer's Project Act** (NAPA) into law, mandating the creation of a strategic plan to fight Alzheimer's disease. The Alzheimer's Association and its advocates were instrumental in moving NAPA through Congress.

The Association issued a statement mourning the passing of **Sargent Shriver**, who revealed his Alzheimer's diagnosis in 2003.

The Association released a new report, *Generation Alzheimer's*, detailing how an estimated 10 million baby boomers will develop Alzheimer's and how the disease negatively impacts millions of caregivers.

The Association and Pfizer Inc. collaborated to raise Alzheimer's awareness by telling Americans, "It's Time to Face Alzheimer's." This initiative culminated with a featured float, "**The Boomer Express**," in the 122nd Tournament of Roses® Parade on New Year's Day.

*"President Obama signed the National Alzheimer's Project Act (NAPA) into law, mandating the creation of a strategic plan to fight Alzheimer's disease."*

## February 2011

Supported by the Alzheimer's Association, the **International Genomics of Alzheimer's Project** (IGAP) — a multi-national collaboration formed to discover and map the genes that contribute to Alzheimer's disease — was announced. IGAP will combine the knowledge, staff and resources of four consortia that conduct research on Alzheimer's disease genetics.

## March 2011

The Association's 2011 *Alzheimer's Disease Facts and Figures* report revealed there are nearly 15 million Alzheimer's and dementia caregivers providing 17 billion hours of unpaid care valued at \$202 billion.

# Timeline, continued

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## April 2011

Three expert workgroups, spearheaded by the Association and the National Institute on Aging of the National Institutes of Health, issued a modernized version of **Alzheimer's disease diagnostic criteria and guidelines**. The new guidelines include clinical diagnostic criteria for Alzheimer's disease, dementia and mild cognitive impairment (MCI) due to Alzheimer's. Introduced for the first time at AAICAD 2010 in July, the guidelines were revised based on input from the larger scientific community before their April publication in *Alzheimer's & Dementia: The Journal of the Alzheimer's Association*.

The Association applauded the introduction of the **Health Outcomes, Planning, and Education (HOPE) for Alzheimer's Act** (S. 738/H.R. 1386), which seeks to improve detection and diagnosis of Alzheimer's disease and other dementias and to provide access to information and support for newly diagnosed individuals and their families.

ABC-TV aired an Alzheimer's public service announcement at the conclusion of an episode of **"Grey's Anatomy"** that drove viewers to alz.org for more information on the disease.

## May 2011

The 2011 **Alzheimer's Association Advocacy Forum** proved to be the largest in the event's 23-year history. More than 600 advocates from across the country gathered to learn, engage and inspire others in the fight against Alzheimer's. At the Forum, the Alzheimer's Association and representatives from the U.S. Department of Health and Human Services hosted the first public listening session on the implementation of the National Alzheimer's Project Act (NAPA).

**Walk to End Alzheimer's™ advertisements** aired on networks such as ABC, CBS, NBC, FOX, MSNBC and others.

The Association helped develop and supported the introduction of the **Alzheimer's Breakthrough Act** (H.R.1897), which would advance breakthrough treatments for people living with Alzheimer's by requiring a federal commitment to Alzheimer's disease research.

*"The 2011 Alzheimer's Association Advocacy Forum proved to be the largest in the event's 23-year history."*

## June 2011

On June 21, the longest day of the year, Alzheimer's Association staff took part in the pilot of **The Longest Day™**, a sunrise-to sunset relay that raised funds for Alzheimer's care, support and research.

# Report Overview

*The Alzheimer's Association FY2011 Annual Report details mission-related accomplishments in four strategic areas: concern and awareness, public policy, care and support, and research. These initiatives drive the Association's efforts to eliminate Alzheimer's and offer hope and help to all those affected by this devastating disease. The report also provides an overview of the fundraising activities and channels in which the Association receives contributions to make these efforts possible.*

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## **Increasing Concern and Awareness of the Disease and the Association**

A critical component of the Association's strategic plan is raising awareness of Alzheimer's while presenting the Association as a dedicated and reliable resource. By growing awareness of the number of affected individuals and the early warning signs of Alzheimer's, families can gain the knowledge needed to begin treatment and plan for the future. Awareness of the Association helps these families to access the resources they need during their Alzheimer's journey.

## **Advancing Public Policy**

The Association is the leading voice for Alzheimer's disease advocacy, fighting for critical Alzheimer's research, care and support initiatives at the state and federal level. The Association diligently works to make Alzheimer's a national priority while speaking up for the needs and rights of people with Alzheimer's and their families. Across the country, the Association mobilizes thousands of Alzheimer's advocates — and their voices — in the movement to end Alzheimer's.

## **Enhancing Care and Support**

The Alzheimer's Association works on a global, national and local level to enhance care and support for all those affected by Alzheimer's and related dementias. The Association is committed to providing reliable Alzheimer's resources, information and services via the organization website, chapter offices and a robust nationwide network of support.

*“The Alzheimer's Association works on a global, national and local level.”*

## **Accelerating Research**

As the largest nonprofit funder of Alzheimer's disease research, the Alzheimer's Association is at the forefront of the Alzheimer's scientific field, globally convening researchers in the quest to find methods of treatment, prevention and a cure, as well as fueling grants that embody cutting-edge progress. In its role as a catalyst and convener, the Association is responsible for the founding of the Alzheimer's Research Roundtable, the publication of the journal *Alzheimer's & Dementia*, the organization of AAICAD and ISTAART, and leadership of the World Wide Alzheimer's Disease Neuroimaging Initiative (WW-ADNI).

## **Growing Revenue Support of the Mission**

From walk events to glamorous galas, the Alzheimer's Association calls on dedicated constituents to help raise funds to fight Alzheimer's. These generous donors also engage in the mission through individual and planned giving, visibly demonstrating their powerful, ongoing commitment to ending Alzheimer's and continuing the care, support and research efforts of the Association.

# Increasing Concern and Awareness of the Disease and the Association

*On World Alzheimer's Day (Sept. 21), 40 Alzheimer's researchers cycled up Capitol Hill in the culmination of the Alzheimer's Association Alzheimer's Breakthrough Ride. After 67 days riding relay-style across the country, the Alzheimer's Breakthrough Riders presented nearly 110,000 petition signatures urging Congress to make Alzheimer's a national priority.*

The Association partnered with then-First Lady of California Maria Shriver to release *The Shriver Report: A Woman's Nation Takes on Alzheimer's*, revealing the effects of Alzheimer's on women as individuals living with the disease, caregivers and advocates. The report received significant media attention, including an article in *TIME* and coverage on "Good Morning America," ABC's "World News" and "This Week with Christiane Amanpour." The report features the results of a national poll commissioned by the Alzheimer's Association and personal essays from public figures, celebrities and everyday Americans facing Alzheimer's.

The Association's 2011 *Alzheimer's Disease Facts and Figures* report revealed there are nearly 15 million Alzheimer's and dementia caregivers providing 17 billion hours of unpaid care valued at \$202 billion. The report conveyed the burden of Alzheimer's and dementia on individuals, families, governmental agencies and the nation's health care system. In addition, it featured data on the impact of Alzheimer's in every state across the nation and a special report on early detection and diagnosis.

During **National Alzheimer's Disease Awareness Month** and **National Family Caregivers Month**, the Association helped pay tribute to caregivers with a special online "Honoring Caregivers" page, where Web visitors posted messages thanking or recognizing caregivers.

*"After 67 days riding relay-style across the country, the Alzheimer's Breakthrough Riders presented nearly 110,000 petition signatures urging Congress to make Alzheimer's a national priority."*

The Alzheimer's Association Memory Walk®, an event held in nearly 600 communities nationwide, was rebranded as **Walk to End Alzheimer's™**, further supporting the Association's concern and awareness efforts, volunteer mobilization, mission activities and advocate recruitment, in addition to fundraising. Walk to End Alzheimer's TV advertisements aired on networks such as ABC, CBS, NBC, FOX, MSNBC and others.

The Association released a new report, *Generation Alzheimer's: The Defining Disease of the Baby Boomers*, which detailed that an estimated 10 million baby boomers are expected to develop Alzheimer's. Focusing on 2011 as the year when baby boomers begin to turn 65, the report included personal glimpses into the lives of families in the throes of caring for a loved one with Alzheimer's disease.

Visitors to **www.alz.org** totaled 10,739,933 for FY11. The Association also saw a significant spike in the use of social media, reaching more than 286,000 likes on Facebook with increased traffic on **Twitter**, **YouTube** and the **alz.org blog**.

The Association released the results of the "**Hispanic Perceptions of Alzheimer's Disease**" survey funded by the MetLife Foundation. The survey revealed that 64 percent respondents felt that the Latino community is not very aware or not at all aware of Alzheimer's disease.

ABC-TV aired an Alzheimer's PSA at the conclusion of an episode of "**Grey's Anatomy**" that drove viewers to alz.org for more information on the disease. The show had a story line involving an **Alzheimer's clinical trial**.

During Thanksgiving week, football fans helped the Association win a \$175,000 donation through the **MetLife Foundation's Thanksgiving Charity Score Program**. The Association and Pfizer Inc. collaborated to raise Alzheimer's awareness by telling Americans, "It's Time to Face Alzheimer's." This initiative culminated with a featured float, "**The Boomer Express**," in the 122nd Tournament of Roses® Parade on New Year's Day.

*“During Thanksgiving week, football fans helped the Association win a \$175,000 donation through the MetLife Foundation's Thanksgiving Charity Score Program.”*

The Association was recognized as the **top large nonprofit to work for** and was listed as number five in the top 50 nonprofits overall by *The NonProfit Times*, a leading information provider for the nonprofit sector.

The **Alzheimer's Association Alzheimer's Early Detection Alliance**, a group of organizations dedicated to raising awareness of Alzheimer's disease among their employees, grew by nearly 50 percent in FY11 to include 1,089 members, 26 of which are internationally based. Together, these participants are able to extend Alzheimer's information and support to 3,733,580 employees.

# Advancing Public Policy

*President Obama signed the National Alzheimer's Project Act (NAPA) into law, mandating the creation of a national strategy to fight Alzheimer's disease. The Alzheimer's Association and its advocates were instrumental in moving NAPA through Congress. NAPA is the largest legislative victory in many years for the Alzheimer's cause. After signing NAPA, President Obama spoke in a video about making Alzheimer's disease a national priority.*

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On World Alzheimer's Day (Sept. 21), Harry Johns, president and CEO of the Alzheimer's Association, key staff members, current and former national board members, early-stage advisors and industry experts attended the **White House Briefing on the Challenge of Alzheimer's Disease in the United States**, continuing an important dialogue on how to best address the Alzheimer's epidemic.

The **2011 Alzheimer's Association Advocacy Forum** proved to be the largest in the event's 23-year history. More than 600 advocates from across the country gathered in Washington, D.C., to learn, engage and inspire others in the fight against Alzheimer's. During the Forum, representatives from the U.S. Department of Health and Human Services hosted the first public listening session, seeking input on what our nation's strategic plan to address Alzheimer's should include. More than 130 sessions were later held nationwide, continuing into FY12.

As a result of the Association's leadership, a **new Medicare benefit** was added to aid in the detection of cognitive impairment. Beginning in January 2011, the health care reform law (Affordable Care Act) required Medicare to provide annual wellness visits for all Medicare beneficiaries for the first time. Final regulations reflect the work of the Association to ensure that this visit includes a mandatory assessment for the detection of cognitive impairment, giving individuals with Alzheimer's and their families an opportunity to plan for the future.

The Association applauded the introduction of the **Health Outcomes, Planning, and Education (HOPE) for Alzheimer's Act (S. 738/H.R. 1386)**, which seeks to improve detection and diagnosis of Alzheimer's disease and other dementias and to provide access to information and support for newly diagnosed individuals and their families. The Association urged people to contact their members of Congress to support the HOPE Act.

For the first time since its inception in 1979, the federal government's **Healthy People** report includes national health goals and objectives related to Alzheimer's disease and other dementias. The report — known as *Healthy People 2020* — represents the nation's highest priorities for health promotion and disease prevention and is central to establishing measurable national public health goals for coming decade at all levels of government.

The Association helped to develop and supported the introduction of the **Alzheimer's Breakthrough Act (H.R.1897)** in the U.S. House of Representatives. The Alzheimer's Breakthrough Act would advance breakthrough treatments for people living with Alzheimer's by requiring a federal commitment to Alzheimer's disease research.

The Association helped establish an Alzheimer's Research Grant Program with the **Department of Defense's Telemedicine and Advanced Technology Research Center (TATRC)**. The program will provide grants for research that will explore the causes, complications and potential treatments associated with Alzheimer's disease, particularly among those in the U. S. military.

# Enhancing Care and Support

*Throughout FY11, the Alzheimer's Association continued its commitment to serve as a premiere resource for information and assistance for those affected by dementia.*

**Alzheimer's Association 24/7 Helpline** specialists received 208,949 calls from people with dementia, caregivers, health care professionals and the general public. More than 4,700 support groups, 19,800 education programs and 345 education conferences were held nationwide in FY11.

In honor of Hispanic Heritage Month (Sept. 15–Oct. 15) and to provide critical information to the Latino community, the Association's free, online **Memory Loss, Dementia and Alzheimer's Disease** workshop was made available online in Spanish.

November is **National Alzheimer's Disease Awareness Month** (NADAM) and **National Family Caregivers Month**. In November 2010, the Alzheimer's Association focused its NADAM efforts on promoting the release of *The Shriver Report: A Woman's Nation Takes on Alzheimer's*, a landmark study examining how American families live and work today now that women are half of the country's primary and co-breadwinners, as well as the overwhelming majority of the nearly 15 million caregivers for people with Alzheimer's and other dementias.

To help celebrate **National Family Caregivers month**, family caregivers were honored with a special "Honoring Caregivers" Web page that allowed visitors to pay tribute by posting messages thanking or recognizing caregivers.

The **2010-2011 Early-Stage Advisory Group**, comprising 15 appointed individuals with early-stage Alzheimer's, met in August 2010. The group serves as advisors, leaders and spokespeople for the Association in its ongoing efforts to better engage people with dementia. Members range in age from 51 to 84, representing a diverse range of former professions.

**Alzheimer's Association Comfort Zone Check-In™**, an extension of the Alzheimer's Association Comfort Zone® product, was released to the general public in April 2011. Comfort Zone Check-In is a self-serve, Web-based location management service that allows families to track individuals when the caregiver chooses. Check-In also offers the ability to track several cellular devices using a single account.

The Association developed and launched a series of **self-directed e-learning opportunities** hosted on alz.org. The programs, which are based on the standard, face-to-face programs offered by chapters across the country, include *Know the 10 Signs: Early Detection Matters* and *The Basics: Memory Loss, Dementia and Alzheimer's Disease*. Both programs are available in English and Spanish. From the initial launch in November 2010 through June 30, 2011, more than 4,000 people enrolled in the courses.

The Association introduced the **Living with Alzheimer's** program, a webinar series designed to aid both caregivers and those living with the disease. The series launched in May 2011 with the *Living with Alzheimer's: For Caregivers, Early-Stage* segment.

**Just for Kids and Teens** is a designated section of alz.org that provides children and teenagers with knowledge and strategies to help define their role within a family facing Alzheimer's disease. In June 2011, new tools were added to help kids and teens better understand the nature of Alzheimer's disease and the impact it has on families. The new items include self-paced online educational programs for two age groups (8 to 12 year olds and 13 to 17 year olds), videos of kids and teens talking about their experiences and a guide for parents and teachers.

# Accelerating Research

*The Alzheimer's Association International Conference on Alzheimer's Disease 2010 (AAICAD) brought 3,700 leading scientists to Honolulu from around the globe to collaborate and discuss the latest advances in Alzheimer's disease research. AAICAD attendees were able to review thousands of poster presentations and oral sessions — and learn from hundreds of preeminent plenary and symposia speakers.*

Breaking news released throughout AAICAD 2010 included: findings that a variety of factors may modulate risk of Alzheimer's and cognitive decline, including physical activity, tea, vitamin D, an antioxidant-rich diet with walnuts and an obesity gene known as FTO; a study revealing that older African-Americans and Latinos with cognitive impairment live longer than whites and are less likely to be in nursing homes; the results of a short-term (four-month) clinical trial of intranasal insulin in Alzheimer's and mild cognitive impairment (MCI) showing statistically significant benefits on certain tests of memory and functioning; and evidence suggesting that having Alzheimer's disease may increase the risk of getting other potentially disabling health conditions, including seizures and anemia.

The **2011 Alzheimer's Association International Research Grant Program** awarded more than \$12.8 million to 78 investigators. Funded projects represent the proposals ranked highest by peer reviewers in an extremely competitive field of 875 applicants. Since 1982, the Alzheimer's Association has committed over \$292 million to more than 2,000 best-of-field grant proposals.

More than 100 scientists from the pharmaceutical industry, academia, the National Institutes of Health and the U.S. Food and Drug Administration gathered for the **Alzheimer's Association Fall 2010 Research Roundtable** meeting. The group convened in Washington, D.C., to share their viewpoints on how epidemiologic studies can inform Alzheimer's disease clinical trial design, conduct and analysis.

*“In FY11, more than 1,600 new members from 60 different countries joined ISTAART.”*

Since its launch in 2008, the **Alzheimer's Association International Society to Advance Alzheimer's Research and Treatment (ISTAART)** has achieved 60 percent growth. In FY11, more than 1,600 new members from 60 different countries joined fellow scientists, physicians and other professionals dedicated to the causes and treatments of Alzheimer's disease and related disorders.

*Alzheimer's & Dementia: The Journal of the Alzheimer's Association* received an impact factor of 5.902, placing 12th among 185 journals in the clinical neurology category. The impact factor reflects how often journal articles are cited by researchers and is a measure of the publication's influence in the scientific community. In 2010, *Alzheimer's & Dementia* ranked 21st.

The Alzheimer's Association serves as the main administrator for the **World Wide Alzheimer's Disease Neuroimaging Initiative (WW-ADNI)** and in FY11, helped facilitate the launch of new ADNI sites in Argentina and Taiwan. As WW-ADNI continues to expand, international investigators are better able to standardize the methods used for conducting imaging scans and gathering and testing fluid samples so that all data can be combined and understood by researchers worldwide.

The Alzheimer's Association launched a **new online research** center representing the Association's commitment to Alzheimer's research. In FY11, the site, which highlights scientific advancements and the overall state of progress in the field, received more than 600,000 visits.

The Association introduced the **Alzheimer's Association TrialMatch™** a clinical studies matching service that connects individuals living with Alzheimer's, caregivers, healthy volunteers and physicians with current Alzheimer's clinical trials. The first year proved to be a great success, as more than 13,000 people initiated profiles through the service in order to be matched based on their personal criteria and location.

The Alzheimer's Association and four multi-national research groups announced the launch of the **International Genomics of Alzheimer's Project (IGAP)**, a collaboration to discover and map the genes that contribute to Alzheimer's disease. IGAP combines the knowledge, staff and resources of four global consortia and creates a shared database of genetic data from more than 40,000 individuals.

The Alzheimer's Association worked with the National Institute on Aging (NIA) and the National Institutes of Health (NIH) to issue a modernized version of the **Alzheimer's diagnostic criteria**. In April 2011, three workgroups published the new criteria and guidelines — known collectively as the **National Institute on Aging/Alzheimer's Association Diagnostic Guidelines for Alzheimer's Disease** — in the online version of *Alzheimer's & Dementia: The Journal of the Alzheimer's Association*. Introduced for the first time at AAICAD 2010 in July, the proposed guidelines were then revised based on input from the larger scientific community before their April publication. This is a crucial step forward, as the updated guidelines expand the definition of Alzheimer's to include two new phases of the disease, reflecting current thinking that Alzheimer's begins creating distinct and measurable changes in the brains of affected people long before noticeable memory and thinking symptoms appear.

*“The 2011 Alzheimer's Association International Research Grant Program awarded more than \$12.8 million to 78 investigators.”*

# Growing Revenue Support of the Mission

*Our efforts to advance mission-related activities of care, support and research would not be possible without a nationwide network of passionate and involved constituents. In FY2011, individuals, families, companies and communities across the country raised more than \$241 million. Of this amount, a majority was received in the form of gifts from individuals, foundations and membership organizations. Planned gifts also made up a significant portion of overall fundraising, allowing donors the opportunity to balance charitable giving goals with estate and financial planning.*

Through e-outreach and print mailings, the Alzheimer's Association engaged more than 860,000 constituents in the cause. Together, these generous donors contributed more than \$41.8 million.

The **Alois Society** is made up of donors who contribute \$1,000 or more. In FY11, the Alois Society welcomed 1,824 new members, growing to include a total of 5,290 constituents.

The **Alzheimer's Association Zenith Society** represents the Association's leading philanthropists. Members make gifts of \$1 million or more and play an active role in guiding which projects to fund with their collective resources. In FY11, the group grew to include 53 members and awarded four research grants totaling \$1.8 million. Since its inception, the Zenith Fellows program has awarded over \$27 million to more than 100 researchers worldwide.

In the workplace, the Association was fortunate to receive generous donations from corporations and their employees. At the national level alone, gifts from corporate friends and partners and workplace giving contributions totaled more than \$7 million.

Held in more than 600 communities nationwide, the **Alzheimer's Association Memory Walk**<sup>®</sup> continued to grow, reflecting ever-increasing concern and awareness around the cause. In FY11, more than 33,000 teams raised \$42.2 million. To continue building on this success, the Association launched an effort to rebrand the event into **Walk to End Alzheimer's**<sup>™</sup>, yielding a new identity, call to action and day-of experience.

*“In FY11, the Alois Society welcomed 1,824 new members, growing to include a total of 5,290 constituents.”*

Constituents displayed enhanced interest in fundraising and participating through other Association events.

**Blondes vs. Brunettes**<sup>®</sup> (BvB), a volunteer-driven flag football game for young professional women, grew to include events in Texas, Indiana, Kentucky and New York City, reaching a total of 17 events. Aided by national exposure on both CNN and MSNBC, BvB has raised nearly \$2 million.

**ALZ Stars**<sup>®</sup>, the Association's endurance event program, experienced exceptional growth in its second year. ALZ Stars challenges athletes to run a marathon or half-marathon, ride a century (100-mile cycling event) or compete in a triathlon to increase awareness, raise funds and inspire others to take action. In FY11, with the addition of events and across the country, the ALZ Stars program recorded \$487,710 in fundraising, doubling the amount raised in the previous year.

On June 21, the longest day of the year, Alzheimer's Association staff took part in the pilot of **The Longest Day**<sup>™</sup>, a sunrise-to-sunset relay that raised funds for Alzheimer's care, support and research. This new event concept resonated with donors and participants, solidifying its continuation in the future.

In 1985, Princess Yasmin Aga Khan held the first **Alzheimer's Association Rita Hayworth Gala** to honor her mother, the actress Rita Hayworth, who died as a result of Alzheimer's disease. Since that time, these glamorous events have grown to attract thousands of guests from across the country. In FY11, the Rita Hayworth Galas, chaired by Michele Herbert and Chele Upton Chiavacci in New York and June Barnard in Chicago, raised a combined \$2.3 million. The Galas honored philanthropists G. Marlyne Sexton, Sandy Zane and Ned Bennett, fashion designers Ranjana and Naeem Khan and corporate partner Kindred Healthcare. Since inception in 1984, the Rita Hayworth Galas have raised more than \$55 million to benefit the work of the Alzheimer's Association.

At "**A Night at Sardi's**," an annual celebrity musical revue, prominent entertainment and business leaders — in addition to celebrities — gather to recognize advances in the fight against Alzheimer's. With the help of her husband, Peter Grad, Laurie Burrows Grad began the event to honor her father, the late playwright/director Abe Burrows ("Guys and Dolls"), who had Alzheimer's disease. In FY11, individuals and companies raised more than \$1.8 million for Alzheimer's care, support and research, making it the most successful event in Sardi's 19-year history.

On May 13 and 14, Bankers Life & Casualty Company joined forces with Alzheimer's Association chapters across the country to host the annual **Forget Me Not Days**<sup>®</sup>. Association volunteers and staff teamed up with Bankers Life employees and agents to collect donations and distribute specially marked packages of forget-me-not-flower seeds to increase public awareness of Alzheimer's, raising \$286,000 for the cause. Bankers Life also made an additional contribution of \$100,000 in support of the mission.

*“Since inception in 1984, the Rita Hayworth Galas have raised more than \$55 million to benefit the work of the Alzheimer's Association.”*

# Treasurer's Letter

*The financial health of the Alzheimer's Association improved in fiscal year 2011 with the national organization recording total assets of more than \$126 million, an increase of 8 percent compared to fiscal year 2010 assets of \$116 million. Total revenues increased 12 percent over 2010, rising to almost \$99 million, which includes more than \$87 million from donor contributions. Together with our network of more 70 affiliated chapters, unaudited revenues totaled more than \$241 million.*

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Expenses were well managed. The Alzheimer's Association, including the national organization and all Association chapters, spent more than \$172 million on program activities to advance our mission. To further progress in Alzheimer's science, we invested \$25 million in research, including \$12 million as research grants.

By devoting 75 percent of expenses to programmatic activities organization-wide, the Association continues to meet and exceed the minimum standards of 65 percent program expenses set by the Better Business Bureau Wise Giving Alliance.

During fiscal year 2011, the Alzheimer's Association made significant progress on several important goals related to its long-range strategic plan, including ushering the passage of NAPA through Congress; issuing updated diagnostic criteria for the disease; raising awareness through the release of innovative reports, such as *The Shriver Report* and *Generation Alzheimer's*; and providing the public with free, accessible information through our Helpline, educational programs and support groups.

We are honored and grateful that our donors respect our stewardship, embrace our mission and are a vital part of the movement to conquer Alzheimer's disease.



*Heather Burns*

Treasurer, National Board of Directors

# Alzheimer's Disease and Related Disorders Association, Inc. Statements of Financial Position

Year ended June 30, 2011, with comparative totals for 2010 (In thousands)

<b>ASSETS</b>	<b>2011</b>	<b>2010</b>
Cash	\$ 10,709	\$ 12,803
Chapter receivables, net	196	165
Pledges receivable, net	17,100	18,915
Shared fundraising	18,056	12,088
Other receivables	4,455	1,842
Inventories of education materials, at cost	135	-
Investments	55,910	54,981
Prepaid expenses	4,138	1,859
Assets held in trust	115	105
Furniture, equipment and leasehold improvements, net	3,242	3,377
Beneficial interest in split-interest agreements	1,440	1,290
Beneficial interest in perpetual trust	10,799	8,999
<b>TOTAL ASSETS</b>	<b>\$126,295</b>	<b>\$116,424</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts payable	\$ 1,091	\$ 667
Grants payable, net	27,150	31,903
Deferred compensation payable	1,007	772
Accrued expenses	5,651	4,631
Shared fundraising	11,713	11,172
Gift annuity obligations	4,735	4,792
Deferred revenue	3,996	2,277
Deferred rent	2,332	2,491
<b>TOTAL LIABILITIES</b>	<b>57,675</b>	<b>58,705</b>
<b>NET ASSETS</b>		
Unrestricted	32,643	24,277
Temporarily restricted	13,922	13,284
Permanently restricted	22,055	20,158
<b>TOTAL NET ASSETS</b>	<b>68,620</b>	<b>57,719</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$126,295</b>	<b>\$116,424</b>

# Alzheimer's Disease and Related Disorders Association, Inc. Statements of Activities

Year ended June 30, 2011, with comparative totals for 2010 (In thousands)

	2011			Total	2010 total
	Unrestricted	Temporarily restricted	Permanently restricted		
<b>REVENUES, GAINS AND OTHER SUPPORT</b>					
Contributions	\$ 67,386	\$ 15,693	\$ 97	\$ 83,176	\$ 74,170
Less contributions remitted to Chapters	(33,712)	-	-	(33,712)	(32,022)
Add amounts received from Chapters under Shared Fundraising	37,979	-	-	37,979	33,536
<b>Net contributions revenue</b>	<b>71,653</b>	<b>15,693</b>	<b>97</b>	<b>87,443</b>	<b>75,684</b>
Book sales and other	9,112	-	-	9,112	10,235
Dividends and interest	1,944	209	-	2,153	1,969
Net assets released from restrictions	15,819	(15,819)	-	-	-
<b>TOTAL REVENUES, GAINS AND OTHER SUPPORT</b>	<b>98,528</b>	<b>83</b>	<b>97</b>	<b>98,708</b>	<b>87,888</b>
<b>EXPENSES</b>					
<b>PROGRAM SERVICES</b>					
Research	24,950	-	-	24,950	28,127
Public awareness and education	24,457	-	-	24,457	20,317
Chapter services	9,173	-	-	9,173	5,439
Public Policy	4,735	-	-	4,735	4,229
Patient and family services	7,735	-	-	7,735	5,344
<b>TOTAL PROGRAM SERVICES</b>	<b>71,050</b>	<b>-</b>	<b>-</b>	<b>71,050</b>	<b>63,456</b>
<b>SUPPORTING SERVICES</b>					
Management and general	5,703	-	-	5,703	4,547
Fundraising	20,564	-	-	20,564	23,239
<b>TOTAL SUPPORTING SERVICES</b>	<b>26,267</b>	<b>-</b>	<b>-</b>	<b>26,267</b>	<b>27,786</b>
<b>TOTAL EXPENSES</b>	<b>97,317</b>	<b>-</b>	<b>-</b>	<b>97,317</b>	<b>91,242</b>
<b>EXCESS (DEFICIENCIES) FROM OPERATIONS</b>	<b>1,211</b>	<b>83</b>	<b>97</b>	<b>1,391</b>	<b>(3,354)</b>
<b>OTHER CHANGES IN NET ASSETS</b>					
Net realized and unrealized gains in value of investments	7,369	907	-	8,276	5,251
Change in value of split-interest agreements	(201)	(194)	-	(395)	(477)
Change in value of perpetual trust	-	-	1,800	1,800	401
Acquisition of dissolved chapters	8	-	-	8	210
Pledge write-off	(21)	(158)	-	(179)	(477)
<b>TOTAL OTHER CHANGES IN NET ASSETS</b>	<b>7,155</b>	<b>555</b>	<b>1,800</b>	<b>9,510</b>	<b>4,908</b>
<b>CHANGE IN NET ASSETS</b>	<b>8,366</b>	<b>638</b>	<b>1,897</b>	<b>10,901</b>	<b>1,554</b>
Net assets at beginning of year	24,277	13,284	20,158	57,719	56,165
Net assets at end of year	\$ 32,643	\$ 13,922	\$ 22,055	\$ 68,620	\$ 57,719

# Alzheimer's Disease and Related Disorders Association, Inc. National and Chapter Combined Revenue and Expense Statements

For the year ended June 30, 2011 (In thousands)

(unaudited)	<b>National</b>	<b>Chapters</b>	<b>Elimination</b>	<b>Total</b>
<b>REVENUES, GAINS AND OTHER SUPPORT</b>				
Contributions	83,176	129,025	(1,280)	<b>210,921</b>
Less contributions remitted to Chapters	(33,712)	33,712		-
Add amounts received from Chapters under Shared Fundraising agreement	37,979	(37,979)		-
<b>Net contribution revenue</b>	<b>87,443</b>	<b>124,758</b>	<b>(1,280)</b>	<b>210,921</b>
Other revenue	9,112	18,312	(976)	<b>26,448</b>
Dividends and interest	2,153	1,673	-	<b>3,826</b>
<b>TOTAL REVENUES, GAINS AND OTHER SUPPORT</b>	<b>98,708</b>	<b>144,743</b>	<b>(2,256)</b>	<b>241,195</b>
<b>EXPENSES</b>				
<b>PROGRAM SERVICES</b>				
Research	24,950	1,280	(1,280)	<b>24,950</b>
Public awareness and education	24,457	40,430	-	<b>64,887</b>
Chapter services	9,173	-	(976)	<b>8,197</b>
Public policy	4,735	4,809	-	<b>9,544</b>
Patient and family services	7,735	56,710	-	<b>64,445</b>
<b>TOTAL PROGRAM SERVICES</b>	<b>71,050</b>	<b>103,229</b>	<b>(2,256)</b>	<b>172,023</b>
<b>SUPPORTING SERVICES</b>				
Management and general	5,703	11,504	-	<b>17,207</b>
Fundraising	20,564	20,763	-	<b>41,327</b>
<b>TOTAL SUPPORTING SERVICES</b>	<b>26,267</b>	<b>32,267</b>	<b>-</b>	<b>58,534</b>
<b>TOTAL EXPENSES</b>	<b>97,317</b>	<b>135,496</b>	<b>(2,256)</b>	<b>230,557</b>
<b>EXCESS FROM OPERATIONS</b>	<b>1,391</b>	<b>9,247</b>	<b>-</b>	<b>10,638</b>
<b>OTHER CHANGES IN NET ASSETS</b>				
Net realized and change in unrealized gains in value of investments	8,276	7,085	-	<b>15,361</b>
Change in value of split-interest agreements	(395)	205	-	<b>(190)</b>
Change in value of perpetual trust	1,800	412	-	<b>2,212</b>
Acquisition of dissolved chapters	8	-	-	<b>8</b>
Pledge write-off	(179)	-	-	<b>(179)</b>
Total other changes in net assets	9,510	7,702	-	<b>17,212</b>
<b>INCREASE (DECREASE) IN NET ASSETS</b>	<b>10,901</b>	<b>16,949</b>	<b>-</b>	<b>27,850</b>

## The Combined Revenue and Expense Statements

Combined Revenue and Expense Statements are unaudited and not part of the national office of the Alzheimer's Association audited financial statements.

1. *Compilation Policy:* The combined financial information for the 12 months ended June 30, 2011, was compiled primarily from audit reports provided to the national office by the Association's 72 chapters and combined with the audited activity of the national office for the 12 months ended June 30, 2011. The chapters' data was obtained from audited and draft financial statements compiled into a combined report for management reporting purposes. The accounting policies followed by the chapters are not necessarily the same practices followed by the national office.
2. *Eliminations:* All material intercompany transactions were eliminated in this combined statement.

# Alzheimer's Association Celebrity Champions

*We are deeply grateful to these Champions, who embrace our vision of a world without Alzheimer's disease. Together, we continue to advance scientific discoveries and care services to aid those with the disease now and in the future.*

## **Anthony Anderson**

Actor, comedian, NBC's  
"Law & Order," "Transformers"

## **Judd Apatow**

Director, producer, writer,  
"Knocked Up," "The 40 Year  
Old Virgin"

## **Katie Armiger**

Country music artist

## **Scott Bakula**

Actor, NBC's "Quantum Leap,"  
TNT's "Men of a Certain Age,"  
UPN's "Star Trek: Enterprise"

## **Leslie Bibb**

Actress, "Iron Man," "Iron Man 2,"  
"Law Abiding Citizen"

## **Wayne Brady**

Comedian, actor and host,  
ABC's "Whose Line is it Anyway,"  
CBS's "Let's Make a Deal"

## **Coach Frank Broyles**

Former football coach and athletic  
director, University of Arkansas

## **Kate Burton**

Actress, ABC's "Grey's Anatomy,"  
"127 Hours"

## **Candace Bushnell**

Author and columnist,  
*Sex and the City*, *Lipstick Jungle*

## **Kyle Chandler**

Actor, NBC's  
"Friday Night Lights"

## **Bradley Cooper**

Actor, "The Hangover,"  
"The Hangover Part II,"  
"The A-Team"

## **Dear Abby**

Advice columnist

## **Diamond Jim**

2007 Westminster, Best in Show

## **Dominic Chianese**

Actor, HBO's "Sopranos,"  
FX's "Damages"

## **Autumn Chiklis**

Actress, FX's "The Shield"

## **Michael Chiklis**

Actor, "Fantastic Four,"  
FX's "The Shield,"  
ABC's "No Ordinary Family"

## **Dwight Clark**

Retired NFL wide receiver,  
San Francisco 49ers

## **Anoop Desai**

Music artist, FOX's  
"American Idol" season eight

## **Trevor Donovan**

Actor, CW's "90210,"  
NBC's "Days of our Lives"

## **Emerson Drive**

Grammy-nominated country band

## **Olympia Dukakis**

Actress, "Away From Her,"  
"Steel Magnolias," "Moonstruck"

## **Héctor Elizondo**

Actor, "Valentine's Day,"  
CBS's "Cane," USA's "Monk"

## **Shelley Fabares**

Actress, ABC's "Donna Reed,"  
ABC's "Coach"

## **Jack Ford**

Journalist and legal analyst

## **Vivica A. Fox**

Actress, HBO's "Curb Your  
Enthusiasm," ABC's "Dancing  
with the Stars," "Three Can Play  
That Game"

## **Dwight Freeney**

NFL defensive end,  
Indianapolis Colts

## **Soleil Moon Frye**

Actress, NBC's "Punky Brewster,"  
entrepreneur, author

## **Johnny Galecki**

Actor, CBS's "The Big  
Bang Theory," "Hancock"

## **Peter Gallagher**

Actor, "Burlesque,"  
USA Network's "Covert Affairs,"  
FOX's "The O.C."

## **Victor Garber**

Actor, "You Again,"  
ABC's "Eli Stone," FOX's  
"Glee," "Titanic"

## **Nina Garcia**

Fashion director, *Marie Claire*, and  
judge, Lifetime's "Project Runway"

**Leeza Gibbons**

Radio host, Westwood One's  
"Leeza Live," "Hollywood  
Confidential" and entrepreneur

**John Glover**

Actor, CW's "Smallville"

**Bob Goen**

Host, GSN.com "Marianne and  
Bob," "Entertainment Tonight"

**Phyllis George**

Miss America 1971, Former  
First Lady of Kentucky,  
entrepreneur, author

**Bryant Gumbel**

Journalist and host, HBO's  
"Real Sports with Bryant Gumbel"

**Samantha Harris**

Host, "Entertainment Tonight,"  
ABC's "Dancing with the Stars"

**Elisabeth Hasselbeck**

Co-Host, ABC's "The View"

**Simon Helberg**

Actor, CBS's "The Big  
Bang Theory"

**Elaine Hendrix**

Actress, "The Parent Trap,"  
"Inspector Gadget 2"

**Ken Howard**

Actor, NBC's "30 Rock,"  
"In Her Shoes," "Michael Clayton,"  
CBS's "The White Shadow"

**Emma Mae Jacob**

Country music artist

**Matt Jenkins**

Country music artist

**Rafer Johnson**

Gold and silver medal-winning  
U.S. Olympic decathlete

**Melina Kanakaredes**

Actress, CBS's "CSI: NY,"  
NBC's "Providence"

**Tim Kang**

Actor, CBS's "The Mentalist"

**Lainie Kazan**

Actress, "My Big Fat Greek  
Wedding," ABC's "Desperate  
Housewives"

**Princess Yasmin Aga Khan**

Philanthropist

**Jean Louisa Kelly**

Actress, CBS's "Yes, Dear,"  
"Mr. Holland's Opus"

**Naeem and Ranjana Khan**

Fashion and jewelry designers

**Ricki Lake**

Actress and host, "Ricki Lake  
Show," VH1's "Charm School,"  
ABC's "Dancing with the Stars,"

**Matt Lanter**

Actor, CW's "90210,"  
Cartoon Network's "Star Wars:  
The Clone Wars," "The Roommate"

**Sharon Lawrence**

Actress, ABC's "NYPD Blue,"  
CBS's "The Mentalist,"  
WB's "One Tree Hill"

**Vicki Lewis**

Actress, NBC's "NewsRadio,"  
Disney Channel's "Sonny with a  
Chance," "Finding Nemo"

**Luke Macfarlane**

Actor, ABC's "Brothers & Sisters"

**Leslie Mann**

Actress, "The Change-Up,"  
"Knocked Up," "The 40 Year  
Old Virgin"

**Gilles Marini**

Actor, "Sex and the City,"  
ABC's "Dancing with the Stars,"  
ABC's "Brothers & Sisters"

**Garry Marshall**

Actor, director, producer,  
"Happy Days," "Pretty Woman,"  
"Valentine's Day"

**Ronny Marshall**

TV producer, NBC's "Valerie,"  
ABC and CBS's "Step by Step"

**Penny Marshall**

Actress, director, producer,  
ABC's "Laverne and Shirley,"  
"A League of Their Own," "Big"

**Kathy Mattea**

Country music artist

**Kevin McKidd**

Actor, ABC's "Grey's Anatomy,"  
"Rome"

**Lauren Miller**

Actress, producer, "Superbad,"  
"Observe and Report"

**Katy Mixon**

Actress, CBS's "Mike and Molly,"  
HBO's "Eastbound & Down"

**Natalie Morales**

Journalist, NBC's "Today"

**Terry Moran**

Co-Anchor, ABC's "Nightline"

**Kate Mulgrew**

Actress, UPN's "Star Trek:  
Voyager," NBC's "Mercy"

# Alzheimer's Association Celebrity Champions, continued

**Kunal Nayyar**

Actor, CBS's "The Big Bang Theory"

**Terrell Owens**

NFL wide receiver, VH1's "The T.O. Show"

**Jim Parsons**

Emmy and Golden Globe winning actor, CBS's "The Big Bang Theory"

**Steven Pasquale**

Actor, FX's "Rescue Me"

**David Hyde Pierce**

Emmy and Tony award-winning actor, NBC's "Frasier," "Curtains," "The Perfect Host"

**Tony Plana**

Actor, ABC's "Ugly Betty"

**Jesse Plemons**

Actor, NBC's "Friday Night Lights," CBS's "The Good Wife," "Dear John"

**Sarah Polley**

Actress, director, "Away from Her," HBO's "John Adams"

**Scott Porter**

Actor, NBC's "Friday Night Lights"

**Grace Potter**

Rock and roll music artist

**Josh Radnor**

Actor, CBS's "How I Met Your Mother"

**Ahmad Rashad**

Sportscaster

**Ron Rifkin**

Actor, ABC's "Brothers and Sisters," "ABC's "Alias"

**Seth Rogen**

Actor, comedian, writer "The Green Hornet," "Funny People," "Pineapple Express," "Knocked Up"

**Elisabeth Röhm**

Actress, NBC's "Law & Order"

**Jon Runyan**

Former NFL tackle, Philadelphia Eagles and U.S. Representative

**Rex Ryan**

NFL head coach, New York Jets

**Molly Sims**

Actress and model, NBC's "Las Vegas," "Yes Man"

**Patty Smyth**

Rock and roll music artist

**Jean Smart**

Actress, CBS's "Designing Women," ABC's "Samantha Who?," CBS's Hawaii Five-O, CBS's "\$#! My Dad Says"

**Abigail Spencer**

Actress, AMC's "Mad Men," TNT's "Hawthorne"

**Brent Spiner**

Actor, "Star Trek: The Next Generation"

**April Taylor**

Country music artist

**Aimee Teegarden**

Actress, NBC's "Friday Night Lights," "Prom"

**Tracie Thoms**

Actress, CBS's "Cold Case," "Rent" film and Broadway, "The Devil Wears Prada"

**Lea Thompson**

Actress, "Back to the Future," NBC's "Caroline in the City," ABC Family's "Switched at Birth"

**Dick Van Dyke**

Actor, "Night at the Museum," "Mary Poppins," CBS's "Diagnosis Murder"

**Ally Walker**

Actress, NBC's "Profiler," FX's "Sons of Anarchy," Lifetime's "The Protector"

**Steven Weber**

Actor, NBC's "Wings," NBC's "Studio 60 on the Sunset Strip," ABC's "Brothers & Sisters," ABC's "Happy Town"

**Whiskey Falls**

Country music band

**Anna Wilson**

Country music artist

# Corporate Supporters

*Annually, the generosity of corporate partners helps the Alzheimer's Association to advance vital research and provide local and national educational programming. We are deeply grateful for their continuing support of our mission.*

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## **\$1 million plus**

Genworth Financial  
The TJX Foundation, Inc.

## **\$250,000–\$999,999**

Eli Lilly and Company  
Janssen Alzheimer Immunotherapy R&D, LLC  
MetLife Foundation  
Pfizer, Inc.

## **\$100,000–\$249,000**

Alzheimer's Society UK  
Bankers Life and Casualty Company  
Bristol-Myers Squibb Company  
Eisai Inc.  
Elan Pharmaceuticals, Inc.  
Ever Neuro Pharma GMBH  
GE Healthcare  
Janssen Pharmaceutical  
Kindred Healthcare, Inc.  
Merck Research Laboratories  
Merz Pharmaceuticals GMBH  
Novartis Pharma AG  
Rolex Watch U.S.A., Inc.  
The Hearst Corporation  
The Walt Disney Company  
Windsor Media

## **\$30,000–99,000**

Abbott Laboratories  
Amgen  
AstraZeneca Pharmaceuticals LP  
Baxter Healthcare Corporation  
Bayer Healthcare/Bayer Schering Pharm.  
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Safeway Foundation  
Skechers USA, Inc.  
Summit Brokerage Services, Inc.  
Takeda Pharmaceuticals North America  
United BioSource Corporation

# Alzheimer's Association 2011 Leadership Teams

*Members of our National Board of Directors volunteer to serve multi-year terms. They generously support our efforts with their time, talent and passion.*

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Thomas J. Winkel

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*Our Medical and Scientific Advisory Council comprises leading scientists and clinicians in the field of dementia research and treatment. Its members advise on research funding, programs and policy.*

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### **Vice Chair**

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### **Advisors**

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Eliezer Masliah, M.D.

Mary Sano, Ph.D.

Yaakov Stern, Ph.D.

Linda Teri, Ph.D.

Hui Zheng, Ph.D.

### **Senior Science Advisor**

Zaven Khachaturian, Ph.D.

### **ISTAART ad hoc member**

Steven T. DeKosky, M.D.

### **Alzheimer's Association**

William H. Thies, Ph.D.

Maria C. Carrillo, Ph.D.

Sam Fazio, Ph.D.

Heather Snyder, Ph.D.

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Our vision is a world without Alzheimer's disease.®

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National Office  
225 N. Michigan Ave., Fl. 17  
Chicago, IL 60601

Alzheimer's Association  
Public Policy Office  
1212 New York Ave., N.W., Suite 800  
Washington, DC 20005

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**alz.org**

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