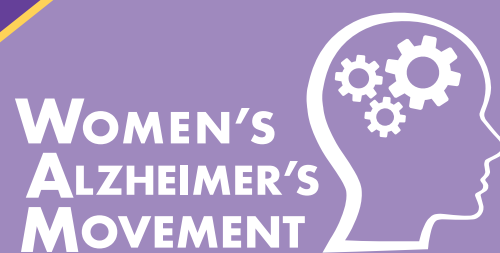

Women's Alzheimer's Movement
2019 Impact Report

Changing the Future for All Minds.
Together.





“Two out of three Americans living with Alzheimer’s disease today are women, as are two out of three caregivers. With women at the epicenter of the Alzheimer’s crisis, we must also be at the heart of the solution.”

– *Maria Shriver*

A Message of Gratitude

Dear Friends of the Women's Alzheimer's Movement,

We begin the new year just as we ended the last — with deep gratitude for your unwavering support of the Women's Alzheimer's Movement (WAM). Your trust in WAM's mission helped us make a real impact in 2019.

Since first reporting the disproportionate effect Alzheimer's has on women nearly 10 years ago in *The Shriver Report: A Woman's Nation Takes on Alzheimer's*, published with the Alzheimer's Association, WAM has been calling for more women-focused research. We are encouraged to see record numbers of scientists around the world now engaged in gender-based Alzheimer's research. Because of your generosity, WAM has been able to fund 26 of these critical studies at leading institutions across the U.S. We are now developing ways to put this gender-based research to practical use — “services on the ground” as we call it. We are establishing Alzheimer's prevention centers, designed for people, especially women, to access the medical experts they need to learn how to delay or prevent Alzheimer's. We will share more about this exciting news in 2020.

In addition to funding research, you have helped WAM educate women and families on how to care for their cognitive health from a young age on, to delay or prevent the disease in later life. You have also helped us keep our cities, states and elected officials focused on what they need to do to chart a path forward for the millions of people living with Alzheimer's, and the millions more caring for them.

It's been a year of great progress, steadfast determination and impact. On behalf of our entire team, thank you for helping us change the future for all minds.

Maria Shriver

Founder

Women's Alzheimer's Movement

Erin Stein

Executive Director

Women's Alzheimer's Movement

Our Mission is to move the needle on Women and Alzheimer's by discovering through gender-based research why this disease discriminates against women. We educate and empower women and their families with information they need to prepare for and prevent Alzheimer's, and we collaborate with leaders across our nation to chart a path forward for the millions of families living with this disease. Ultimately, our goal is to help wipe out Alzheimer's and change the future for all minds.





Why Do 2 out of 3 Brains That Develop Alzheimer's Belong to Women?

At WAM, we are relentless in our pursuit of the answer to this question. We believe that by focusing research on the largest group affected by the disease, we will unlock the mysteries surrounding Alzheimer's for everyone. Funding women-focused research is a critical first step to achieving this goal.

Changing the Future for All Minds Through Research

WAM funds some projects in the form of seed or pilot grants, supporting innovative scientists in gathering enough data to apply for larger, National Institute of Health funded studies. Other WAM awards are based on creative collaborations with larger scientific institutions. Whether looking at sex hormones, menopause, nutrition, lifestyle interventions, the role of the gut, or any other factor potentially contributing to a risk for Alzheimer's, the studies WAM funds are all focused on answering the question of why two out of three brains with Alzheimer's belong to women.

WAM Research Grants

Thanks to your generosity and engagement, we funded 8 grants in 2019, bringing our overall number since 2016 to 26 WAM grants at 11 leading institutions for a total of \$2.5 million. The following are the esteemed institutions receiving the 2019 grant awards:

8 WAM Grants in 2019
26 WAM Grants since 2016
At **11** leading institutions

2019 grant award recipients:

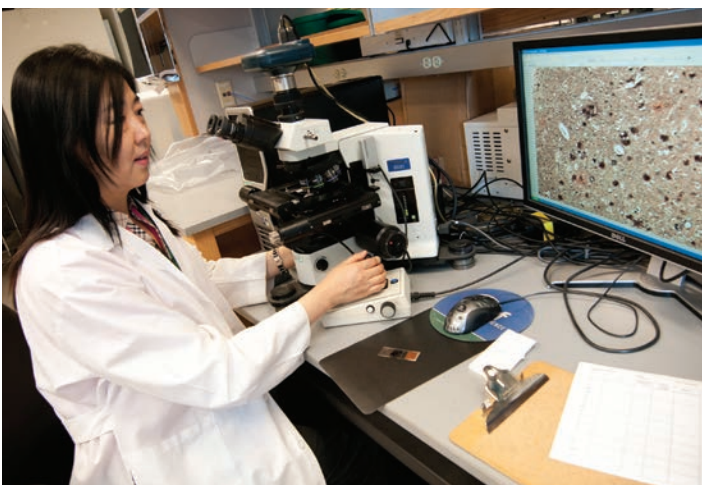
- ↻ Ann Romney Center for Neurological Diseases at Brigham & Women's Hospital
- ↻ Center for Innovation in Brain Science, University of Arizona
- ↻ Lou Ruvo Center for Brain Health, Cleveland Clinic
- ↻ Weill Cornell School of Medicine and New York-Presbyterian
- ↻ Alzheimer's Disease and Memory Disorders Program, Weill Cornell
- ↻ Alzheimer's Association, Women's Alzheimer's Research Initiative (WARI)
- ↻ Institute for Memory Impairments and Neurological Disorders UC Irvine
- ↻ Massachusetts General Hospital Genetics and Aging Research Unit

WAM Collaborative Initiatives

- ♥ The WAM Alzheimer's Prevention Clinic Consortium grew to include The Poplars Center, Overdale Hospital, Jersey England
- ♥ The Women's Alzheimer's Movement Initiative was established at UCLA to support a 2-year fellowship in conducting gender-based Alzheimer's research
- ♥ The WAM/UCI MIND Women's Initiative funded a new pilot study looking at inflammation and Alzheimer's. This study earned an additional \$1.8 million grant from the NIH. The Initiative also received a \$250,000 grant through WAM's partnership with the Living Legacy Foundation which will enable UCI MIND to award several new grants for pilot studies into sex differences as they apply to Alzheimer's

“WAM has been an incredible source of support and inspiration for all of us at the Weill Cornell Women's Brain Initiative, an entire research program devoted to understanding how brain health plays out differently in women than in men, especially in terms of Alzheimer's risk. Receiving a WAM grant has enabled us to develop novel technologies and collect key preliminary data, both of which were pivotal to advance our knowledge of Alzheimer's risk in women as well as to apply for a larger NIH grant. We couldn't be more grateful to WAM and Maria Shriver for shining a much needed light on women's brain health!”

– *Lisa Mosconi, PhD*



Changing the Future for All Minds Through Education & Awareness

Educating the general public both nationally and globally is essential if we are to change the future for all minds. Awareness and education are the foundation for understanding the crisis before us and what it is going to take to wipe out Alzheimer's once and for all. Here is what your support in 2019 enabled us to do to drive global awareness about women and Alzheimer's.

WAM Website

Our website continues to be the go-to destination to provide the latest and best information and insights on women and Alzheimer's. Our website traffic nearly doubled over last year to one million visitors.



WAM Newsletter

The WAM Newsletter is the premier newsletter to educate, empower and engage people about health, policy and social issues relating to women and Alzheimer's. Our newsletter grew by 30% over 2018 by adding over 7500 new subscribers reaching 85 countries.

Our newsletter now reaches

85 countries

and includes

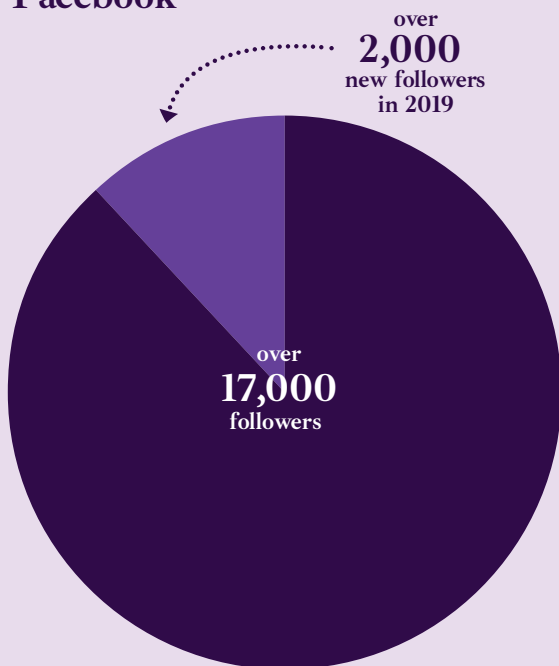
7,500 new subscribers



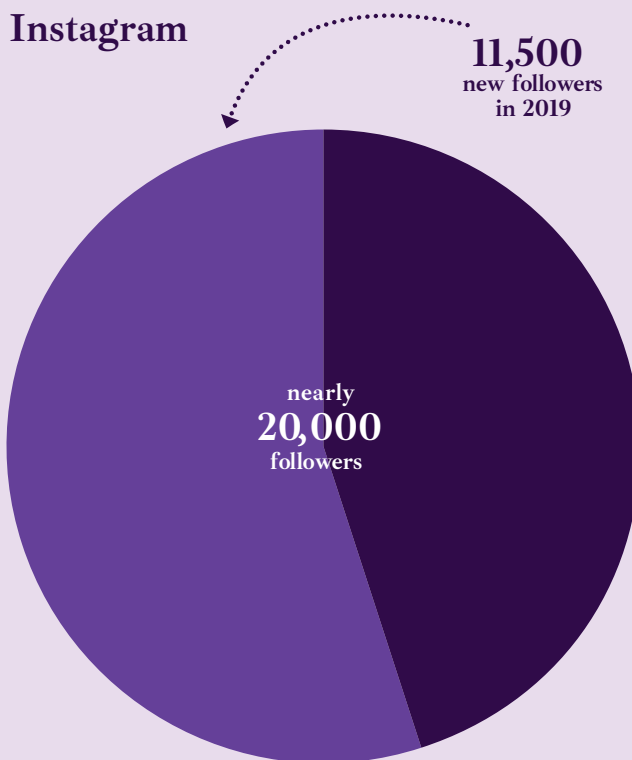
WAM Social Media

We took advantage of leading social channels to educate and connect with our audience by providing the latest facts and information about women and Alzheimer's.

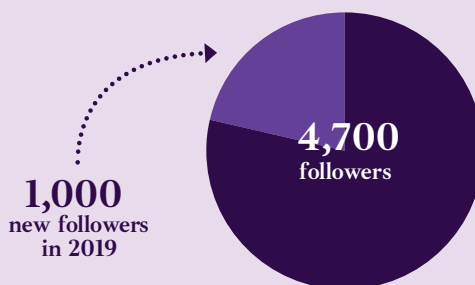
Facebook



Instagram



Twitter



WAM Publications

We used impactful collateral to arm people with the most up to date information regarding women and Alzheimer's—and what everyone can do to care for their brain:

- ⚙️ *Brain Health Guide* (English/Spanish)
- ⚙️ *Alzheimer's Information Everyone Must Have* – Bookmark
- ⚙️ *10 Things Every Woman Should Ask Her Doctor About Brain Health* (English/Spanish)

⚙️ *The WAM Report* – Based on this year's collaboration with Caregiving Across Generations (CAG), our annual WAM national poll reported on the latest statistics about America's lack of preparedness for Alzheimer's and the enormous physical, emotional and financial challenges posed by the disease. Our WAM/CAG op-ed appeared in 3 newspapers, including USA Today, with an additional 7 national news organizations covering the poll.

WAM Events

Your generosity made an enormous impact on educating the public about women and Alzheimer's. From California to Texas to North Carolina, we reached thousands of people through our WAM live events, and millions more through media and social platforms.



“ Thank you Maria Shriver and WAM for your leadership around the issue of women and Alzheimer's. Thanks for convening researchers, care partners and people like myself who are living with a dementia diagnosis to share our insights and experiences. Thanks for increasing awareness of the benefits of a healthy lifestyle in maintaining brain health. ”

– *Rev. Dr. Cynthia Huling Hummel*
Living with Alzheimer's





Move for Minds Los Angeles, CA – 11/02/2019

Move for Minds 2019 was bigger, better and bolder than ever. By once again teaming up with our loyal founding partner Equinox, we raised nearly \$700,000 from 650 attendees and over 1,000 more donors who supported them. 100 percent of the donations from this event went directly to funding the 2019 WAM Research Grants.

M^{OVE} FOR MINDS



WAM/AARP: A Convening of Experts

Los Angeles, CA – 07/16/2019

At an international gathering of Alzheimer's experts, WAM and AARP brought together leading neuroscientists and doctors to discuss the state of women's Alzheimer's research and determine where the gaps are and how to close them. A comprehensive report on the findings and recommendations will be available for the general public in Spring 2020.



Purple Fundraising Events

Our Annual Purple Fundraising Events raised over \$560,000.

Purple Evening: Los Angeles, CA
01/01/2019

Purple Luncheon: Charlotte, NC
10/30/2019

Purple Evening: Dallas, TX
11/13/2019

“ I jumped at the opportunity to meet Maria Shriver at the Charlotte, NC Purple Luncheon and have my organization be the Presenting Sponsor of the event. The overwhelming theme from attendee-feedback from the Purple Luncheon was “WOW, I thought it would be an entertaining program but instead, I am so much more educated and inspired. WAM wow'd! ”

– *Lynn Ivey, CEO and Founder*
The Ivey Memory Wellness Day Center, Charlotte, NC

Other WAM Educational Events:

SXSW

Austin, TX – 03/08/2019

In partnership with the Alzheimer's Association, premiered the interactive AlzheimerHER's video.



Lunch & Learn:

Westside Family Health Clinic
Los Angeles, CA – 05/08/2019

West Hollywood City Council Briefing
West Hollywood, CA – 09/08/2019

A Conversation with Maria Shriver and Leading Neuroscientists

Kensington Senior Living
Redondo Beach, CA – 10/10/2019



Changing the Future for All Minds By Building Services on the Ground

Recharge Grants

Anyone touched by Alzheimer's knows the devastating impact caregiving can have on those working the front lines. In an effort to provide some relief to the unsung heroes who are caregivers, WAM has awarded 200 caregiver grants in partnership with Home Care Assistance.

Medical Centers of Excellence

Our work is increasingly focused on collaborating with top rated institutions to help establish medical centers of excellence for women to reduce their risk of developing Alzheimer's.



Changing the Future for All Minds Through Advocacy & Public Policy

2019 was a banner year for Alzheimer's advocacy as WAM once again took a leadership role in shaping public dialogue and policy around the issues of women and Alzheimer's.

CA Governor's Task Force

In early 2019 California Governor Gavin Newsom appointed WAM founder Maria Shriver to chair the CA Governor's Task Force on Alzheimer's Prevention, Preparedness and a Path Forward. The Task Force is comprised of 30 diverse individuals who have expertise or experience with Alzheimer's and related issues, including WAM's Erin Mulcahy Stein (and Alexandra Gleysteen, who sits on the Task Force's Brain Trust). Under Maria's leadership, the Task Force is charged with developing recommendations to Governor Newsom on how local communities, private organizations, businesses, government and families can prevent and prepare for the rise in the number of cases of Alzheimer's disease and forge a bold path forward for families. The Task Force will deliver these recommendations to the Governor in December 2020.

National Poll

In collaboration with Caring Across Generations (CAG), WAM conducted a nationwide poll in October that resulted in extensive media coverage by 11 national news organizations including Forbes, USA Today and The Hill. The poll revealed that Americans are woefully unprepared for the cost and burden of Alzheimer's and caregiving at almost every stage of life. Also a surprising 82 percent of the country said it favors the creation of a new federal program that Americans would pay into for access to child and elder care support when needed. This legislative idea is particularly important and urgent for the almost 6 million American families struggling with the demands of caregiving for someone with Alzheimer's or dementia and the 16 million Americans providing unpaid care.



**ALZHEIMER'S
PREVENTION &
PREPAREDNESS**

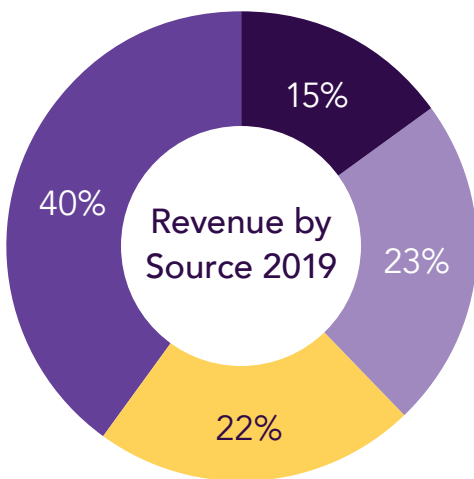
2019 Financial Overview

In fiscal year 2019, WAM raised \$2,425,850 in total revenue — an 8% increase over fiscal year 2018. The money came from 3,055 donations. Each one of WAM’s fundraising efforts – events, digital campaigns, individual donations, foundation grants, and cause marketing campaigns – generated greater revenue than in any previous year. Much of WAM’s 2019 growth has been organic as the majority of new donors learned about WAM through our events, cause partnerships, and social media activity. In addition, many previous donors increased

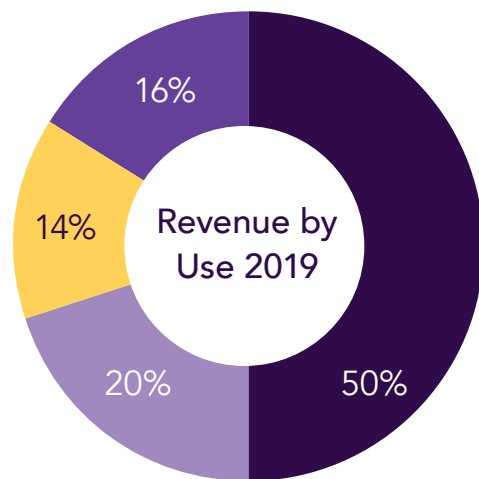
their gifts to WAM in 2019 while many others made multiple gifts, a show of trust in our organization that WAM deeply appreciates.

Once again, WAM was able to increase its revenue without increasing expenses. Our 2019 expenses totaled \$2,000,326. We are grateful to generous underwriters who enabled WAM to produce educational events at virtually no cost. Our general and administrative expenses was a lean 16%, leaving 84% of all monies raised to support our programs and grant making.

2019 Financial Position



Total Revenue for 2019
\$2,425,850



Total Expense for 2019
\$2,000,326

- | | | | |
|------------|------------|-----------|----------------------|
| Events | Corporate | Research | Community Engagement |
| Individual | Foundation | Education | G&A and Fundraising |

Living with Alzheimer's

A Letter from Pam Montana and Bob Linscheid,
WAM Advisory Board Members

As a couple living with Alzheimer's, we know all too well what an unforgiving and insidious disease it is, but we are in this fight for the long haul, which is why we love and fully support the Women's Alzheimer's Movement (WAM). WAM has empowered us to have hope and use our voices to raise awareness about this disease. Their relentless pursuit to unlock the mystery of why Alzheimer's strikes women's brains more often than men's gives us hope for the future.

We are avid fundraisers, event participants, and both sit on the WAM Advisory Board. We believe in WAM's mission, but also in the incredibly optimistic and disruptive methods Maria and her team employ to shake people up so they can learn about the disease and how to keep their brains healthy, how to get involved, and how to become part of the solution. WAM has changed our lives and outlook, and we couldn't be more grateful or proud to be working with them. Won't you join us?

Pam Montana

Living with Alzheimer's

Bob Linscheid

Caregiver



To all those who serve as our Board Members and Advisors,
we are beyond grateful for your commitment, expertise, loyalty
and determination to help **wipe out alzheimer's**.

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Betsy Billard

Babette Campbell

Kristy Campbell

Vicky Carlson

Larry Dicke

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Alexandra Gleysteen

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Donna Lucas

Holly Martinez

Jan Miller

Dixie Noonan

Julia Paige

Nadine Schiff Rosen

Maria Shriver

Karen Skelton

Erin Mulcahy Stein

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Age Research

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gist; gerontologist; entrepreneur

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University School of Medicine; HealthCare Insights,
LLC and Brain Health and Wellness Center

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York Times best-selling author

Sara Gottfried, MD, Harvard-educated
physician; keynote speaker; author of three
New York Times bestselling books

Lori La Bey, Alzheimer's Speaks, Caregiving
Advocate

Bob Linscheid, Caregiving and Alzheimer's
Awareness Activist

Cozzette Lyons-Jones, MD, Chief
Physician, Watts Healthcare Corporation

Michael Merzenich, PhD, UC San Francisco;
Posit Science; Brain Plasticity Institute

Pam Montana, Living with Younger-Onset
Alzheimer's, Activist

Marie Pasinski, MD, Harvard Medical
School; Massachusetts General Hospital &
The McCance Center for Brain Health

Pamela Peeke, MD, Peeke Performance
Center for Healthy Living; University of Maryland

Lily Sarafan, Home Care Assistance
Health Center at Stanford Medicine

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Jeff Cummings, MD, Lou Ruvo Center for Brain Health at Cleveland Clinic

Dena Dubal, MD, Memory and Aging Center at UC San Francisco

Howard Fillit, MD, Alzheimer's Drug Discovery Foundation

Jill Goldstein, PhD, Harvard Medical School; Women, Heart, and Brain Global Initiative at Massachusetts General Hospital and Harvard School of Public Health

Joshua Grill, PhD, Institute for Memory Impairments and Neurological Disorders at UC Irvine

Mark Hyman, MD, Center for Functional Medicine at Cleveland Clinic; The Ultra-Wellness Center

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Frank Longo, MD, PhD, Neuroscience Health Center at Stanford Medicine

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Lisa Mosconi, PhD, Alzheimer's Prevention Clinic at Weill Cornell Medicine and NewYork-Presbyterian Hospital

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Gary Small, MD, Longevity Center at UCLA

Heather Snyder, PhD, Alzheimer's Association

Reisa Sperling, MD, Center for Alzheimer's Research and Treatment at Brigham and Women's Hospital; Harvard Medical School

Wendy Suzuki, PhD, Center for Neural Science at New York University

Rudy Tanzi, PhD, Harvard Medical School; Genetics & Aging Research Unit at Massachusetts General Hospital; Cure Alzheimer's Fund

Howard Weiner, MD, Harvard Medical School; Center for Neurologic Diseases at Brigham & Women's Hospital

To Our 2019 Donors,

Your generosity amplifies our mission and we can promise you, we will never back down from working to wipe out Alzheimer's. Thank you for all you do to support The Women's Alzheimer's Movement. You continually inspire us to be instigators of hope and innovators in the fight to end this unforgiving disease.

\$100,000+

Equinox
Friends of the Ivey
Kensington Senior Living
Living Legacy Foundation
MOS Enterprises

\$50,000 – 99,999

Best Buddies
Google.org
Hilton Foundation
Wells Fargo

\$20,000 - \$49,999

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Genworth Financial
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Omaze
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Southminster

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Alison Garb
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Amy Commans
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Gretchen Zelek
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Hannah Skvarla
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“ If I'm going to volunteer for an organization, I want it to be one that makes a difference. Every day that I volunteer for WAM, I know I am making a difference. This organization has a great mission and a lot of spirit. They are changing minds and attitudes about Alzheimer's wherever they go. It's an honor to work with such an incredible group of people. ”

Susie Sheinberg
Volunteer

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