

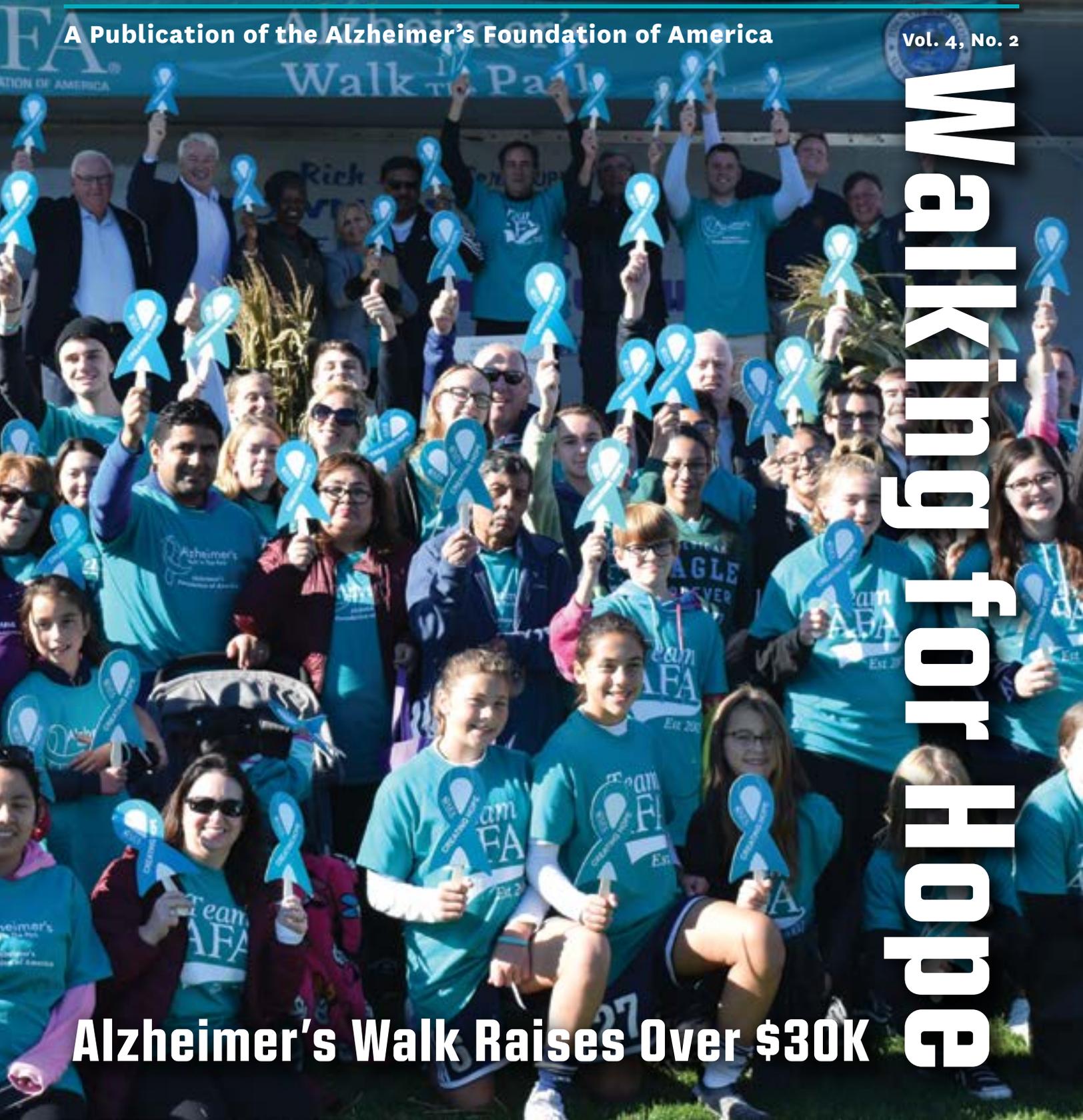
TEAL TIMES[®]

A Publication of the Alzheimer's Foundation of America

Vol. 4, No. 2

Walking for Hope

Alzheimer's Walk Raises Over \$30K



A Message from our President & CEO

Dear Friends,

The world is full of amazing people. In the battle against Alzheimer's disease, there are those who turn a difficult situation into something truly positive. The stories in the following pages of *Teal Times* lift up those people. Among them:

- College student Ethan Widrig who ran 100 days of 5Ks on his St. Joseph's University track—more than 310 miles—to raise awareness and \$13,700 for AFA
- Newlyweds Mitch Knauf and Chelsea Ward who invited wedding gifts in the form of donations to AFA, raising more than \$2,200
- Great companies who offer employer matching gift programs
- Actor David Haydn-Jones who launched a fun t-shirt campaign (<3 = Love) and other projects that raised more than \$10,000
- Entrepreneur and author Rick Itzkowich who wrote *The Referral Handbook: How to Increase Sales with Proven Networking Strategies* in his father's honor, with all proceeds (more than \$10,000) going to AFA
- The hundreds of people and corporate sponsors who participated in our Alzheimer's Walk in the Park enabling us to raise \$30,000

We are so very grateful. I hope you are as inspired by them as we are. Because of this giving, AFA was able to award over \$1 million in grants in 2019 and do some amazing things:

- Launch a new grant program to help fund wandering prevention programs in communities across the country
- Award college scholarships to high school students impacted by Alzheimer's disease
- Provide financial support for direct care and services through our member organizations to people living with Alzheimer's, dementia-related illnesses, and their caregivers
- Fund research initiatives at NYU Winthrop Hospital, The Feinstein Institute, Emory University's Goizueta Alzheimer's Disease Research Center, and Stony Brook University. (To learn more, call AFA, 866-232-8484, to request a copy of our research newsletter, *Investing in Hope*.)



Thank YOU for your continued support of our important work in the world.

You make it all possible.

With gratitude,



Charles J. Fuschillo, Jr.
President & Chief Executive Officer
Alzheimer's Foundation of America

College Student Raises Over \$13K by Running 100 Days of 5Ks

Ethan Widrig was well aware of the impact of Alzheimer's disease; his grandmother passed away from it when he was a junior in high school. Fast-forward five years and the New Hampshire native is now a senior at St. Joseph's University in Philadelphia and raising awareness and funds for AFA's research efforts toward a cure.

During the fall semester of his senior year, Ethan finished his first fundraising campaign, "100 Days of 5Ks," where he ran a 5K every day from August 26th until December 3rd. Over the course of his 100-day campaign, Ethan ran more than 310 miles, the equivalent of running from Philadelphia to Canada, and raised \$13,700 to support the more than 5.8 million Americans impacted by Alzheimer's every day.

While balancing the hefty class load of a college senior, Ethan never took a day off or missed a run. To avoid classes and other commitments interfering with the campaign, he would often run at 11 p.m. so that he stayed on pace to achieve his goal. "I thought that would demonstrate my commitment to the cause," he said. Needless to say, Ethan's commitment was quickly known throughout campus and the community.

During the campaign's entirety, Ethan constantly reached out and encouraged his friends, classmates and the community to participate in the runs to further help raise recognition of a disease that younger generations like Ethan's are not as familiar. He used social media platforms like Instagram and Facebook to further assist his outreach as well. By the time his campaign ended, Ethan regularly had individuals come out to participate in the run with him when time permitted them to do so.

When asked about Alzheimer's, he reflected upon its devastating effects and his memories of how they had impacted his grandmother. "With Alzheimer's you have to watch their condition deteriorate over time and it was hard to experience that firsthand with my grandma," he continued. "But I know she would think what I'm doing is pretty cool. She was always very active and I know this is something she'd be very supportive of."

Alzheimer's awareness is something that Ethan has taken to heart over the years, and he is not done supporting it to improve the lives of others. He has future goals of putting together more fundraisers such as an organized 5K event or community walks for those who may be intimidated by the idea of running a 5K.



Pura Vida Bracelets Raise Over \$30,000 for AFA

In the summer of 2010, two Southern California friends, Griffin Thall and Paul Goodman, took a college trip to Costa Rica. They came across two local artisans whose colorful string bracelets captured the beauty of the country, but they were struggling to survive on artisan wages. Desperate to find a way to help them, Griffin and Paul asked the artisans to make 400 bracelets to take home with them. Pura Vida, which translates to “pure life” in Spanish, was born.

Now based in La Jolla, California, Pura Vida provides full-time jobs to artisans worldwide, creating bracelets, jewelry and other products. Over the past few years, Pura Vida has also collaborated with the Alzheimer’s Foundation of America and more than 175 other charitable organizations, making bracelets in each organization’s colors. Not only do the bracelets give people a way to show support for a cause, they provide direct support as well: Pura Vida donates a portion of the selling prices back to the respective charities.

Sales from Pura Vida’s beautiful teal “Alzheimer’s Awareness” bracelet have raised more than \$30,000 for AFA to date, for which we are very grateful!



A \$2,200 Wedding Gift That Will Keep on Giving

Weddings are life-changing events, but one couple from Los Gatos, California, used their own wedding to change the lives of others, too.

In the months leading up to their wedding, Mitch Knauf and Chelsea Ward did more than just the standard preparation and planning for their big day. The young couple decided that instead of receiving wedding gifts, they’d give their guests the option to give money that they would then donate to charity.

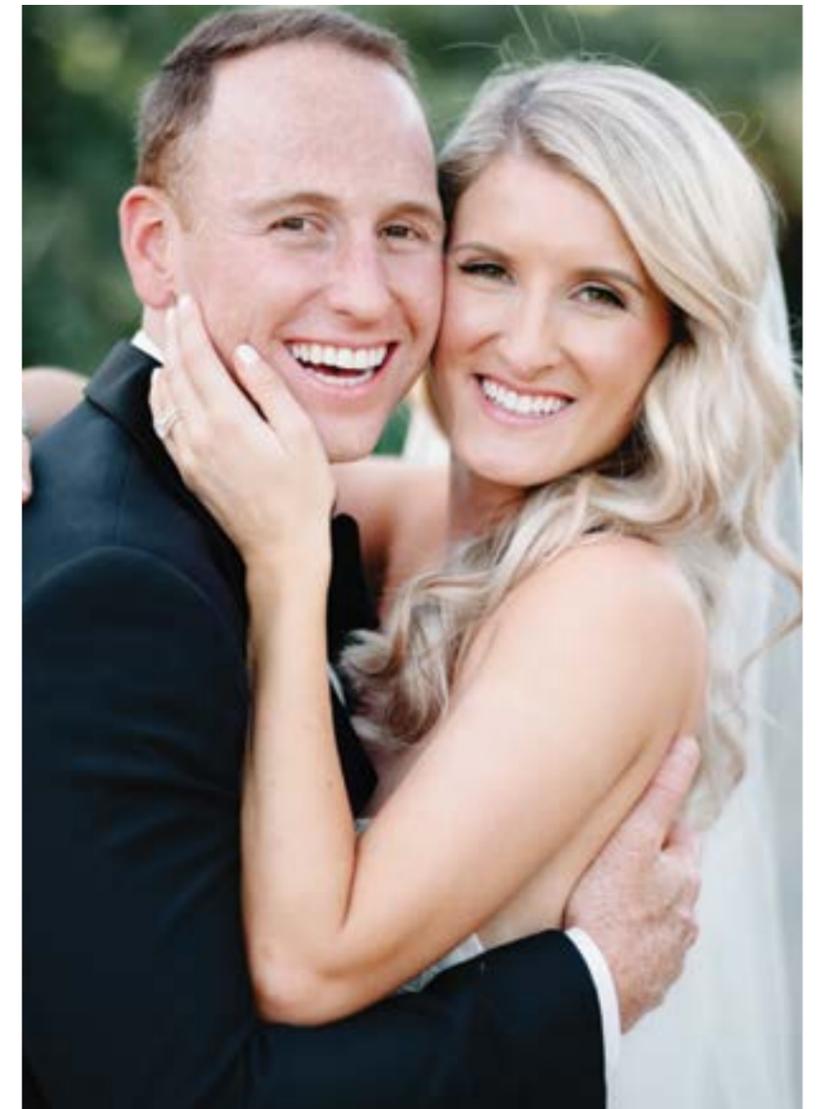
“Chelsea and I were fortunate enough to be in a position where we did not need many gifts,” said Mitch. “So instead, we decided that we were going to pick a charity to fundraise for that would help others in need.”

After discussing what cause they were passionate about and believed in, Mitch and Chelsea chose to raise funds to help provide support, services, and education to individuals, families, and caregivers affected by Alzheimer’s disease. Both Mitch and Chelsea experienced different illnesses and hardships within their families, but felt that Alzheimer’s is a challenging and widespread illness in need of further research.

“We both understood how devastating Alzheimer’s disease can be and how it heavily impacts families,” he said. “We wanted to make a difference by raising funds and awareness for a great cause.”

Mitch has a personal connection with Alzheimer’s as well; his late grandmother, Carolyn Edwards, was diagnosed with Alzheimer’s disease in 2010 and passed away in 2012.

Throughout her life, “Grandma Edwards” was known for her



dedication to her five children and her grandchildren. She was also known for her passion for reading, golfing, and sewing. Grandma Edwards also thoroughly enjoyed playing card games with her grandchildren, which she usually won (“She never played easy,” said Mitch).

“I was a firsthand witness to Alzheimer’s and how impactful and serious it can be,” he continued, “which is what pushed Chelsea and I toward choosing AFA.”

Mitch and Chelsea raised more than \$2,200 from their wedding to support AFA and its mission.

“It is great to be able to give back and provide funds that will further benefit the millions of Americans who are impacted by Alzheimer’s every single day,” Mitch added.

FLEETCOR Employees Raise \$6,000 “Dressing Down”

Whether it’s wearing jeans instead of dress pants or a polo instead of a dress shirt, it’s a great feeling to be able to go to work in more comfortable clothing. However, being able to feel good at work while supporting the more than 5.8 million individuals living with Alzheimer’s and their caregivers and families is even better. That’s exactly what employees at FLEETCOR Technologies did this past September.

Based out of Atlanta, Georgia, FLEETCOR offers specialized payment solutions for businesses globally. Each month, their Philanthropy Team selects and raises funds for an organization that they believe is doing a lot to give back to the community in a positive way.

For the fourth consecutive year, AFA was chosen as FLEETCOR’s charity of the month. Employees were allowed to purchase a \$5 “dress down card” from their local human resources representative, which in turn would enable them to wear jeans to work the following week.

Hundreds of employees from the company’s multiple locations across America participated, raising over \$1,100, making it their most successful campaign this year. The money employees raised was then matched by FLEETCOR, making the final donation to AFA \$2,304. Over the years, FLEETCOR has raised nearly \$6,000 for AFA and its mission.

Match the Movement

There's a phrase "giving is contagious." When someone is charitable or does a good deed, it often inspires others to do the same. Companies across the country are encouraging their employees to catch "giving fever" by offering incentives through employer matching gift programs.

Employer matching gift programs are corporate giving programs in which the corporation or organization matches donations made by employees to qualifying non-profit organizations. It's an added incentive to give. Your charitable gift not only helps others but also leverages additional money for your cause from your employer. The amount of the match varies for each company, and in some cases, it can be dollar for dollar: Your \$100

donation to AFA actually becomes \$200, without any additional money coming out of your pocket!

Through the first 11 months of 2019, more than 80 companies and organizations across the U.S. have matched employee donations to AFA, generating more than \$82,000 in matching funds to help those impacted by this devastating disease. We thank each of them for matching their employees' generosity with contributions of their own!

Contact AFA at 866-232-8484 to learn more about setting up a matching gift program or to check if your company matches donations to AFA. Among those who do include:



Playing a Leading Role in Raising \$10K to Fight Alzheimer's



He's starred as Arthur Ketch in the hit TV series *Supernatural*, is a fixture on Hallmark Channel holiday movies, and plays "super agent" Gabe Gabriel alongside NFL stars Aaron Rodgers and Patrick Mahomes in a series of super popular State Farm commercials (see below). But a role that is truly special for the quick-witted actor David Haydn-Jones is that of Alzheimer's advocate. David and his loyal fans are extraordinarily passionate about the cause.

As a young boy growing up in Canada, David witnessed his grandmother, Annette Elizabeth White, live with Alzheimer's disease during the 1980s. One of his lasting memories is the unconditional love that his grandfather, mother and aunts provided "Nana" throughout the course of her illness.

David has found unique and fun ways to bring attention to Alzheimer's disease and raise funds to support those impacted by it. He launched a t-shirt campaign, "< 3 = Love," after good naturedly learning that the less than 3 emoji (<3) his fans were sending him via his social media feeds was not a math equation, as he always supposed, but a heart (and a sign of love). What started as a limited edition run was so popular that David created additional designs and products, including coffee mugs, beanies and tote bags.

He also recorded a single, "Makin' Bacon," born out of a humorous improvisational jingle he did while on a panel at a *Supernatural* fan convention (available at the online independent music store CD Baby). He also worked to create a charm replica of his *Supernatural* character's cross tattoo.

As of the time of this writing, David and his fans have collectively raised more than \$10,000 for AFA. We thank them for their "leading role" in the fight against Alzheimer's disease!



Walkers Raise Alzheimer's Awareness and \$30,000 to Help Families



On a bright and beautiful Saturday morning in Lindenhurst, New York, hundreds of enthusiastic walkers gathered together for the second annual “Alzheimer’s Walk in the Park,” hosted by the Alzheimer’s Foundation of America and the Town of Babylon.

Long Islanders of all ages took part in the Walk, many walking in honor of a family member or friend who was affected by Alzheimer’s disease. Students from Lindenhurst, Amityville, West Babylon and Half Hollow Hills school districts volunteered their time to help out. Health and wellness activities, music, refreshments and free, confidential memory screenings were all part of the event.

The Walk took place at the AFA-Town of Babylon Respite Care Relief Park, a first-in-the-nation place designed to give caregivers a dementia-friendly environment to relax, get out of the house, and enjoy a peaceful outdoor setting where they feel comfortable bringing someone with Alzheimer’s disease. The park also provides educational information about Alzheimer’s disease, caregiving and support services. Proceeds raised from the event will

support services for Long Island families impacted by Alzheimer’s disease, as well as research toward better treatment and a cure.

Babylon Town Clerk Gerry Compitello said, “Whether you or a loved one have dealt with Alzheimer’s firsthand or not, the Walk was a great opportunity to support your friends, neighbors and other members of our community who do.”

Special thanks to everyone who walked, volunteered and supported the Walk, including the event sponsors: Steel Equities, The Bristol Assisted Living, Aetna, Abrams Fensterman Law Firm, Sunrise Senior Living, Dignity Home Care, Stony Brook Medicine, Courtyard Marriott, Long Beach Nursing and Rehabilitation Center, Parker Jewish Institute for Health Care and Rehabilitation, Age Well New York, PensRUs, Bill Wagner & Company Printing, Friends for Life Home Care, Social Capital Resources, State Farm, Checkmate Industries, and The First National Bank of Long Island.

Contact AFA’s development department at 866-232-8484 if you’re interested in hosting a walk in your area!





AFA is grateful to everyone who supported the 2019 AFA Golf Classic, including the event sponsors: Ed Miller; Redland Strategies; Nussbaum, Berg, Klein & Wolpov CPAs; Maspeth Federal Savings; Carco Builders Corp.; Naples Commercial; Illuminado Partners; GCP Capital; KPMG LLP; Sovereign Carpet; Jeffrey Greenfield; Nassau Suffolk Autism Society of America; Fat Guy Media; Steel Equities; Robert McBride; American Express; Edward Novick; Tom O'Brien; HSBC; Sebonack Golf Club; Sahn Ward; the Salvatico Family; FW Sims Mechanical Services; LMS Technical Services; and Metropolitan Abstract Corporation.

Proceeds from the 2019 AFA Golf Classic go to fund AFA's programs and services for families affected by Alzheimer's disease as well as research toward a cure.



Florida Golfers Raise \$15,000 "Fore" Families Impacted by Alzheimer's



2019 AFA Golf Classic Raises More than \$300,000 for the Fight Against Alzheimer's

What better way to raise money for a great cause than having fun while playing a round of golf? More than 150 golfers teamed up to raise more than \$300,000 to help families affected by Alzheimer's disease at the 2019 AFA Golf Classic, the most successful AFA Golf Classic to date.

Golfers took to the links in Southampton, New York, to enjoy a fun-filled round of golf on two of the country's best golf courses: Sebonack Golf Club, designed by Jack Nicklaus and home to 2013 U.S. Women's Open; and National Golf Links of America, which has twice hosted the Walker Cup Match. Great food, an awards reception and stunning scenery were all part of the day!

This year's AFA Golf Classic honored Fred J. Carillo, Mayor of the Incorporated Village of Old Westbury, for his many years of community service. Fred, who served our country in the United States Marine Corps, is a commercial and industrial real estate developer who is known for his compassion and generosity to many charities. He also provides tuition for students to attend secondary schools and colleges.



Last October, 250 people gathered for a beautiful day of Florida weather at the Del Webb Spruce Creek Golf & Country Club in Summerfield for the first annual Alzheimer's Realty Executives in The Villages Golf Tournament and Auction.

Glenn Stein and Micki Wohl of Realty Executives are both agents for The Villages, the popular retirement community in Sumter County, Florida. "We have a large population base here with Alzheimer's since we are a predominantly retired community," Glenn added.

After an enjoyable day on the links, golfers met at the Grand Oaks Resort in Weirsdale, approximately 20 minutes south of Summerfield, for a banquet, which included 50/50 raffles as well as a silent and live auction.

The event not only brought additional awareness to a special cause but raised \$15,000 to help families impacted by Alzheimer's disease and other dementias. A good time was had by all.





GIFT of HOPE SOCIETY

A Special Invitation From

Bert E. Brodsky
Founder & Board Chair

Charles J. Fuschillo, Jr.
President & CEO

INVEST IN HOPE

More than 5.8 million people are living with Alzheimer's today. This number is expected to nearly triple by 2060 if new treatments or a cure are not found.

Philanthropic support enables AFA to push the field forward, provide innovative research and enrich the lives of those with Alzheimer's and their caregivers.

Make a gift of \$1,000 or more for programs, better treatment and a cure and become a member of AFA's Gift of Hope Society.

JOIN AFA'S NEW GIFT OF HOPE SOCIETY TODAY

SPECIAL BENEFITS | RECOGNITION | NAMING OPPORTUNITIES

Make your gift online at www.alzfdn.org/donate or use the enclosed envelope.

CONTRIBUTIONS MAY BE DESIGNATED FOR:



EDUCATION



CARE



RESEARCH

\$100,000 Founder's Club	\$75,000 President's Circle	\$50,000 Visionary	\$25,000 Creator	\$10,000 Innovator	\$5,000 Ambassador	\$2,500 Guardian	\$1,000 Friend
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Gift of Hope members who contribute \$10,000 or more will receive a special invitation to the annual roundtable meeting of the AFA Medical, Scientific & Memory Screening Advisory Board.

Naming opportunities are available for programs and special initiatives.

Reach out to Charles Fuschillo, AFA President & CEO, at cfuschillo@alzfdn.org, or our development office at 866-232-8484.

100% of all contributions designated for research go exclusively for funding research.
88% of all other contributions go to programs and services.
AFA is a 501(c) (3) non-profit organization.



Mother and Son Raise \$3,340 Biking for Alzheimer's

Sue DeMay and her son, Jim, undertook a bike ride of a lifetime to help raise Alzheimer's awareness and funds for AFA's research efforts toward a cure.

The mother-son duo biked together from Cleveland, along the Ohio to Erie Trail, passing through Massillon, Mt. Vernon, Columbus, and Xenia before finishing in Cincinnati. Sue and Jim completed the 326-mile route in five days.

They embarked on the ride in honor of Sue's mother, Eileen Moon, who passed away in November 2016 after a long battle with Alzheimer's disease.

"I loved my mother very much, and Jim's grandmother was very special to him," said Sue DeMay. "She was a wonderful, loving, gentle, caring person who loved life and touched all those who met her. We miss her every day and would like to find a cure for Alzheimer's. It's a terrible disease that takes too many lives."

"Grandma Moon' was a very special lady who had the biggest heart imaginable," said Jim DeMay. "Unfortunately, her disease is one that is far too common, as nearly everyone has a friend or family member who has been afflicted by Alzheimer's. I am hopeful that we will have a cure for Alzheimer's during my lifetime, and Mom and I

wanted to use our bike ride to advance that cause and to honor Grandma Moon."

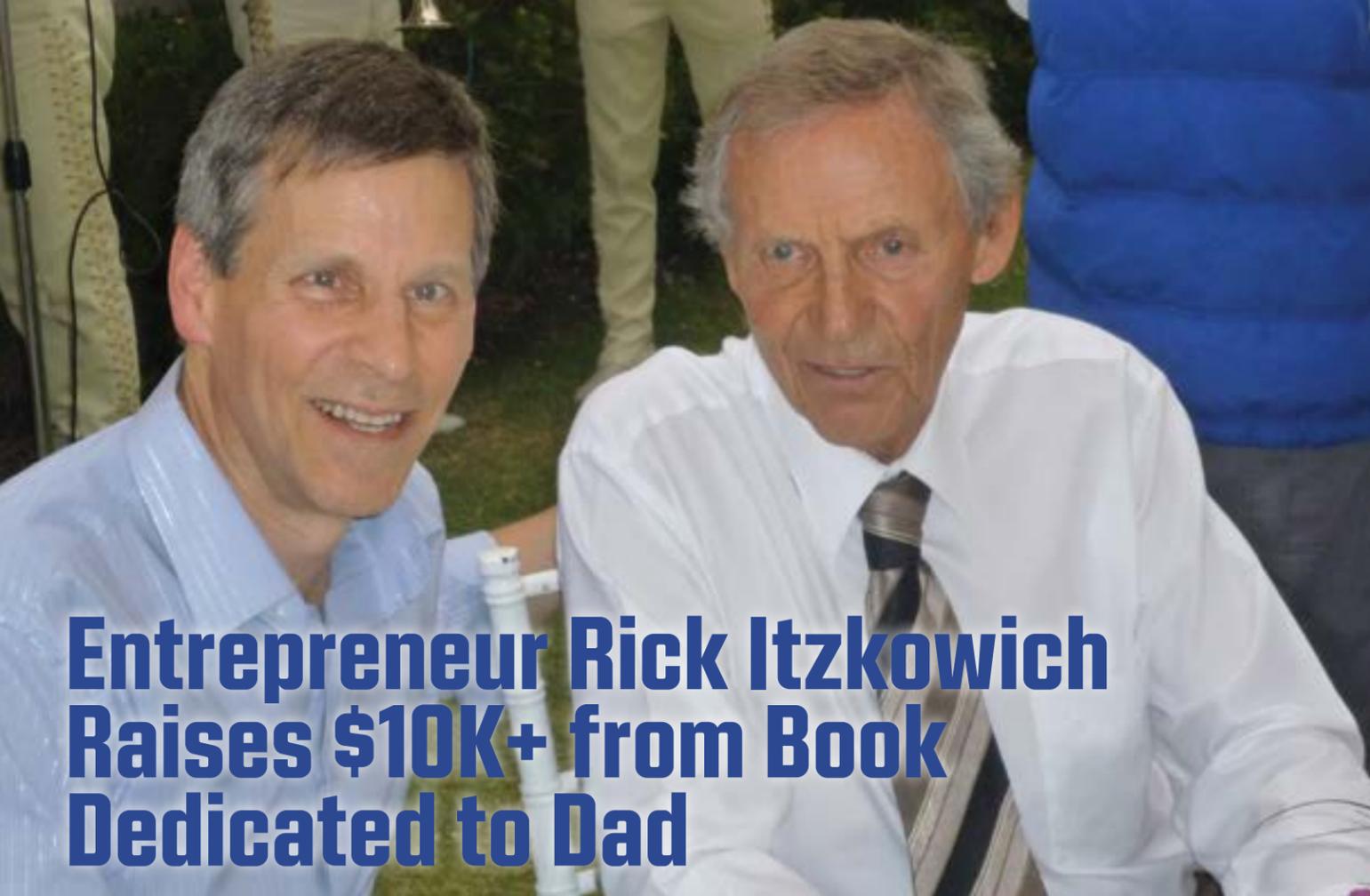
Jim is an attorney living in Concord, North Carolina, and has lived there for about 12 years. He was raised in Aurora, Ohio, where Sue still resides and his grandmother lived her entire life.

The two have never been bicycle "fanatics," but memories of old bike rides together are the reason why they decided to embark on their journey. When Jim was little, he and his mother would ride their bikes together and travel a little farther than their previous ride, resulting in his dad and grandma having to come pick them up.

"Every time we would go, we would go a little bit longer than before. It was always something my grandma was always sort of associated with," Jim added.

To ready themselves, Jim ran and did CrossFit while Sue biked constantly. Although the task at hand seemed daunting and physically demanding at moments, it was Eileen Moon and the other millions of people impacted by Alzheimer's that kept their pedals turning.

Sue and Jim surpassed their initial fundraising goal with their efforts and ended up raising \$3,340 for AFA.



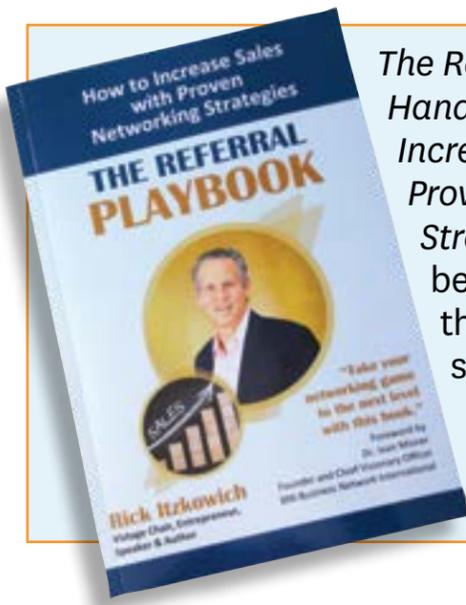
Entrepreneur Rick Itzkowich Raises \$10K+ from Book Dedicated to Dad

“Never say never” is an important life lesson that Rick Itzkowich, entrepreneur, speaker, author and networking expert, has learned over the years.

He vowed that he’d never return to Mexico City, where he was born and raised, and that he’d never work with his father, Moises Itzkowich. But when Rick’s sister noticed that their dad was starting to repeat himself and forget things, a cognitive test revealed that he was in the early stages of Alzheimer’s disease. His dad could no longer run his steel manufacturing business, in Mexico. And Rick had to both return to Mexico City and work with his father.

When Rick and his two sisters, Rebeca and Carla, realized that their dad could no longer manage on his own, they agreed to go to Mexico on a rotating basis. The silver lining was the support that Rick found from a renewed relationship with his sisters. After a brave battle with Alzheimer’s, Moises Itzkowich passed away in January 2018 at 85.

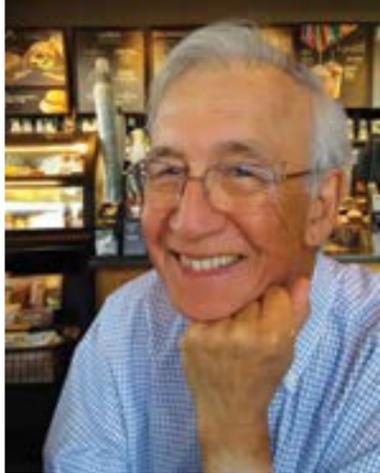
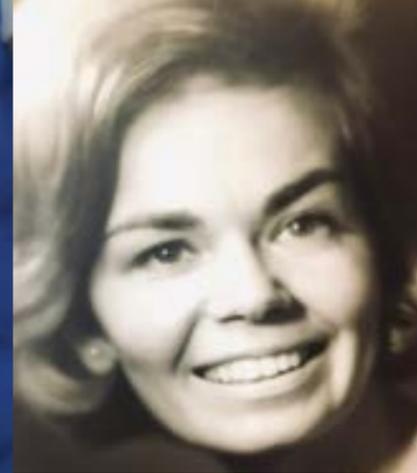
Rick’s father’s passing led to his retracting yet another “never”: the decision to write a book after many years of being urged to by others. The final product, *The Referral Playbook: How to Increase Sales with Proven Networking Strategies*, published October 2018, reveals how to bridge the gap between the worlds of face-to-face networking and online marketing. It’s



The Referral Handbook: How to Increase Sales with Proven Networking Strategies can be purchased at the AFA e-store, shop.alzfdn.org.

dedicated to his father, Moises Itzkowich, with all the proceeds going to the Alzheimer’s Foundation of America. More than \$10,000 has been raised to date.

“This final chapter really allowed me to come full circle with my dad. When he passed away, I ended up running his business and respecting and appreciating him more than I ever imagined possible. It’s brought me much closer to my dad; his vision for what he wanted for me is now being realized.”



Online Tributes of Love Raise \$1M+

Although significant progress has been made in advancing the fight to cure Alzheimer’s, the battle continues. There are few things more sobering than hearing that a loved one has succumbed to this devastating disease. However, there are ways to make sure a loved one’s passing is not in vain.

Many people choose to honor a dear friend or family member by giving back to others still living with the disease. They create a fundraising tribute to celebrate a person’s life that raises money to support AFA’s care, education and research for better treatment and a cure.

In 2019, online tributes in honor of people who have passed away raised more than \$1 million. Contact AFA at 866-232-8484 or visit our website (alzfdn.org) to learn more about starting a memorial fundraiser. It’s a wonderful way to pay the love forward.



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