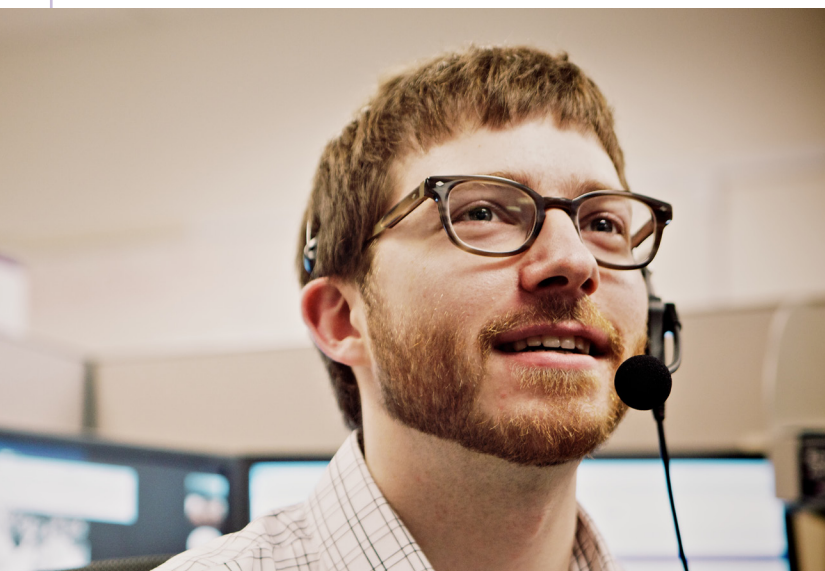


ALZHEIMER'S ASSOCIATION ANNUAL REPORT

Fiscal Year 2013

(July 1, 2012-June 30, 2013)



alzheimer's  association®

Alzheimer's Association

225 N. Michigan Ave., Fl.17

Chicago, IL 60601

alz.org

800.272.3900

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, ultimately, a cure.

Our nationwide organization, with headquarters in Chicago and a public policy office in Washington, D.C., works in communities 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 2013 by contributing to revenues of more than \$123 million for the national organization and over \$273 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.

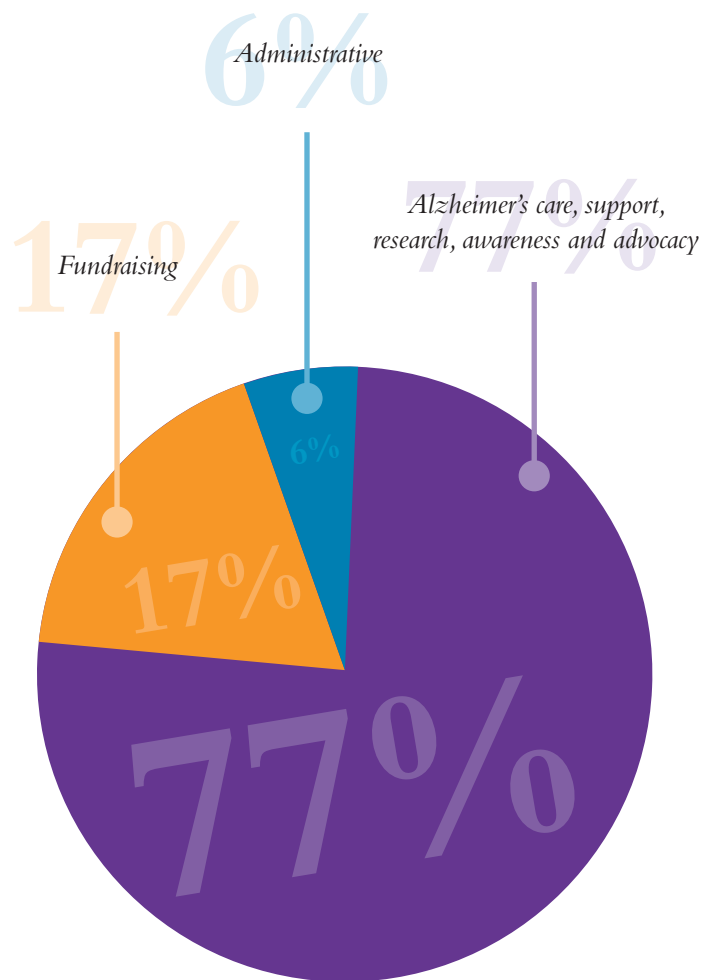
Our vision

A world without Alzheimer's disease®.

Join our cause

Learn how you can get involved.

Use of national organization funds during fiscal year 2012



Letter from the Association President and CEO and Chair of the National Board

In fiscal year 2013, the Alzheimer's Association gained additional momentum in our relentless pursuit of our vision of a world without Alzheimer's disease. We are at the doorstep of new breakthroughs in the fight, and as the world's leading voluntary health organization in Alzheimer's care, support and research, the Association is uniquely positioned to change the trajectory of this disease. We know that with the help of our volunteers, donors and partners around the globe, we can cross that threshold.

With the generosity and support of our constituents nationwide, we built revenues of more than \$273 million, furthering our ability to help families facing the disease today and advancing research toward methods of treatment and prevention for tomorrow. Walk to End Alzheimer's®, our signature fundraising event, had a record-breaking year, exceeding \$50 million — a reflection of the strength and sense of action that our constituents feel when they unite in this movement to create change. In our first in-store point-of-purchase campaign, we partnered with TJX Companies, Inc. to raise critical awareness and funds at Marshalls stores nationwide.

To increase the number of individuals involved with the cause, we invested in valuable opportunities to raise concern about the disease commensurate with its impact and awareness of the Alzheimer's Association as a source of help and hope. We launched a new advertising campaign, “Do a Little Big Thing,” conveying through print, digital and social media that everyone is at risk for Alzheimer's and everyone can do something, big or small, to join the fight against the disease. Based on public voting, the Association was selected as one of five charities to take part in the Subaru “Share the Love event.” This initiative featured the Association in a \$10 million media campaign and generated an additional \$1.2 million in revenue. And, in an effort to continue educating all Americans about the devastating human and economic impact of Alzheimer's on the nation, we published the 2013 Alzheimer's Disease Facts and Figures report, which included a special section on long-distance caregiving and its effects on individuals, families and our health care system.

To enhance care and support for families facing Alzheimer's, we developed tools to educate the professionals who may be the first point of contact for

those with the disease. In FY13, we provided health care practitioners with educational materials and recommendations to help assess cognitive impairment and learn best practices for disclosing a dementia diagnosis. We continued to provide information and resources 365 days a year through our free 24/7 Helpline (800.272.3900), which received more than 290,000 calls, and through alz.org, which received almost 22 million visits. These numbers, significant increases over the previous year, show the importance of the Association as a resource for those looking for information, care consultation and support.

As the world's largest nonprofit funder of Alzheimer's research, we accelerated the pace of discovery in the field, strengthening avenues for collaboration and developing new partnerships. We hosted the Alzheimer's Association International Conference® 2012 (AAIC®) in Vancouver, bringing more than 4,300 members of the dementia research community together to share significant results and innovative ideas. We invested \$28 million in our science programs, including more than \$14 million through our International Research Grant Program, funding cutting-edge ideas and projects critical to advancing the field — often before anyone else — in our unique role as a global catalyst and convener. This year, we launched the first “big data” project for Alzheimer's — obtaining whole genome sequences from those enrolled in the Alzheimer's Disease Neuroimaging Initiative, the largest cohort of individuals related to a single disease, with the aim of making all of the data widely available across institutions and companies.

We took critical steps forward in public policy, growing our network of advocates and enhancing our ability to speak up for the needs and rights of those facing Alzheimer's disease. More than 700 advocates from all 50 states and the District of Columbia attended

the 2013 Alzheimer's Association Advocacy Forum, our largest to date. Throughout the year, our staff and advocates made 3,141 congressional visits to their elected officials, sharing their personal experiences and asking our nation's leaders to make Alzheimer's disease the priority it should be in America. We continued to lead the advocacy for the National Plan to Address Alzheimer's, making a case for increased federal funding in order to accomplish the plan's goal of preventing and effectively treating Alzheimer's by 2025.

All of these efforts have one thing in common: you. Without your support and your belief in our vision of a world without Alzheimer's, these accomplishments would not be possible. We look forward to your continued participation as we seize the momentum of this year and use it to fuel progress toward our future goals.

Sincerely,



Harry Johns
President and CEO



Gerald Sampson
Chair, National Board
of Directors

Report Overview

The FY2013 Annual Report details mission-related accomplishments within the five strategic objectives of the Alzheimer's Association: increasing concern and awareness, advancing public policy, enhancing care and support, accelerating research, and growing revenue to meet mission goals. These initiatives drive the Association's efforts to eliminate Alzheimer's and offer help and hope to all those affected by this devastating disease. To fuel these efforts, the Association receives contributions through numerous fundraising activities and channels around the world.

Increasing Concern and Awareness

The Alzheimer's Association strives to raise awareness about Alzheimer's disease as a serious health threat while establishing 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 seek diagnosis, begin treatment and plan for the future. Awareness of the Association helps these families to access needed resources during their journey with the disease. By increasing public understanding that everyone is at risk for Alzheimer's now and in the future, more individuals will be motivated to join the cause.

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 organization works diligently 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 hundreds of thousands of Alzheimer's advocates in the movement to end Alzheimer's.

Enhancing Care and Support

The Alzheimer's Association leads global, national and local efforts to enhance care and support for all those affected by Alzheimer's and other dementias. The Association is committed to providing reliable resources and information via the organization's award-winning website, and offers support and services nationwide through local chapter offices. New tools focus on connecting those facing the disease with resources — and with each other — virtually.

Accelerating Research

As the world's largest nonprofit funder of Alzheimer's disease research, the Alzheimer's Association is at the forefront of the field, globally connecting researchers in the quest to find methods of treatment, prevention and a cure, as well as fueling grants that drive cutting-edge progress. In its role as a catalyst and convener, the Association is responsible for the organization of the Alzheimer's Association International Conference® (AAIC®) and the International Society to Advance Alzheimer's Research and Treatment (ISTAART), and assumes leadership of the World Wide Alzheimer's Disease Neuroimaging Initiative (WW-ADNI).

Growing Revenue Support of the Mission

Individuals, corporations and foundations further the Association's mission through their dedicated involvement and support. From walk events to galas, the Alzheimer's Association calls on constituents to help raise funds to fight Alzheimer's. These generous donors also support the mission through individual, family and estate gifts, demonstrating their powerful, ongoing commitment to ending Alzheimer's and enhancing the care, support and research efforts of the Association.

Increasing Concern and Awareness

In May 2012, the Association launched the “Do a Little Big Thing” advertising campaign to communicate key messages and inspire people to take action. The campaign also reinforced the position of the Alzheimer’s Association as the global leader in care, support and research. “Do a Little Big Thing” conveys the ideas that everyone is at risk for Alzheimer’s and everyone can do something, either big or small, to join the fight against the disease. The campaign also introduced a new tagline for the Association: “The Brains Behind Saving Yours.”

The 2013 edition of the annual *Alzheimer’s Association Alzheimer’s Disease Facts and Figures* report revealed the burden of Alzheimer’s and dementia on individuals, caregivers, government and the nation’s health care system. The report also contained data on the impact of the disease in every U.S. state and included a special report on long-distance caregivers.

The Association observed **World Alzheimer’s Month (WAM)** in September, with a focus on Alzheimer’s Action Day on Sept. 21. Efforts continued to center around motivating people to embrace the cause and “Go Purple to End Alzheimer’s.” Activities included “Who Wants to Be a Millionaire?” Celebrity Week and two celebrity auctions on eBay.

During **National Alzheimer’s Disease Awareness Month (NADAM)** and **National Family Caregivers Month** in November, the Association’s outreach efforts focused on two innovative new resources — Alzheimer’s **Association Alzheimer’s Navigator®** and **ALZConnected®** — as well as our toll-free Helpline (800.272.3900). Additionally, the Association continued to raise awareness of the 10 Warning Signs of Alzheimer’s through the holiday season.

Visits to **alz.org** totaled more than 21.5 million, an increase of over 5 million from FY12. The Association also saw a significant spike in the use of social media, reaching more than 455,000 likes on **Facebook** and more than 28,000 followers on **Twitter**.

Subaru of America, Inc., selected the Alzheimer’s Association for inclusion in the company’s fifth annual **“Share the Love”** event. For every new Subaru vehicle purchased or leased between Nov. 21, 2012 and Jan. 2, 2013, Subaru donated \$250 to the owner’s choice of five charities. The Association received more than \$1.2 million to further its mission.

The **Alzheimer’s Association Alzheimer’s Early Detection Alliance (AEDA)**, a group of companies and organizations dedicated to raising awareness of Alzheimer’s disease among their employees and customers, grew by 13 percent to 1,696 participants, including seven additional international entities. Participants receive a monthly newsletter that enables them to extend Alzheimer’s information and support to more than 4.5 million employees.

Alzheimer’s Association Champion Marilu Henner competed in season six of NBC’s **“All-Star Celebrity Apprentice.”** Henner selected the Association as her charity of choice and won \$50,000 for the cause. Additional funds were raised through the online “All-Star Celebrity Apprentice” Social Boardroom.

The Association worked with the soap opera “Days of Our Lives” to create a **public service announcement** to raise Alzheimer’s awareness. A character on the show, Caroline Brady, played by actress Peggy McCay, was diagnosed with early-stage Alzheimer’s.

Former Miss Universe Alicia Machado selected the Alzheimer’s Association as her charity of choice as she competed on the Univision Network’s highly rated dance competition **“¡Mira Quién Baila! 3”** (“Look Who’s Dancing”). Machado finished in third place.

The Association garnered more than **3 billion total media impressions** in FY13. This includes paid and earned impressions on television, radio, print and online outlets.

The Association was recognized as **the second-best large nonprofit to work for** by *The NonProfit Times*. The Association has been included every year since the rankings began in 2010. Employees rate organizations on areas such as leadership planning, culture and communications, compensation and recognition, employee-supervisor relationships, training and education, work/life balance and their overall satisfaction.

Advancing Public Policy

*The Obama administration requested an **additional \$100 million** within President Barack Obama's FY 2014 budget for the fight against Alzheimer's and the implementation of the first-ever National Plan to Address Alzheimer's Disease. Submitted by the President and subject to the approval of Congress, these funds were budgeted for the advancement of research, awareness, education and outreach, and caregiver support. The Association continues to be a leader in the implementation of the plan, advocating for the resources needed to accelerate and prioritize its goals.*

More than 700 Alzheimer's advocates representing all 50 states took part in the **2013 Alzheimer's Association Advocacy Forum** in Washington, D.C. Attendees celebrated the rich history of the Association's efforts to push Alzheimer's into the political spotlight and encouraged elected officials to pledge or continue their support of the fight against the disease.

Hundreds of guests attended the **National Alzheimer's Dinner** to raise awareness of Alzheimer's disease and benefit the Association's care, support and research efforts. Held during the Advocacy Forum, the dinner attracted some of the country's most influential and respected political, business and entertainment leaders to honor those who have helped to advance the movement to end Alzheimer's. Hosted by Terry Moran, a London-based news anchor and chief foreign correspondent for ABC News, the event honored award winners Sen. Mitch McConnell (R-Ky.); Sen. Tom Harkin (D-Iowa); former Congressman Dennis Moore (D-Kan.); Director of the Division of Neurology Products at the Food and Drug Administration, Dr. Russell Katz; country music legend Glen Campbell and his family; and advocate Ron Grant.

The Department of Health and Human Services (HHS) released the *National Plan to Address Alzheimer's Disease: 2013 Update*. The national plan, initially released in May 2012, was mandated by the bipartisan National Alzheimer's Project Act, which Congress passed unanimously in 2010. The 2013 update included a new set of milestones for achieving the plan's first goal — to prevent and effectively treat Alzheimer's disease by 2025 — and a review of progress.

The **Health Outcomes, Planning, and Education (HOPE) for Alzheimer's Act** was reintroduced in Congress. The HOPE for Alzheimer's Act represents a critical effort to ensure individuals receive a timely and accurate diagnosis of Alzheimer's disease and related

dementias and that newly diagnosed individuals and their families have access to information, resources and support services. The Alzheimer's Association commended Sens. Debbie Stabenow (D-Mich.) and Susan Collins (R-Maine) and Reps. Edward Markey (D-Mass.) and Christopher Smith (R-N.J.) for their leadership in reintroducing this important bipartisan legislation.

In his first State of the Union address of his second term, President Barack Obama spoke of the need for "investments in science and innovation," **with a specific reference to Alzheimer's disease.**

The Obama administration announced the **BRAIN (Brain Research through Advancing Innovative Neurotechnologies) Initiative**, a large-scale effort to map brain activity that will advance the understanding of complex diseases like Alzheimer's.

In FY13, the Alzheimer's Association Ambassador program grew by 31 percent to include 436 Ambassadors, moving toward a goal of 535 by the end of fiscal year 2014. These Ambassadors are leaders who focus their advocacy activities on their members of Congress and district staff. In addition, the Association's total number of Alzheimer's advocates increased to more than 549,000. Together, our dedicated advocates and ambassadors made 2,385 congressional visits.

The Association launched the **Public Health Alzheimer's Resource Center**, offering information and resources that focus on data collection, early detection and the promotion of brain health.

Idaho, Indiana, Maine, Nevada and Oregon each published a **State Alzheimer's Disease Plan**, a comprehensive blueprint for addressing the Alzheimer's crisis. To date, 42 states and the District of Columbia have either published or are in the process of writing a

plan. The Association's goal is for all 50 states to have published plans and to be working actively toward implementation of the recommendations.

Alzheimer's Association Town Halls educated the public and allowed attendees to interact with elected leaders about Alzheimer's disease. More than 60 such meetings were held in FY13, in addition to Coffee with Congress gatherings, which are smaller, more intimate meetings for advocates to discuss Alzheimer's with lawmakers.

The Alzheimer's Association applauded the announced proposed settlement in the federal class action lawsuit **Jimmo v. Sebelius**, which challenged the Medicare Improvement Standards stating that Medicare beneficiaries must achieve demonstrable improvements in order to receive rehabilitative services, such as physical, speech and occupational therapy. Under the settlement agreement, Medicare will pay for the services if they maintain the patient's current condition or prevent or slow further deterioration.

Enhancing Care and Support

*In FY13, the Alzheimer's Association provided services and support to 2.6 million individuals affected by Alzheimer's disease. **The Alzheimer's Association website, alz.org, and the nationwide 24/7 Helpline (800.272.2900)** serve as year-round entry points to the organization's network of resources, including care consultation, support groups, education programs, early-stage initiatives and safety services. Calls to the Helpline totaled 293,654 — a 12 percent increase over FY12. Our website, alz.org, received nearly 22 million visits, representing growth of 31 percent over FY12.*

The 2012-2013 National Early-Stage Advisory

Group was comprised of 10 individuals living with the early stage of Alzheimer's or another dementia. These advisors are leaders and spokespeople in the Association's ongoing efforts to better serve individuals with dementia and helped to raise concern and awareness about the disease by generating nearly 2 million media impressions and participating in more than 60 national outreach activities. To reduce stigma around the disease and increase quality of life for individuals living with dementia, advisors advocated for an individual living with Alzheimer's disease to serve on the National Alzheimer's Project Act Advisory Council on Alzheimer's Research, Care and Services. Advisors also continue to participate on the Alzheimer's Association National Board of Directors and the U.S. Food and Drug Administration's Patient Representative Program.

On Dec. 6, 2012, an Alzheimer's Association mention in the nationally published "Dear Abby" column resulted in the highest call volume on record — 5,808 calls — for a single day through the Alzheimer's Association Helpline nationwide network. In addition, alz.org received an estimated 40,000 additional visitors as a result of this mention.

On Dec. 20, 2012, the Alzheimer's Association released **recommendations to help health care practitioners detect cognitive impairment** as part of the Medicare Annual Wellness Visit. The detection of cognitive impairment is a required component of the Annual Wellness Visit, but until the release of these recommendations there was limited guidance for practitioners. In developing these guidelines, the Alzheimer's Association convened a group of experts to survey the current literature and build consensus around an effective, practical and easy process that could be used in the primary care setting.

In FY13, the Association created tools to help physicians provide quality care for their patients with Alzheimer's and other dementias. One resource is a **three-part video series** covering cognitive assessment and diagnosis disclosure. The series, produced by the Association in collaboration with the American College of Physicians, features a practicing primary care physician and a patient with Alzheimer's disease and her spouse. Another resource is a 12-page brochure sharing Association resources that can help clinicians as they care for people with Alzheimer's disease and other dementias.

In FY13, involvement grew in AlzConnected and Alzheimer's Navigator, two online programs for individuals living with the disease, their caregivers and families. More than 300,000 people actively participated in **ALZConnected**, an online community where individuals can share questions and form new connections. Over 11,000 people registered to use **Alzheimer's Navigator**, a tool that evaluates needs and creates personalized action plans of information, support and resources.

The **Alzheimer's Association Green-Field Library** continues to evolve as a go-to resource for people seeking answers related to Alzheimer's disease and other dementias. In FY13, the Virtual Library was redesigned to promote a more intuitive visitor experience. In addition, two new resources were added: *Jumpstarters*, a tool providing immediate access to free, full-text articles about evidence-based research, and the updated version of *Alternative and Complementary Therapies in Dementia*, which contains direct links to abstracts and full-text articles from PubMed, the National Library of Medicine database of evidence-based research.

In April 2013, with support from the MetLife Foundation, the Association completed a nationwide launch of chapter toolkits to implement two new social engagement programs for individuals living in the

early stage of Alzheimer's disease or other dementias (including those with younger-onset). **The Early-Stage Social Engagement Program** provides those with dementia an opportunity to get out, get active and get connected with one another through a variety of social events and community-based activities. **The Early-Stage Peer-to-Peer Outreach Program** is a unique service allowing recently diagnosed individuals to connect over the phone.

Accelerating Research

*More than 4,300 members of the global dementia research community came together July 14-19 in Vancouver, British Columbia, for the **Alzheimer's Association International Conference 2012 (AAIC)** — the world's largest forum for dementia researchers.*

Attendees from more than 60 countries gathered to discuss and share the latest discoveries, theories and progress in the Alzheimer's and dementia field. They also networked and exchanged ideas during approximately 2,500 scientific presentations covering the spectrum of research, including causes, risk factors, detection and diagnosis, treatment and prevention.

News released at AAIC included the first report of three-year stabilization of a few individuals with Alzheimer's disease symptoms with intravenous immunoglobulin, which is being studied as an immunotherapy for Alzheimer's. Another presentation provided an update on three Alzheimer's prevention trials: the Dominantly Inherited Alzheimer's Network (DIAN), Alzheimer's Prevention Initiative (API) and the Anti-Amyloid Treatment of Asymptomatic Alzheimer's Disease (A4). Yet another report suggested that gait disturbances — such as the slowing of walking pace or more variable strides — could indicate a decline in cognitive function.

The 2012 Alzheimer's Association International Research Grant Program (IGRP) made investments of approximately \$14.8 million to more than 75 investigations from around the world. The selected projects were reviewed by a global group of experts who ensure that the Association funds the most innovative ideas and promising research toward the detection, treatment and prevention of Alzheimer's disease. Since 1982, the Alzheimer's Association, the world's largest nonprofit funder of Alzheimer's research, has committed over \$315 million to more than 2,200 scientific investigations.

Twice a year, the **Alzheimer's Association Research Roundtable** convenes scientists from the pharmaceutical industry, academia, the National Institutes of Health, the U.S. Food and Drug Administration and the European Medicines Agency. On Oct. 1-2, 2012, more than 130 research leaders gathered to identify areas of agreement and research

gaps respective to the National Institute on Aging and Alzheimer's Association criteria for diagnosing Alzheimer's disease and the International Working Group (IWG) recommendations. At the roundtable's meeting on April 15-16, 2013, more than 130 scientists discussed U.S. and international third-party decisions to pay for diagnostics and drug treatments for Alzheimer's.

The **Alzheimer's Association International Society to Advance Alzheimer's Research and Treatment (ISTAART)** grew to a total of 2,001 members from 56 countries. ISTAART, a professional society representing all areas of Alzheimer's disease investigation, is a dynamic forum for the creation and advancement of professional connections. In FY13, ISTAART members formed six new Professional Interest Areas (PIAs) — groups dedicated to deepening knowledge around specific research — bringing the total number to 11.

The impact factor for *Alzheimer's & Dementia*[®]: *The Journal of the Alzheimer's Association* more than doubled to 14, placing it third among 191 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 addition, from January to June 2013, *Alzheimer's & Dementia* published nearly half of the top 25 most downloaded articles in the neurology/neuropsychiatry category hosted by Elsevier, the largest academic publisher in the world. Articles from *Alzheimer's & Dementia* were downloaded an average of 30,000 times per month.

Participation continues to increase for **Alzheimer's Association TrialMatch[®]**, a clinical studies matching service that connects individuals living with Alzheimer's, caregivers, healthy volunteers and physicians to current Alzheimer's studies. In FY13, more than 20,000 people initiated profiles through the service in order to find a match based on their personal criteria and location. More than 6,000 referrals were made to studies, a 50 percent increase over FY12.

The Alzheimer's Association announced a groundbreaking research initiative in partnership with the Brin Wojcicki Foundation — the full genome sequencing of more than 800 participants in the **Alzheimer's Disease Neuroimaging Initiative** (ADNI), the largest cohort of individuals related to a single disease. The sequencing data will be shared with the global community via ADNI and the **Global Alzheimer's Association Interactive Network** (GAAIN™), making it rapidly accessible to scientists around the world. Leveraging the power of global collaboration, researchers will be able to mine the data for novel targets for risk assessment, new therapies and much-needed insight into the causes of this deadly disease.

The Alzheimer's Association continued to lead the growth of the **World Wide Alzheimer's Disease Neuroimaging Initiative (WW-ADNI)**. At the Alzheimer's Association International Conference 2012 in Vancouver, more than 100 WW-ADNI scientists from across the world met to exchange information. The meeting — the largest face-to-face WW-ADNI gathering to date — also featured initial discussions on the formation of ADNI groups in India and Brazil.

Growing Revenue Support of the Mission

The efforts of the Alzheimer's Association to advance mission-related activities of care, support and research would not be possible without a nationwide network of passionate and involved constituents and organizations. In FY2013, individuals, families, companies and communities across the country contributed to total revenues of more than \$273 million. A majority of this amount was from individuals, foundations and membership organizations, in addition to planned gifts from estates.

Through e-outreach, print mailings and telephone calls, the Association engaged more than 780,000 constituents in the cause. Together, these generous donors contributed more than \$42.7 million, representing the highest direct marketing gross and net revenue in Association history.

Members of the **Alois Society** are donors who contribute \$1,000 to \$9,999 throughout the course of a year. In FY13, through targeted cultivation and stewardship strategies, the Alois Society grew to 5,884 constituents, representing 12 percent growth over the previous year. Donations from this group totaled more than \$8 million.

Members of the **Aspire Society** contribute \$10,000 to \$999,999 throughout the course of a year, supporting a wide range of strategically important Association initiatives. Together with the Alzheimer's Association Zenith Society, they contributed \$19.6 million in FY13.

The **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 FY13, the group grew to include 59 members and awarded five research grants totaling \$2.2 million. Since its inception, the Zenith Society has awarded over \$32 million to more than 100 researchers worldwide. The original investments made in these researchers and their studies have generated subsequent funding of more than \$631 million from additional sources.

Members of the **Founders Society** place the Association in their estate plans, creating a lasting legacy in the fight against Alzheimer's. In FY13, estate gifts totaled \$52.1 million. For many individuals, these contributions are the single greatest way to make a philanthropic impact and help change the course of Alzheimer's.

In the workplace, the Association was fortunate to receive generous donations from corporations and their

employees. At the national level alone, corporate gifts totaled more than \$8.6 million, a 53 percent increase over the previous year. This growth can be attributed in part to successful cause marketing campaigns with Subaru of America and Marshalls (The TJX Companies, Inc.), increased development of the Alzheimer's Association Research Roundtable and the Alzheimer's Association International Conference, and a surge in workplace giving through corporate campaigns. A list of our corporate supporters at \$30,000 and above is available later in this report.

Blondes vs. Brunettes is a volunteer-driven event that continues to bring a new generation of young women and men to the cause while producing significant fundraising results. In FY13, Blondes vs. Brunettes raised more than \$1 million for the second consecutive year, growing by 24 percent. The event is currently held in over 30 cities nationwide.

Fall 2012 marked a milestone for **Walk to End Alzheimer's**, the world's largest event to raise awareness and funds for Alzheimer's care, support and research. For the first time in Walk's 23-year history, total revenue exceeded \$50 million, an increase of 10 percent over the previous year. In more than 600 communities nationwide, over 364,000 participants united to raise awareness and funds for Alzheimer's care, support and research.

The Longest Day[®], a sunrise-to-sunset event held on the summer solstice, raised more than \$1.3 million and attracted over 2,000 participants from all 50 states and six countries. To honor those facing Alzheimer's, participants created their own all-day challenges, including distance running, hiking, cooking, crafting, yoga and more. The American Contract Bridge League, the Association's inaugural partner, raised more than \$579,000 by hosting hundreds of games across the country, and through generous contributions from their corporate office and foundation.

At the 21st annual “**A Night at Sardi’s**,” an annual celebrity musical revue, prominent entertainment industry leaders and celebrities gathered to recognize advances in the fight against Alzheimer’s. Laurie Burrows Grad, who began “A Night at Sardi’s” to honor her father, the late playwright/director Abe Burrows, chairs the event alongside her husband, Peter Grad. In FY13, “A Night At Sardi’s” honored Brian Grazer, Oscar® and Emmy-winning producer and chairman of Imagine Entertainment, with the Abe Burrows Entertainment Award, and actress and advocate Jill Gascoine with The Sargent and Eunice Shriver Profiles in Dignity Award. This year’s participants and performers included Jason Bateman, the cast of “The Big Bang Theory,” Emmy Rossum, Jason Alexander and Ron Howard. “A Night at Sardi’s” has raised more than \$21 million for Alzheimer’s care, support and research.

On April 25, 2013, the second annual **Hilarity for Charity**, led by husband and wife team Seth Rogen and Lauren Miller and an active volunteer committee, created an entertaining variety show with celebrities, comedians and musical performances. The event raised more than \$500,000 for the Hilarity for Charity Fund benefiting the Alzheimer’s Association. Created to raise awareness among a younger generation, this year’s house party-themed evening featured performances and appearances by Kevin Hart, Mindy Kaling, The Backstreet Boys, Seth Rogen, Samuel L. Jackson, Nick Kroll, Bo Burnham, Ken Marino, John Mulaney, Justin Willman, Billy Eichner, Garfunkel and Oates, and Sadie & The Blue Eyed Devils.

The 2012 **New York Rita Hayworth Gala**, chaired by Robin Meltzer, raised more than \$1.7 million. At the event, the Association honored Cigna with the Corporate Award and James Keach, Trevor Albert and Jane Seymour with the Champion Award.

The 2013 **Chicago Rita Hayworth Gala** was chaired by siblings Debbie Mendelson Ponn, Sharon and Scott Markman, and Blythe and David Mendelson in honor of their parents, Linda and Bob Mendelson, who were gala chairs themselves in 1997. The evening exceeded all previous fundraising and attendance records with over 920 guests and \$1.5 million raised. At the gala,

the Association honored David Moscow and his family with the Civic Award, Guggenheim Partners with the Corporate Award and Dr. John Morris of Washington University in Saint Louis with the Medical and Scientific Award.

The success of both the New York and Chicago Rita Hayworth Galas pushed the event over a significant milestone — more than \$60 million raised since the very first Rita Hayworth Gala in 1984.

In FY13, **Forget Me Not Days**, an event hosted annually by Bankers Life and Casualty Company and Association chapters across the country, raised more than \$326,000. On May 17-18, more than 1,000 Bankers Life employees teamed up with chapters in over 160 cities to collect donations and distribute specially marked packages of forget-me-not seeds to increase public awareness of Alzheimer’s. Since its inception in 2003, Forget Me Not Days has raised more than \$3.3 million for the Association.

Treasurer's Report

The financial health of the Alzheimer's Association remains strong with the national organization's Consolidated Statement of Financial Position reflecting total assets of more than \$139 million as of the fiscal year ended June 30, 2013. Total revenues of more than \$123 million at the national level increased 12 percent from 2012, with more than \$110 million from donor contributions fueling the fight against Alzheimer's disease. Together with our network of more than 80 chapters, revenues totaled more than \$273 million.

Expenses were well managed. With our chapter network, the combined Alzheimer's Association expended more than \$190 million on program activities to forward our mission. To advance progress in Alzheimer's science, we invested in excess of \$28 million in research, \$15.1 million of which was awarded as new research grants to more than 75 best-of-field scientific projects in nine countries; this includes nearly 50 emerging scientists with some of the newest ideas in the field.

The Association continues to meet and exceed minimum standards of 65 percent program expenses set by the BBB Wise Giving Alliance, devoting more than 76 percent of expenses to programmatic activities.

During fiscal year 2013, we boldly advanced our mission-related efforts in Alzheimer's care, support, research and public policy. The 2013 Alzheimer's Association Advocacy Forum was our largest to date, bringing more than 700 advocates from all 50 states to Washington, D.C. We continued to accelerate the pace of dementia research, uniting the world's foremost scientists through the annual Alzheimer's Association International Conference and our leadership of the World Wide Alzheimer's Disease Neuroimaging Initiative (WW-ADNI). To support families facing Alzheimer's and other dementias, we provided information and resources to a record-breaking number of constituents through our 24/7 Helpline (800.272.3900) and website at alz.org.

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.

Thomas J. Winkel
Treasurer, National Board of Directors

Alzheimer's Disease and Related Disorders Association, Inc.

Consolidated Statements of Financial Position

June 30,
(In thousands)

ASSETS	2013	2012
Cash	\$ 20,713	\$ 12,462
Pledges receivable, net	15,897	17,180
Receivables - Chapters, net	25,971	15,293
Other receivables	1,515	1,369
Notes receivable	498	493
Inventories of education materials, at cost	304	328
Investments	47,315	54,744
Prepaid expenses	6,372	6,121
Assets held in trust	163	133
Furniture, equipment and leasehold improvements, net	5,807	3,481
Beneficial interest in split-interest agreements	1,498	1,285
Beneficial interest in perpetual trusts	12,999	10,591
TOTAL ASSETS	\$139,052	\$123,480
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable	\$ 723	\$ 1,149
Grants payable, net	23,357	22,526
Deferred compensation payable	163	1,417
Accrued expenses	6,496	5,783
Self-insurance reserve	277	-
Accounts payable - Chapters	13,769	12,201
Gift annuity obligations	4,351	4,478
Deferred revenue	2,795	2,480
Deferred rent	1,968	2,088
TOTAL LIABILITIES	53,899	52,122
NET ASSETS		
Unrestricted	35,430	27,311
Temporarily restricted	24,811	21,876
Permanently restricted	24,912	22,171
TOTAL NET ASSETS	85,153	71,358
TOTAL LIABILITIES AND NET ASSETS	\$139,052	\$123,480

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

Year ended June 30, 2013, with comparative totals for 2012

(In thousands)

	2013			2012 total
	Unrestricted	Temporarily restricted	Permanently restricted	
REVENUES, GAINS AND OTHER SUPPORT				
Contributions	\$ 71,423	\$ 21,958	\$ 1,589	\$ 94,970
Less contributions remitted to Chapters	(33,121)	-	-	(33,121)
Add amounts received from Chapters under shared fundraising	49,016	-	-	49,016
Net contribution revenues	87,318	21,958	1,589	110,865
Book sales and other	10,469	-	-	10,469
Dividends and interest	1,593	748	-	2,341
Net assets released from restrictions	20,409	(20,409)	-	-
TOTAL REVENUES, GAINS AND OTHER SUPPORT	119,789	2,297	1,589	123,675
EXPENSES				
PROGRAM SERVICES				
Research	28,323	-	-	28,323
Public awareness and education	27,369	-	-	27,369
Chapter services	9,448	-	-	9,448
Public policy	6,227	-	-	6,227
Family and healthcare professional services	16,585	-	-	16,585
TOTAL PROGRAM SERVICES	87,952	-	-	87,952
SUPPORTING SERVICES				
Management and general	6,985	-	-	6,985
Fundraising	19,396	-	-	19,396
TOTAL SUPPORTING SERVICES	26,381	-	-	26,381
TOTAL EXPENSES	114,333	-	-	114,333
EXCESS FROM OPERATIONS	5,456	2,297	1,589	9,342
OTHER CHANGES IN NET ASSETS				
Net realized and unrealized gains/(losses) in value of investments	2,195	917	-	3,112
Change in value of split-interest agreements	(259)	(318)	-	(577)
Change in value of perpetual trust	-	-	882	882
Acquisition of dissolved chapters	1,373	39	270	1,682
Bad debt expense	(646)	-	-	(646)
Transfer in of net assets from AIM and AIMPAC	-	-	-	-
TOTAL OTHER CHANGES IN NET ASSETS	2,663	638	1,152	4,453
CHANGE IN NET ASSETS	8,119	2,935	2,741	13,795
Net assets at beginning of year	27,311	21,876	22,171	71,358
Net assets at end of year	\$ 35,430	\$ 24,811	\$ 24,912	\$ 85,153

Alzheimer's Disease and Related Disorders Association, Inc.

National and Chapter Combined Revenue and Expense Statements

For the year ended June 30, 2013

(In thousands)

	(unaudited)	National	Chapters	Elimination	Total
REVENUES, GAINS AND OTHER SUPPORT					
Contributions		\$ 94,970	\$ 149,935	\$ (916)	\$ 243,989
Contributions remitted to Chapters		(33,121)	33,121		-
Amounts received from Chapters under Shared Fundraising agreement		49,016	(49,016)		-
Net contribution revenues		110,865	134,040	(916)	243,989
Other revenue		10,469	15,467	(329)	25,607
Dividends and interest		2,341	1,741		4,082
TOTAL REVENUES, GAINS AND OTHER SUPPORT		123,675	151,248	(1,245)	273,678
EXPENSES					
PROGRAM SERVICES					
Research		28,323	916	(916)	28,323
Public awareness and education		27,369	28,336		55,705
Chapter services		9,448	-	(329)	9,119
Public policy		6,227	6,057		12,284
Family and healthcare professional services		16,585	68,796		85,381
TOTAL PROGRAM SERVICES		87,952	104,105	(1,245)	190,812
SUPPORTING SERVICES					
Management and general		6,985	11,259	-	18,244
Fundraising		19,396	21,848	-	41,244
TOTAL SUPPORTING SERVICES		26,381	33,107	-	59,488
TOTAL EXPENSES		114,333	137,212	(1,245)	250,300
EXCESS FROM OPERATIONS		9,342	14,036	-	23,378
OTHER CHANGES IN NET ASSETS					
Net realized and unrealized gains in value of investments		3,112	3,407	-	6,519
Change in value of split-interest agreements		(577)	(8)	-	(585)
Change in value of perpetual trust		882	832	-	1,714
Acquisition of dissolved chapters		1,682	(1,682)	-	-
Bad debt expenses		(646)	-	-	(646)
Total other changes in net assets		4,453	2,549	-	7,002
INCREASE IN NET ASSETS		\$ 13,795	\$ 16,585	\$ -	\$ 30,380

The Combined Revenue and Expense Statements

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

June 30, 2013

1. Compilation Policy: The combined financial information for the 12 months ended June 30, 2013, was compiled primarily from audit reports provided to the National Organization by the Association's 62 chapters and combined with the audited activity of the National Organization for the 12 months ended June 30, 2013. 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 Organization.

2. Eliminations: All material intercompany transactions were eliminated in this combined statement.

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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.

Trevor Albert

Producer, "I'll Be Me,"
"Groundhog Day," "The League
of Extraordinary Gentlemen"

Jason Alexander

Actor, NBC's "Seinfeld,"
"Pretty Woman," "Shallow Hal"

Anthony Anderson

Actor, comedian, NBC's "Law &
Order," NBC's "Guys with Kids,"
"Scream 4," "Transformers"

Judd Apatow

Director, producer, writer, HBO's
"Girls," "Anchorman 2: The
Legend Continues," "This Is 40,"
"Bridesmaids," "Knocked Up"

Katie Armiger

Country music artist

Valerie Azlynn

Actress, TBS's "Sullivan & Son"

Scott Bakula

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

Leslie Bibb

Actress, "Iron Man," "Iron Man
2," "Law Abiding Citizen," ABC's
"GCB"

Wayne Brady

Comedian, actor, host, ABC's
"Whose Line is it Anyway,"
CBS' "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,"
ABC's "Scandal," "127 Hours"

Candace Bushnell

Author, columnist, "Sex and
the City," "Lipstick Jungle,"
"The Carrie Diaries"

Kyle Chandler

Actor, NBC's "Friday Night
Lights," CBS' "Early Edition,"
"The Wolf of Wall Street,"
"Argo," "Zero Dark Thirty"

Alexandra Chando

Actress, ABC Family's
"The Lying Game"

Bradley Cooper

Actor, "American Hustle,"
"Silver Linings Playbook," "The
Hangover," "The Hangover Part
II," "The Hangover Part III"

Dear Abby

Advice columnist

Diamond Jim

2007 Westminster, Best in Show

Dominic Chianese

Actor, HBO's "Sopranos,"
HBO's "Boardwalk Empire"

Autumn Chiklis

Actress, FX's "The Shield"

Michael Chiklis

Actor, "Fantastic Four," FX's
"The Shield," CBS' "Vegas"

Dwight Clark

Former NFL wide receiver,
San Francisco 49ers

Thomas Dekker

Actor, The CW's "The Secret
Circle," FOX's "Terminator:
The Sarah Connor Chronicles,"
"A Nightmare on Elm Street"

Anoop Desai

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

Kaitlyn Dever

Actress, ABC's "Last Man
Standing," FX's "Justified"

Torrey DeVitto

Actress, ABC Family's
"Pretty Little Liars,"
The CW's "The Vampire Diaries,"
Lifetime's "Army Wives"

Colin Donnell

Actor, The CW's "Arrow"

Trevor Donovan

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

Emerson Drive

Country music band

Olympia Dukakis

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

Christine Ebersole

Actress, TBS's "Sullivan & Son,"
"The Wolf of Wall Street"

Héctor Elizondo

Actor, "Pretty Woman,"
"New Year's Eve," ABC's
"Last Man Standing"

Shelley Fabares

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

Barrett Foa

Actor, CBS' "NCIS: Los Angeles"

Jack Ford

Journalist, 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, San Diego Chargers

Soleil Moon Frye

Actress, author, entrepreneur, NBC's "Punky Brewster," The WB's "Sabrina, the Teenage Witch"

Emma Fuhrmann

Actress, "The Magic of Belle Isle"

Nichole Galicia

Actress, model, "Django Unchained"

Johnny Galecki

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

Peter Gallagher

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

Victor Garber

Actor, FOX's "Sleepy Hollow," NBC's "Deception," Showtime's "Web Therapy," ABC's "Eli Stone," "Argo," "Titanic"

Nina Garcia

Creative director, Marie Claire; judge, Lifetime's "Project Runway"

Phyllis George

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

Leeza Gibbons

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

John Glover

Actor, The CW's "Smallville"

Bob Goen

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

Allie Gonino

Actress, ABC Family's "The Lying Game"

Yvette Gonzalez-Nacer

Actress, Nick Jr.'s "Fresh Beat Band"

Beth Grant

Actress, FOX's "The Mindy Project," "Crazy Heart," "Little Miss Sunshine," "Donnie Darko"

Bryant Gumbel

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

Samantha Harris

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

Jackée Harry

Actress, NBC's "227," The WB's "Sister, Sister," The CW's "Everybody Hates Chris"

Linda Hart

Actress, CBS' "Gypsy," "Tin Cup"

Elisabeth Hasselbeck

Co-Host, Fox News Channel's "Fox & Friends," ABC's "The View"

Simon Helberg

Actor, CBS' "The Big Bang Theory"

Elaine Hendrix

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

Marilyn Henner

Actress, author, NBC's "All-Star Apprentice," ABC's "Taxi," CBS' "Evening Shade"

Ken Howard

Actor, NBC's "30 Rock," "J Edgar," "In Her Shoes," "Michael Clayton," CBS' "The White Shadow," "A.C.O.D."

Emma Mae Jacob

Country music artist

Matt Jenkins

Country music artist

Rafer Johnson

USA Olympic Team, gold and silver medalist, decathlon

Melina Kanakaredes

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

Tim Kang

Actor, CBS' "The Mentalist"

Lainie Kazan

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

James Keach

Producer, actor, director, "I'll Be Me," "Walk the Line," "Waiting for Forever"

Princess Yasmin Aga Khan

Philanthropist

Jean Louisa Kelly

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

Naeem & Ranjana Khan

Fashion and jewelry designers

Georgia King

Actress, NBC's "The New Normal," "Austenland"

Ricki Lake

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

Alzheimer's Association Celebrity Champions, continued

Matt Lanter

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

Sharon Lawrence

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

Norm Lewis

Actor, ABC's "Scandal," "Les Misérables in Concert: The 25th Anniversary"

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 Bling Ring," "This Is 40," "The Change-Up," "Funny People," "Knocked Up"

Gilles Marini

Actor, ABC Family's "Switched at Birth," ABC's "Brothers & Sisters," CBS' "2 Broke Girls," "Sex and the City"

Garry Marshall

Actor, director, producer, "Happy Days," "Pretty Woman," "New Year's Eve"

Ronny Marshall

Producer, NBC's "Valerie," ABC's and CBS' "Step by Step"

Penny Marshall

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

Kathy Mattea

Country music artist

David Mazouz

Actor, FOX's "Touch"

Callan McAuliffe

Actor, "The Great Gatsby," "I Am Number Four"

Kevin McKidd

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

Joey McIntyre

Singer, songwriter, actor, "New Kids on the Block"

Lauren Miller

Actress, writer, producer, "Superbad," "Observe and Report," "For a Good Time, Call..."

Katy Mixon

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

Natalie Morales

Journalist, NBC's "Today"

Terry Moran

London-based news anchor and chief foreign correspondent, ABC News

Rob Morrow

Actor, CBS' "Northern Exposure," CBS' "Numb3rs"

Robert Morse

Actor, AMC's "Mad Men"

Kate Mulgrew

Actress, UPN's "Star Trek: Voyager," NBC's "Mercy," Netflix's "Orange Is the New Black"

Kunal Nayyar

Actor, CBS' "The Big Bang Theory"

Leslie Odom Jr.

Actor, NBC's "Smash," CBS' "Person of Interest," FOX's "Vanished"

Terrell Owens

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

Jim Parsons

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

Steven Pasquale

Actor, FX's "Rescue Me," NBC's "Do No Harm"

David Hyde Pierce

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

Tony Plana

Actor, ABC's "Ugly Betty"

Jesse Plemons

Actor, NBC's "Friday Night Lights," AMC's "Breaking Bad," "The Master"

Sarah Polley

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

Scott Porter

Actor, NBC's "Friday Night Lights," The CW's "Hart of Dixie," CBS' "The Good Wife"

Grace Potter

Lead vocalist and multi-instrumentalist for "Grace Potter and the Nocturnals"

Carrie Preston

Emmy winning actress, HBO's "True Blood," CBS' "The Good Wife"

Josh Radnor

Actor, CBS' "How I Met Your Mother," "Afternoon Delight," "Liberal Arts"

Sarah Rafferty

Actress, USA Network's "Suits"

Ahmad Rashād

Sportscaster

Ron Rifkin

Actor, NBC's "Law & Order: Special Victims Unit," ABC's "Brothers and Sisters," ABC's "Alias"

Nicolette Robinson

Actress, NBC's "Perfect Couples"

Seth Rogen

Actor, comedian, writer, producer, director, "This Is the End," "50/50," "Funny People," "Pineapple Express," "Knocked Up"

Elisabeth Röhm

Actress, NBC's "Law & Order," "American Hustle," Lifetime's "The Client List"

Jon Runyan

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

Rex Ryan

NFL head coach, New York Jets

Raphael Sbarge

Actor, ABC's "Once Upon a Time," CBS' "The Guardian"

Jane Seymour

Actress, CBS' "Dr. Quinn, Medicine Woman," ABC's "Dancing with the Stars," "Wedding Crashers"

Molly Sims

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

Patty Smyth

Rock and roll music artist

Jean Smart

Actress, CBS' "Designing Women," ABC's "Samantha Who?," NBC's "Harry's Law"

Abigail Spencer

Actress, "Oz the Great and Powerful," "This Means War," "Cowboys & Aliens," AMC's "Mad Men," USA Network's "Suits"

Brent Spiner

Actor, "Star Trek: The Next Generation"

April Taylor

Country music artist

Aimee Teegarden

Actress, NBC's "Friday Night Lights," The CW's "Star-Crossed," "Prom," "Love and Honor"

Tracie Thoms

Actress, "Safe House," CBS' "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' "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

Jazz music artist

Sam Witwer

Actor, Syfy's "Being Human," The CW's "Smallville"

Parker Young

Actor, ABC's "Suburgatory," FOX's "Enlisted"

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Chicago, IL 60601

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



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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