Connected to the cause

FAMILY BUSINESS RAISES $26,000 FOR AFA
A Message from Our President and CEO

Dear AFA Supporter,

Today and every day, we here at AFA are full of gratitude for you. The commitment, the passion, and the creativity that you show in answering the call to support the fight against Alzheimer’s, often in honor of someone you know and care about, always moves us.

This terrible disease affects millions of individuals across the country; many of you at one time or another had Alzheimer’s affect someone close to you. You know all too well the challenges Alzheimer’s brings and the need to support families living with it. Equally as important, you’re taking action to help, and we thank you for that.

Your support helps us bring life-enriching services to even more people and a lifetime of education and support to their care partners and healthcare providers, including:

• A National Toll-Free Helpline (866-232-8484) offering expert and compassionate support and guidance
• The National Memory Screening Program
• The Educating America Tour and AFA Lecture Series, which bring resources, information and answers to communities nationwide
• Dementia care training for healthcare professionals
• Annual grants that fund innovative programming at our 2,800 member organizations, as well as research toward better treatment and a cure
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In this issue of Teal Times, you will read stories about those who are bringing light and inspiration to make life better for others. Whether it’s a successful business giving back or a seven-year-old girl selling lemonade in front of her home, each of these stories highlights people who are contributing in their own unique ways.

Once again, thank you for all you do. We hope that we can continue to count on your support in the fight against Alzheimer’s!

Sincerely,

Charles J. Fuschillo, Jr.
President and Chief Executive Officer
Alzheimer’s Foundation of America

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Massachusetts Second-Grader Shows You’re Never Too Young to Make a Difference

Kyla, a second-grader from Mansfield, Massachusetts, held her own fundraiser in honor of her great-grandmother who had severe dementia. Although she never had a chance to meet her great-grandmother, Kyla knew that her mother and great-grandmother were very close. Knowing the impact dementia had on her own family, Kyla wanted to do something to help other families going through difficult times.

With her parents’ assistance and supervision, Kyla set up a stand in front of her house and sold cups of lemonade to people in her community. Over the course of a weekend last fall, she raised $50 to help fund programs and services for people affected by Alzheimer’s disease, which she donated to AFA.

Kyla is a shining example that you’re never too young to make a difference in the lives of others. Thank you, Kyla!

Illinois H.S. Drama Club Raises Money & Awareness

Bureau Valley High School drama students in Manlius, Illinois, got a lesson in performance art and giving during their fall and spring productions of Charlotte’s Web and James and the Giant Peach, where they raised nearly $1,000 for the Alzheimer’s Foundation of America.

Inspired by Charlotte’s Web author E.B. White who lived with Alzheimer’s, the club decided to accept free-will donations at their intermission concession stands for both productions. Among parent and actor-made sugar cookie letters that spelled out “Terrific” and “Radiant,” pumpkin cake and peach-shaped cookies, “People in the community were happy to give a great amount to support the important cause, which they told me often,” said drama teacher Daniel Trone.

Student Regan Cook, who played the spider, explained that Charlotte’s Web “is really about bonds and friendships and what leads people to do things that they didn’t think they could. It pushes them to push themselves.”

Said Daniel, “We thought it natural to bring awareness to the preservation of memory.”

“Something in this show invites the belief in what leads people to do things that they didn’t think they could. It pushes them to push themselves.”

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When Bob Lempp of Cary, NC, and his brothers John (Greensboro, NC), Ken (Westerville, OH), Andrew (Alexandria, VA) and son-in-law Brady Tillerson (Holly Springs, NC) signed up for the Kennedy 50-Mile Walk, the annual endurance walk along the East Coast Greenway trail from Potomac, MD, to Harpers Ferry, WV, the plan was simple: tackle an impressive bucket list item. John Lempp had even been training for months with his 48-pound “personal trainer,” Nellie, his dog.

But when the brothers’ beloved dad Arthur Lempp, 84, passed away after a six-year battle with Alzheimer’s, the walk took on much bigger meaning: It became a chance to help other families affected by Alzheimer’s disease in honor of their dad. The five men launched a Facebook fundraiser for the Alzheimer’s Foundation of America, with a $1,000 goal, which they ended up shattering almost immediately as donations started pouring in (the Lempps raised more than $4,000).

“It’s what one of my brothers calls, our adventure,” John Lempp said. “Just to raise awareness of how tragic it is,” he said.

Bob Lempp described his dad as “a quiet guy who never drew attention to himself. A great dad, a great example.”

Army Reserves and was a member of the National Guard, in addition to his four boys, he was survived by his wife Alice Cotter Lempp and daughter, Eileen Lempp Stroud, 11 grandchildren and four great-grandchildren.

When the brothers’ beloved dad Arthur Lempp, 84, passed away after a six-year battle with Alzheimer’s, the walk took on much bigger meaning: It became a chance to help other families affected by Alzheimer’s disease in honor of their dad. The five men launched a Facebook fundraiser for the Alzheimer’s Foundation of America, with a $1,000 goal, which they ended up shattering almost immediately as donations started pouring in (the Lempps raised more than $4,000).

“We were blown away by the support of our amazing customers who purchased our products and supported us on social media, helping us raise more than $16,000 for the Alzheimer’s Foundation of America.”

AFA officials visited AWC’s corporate headquarters in Collegeville, Pennsylvania, to personally thank the Flynn family and the AWC team for their generosity and support.

“AWC is a really inspiring organization, both in terms of what they’ve grown to become and the way they give back to others,” said AFA President and CEO Charles J. Fuschillo, Jr. “Making a difference in the community and the lives of others is something they truly believe in. Their gift will do just that, and we’re extraordinarily grateful for their efforts.”

Now that’s something to wire home about!

Family Business “Wired” to Give Back

One of the largest independent distributors of wire, cable and accessories in the country, Allied Wire & Cable (AWC), makes room for a beloved tradition that warms the hearts of its employees and customers: Charity Week. For the last 13 years, the company designates a week in December where a portion of all sales of its wire and cable products is donated to a charitable organization. During Charity Week 2018, AWC’s employees chose the Alzheimer’s Foundation of America to be the lucky recipient.

Family is at the heart of everything for AWC, which has been family owned and operated for more than 30 years. AWC began in the basement of the Flynn family home in Wayne, Pennsylvania, in 1987. Today, it has grown into a business with sales offices and warehouses throughout the United States and Canada, with an extended “family” of more than 300 employees that provide services to customers around the world.

“As a family business, we believe that family is the greatest gift of all. That’s why Allied Wire & Cable gives back during the holiday season to support other families like ours,” said Tim Flynn, AWC’s CEO. “We were blown away by the support of our amazing customers who purchased our products and supported us on social media, helping us raise more than $26,000 for the Alzheimer’s Foundation of America.”

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Now that’s something to wire home about!
CHARITY NAVIGATOR
Four-Star Charity

AFA Earns Top Rating
5 CONSECUTIVE YEARS!

AFA has earned Charity Navigator’s coveted four-star rating for a fifth consecutive year in recognition of its sound fiscal management and commitment to accountability and transparency. Only 11% of charities evaluated by Charity Navigator, the world’s largest and most utilized independent charity evaluator, have achieved this status, the highest rating it gives, for five consecutive years.

According to Michael Thatcher, Charity Navigator President and CEO, “Attaining a 4-star rating verifies that Alzheimer’s Foundation of America exceeds industry standards and outperforms most charities in their area of work. Only 11% of the charities we evaluate have received at least 5 consecutive 4-star evaluations, indicating that Alzheimer’s Foundation of America outperforms most other charities in America. This exceptional designation from Charity Navigator sets Alzheimer’s Foundation of America apart from its peers and demonstrates to the public its trustworthiness.”

“We are immensely proud to receive this recognition,” said Charles J. Fuschillo, Jr., President and CEO of the Alzheimer’s Foundation of America. “Alzheimer’s disease is a public health epidemic affecting more than 5 million Americans, a number the Centers for Disease Control and Prevention (CDC) estimates could nearly triple by 2060. Our work has never been more important.”

“I founded AFA in 2002 because I wanted to give families the tools and strategies for coping with their loved one’s condition—something I felt sorely lacking in my own life when dealing with my own mother’s condition,” said Bert E. Brodsky, AFA Board Chair and Founder. “Today, I could not be prouder of how much we have been able to accomplish in these past 17 years. AFA has become a lifeline for so many families.”

Liberty Torchbearers Volunteer for AFA

Liberty Torchbearers brightened the Alzheimer’s Foundation of America office this spring when 29 employees from Liberty Mutual chose to share their talents with us during the company’s annual Serve with Liberty enterprise-wide days of community service. In 2018, nearly 27,000 Liberty Mutual employees—more than half of their U.S. workforce—participated in this wonderful program. Liberty Torchbearers volunteered to help AFA’s External Relations department prepare materials for AFA’s Educating America Tour; aided AFA’s Development department in a donor outreach effort; and helped AFA’s Information Technology staff with a reorganization project. Most of the Torchbearers had a personal connection to Alzheimer’s disease as well, so they welcomed the opportunity to learn more, including taking part in a pet therapy class in our Education & Resource Center and working at our Educating America Tour conference in New York City. AFA is grateful to all the Liberty Mutual volunteers for helping us to help others!
Peggy McHugh (pictured right), a high school math teacher from Wantagh, New York, ran her first half marathon this spring in honor of a special friend who "changed [her] for good". Sister Mary Sheridan (pictured left), her homeroom teacher at Sacred Heart Academy in Hempstead, New York, whom she met when she was just 14-years-old.

Sister Mary was "the best listener, completely non-judgmental, and a wonderful spiritual advisor. She has taught me that prayers move mountains and giving creates happiness. I love being around her. Although it’s hard now to see her suffering, we still have this indescribable bond. It’s like we know we belong together, and most of the time she knows me. Her face lights up when I walk in the room."

Just as Sister Mary has had such a wonderful impact on Peggy’s life, Peggy’s efforts will make an impact on the lives of so many with Alzheimer’s disease.

"I’ve heard it said
That people come into our lives for a reason
Bringing something we must learn
And we are led
To those who help us most to grow
If we let them
And we help them in return
Well, I don’t know if I believe that’s true
But I know I’m who I am today
Because I knew you…I have been changed for good.

…So much of me is made of what I learned from you
You’ll be with me
Like a handprint on my heart
And now whatever our stories end
I know you have re-written mine
By being my friend…"

Lyrics adapted from “For Good” from Wicked.

Long Islander Undertakes a Run to Remember for Friend with Alzheimer’s

Pennsylvania Teen Raises $2,500 and Alzheimer’s Awareness at Spaghetti Dinner

When 17-year-old Karleigh Hart of Mansfield, Pennsylvania, had to do a community-focused senior project for her high school, the decision was easy. Her two great-grandparents, Anita and Wilbur Wood Sr., passed away from Alzheimer’s disease. She knew she wanted to do something that would give back. A spaghetti fundraiser was born.

Everyone wanted to help out. Her mom and dad, owner of Harts Trucking, donated the food, and her aunt and uncle donated $1000 with other local businesses. Corey Creek Golf Club, where Karleigh works in the pro shop, donated the venue. To help raise awareness of the prevalence of Alzheimer’s disease, she also created and displayed “Did You Know?” fact sheets for the $8 a plate spaghetti dinner event, which drew more than 50 people and raised more than $2,500 for AFA.

While Karleigh has fond memories of both her great-grandparents, she was able to spend some quality time in her youth caring for her great-grandmother Anita, who passed away in 2015. What does she cherish most about that time? The many stories her great-grandmother shared of her own parents, which would be Karleigh’s great-great-grandparents. It’s all about family.

500,000 Solitaire TriPeaks Players Raise $134,000 in 24 Hours to Fight Alzheimer’s

All-a-million players of GSN Games’ Solitaire TriPeaks raised an amazing $134,000 during a 24-hour fundraising event on March 11 to support AFA! GSN Games donated 100% of the net proceeds of the Double Club Gift donations during the special event. This is the second year that GSN Games’ Solitaire TriPeaks has teamed up with AFA. Last year, a similar event raised $69,000 in a single day.

“GSN Games and the Solitaire TriPeaks game team are delighted to repeat our special event for the Alzheimer’s Foundation of America this year,” said Jaim Friesen, SVP, General Manager of the Puzzle Games Studio. “Last year’s event was a major highlight for our players, our team and our company. We raised over $69,000 to support this cause so near and dear to our hearts. It was our most successful event of the year.

We’re grateful to have yet another chance to contribute towards the Foundation’s efforts to support so many who are currently fighting Alzheimer’s or working towards the cure we hope for.”

Peggy, ecstatic surrounded by family and friends, after finishing the race on a rainy day. "It was awesome," she said. "Yes, but awesome.

Lyrics adapted from “For Good” from Wicked.
New Yorkers Raise $20,000 for Alzheimer's Research

Long Islanders hit the basketball court and played to raise money toward a cure for Alzheimer’s disease at the AFA 3 on 3 Basketball Classic. Approximately $20,000 was raised for Alzheimer’s disease research through the tournament, which was held at Farmingdale State College. Players as young as elementary school-age to adults over 40 competed in the tournament and showcased their skills on the court. Students from Farmingdale State College, including members of the men’s and women’s basketball teams, also participated in the event. Each of the players competed hard and displayed outstanding sportsmanship.

Tournament sponsors included: Edward D. Miller; Northwell Health; Modell’s Sporting Goods; NFP; Stony Brook Medicine; BEB Capital; Aetna New York; Nussbaum, Yates, Berg, Klein & Wolpow, LLP; People’s United Bank; Gurwin Jewish Family of Healthcare Services; AdCentives; Dignity Home Care; Lizzy Jays Juice; The First National Bank of Long Island; and Edelman, Krasin & Jaye, PLLC.

Zachary’s Basketball Academy Scores for AFA

14-year-old Zachary Pizzolato from Houma, Louisiana, loves basketball and helping people. Combining those two passions helped him raise money for families affected by Alzheimer’s disease.

Zachary, an eighth-grade student, created a Saturday morning basketball academy for children ages kindergarten through fifth grade for his legacy project at Vanderbilt Catholic High School. The legacy project is a school-required service project. Students build a program centered on something they are passionate about. Then they use it to raise money for a service that helps others. Each program must set a monetary goal to raise.

Alzheimer’s was the cause Zachary focused on because of his family’s connection to the disease. His great-grandmother, Marlene Authement, passed away from Alzheimer’s disease four years ago. AFA was the beneficiary of the event.

Twenty-two players, coached by Zachary and four of his friends, practiced dribbling, passing and defensive and team work drills during the two-hour clinic, which concluded with a three-point shootout competition.

Each of the players and spectators contributed through their entry fees. Zachary also recruited several small businesses from the community to come on board as sponsors.

When all was said and done, Zachary raised more than $1,700 for AFA, shattering his goal. Zachary’s Basketball Academy is a legacy of which he should be very proud!
Donor Spotlight: AFA’s Facebook Fundraisers

Facebook has made communicating and connecting with others easier than ever before. Photos of loved ones and friends, news articles and videos from around the world are accessible with the click of a button. Facebook has also made it easier to make a difference through philanthropy.

Facebook’s fundraising tool is an incredibly easy and effective way to raise money for a cause that’s near and dear to your heart. Setting up a Facebook fundraiser can be done in a matter of minutes with a few clicks of the mouse. Honoring a loved one, celebrating a birthday or observing Alzheimer’s Awareness Month in November are just a few of the reasons individuals have started Facebook fundraisers for AFA.

Without ever having to hold an event or spend a dime of money, everyday people have been able to raise hundreds, and in some cases thousands, of dollars for AFA to help further the fight against Alzheimer’s disease. And because Facebook does not charge a fee for nonprofits to receive donations, everything raised goes directly to AFA.

To date, more than 220 people have raised over $82,000 for AFA through Facebook fundraisers. We thank each of them for making a difference and hope that you’ll join them, too!

Social Capital Invests in AFA Mission

New York City-based financial services recruiting firm Social Capital Resources believes in missions. With the simple adage, “it’s not who you know, it’s who you get to know,” they believe that getting the right team in place is one of the most important steps to take when building a business. That’s why the Alzheimer’s Foundation of America was so honored when Matt Solomon, its managing partner, wanted to team up with AFA, believing in our mission and making a consistent commitment to supporting it.

In 2017, he began donating $100 every time the company recruits a new hire. To date, Social Capital has donated $2,700 to AFA.

“When we launched Social Capital, one thing that was very important to us was that we establish core values and a culture that encourages social awareness and responsibility,” said Matt. “We wanted that to be a key component in our DNA. Searching for a partner that not only shares our values but also is able to educate us in an unfamiliar industry was difficult. However, once we discovered AFA, we found that their emphasis on caretakers and education was a perfect match for us.”

With the families of two of Social Capital’s partners living with Alzheimer’s in their lives, they know full well the challenges and heartache that such a diagnosis can bring. Staying the course with us, with consistent support, enables AFA to continue to provide the services, education and care that so many families need.

Launch an AFA Facebook Fundraiser!

Follow these steps to set up a Facebook fundraiser for AFA:
1. Click Fundraisers in the left menu of your News Feed.
2. Click Raise Money for a Nonprofit Organization.
3. Select AFA as your charitable organization of choice.
4. Fill in the fundraiser details and choose a cover photo.
5. Click Create.
6. Encourage your family and friends to participate!

To learn more about setting up a Facebook fundraiser, visit www.facebook.com/fundraisers.

A Night on the Edge is a Night to Remember

Eight years ago, singer-songwriter Michelle Canning was inspired to create a benefit concert in memory of her grandfather, Ken Canning, Sr., who passed away in 2005 at age 82 from Alzheimer’s disease. The original “A Night on the Edge” has now grown into an annual event which has raised more than $33,000 to date to support the fight against Alzheimer’s disease.

"A Night on the Edge" gives Michelle, a North Andover, Massachusetts, native who now lives in Nashville, Tennessee, a special 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.”

The special night of bluegrass music culminates with Michelle and her band performing "I’ll Take Him Away," a song she co-wrote in her grandfather’s honor. People attending the benefit are invited to share photos of their loved ones who are living with, or have passed from, Alzheimer’s. Those photos are then displayed on a screen behind the stage during the song’s performance.

"A Night on the Edge" raised over $6,200 to help fund AFA programs and services nationwide, including educational and memory screening programs, caregiver support groups, professional training programs and the National Toll-Free Helpline.
What do you do when your artist mom refuses your request to buy a favorite painting and then you watch her sell it to a work friend for $300? One day, you lie. Watching pieces of art leave the house as her mom, Evelyn Niemeier Selim, was in the early stages of Alzheimer’s, daughter Mona Selim felt she had little choice.

“I wanted to be happy for her as I watched the paintings leave, but I actually felt like a piece of us was gone. I believed no one could appreciate the work as much as I did,” she wrote in *Evelyn Niemeier Selim, Artist*, the coffee-table book, passion project of art and reflections created by her brother Ali Selim, a filmmaker and writer, known for the award-winning *Sweet Land* and *Looming Tower*. Mom didn’t want to give or sell them to family. So Mona would explain that so-and-so from work wanted this one or that one and ended up buying nearly 125 paintings and drawings from her own mother. “Expensive for sure,” reflected Ali, “but what incredible vision.”

So while Mona safeguarded the art in her home, about two years ago, the siblings hired an archivist, Daniel Dennehy from the Minneapolis Institute of Art, to digitize all the pieces. “First and foremost, since each of my mom’s paintings is a singular thing and there are five grandchildren, I wanted to find a way that all of them could have access to all of my mom’s great art,” said Ali. The next project, a book, just made sense. “Many people could have access to everything. They could enjoy their favorite painting or track the trajectory of my mom’s career. Also, the pinnacle for any artist is a museum show accompanied by a coffee-table book. I couldn’t give my mom the museum exhibit, but I could approximate the book.”

Ali more than “approximated” the book. It’s a 10 ¼” x 12 ¼” hard cover showcasing all her pieces with personal reflections from family and friends. He sold many of them for $200 each and donated all the funds to the Alzheimer’s Foundation of America. The book raised over $7,000—all this culminated in this 15th year that his beloved mother has been living with Alzheimer’s disease in Edina, Minnesota.

“Many people told me they love the book,” said Ali, “but everyone told us they love the idea and the effort and the purpose.”

The book made his mother’s “vision and contribution intact and impactful for generations to come.” This uplifted them. In his reflections, Ali says, my mother “taught me a simple, guiding principle that refined the way I live and love my life: Everything is beautiful.”

Beautiful Works Preserve Memories While Fighting Alzheimer’s
88% of each unrestricted donation supports AFA's programs and services.

100% of donations designated to research fund efforts toward a better treatment or a cure.

Donate today at www.alzfdn.org/donate

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