



Changing the Future For **All Minds**



WOMEN'S ALZHEIMER'S MOVEMENT 2018 IMPACT REPORT

"The urgency of our work is not measured by days, months or years. Our work is measured by seconds because every 65 seconds a new brain is diagnosed with Alzheimer's. The time to act is now, and with your support, we believe that we can and we will wipe out this disease in our lifetime."

– Maria Shriver, Founder
Women's Alzheimer's Movement

Alzheimer's is a mind-blowing disease that robs millions of people of their memories and cognitive abilities each year. Not only does it steal the lives of those we love, it is rapidly becoming one of our nation's biggest social, medical, and economic crises. An estimated 5.7 million Americans are living with Alzheimer's today and 14 million are projected to be diagnosed with the disease by 2050. Two-thirds of those are women and no one knows why. Meanwhile, two-thirds of the caregivers in this country are also women.

The startling recognition that Alzheimer's is a woman's disease was first reported in 2010 in "The Shriver Report: A Woman's Nation Takes on Alzheimer's," co-published with the Alzheimer's Association. This disturbing discovery became the catalyst to launch The Women's Alzheimer's Movement (WAM) in its mission to take on Alzheimer's in a whole new way by:

- Raising global awareness of Alzheimer's as a woman's disease
- Funding gender-based research
- Educating the public about how to care for cognitive health from a young age on, in hopes of preventing or delaying Alzheimer's

Because of you, and as a direct result of your generosity in 2018, WAM was able to make great strides towards these goals – ones we believe will change the future for all minds, both for women and men.



Your Support Accelerates Our Progress

Your generous support allows us to instigate, agitate and innovate in the fight to take on Alzheimer's. We commit to never backing down until there is an effective treatment or a cure.

Because of you, we are unstoppable.



Changing Minds Through Research

Because of you, today there are more scientists researching how and why Alzheimer's disproportionately impacts women.

In 2018, WAM awarded \$650,000 dollars in new grants to leading scientific institutions to fund gender-based Alzheimer's research. This brings our research investment to \$1.5 million since our grant program began in 2016. This year's grant recipients once again included some of the nation's most prestigious research institutions:

- Ann Romney Center for Neurologic Diseases at Brigham and 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 NY 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

Additional 2018 Research Highlights:

- Established the first WAM Alzheimer's Prevention Clinic Consortium
- Initiated the WAM Fellowship for Sex Differences in Alzheimer's Research
- Added a second gender-based research initiative at a leading institution
- Expanded our outreach globally and connected with researchers around the world, including visits to The World Dementia Council Summit in London; Global Brain Health Initiative at Trinity College in Dublin; Brain Health Center at University of Texas in Dallas; Harvard Health in Boston; and others



Changing Minds Through Advocacy and Public Policy

Because of you, we are impacting public policy and advocating on behalf of those living with Alzheimer's and their loved ones. We work with governors, mayors and corporate America to take on this disease and address the devastating emotional and financial toll it takes on our nation's families.

Highlights:

- Published an op-ed in Today.com by Maria Shriver and members of the WAM Scientific Advisory Council challenging elected officials to make Alzheimer's a legislative priority
- Helped establish the California Governor's Task Force on Brain Health
- Developed a 5-Step Agenda for America's mayors to plan for the needs of families coping with Alzheimer's and make America's cities more dementia-friendly



Changing Minds Through Information and Reporting

Because of you and your generous support, WAM conducted two influential national polls to measure the pulse of the nation about Alzheimer's and report back to thought leaders and policy makers about the needs of families living with the disease. We partnered with:

- **The Bipartisan Policy Center**, a Washington D.C.-based nonprofit think tank, to conduct a poll focused on cognitive health and long-term care in America. This data drove the agenda for WAM's first-ever Women's Brain Health Summit in New York, sponsored by Lifetime.
- **Genworth**, a leading long-term care provider, to conduct a national poll that focused on Alzheimer's awareness and caregiving as issues in the 2018 election. This laid the groundwork for the Women's Alzheimer's Summit in Richmond, VA.



Changing Minds by Raising Awareness

Because of you, WAM created more global awareness about women and Alzheimer's in 2018 as we grew our WAM community around the world. Our work online, on-air and on the ground has created valuable educational content to inform, influence and inspire the public to care about cognitive health.

Highlights:

- **Move for Minds:** For the third year, our groundbreaking partnership with Equinox Sports Clubs allowed us to bring our brain health message out of the labs and into gyms across America.
 - 1 Month
 - 93 Equinox Clubs
 - 2,800 Donors
 - 92,000 Viewers Online
 - \$736,000 Raised
 - 430,677,650 Media Impressions

- **The Women's Alzheimer's Summit:** Partnered with Genworth to host an educational community event in Richmond, VA, featuring women's health experts and local health leaders in conversation with WAM founder Maria Shriver.
- **The Purple Luncheon in Dallas:** Convened 250 community leaders and influencers for a robust discussion on the latest Alzheimer's research and to hear from local families challenged by the disease.
- **Game Changer Community Events:** Empowered two dozen WAM supporters to organize independent outreach events in their local communities to raise awareness and money for research around women, Alzheimer's, and cognitive health.

Social Media and Broadcast

- Maria Shriver interviewed 15 health and wellness superstars on Facebook and Instagram, generating over one million social shares.
- WAM launched a successful Facebook fundraising campaign that raised over \$55,000, surpassing our goal by 30%.
- WAM launched its Game Changer Ambassador Program of community members who have started their own Facebook group to build awareness for WAM and Alzheimer's.

Educational Resources

- We created and distributed the WAM Brain Health Guide to tens of thousands of people, both at live events and online. This valuable guide with preventative lifestyle information has been compiled with the help of the WAM Scientific Advisory Council—and through our partnerships with Kaiser Permanente in San Francisco, is now available in Spanish.
- Our monthly newsletter, WAM in Action, is sent to over 15,000 WAM community members, an increase in readership of 20% over last year.



Changing Minds to Support the Unsung Heroes, Our Caregivers

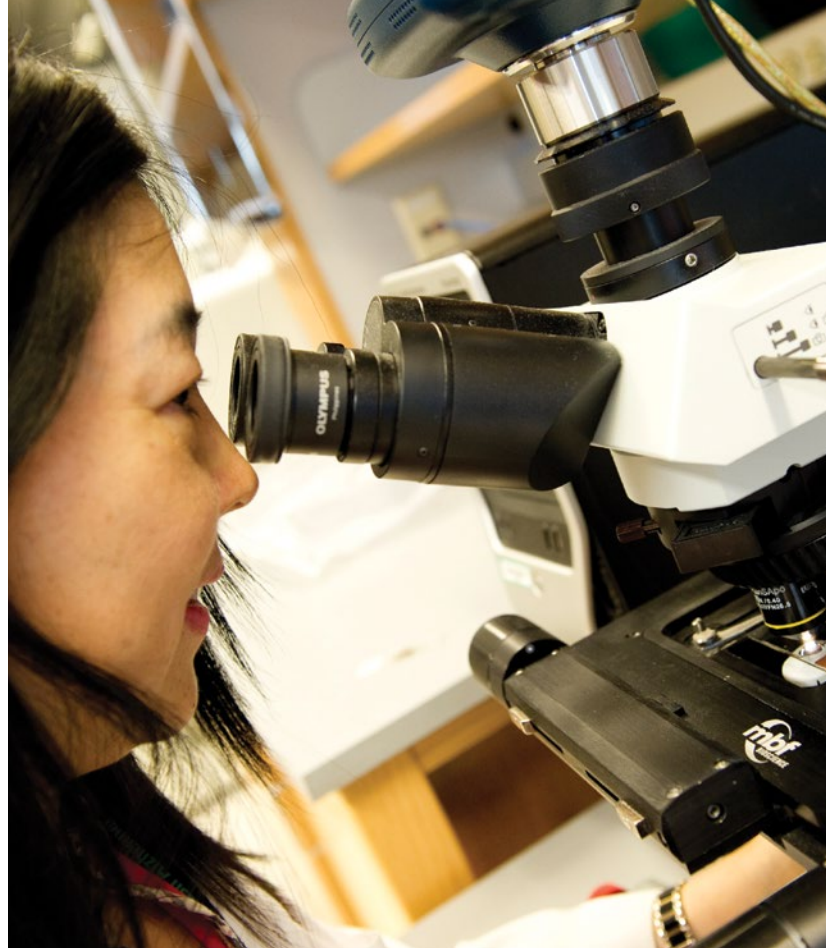
Because of you, we are reshaping how caregivers navigate the challenges of caring for a loved one with Alzheimer's.

- **Recharge Grant program:** In partnership with Home Care Assistance, a recognized leader in providing in-home care for seniors, WAM awarded 100 Respite Care Grants that provided two days of caregiving relief for families living with Alzheimer's in 2018.

"We had a wonderful weekend away. We did exactly what we needed to do, which was much of nothing. It was wonderful to enjoy the weekend with no responsibilities, allowing us a few days of rest and relaxation. It was truly a blessing. Thank you, WAM" — Mitzi and Jerry W.

- **The Big Wall: A Digital Story Platform:** The Big Wall is a place for the WAM community to meet online, share stories and empower one another.
- **The Real Voice of Alzheimer's:** At every WAM event around the world, we feature inspiring speakers who have been diagnosed with Alzheimer's or who are caring for someone with the disease.

"As a man caring for a woman with Alzheimer's, I thank WAM for pushing and prodding to keep this disease front and center. WAM has inspired and supported both my wife and me to become outspoken activists demanding funding increase for research and government policies that address the needs of family caregivers." -Bob Linscheid



2018 Financial Overview

In fiscal year 2018, our donors and partners generously contributed \$2,248,058 in total revenue representing a remarkable 140% increase over fiscal year 2017. Through our events and campaigns, we have engaged 3,935 individual donors from nearly every state in the country. WAM's fundraising efforts—Move for Minds events, crowd-funding, corporate contributions, individual donations, foundation grants, and cause marketing campaigns—generated greater revenue in 2018 than in the past two years combined.

In 2018, we launched our Create Your Own Fundraiser initiative to attract supporters from across the country to organize their own community events to raise money for WAM. Through their creative efforts convening meet-ups, hikes, cooking classes, runs, yoga and dance classes, these "game changers" raised over \$100,000. This type of critical and sustained support has enabled WAM to do more Alzheimer's awareness outreach and educational activities, and award more research grants to further our mission.

Much of WAM's 2018 cumulative revenue growth has been organic. Donors independently recommend WAM to friends and family interested in learning about Alzheimer's and supporting our mission. This year we received several sizable estate gifts and bequests, for which we are deeply grateful.

WAM has managed to increase its revenue results without increasing its fundraising costs. Our overall cost of fundraising is a mere 4% and that, combined with a lean administrative budget of 10%, leaves 86% of all monies raised to support our programmatic areas. WAM does not purchase lists or spend funds on direct mail or print solicitations. We are grateful to generous underwriters who enable WAM to produce educational events at no cost. Although we kept our staff size small, we were able to grow our base of donors more than in any other year.

We are looking forward to continued success with even greater impact in 2019.



TO ALL OUR DONORS, SUPPORTERS AND FRIENDS

We are grateful for all you have done to help move the needle on Alzheimer's in 2018. You have given more than your time and money. You have given us your trust to blaze new trails and stay the course. Together, we are relentless instigators and agitators who are on a mission to wipe out this devastating disease.

Because of you, we are inspired and motivated to do what's needed to unlock the mystery of Alzheimer's and determine why it discriminates against women. Together, we are cultivators of hope for all those facing an Alzheimer's diagnosis and those who care for them.

Together we are changing the future for all minds.

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