

 **Cure Alzheimer's FUND**  
15 years of breakthrough research

SPECIAL EDITION 15TH ANNIVERSARY NEWSLETTER

# A Compelling Cause, a Tremendous Journey Continues



Before meeting Jeff, Jacqui, Henry, Phyllis and Rudy in the spring of 2005, I couldn't spell Alzheimer's, knew of no one in my family that had it, had no idea

how widespread it was, and certainly no idea of the devastating economic impact it was having and would have on the country and the world.

I was happily engaged as the Executive Director of a foundation with a mission to excite middle grade students about science and technology. It had been established by Dr. Robert Ballard, a world-renowned oceanographer and the person who discovered the wreckage of the Titanic. It was fun work—it was important educationally and we were making great progress after our startup 15 years earlier.

But having been introduced to the founders of what then was known as the Alzheimer's Disease Research Foundation, I found their cause and case so compelling I knew I had to be a part of it, if I could. Fortunately for me, they agreed to bring me on as the first paid staff member. Fifteen years later, we have 20 dedicated staff members who have served more than 160 world-class Alzheimer's researchers and now distributed \$115 million to research.

Particularly impressive through the years has been the Board's commitment to allowing and encouraging the researchers to "follow the science"; the generous loyalty of the friends and family of our

Board members who have so strongly supported the organization for so long; the embrace of new donors and friends who want to help; and the everyday commitment of our dedicated and skilled staff, many of whom have a direct Alzheimer's connection. Most of all, I have learned about the courage and compassion of caregivers, the forward-looking philanthropy of those families burdened with the disease, and the indomitable spirit of those with the disease.

We have not yet achieved our ultimate goal. There is no little white pill or other effective therapy available. In fact, there have been more than 200 clinical trials, and all have failed.

That is discouraging for those patients and families struggling with this disease, but it is all the more validation of our approach to the kind of research that will, we are confident, elucidate the causes and progress of this disease to enable truly effective and efficient therapies to be developed more quickly than had Cure Alzheimer's Fund not existed.

As we entered 2020 we, along with the rest of the world, faced a new challenge in the spread of COVID-19. By now, the virus has wreaked havoc, costing lives and huge economic damage, and perhaps has changed forever how we will live and work. Through all of this, I have been awed by the continued dedication to the cause of curing Alzheimer's disease by our Board, our staff, the researchers we support and our wonderful donors.

This has been the opportunity of a lifetime to serve and to be a part of a venture we believe (and can document!) is significantly accelerating the pace to a cure.

Thank you to all who have made this journey possible, and for the tremendous support you have given to the research that will end Alzheimer's disease.

Gratefully,

**TIM ARMOUR**  
**PRESIDENT AND CEO**

*The photographs on the cover of this special anniversary publication mark 15 years of determination and progress to end Alzheimer's disease.*

## Did you know?

In 2004, the same year Cure Alzheimer's Fund was founded...

**RONALD REAGAN**

died at the age of 93 due to complications from Alzheimer's disease.

The World Health Organization estimated that 18 million people worldwide suffered from dementia.

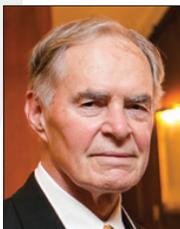
Today that number is  
**50 MILLION.**

It was estimated that 4 million people in the United States had Alzheimer's disease.

Today that number is  
**6 MILLION.**

FROM OUR FOUNDERS

# Thoughts on the 15th Anniversary of Cure Alzheimer's Fund



In September 2004, we established a new foundation, The Alzheimer's Disease Research Foundation (ADRF), with the purpose of channeling private donations into research projects with high probabilities of leading to potential cures for Alzheimer's disease. Henry McCance agreed to join the foundation and Phyllis Rappaport and her husband, Jerry, decided to join with us as well. Fortunately, we then were able to convince Tim Armour to join us as full-time head of the foundation. And, Dr. Rudy Tanzi put together a small group of outstanding scientists as the inaugural Scientific Advisory Council.



After more than 15 years of hard work, we are tremendously pleased with the results of our efforts and the wonderful work of our staff, our directors and our scientists. We expect that we will very soon find the keys to unlock a cure for Alzheimer's disease. Thank you for all of the support. It has been a real honor to serve all of you.

**JEFF AND JACQUI MORBY, FOUNDERS**



As I reflect on our 15th anniversary, I am humbled by the success of this model. Our researchers have consistently made breakthroughs in understanding the genetics and the mechanisms of action of the disease. They have had more than 500 papers published in the most prestigious journals and been cited by others in the field more than 25,000 times. Industry watchdogs Charity Navigator and GuideStar give us the highest rating of any Alzheimer's-focused charity. We continue to grow in both donations and research grants every year. We continue to identify and recruit additional, world-class researchers to our team.

I am proud of our Board, our management team, our researchers and our tremendous community of supportive donors. Cure Alzheimer's Fund is making the world a better place, and together we will defeat this terrible disease.

**HENRY McCANCE, FOUNDER**



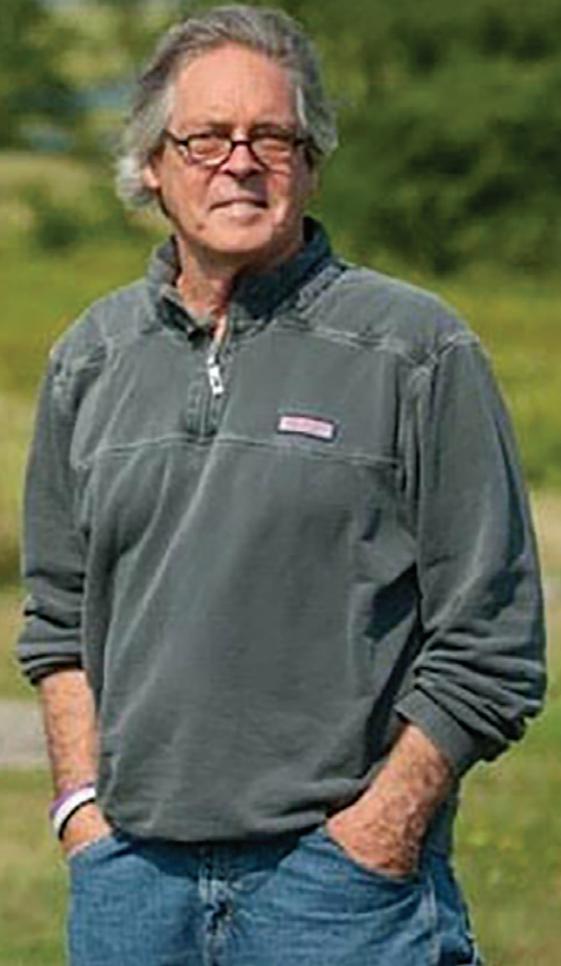
We have changed the world's understanding of Alzheimer's disease. We move toward identifying druggable targets so this leading cause of death no longer will be without meaningful remedies. We hoped to accomplish this by now, but the disease is more complex than anyone imagined. I am still hopeful we will see results in my lifetime.

And when there are therapies to prevent and slow down the progression of this disease, we'll all be able to say we were part of the solution. That is thrilling.

**PHYLLIS RAPPAPORT, FOUNDER**

# Alzheimer's is a Numbers Game

Greg O'Brien, author of  
*On Pluto: Inside the Mind of Alzheimer's*



## What's in a number?

For a guy who took dummy math in high school, I think plenty when you look at the facts.

As Cure Alzheimer's Fund embraces its 15th anniversary, it is stunning what the organization has accomplished in the urgency of this cause to slay a demon poised to take out the Baby Boom generation and generations to come—our children and our grandchildren—unless we find a cure soon. Cure Alzheimer's gallantly is funding the world's leading Alzheimer's researchers and providing rapid review and approvals for submitted grants. I've found that increased public awareness is essential for greater government and philanthropic funding.

## So, what's in a number?

Plenty, when you consider what's at stake.

- An estimated 5.7 million Americans have Alzheimer's, 50 million worldwide, yet only one in four, the experts say, get diagnosed. The number of those afflicted with Alzheimer's and other forms of dementia is expected to double or triple in years to come.
- Tick,tick,tick...every 65 seconds, someone in the United States develops Alzheimer's. By 2050, that will occur every 33 seconds, the experts say, every three seconds worldwide.
- While deaths from other major causes continue to decline, Alzheimer's deaths have more than doubled, rising 123 percent in recent years. By comparison, the number of deaths from heart disease—the leading cause of death in the United States—fell 11 percent.

I know the front line well. Alzheimer's stole my maternal grandfather, my mother, my paternal uncle and, before my father's death, he, too, was diagnosed with dementia.

#### Now Alzheimer's has come for me.

I was diagnosed about nine years ago with early-onset Alzheimer's after experiencing the horrific symptoms. A battery of clinical tests, brain scans, a SPECT scan and a PET scan confirmed the diagnosis, which doctors say was accelerated by two serious head traumas that "unmasked a disease in the making." I also carry the Alzheimer's marker gene APOE4, which appears to be on both sides of the family. The diagnosis came two weeks after I was diagnosed with prostate cancer, which, in consult with my doctors and family, I am not treating. It is my exit strategy.

So where am I today? Sixty percent of my short-term memory, at times, can be gone in 30 seconds; more and more I don't recognize people I've known all my life; I experience penetrating, horrifying hallucinations [and] fly into inexorable rage when the light in the brain goes out; I have a debilitating loss of filter, loss of self, judgment, and time and place, intense withdrawal, and at times a paralyzing numbing of the mind and body. I also have no feeling in both my feet up to my knees and sustain blackouts and right side of body collapsing without notice, given the brain signals are not properly connecting. I have acute spinal stenosis and scoliosis, a condition accelerated by breakdown of body. Stephen King could not have designed a better plot for a sickness that slowly steals the mind, then pilfers the body, then robs your finances, pushing families, like mine, to bankruptcy. Then, there's the depression that seems to have no bottom, the flirts with suicide. This is a complex, wholly misunderstood, disease for which there is no cure now. You can't remove a brain.

There are millions of individuals living with Alzheimer's in the early stages, still highly functioning, perhaps not even diagnosed yet, who are fighting off dire symptoms daily and beyond the observations of others.

## Did you know?

In 2004, the same year Cure Alzheimer's Fund was founded...

A noninvasive method of detecting brainwaves was used to control

BIOMEDICAL DEVICES.

So please don't be fooled by the inaccurate stereotypes of this disease. There are millions of individuals living with Alzheimer's in the early stages, still highly functioning, perhaps not even diagnosed yet, who are fighting off dire symptoms daily and beyond the observations of others. Collectively, our minds, in many ways, are like [an] iPhone—still sophisticated devices, but with a short-term battery that pocket dials and gets lost easily.

We don't want your pity; we're hoping for your support. Those on this journey aren't stupid; we just have a disease that at times, often without notice, takes us down—dramatically diminishing, more and more, our ability to function.

#### Yet Alzheimer's can't take your soul.

My soul today is with the research genius of Cure Alzheimer's Fund, which has been a tremendous support for me and my family for many years. And so, I fight in faith, hope and humor—for my children, your children, my grandchildren and your grandchildren—while personal heroes like Dr. Rudy Tanzi of Cure Alzheimer's Fund race for a cure. I pray for that numerous times a day.

What's in a number? I'm hoping it drives one to support the Cure Alzheimer's Fund.

Amen to that!

# Berg Family Generosity Funds New Consortium

Maxine and Richard (Dick) Berg were high school sweethearts, married for 67 years. They started their life in Minneapolis, with Maxine supporting Dick through his service as a navigator in the U.S. Army Air Corps during WWII and the U.S. Air Force during the Korean War. During Dick's long and successful career in the flour milling and bakery industry, Maxine was always there to keep the household running smoothly and provide loving care to their three children: Steve, Kristin and Laurie.

Maxine's love, compassion and giving spirit touched so many. She always put others first and was happy to be in the background as the anchor keeping the family connected.

In 2016, Dick and his family lost Maxine to Alzheimer's disease. Two years later, Dick passed away, leaving the children with a mission they gladly took on: to pay tribute to the legacy of Maxine and Dick by contributing to the meaningful advancement of Alzheimer's research with the hope of stopping this terrible disease. In March 2020, Steve, Kristin and Laurie brought that mission to life by donating \$1 million to Cure Alzheimer's Fund, in honor of their parents. We are incredibly grateful to Maxine, Dick and their family, and honored to make their dream a reality.

Thanks to the Berg family's generous donation, Cure Alzheimer's Fund has been able to establish the Maxine and Richard Berg Brain Entry and Exit Consortium.



"It was so hard for our father, Dick, to lose his wife, Maxine, to

this terrible disease. Alzheimer's robbed our family of precious years with the wife and mother we loved so much. We want to further the research necessary to prevent other families from experiencing this painful loss and hope our donation to Cure Alzheimer's Fund will help fulfill our father's wish."

KRISTIN, LAURIE AND STEVE BERG

Led by Jonathan Kipnis, Ph.D., of the Washington University School of Medicine, this team of expert researchers—pulled from across the field of neuroscience—will study the ways in which materials like blood, waste and other matter move into and out of the brain. The scientists will focus their efforts on topics such as the study of brain homeostasis, cerebrovascular function and the glymphatic system, in the hopes of finding new key insights into the pathology of Alzheimer's disease.

From left: Greg Sapp, Laurie Berg Sapp, Richard Berg, Maxine Berg, Steven Berg, Kristin Berg and Randy Schmidt.



BERG BRAIN ENTRY AND EXIT CONSORTIUM • FUNDED RESEARCH

\$345,000

**Crosstalk of Central Nervous System Barriers and Clearance Routes in Homeostasis and Alzheimer's Disease**



**JONATHAN KIPNIS, PH.D.**

*Washington University School of Medicine  
in St. Louis  
Chair, Berg Brain Entry and Exit Consortium*

\$172,443

**Direct Migration of Myeloid Cells from the Skull Marrow to the Brain Through Anatomical Channels: Adding Fuel to the Fire in Alzheimer's Disease**



**FANNY HERISSON, M.D., PH.D.**

*Massachusetts General Hospital*

\$115,000

**Patch-Seq Analysis of the Choroid Plexus Epithelial Cell Barrier in Homeostasis and in Alzheimer's Disease**



**FERNANDA MARQUES, PH.D.**

*University of Minho*

\$115,000

**Assessment of Antibody-Based Drug Trafficking Across the Blood-Brain Barrier Via Skull-Meninges Connections**



**ALI ERTÜRK, PH.D.**

*Helmholtz Zentrum Muenchen*

\$215,000

**Human 3D Neurovascular Interaction and Meningeal Lymphatics Models with Application to Alzheimer's Disease**



**SE HOON CHOI, PH.D.**

*Massachusetts General Hospital*

\$237,500

**Identifying the Blood-Brain Barrier Changes During Alzheimer's Disease**



**RICHARD DANEMAN, PH.D.**

*University of California, San Diego*



**ROGER KAMM, PH.D.**

*Massachusetts Institute of Technology*

**Did you know?**

In 2004, the same year Cure Alzheimer's Fund was founded...

Researchers in South Korea announced the cloning of a  
**HUMAN EMBRYO.**

DONOR PROFILE:  
**Barbara Longe**

# Building a Bridge to a Cure

The year was 1948. In a room behind the kitchen in his Mechanicville home in upstate New York, Donald A. Collins (D.A.) started a construction company bearing his name with a \$5,000 loan from his father-in-law and a single truck. His wife Betty kept the books.

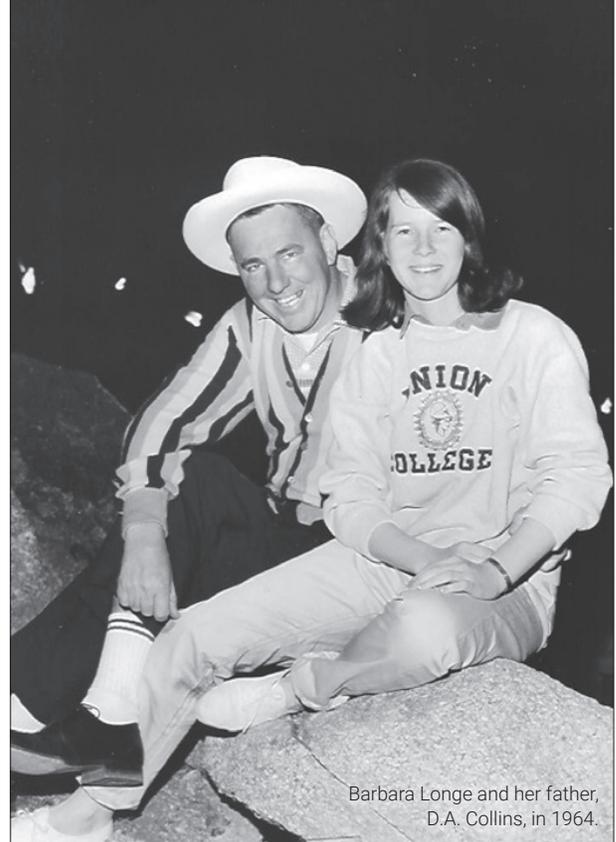
Over the ensuing 60 years, D.A. grew his “mom and pop” company to become one of the most influential heavy construction firms in the Northeast. Known for his expertise in difficult bridge construction, D.A. led his company in building the Twin Bridges, a pair of identical through arch bridges spanning the Mohawk River in the New York Capital District. An engineering marvel in 1959, the Twin Bridges is a renowned landmark and a symbol of true craftsmanship that propelled economic growth for the entire region.

“My father took enormous pride in his bridges, the construction of the Adirondack Northway and NY Interstate 90 and all his varied projects,” said his daughter, Barbara Collins Longe. “He was an out-of-the-box thinker. In constructing a small

bridge in a remote, high-elevation area near Lake Placid in 1948, my father used a tiny helicopter to fly in bags of concrete for the footings. This was trailblazing construction, as only two years earlier a helicopter was first certified for nonmilitary use.”

While attending Union College, D.A. worked summers for his uncle’s highway company. There he acquired skills that made him a perfect fit for a particular role in the U.S. Navy. In 1942, during World War II, he enlisted and was assigned to the newly authorized Construction Battalions (CBs), better known as the Seabees. He spent the next several years building military bases and grading airstrips.

“My father truly exemplified the Seabees’ motto: ‘Can Do,’” said Barbara. “There wasn’t anything that he or I didn’t think he could do.”



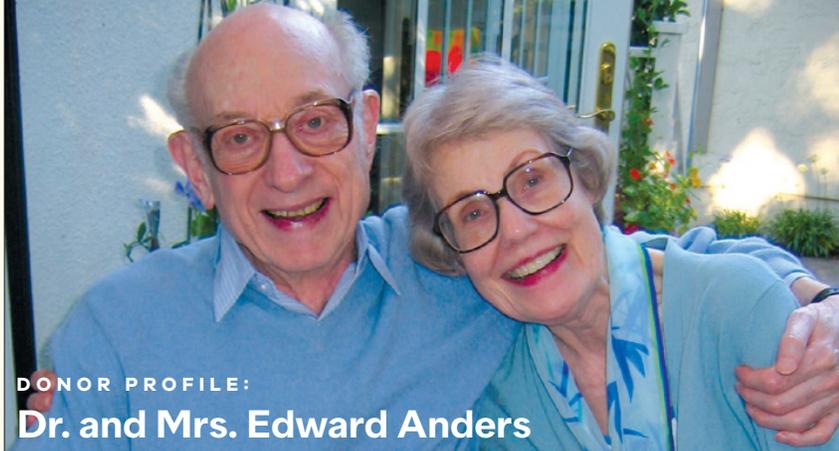
Barbara Longe and her father, D.A. Collins, in 1964.

D.A. passed away in 2010 at the age of 93 with Alzheimer’s disease. Barbara recalls sitting by her father’s side during his final hours and listening to Luciano Pavarotti, his favorite opera singer. “I was tapping on his fingers to the music, and then I stopped, and then he started tapping on my fingers,” she said. “I said good night to him and that we’d have another Pavarotti concert the next day. I went to bed, and half an hour later, he was gone.”

The legacy of D.A. Collins lives on through his daughter. Barbara Longe has been a champion of important causes both personally and through the Collins Charitable Foundation, which was established by her father, and for which she has served as a longtime Director and President. Research into the causes of Alzheimer’s disease and drug discovery has been a key focus for Barbara and the foundation. Thanks to their extraordinary support since 2014, Cure Alzheimer’s Fund has been able to provide many researchers with important grants for their work, and move us closer to an effective therapy.

Barbara Longe (far left), joins Dr. Rudy Tanzi (second from right), Chair of the CureAlz Research Leadership Group, and Collins Charitable Foundation directors John Freeborn (second from left) and Nancy Croy (far right) at the 2019 CAF scientific research symposium.





# A Lifetime of Science Research and Love Leads to CureAlz Support

Dr. Edward Anders says he's just a cosmochemist. History, however, recognizes Dr. Anders as somewhat of a pioneer for his work on meteorites, moon rocks and "stardust," and their bearing on the early solar system.

In 1974, Dr. Anders was elected to membership in the U.S. National Academy of Sciences, a widely accepted mark of excellence in science that is considered one of the highest honors a scientist can receive. His numerous discoveries have earned him more than a dozen other honors, including the NASA Exceptional Scientific Achievement Medal. Remarkably, Dr. Anders was among 142 people worldwide tasked in the 1970s with studying lunar samples brought back to Earth by the Apollo program. After retiring in 1991, he became a prominent authority on the Holocaust in Latvia, which he eluded as a teenager.

Ed's wife of 63 years, Joan Fleming Anders, was his steady, quiet partner who provided vital support that contributed to his success. Joan was the love of his life, adoring best friend and devoted mother to their children, George and Nanci. After a brave and gracious battle with Alzheimer's disease, she passed away on March 1, 2019, at age 92. Fate gave Joan a long life so that she would accomplish so much good—helping, comforting and offering compassion, with a warm smile and inexhaustible wisdom. It is in Joan's memory

that Dr. Anders donates to Cure Alzheimer's Fund in the hopes of finding a cure.

## **Your marriage to Joan is a beautiful and enduring love story. Tell us about her.**

The first time Joan and I encountered each other was at a YMCA dance on February 12, 1954, at [the] University of Illinois. She made an immediate impression.

Joan was an extraordinarily warm and caring person who was very bright herself. Our son, George, likes to say I was the IQ parent and Joan was the EQ parent. Joan was the go-to person for every graduate student or postdoc that came to the University of Chicago to join my research group. She was the angel who stocked their fridge and mapped the transit system, among other welcoming tasks. We got beautiful testimonial letters at the end of her life. So many of the students 20 to 50 years later shared very vivid, heart-warming stories of Joan.

## **Joan lived with Alzheimer's for seven years before succumbing to the effects of the disease. What was that like for your family?**

At first I was in denial about her condition. Some experts claimed that anesthesia could produce such symptoms, and she had three major orthopedic surgeries in four years. But there was this steady downhill progression. Uncommonly, she remained completely rational to the very end.

As Alzheimer's was taking its toll, her desire to be connected to her family remained constant. When George would visit, she'd ask, "How's Matt and Pete?," our grandchildren. Then as her memory began to fray, it was, "How are the boys?," and then, "How's the family?" Even when she had a hard time remembering the exact role of the family, that caring side never went dark.

A week before she died, I said to her, if I die and there is an afterlife, I would go looking for her. And if I saw her, I would come running. She smiled because she could no longer speak. To me it was a great blessing. Her memory was mostly gone. Her speech was unintelligible, but she understood every word. It made parting easier.

## **How did your career as a scientist inform your decision to work with us to find a cure?**

I am a researcher by temperament. As the specter of Alzheimer's came into the picture, I began to read about the condition and which organizations were working to achieve progress. Once I realized the focus of Cure Alzheimer's Fund was on fundamental research, I felt it was the most effective organization of all.

CureAlz is different because it wants to focus single-mindedly on a cure, as not enough is being done by other organizations. This is your exclusive concern. That appealed to me very much. I happen to believe in research and have a little bit of experience with it.

When I got your annual report, I read every research abstract. What impressed me is how well the researchers are being chosen. They are not all chasing after one goal and putting all their eggs in one basket. I was quite impressed by the high quality of the institutions these people are from. And also the high quality of the people doing the work.

These researchers are pursuing different promising leads that might be a key to the illness. Such independence speaks well of CureAlz that it has been able to assemble such a highly qualified group of people who in turn have such independent, creative approaches to research. I may not live to see all the benefits of this research, but I'm confident that future generations of our family will.

# Cure Alzheimer's Fund Reaches \$100 Million in Research Funding

We continue to support research resulting in significant breakthroughs toward a cure through studying the mechanisms and treatment of, and prevention strategies for, Alzheimer's disease.

In December, Cure Alzheimer's Fund reached an important milestone in its 15-year history: awarding \$100 million in research grants.

With 100% of funds raised going directly to research, Cure Alzheimer's Fund has been able to provide funding to some of the best scientific minds in the field of Alzheimer's research.

Since 2004, CureAlz has supported more than 450 innovative projects conducted by 160 scientists from institutions throughout the world, resulting in more than 525 published peer-reviewed papers. Many of these projects have yielded significant breakthroughs, resulting in hypotheses that may lead to new and critical avenues for the development of novel treatments.

A fundamental project has been the Alzheimer's Genome Project™ led by Dr. Rudy Tanzi of Massachusetts General Hospital. This was the first large-scale, family-based study of the human genome specific to Alzheimer's disease. DNA from more than 400 Alzheimer's families was screened for genes that might increase the risk for, or offer protection against, the disease. It was the first study to report novel Alzheimer's genes that reached statistical significance—identifying more than 100 candidate genes in the first phase.

The project was recognized as one of TIME's Top 10 Medical Breakthroughs of 2008 and provided the foundation for CureAlz's other major genetic studies, which are helping to add pieces to the puzzle of the many genetic factors con-

tributing to Alzheimer's disease, as well as highlighting genes that are potential candidates for therapeutic intervention.

"For 15 years, our Board of Directors of Cure Alzheimer's Fund has remained committed to allowing and encouraging the researchers we fund to follow the science and explore high-risk/high-reward hypotheses," said Tim Armour, President and CEO of Cure Alzheimer's Fund. "Today, there is great momentum and new discoveries. We are honored to have been the recipients of the generosity of nearly 50,000 donors who have made this research possible."

## OUR RESEARCHERS AND RESEARCH PAPERS

450

RESEARCH  
GRANTS

160

FUNDED  
RESEARCHERS

69

FUNDED  
INSTITUTIONS

525

RESEARCH PAPERS  
PUBLISHED

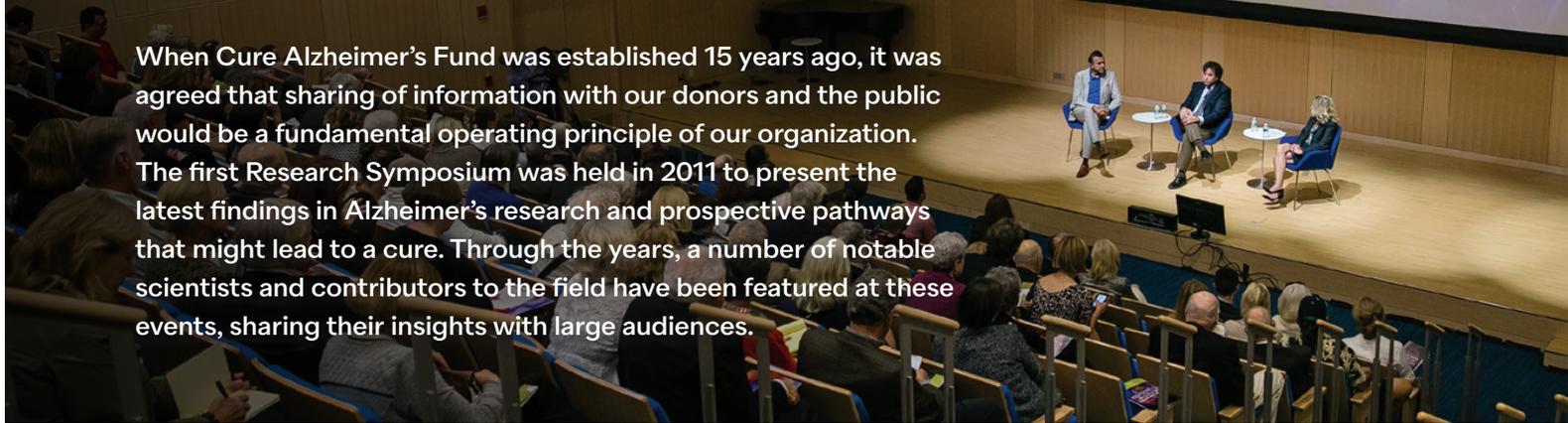
27,700

PAPER  
CITATIONS

# Cure Alzheimer's Fund Symposium Through the Years



When Cure Alzheimer's Fund was established 15 years ago, it was agreed that sharing of information with our donors and the public would be a fundamental operating principle of our organization. The first Research Symposium was held in 2011 to present the latest findings in Alzheimer's research and prospective pathways that might lead to a cure. Through the years, a number of notable scientists and contributors to the field have been featured at these events, sharing their insights with large audiences.



2018

## The Case for Hope: Progress with the Research of Alzheimer's Disease

PANEL:

Jon Hamilton (moderator), NPR Correspondent, Science Desk  
Teresa Gomez-Isla, M.D.  
Ronald C. Petersen, M.D., Ph.D.  
Robert Vassar, Ph.D.



2017

## The Role of Infection in Alzheimer's Disease

RESEARCH PRESENTATION:

Rob Moir, Ph.D.  
Rudy Tanzi, Ph.D.



2016

## New Paths to Discovery

- Abeta and Innate Immunity
- Complement and Synapse Loss
- Sex-Based Differences in AD

RESEARCH PRESENTATION:

Rudy Tanzi, Ph.D. (moderator)  
Beth Stevens, Ph.D.  
P. Murali Doraiswamy, M.D.



2015

## From Genes to Therapies: Converging on a Cure

RESEARCH PRESENTATION:

Rudy Tanzi, Ph.D.



(CONTINUED ON THE FOLLOWING PAGE)

SYMPOSIUM THROUGH THE YEARS  
(CONTINUED)

0 .01 .02 .03 .04 .05 .06 .07 .08 .09

2014

10 Years of Leading Research

REMARKS:

Sen. Edward J. Markey (D-Mass.), founding Co-Chair of the bipartisan Congressional Task Force on Alzheimer's Disease

PRESENTATION:

Our Consortium Approach and the State of Alz Research in 2014  
Rudy Tanzi, Ph.D.



2013

Taking Control of Alzheimer's Through Research:  
The Roadmap to Therapies

PRESENTERS:

Rudy Tanzi, Ph.D.  
Sam Gandy, M.D., Ph.D.



2012

Taking Control of Alzheimer's Through Research:  
The Roadmap to Therapies

MODERATOR:

David Shenk, Author of national bestseller *The Forgetting*,  
*Alzheimer's: Portrait of an Epidemic*

SPEAKERS:

Rudy Tanzi, Ph.D.  
Sangram S. Sisodia, Ph.D.  
Steven L. Wagner, Ph.D.

2011

Taking Control of Alzheimer's Through Research

MODERATOR:

Robert Bazell, Chief Science & Health Correspondent, NBC News

PANEL:

Rudy Tanzi, Ph.D.  
Robert Moir, Ph.D.  
David Shenk



Did you know?

In 2004, the same year Cure Alzheimer's Fund was founded...

HOMO FLORESIENSIS was discovered, a previously unknown species of human only 39 inches tall.

# Why We Support Cure Alzheimer's Fund

## LT. RALPH BLIGHT AND THE MEMBERS OF IAFF LOCAL 792

Quincy, Massachusetts

"We had decided that we needed to put our efforts into fighting Alzheimer's. In our day-to-day emergency response, we saw so many in our community affected in some way by this affliction. We also stepped back and saw many in our own brotherhood were being touched by this disease...some more intimately than others. As firefighters, we are used to taking action, and began our fundraising efforts.

"Fundraising was the easy part (who doesn't like to bowl and drink beer?), it was finding the right fit for the money we raised [that was harder]. The right fit for us. Firefighting takes teamwork to be successful, and we were looking for an organization that mirrored that. Then, 'BAM,' we found the Cure Alzheimer's Fund. The people of the Cure Alzheimer's Fund are a team—from their research team to their administration team. They care, they are committed, they support us in our fundraising efforts, and we, the Fire Fighters of Local 792, Quincy, Massachusetts, are happy to have become a part of their team."



## MIKE NAPOLI

Branchburg, New Jersey

As a high school student, Mike founded a road race in honor of his friend's mother, with proceeds benefiting CureAlz.

"Cure Alzheimer's Fund was the ideal beneficiary for the Branchburg Race Against Alzheimer's as a charity that donates all funds it receives directly to research. During the organization process for the Branchburg Race Against Alzheimer's, Cure Alzheimer's Fund helped to facilitate and streamline the donation tracking process, and it was an absolute pleasure working with everyone at Cure Alzheimer's Fund. Cure Alzheimer's Fund and its valuable and inspiring mission remains, and will continue to remain, an organization worthy of support. Much progress has been made in the fight against Alzheimer's disease in the last 15 years thanks to Cure Alzheimer's Fund's efforts."

## FROM OUR HEROES

### GLENN CAFFERY

Leyden, Massachusetts

*Glenn ran from Washington state to Rhode Island, pushing a jogging stroller with his belongings, to fundraise for Cure Alzheimer's Fund. Here Glenn's mother, Dolores, ran with him as he passed through his childhood hometown in Connecticut.*

"I did my homework, yes, but I also got lucky when I chose Cure Alzheimer's Fund as the recipient for funds raised during a long-distance run in 2011.

"My dad was diagnosed with Alzheimer's disease when he was 54, with the added misfortunes that the disease manifested quickly and in particularly ravaging ways. I loved him beyond words—and my mom, too, who was in every way his champion for those difficult last 12 years of his life. Being a witness to their pain throughout my dad's decline was overwhelming, and my grief, even several years after his death, felt like something to bottle up, as I didn't have the tools [to] cope with it.

"Nine years after he died, I decided to do a long-distance fundraising run to honor my dad and to step out of my busy life for a time to remember and mourn. I had selected Cure Alzheimer's Fund after investigating research-oriented organizations; it was an easy choice. I liked that their approach was premised on making every dollar matter. It felt really good to be asking people for donations, knowing they would be meticulously and completely allocated to research to stop Alzheimer's from afflicting others as it has in my family; indeed, as it continues to afflict my family.

"It was not lost on me that the founders launched the fund to bring what they could to fight a disease that touched them deeply. I didn't think I had anything to bring, but reading about Alan Arnette and Carolyn Mastrangelo, who channeled their grief (and talents) into successful fundraising campaigns, inspired me to reach out, which led to my first encounter with the small staff at Cure Alzheimer's Fund.



David Zajac, The Record-Journal

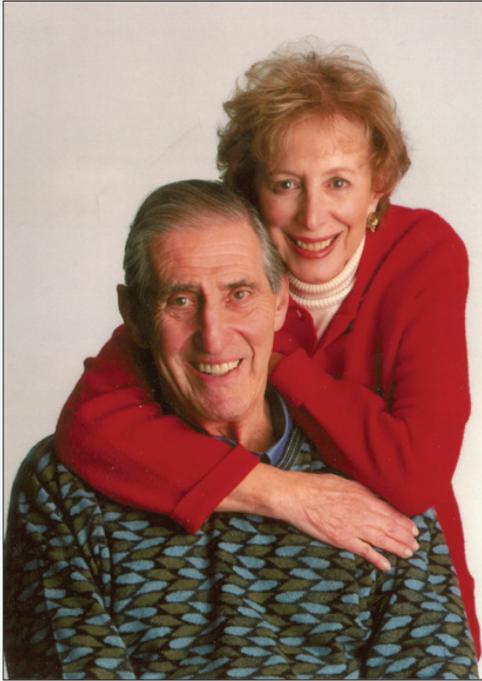
"To be honest, I didn't expect my contribution could possibly matter, especially when billions more in funding is needed. Especially when all the news I was hearing about Alzheimer's research was so discouraging. But here's where I got lucky.

"It turns out the people who are Cure Alzheimer's Fund are as lovely as they are laser-focused. I quickly felt like part of the family; what I thought of as a solo act quickly became more about community. Though my campaign raised a very, very small percentage of the funds they have invested in promising, thoughtful, collaborative research, nonetheless, I feel like we are a part of it. A part that matters.

"In these intervening eight years, progress on a cure for Alzheimer's has shifted from discouraging to hopeful, and Cure Alzheimer's Fund is at the center.

"When I was discouraged, they were not, and the implications for our country—and my family—are immeasurable.

"I was lucky that Cure Alzheimer's Fund is even more than their impressive list of accomplishments; bringing folks together with all the requisite skills to cure Alzheimer's is part of their DNA. And I continue to be inspired by the sustained involvement by Alan and Carolyn and others who turn their passions into funds for Alzheimer's year after year, and I pledge to explore ways I can, too. Thanks to all the folks at Cure Alzheimer's Fund for an amazing 15 years—and for giving me hope."



**THE HOLLANDER/CAPON FAMILY**

*Laytonsville, Maryland  
The Dick Hollander Open Golf Tournament*

"The entire Hollander/Capon family would like to extend their gratitude to the Cure Alzheimer's Fund. We are thankful that an organization like CureAlz is out there spearheading Alzheimer's research. There is little doubt that CureAlz will be instrumental in the discovery and development of any therapy or cure for this disease. It has been a pleasure working with the CureAlz team in past years, raising money in honor of our husband, father, uncle, grandfather and great-grandfather, Dr. Richard Hollander. Our family is an unwavering believer in the CureAlz model and its mission.

"We look forward to the day when money raised goes towards funding treatment instead of research."

**Did you know?**

In 2004, the same year Cure Alzheimer's Fund was founded...

Physicists in France announced the discovery of a solution that changes from liquid to solid when heated, and melts again when cooled down.



**CAROLYN MASTRANGELO AND BARBARA GEIGER**

*Roseland, New Jersey  
Carolyn and Barbara are the co-founders of Running 4 Answers*

"Running 4 Answers, a race against Alzheimer's, chose Cure Alzheimer's Fund as our beneficiary because of your sole focus on research. At the beginning, that is all we knew. Eleven years later, if we had to do it all again, we would choose you. The people, the dedication and that laser focus is why. We know in our hearts that Cure Alzheimer's Fund is the BEST BET for finding a treatment and cure for this disease.

"Thank you ALL for everything you do."

## FROM OUR HEROES

### ALAN ARNETTE

Fort Collins, Colorado

Alan is a climber, writer, summit coach and one of the world's most respected chroniclers of Everest

"I began working with the Cure Alzheimer's Fund in 2007. In thinking about why I have such loyalty to CureAlz, it comes down to three factors:

**"1. Integrity:** The fact that 100 percent of all donations go to research, and the founders continue to hold to this model, speaks volumes about their commitment. This fact alone has enabled me to promote, with high confidence (and pride), CureAlz to my followers.

**"2. Leadership:** That CureAlz has been in existence since 2004 with a steady, proven formula is a definite nod to strong leadership. Of course, I know CEO Tim Armour well and have the utmost respect for him in all ways. He is a person with strong character and values who serves CureAlz well, in my view. Also, Mr. McCance, Ms. Morby, Mr. Morby [and] Ms. Rappaport have set the tone for 15 years with an unwavering vision of thoughtful research.

**"3: Results:** Of course, leadership and vision without results would be heat with no fire. CureAlz is on fire! Through the guidance of Dr. Tanzi and other researchers, I am confident that CureAlz will contribute to solving the puzzle one day. 'Alzheimer's in a Dish' was such a meaningful breakthrough.

"So why am I so loyal? I guess it comes down to that, I just believe. I believe in the organization, the people and the mission.

"Thank you for all you do, and I will do all I can to support you as I can in my own way, hoping to make a small contribution to a much larger problem."



### COURTNEY VANDERLINDE IVERSON AND HER SON, MAX

Watertown, Minnesota

Morels & Memories – Mushroom Hunt & Alzheimer's Fundraiser

"I'm so proud to partner with the Cure Alzheimer's Fund for the fundraiser we now host in memory of my mother, who lost her battle to the terrible disease. Knowing the funds received are being used with strategy and ethically to give the best shot at eradicating the disease keeps me hopeful and positive. Thank you, CureAlz, for everything you contribute to the world with your efforts."



HEROES IN ACTION

# FEMALE FAN NATION

**Female Fan Nation** is a first-of-its-kind organization dedicated to uniting women interested in sports in a common community. The brainchild of founder and sports industry veteran Laurie Miller Voke, the social media and benefit platform was designed to foster and promote the fan experience for women passionate about major professional sports teams. Female Fan Nation is now in 14 major cities, including Boston, Pittsburgh, Detroit, Denver and San Francisco, and growing.

Since Alzheimer's disease disproportionately impacts women—some two-thirds of people with Alzheimer's are women, as are two-thirds of their caretakers—Voke thought a partnership between Female Fan Nation and Cure Alzheimer's Fund was a natural fit.

For the month of December, Female Fan Nation dedicated its website homepage to Cure Alzheimer's Fund. "Daughter and Mother," the award-winning short film that illustrates the impact of Alzheimer's disease on women, was featured along with links to donate. We are so grateful to Voke and Female Fan Nation for sharing our message and raising funds.

## FEMALE FAN NATION PARTNERS WITH THE CURE ALZHEIMER'S FUND



2/3 AMERICANS WITH ALZHEIMER'S DISEASE ARE WOMEN

Female Fan Nation unites all women who are interested in sports in a common community. We make a difference in causes that we care about, which is why we have partnered with The Cure Alzheimer's Fund. 100% of funds go to directly to research. Alzheimer's disproportionately impacts women. The Cure Alzheimer's Fund supports the brightest scientific minds in the field, the majority women.





HEROES IN ACTION

# JOG YOUR MEMORY 5K GOES VIRTUAL

The **Jog Your Memory 5K** event broadened its reach well beyond its hometown of Needham, Massachusetts, for the September race this year. For the 7th annual race, more than 700 runners and walkers from 42 states and six countries completed a 5K run or 1.5-mile walk, raising more than \$190,000.

Founders Jess and Bob Rice established JYM in honor of Jess' mom, Carol Caley, who was diagnosed with early-onset Alzheimer's in 2007. With the collective effort of board

members Harry Stants, Ryan McKee, Kevin McKeon, Kelsey Martin and Jess' dad, Dick Caley, they pursue their "dream to raise money to run Alzheimer's into the ground." Since its inception, JYM has enabled Cure Alzheimer's Fund to support more than \$850,000 in research.

Our deepest gratitude to the Jog Your Memory team, participants and numerous corporate sponsors from the local community for another amazing year.

HEROES IN ACTION

# CONCERT FOR A CURE

After experiencing the positive impact music has had on her grandfather, who has Alzheimer's disease, **Nikki Torchon** and her husband, Jeff, were inspired to create CureSong, a benefit concert to fund Alzheimer's research.

During their visits, the couple observed that music made Miklos awakened, and inspired him to bounce in his chair and harmonize with the songs. Research suggests that listening to or singing songs can provide emotional and behavioral benefits for people with Alzheimer's. Musical memories often are preserved because the area of the brain linked to music memory is relatively undamaged by the disease.

Nikki witnessed the decade-long decline of her grandfather, Miklos Gellai, as the steady progression of Alzheimer's affected his memory and cognitive skills. "Working as a researcher and physiologist for almost 40 years, my grandfather had no idea that, a decade later, he wouldn't be able to remember any of it," she said.

The November CureSong benefit was held at the Music Hall at World Cafe Live in Philadelphia and raised more than \$6,400 for scientific research. World-class musicians Terell Stafford, Larry McKenna, Conjunto Philadelphia, and Chelsea Reed and the Fair Weather Five donated their time to perform. Thank you!

## Did you know?

In 2004, the same year Cure Alzheimer's Fund was founded...

FACEBOOK and GMAIL  
were both launched.

# Fashionable FUNDRAISING

More than 400 fashionistas and supporters arrived dressed to the nines and ready to party at the 6th Annual Aine's Boutique Fashion Show to benefit the **David K. Johnson Foundation**. The event was held in November at the Austin Preparatory School in Reading, Massachusetts.

Partygoers enjoyed hors d'oeuvres, signature cocktails, a silent auction and the latest fashions for the holiday season while raising more than \$50,000 for the foundation dedicated to funding Alzheimer's research and supporting families affected by the disease.

Julie Centrella, owner of Aine's Boutique and a DKJ Board Member, has been producing the fashion show since its inception. She has a personal

connection to the disease: her mom and four of her maternal aunts have or had Alzheimer's disease.

Bruce and Gregory Johnson started the foundation in 2001 in honor of their father, David, who was diagnosed with Alzheimer's disease at the age of 60 and passed away eight years later, in 2004. Since partnering with CureAlz in 2012, DKJ has directly raised more than \$220,000 for Alzheimer's disease research. We are so grateful!



From left: Bruce Johnson, Julie Centrella and Greg Johnson.

## Heroes Spotlight

It was an evening of education and insights with best-selling author and neuroscientist Lisa Genova on Nov. 13 at the 2nd Annual Alz Day in Richmond, Virginia. Hosted by **The Rick Sharp Alzheimer's Foundation**, attendees learned about the latest science discoveries, research and the reality of living with Alzheimer's disease. ■ Inspired by his grandmother who had Alzheimer's, **Michael Makar**, a student at the New Jersey Institute of Technology, joined by members of the Circle K International Club, held a 12-hour livestream fundraiser in November to benefit CureAlz. He raised \$1,125, more than double his initial goal of \$500. "I cannot express how happy I am to give that money and effort to such an amazing cause, one that I believe would make my grandmother proud," he said. ■ English footballer **Jordan Skelton**, who is a defender for Tormenta FC of south Georgia (competing in USL League One), chose CureAlz to receive proceeds from the club's first jersey auction in November. ■ **Dave, Rita and Enzo Whetton** held a Music Trivia Night in December at Rock 'n' Joe Espresso Café in Caldwell, New Jersey, raising \$1,000 for CureAlz. ■ **Joe Droz**, owner of JD Core Training in Fairfield, New Jersey, celebrated the fourth anniversary of his business in May 2019 by hosting a charity bootcamp that raised more than \$3,100 for CureAlz. ■ Luxe and bespoke jewelry maker **A Token Of**, based in Los Angeles, is donating 10% from the sale of its distinctive French enamel Hope Locket Ring to Cure Alzheimer's Fund.



# RECOGNITION AND ACKNOWLEDGMENTS

Cure Alzheimer's Fund is honored to have been recognized through the years by multiple charity rating services and other national organizations for our work in Alzheimer's disease research. These recognitions underscore the importance of our mission to fund breakthrough research through effective stewardship of donor funds.



Cure Alzheimer's Fund has been awarded the highest rating of **4 Stars** for nine consecutive years by Charity Navigator, an important independent evaluator of nonprofit organizations based in the United States. In 2018, Cure Alzheimer's Fund also received the designation of one of America's 10 best medical research organizations.



Cure Alzheimer's Fund also has received the highest designation by GuideStar of *Platinum level*.



The Better Business Bureau has confirmed that Cure Alzheimer's Fund meets all of its 20 *Standards for Charity Accountability*.

## Forbes

Each year, Forbes identifies an individual charity to feature on each of the 12 days before Christmas, providing charitable inspiration to millions of readers. For 2018, Cure Alzheimer's Fund was honored to be recognized, for the second time, for its mission of funding Alzheimer's research and the resulting breakthrough scientific discoveries that have moved us closer to a cure.

## GOODNET GATEWAY TO DOING GOOD

Goodnet is an independent platform that "connects people around the world for opportunities for doing good." Cure Alzheimer's Fund earned a top ranking from Goodnet and has been identified as one of "8 charities that give over 90% of raised funds to their cause."

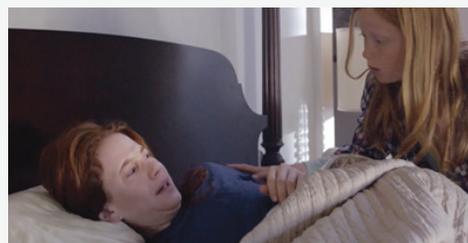
## INSIDER

The prominent American online media website Insider selected Cure Alzheimer's Fund as one of 10 important causes and best charities to donate to.

### ADVERTISING INDUSTRY AWARDS

The Cure Alzheimer's Fund awareness campaign titled "The Face of Alzheimer's" was honored with a Gold Award in the public service category by **Graphis**, the premier international publisher of communications design and visual imagery.

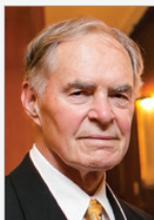
In addition, the Cure Alzheimer's Fund social media film "Daughter and Mother" has won numerous awards. **The Association of Independent Commercial Producers** selected "Daughter and Mother" as its public service announcement winner, and the film is now in the permanent archives of the **Museum of Modern Art** in New York City.



# OUR PEOPLE

Cure Alzheimer's Fund is governed by a Board of Directors and administered by a small staff of full-time and part-time employees. We are guided by a Research Leadership Group and a Research Strategy Council to ensure that the funded projects are consistent with the mission of the organization. To read the biographies of our Board members and staff, please visit [CureAlz.org/about-us/our-people/](http://CureAlz.org/about-us/our-people/).

## BOARD OF DIRECTORS

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*Co-Chairman, Board of Directors  
Founding Board Member  
Former Vice-Chairman of Mellon Bank,  
President of Mellon Bank Europe  
Chairman of the Morby Family  
Charitable Foundation*

**HENRY F. McCANCE**

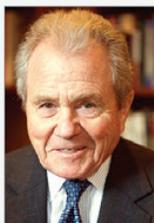
*Co-Chairman, Board of Directors  
Founding Board Member  
Chairman Emeritus of Greylock  
Partners  
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*Founding Board Member  
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Rappaport Charitable Foundation  
Director of New Boston Fund Inc.*

**SHERRY SHARP**

*Christian Writer  
President and Director of The Rick  
Sharp Alzheimer's Foundation*

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*Marketing Manager*

**JOYCE CANTOW**

*Accounting Assistant II*

**BARBARA CHAMBERS**

*Senior Vice President,  
Marketing and Communications*

**INGRID DANKERS**

*Gift Processing Assistant*

**KRISTEN HAWLEY**

*Manager, Meetings and Events*

**MAHUA HEATH**

*Senior Philanthropic Advisor, Development*

**MORGAN HERMAN**

*Executive Vice President, Development*

**AMANDA LACEY**

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**LAUREL LYLE**

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and Fundraising Programs*

**JESSICA MUTCH**

*Chief Financial Officer*

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*Development Associate, Operations*

**EMANUELA ZAHARIEVA**

**RAPPOPORT, PH.D.**

*Science Writer*

**CAITLIN SAIA**

*Research Program Administrator*

**SHARON SEVRANSKY**

*Gift Processing Assistant*

**JOHN SLATTERY**

*Senior Vice President, Development*

**MEG SMITH**

*Senior Vice President, Research Management*

**CONNOR SWAN**

*Manager, Leadership Gifts and Heroes Program*

**CINDY TURNER**

*Accounting Supervisor*

**DOROTHY VACARO**

*Gift Processing Associate*

## WAYS TO DONATE

# Support Our Research

Cure Alzheimer's Fund has been fortunate to receive contributions from thousands of donors at all levels to support finding a cure for Alzheimer's disease. We are humbled by their generosity and grateful to each and every donor. For those who wish to make an additional contribution, here are some of the ways you can give.

### Donor Advised Funds

We are pleased to accept gifts from your Donor Advised Funds (DAF). Donors with funds held by Fidelity Charitable, Schwab Charitable or Great Kansas Community Foundation can use the DAF Direct form to process donations directly from our website ([curealz.org/giving/ways-to-donate/](http://curealz.org/giving/ways-to-donate/)). For all other Donor Advised Fund holders, please mail checks to: Cure Alzheimer's Fund, 34 Washington St., Suite 310, Wellesley Hills, MA 02481.

### Qualified Charitable Distribution

If you are 70½ years of age or older and have a traditional IRA, there's a smarter way to give to Cure Alzheimer's Fund. You can make a contribution, also known as a Qualified Charitable Distribution (QCD), from your IRA that is 100% tax free, whether or not you itemize deductions on your tax return.

### Monthly Giving

We also offer the option of monthly giving, allowing you to select a specific gift amount for automatic, recurring contributions. Monthly giving is a powerful way to show your support for research to find a cure and provides us with the ability to make much-needed research grants throughout the year.

### Peer-to-Peer Fundraising

We are so fortunate to have been the focus of many special fundraising events; the myriad ways people have come up with to hold events is truly inspiring. If you would like to host a virtual or in-person fundraising event and are interested in learning from what others have done, please contact us at [info@curealz.org](mailto:info@curealz.org). We'll be happy to share ideas with you and provide important details on getting started.



Make your Amazon purchases through **smile.amazon.com** and select "Alzheimer's Disease Research Foundation dba Cure Alzheimer's Fund" as your designated charity. Each time you make a purchase, a percentage of the purchase price will go to our research.



Creating a personal fundraiser is as simple as adding a donate button to your **Facebook** page. It's quick and easy to do. You can set a goal amount if you'd like and create a custom message that will be sent to your friends inviting them to donate.



If you would like to **donate a vehicle** to Cure Alzheimer's Fund, the associates at Charity Dispatch will be happy to assist. They will pick up your car and provide you with a tax receipt. Visit [www.CharityDispatch.com](http://www.CharityDispatch.com) or call (866) 829-2918 for more information.



**Corporate match** programs are a terrific way to multiply your personal contributions to Cure Alzheimer's Fund. Talk to your human resources representative to find out whether your company has a matching program and how you can participate.



Consider **planned giving** options, some of which may offer tax incentives. If you choose to make a bequest or planned gift to Cure Alzheimer's Fund, you will become a member of our Legacy Society. All members of this group remain anonymous to the public and outside entities.

To explore these and other ways to give, please visit [CureAlz.org/giving/ways-to-donate/](http://CureAlz.org/giving/ways-to-donate/) or contact Laurel Lyle at [LLyle@CureAlz.org](mailto:LLyle@CureAlz.org), or by calling **781-237-3800**.

**100% of your donation goes directly to research.**



# Thank you.

To our researchers. To our supporters. To our heroes.

We honor you and are grateful to all those who have brought us one step closer to understanding, curing and preventing Alzheimer's disease.

OUR MISSION

Cure Alzheimer's Fund is a non-profit organization dedicated to funding research with the highest probability of preventing, slowing or reversing Alzheimer's disease.



34 Washington St., Suite 310 • Wellesley Hills, MA 02481  
(781) 237-3800 • [info@curealz.org](mailto:info@curealz.org)

Charity Designation – Cure Alzheimer's Fund is a "doing business as" name for the Alzheimer's Disease Research Foundation, a 501(c)(3) public charity with federal tax ID #52-239-6428.