

2020
Impact Report

Every Day Matters

in the Fight
Against Alzheimer's

**WOMEN'S
ALZHEIMER'S
MOVEMENT**



“The Women’s Alzheimer’s Movement is on the frontlines fighting to end Alzheimer’s. Their dedication and tireless drive gives me hope even under the most difficult of circumstances. There may be no cure today for my Alzheimer’s, but I will stand alongside the WAM team for as long as I can, to support the urgent work they do, so that someday there will be a cure.”

PAM MONTANA

Alzheimer’s Advocate
Member of the WAM Advisory Board



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

We are excited to share our 2020 Impact Report with you. We could not be prouder of all the work we accomplished under the most trying of circumstances.

There was no playbook on how a non-profit could survive during a global pandemic. We had to hunker down, buckle up and figure it out. We worked hard to pivot resources, shift programmatic and outreach strategies and reduce our revenue forecast. And as a result, we were incredibly fortunate to make steady progress and accelerate our efforts to change the trajectory of Alzheimer's.

We worked from home. We restructured our events and relied on virtual platforms. We broadened our digital reach successfully and we were able to inform and engage more and more people. We continued to fund critical women-based research and awarded over \$500,000 in new seed grants, bringing our research grant total to over \$3 million and positioning our grantees to earn millions more in government funding.

We were the driving force behind the work of California's first-ever Task Force on Alzheimer's Prevention, Preparedness and the Path Forward. We delivered 10 ambitious but attainable recommendations to Governor Newsom, which he is already putting into action by allocating \$27.5 million in his 2021-22 proposed state budget. We look forward to presenting the recommendations to the Biden Administration as a blueprint for how to address the critical needs of an aging country, especially for those living with Alzheimer's.

And perhaps our boldest achievement in 2020 was the opening of the Women's Alzheimer's Movement Prevention Center at Cleveland Clinic in Las Vegas. This is the first clinic in the U.S. specific to women for Alzheimer's disease prevention.

We are so grateful for the trust you put in us to steward your generous donations responsibly. Your support means the world to us. You make us strong and keep us hopeful. We have no illusions that 2021 will be without its challenges, but we are ready to take them on because of you.

Thank you from the bottom of our hearts.



MARIA SHRIVER
Founder
Women's Alzheimer's Movement



ERIN MULCAHY STEIN
Executive Director
Women's Alzheimer's Movement

Every Day Matters When Your Mission is Urgent

The Women's Alzheimer's Movement (WAM) has been steadfast in its mission to fund women-based Alzheimer's research, educate the public about the disease, drive awareness and engagement and empower people about brain health and Alzheimer's prevention. We firmly believe we can change the story of women and Alzheimer's, and we will not stop until we do.

Why We Do What We Do

We know that every 65 seconds an American is diagnosed with Alzheimer's. We also know that 2 out of 3 of them are women. Our organization exists to find out why this is and to help prevent the onslaught of Alzheimer's cases expected to threaten our nation as we age. Nearly 5.8 million Americans are currently living with Alzheimer's and alarmingly, this number is on track to increase to as many as 14 million by 2050. We advocate for those living with the disease and for the many millions of family members who care for them. It is for them that we do what we do each day.



Deborah Roberts speaks at WAM Research Grantees Luncheon

How We Achieve Our Mission

At WAM, we are determined to change the future for women and Alzheimer's for all families impacted by this devastating disease. We do this in a number of important ways:

- * We award grants to advance the research so urgently needed to halt the fact that Alzheimer's discriminates against women, especially women of color
- * We educate and empower women and their families with information they need to prevent Alzheimer's and ensure their brain health
- * We provide on the ground services to give women the medical guidance they need to reduce their risk for developing the disease
- * We partner with private and public entities to chart a path forward for the millions of families living with this disease and advocate on their behalf with elected officials



Every Day Matters When You're Accelerating Progress

Why We Fund Women-Based Research

The Women's Alzheimer's Movement recognizes that women are at the epicenter of the global Alzheimer's epidemic. In fact, we broke that story 10 years ago in *The Shriver Report: A Woman's Nation Takes on Alzheimer's*, which Maria published in partnership with the Alzheimer's Association. This important report put a bold stake in the ground, shattering the myth that women develop Alzheimer's disease at increased rates simply because they live longer.

Ever since, we have operated under the belief that sustained and deliberate research on women is necessary to change the course of Alzheimer's disease. While there is some sex and gender-based research underway in labs around the country, there remains a huge gap in understanding the connection between a women's biological, behavioral and genetic make-up and the disease. Investigating these differences will lead to new and critical avenues of research about diagnosis, treatment and prevention.

The money that WAM raises supports the creation of women-based initiatives at leading scientific institutions, universities and organizations across the country. Despite the impact of COVID-19 on our live fundraising events throughout 2020, we were still able to award 6 new WAM seed grants in 2020 totaling \$500,000. That brings WAM's total in seed grant funding since 2016 to \$3 million for 30 projects at 12 leading institutions.

**“EVERY GREAT
ADVANCE IN SCIENCE
HAS ISSUED FROM A
NEW AUDACITY
OF IMAGINATION.”**

JOHN DEWEY

American philosopher & educator

30
WAM Grants
since 2016

6
WAM Grants
in 2020

12
Leading
institutions

Unlocking a Breakthrough That Changes Everything

From the beginning, our goal has been to accelerate progress in women's brain health research. We do this most significantly by awarding seed grants to fund innovative scientists whose novel studies lead to breakthrough ideas and often to additional funding by the National Institutes of Health (NIH) to develop them further.



The WAM 2020 Grant Recipients:

Roberta Diaz Brinton, PhD

Center for Innovation in Brain Science, University of Arizona, to fund an analysis of Type 2 diabetes therapies and associated risks of Alzheimer's in women.

Laura Cox, PhD

Ann Romney Center for Neurologic Diseases at Brigham and Women's Hospital, to study the effects of gut microbiota on the formation of Alzheimer's in women's brains.

Richard Isaacson, MD

Alzheimer's Prevention Clinic at Weill Cornell Medicine and New York-Presbyterian Hospital, to study risk awareness and effective interventions for women of color by partnering with 4 other institutions as part of the WAM Prevention Consortium.

Lisa Mosconi, PhD

Alzheimer's Prevention Clinic at Weill Cornell Medicine and New York-Presbyterian Hospital, to study reproductive factors beyond menopause as potential risk factors for Alzheimer's in women, including from the number of pregnancies to onset of menarche.

Dean Ornish, MD

Preventative Medicine Research Institute, to institute a randomized, controlled trial to evaluate whether progression of early onset Alzheimer's may be reversed through lifestyle interventions.

Alzheimer's Association, to fund the work of **four women scientists** whose Alzheimer's research has been interrupted by circumstances related directly to COVID-19.

“WE’RE GOING TO BEAT THIS DISEASE. WE’RE GOING TO PROTECT OUR BRAINS. WE’RE GOING TO FIGURE OUT WHY THIS HAPPENS. AND, WE’RE GOING TO INTERVENE EARLY. THAT’S THE FUTURE OF ALZHEIMER’S.”

DR. RICHARD ISAACSON

Weill Cornell

On growing the Alzheimer’s Prevention Consortium

WAM Research Grantees Luncheon

On March 3rd, mere days before the world locked down due to COVID-19, WAM brought together most of the recipients of the 2019 WAM Research Grants at a luncheon hosted by our generous partner, Equinox. The grantees presented their projects to one another, to members of the media and to many of the generous donors who helped make the grants a reality.

The research projects they described ranged from investigating the critical role of estrogen and Alzheimer’s risk on women’s brains, to manipulating gut bacteria to test the impact on Alzheimer’s formation in the brain, to studying the impact of cancer fighting drugs as risk factors for developing Alzheimer’s.



WAM leadership with 2019 Grant Recipients at the Grantees Luncheon: Erin Mulcahy Stein, Dr. Richard Isaacson, Dr. Jessica Caldwell, Maria Shriver, Dr. Erin Sundermann, Dr. Lisa Mosconi, Dr. Dmitry Prokopenko, Dr. Laura Cox, Alexandra Gleysteen.

Every Day Matters When You're Blazing New Trails

Doors Open for the Women's Alzheimer's Movement Prevention Center at Cleveland Clinic

In June of 2020, we made history when WAM and the Lou Ruvo Center for Brain Health at Cleveland Clinic in Las Vegas launched the first ever medical facility designed for women at risk for developing Alzheimer's who want to delay or prevent the disease.

Because Of You

This extraordinary collaboration was made possible through a jointly funded effort between the Lou Ruvo Center for Brain Health and the Women's Alzheimer's Movement. By supporting us, you are investing in a new, innovative way to take on Alzheimer's. This groundbreaking concept will bring the latest science of Alzheimer's disease prevention to those people at greatest risk—women.

Until there is a cure, prevention is our best hope to reduce the physical, social and financial hardships brought on by Alzheimer's to families around the world, especially in communities of color.

Under the direction of esteemed neuropsychologist, Jessica Caldwell, PhD, the Women's Alzheimer's Movement Prevention Center at Cleveland Clinic ("WAM Prevention Center") combines the latest science of prevention with a woman's medical and genetic history, to create a comprehensive, personalized and sustainable plan to develop and implement lifestyle modifications that can reduce the risk of Alzheimer's disease.

When the opening of the WAM Prevention Center was announced on June 8, 2020,

the sheer volume of calls took the phone lines down. The WAM Prevention Center received calls from women in all 50 states and from 11 countries.

Clearly, there is a tremendous need for resources and information about women and Alzheimer's. This is a three-year pilot program powered by philanthropy, for which additional funds are needed to expand the program, notably its research component. Through research, the team hopes that the data collected will illustrate the impact the WAM Prevention Center can make on women's brain health.



“OUR PROGRAM IS THE FIRST TO PAIR PREVENTION STRATEGIES WITH A WOMAN'S INDIVIDUALIZED RISK TO HELP WOMEN MAKE TAILORED, LASTING BEHAVIOR CHANGES THAT PROMOTE BRAIN HEALTH AND REDUCE RISK.”

DR. JESSICA CALDWELL



“I’ve been talking for years about a medical facility tailored specifically to the needs of women who want to reduce their risk for Alzheimer’s, and I am so proud that my friends, Camille and Larry Ruvo, and their renowned clinic stepped up to partner with WAM to make this first one a reality. Our goal is to lay out a medical path to a future that isn’t pre-ordained to include Alzheimer’s.”

MARIA SHRIVER



Every Day Matters When it Comes to Education and Outreach

Educating the public and raising awareness about Alzheimer’s and brain health is a critical part of our mission at WAM. We leverage all platforms to bring cutting edge research out of the laboratories of leading researchers and into the everyday lives of women and their families. In a COVID-19 world, that has meant a greater reliance on digital media than ever before.

In addition to expanding our content on our regular WAM social channels, we developed a series of digital programs, including **#WAM Live**, which brought together some of the brightest minds in Alzheimer’s and brain health in conversation with Maria Shriver. Topics ranged from talking to Dr. Mark Hyman about surviving the pandemic, to the Chief Science Officer for the Alzheimer’s Association about women-based research,

to Seth and Lauren Rogen on caregiving. We also added #CooksInQuarantine, #AskThe Expert and #DoctorsHours, all of which helped greatly increase our educational outreach.



Lisa Mosconi, PhD speaks about her research at the WAM Grantees Luncheon

Digital Media Growth



WAM Summits: By employing innovative partnerships and technologies, WAM turned its live events into virtual summits moderated by Maria Shriver and other leading journalists. Over 3500 people watched our Summits live, while tens of thousands more have accessed them online since June 2020. WAM Summit Highlights:

- ✦ **June 2020:** Director of the NIH Office of Research on Women's Health, Dr. Janine Clayton, joined Maria and leading Alzheimer's scientists for a discussion that included a look at health disparities in women's health research.
- ✦ **October 2020:** Journalist Deborah Roberts moderated a moving and inspiring conversation with two couples living with Alzheimer's.

The WAM Weekly: Our digital newsletter is designed to educate and empower readers with the latest in science and prevention advice from brain health experts. In 2020, we upped our readership by 19.5%.

Social Media: Our social channels are how we educate, engage and interact with the WAM community. During the pandemic, we developed new programs on Instagram, including #WAMLive, #CooksInQuarantine, #StayCalmCreativeConnected, and #ForYourMind. These social initiatives generated tremendous growth for the organization this year, extending our reach by over 23,000,000. We rose to the new challenges and are proud of our results.

WAM Website: Our website continues to be the go-to destination for the latest information on women and Alzheimer's. Over 1 million views.

WAM Press: 24 media placements garnered nearly 165,000,000 media impressions.

WAM Publications: We build on the strengths of WAM's journalists to produce highly impactful reports and collateral that provide the latest information about women, Alzheimer's and caregiving.

Time to Act: Coming Together to Solve the Women's Alzheimer's Crisis. We partnered with the AARP on an influential report on the status of brain health research and women.

We put out two new Brain Health Guides in English and Spanish:

10 Things Every Woman Can Do to Take Care of Her Brain

10 Things Every Woman Should Watch for As She Ages

WAM Care Collective: In response to questions from our community about how to help during the pandemic, WAM reached out to its partners to put together a comprehensive list of resources and organizations that serve the elderly. Please visit the [Care Collective](#) on our website for more information.



Every Day Matters When You're Advocating for Change

On October 14, 2020, we marked a milestone 10-year anniversary of *The Shriver Report: A Woman's Nation Takes on Alzheimer's*.

As previously noted, this game-changing publication was produced by Maria Shriver in partnership with the Alzheimer's Association and was the first to report publicly that Alzheimer's disproportionately impacts women. So it was fitting to mark the occasion by having Maria Shriver interview Maria Carrillo, PhD, the Chief Science Officer of the Alzheimer's Association, to discuss what progress has been made over the past 10 years in our understanding of why women are at greater risk for developing Alzheimer's than men.



The Shriver Report

What We've Learned...
10 Years Later

**“I CONSIDER THAT MOMENT, 10 YEARS
AGO, WHEN THE SHRIVER REPORT WAS
PUBLISHED, TO BE A SEMINAL MOMENT FOR
WOMEN AND ALZHEIMER'S. IT WAS JUST SO
EXCITING TO BE PART OF IT BECAUSE SINCE
THEN, I TELL YOU, THE GAME HAS CHANGED.”**

MARIA CARRILLO, PhD

AARP and WAM: 10 Years Later

AARP also participated in the original 2010 **Shriver Report**, and in May of 2020, joined forces again with WAM to release a follow-up look at what the past decade has taught us about women and Alzheimer's. ***It's Time to Act: The Challenges of Alzheimer's and Dementia for Women*** is a comprehensive report examining the state of research on women and Alzheimer's and offers a five-point strategic plan that represents a global strategy to help all women and their families who are living with Alzheimer's and dementia, regardless of income, ethnicity, education or cultural background.

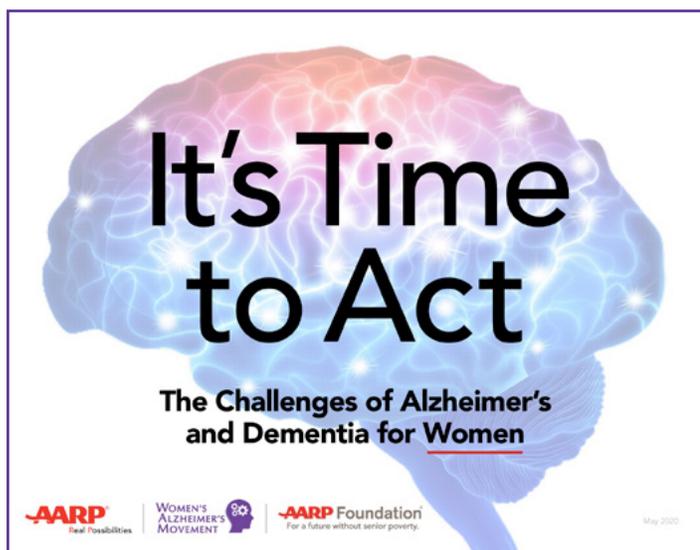
This important report was the result of a year-long effort by AARP and WAM supported by the AARP Foundation's A. Barry Rand Fund for Brain Health Research. A cadre of seventy-five dementia researchers, advocates and policy experts came together to examine the current state of research, identify gaps in knowledges and forge a path forward with a strategic plan addressing both science and policy. AARP's CEO, Jo Ann Jenkins, joined Maria Shriver for the [virtual release](#) of the report. The full report and recommendations are available [here](#).

The five-point action plan strives to:

1. Eliminate the stigma of dementia
2. Empower women to stay brain healthy
3. Ensure that research is inclusive
4. Support family caregivers
5. Improve medical training for dementia



Left to right: Dr. Marie Bernard, Dr. Reisa Sperling and Roberta Diaz Brinton, PhD at a brainstorming session about women, brain health, Alzheimer's and dementia.



Every Day Matters When Shaping Public Policy

Task Force on Alzheimer's Prevention and Preparedness

WAM has always been at the forefront of taking a leadership role in shaping public dialogue and policy around the issues of women and Alzheimer's.

In 2019 California Governor Gavin Newsom appointed WAM founder and former California First Lady, Maria Shriver to chair the **CA Governor's Task Force on Alzheimer's Prevention, Preparedness and the Path Forward**, and at the same time made an ongoing budget allocation of \$3 million to support Alzheimer's research on women and communities of color. The Task Force was directed to develop a list of recommendations for the Governor on how

local communities, private organizations, businesses, government and families can prevent and prepare for the alarming rise of Alzheimer's in California. Under Maria's leadership, the Task Force spent the year doing just that.

Despite the challenges resulting from the pandemic, the Task Force persisted in its work, collaborated with the Master Plan for Aging to share resources and avoid duplication of efforts and delivered 10 ambitious but attainable recommendations to the Governor on November 19, 2020, exactly one year from the day the Task Force convened for the first time.

One of the most important lessons we can take from the COVID-19 pandemic is that we can't afford to let a crisis go unchecked. We must act — and act now. The 10 recommendations afford the Governor a bold plan of action which he enthusiastically received and is already putting into action by allocating \$27.5 million in his 2021-2022 proposed state budget. With the creation of the Task Force



Members of the **CA Governor's Task Force on Alzheimer's Prevention, Preparedness and the Path Forward**.

and the 10 forward-thinking recommendations for Alzheimer's prevention and preparedness, California has established a model for the rest of the country to follow when it comes to changing the outcomes for those affected by Alzheimer's and dementia.

Our organization shares the success of the timely delivery of the recommendations with those in the Governor's Office, the thirty Task Force members, the Brain Trust, the Master Plan for Aging, the generous funders who supported the effort and hundreds of stakeholders across the state who offered their insights and expertise.

“We took into account lessons from the pandemic, the economic crisis, and the ongoing reckoning with racial injustice in this country. The importance of these recommendations is reflected in the 2021-22 Governor's Budget, which includes proposals that will make our healthcare system stronger, our economy stronger, and our communities stronger.”

DR. NADINE BURKE HARRIS

California's Surgeon General and Member of the CA Governor's Task Force on Alzheimer's Prevention and Preparedness

10 RECOMMENDATIONS FROM THE TASK FORCE:

1. Appoint a Senior Advisor on Alzheimer's
2. Keep California at the Forefront of Cutting-Edge Global Research
3. Create an Alzheimer's Disease Public Awareness Campaign
4. Build a California Cares Digital Portal
5. Establish California Voluntary Savings Accounts for Long-Term Care
6. Invest in Career Incentives for Alzheimer's Health Care Workforce
7. Introduce a New Caregiver Training and Certification Program
8. Launch a California Blue Zone City Challenge
9. Launch a Californians for All Care Corp Program
10. Model a Statewide Standard of Care to the Nation

2020 Financial Overview

In fiscal year 2020, we set out to match our fundraising success from the prior year by continuing our unique live fundraising events. However, when the pandemic struck in March, we had to cancel those events which resulted in having to decrease both our revenue projections and operating expenses.

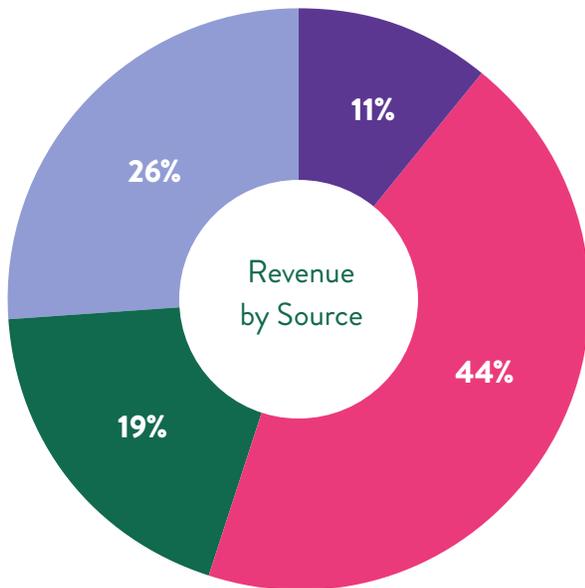
We raised \$1,456,877 in total revenue, less than projected in January, but a healthy \$540,000 more than projected in our March revised budget. While donations came in through a variety of channels, we saw significant increases in donations through digital campaigns and email outreach.

Despite the economic impact of the pandemic, we were surprised to receive several new individual gifts over \$5,000. Our annual revenue was generated

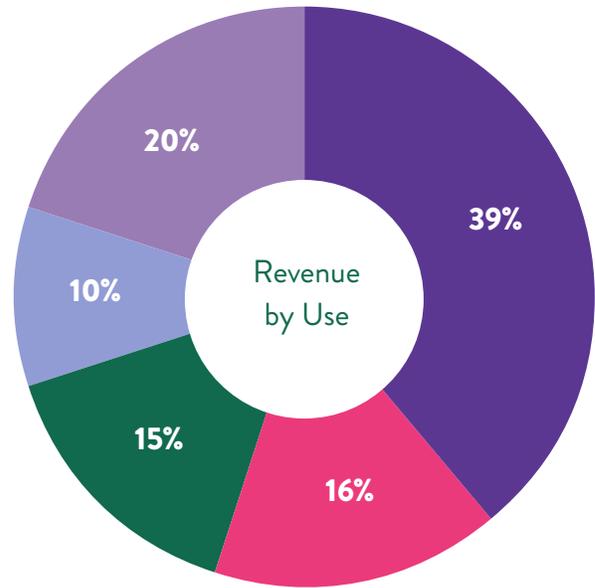
from 3,613 donations — 8% more gifts than in 2019 — from a total of 3,398 donors.

The challenges of 2020 required restraint when it came to our expenses and expansion plans. We postponed plans to grow our education program and reduced our overhead expenses. And we worked very hard to retain our full staff, all of whom took salary cuts. We invested more than originally budgeted in development support as we were implementing a variety of fundraising activities to make up for the expected loss in revenue. This strategy proved well worth the added expense and effort. Thanks to the generosity of donors, volunteers, supporters, and the dedication of our staff and board, we have entered 2021 with optimism. We are enthusiastic about the year ahead. Although we know that 2021 will have its challenges, we also know that with you by our side, we can accomplish great things together.

2020 Financial Position



Total Revenue for 2020
\$1,456,877



Total Expense for 2020
\$1,270,870



Create Your Own Fundraiser

We have been privileged to benefit from the creative and generous efforts of our dedicated community members. People from across the country have created their own events and campaigns to raise funds to support WAM's education and research programs.

They've organized bike rides, hikes and cooking classes. They've danced and designed tee-shirts and jewelry. They've produced their own brain health education days. And many have dedicated their own birthdays to raise money. Every one of these enthusiastic supporters of WAM stepped up to make a difference. They exercised their entrepreneurial spirits and called upon their friends and families to join them.

They took action and joined the movement to wipe out Alzheimer's. Together they raised over \$50,000 during a global pandemic! We are amazed by their inventiveness and deeply grateful for their generosity.



2020

Mim's Purple Secret



To our **Board Members and Advisors**, thank you.
Without your expertise, determination and generosity we would
never be able to honestly say that one day,
we will wipe out Alzheimer's.

2020 Board of Directors

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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 and Women's Hospital



To Our 2020 Donors,

Even during this most difficult year, you never let us down. In fact, you fueled our spirit to climb higher and stay true to our urgent mission. Your support meant we were able to continue to accelerate women-based research, continue to inform and educate all Americans how to ensure brain health and how to prevent Alzheimer's. Thank you for all you do for us and the Alzheimer's community.

\$100,000+

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**We are grateful to
the many hundreds
of supporters who
donated to WAM
in 2020.**



“As the daughter of a mother with early onset Alzheimer’s, I am so grateful for the work WAM does to determine why this disease is so devastating to women, especially women of color. I appreciate how much they focus on research as well as campaigns to educate the general public on ways to enhance brain health. This kind of outreach is essential in preventing my generation from following in our mothers’ footsteps.”

TARA HICKS

Daughter of Alzheimer's
and Caregiver



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