RESILIENCE, COMPASSION, GENEROSITY, AND LOVE—

these are the words I use to describe what powered us through 2020 during the global coronavirus pandemic. This was an unthinkable year for so many of our families. But thanks to the generosity of our donors—individuals, families, foundations, and corporations—we were able to pivot AFA services in innovative and expansive ways, serving even more people virtually. We are so very grateful.

We are proud of AFA’s 2020 accomplishments and our supporters for standing by us. Because of you, we were able to continue to serve as a national resource of Alzheimer’s care, education and research; make our Helpline multilingual and even extend our hours; add more support groups; launch daily virtual programming; fund vital community services across the country through our grant programs; publish a children’s book; help underserved communities; and more.

The Alzheimer’s journey is an arduous one. With more than 5.8 million individuals living with this disease today, the needs only continue to grow. In the most challenging of times, you brought us hope.

Please enjoy reading about the impact you made possible.

Thank you for your continued support.

With much gratitude,

Charles J. Fuschillo, Jr.
President & CEO
The COVID-19 pandemic was unlike anything in recent memory—creating great uncertainty, significant service disruptions, and prolonged periods of social isolation for individuals living with dementia-related illnesses and their caregivers.

AFA acted quickly and continually to help families navigate the new challenges. Throughout the pandemic, AFA held numerous educational webinars, sent out regular email updates, and offered practical tips and helpful information. Most importantly, AFA actually expanded services to help meet the growing needs of families affected by Alzheimer’s disease.

SERVED AS A NATIONAL RESOURCE
AFA served as a trusted national resource to provide information to families affected by Alzheimer’s disease throughout the pandemic, including:
- Coronavirus prevention tips
- Handling caregiver stress
- Home therapeutic activities
- Addressing disruptions in daily routines
- Communicating with a loved one in long-term care
- Strengthening family dynamics
- Optimizing health during the reopening process

MADE OUR HELPLINE MULTILINGUAL
A new chat feature unveiled in February 2020 enabled the AFA Helpline to provide services and support to individuals in more than 90 different languages.

The web chat translation feature eliminates language barriers by allowing individuals who speak different languages to converse in real time. Users can type questions or comments in their native language which, once sent, are automatically translated into English for the Helpline social worker. When the social worker receives the message and sends their reply, the response is instantly translated back into the user’s native language.

The service is available seven days a week through web chat on AFA’s website, www.alzfdn.org, and text message (646-586-5283).

EXTRA SERVICES TO HELP FAMILIES
AFA’s Helpline social workers provided more than 30,000 minutes of support through phone calls, web chats, text messages and emails in 2020.

ADDED NEW SUPPORT GROUPS
COVID-19 added stress to the already stressful task of caring for someone with Alzheimer’s or a related dementia. Prolonged periods where families were unable to visit loved ones in care settings took an enormous toll, as did the inability to access in-person support such as respite care, adult day services and help from relatives, friends, and neighbors. Dementia-care professionals also faced tremendous stress as they performed their duties under extremely difficult circumstances.

In May 2020, AFA added two new telephone-based support groups for families—one for those whose loved ones resided in a care setting during COVID-19 and another focused on resolving conflicts and stressors among family members. AFA also created a new support group for dementia-care professionals to cope with the challenges they faced during the pandemic.

All three groups provided safe, confidential outlets for participants to voice their concerns and feelings, connect with others going through the same experience, and learn constructive ways to cope with the stressors caused by COVID-19.
AFA’s National Memory Screening Program has screened more than 5 million people at sites across the country since its inception. When COVID-19 prevented in-person screening events, AFA took the program virtual to ensure that people still had access to this important, free service.

Using secure videoconference technology, individuals were able to get free, confidential memory screenings, conducted one-on-one by a trained professional using their smartphones, laptops or tablets, without ever having to leave their homes. Virtual screenings (both in English and Spanish) began in July, and the hours were expanded the following month to meet the demand for the service.

LAUNCHED DAILY VIRTUAL PROGRAMMING

Of the many challenges created by the COVID-19 pandemic for families affected by Alzheimer’s disease, it was that activity and therapeutic programming at adult day care programs and respite care settings had to close to protect public health. This service gap made it much harder for individuals living with dementia to access cognitively stimulating programming as well as for their family caregivers to be able to get a self-care break. Additionally, many nursing homes, assisted living centers and other care settings had to close their doors to outside visitors to protect their residents and staff from the coronavirus. This also meant musicians, artists and other professionals could no longer come to provide activity programming for residents.

AFA acted immediately to address these nationwide challenges by creating daily, virtual activity and therapeutic programming. Beginning March 16, programs such as art therapy, music classes and performances, dance and movement, fitness and virtual tours were posted daily on AFA’s Facebook page to give families access to engaging, cognitively stimulating activities from the comfort and safety of their homes. Programs were also shared with care settings to use with their residents.

Additionally, AFA provided weekly virtual “activity tips” showing people ways to stay active and engaged while at home, using common items that could normally be found around the house or outdoors.

These programs reached more than 725,000 people through social media in 2020.

FUNDED VITAL COMMUNITY SERVICES

AFA provides funding to its nonprofit member organizations for community-based services across the country through four different grant programs:

- Bimonthly grants (funding programs and services that support AFA’s mission), Milton & Phyllis Berg Respite Care grants (supporting respite care services for caregivers), Project Lifesaver grants (funding prevention programs and public safety initiatives to protect individuals with dementia-related illnesses), and Anne & Irving Brodsky Innovation grants (supporting innovative programs that improve the lives of individuals with dementia-related illnesses and their families).

Throughout the challenging times of 2020, AFA delivered a total of $418,000 in grant funding to 67 different nonprofit organizations in 26 states and the District of Columbia to help them continue to provide or adapt services to families affected by dementia in their communities during the COVID-19 pandemic.

INVESTED IN HOPE

Funding research for better treatment and a cure for Alzheimer’s disease is part of AFA’s mission, which is why AFA ensured that research funding would continue, even in the midst of COVID-19.

AFA delivered more than $516,000 in funding in 2020 for projects aimed at treating hallucinations and aggressive behaviors (Feinstein Institutes for Medical Research), developing more effective treatments for memory loss (Stony Brook University), exploring the role of neuroimmune interactions and Alzheimer’s (Broad Institute of Harvard & MIT/One Mind), and supporting the next generation of students whose careers will be dedicated to brain health and working with individuals affected by dementia (Healthy Brain Research Network).

HELPING UNDERSERVED COMMUNITIES

Alzheimer’s disease affects individuals of all races and ethnicities, but some are disproportionately impacted. Blacks are twice as likely to get Alzheimer’s disease than Caucasians, with Hispanics one-and-a-half times more likely.

AFA held a series of webinars exploring some of the factors that may be contributing to these differences. “Racial Disparities and Their Impact on Dementia” explored environmental and socioeconomic factors which can negatively impact health for minority communities, such as service gaps, inability to access care, mistrust of the medical system and lifestyle factors, along with ideas about how to address these issues. “AGING AND TRAUMATIC STRESS” explored the correlation between racial traumatic stress and dementia and the need for additional research to assist in developing assessment tools and clinical interventions.

A new multilingual Helpline chat system and bilingual virtual memory screening initiative (both discussed earlier) further enhanced AFA’s ability to provide services to the Latino community.
DEVELOPED THE NEXT GENERATION

2020 was a record-breaking year for AFA’s Teens for Alzheimer’s Awareness College Scholarship Essay Contest—a program which invites college-bound high school students to share their stories about how Alzheimer’s disease has impacted their lives. Fifty-nine seniors were awarded $41,000 in college scholarships—the largest single-year dollar amount and number of scholarships awarded since the program’s inception.

Through 2020, the program has awarded nearly $300,000 in scholarship funding to the next generation of leaders in the fight against Alzheimer’s disease.

First Place Winner PILAR CARSON  Second Place Winner EMMA CIVELLO  Third Place Winner CONNOR BRAMHALL

EDUCATED AMERICA

2020 marked the fourth year of AFA’s Educating America Tour, a nationwide educational initiative which connects communities across the country with information about Alzheimer’s disease, brain health, caregiving and more. Each tour stop allows individuals to learn from, and ask questions of, experts in topics such as healthcare, caregiving, elder law, advance planning and Alzheimer’s research.

The first two tour stops were held as in-person events in Albuquerque, New Mexico, and Denver, Colorado, with the remaining 10 tour stops (New York, Wisconsin, Arkansas, Mississippi, Montana, Michigan, Kentucky, Utah, Connecticut, and Nebraska) taking place virtually to ensure individuals could still take advantage of the opportunity to access helpful information during the pandemic.

More than 3,000 participants took part in AFA’s 2020 Educating America Tour conferences.

LIT OVER 300 LANDMARKS TEAL FOR ALZHEIMER’S AWARENESS

November 4, 2020, marked the seventh straight year landmarks worldwide “went teal” to raise Alzheimer’s awareness and show support for families affected by Alzheimer’s disease through AFA’s “Light the World in Teal” initiative, which takes place as part of Alzheimer’s Awareness Month.

Over 300 sites in 49 states and 10 foreign countries participated, including icons such as the Empire State Building and Niagara Falls in New York, the Willis (Sears) Tower in Chicago, the Columbia Center in Seattle, and the Mercedes-Benz Superdome in New Orleans.

RAISED ALZHEIMER’S AWARENESS NATIONWIDE

In-kind advertising opportunities enabled AFA to reach millions of people across the country with information about its programs and services—at zero cost to the foundation. Captivate ran free ads on its network of more than 11,600 elevator and lobby screens in 29 different markets for three weeks in November—delivering more than 38 million impressions. Lamar Advertising Company chose AFA for a free public service campaign—running ads on over 300 digital highway billboards in 30 different markets.

Travel Plaza Media ran free AFA public service ads at highway rest stops in New Jersey, Pennsylvania, Maryland and Delaware. Additionally, Higi, a national consumer health engagement company, connected people across the country with information provided by AFA about brain health, memory screening and caregiving.

HEL D OUR FIRST-EVER VIRTUAL WALK

AFA launched its first-ever Virtual Alzheimer’s Walk in the Park as part of National Alzheimer’s Awareness Month—giving people a way to make a difference even during the global pandemic.

Throughout November 2020, supporters from 46 teams in 34 states came together with loved ones and friends to raise more than $155,000 to support AFA’s mission. Whether in small groups or as solo walkers, each team participated in its own special, socially distanced events in their communities—from major cities like New York, Chicago and Los Angeles to small towns across the country.

All proceeds raised from the virtual walk supported services for individuals impacted by Alzheimer’s disease nationwide as well as research toward finding better treatment and a cure.

PUBLISHED A CHILDREN’S BOOK

When Alzheimer’s enters a family’s life, it affects everyone—including young children. AFA created a new book to give families an educational tool they can use to explain Alzheimer’s disease to their children.

Released in October 2020 and designed for children ages 5 to 8, Dancing with Granddad: An Alzheimer’s Story for Children and Their Families takes young readers on an age-appropriate learning journey with Nia, a 7-year-old girl, whose grandfather has Alzheimer’s and will need to move to a new home where he will be safer. The book gently introduces Granddad’s behavior changes (such as retelling stories, wandering, and confusion) and highlights that the love Nia and her grandfather have between them will never change.

Dancing with Granddad: An Alzheimer’s Story for Children and Their Families is available at shop.alzfdn.org.
17 SECURED A HISTORIC FEDERAL INVESTMENT IN ALZHEIMER’S RESEARCH Progress toward finding a cure was aided in December 2020 when Congress and the White House came together in a bipartisan manner to approve over $31 billion in federal funding for Alzheimer’s disease research at the National Institutes of Health for the federal fiscal year (FY) 2021 budget—a $300 million funding increase from FY 2020. The FY 2021 appropriation is the largest single-year federal investment for Alzheimer’s research in history and continued building on the progress made over the last decade, which has seen federal funding rise from approximately $500 million in 2012 to its current historic level. AFA’s public policy division strongly advocated for the funding increase with federal policymakers.

18 PUBLIC POLICY PROGRESS Additional research funding was not the only positive action Washington delivered in the fight against Alzheimer’s disease in 2020. The COVID relief package (CARES Act) provided an additional $820 million for Older Americans’ Act services, such as dementia caregiver support, nutritional services, and aging and disability resources, along with greater funding for the health care workforce and funding to the National Institutes of Health (NIH) to mitigate disruptions of promising medical research. Congress also approved the “Promoting Alzheimer’s Awareness to Prevent Elder Abuse Act,” which the President signed into law in December 2020, to enhance training about dementia-related illnesses for law enforcement, health providers and other front-line professionals who assess and respond to elder abuse—better protecting individuals affected by dementia from harm, fraud and exploitation.

As with the research funding increase, AFA’s public policy division was extremely active in working with federal policymakers to effectuate these positive changes.

19 CREATED A NEW EDUCATIONAL PROGRAM FOR PHYSICIANS For the first time ever, AFA held professional training programs for physicians in 2020. “Removing the Barriers: It’s Time for a Checkup from the Neck Up” aimed to address the challenges faced by primary care physicians and provide them with additional education on the importance of brain health, early detection of cognitive conditions, and how to use that knowledge to create a more defined care plan. Speakers included AFA Medical Advisory Board members Dr. Wes Ashford, Dr. Jeff Cummings, Dr. George Perry, and Dr. Allison Reiss.

Four different virtual trainings were held which provided participating physicians with 2.5 AMA PRA Category 1 Continuing Medical Education (CME) credits through the American College of Surgeons.

20 OUR SUPPORTERS MADE IT ALL POSSIBLE None of this could have happened without our dedicated supporters. In the midst of a very challenging year, AFA supporters delivered the resources that not only allowed us to continue delivering important services without any disruption, but actually enabled us to expand them to help meet the growing needs of families affected by Alzheimer’s disease and other dementia-related illnesses during the COVID-19 pandemic. To the individuals, families, businesses, and organizations who supported and believed in us, we offer a most heartfelt “thank you” on behalf of everyone who benefitted from the programs and services you made possible in 2020.
WITH GRATITUDE.

AFA Founder and Chairman Bert Brodsky's commitment to ensuring that no individual or family will face Alzheimer's disease alone is made possible by our generous donors.

TOGETHER, we are enriching lives today and creating hope for the future.

DONORS
CORPORATIONS & FOUNDATIONS

$99,999–$100,000

$99,999–$50,000

$49,999–$25,000

$24,999–$10,000

$9,999–$5,000

$4,999–$2,500

Assoc. of Contracting Plumbers; CVS Health—CVS Pharmacy Inc.; FJC: A Foundation of Philanthropic Funds; HG Charitable Foundation; IBM Employee Services Center; L&L Foundation; Licensed Practical Nurses Association—District of Columbia; Nomura Securities Int’l Inc.; Pura Vida Bracelets; SH Franchising LLC; Snow Joe, LLC; The Allergan Foundation; The MULTIVAC Cares Foundation; The Scoob Trust Foundation; The Sunshine Foundation; WB Wood

Anonymous; CarePartners Initiative; Fragomen Worldwide; Garney Construction; Greater Long Island Running Club; Hovus, Inc.; JL HVAC Inc.; Nanell Foundation, Inc.; ShopRite—Supermarket of Cherry Hill, Inc.; Steel Equities; The Apple Lane Foundation; The First National Bank of Long Island; The Metro Foundation; The Palisades Educational Foundation, Inc.; U.S. Family Foundation, Inc.

ACE Media LLC; Adirondack Beverages; Amstutz Charitable Lead Annuity Trust; AXA Equitable Life Insurance Company; Bristol-Myers Squibb Company; Calpine JFK Energy Center; Fine Estate Inc.; GM Advisory Group; H.C. Wainwright & Co., LLC; Jenkins Living Center Inc./Watertown Alzheimer’s Council; KPM Exceptional LLC; L&R Structural Corp., Inc.; Mauritson Wines; Mercury Public Affairs LLC; Merlin Petroleum Co., Inc.; Mildred Burg Private Foundation, Inc.; NJ Enterprises; Oil-Dri Corporation of America; Oppenheim Fund; PG, Inc.; Purple Butterfly Gift Fund; Sidney Group; The LLEE Foundation; The National Football League
Duel in the Desert²

Bethany D. Gregory
Stephen J. Quilia
Valerie Tackett
Evam Halpern
Crystal Hamilton
Sonia Hampton
Susan Harding
Shirley Harley
Ellen T. Harris

Donna Kunkel
Arthur LaGratia
Mary Lu Huddler
Malachi Family Charitable Fund
Linda K. Mullin
David J. Muravy
Michael E. Myers

Joseph Jason Phillips
George Pfeiffer
Ellen Pickering
Joseph T. Wingard, III

David C. Mossman
Mary J. Huddler
Malachi Family Charitable Fund
Linda K. Mullin
David J. Muravy
Michael E. Myers

Diana L. Shultz
Valerie L. Shultz
Dennis C. Shultz
Debra Lederman
John E. Bemelmans

Diana L. Shultz
Valerie L. Shultz
Dennis C. Shultz
Debra Lederman
John E. Bemelmans

Edward Becker
Jonathan S. Barnett
Danan Barnett
Cindy Ballas
Blanche Bacon
Wendy Bachman
Regina A. Ashton
William A. Armstrong
James E. Armstrong
Sandra G. Arend
Paul Archambeault
Anonymous

### Support Contributions and Special Events

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$9,332,461</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>$65,900</td>
</tr>
<tr>
<td>Special Events (NET)</td>
<td>$348,217</td>
</tr>
<tr>
<td>Program Income</td>
<td>$17,616</td>
</tr>
<tr>
<td>Grants</td>
<td>$707,350</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$1,199,837</td>
</tr>
<tr>
<td>In-Kind Contributions</td>
<td>$1,578,862</td>
</tr>
</tbody>
</table>

**Total Support** $13,250,243

### Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services – Public Awareness &amp; Support</td>
<td>$6,943,164</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>$465,206</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$641,397</td>
</tr>
</tbody>
</table>

**Total Expenses** $8,049,767

### Increase/(Decrease) in Net Assets

- **Net Assets, December 31, 2019**: $25,852,619
- **Net Assets, December 31, 2020**: $31,053,095

**Increase in Net Assets**: $5,200,476

---

**HOW WE SPEND YOUR CHARITABLE CONTRIBUTIONS**

- **Program Services**: 86%
- **Management & General**: 6%
- **Fundraising**: 8%

All contributions designated for research go exclusively to funding research toward a cure and more effective treatments.

AFA holds Charity Navigator’s highest rating of four stars for six years for its commitment to fiscal responsibility and transparency.
The mission of the Alzheimer’s Foundation of America (AFA) is to provide support, services and education to individuals, families and caregivers affected by Alzheimer’s disease and related dementias nationwide, and fund research for better treatment and a cure.

2020 was a year of unthinkable for caregivers and individuals living with Alzheimer’s.

WE ARE HERE FOR YOU. WHENEVER. WHEREVER.