Live Benefit Raises Spirits, Funds During COVID-19 Pandemic
2020 Alzheimer’s Virtual Walk in the Park

NOVEMBER 1-30

FOR NATIONAL ALZHEIMER’S AWARENESS MONTH

Opening Ceremony, Nov. 1

Walk anywhere!
Start at any time!
At your own pace!
For as long as you wish!

Register at www.afawalk.com by October 30 to be ready for Nov. 1 kickoff.
Sponsorships available.

Contact AFA Development Dept., 866-232-8484, for additional information, help with registration or sponsorship opportunities.
Nomura Raises $25K+ with Fun-Raising Events

The New York City office of Nomura, the global financial services firm, is also in the business of raising funds for good causes, often with a side of good fun. Earlier this year, they held two fundraising events for AFA, raising more than $25,000—and had a blast doing it.

The first event was AFA Jeans Day, in which Nomura employees were invited to wear jeans to work in exchange for a donation of $10 or more to AFA. The second event kicked it up a notch, with a Beat the Boss event in partnership with Linda’s Ride, the indoor cycling fundraiser, founded by David and Emily German in honor of Linda German, currently living with young-onset Alzheimer’s disease.

Beat the Boss was a friendly cycling competition between the leadership and employees of Nomura CSR Americas and Global Markets America held at New York Sports Club. Employee teams (four per team) and the “bosses” competed for farthest distance traveled during a 20-minute ride. All participants were responsible for fundraising and cycling the afternoon of the event.

An additional benefit to the event? Aerobic exercise, which increases blood flow to the brain and improves overall well-being, among the many recommendations to promote healthy aging!

All money raised went directly to fund support, services, and education to those affected by Alzheimer’s as well as research into better treatment and a cure. Ride on!
“If you can add a few more smiles, a little more happiness, then you are accomplishing something else.”

That’s how Mort Silverman describes his motivation for giving back. The 88-year-old resident of the Jones Harrison Assisted Living facility in Minneapolis has donated $150,000 over the last three years to AFA and has put $500,000 in an estate plan to be given to AFA to help fund research for a cure and support services for families impacted by Alzheimer’s disease.

Mort Silverman has lived an incredible life. He grew up in Minneapolis, served in the Army, and then established a career in the financial industry. Along the way, he met his wife, Artice, bonding over their love for traveling, the outdoors and horseback riding. The devoted couple had four children and spent 59 wonderful years together as husband and wife.

Alzheimer’s entered the Silvermans’ lives in 2011, when Artice was diagnosed with the disease. Over time, many of the things Mort and Artice loved to do became harder, and, ultimately, impossible. Their last trip together was in 2015, for their son’s wedding in Mexico.

But they found new passions and ways to stay active. Mort and Artice were among the first members of the Giving Voice Chorus, a Minnesota-based organization that brings together people with Alzheimer’s and their care partners to sing in choruses that foster joy, well-being, purpose and community understanding. Every Wednesday, Mort and Artice sang together in the chorus. Mort saw the power of music and how it would enliven people who didn’t speak much or lacked mobility. He also saw the impact it had on him, allowing him to interact with staff and other caregivers for advice and support.

When Artice passed away from Alzheimer’s disease in 2017 at the age of 80, Mort wanted to find a way to give back to help other families affected by the disease. Two major factors led him to AFA.

Mort was “impressed” that AFA holds Charity Navigator’s highest rating of four stars and utilizes 88 cents of every donated dollar for programs and services. He also noticed that AFA offered programs such as music, art, dance, and pet therapies, similar to the ones that were so beneficial to him and Artice.

Mort’s extraordinary generosity is a moving and lasting tribute to Artice that’s now adding many more smiles to faces across the country.
An Exciting “Night on the Edge” Raises $5,600

For the past nine years, Bluegrass and country music performer Michelle Canning has been holding “A Night on the Edge,” an annual benefit concert in support of AFA. Unfortunately, COVID-19 forced Canning to cancel the in-person show, but that did not stop her from accomplishing her goal of raising awareness and funds for the fight against Alzheimer’s disease for another wonderful year.

On April 24th, Canning played an hour-long acoustic set via Facebook livestream from her living room, including her touching song, “It’ll Take Him Away.” She wrote this song in honor of her grandfather, Ken Canning, Sr., who passed away from Alzheimer’s disease at age 82. He has been the inspiration behind Canning’s long-time commitment to the fight against Alzheimer’s.

Throughout the performance, viewers made contributions through Facebook’s donation platform and also purchased raffle tickets to win prizes such as retail gift cards, cookware, and an assortment of coffee goodies. All told, the online event raised $5,600.

“As a young girl, it was very difficult to watch my grandfather go through Alzheimer’s disease,” said Canning, who is a native of Andover, MA, now living in Nashville, TN. “I am honored to have the opportunity to not only honor my grandfather but to help people like him, and families like mine, get through this difficult time in their lives.”

To date, Canning has raised more than $40,000 to help fund AFA’s programs, services, and research efforts. It’s an amazing tribute to her grandfather, one that is making a real difference in the lives of others. AFA is so very grateful.
During the COVID-19 pandemic something wonderful happened. Nashville country artists and long-time friends joined voices for an inspirational “Songwriters’ Round” on Instagram Live to raise funds and spirits to support AFA’s mission. Singer-songwriters Alyssa Trahan, Mira Goto, and Jane Bach, who each have personal experiences with Alzheimer’s, brought compassion and warmth to the delightful concert, which raised $2,750, more than half of which occurred before the performance even got started. The event, which was livestreamed on May 16th, can be viewed on Alyssa Trahan’s Instagram page @alyssatrahan.

“People with Alzheimer’s and families of loved ones with Alzheimer’s are really affected by the COVID-19 crisis going on right now,” said Trahan, who served as host for the event. “As you can imagine, the stay-at-home orders make it especially difficult to take care of people. And the elderly, who are often most affected by Alzheimer’s, are at a greater risk of getting the virus. It’s a really tough time for everybody, but especially those with Alzheimer’s.”

Moving and toe-tapping music sets by each of the three performers on guitar filled the hour-long fundraiser. Among the highlights: Trahan played her newest single, “My Favorite Song”; Goto, her new single, “Nobody Warned Me” and “Crazy Cat Lady,” which she co-wrote with Trahan (Trahan’s two beautiful cats also made cameos during the livestream); and Bach shared “After Dark,” her very first country song ever written which was recorded by Tammy Wynette.
The conversations between the sets got to the heart of the matter. “I have been personally affected by Alzheimer’s. It runs in my family,” shared Trahan, whose grandmother is currently living with the disease. “I’ve seen a few family members suffer with it now as well as family members and loved ones of my friends….It’s a terrible thing….I think we all can agree we need to find a cure and we want to help the AFA do that.”

“I’m very, very happy to be a part of this event,” said Goto. “Alzheimer’s affects so many people that it’s hard not to know someone who hasn’t been affected by it. I have lost two members of my family to this horrible disease.”

“My mom had Alzheimer’s and it was my first experience with it,” confessed Bach. “It was unlike anything I had ever been prepared for. It’s so emotionally draining and so emotionally confusing….To completely watch someone lose themselves is devastating.”

Bach encouraged listeners to reach out to AFA, saying, “I know the organization well. They have so many opportunities to help you get through it, whether you are the caregiver or dealing with the caregiver. They will do whatever they can to help you. They are really awesome, a great organization.”

AFA is extremely grateful to these long-time friends and performers for taking the time to share their amazing talents and heartfelt stories to help and inspire so many.
Thank You for Being There for Us!

$235K in Generous Corporate & Foundation Support Helps AFA Serve More During Pandemic

AFA is sending its immense gratitude to those corporations and foundations who reached out to us with caring support during the COVID-19 pandemic, so that we could continue serving our mission. Special grants and donations, in the amount of $235,000, were provided to AFA to expand the hours of our Helpline, staffed by our wonderful licensed social workers; increase the offerings of our virtual therapeutic programming (art, music, movement, and field trips); provide virtual, live memory screenings for the first time; take our Educating America Tour which normally travels the U.S. all online; and upgrade our physical office space to accommodate new public health social distancing and safety requirements.

Because of this generosity, we have been able to provide even more services at a time when our Alzheimer’s Foundation families needed it the most. Thank you for being there for us, so we can be there for them.

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EUGENE LANG FOUNDATION
HARRIS MATHEWS FOUNDATION
THE APPLE LANE FOUNDATION
THE LLEE FOUNDATION
THORSON FOUNDATION
Snow Joe Pays Tribute to Employee with $16K Donation to AFA

When Snow Joe, a lawn and garden tools manufacturer based in Carlstadt, NJ, wanted to recognize one of its most dedicated employees, they chose to do something they knew would make a lasting impact in her life and the lives of others.

Donna Wagner, Snow Joe’s Vice President of Global Procurement, was deeply affected by Alzheimer’s—her late mother, Dixie Magee, and her late grandmother, Lexie Breeden, both passed away from the disease. In recognition of her 16 years with the company, Snow Joe donated $16,000 to AFA, a charity close to Donna’s heart. The Snow Joe team presented a check to AFA’s President and CEO Charles J. Fuschillo, Jr., in March. The donation will go toward funding research aimed at finding a cure or treatment for Alzheimer’s disease.

Wagner recalled how the disease took two vibrant and lively women who were most responsible for shaping her life and the impact this had on her. “Andre Gide once said, ‘Nothing prevents happiness like the memory of happiness,’” commented Wagner. “I think of how sad my grandmother and then my mother were in their final years of suffering with Alzheimer’s, two brilliant, independent women who became reliant on others for their basic needs as their happiness slowly and painfully disappeared. I am honored that my company has chosen to support the AFA on my behalf to fund research for a cure so those that suffer from this disease do not lose their happiness.”

Snow Joe CEO Joseph Cohen has his own personal connection to Alzheimer’s, as his late grandfather lived with Alzheimer’s for many years. Cohen said, “Making this donation to the Alzheimer’s Foundation of America really hits home for me as it does for our devoted team member, Donna Wagner, and I’m hopeful that this donation will help bring us closer to a cure.”

“We are extremely grateful for this donation from Snow Joe,” said Charles Fuschillo. “Snow Joe’s generosity will fund critically important research toward finding a treatment and cure for Alzheimer’s disease and bring us another step closer to the scientific breakthrough all of us are hoping for.”
AFA’s new volunteer Leadership Council was founded last year to empower a new generation of AFA advisors and ambassadors. Through special fundraising events, awareness campaigns, focus groups, and partnerships, the Leadership Council brings to life our mission beyond our walls.

Many of our Leadership Council members have a special connection to Alzheimer’s, such as an immediate family member living with the disease or someone loved who has passed away from it. These 12 people are a passionate group contributing to the many layers of our organization.

During the COVID-19 pandemic, they helped keep people active and engaged while at home, while also raising money for AFA, by running virtual events, a Trivia Night and a fitness fundraiser called “Work Out for a Cause,” with Jeff Blue, a New York City trainer popularly known as “Ya Favorite Color,” which raised more than $2,200.

The Leadership Council also served as judges for our Teens for Alzheimer’s Awareness College Scholarship competition; supported our Alzheimer’s Walk in the Park and golf outings; participated in virtual Coffee & Conversation events, addressing Alzheimer’s across the generations; and thank-a-thons (phone calls to AFA donors).

“We are so very grateful for the energy, enthusiasm, time, and commitment our Leadership Council members bring to AFA,” says Charles Fuschillo, President & CEO. If you are interested in learning more about AFA’s Leadership Council or becoming a member, contact Paula Barbag, VP of Development, at 866-232-8484.
Brings to Life Mission, Inspires Purpose

AFA Leadership Council
FOUNDING MEMBERS

Jared Finkelstein, CFP
Co-Chair
VP, Wealth Management Advisor
PSS & Associates
Merrill Lynch
Wealth Management

Matt Solomon
Co-Chair
Managing Partner & Co-Founder
Social Capital Resources

Brett Cohen
Assistant Co-Chair
Financial Advisor
Morgan Stanley

Daniel Fuschillo, Esq.
Assistant Co-Chair
Associate
Paul, Weiss, Rifkind, Wharton & Garrison LLP

MEMBERS

Errol Jones
Director
Integrated Project Management Company, Inc.

Matthew A. Knee
President
GCG Media Services

Emily Lederkramer
Human Resources Manager
Globetax

Eric Meyer
Chief Business Officer
Elder Care Homecare

Danette Moore
Research Analyst
Globetax

Howard Nevins
SVP, Business Development
CareConnect

Ariel Stern
Global Corporate Responsibility Supervisor
Ernst & Young Global Limited

Danielle Wattenberg
VP of Marketing and Sales
Morrisons Pastry
#GivingTuesdayNow Raises $51K for AFA,

For the past six years, #GivingTuesday has been a global day of giving, fueled by the power of social media and collaboration. Taking place in November, it is a day for communities to give back following the holiday shopping frenzy of Black Friday and Cyber Monday.

The unprecedented needs created by COVID-19, combined with the global shutdown and economic downturn that the virus caused, took an enormous toll on nonprofit service organizations. To help, people around the world came together to present a united front of hope and generosity by participating in an emergency initiative called #GivingTuesdayNow on May 5th.

Just like #GivingTuesday, #GivingTuesdayNow encouraged individuals to give to a charity and donate time, resources, and talents to address local challenges. As many individuals, families, and companies struggled with the impact of the coronavirus pandemic, #GivingTuesdayNow encouraged an urgent response designed to help those in need during an enormously difficult time.

Wonderfully, more than 500 people stepped up to make a difference by donating to AFA as part of the #GivingTuesdayNow campaign—some even organized their own virtual fundraisers. All told, the campaign raised over $51,000 for AFA.
These efforts supported AFA services to help people during the coronavirus pandemic, including:

• The AFA Helpline, which provided caregivers with answers to pressing questions such as what steps to take to keep their loved ones safe, how to stay connected during this time of social isolation, and tips to avoid caregiver burnout.

• Daily virtual therapeutic and activity programming, such as music, art, dance, exercise, and yoga classes allowing people to stay active and engaged while at home as well as a “Self-Care Sunday” stress reduction series for caregivers.

• Educational webinars that provided people with information about reducing caregiver stress, cognitively stimulating activities that can be done at home, and care planning in this time of COVID-19.

Such AFA program and services have been critically important, as many adult day care, respite care, senior centers, and other vital support services were forced to close their doors for health and safety reasons. The generosity of these #GivingTuesdayNow individuals and all of our donors who give back to AFA allow us to give back to others. Thank you!
Generous in-kind donations from businesses go a long way to helping AFA carry out its mission. These donated goods and services allow AFA to reduce its expenditures and further maximize donor dollars. That's especially true with advertising donations because they also help raise awareness about AFA's programs and services.

Lamar Advertising is one of the world's largest outdoor advertising companies. Based in Baton Rouge, LA, Lamar has more than 390,000 displays across the United States and Canada. With a long history of community support and public service, Lamar's goal is to leave every place that they are privileged to operate better than they found it.

The organization donates millions of dollars’ worth of adspace each year to help law enforcement and nonprofit organizations communicate important information to the public. They also use their digital display network to broadcast AMBER, FBI, FEMA, Crime Stoppers, and other emergency alerts to the public instantly in crisis situations. Their Network Operating Center (NOC) employees incredibly monitor nearly 20,000 digital advertisements each day.

At the end of 2019, Lamar began donating digital displays to AFA at highway locations in New York City and New Jersey. Throughout 2020, the company expanded its offerings to include billboards in Central Florida; Nashville, TN; Las Vegas, NV; Memphis, TN; Milwaukee, WI; Colorado Springs, CO; Lexington, KY; Salem, OR; and Greenville-Spartanburg, SC.

The impact of these Lamar in-kind donations go beyond the estimated $330,000 value. Drivers and passengers see these signs along highways, high-traffic roads, and busy intersections and get to learn about AFA. Our office received numerous calls from people who saw these ads and were able to take advantage of our services. AFA greatly appreciates these generous donations from Lamar Advertising!
Grandkids Find Hopeful Purpose During COVID-19 Quarantine

Organize Virtual Walk for Nana, Raising $1,600

Prior to the COVID-19, the Jacono family of Westlake, OH, spent every Sunday taking their Nana who was living with Alzheimer’s to mass at her nursing home. They would bring donuts, and their dog, and the grandchildren would sing or play the piano. During the week, a family member would always take a treat and spend time with her. The COVID-19 pandemic forced quarantines, changing all that.

As Julie Jacono and her husband Frank worked long hours at jobs at local hospitals, their children Sophia, 14, and Frankie, 11, had more time to think about their Nana whom they missed and loved. They wanted to better understand what happened to her and why. The family watched home movies, told stories, and laughed through their tears.

On their own, Sophia and Frankie decided to learn more about Alzheimer’s disease and even read up on some of the current research. Then they worked on a secret project for weeks before telling their mom, planning a virtual walk in honor of Nana. By the time their mom learned of it, the kids had already recruited over 50 people to participate, made a video, a song, and an animation to promote it. On the day of the walk, they held a Zoom call to kick it off, told stories about Nana and talked about other people who were living with Alzheimer’s disease. “I knew that day, no matter what, she felt loved,” said Jacono.

Their Nana, Mary Grubaugh, was a mother of four and a grandmother of eight who had made amazing Italian sauce and loved to eat sweets. Nicknamed Cookie, she had been a top real estate agent. But in her late sixties, her personality started changing, and they soon began to understand that the changes were not simply age related. Eventually Nana needed to move to a nursing home where she has been living now for three years. Nana, 78, no longer speaks and heartbreakingly hasn’t recognized the family for about a year.

“I wanted to find a way to bring Nana back,” said Frankie. While Sophia knows that the disease is too advanced for her Nana, she “hoped the money raised would go to the researchers who will save others from the pain that we have had.”

Sophia & Frankie’s Walk raised nearly $1,600. The kids decided that 10% would be donated to the nursing home where their grandmother lives and 90% would go to AFA.

“My hope and prayers are that their beliefs hold true, that they can feel like they helped stop another beautiful mind from disappearing,” said Jacono. “I was so proud of them. That on their own, they decided that helping their Nana was how they would find purpose during this quarantine. I know that my mom is so proud of them, too.”
UPCOMING EVENTS AT AFA
For a complete list, visit www.alzfdn.org/events.

Oct. 22
Removing the Barriers: It’s Time for a Check Up from the Neck Up CME* Program

Oct. 29
Educating America Tour: Kentucky

Nov. 1-30
National Alzheimer’s Awareness Month

Nov. 1
Alzheimer’s Virtual Walk in the Park Kickoff

Nov. 5
Light the World in Teal

Nov. 10
Educating America Tour: Utah

Nov. 17
Educating America Tour: Connecticut

Dec. 8
Educating America Tour: Nebraska

*Continuing Medical Education Credit