

Holiday Gift Ideas

Celebrate the reason for the season
with a gift that gives back

A Q&A with Alan Arnette

Arnette is a mountaineer, speaker
and Alzheimer's advocate

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to Cure Alzheimer's Fund

CUREALZ UPDATE

WINTER SEASON 2018

THE CASE FOR HOPE

Panel Explores the Path Forward in Alzheimer's Research
at Our 8th Annual Scientific Symposium



Cure Alzheimer's FUND
targeting breakthrough research

THE CASE FOR HOPE

SCIENCE PANEL EXPLORES THE PATH FORWARD IN ALZHEIMER'S RESEARCH

The 8th Annual Cure Alzheimer's Fund Symposium featured award-winning NPR science writer Jon Hamilton moderating a discussion between Drs. Ron Petersen, Bob Vassar and Teresa Gomez-Isla on the Case For Hope in Alzheimer's disease research.

Co-Chairman Jeff Morby started the meeting by announcing that Cure Alzheimer's Fund had just received the designation of *Top 10 Best Medical Research Organizations* by nonprofit watchdog Charity Navigator. After providing the audience with an update of CureAlz's results, including \$75 million distributed for 340 research grants to 127 of the world's leading researchers, he then introduced Dr. Rudy Tanzi, who introduced the panel: Dr. Petersen as a champion for scientists whose policy work has been paving the way for clinical trials that target amyloid before the onset of symptoms, Dr. Vassar's discovery of beta secretase and Dr. Gomez-Isla's discovery of "resilient brains."

Hamilton asked the panelists why they had devoted their lives to searching for a cure. As a Vietnam-era researcher, Dr. Petersen spent time in a biomedical research lab in the Army researching the drugs that influence memory. Dr. Vassar shared a personal story of his mother's diagnosis of Alzheimer's disease that spurred his own motivation to attend graduate school at the University of Chicago. And, as a neurologist at Massachusetts General Hospital, Dr. Teresa Gomez-Isla explained that she made the commitment as a medical student after meeting an Alzheimer's patient

for the first time. She remembered being impacted by learning that the disease can steal one of the "greatest treasures we have as human beings—our memories."

Progressing Through Challenges

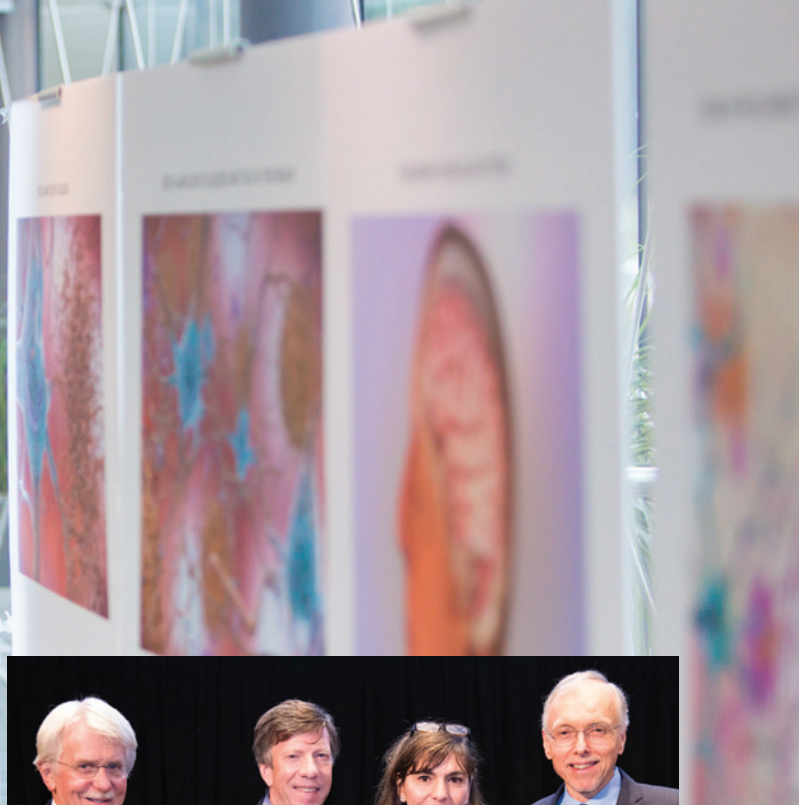
The panelists described the challenge of connecting the events happening in the brain to the symptoms experienced by patients. All three of the scientists explained that amyloid plaques and neurofibrillary tangles build in the brain for many years and accumulate during long, cognitively normal periods of the disease. By the time the patient develops clinical symptoms, there is already significant cell death and brain atrophy.

Hamilton noted he had written a lot of articles about the multitude of failed drug trials and asked the scientists why Alzheimer's disease is so tough to cure—and whether amyloid is the right target. Dr. Vassar explained that evidence pointed directly to a role for amyloid as a causative agent. Alzheimer's disease likely is triggered through an increase in the production of amyloid beta—specifically amyloid beta-42. Dr. Vassar made the case for antibodies





Above: Attendees review a series of illustrated posters depicting the pathology of Alzheimer's disease.



Right: Panel participants (l to r) Dr. Ron Petersen, Jon Hamilton, Dr. Teresa Gomez-Isla and Dr. Bob Vassar.



that remove amyloid from the brain in a dose-dependent manner: the more amyloid removed, the better the cognitive outcome. The panelists also highlighted the point that clinical trials to date have focused on individuals with severe memory problems and irreparable damage in the brain, rendering the drugs ineffective. The panelists called for clinical trials that clear amyloid in the pre-symptomatic phase before memory problems develop.

Dr. Gomez-Isla outlined significant ways the research field has progressed. For one, it is known that Alzheimer's patients have a special amyloid distribution in the areas of the cortex responsible for thinking and processing information from the five senses. The pattern of amyloid distribution is less predictable than tau tangles. The first area that develops neurofibrillary tangles is the entorhinal cortex—an area that is a crucial for memory formation. Scientists now know that tau can spread between connected cells. Novel imaging techniques, including positron emission tomography (PET), amyloid-tracers and tau-tracers, are allowing neurologists to see into

“...the disease can steal one of the greatest treasures we have as human beings—our memories.”

Dr. Teresa Gomez-Isla

the human brain for the first time. Ultimately, imaging may allow for interventions earlier in the development of the disease.

Making Three Cases for Hope

The scientists then moved forward with outlining the case for hope and discussed using a multipronged approach to tackling Alzheimer's disease. The science has moved beyond studying only amyloid and tau. Dr. Vassar explained that there are soluble forms of amyloid that are not anchored down and lead to the formation of dystrophic neurites. In addition, there is an inflammatory approach to design drugs that alter the expression of genes expressed in microglia such as TREM2 or CD33. In grants provided by Cure Alzheimer's Fund, hundreds of genes have been identified that appear to be involved in the progression of the disease.

Dr. Gomez-Isla reviewed the idea of disease resilience based on genetic anomalies that have the potential to be instructive for Alzheimer's disease. Some

continued on page 11

A Q&A WITH ALAN ARNETTE

When Alan Arnette summited K2 on his 58th birthday, he became the oldest and 18th American to summit the world's second-highest peak. All told, he has completed 35 major climbing expeditions, including the Seven Summits, Everest and Manaslu. Arnette is a mountaineer, speaker and Alzheimer's advocate. While climbing is his passion, raising awareness and research funds for Alzheimer's research in his purpose.



Arnette at the summit of Island Peak, aka Imja Tse, after successfully climbing the 6,139 meter (20,305 foot) peak on Oct. 20 at 10 a.m.

You've been a mountaineer for more than 20 years. What motivated you to bring awareness to Alzheimer's disease through your passion for climbing?

I started climbing in 1994 at age 38—late for most people—and fell in love with the rewards and challenges of the sport. I attempted Everest three times with no summit and thought it was my own inadequacies, my guide or the mountain. Through deep introspection I began to understand that I lacked a true purpose to fuel me.

When I took early retirement from Hewlett-Packard to oversee the care of my mom Ida, I had an opportunity to redefine myself both in terms of climbing and my life's work. My website, alanarnette.com, had developed a following of 3 million visitors, so I knew I had a platform to make a statement. So, as I like to call it, Alan 2.0 was born with a passion for climbing and a purpose as an Alzheimer's advocate.

In 2011, I had an opportunity to attempt the Seven Summits—the highest peak on each of the seven continents—and set the challenging goal of completing all the climbs in less than a year. I was successful on all but Denali.

That experience told me that I could use my climbs to gently and respectfully educate my followers on AD, raise money for research and, in the process, make a measurable difference.

So now at age 62, with 35 major climbs completed, I have reached over 50 million people and raised hundreds of thousands for Alzheimer's research.

Tell us about your mom.

Ida was the memory keeper in our family. She was the one at family reunions who knew every person's name, where they lived and who their parents were. She had eight siblings—four of her sisters also

died from AD. She was very smart and extremely curious.

Ida was extremely dedicated to me and my brother, Ken. She quit work to raise us, then returned to pursue her own ambitions. I always say that if she had been alive today, she would have been a CEO. She married my dad, Jim, after WWII at age 26. We were the typical "Leave It to Beaver" family with a love for travel, space exploration and living life to the fullest. I believe to this day that it was a family vacation to Colorado at age 11 that planted the seed for my love of mountaineering.



What are "Memories are Everything" climbs?

I coined the term "Memories are Everything" over 10 years ago and sign off with it on all my correspondence, blogs and dispatches from the climbs. It also helps me to remain focused on my purpose.

You hold the record for being the oldest American to summit K2. To what extent do you attribute your own lifestyle and training choices to allowing you to continue to explore these extreme environments?

I'm extremely grateful to have survived the K2 experience. Only about 350 people have summited K2, compared to 8,000 on Everest. I almost joined the ranks of those who never came home. I developed high altitude pulmonary edema (HAPE), where fluid builds up in your lungs. I was fortu-

nate to be on an experienced team, with Kami Sherpa by my side. It was my climbing experience, love and support from so many around the world that gave me the energy to keep going.

I understand that I have a higher-than-average risk of already having developed Alzheimer's disease. I have not been tested. My choice is to live an active, healthy life while trying to eat well. I believe a healthy heart equals a healthy brain and that's about all I can do at this point.

Where will your climbing adventures take you next?

I spent the month of October in Nepal trekking and climbing a 20,000-foot peak called Island Peak. It was just Kami Sherpa and me. As usual, the climb was used to raise money for AD. I'm very grateful to Jim and Carol Beers for matching every donation made during my climb up to \$20,000. I am thrilled we rased over \$40,000 together!

Are you hopeful there will be a cure for Alzheimer's someday?

I'm 100 percent confident a cure will be found. In 2006, my dad, Jim, was near the end of his life in the ICU in Memphis. Ida was there and very confused, not recognizing me or Jim at times. I asked the doctor, "What is wrong with mom?" He said, "Oh, she has Alzheimer's and there is nothing you can do about it."

I went online to learn about the disease and was dumbstruck. I was ignorant about AD and found the state of research, understanding, care and, most importantly, funding compared to heart disease, HIV/AIDS and cancer unacceptable.

Now 12 years later, with breakthroughs like "Alzheimer's in a Dish," I am confident researchers will find a way to slow, stop or even reverse Alzheimer's in my lifetime. This is why I support Cure Alzheimer's Fund. ■



JOG YOUR MEMORY IS A TRUE FORCE IN THE FIGHT AGAINST ALZHEIMER'S

It was a milestone year for the Jog Your Memory annual 5K run and two-mile walk. The Needham, Massachusetts, nonprofit celebrated its fifth annual event in September by making 2018 its best year yet: topping \$500,000 in donations to Cure Alzheimer's Fund since its inception. That's not all. A record-breaking 614 people registered for the race and 450 people and businesses from 25 states donated,

amounting to \$190,000 raised for Alzheimer's research and caregiving this year.

"It's such an inspiration when family, friends and neighbors come together to make the event bigger and better every year," said Senior Vice President of Development John Slattery, who was at the event. "We are honored to work with this organization."

Jess and Bob Rice were inspired to found JYM when Jess' mother was diagnosed with early-onset Alzheimer's in 2007. With the collective power of board members **Dick Caley, Michelle Vitagliano Taranto, Michelle Schmidt, Harry Stants, Ryan McKee and Kelsey Martin**, they seek to "raise money to run Alzheimer's into the ground."

DAVID K. JOHNSON FOUNDATION 18TH ANNUAL GOLF TOURNAMENT

The sold-out David K. Johnson Foundation golf tournament held in August at Four Oaks Country Club in Dracut, Massachusetts, raised \$33,000 for Alzheimer's research and care.

This year, co-founders **Bruce and Gregg Johnson** (pictured below, far left), introduced Dementia Friendly Reading (DFR), a new initiative to educate Reading, Massachusetts, businesses on how to support

and accommodate customers with dementia. They also introduced The Leo R. Campbell Hope Award, which recognizes individuals who support and empower those with dementia and their caregivers.

In a heartfelt presentation, Bruce stated, "This award and the DFR initiative embody our passion and our mission. We know our parents would be thrilled."



The DKJ Foundation was started in 2001 soon after Bruce and Gregg's father, David, was diagnosed with Alzheimer's at age 60. Through the foundation, Bruce and Gregg strive to carry on their parents' legacy of helping others, sharing love and support, and having fun. DKJ donates funds raised to Cure Alzheimer's Fund, and supports the local community by funding activities and a student scholarship. To date, the DKJ Foundation has donated more than \$450,000 toward Alzheimer's research and affected families.

Heroes Spotlight

Ralph "Ed" Willet of Hampton Roads, Virginia, rode his Harley Davidson Ultra Classic touring motorcycle from Virginia to Newfoundland to raise funds for Cure Alzheimer's Fund in "A Ride to Remember 2018." Ed chronicled his 73 days and 8,382 miles on the road with daily posts and pictures of his travels through 10 states, three Canadian Provinces and three time

zones. ■ When **Mike Paley** and **Rachel Cantor** of Chicago married this summer, they requested donations be made to CureAlz in lieu of gifts. ■ **Liz Mellerup** of Dursley, England, celebrated her 80th birthday on Oct. 7. Her gift was donations from friends and family to CureAlz. ■ The New England Parking Council selected CureAlz to benefit from the proceeds of the annual golf

tournament held in August at Stow Acres Country Club in Massachusetts. Thank you to organizers **Michael Casalinuovo** and **Suzanne Rinfret**. ■ While interning with National Grid Ventures in Waltham, Massachusetts, Boston University student **Robie Webster Jr.** led the company's U.S. entrance into a corporate Fitbit challenge, with proceeds to benefit CureAlz.

GRANDMOTHERS' BATTLES WITH ALZHEIMER'S DISEASE INSPIRE GIRLS TO ACTION

Hailey Richman's (New York City) volunteerism began when her grandmother Ruth, who has Alzheimer's, reacted so positively when Hailey worked on puzzles with her. In addition to being a fun activity, Hailey quickly learned that puzzle-solving stimulates the brains of people with Alzheimer's disease and improves their mood.

This prompted Hailey to volunteer with **Puzzles To Remember**, a nonprofit that collects and distributes puzzles to facilities that care for Alzheimer's patients. The organization, for which the 11-year-old is now the associate director, has distributed almost 100,000 puzzles to more than 5,500 facilities in all 50 states and around the world. Director Max Wallack said Hailey "has been amazing. Not only has she supported my work, she has greatly expanded the reach of Puzzles To Remember."



Hailey also has started a nonprofit, **KidCaregivers.com**, where she provides advice and support to children like herself who are helping care for those with Alzheimer's. Hailey recently became national honoree for The Prudential Spirit of Community Awards, the United States' largest youth recognition program based exclusively on volunteer service. The recognition included a monetary award, \$1,000, which she is planning to donate to Cure Alzheimer's Fund.



Alexa Burton (Milton, Massachusetts) and her grandmother, Diane Afton Aeschliman, have always been very close. When Alexa decided to run a half-marathon in Newport, Rhode Island, her mom said "it was a great way for her to feel like she was able to do something positive as our family struggles with the losses associated with my mother's Alzheimer's." Alexa's paternal grandmother and great-grandmother also had Alzheimer's disease.

Alexa not only surpassed her fundraising goal, she beat her personal goal by 30 minutes, completing the half-marathon in 1 hour 54 minutes. At age 12, this co-captain of the Milton Academy cross-country team was the youngest participant and 3rd finisher in her age group (Under 19).

HOLIDAY GIFT IDEAS

Celebrate the reason for the season and give a gift that gives back.

Love Deeply Weep Freely: Every sale of the REMEMBRANCE handkerchief means a donation to CureAlz and research that brings us closer to a cure for this devastating disease that affects so many around the world. Visit lovedeeplyweepfreely.com to purchase.



Mahkana: Twenty-five percent of net proceeds from the Cure Alzheimer's Fund bracelet will fund targeted research with the highest probability of slowing, stopping or reversing Alzheimer's disease. Visit mahkana.com to purchase.



Los Angeles-based **All Heart Cosmetics** is offering a limited edition nail polish named "Remember Me." The polish is a red base with tiny gold shimmers; \$1 of every bottle sold goes to Cure Alzheimer's Fund. The polish is available for purchase on the company's website ShopAllHeart.com. PETA and Leaping Bunny proudly certify All Heart Cosmetics' formula as cruelty free and vegan. Visit shopallheart.com to purchase.





FROM OUR COMMUNITY

"The residents, families and staff of our community-based residential facility got together on a beautiful Sunday morning this September to honor and remember those that have passed away and those still on their journey with Alzheimer's and other dementia-related diseases. We attached messages to 40 purple balloons and had a group balloon release. We stood side by side and watched them float away. At one point it appeared as though the balloons formed the shape of a heart.

"It was a very special tribute and we are honored to be able to donate to your amazing fund!

ELDER CARE COTTAGES

Waterford, Wisconsin

News In Brief

CureAlz on Charity Navigator Top Ten List

Cure Alzheimer's Fund received the designation of *Top 10 Best Medical Research Organizations* by Charity Navigator, the nation's largest and most-utilized non-profit watchdog. In making the announcement in October, Charity Navigator stated that "these charities are committed to funding cutting-edge research and finding breakthroughs for a spectrum of conditions and diseases. They are also dedicated to using donor funds wisely in their journey to find a cure."

CureAlz has had a four-star rating, the highest possible designation, for eight consecutive years. Four stars indicates that a charity exceeds industry standards and outperforms most charities in its cause.



Welcome Jillian Shaw

Jillian Shaw has joined the Cure Alzheimer's team as a science communicator.

Shaw says she "fell in love with the brain" as an undergraduate at Vassar College while reading the case studies of famed neurologist Dr. Oliver Sacks. She earned her Ph.D. from the University of Southern California and did post-doctoral training at Stanford University.

A molecular neurobiologist, Shaw's doctoral research explored a role for the Down Syndrome critical region 1 gene in ameliorating axonal transport defects and memory loss associated with Alzheimer's disease.



She brings to the team experience as the reviews editor at the neuroscience research journal *Neuron* and completion of the post-baccalaureate premedical program at Columbia University.

"When a cure feels insurmountable, I for one take inspiration from the explorers who made it to the summits of mountains once considered unscalable," she said. "Following the scientific discoveries of the scientists working in collaboration with Cure Alzheimer's Fund makes me feel that we are in the midst of a technique-based scientific revolution that is accelerating progress for conquering neurodegeneration."

When she is not reading about the brain, Shaw is an avid rock climber whose travels have taken her to peaks in Norway, Peru, Yosemite and Wyoming.

'Daughter and Mother' selected to air in Europe and Africa

The award-winning social media film by BBDO New York for Cure Alzheimer's Fund, "Daughter and Mother,"

has been selected by Euronews to air nationwide throughout Europe and Africa.



One Minute of Responsibility, ads for a better world, is an initiative created by the European television news network and ACT Responsible in 2006 to highlight public-interest campaigns that are trying to change the world. The pro bono placements of “[Daughter and Mother](#)” will air this fall on television and online at the [One Minute of Responsibility channel](#).

“Daughter and Mother” examines the tragic and overlooked impact of Alzheimer’s on caregivers. The two-minute film tells the heartbreaking story of a young girl tasked with caring for her sick mother, following the pair as they struggle with simple tasks made difficult by the mother’s illness.

Other organizations whose PSAs have been selected previously by Euronews include Save The Children, Amnesty International and the Red Cross.



Robinson Hill, Simmons Magazine

Morby Lauded as Pioneer in Venture Philanthropy

Jacqueline Morby, founder and board member of Cure Alzheimer’s Fund, was profiled by her alma mater, Simmons University, in the spring issue of the Simmons Magazine. In the piece titled

“Where No Woman Has Gone Before,” Morby is lauded as a winning venture philanthropist and “a pioneer in the venture capital world—both for being a woman in the man’s field, and for nailing the potential of the first software companies before virtually anyone else did.”



PLAN YOUR GIVING NOW

Planned giving is a commitment to give a charitable organization a major gift, over time or at death, as part of overall financial and estate planning.

“It doesn’t matter if you’re 20 or 80, it’s not too soon or too late to think about the kind of legacy you want to leave,” said Laurel Lyle, Vice President of Development Operations and Fundraising for Cure Alzheimer’s Fund.

Lyle says the organization has evolved since its founding in 2004. One big change, she notes, is that “more and more loyal donors are planning their contributions now and with a legacy in mind.”

When CureAlz decided to formalize a planned giving program, it conferred with top legal and financial professionals in the field to create different options, some of which may offer tax incentives, that would allow people of all levels of income to plan their giving.

If you have any questions regarding planned giving for CureAlz, or if you would like to receive the new planned giving guide or make a gift, please contact Laurel Lyle at LLyle@CureAlz.org or 781-237-3800. For more information, visit CureAlz.org/giving/ways-to-donate/planned-giving/.

Financial Update

JULY 2018 – SEPTEMBER 2018

Numbers shown are preliminary for the period and are rounded to the nearest \$100,000.

	YTD	Inception to Date
Contributions received	\$11.9M	\$106.1M
Operating expenses paid by the board	\$2.4M	\$20.7M
Research funded	\$8.9M	\$75.9M

Research Projects

	Distribution Amount
CIRCUITS: Utilizing Functional Maps to Prioritize Therapeutic Targets in Alzheimer's Disease (Year 2) Winston Hide, Ph.D., University of Sheffield	\$209,725
Modeling Alzheimer's Disease in Specific Subtypes of Human Neurons Through Direct Neuronal Reprogramming of Patient Fibroblasts (Year 3) Andrew Yoo, Ph.D., Washington University School of Medicine	\$172,500
Alzheimer's Risk is Higher in Women: Identification of Female-specific Brain Bioenergetic Targets (Year 1) Lisa Mosconi, Ph.D., Weill Cornell Medical College	\$170,861
The Role of PICALM Mutations in Alzheimer's Disease (Year 3) Berislav V. Zlokovic, M.D., Ph.D., and Zhen Zhao, Ph.D., University of Southern California	\$345,000
Meningeal Lymphatic Function and Antibody Therapy in Alzheimer's Disease (Year 3) Jonathan Kipnis, Ph.D., University of Virginia	\$230,000
APOE Proteoforms in Human Central Nervous System and Validation of Translational APOE Pharmacodynamic Markers (Year 2) Randall J. Bateman, M.D., Washington University	\$250,000
Effects of Peripheral APOE on Central Nervous System Functions and Alzheimer's Disease Pathogenesis (Year 2) Guojun Bu, Ph.D., Mayo Clinic Jacksonville	\$250,000
The Role of APOE in Microglia Regulation in Neurodegeneration (Year 2) Oleg Butovsky, Ph.D., Brigham and Women's Hospital	\$250,000
Impact of APOE and Sex on Vulnerable Neuron-Specific Functional Networks (Year 2) Paul Greengard, Ph.D., The Rockefeller University	\$250,000
Understanding the Effect of APOE on Tau-Mediated Neurodegeneration (Year 2) David M. Holtzman, M.D., Washington University	\$300,000
Using Human Bioengineered Cerebral Vessels to Explore How Native APOE Affects Cerebrovascular Properties Relevant to Alzheimer's Disease (Year 2) Cheryl Wellington, Ph.D., University of British Columbia	\$251,379
Neurobiological Basis of Cognitive Impairment in African Americans: Deep Phenotyping of Older African Americans at Risk of Dementia (Year 1) Henry Paulson, M.D., Ph.D., Bruno Giordani, Ph.D., and Benjamin Hampstead, Ph.D., University of Michigan	\$241,738
Analytical and Statistical Tools for Sequence Analysis for Alzheimer's Disease (Year 3) Christoph Lange, Ph.D., Harvard University	\$250,000
Understanding Human Brain Resilience to Alzheimer's Pathology (Year 1) Teresa Gomez-Isla, M.D., Massachusetts General Hospital	\$300,000
Whole Genome Characterization of DNA Methylation Changes in the Aged and Alzheimer's Disease Human Brain (Year 2) Rudolf Jaenisch, M.D., Whitehead Institute for Biomedical Research, and Joseph R. Ecker, Ph.D., The Salk Institute for Biological Studies	\$287,500
CIRCUITS: IPS Cells and the Human Brain (Year 2) Bradley T. Hyman, M.D., Ph.D., Massachusetts General Hospital	\$148,732
Development and Breeding of Mice Models for Genes to Therapies™ Research Projects Taconic	\$688,854
Behavioral Phenotyping of ACE1 KI Mice (Year 1) Psychogenics	\$29,000

THE CASE FOR HOPE

continued from page 3

individuals tolerate robust amounts of plaques and neurofibrillary tangles without exhibiting clinical dementia. The profiles of the glia cells from Alzheimer's patients compared with those with resilient brains are very different, suggesting that there are novel drug targets to be uncovered.

Dr. Petersen explained he envisioned a future where it is recognized that Alzheimer's disease has many causes and may require treatments that target multiple facets of the disease, ranging from the vasculature to the pathology. The therapy combination will depend on an individual, and ideally will include a blood profile

rather than an invasive spinal tap. Dr. Vassar explained that new tools such as Alzheimer's in a Dish provide for high-throughput drug screening on a massive scale.

Dr. Gomez-Isla ended the night by explaining that she is fighting alongside her patients, who are a part of her research team and generously offer to undergo scanning to help uncover a cure. Cure Alzheimer's Fund is grateful for the participation and insights of these three extraordinary scientists, and all of its funded researchers, who are dedicated to finding a cure. ■



MISSION:

Fund research with the highest probability of preventing, slowing or reversing Alzheimer's disease.

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CUREALZ UPDATE

WINTER SEASON 2018

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SUPPORT OUR RESEARCH

The research we have funded has provided for many advancements in understanding Alzheimer's disease. Your donation, and the donation of so many others, will help scientists around the world in their quest for a cure. There are easy ways you can contribute to Alzheimer's research through some of the interactions you have online every day.

DONATE WHEN YOU'RE BUYING AND SELLING...

Did you know there's a great way to give back to charity through the purchases you're already making online? It's a simple, one-time set-up—and at no additional cost to you!



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.

DONATE YOUR DAY OR USE YOUR EVENT TO GIVE...

Ask friends and family to donate to CureAlz to memorialize a birthday, wedding or anniversary in place of buying you gifts. Or get creative and turn your party or event into a fundraiser for Alzheimer's 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.



Sellers can choose to donate a portion of their sales on any items they sell on eBay, and buyers can shop while supporting their favorite charities; you also can make a direct dollar donation by visiting Charity.eBay.com.



With the CrowdRise fundraising platform tool, you can create your own fundraising page to raise money for Alzheimer's research. From a bake sale to bowling, golf tournament to car wash, and everything in between, your event fundraiser can be as creative as you want it to be. Visit CrowdRise.com.

Remember, 100% of every dollar you raise will go to fund vital research into Alzheimer's disease.

For more information on all of the ways you can give, please visit CureAlz.org or contact Vice President of Development Operations and Fundraising Programs Laurel Lyle at **781-237-3800**, LLyle@CureAlz.org.

