KNOW IT.

FUND IT.

PREVENT IT.

IMPACT REPORT 2021



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WELCOME TO THE WAM 2021 IMPACT REPORT



MARIA SHRIVER
WAM Founder

Dear Friends and Supporters,

We hope you find that our digital Impact Report conveys what a truly outstanding year we've had. Our success would surely not have been possible without you.

As the preeminent organization focused exclusively on women and Alzheimer's, The Women's Alzheimer's Movement (WAM) has spent more than a decade sounding the alarm to create awareness about how Alzheimer's disproportionately impacts women's brains, and this year was no different.

In 2021, as in 2020, we refused to be intimidated by the ongoing challenges of these unprecedented times. Last year we said there wasn't a playbook on how a nonprofit could survive during a pandemic. This year we wrote the playbook. We adapted to the realities of the moment and kept moving forward. We had no choice. And we accomplished so much.

WAM founder Maria Shriver continues to successfully harness her influence to raise awareness about the devastating impact of Alzheimer's. Maria's reach and powerful message speak passionately of the toll this insidious disease takes on individuals and the heroes who care for them.

As you heard in the welcome video, 2021 was the year to KNOW IT. FUND IT. PREVENT IT. We put these three strong pillars into action every day to raise and maintain awareness about Alzheimer's, fund the most significant and innovative gender-based research, and work tirelessly to help prevent the onset of Alzheimer's no matter a person's age, ethnicity, gender, or economic background.

Thank you for always inspiring us to be relentless in our mission to discover why Alzheimer's disproportionately afflicts women. Our small but mighty team shows up each day committed to this important cause, knowing that our work is making a difference. But we couldn't do any of this without you. You empower and motivate us with your ongoing support and dedicated engagement.

Together we can **KNOW IT. FUND IT. PREVENT IT.**

Warmest regards,

Erin Mulcahy Stein
Executive Director
Women's Alzheimer's Movement



IMPACT REPORT 2021 WOMENSALZHEIMERSMOVEMENT.ORG WELCOME



KNOW IT.

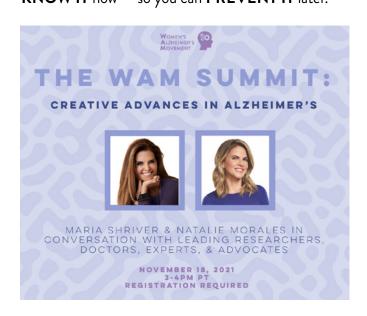
It is imperative that we understand **why** Alzheimer's disproportionately affects women and communities of color. We know that two-thirds of those diagnosed with Alzheimer's are women and more women are likely to be the caregivers to those living with Alzheimer's. Understanding the **why** behind the connection between women and Alzheimer's has always been our research priority, but in 2021, thanks to generous donations from people like you and increases in federal and state budgets, we were able to significantly ramp up gender-based research efforts.

We also know how important it is to continue to work hard to prepare women and their families for the impact of Alzheimer's. Everyone needs to know as much as they can about Alzheimer's because the more you KNOW IT the better prepared you are to PREVENT IT! WAM produces up-to-date, no-cost information, resources, and tools to do just that. From the very beginning, building and maintaining awareness about the importance of cognitive health has always been our North Star.

EDUCATION AND OUTREACH FOR BETTER BRAIN HEALTH

Our education and outreach programs are foundational to WAM's mission. Through our comprehensive programs, we inspire and inform the public about Alzheimer's and how essential brain health is for living a full and vital life from birth through old age. Our outreach now includes an even stronger focus on brain health for those in their 20s and 30s.

KNOW IT now — so you can PREVENT IT later.



Leveraging our virtual educational events from 2020, we figured out the right rhythm for producing and implementing them in 2021. As a result, we had record attendance for each event that was watched by thousands of people around the world. We engaged some of the brightest, most accomplished experts to share their insight and knowledge with an audience of receptive listeners who wanted the most current information about female brain health and how to maintain it.



WAM Research Summit: Maria Shriver and CNN Chief Medical Correspondent and Neurosurgeon Dr. Sanjay Gupta spoke to the recipients of the 2020 WAM Research Grants to learn the latest about brain health and Alzheimer's prevention.

Brain It On: Maria Shriver and Seth & Lauren Miller Rogen. Featuring leading experts and celebrity advocates, this event shared ways to improve diet, sleep, and peace of mind and to understand more about women and hormones.

You and Your Brain: A virtual series in partnership with the Women's Alzheimer's Movement, and Prevention and HealthyWomen magazines.

Aging and Your Brain: What's Normal, What's Not?
Moderated by: CBS Medical Correspondent Dr. Tara Narula

Navigating a Dementia Diagnosis: What Comes Next Moderated by: Journalist Joan Lunden

The Future of Brain Health: Promising Advances in Medicine and Technology
Moderated by: John Whyte, MD, MDH,
Chief Medical Officer, Web MD

A Conversation About MenopauseModerated by: Menopause Activists, Omisade
Burney-Scott and Janine Versi

The Power of Research: The WAM Summit on Why Inclusivity Matters.

Maria Shriver and MSNBC anchor Richard Lui were in conversation with leading Alzheimer's researchers, doctors, experts, and activists about the latest clinical trials and how critical it is for people to participate in order for progress to be made.

WATCH RECORDED EVENTS HERE











IMPACT REPORT 2021 WOMENSALZHEIMERSMOVEMENT.ORG KNOW IT. FUND IT. PREVENT IT.

EDUCATIONAL RESOURCES

and empower people to take control of their cognitive health. Alzheimer's from impacting our families, friends, and loved ones.

Every 65 seconds, someone in the US is diagnosed with Alzheimer's. Today, nearly 6 million Americans live with Alzheimer's, and research has forecasted that by the year 2060, nearly 13.8 million Americans will be living with the disease. The stakes are high, so it is important to KNOW IT now to minimize your or a loved one's risk of receiving an Alzheimer's diagnosis.

With this in mind, WAM has developed many engaging, no-cost educational and awareness tools that have been downloaded thousands of times from the WAM website to guide people through ways to prevent Alzheimer's. We invite you to explore the many options below.

We provide reliable, timely, and essential information to educate Unless we are informed to KNOW IT, we can't effectively prevent

THE WAM

GUIDE - TIPS

control of their

own brain health

reader to share the

FOR A HEALTHY BRAIN: Designed

WOMEN'S BRAIN HEALTH PROJECT

VIDEO SERIES: A digital series spanning brain health from puberty to menopause

THE WAM WEEKLY: An online newsletter



THE 10 THINGS GUIDES:

THE WAM PREVENTION CENTER:

WAM's services on the ground to the Lou Ruvo Center for Brain Health at Cleveland Clinic in Las Vegas



RESOURCES FOR CAREGIVERS AND THOSE LIVING WITH ALZHEIMER'S



CLINICAL TRIALS AND A CALL TO ACTION



CAREGIVING **VIDEO STORIES**



THE WAM **CARE COLLECTIVE**

66 I became a supporter of WAM after being personally affected by this horrible disease. My dear friend of 30 years is only 56 years old, and has early-onset Alzheimer's. The comprehensive resources that WAM provides help women recognize ways to prevent the disease and to know the early warning signs. When The Women's Alzheimer's Movement Center at Cleveland Clinic in Las Vegas opened, I was so impressed! I will always and forever be a supporter of Maria and WAM.

STACEY KOHL

Advocate and Donor



COMMUNITY OUTREACH

In October, WAM launched a digital campaign to honor those lost to Alzheimer's. The campaign's theme was based on the Mexican celebration <u>DIA DE LOS MUERTOS (DAY OF THE DEAD)</u>.





WAM IN THE MEDIA

With its strong foundation in journalism, WAM made a tremendous impact in 2021 by educating the public through fact-based and in-depth reporting on Alzheimer's.

This year, our message to women about brain health and Alzheimer's prevention has reached more people than ever before via print magazines, newspapers, online, podcasts, editorial letters, and television shows.









DIGITAL MEDIA GROWTH IN 2021



INSTAGRAM
42%
GROWTH



FACEBOOK

27%

GROWTH



FAST @MPANY

ALZHEIMER'S



TIME



TWITTER

23%

GROWTH



WAM WEEKLY
23%
GROWTH





mbghealth



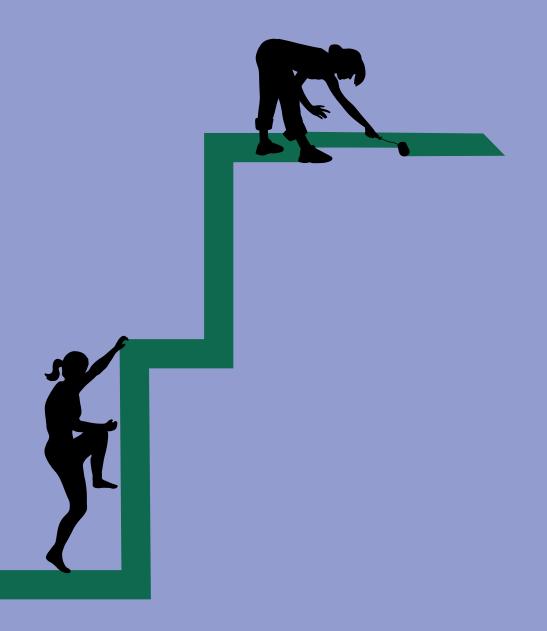
TOTAL WAM 2021 SOCIAL MEDIA IMPRESSIONS:

19,393,247

TOTAL WAM 2021 MEDIA IMPRESSIONS:

5,673,332

FUND IT.



RESEARCHING THE WHY OF ALZHEIMER'S

The Women's Alzheimer's Movement is on a relentless quest to find out why two-thirds of all people living with Alzheimer's are women. We fund women-based Alzheimer's research and have created a strong and sustained research movement that would not be possible without the support of donors like you who **FUND IT.**

We are proud of the number and the caliber of researchers from around the country who are spearheading studies funded by WAM Research Grants. We are grateful to you, our loyal donors and supporters, for trusting us to invest your generous gifts in meaningful and responsible ways.

Before the end of 2021, WAM will award \$775,000 in new seed grants, bringing our five-year total to \$4.25 million in support of 40 research studies at 17 institutions across the country. Additionally, WAM-funded researchers have gone on to garner more than \$83 million in funding from foundations and private donors to directly further their important studies. The ongoing impact of WAM seed grants on Alzheimer's research is helping to advance the eventual discovery of why this disease impacts women so disproportionately and hopefully, one day find a cure.



16 IMPAC<mark>t report 2021 Womensalzheimersmovement.org Know it. **Fund it.** Prevent it.</mark>

YOUR DONATIONS HAVE FUNDED REAL PROGRESS OVER THE PAST FIVE YEARS.

The WAM research grantees stayed the course in 2021 and focused on their important work despite the continuation of COVID-19. They experienced lab closures, interrupted schedules, and other delays. However, the grantees persevered and made tremendous and exciting progress. Their steadfast enthusiasm and pride in knowing that one day their discoveries will lead to hopeful outcomes for those living with Alzheimer's inspires them on a daily basis.









SMORY

UC San Diego

WISCONSIN

VANDERBILT UNIVERSITY



















\$4.25 MILLION IN WAM GRANTS

17
LEADING NATIONAL
INSTITUTIONS

40 RESEARCH STUDIES

\$83 MILLION
IN ADDITIONAL SUPPORT

MEET THE CURRENT WAM GRANTEES



DR. LAURA COX
Ann Romney Center for
Neurological Diseases, Brigham
and Women's Hospital



DR. DEAN ORNISHPreventative Medicine
Research Institute



DR. ROBERTA DIAZ BRINTONCenter for Innovation in Brain Science,
University of Arizona



DR. KENDRA RAY
Menorah Center for Rehabilitation
and Nursing Care, a company
of MJHS System



DR. FAYRON EPPS
Emory University, Nell Hodgson
Woodruff School of Nursing



DR. ASHLEY SANDERLINWake Forest School of Medicine



DR. RICHARD ISAACSONAlzheimer's Prevention
Clinic, Weill Cornell



DR. MEGAN ZUELSDORFF University of Wisconsin, Madison



DR. LISA MSCONIWomen's Brain Health
Initiative, Weill Cornell

CLICK HERE TO HEAR DIRECTLY
FROM OUR AMAZING WAM
GRANTEES AS THEY SHARE THE
IMPORTANT RESEARCH THEY'VE
BEEN WORKING ON THIS YEAR.

HOW RESEARCH IS UNRAVELING THE MYSTERIES OF ALZHEIMER'S: FIVE HIGHLIGHTS FROM WAM-FUNDED STUDIES

Breast cancer therapies that act as anti-estrogen in breast tissue can act like estrogen in the brain, surprisingly reducing the risk of Alzheimer's in women who've taken cancerfighting anti-estrogens such as Tamoxifen and aromatase inhibitors.

(Dr. Roberta Diaz Brinton, PhD, Center for Innovation in Brain Science, University of Arizona)

Women's brains become more vulnerable to Alzheimer's during the menopause transition, specifically at the perimenopausal stage. Hormone therapy, when initiated during perimenopause, can lower the risk of Alzheimer's.

(Lisa Mosconi, PhD, Weill Cornell Women's Brain Initiative, Weill Cornell/New York Presbyterian) Exposure to air pollution may be associated with lower levels of total brain volume, including lower levels of white and gray brain matter, with older Black/African American women more vulnerable to the brain changes associated with air pollution than white women.

African American women, particularly those low in vitamin B12 intake, may have a higher risk of developing Alzheimer's compared to white women, pointing to the importance of a healthy diet in Alzheimer's risk reduction.

(Diana Younan, PhD, M.H.Sc., University of Southern California, through a grant co-funded with the Alzheimer's Association.) Lifestyle interventions can bring about significant reductions in Alzheimer's for those at risk for the disease—a reduction based on improving both overall physical health and cognitive health.

(Richard Isaacson, MD, Charles E. Schmidt College of Medicine Florida Atlantic University)

The gut microbiota of female mice age faster than those of male mice, but if put on a calorierestricted diet, the aging process is slowed. Thus, microbiome-based therapeutic approaches may be a promising new way to treat Alzheimer's disease in women.

(Laura Cox, PhD, Ann Romney Center for Neurological Diseases, Brigham and Women's Hospital)

Opposite: Maria Shriver meeting with members of the Alzheimer's Task Force

(Left to right) The Honorable George Schultz, Dr. Adele M. Hayutin, Dr. Dean Ornish, Dan Buettner, Karen Skelton, Maria Shriver

WAM'S IMPACT ON STATE AND FEDERAL FUNDING ACCELERATES PROGRESS

The Alzheimer's Task Force, chaired by Maria Shriver, has been hard at work for the past two years advocating for more California state money to be invested in Alzheimer's and dementia research and related services. We were thrilled that on June 14, 2021, the California Legislature approved a \$264 billion state budget that allocated \$32.5 million to support the Alzheimer's Task Force recommendations, an increase from the first draft of the budget and more money than any other state has ever directed towards Alzheimer's.

Of the \$32.5 million, \$4 million was allocated to health equity, caregiver education and support, and \$28.5 million aligned with nine of the Task Force recommendations and goals outlined in 2020. On top of that, our federal advocacy efforts helped raise \$5 million in additional California state dollars, with another \$5 million to Alzheimer's Day Care Resource Centers and \$25 million for Dementia Aware and Geriatric & Dementia Continuing Education, with an incredible \$62.5 million going to Alzheimer's programs in California.



IMPACT REPORT 2021 WOMENSALZHEIMERSMOVEMENT.ORG KNOW IT. FUND IT. PREVENT IT.

PREVENT IT.



If we are going to prevent
Alzheimer's we must empower
and educate people, especially
women, on what can be done now
to protect and promote cognitive
health in the future. We do
this by taking a comprehensive
and strategic approach to
Alzheimer's by focusing on
how to PREVENT IT!

MARIA SHRIVER

WAM Founder

OUR APPROACH TO PREVENTION IS FOUR-FOLD:

Fund critical genderbased research to advance our knowledge of how Alzheimer's affects women

2

Educate the public about Alzheimer's through summits, national polls, reports, and educational guides 3

Advocate at all levels of government for policies, increased funding, and other social, political, and economic changes that will move the needle on Alzheimer's

For such a long time, just watching my dad, my grandparents, my aunt . . . I just had this fear of knowing Alzheimer's is probably coming for me too. But now I know that there are ways to slow it, or maybe even completely prevent it.

MARJORIE GRAY

Patient, WAM Prevention Center

4

Provide on-the-ground services to women through the WAM Prevention Center to give women the medical guidance they need to reduce their risk of developing the disease



It gives me so much hope to think that I might be able to prevent Alzheimer's or at least delay the onset by taking advantage of the best research and the best minds here at the Center. ??

LARK McCARTHY

Patient, WAM Prevention Center

Just knowing that up to 40% of current Alzheimer's disease cases might have been prevented if people modified their lifestyle—that's huge! ??

JESSICA CALDWELL, PHD

Director, WAM Prevention Center at the Lou Ruvo Center for Brain Health at Cleveland Clinic, Las Vegas





Above: Dr. Jessica Caldwell with WAM Prevention Center Patient

In June of this year, we celebrated the one-year anniversary of the opening of the <u>Women's Alzheimer's Movement Prevention Center at the Lou Ruvo Center for Brain Health at Cleveland Clinic in Las Vegas.</u> This is a landmark center and the first of its kind to focus on women and Alzheimer's and how to **PREVENT IT.**

This unique and extraordinary clinic offers women with a family history or a genetic risk of Alzheimer's disease a holistic approach that includes comprehensive online, lab-based, and in-person assessment of their Alzheimer's risk and personalized lifestyle plans developed by medical doctors and psychologists with advanced training in Alzheimer's.

The clinic empowers women with information about lifestyle choices and other changes they can make to help lower their risks. We want women to understand the power of prevention and in doing so, to understand the disease and gain a sense of hope for the future of all brains, especially theirs and those of their loved ones, for today and in the future.

The Clinic also adds research value by collecting and analyzing data from the women who visit the clinic to build a knowledge base for other clinicians to access.

Goals for the future include collaborating with other top-rated institutions to establish more centers of medical excellence for Alzheimer's risk evaluation and prevention treatment plans.

CREATE YOUR OWN FUNDRAISER PROGRAM (CYO)

Each year we stand in awe of our incredible volunteers who tap into their creativity and their communities to raise money and awareness in support of the Women's Alzheimer's Movement. This year, volunteers danced and biked and hiked and cooked their hearts out! They even had game nights and raised money on their birthdays.

They did many diverse attention-grabbing activities, all in an effort to contribute to the mission of WAM, and in the process, raised over \$43,000. We are grateful to all of our steadfast volunteers who persevered through another challenging year to join us in meeting our goals.

We thank you.

TOP CYO FUNDRAISERS

MADDISON ROTNER

raised \$3,652 in honor of her grandmother, Alisa Newman, by instructing a virtual, 45 minute "Full Body Blast" fitness class.

LEARN MORE ABOUT MADDISON'S MISSION HERE.





PAM SHIELDS has raised \$1,667 towards her Camino de Santiago memorial walk.



SUPPORT PAM'S WALK HERE.

"I am primarily walking in memory of my mom, but also for all those currently living with the disease as well as those that care for them."



OF POKER

This was a fun, brain-challenging evening in San Diego in which poker pros and amateurs played cards to benefit WAM. Thanks to poker champions LENA EVANS and MARIA HO (above with Maria Shriver) for arranging the games and to JAMUL **CASINO** for hosting WAM at their lovely facility.

The event raised over \$28,000! Thank you to everyone who attended and made this such a successful and fun night!





LIZZ LEWIS and family-owned Farrelli's Pizza in Washington raised \$5,952.22.

For every brain-healthy Mama's Mediterranean Pizza ordered, \$5 was donated to WAM in honor of the restaurant's matriarch Margaret "Mama Farrelli" Farrell.

JOIN LIZZ AND **FARRELLI'S** PIZZA HERE.

CLICK HERE TO CREATE YOUR OWN WAM FUNDRAISER!

NEED SOME INSPIRATION? HERE ARE SOME SUCCESSFUL **'CREATE YOUR OWN'S'** FROM YEAR'S PAST.

> Irma B. raised \$1,100 asking for donations in honor of her 60th birthday.



Brain Health Kitchen's Bike for Minds team raised \$16,560 biking in Wyoming.



Mim's Purple Secret raised \$2,200 selling a calendar made of their mother/grandmother's artwork.

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2021 FINANCIAL OVERVIEW

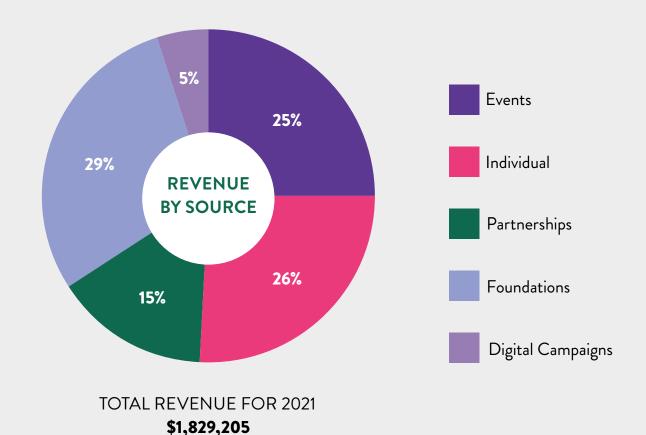
As we began fiscal year 2021, we were determined to match what we had raised in 2020, but we knew 2021 wasn't going to be much easier than the year before. We respected the toll the pandemic continued to take on our community, and the financial forecast for our country seemed unclear.

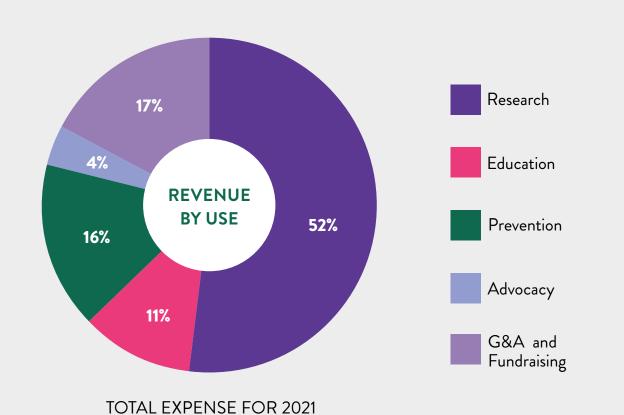
We decided in earnest to stay on the same cautious course we had set forth in 2020. We refrained from increasing our staff, something we had hoped to do once the pandemic ended. We kept our overall expenses low by implementing a number of cost-saving measures that included postponing our consistently successful in-person fundraising events

We raised money where we could, never expecting we'd exceed our revenue goal, but then our incredible donors surprised us!

We raised \$1,829,205 in total revenue, 15% more than projected. Revenue from our virtual summits was strong, as was income from individual gifts. We were delighted to see revenue from our digital campaigns increase in 2021 as well.

The Women's Alzheimer's Movement is looking ahead to 2022 with renewed optimism for a year that brings hope for those living with Alzheimer's, for those who are the tireless caregivers, and for all those yet to be diagnosed.





\$1,708,903

IMPACT REPORT 2021 WOMENSALZHEIMERSMOVEMENT.ORG KNOW IT. FUND IT. PREVENT IT.

To our Board Members and Advisors, thank you.

Your vision, expertise, and generosity inspired us all year to keep moving forward to understand why Alzheimer's impacts women so disproportionately. We would not be able to pursue this challenge with such tenacity without your guidance, support, and trust. We are proud and thankful to be in this fight with you!

2021 BOARD OF DIRECTORS

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Kristy Campbell

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Natalie Edmonds

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Nadine Schiff

Maria Shriver, Founder

Erin Stein, Executive Director

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

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Dr. Nancy Emerson-Lombardo,

PhD, Boston University

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Dr. Lisa Genova, PhD, Neuroscientist, New York Times best-selling author

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Dr. Richard Isaacson, MD, Weill Cornell and New York Presbyterian Hospital

Lori La Bey, Alzheimer's Speaks

Bob Linscheid, Caregiving Partner to Pam Montana, Activist

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Pam Montana, Living with Early Onset Alzheimer's, Activist

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Dr. Howard Weiner, MD, Harvard, Brigham & Women's Hospital

32 IMPACT REPORT 2021 WOMENSALZHEIMERSMOVEMENT.ORG THANK YOU BOARD MEMBERS AND ADVISORS

To our 2021 Donors

Together we made it through another challenging year. It is your trust in our mission and generous contributions that support the research that is making scientific progress possible. We are laser-focused on funding the most innovative and advanced gender-based research to make the important and time-sensitive discoveries so desperately needed to prevent Alzheimer's.

Thanks to your generosity, you are helping us accelerate progress like never before!

\$250,000+

Living Legacy

\$100,000 - \$249,000

Cleveland Clinic

Eli Lilly

\$50,000 - \$99,999

Biogen

Eisai, Inc.

Kensington Senior Living

Tullet Prebon Holding, Inc.





\$20,000 - \$49,999

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California State Society Daughters of the American Revolution

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\$10,000 - \$19,999

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Jamul Casino

P&G

Science of Prevention

Silicon Valley Community Foundation

Todd & Stephanie Schnick Foundation

Verizon

\$5,000 - \$9,999

Goldman Sachs

BeautyCounter

Home Care Assistance

Karin Malkin Health Counseling

Heather Darst

Matt & Gretchen

DiNapoli Foundation

Microbiome Labs

The Moments

Providence Health & Services

Amy Rosenbery & John Slafsky

Nadine Schiff

Sidney Kohl Family Foundation

Variety Media, LLC

Veronica Beard

Marc Weiner Foundation



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\$1,000 - \$4,999 Alzheimer's Drug

Discovery Foundation

Jose Araya

Dr. Timothy B. Baker

Simin Banister

Dr. & Mr. Buffaloe

Belmont Village Senior Living

Jeffrey and Christina Bird

Vicky Carlson

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Genesis Administrative Services

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Map Habit

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\$500 - \$999

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Alisanne Meyers

David Offer

Jane Downs Ovitz

Walter F. Payne

James Perkins

SuperRaj Raj

Leigh Ann Ranslem

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Diane Reichenberger

Room At The Beach

Judy Rosenberg

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Maddison Rotner

Anne Sullivan

The Wonderful Company

Foundation

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John Awad

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Kara Bierman

David Bono

Theresa Bouchard

Bert Brandenburg

Margaret Brownlie

Susan Coccari

Mary Cox

Heather Darst

HH & Gertrude Klein Foundation

Julia DeNapoli

Larry Dicke

Jenna Drucker

Robin Eggert Elm

Kristine Farnsworth

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FlavaNaturals LLC

Susan Geck

The Gilbane Foundation

Allison Gingold

Debra Hahn

Peter Hapka

Chris Hazell

Christina Hinton

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Rachel Vancelette

Jessica Vitale Natalie Wagner

Jennifer Wahl

Lawler Watkins

Elyse Weber-Sacks

Judy Werner

Lynn Williams

Matthew Zevin

\$249 AND UNDER

We are grateful to the many hundreds of supporters who donated to WAM in 2021!

Please note that this list only includes donations made through 12/9/21.

36 IMPACT REPORT 2021 WOMENSALZHEIMERSMOVEMENT.ORG THANK YOU **DONORS**



THANK YOU ONE AND ALL

To our donors, researchers, advocates, politicians, board members, and volunteers: you are part of something extraordinary, and we're grateful you're with us.

There is no challenge too big for us to face when we work together. You keep us focused on finding the answers that will one day lead to a remarkable breakthrough—one that will change the future for all minds.

KNOW IT. FUND IT. PREVENT IT.

LET'S DO THIS!

The Women's Alzheimer's Movement Staff

(Left to Right)
Laurel Ann Gonsecki, Samantha Avalos,
Erin Mulcahy Stein, Maria Shriver,
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