

TEAL TIMES®

A Publication of the Alzheimer's Foundation of America

Vol. 6, No. 2

How Sweet It Is! Voodoo Doughnut "Fun" Raises for AFA



A Special Message from Our President & CEO

Let me start by saying **THANK YOU!**

Teal Times is a publication that recognizes and shares stories about supporters who are making a difference for the Alzheimer's Foundation of America. If you are reading this message, that means you are furthering our mission—to provide support, services, and education to the more than 6 million Americans living with Alzheimer's and their caregivers while also funding research for better treatment and cure.

We are here because of you.

We hope you enjoy reading about creative ways that individuals, businesses, and organizations are supporting AFA, and some of the amazing work we have been able to do, together.

With so much gratitude,



INSPIRING OUR MISSION

Going to Bat for AFA

During the COVID-19 pandemic, Oak Knoll Financial Strategies, in Wilmington, IL, like many companies, worked safely at home. But the team prides itself on being somewhat of a “social bunch,” so when they saw a glimmer of reopening light in June, owner and Branch Manager Steve Francis announced, “I want my people back. It’s too quiet around here. I want to celebrate us coming through this with no real damage to the staff or business. I want to include clients. Let’s figure it out!”

Oak Knoll’s employee Marjorie Daly, known for her party-planning gifts, knew that they wanted to maintain some social distancing, so they held their event in a local movie theater and invited everyone to join them at the baseball-themed cult classic movie *The Sandlot*. Oak Knoll employees wore baseball shirts while the theater was decorated with posters and signs from the movie. There were prizes, snacks, and giveaways, including baseballs signed by the team



and a fundraiser for the Alzheimer’s Foundation of America. About 20 clients attended with kids and grandkids.

“We decided to fundraise for AFA because in the retirement-planning business we have some older clients with memory issues and some younger clients who have parents with memory issues. It’s an issue we frequently see in our offices,” said Francis. “After a quick check on Charity Navigator, we knew the money donated would be used appropriately.” Oak Knoll Financial Strategies matched guest donations. **More than \$5,500 was raised, and AFA is extremely grateful.**



INSPIRING OUR MISSION

Imagine Dragons Bassist a “Believer” in AFA

Ben McKee is the bass player in Imagine Dragons, one of the biggest bands in the world. They’ve sold more than 75 million records, with hits such as “Believer,” “Radioactive,” “Thunder,” and “Whatever It Takes.” While McKee’s music has earned him three American Music Awards, nine Billboard Music Awards, a Grammy Award, MTV Video Music Award, and World Music Award, his talents are not the only thing making a mark on the world. His big heart and giving spirit are having an impact as well.

This past February, McKee decided to set aside \$365,000 and give away \$1,000 a day for an entire year to causes and organizations serving those in need. He made his first donation on February 17; and documents his gifts each day on his Twitter page, using the hashtag #TodayIGive.

“Life has been incredibly generous to me,” McKee tweeted on February 16 when he announced his plan. “Never did I think that my journey would take me from a dead-end, dirt road in a tiny town in Northern California to some of the biggest stages, in front of the best fans, as a member of one of the most successful bands in the world.”

“The past year has been a particularly challenging time for a lot of people,” he continued. “The organizations that fight to support and protect the most vulnerable of us have been pushed beyond their limits.”

The Alzheimer’s Foundation of America was the organization he chose to honor with his daily \$1,000 gift on April 23—focusing on AFA’s mission 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.

AFA is inspired by Ben McKee’s generous undertaking to make a difference in the world and is extraordinarily grateful to be a beneficiary of it.

Photo: Eduardoventura1981 | Dreamstime.com



Billboards Building Awareness, Support

In-kind donations of services to AFA are enormously beneficial—particularly when it comes to advertising. In-kind advertising space helps raise awareness of AFA, its mission and services, while enabling the foundation to save on expenditures and further maximize donor dollars.

Three different outdoor advertising companies generously donated billboard advertising space to AFA as part of Alzheimer's Awareness Month.

Van Wagner Outdoor donated \$30,000 worth of advertising between November 1 and November 28 on four billboards in Chicago—two along I-294 and two along the Eisenhower Expressway.

Clear Channel provided a total of \$77,000 in donated advertising space—on a billboard in the heart of New York City's Times Square (featured here) during the first week in November, along with five digital bulletins along major highways in New Jersey throughout November.

Lamar Advertising, once again, provided AFA with a free national public service ad campaign across hundreds of digital highway panels. The in-kind value of the campaign has not been finalized as of press time, but last year's November campaign was valued at \$232,000.

"I feel very strongly that we must find a cure for this disease, because it's taking a terrible toll on people's lives...."



Jeff Gural Gifts Lead to Growth

Jeff Gural, a highly accomplished businessman—Chairman of GFP Real Estate LLC in New York City, owner of Tioga Downs casino and Vernon Downs racino in upstate New York, and managing partner of Meadowlands Racing & Entertainment in New Jersey—attributes his success to a simple business philosophy: Be nice to others.

"I never understood why people get a reputation for being difficult, and they look at that as the way to be successful," Gural said in an interview with *The Real Deal*, a real estate industry publication. "But I can tell you I'm successful by being nice and charitable."

Gural embraces the philosophy which helped him succeed in business in his personal life as well. Gural is an active philanthropist—and AFA and the fight against Alzheimer's disease are one of the causes he supports, along with helping children, young people living in under-resourced communities, and the arts.

Gural provided more than \$175,000 of in-kind support to AFA through GFP Real Estate—including donating all the work to expand AFA's New York City Education & Resource Center and create the physical space for The Apartment—AFA's model dementia-friendly living space. Gural also personally contributed over \$100,000 in support of AFA's programs and services.

Like so many AFA supporters, Gural's family has been personally touched by Alzheimer's disease. His father, Aaron Gural, lived with Alzheimer's disease for 10 years before passing away in 2009, and his grandmother, Helen Feil, also lived with Alzheimer's.

"I feel very strongly that we must find a cure for this disease, because it's taking a terrible toll on people's lives and our country's finances. As we search for one, we need to provide as much help as we can to the families living with it," Gural said. "AFA is doing all of that—investing in research while delivering essential services to families in need. That's why they have my support."



INSPIRING OUR MISSION

Dr. Sanford Finkel, A Passionate Leader

Dr. Finkel's enthusiasm for his profession is matched by his love of music. He is a professional musician, a pianist and vocalist, who has entertained around the world in a variety of genres—from singing rock music for American troops in Vietnam to big band and classical piano. "Music is wonderful for the mind. It stimulates memories and makes people feel good. I've used it in my clinical practice and play for my own enjoyment just about every day," said Dr. Finkel.

When AFA recently asked Sanford Finkel, MD, Clinical Professor of Psychiatry at the University of Chicago Medical School, what stands out about his nearly 60-year career in geriatric psychiatry, his answer was simple: "I am most proud and grateful that for over a half century I have been able to take care of patients with Alzheimer's disease and other dementias and the families who love them."

A member of AFA's Medical, Scientific, & Memory Screening Advisory Board for more than a decade as well as a new member of the foundation's executive committee, which serve as philanthropic ambassadors, Dr. Finkel says, "I believe in the mission—no family should go through dementia alone. AFA has been involved with many innovations with a passion and creativity you don't see in a lot of other organizations. That has always impressed me."

A true pioneer, Dr. Finkel founded or cofounded key professional organizations which helped the field grow exponentially—from a little known one with only a handful of professionals to something practiced by many thousands worldwide. He has also authored more than 100 journal articles and book chapters on the topics of Alzheimer's, aging, and caregiving; and served

as the medical consultant who developed the first memory care facility, a critical component of Sunrise Assisted Living.

Dr. Finkel's passion for aging began at a very young age. He spent the weekends of his childhood with his father's parents, Bella and Louis Finkel, since his own parents worked weekends in retail. Specializing in older people was a comfortable professional specialty for him. He loved his grandparents and was extremely close with them.

Like so many others, Dr. Finkel was personally touched by dementia. His paternal grandfather passed way from vascular dementia the month before he started his psychiatry residency, and his maternal grandmother, Helen Kosins, developed Alzheimer's when he was already a geriatric psychiatrist.

AFA is extremely grateful for Dr. Finkel's leadership and groundbreaking contributions to the entire field of geriatric psychiatry as well as his longstanding commitment to our mission. In addition to all of the above, he is also a loyal donor who has personally contributed more than \$16,000 to date.

INSPIRING OUR MISSION

Seeds Scientific Research & Performance Institute Raises Nearly \$40,000

A virtual research summit hosted by the Seeds Scientific Research & Performance Institute (SSRP) this past June delivered knowledge, information, and nearly \$40,000 to help families affected by Alzheimer's disease and other dementia-related illnesses.

The SSRP is an organization dedicated to educating healthcare professionals on the latest proven therapies with practical evidence-based research to implement into their practice immediately. Along with serving as an educational resource, it's a community of like-minded professionals dedicated to continuous learning and improving patient outcomes.

Founded by Dr. William Seeds, a board-certified surgeon and leading, worldwide cellular medicine expert, the SSRP is devoted to furthering new studies on the latest treatments for the world's most debilitating diseases and donates to nonprofit organizations serving individuals and funding research into those conditions.

On June 12, the SSRP hosted an Alzheimer's disease research seminar benefiting the Alzheimer's Foundation of America.

Physicians, researchers, and other practitioners who participated in the daylong virtual event learned



The SSRP is proud to collaborate with the Alzheimer's Foundation of America and the **Donate What You Can - Cellular Medicine & Alzheimer's Research Seminar.**

Join us on **June 12th** as the SSRP covers the latest medical advancements to prevent, treat, and bring light to those afflicted with this deadly disease.





about promising medical research, exciting scientific advances, and, most importantly, why they should support a future without Alzheimer's disease.

The virtual seminar was free, but attendees were invited and encouraged to make a donation in support of AFA's programs, services, and research toward a cure. The SSRP began with an initial goal of raising \$10,000 from event participants, agreeing to make a \$10,000 matching gift once the goal was reached. By the time the event was over, nearly \$40,000 was raised!

Thanks to the SSRP and their event participants for making a difference in the fight against Alzheimer's disease, through their donations and devoted work in healthcare settings and research labs across the country.



Voodoo Doughnut Works its Magic for AFA

Ever since opening its doors in downtown Portland, OR, in 2003, Voodoo Doughnut has been known for being innovative and unique. So it was no surprise that the company creatively turned National Doughnut Day into an opportunity to give back.

On Friday, June 4, Voodoo Doughnut featured a customized fan favorite, The Homer Doughnut, for only \$1, donating a portion of the proceeds from the sales to AFA to support its programs and services for families affected by Alzheimer's disease. Stores in Oregon, Texas and Colorado participated in the Homer Doughnut promotion, which raised more than \$1,600 in a single day.

"In today's world, it is hard to find a family that hasn't been affected by a loved one suffering from Alzheimer's or some form of dementia," said Chris Schultz, Voodoo Doughnut CEO. "Founded nearly 20 years ago by a caregiver whose mother lived with Alzheimer's, the Alzheimer's Foundation of America seeks to create a resource to all those affected, and we are honored to play a small part in supporting their mission by donating a portion of the proceeds from every Homer Doughnut sold on National Doughnut Day."

Voodoo Doughnut has a long tradition of serving and helping others, believing that giving back to the community is the right thing to do and wanting to use its resources to make a difference. Voodoo Doughnut now plans to make this fundraiser an annual event! AFA is extremely grateful to Voodoo Doughnut and its customers for their wonderful generosity.



Rain Doesn't Stop the Fight Against Alzheimer's

Rain didn't stop dedicated supporters from helping AFA kick off its national Alzheimer's Walk on October 30 at the AFA-Town of Babylon Respite Care Relief Park in Lindenhurst, NY. The opening ceremony honored two longtime supporters, AFA Leadership Council member Matt Knee and Town of Babylon Horticulturalist Jen Ulshemer, and unveiled the new Memory Walk of Recognition filled with engraved bricks purchased by families honoring their loved ones.

You can join the virtual walk fundraiser anytime throughout November for National Alzheimer's Awareness Month by visiting www.afawalk.com or purchase a brick for the Memory Walk of Recognition by visiting www.alzfdn.org/buy-a-brick.



Photos: Alex M. Wolff/
Concierge Photography

2021 AFA Golf Classic Raises Over \$350,000



From right to left: AFA founder & Board Chair Bert E. Brodsky, AFA Treasurer and 2021 Honoree Barry E. Berg, CPA, and Joshua Berg.

The 2021 AFA Golf Classic had such outstanding support this year, it needed to be played on two golf courses! More than 125 players hit the links at Sebonack Golf Club and Noyac Golf Club, both located on Long Island's beautiful East End, to support AFA's programs and services. The players, sponsors, and supporters raised more than \$350,000!

This year's honoree was Barry E. Berg, CPA, Managing Partner of Nussbaum, Berg, Klein & Wolpov, CPAs LLP, who has proudly served AFA since its inception in 2002. A founding board member and treasurer of the AFA Board of Directors, Barry Berg was moved to serve by his family's experiences with Alzheimer's—his mother, Phyllis, lived with Alzheimer's disease for nine years and his father, Milton, lovingly cared for her.

The iconic Sebonack Golf Club, located along the Peconic Bay in Southampton, NY, and designed by golf legend Jack Nicklaus and world-renowned golf course architect Tom Doak, will be the site of the **2022 AFA Golf Classic on Tuesday, May 17, 2022. Contact AFA's Development Department for additional information at 866-232-8484.**

Thank you to all the players, supporters and sponsors!

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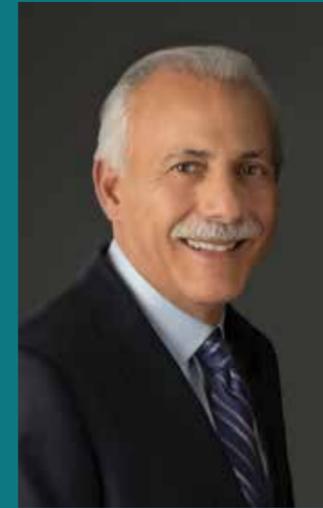
AFA Welcomes Two New Board Members

This past spring saw the addition of two new members to the AFA Board of Directors. Both directors have strong business backgrounds, personal family experiences with Alzheimer's disease, and a commitment to serving the AFA community.

NATHAN HALEGUA is principal owner of Jonis Realty, a real estate acquisition and development firm, and Citi-Urban Management, a real estate management company. **LEE BRODSKY** is Chief Executive Officer of BEB Capital, a privately held, multifaceted real estate company.

Nathan and Lee are both successful businessmen with experience in leading organizations, and, equally as important, have a firsthand understanding of the impact that Alzheimer's disease has on families. Nathan's mother, Oro Halegua, and Lee's grandmother, Anne Brodsky, both lived with Alzheimer's disease.

We warmly welcome Nathan and Lee to the board and thank them for offering their time and talents to help AFA continue to grow and serve even more people.



"I am looking forward to working with the Alzheimer's Foundation of America organization and making progress towards a cure."

—Nathan Halegua



"I am proud to continue the Brodsky legacy of steadfast support of Alzheimer's patients and their families. My father has given tirelessly to AFA over the years, and I look forward to helping him carry that torch into the future."

—Lee Brodsky

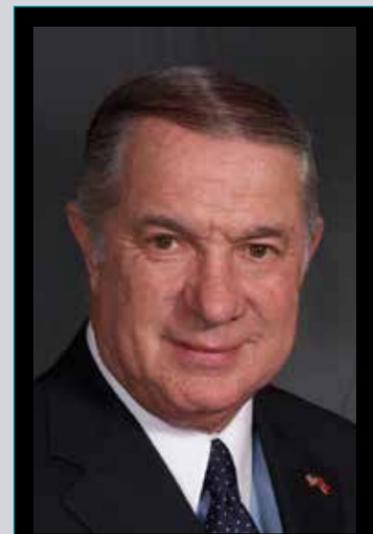
In Grateful Appreciation

AFA's Board of Directors and staff honor and remember our longtime board member, supporter and friend Edward D. Miller who passed away in October. Ed Miller helped countless people in their time of need through his knowledge, kindness, and generosity.

Ed was a highly intelligent and successful individual, serving as Board Chair of American Express Centurion Bank and President & CEO of AXA Financial, Inc. His success was matched by his generosity—he was extremely giving of his time, wisdom, and resources. He joined AFA's Board of Directors in 2016, served as its Vice-Chairman, and contributed more than \$250,000 toward the foundation's work.

"Ed Miller had an enormous impact on many people, myself included," said Bert Brodsky, AFA founder and Board Chair. "He was devoted to helping others and, throughout his life, always looked for ways to make a difference. Ed was a longtime, cherished friend, and we are so grateful to have had him in our lives. We know he will be with us in spirit as we continue the work which he believed in so deeply—lending others a helping hand in their time of need."

We will miss Ed tremendously, but we know that his memory will live on in the hearts of all those whose lives he touched.



EDWARD D. MILLER

1940-2021

MAKING A DIFFERENCE

More than 1,100 Libraries Received *Dancing With Granddad*—Thanks to You!

AFA's first-ever children's book, *Dancing With Granddad: An Alzheimer's Story for Children and Their Families*, is making its way onto library shelves across the country, thanks to you!

Donor support enabled AFA to begin an outreach campaign this past spring to libraries across the country, inviting them to receive a free copy of *Dancing With Granddad* in English and Spanish so that they could make it available to residents in their communities. To date, more than 1,100 libraries in all 50 states—from major cities to small towns—accepted donations of the book!

Dancing with Granddad 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

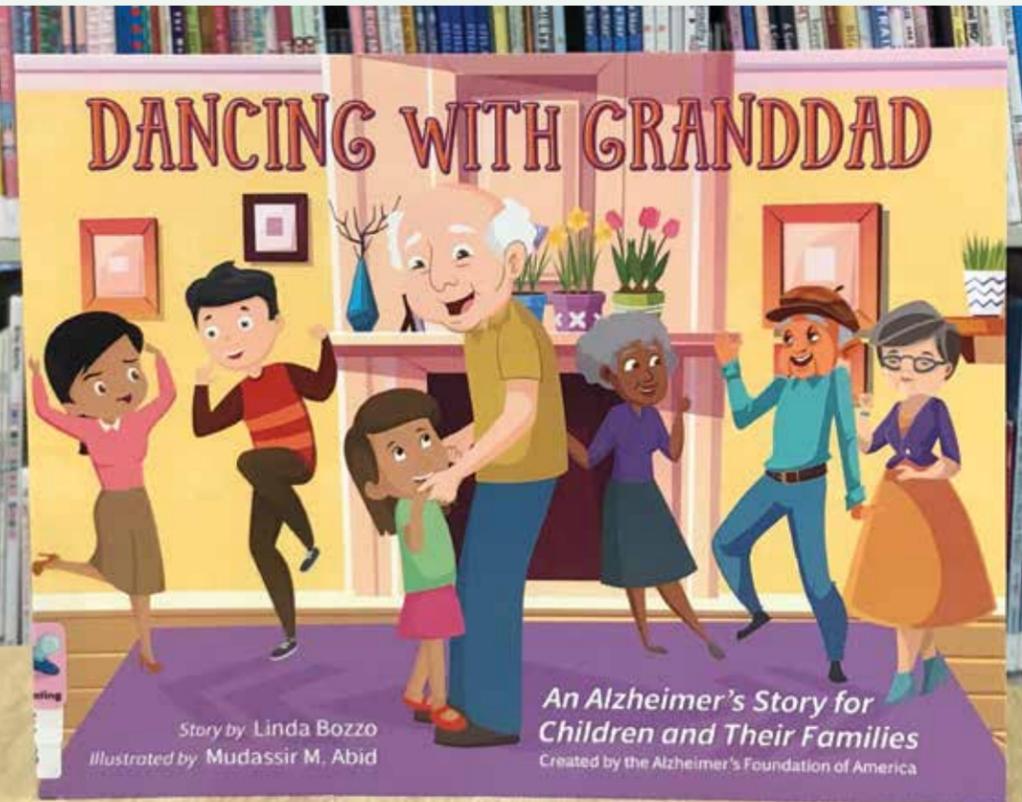
move to a new home where he will be safer. Readers also learn that while he is changing, the love that Nia and her grandfather have never will.

“Marin County Free Library is proud to partner with the Alzheimer’s Foundation of America to be able to offer a resource for families which gently explains Alzheimer’s disease to children.”

—Raemona Little Taylor,
Deputy Director, Marin County
Free Library, CA

The book gently introduces Granddad's behavior changes (such as retelling stories, wandering, and confusion) while sharing the constant of the wonderful relationship between Nia and Granddad and her loving parents who are caring for him. Suggestions about how to introduce a conversation with children about Alzheimer's disease—including sample questions to ask the child and tips to help them better understand—are included for adults.

AFA's library outreach campaign is ongoing and will continue into 2022. To support this ongoing campaign, contact AFA's Development Department at 866-232-8484.



Dancing with Granddad: An Alzheimer's Story for Children and Their Families on display at Seaford Public Library, Seaford, NY.

Libraries receiving donations of *Dancing With Granddad* include:

- Birmingham Public Library (AL)
- Phoenix Public Library (AZ)
- San Diego Public Library (CA)
- Hillsborough County Public Library Cooperative (FL)
- Fulton County Library System (GA)
- Boston Public Library (MA)
- Detroit Public Library (MI)
- Nassau Library System (NY)
- Allegheny County Library Association (PA)
- Nashville Public Library (TN)
- El Paso Public Library (TX)
- Salt Lake County Library (UT)
- Seattle Public Library (WA)

MAKING A DIFFERENCE

Investing in Tomorrow's Leaders Today

There's no minimum age to be a difference maker. Teenagers across the country are serving as caregivers, volunteering, raising awareness, and even conducting research.

More than 2,000 of them shared their stories through AFA's 2021 Teens for Alzheimer's Awareness College Scholarship Essay Contest. Thanks to the generosity of you and other donors, including a \$10,000 gift from Jerry and Linda Saslow, 72 students received more than \$55,000 in college scholarships, the largest single-year amount to date.

Since the program's inception, over \$350,000 in scholarships have been awarded to college-bound high school seniors impacted by Alzheimer's disease. **Entries for the 2022 contest are currently being accepted at www.alzfdn.org/scholarship.**

We want to introduce you to some of the future leaders in the fight against Alzheimer's that your donations supported. Read their essays, and view the complete list of winners, at www.alzfdn.org/scholarship.



Courtesy of Sharada Vishwanath

“Alzheimer’s residents filled me with inspiration.... There were so many experiences here that opened my eyes and filled me with the fullness of compassion.”

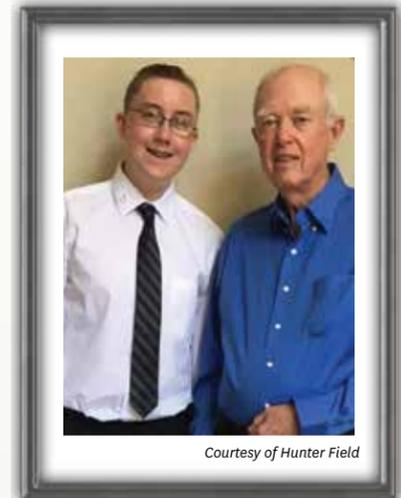
Sharada Vishwanath
Northborough, MA
First Place Winner
\$5,000 Scholarship



Courtesy of Sisy Chen

“Alzheimer’s disease does not erase a lifetime of love—it only amplifies it through small, ephemeral moments.”

Sisy Chen
Chicago, IL
Second Place Winner
\$3,500 Scholarship



Courtesy of Hunter Field

“On the good days, I took advantage of speaking to him about his life and we spent time reminiscing about the cool things he and I did when I was little.”

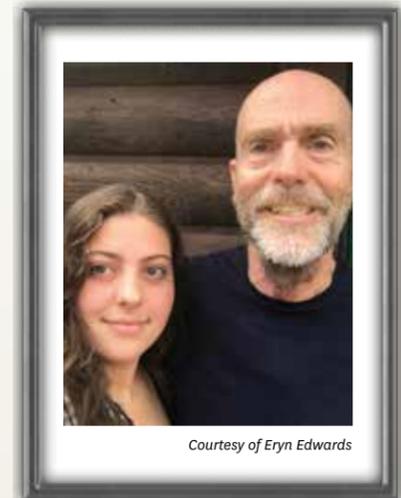
Hunter Field
Austin, TX
Third Place Winner
\$2,500 Scholarship



Courtesy of Liana Chen

“Taking care of her and telling her about my day has allowed me to become closer to her.”

Liana Chen
Houston, TX
Third Place Winner
\$2,500 Scholarship



Courtesy of Eryn Edwards

“He, regardless of Alzheimer’s, is still my dad.”

Eryn Edwards
Ladson, SC
Fourth Place Winner
\$1,500 Scholarship

Creating Memories Through Creative Arts

Art can be a powerful tool to improve quality of life for people living with dementia-related illnesses and their caregivers. It stimulates the mind and memories and creates opportunities for self-expression and social engagement, along with enhancing mood and self-esteem.

Donor support, including a \$68,000 grant from the Louis and June Kay Foundation, helped AFA provide these important benefits to families affected by Alzheimer's disease—even during the midst of the COVID-19 pandemic. Since March of 2020, AFA has offered regular,

free virtual art programs allowing individuals to explore their creative side and stimulate their minds from the comfort and safety of their homes.

Through more than 30 different art programs which reached thousands of people in 2021 alone, participants created watercolor art, Chinese brush paintings, paper collages, nature still-life art, 2-D object art, and tape-art paintings. These art programs are part of the daily virtual programming AFA offers through the AFA Teal Room on its website.



AFA Helpline Hours Expanded

AFA's Helpline, staffed entirely by licensed social workers who are specifically trained in dementia care, expanded its hours this past October. The Helpline is now available from 9 a.m. to 9 p.m. ET, seven days a week, via phone, webchat, and text message to provide support, guidance, and answers to individuals in need, as well as offer information about support services in their communities.

AFA's Helpline social workers provided more than 32,000 minutes of support time in 2021 (as of the time of this writing). Thanks to donations from you, together with a \$12,500 grant awarded by the Sunshine Foundation, we will be able to do even more for families in their time of need!

Sunshine Foundation Executive Director of Philanthropy Stacy Parsell (center), with AFA VP of Development Paula Barbag and AFA President and CEO Charles Fuschillo, Jr., during a recent tour of AFA's dementia-friendly apartment.

AFA Helpline Expanded Hours!



**9AM-9PM ET
7 Days a Week**

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**WEBCHAT
www.alzfdn.org**





Alzheimer's Foundation of America
322 Eighth Avenue, Fl. 16
New York, NY 10001

THANK YOU FOR WALKING WITH US ACROSS AMERICA.

**The AFA Alzheimer's Walk, since its inception in 2018,
has raised more than \$250,000 to date from
walkers and supporters nationwide.**

Visit www.afawalk.com to donate.