

Alzheimer's Foundation of America (AFA) is calling on students, professionals, entrepreneurs and community –minded organizations across the country to **join the AFA Challenge. Raise \$60,000 in 60 days for AFA's Young Leadership Program.**

There are so many people who don't understand what Alzheimer's disease is and how it affects families. Imagine being a child or teenager struggling to understand why grandma, grandpa or a loved one is acting so strangely or can't remember who they are.

Raising awareness and educating individuals at a young age about Alzheimer's disease will help individuals learn more about dementia related diseases, what to expect, and enable them to honor their parent, grandparent or loved one's strengths and capabilities.

Join the challenge. Make a direct donation or create an event to raise awareness of Alzheimer's disease, and funds for AFA, to help educate the next generation of leaders.

The AFA Challenge will provide you with satisfaction knowing your efforts will have a direct and immediate impact on teens affected by Alzheimer's disease (AD).

Each year, AFA holds a Teens for Alzheimer's Awareness Scholarship Essay Contest which asks high school seniors to describe how Alzheimer's disease changed or impacted their lives. AFA will be able to double the amount of educational scholarships that can be awarded to teens in AFA's 2019 grant cycle and expand the impact of this program by providing educational workshops on Alzheimer's and related diseases to help create more understanding, compassion and empathy.

Knowledge is power and reduces fear of the unknown. Join the AFA Challenge.

The campaign period will be from May 2nd – June 30th

Criteria for Selection

Every project and philanthropic activity must have a component that raises awareness about AD. Creativity of the project, amount of funds raised, # of people the project reached and their ability to measure the impact of the project are all factors that will be considered in selecting AFA's 2019 Young Leadership in Philanthropy Award, Outstanding Leader, and AFA's 2019 Outstanding Corporate Philanthropy Award.

Recognition and Rewards

The winners of AFA's 2019 Challenge will be selected by July 15th. They will be, issued a special plaque, recognized in AFA's 2019 annual report, Teal Times magazine, social media and on our website.



Registration

Please complete the following Registration form and submit to the development office or mail: Alzheimer's Foundation of America (AFA), 322 Eighth Avenue, NY, NY. 10001. For more information contact please contact June Colasuonno, at 866-232-8484, or jcolosuonno@alzfdn.org to request collateral materials.

Share Your Story (what inspired you or your organization to participate in the AFA Challenge?)

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Date of Event: Time:am/pm to.....am/pm

Activity/Event Details: (name and address of proposed event or activity, method to raise funds and awareness):

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Funds Raised: All funds raised to be remitted to the Alzheimer's Foundation of America within 30 days of the event's conclusion. **All checks should be made payable to the Alzheimer's Foundation of America or donate online at www.alzfdn.org/donate.**

I/We, (Print Name) _____ agree to act in a professional manner in conducting fundraising activities and uphold the integrity and values of AFA.

Signature: _____ Title: _____ Date: ____/____/____

Organization: _____ Mobile: _____

Address: _____ E-mail: _____

City: _____ State: _____ ZIP Code: _____