Ways We Provided Help & Hope

2021 ANNUAL REPORT
We entered 2021, our second year of the global pandemic, with a sense of resilience and even optimism. We built momentum after the prior year, and thanks to the continued generosity of you, our donor community—individuals, families, foundations, and corporations—we were able to help even more families impacted by Alzheimer’s and dementia-related illnesses and accomplish some powerful initiatives. Despite the challenges:

- We unveiled The Apartment, a model, full-scale dementia-friendly studio residence in our New York City offices that teaches families how to make a home safer and more comfortable for someone living with a dementia. We included a 20-page companion guide and video so families could incorporate these changes in their own homes.

- We delivered $507,000 in funding through 75 grants awarded to nonprofit organizations in 26 states to help them continue to provide or adapt services to families affected by dementia in their communities.

- We awarded $550,000 in funding for research projects to expand and accelerate ongoing research to uncover underlying causes of Alzheimer’s disease, with the goal of developing new treatments.

- We extended our Helpline hours again, adding an additional 32 hours per month. Support minutes increased by 25%, with licensed social workers delivering 8,000 more minutes this year.

- AFA’s monthly Care Connection webinar series saw participation grow by 50%, from nearly 2,000 in 2020 to more than 3,000 in 2021.

- Our Educating America Tour completed participation in 50 states with more than 4,700 people registered for conferences, which were virtual all year.

- We distributed our children’s book, Dancing with Granddad: An Alzheimer’s Story for Children and Their Families, to more than 1,400 libraries in all 50 states, and published it in Spanish.

More than six million Americans are now living with Alzheimer’s. During these challenging times, you enabled us to provide real help and much more hope. We are so grateful.

With much appreciation,

Charles J. Fuschillo, Jr. President & CEO
SERVED AS A NATIONAL RESOURCE
AFA continued to serve as a trusted national resource in 2021, providing information to families affected by Alzheimer’s disease, as well as to media outlets. Topics included:

• REDUCING CAREGIVER STRESS
• EARLY DETECTION THROUGH MEMORY SCREENING
• BRAIN HEALTH AND HEALTHY AGING
• CREATING A DEMENTIA-FRIENDLY HOME
• COVID-19 VACCINATION

EXTENDED OUR HELPLINE HOURS
AFA further expanded its Helpline hours in 2021 to provide greater access to support services for the growing number of families who are impacted by Alzheimer’s disease. Starting in October, AFA added an additional 32 hours a month where licensed social workers were available to offer guidance, provide support, answer questions, and connect individuals with services in their communities.

AFA’s Helpline social workers delivered more than 38,000 minutes of support through phone calls, webchats, text messages and emails in 2021.

CONNECTED MORE PEOPLE WITH HELP AND SUPPORT
A family caregiver founded AFA to ensure that families always had a place to turn for help and support if Alzheimer’s enters their lives, and we are immensely proud that we were able to continue to be that place for even more people in 2021. Support minutes provided by the AFA Helpline increased by more than 25% from 2020, with AFA’s licensed social workers delivering approximately 8,000 more support minutes in 2021. Care Connection, AFA’s monthly educational webinar series, saw participation grow by more than 50%—from nearly 2,000 participants in 2020 to more than 3,000 in 2021. AFA’s website, which provides a wealth of information about caregiving, support services, brain health, and more, saw a 16% increase in users from 2020 to 2021.

UNVEILED THE APARTMENT—A GUIDE TO CREATING A DEMENTIA-FRIENDLY HOME
To demonstrate how almost every part of a home can impact quality of life for someone living with dementia, AFA created The Apartment—a model, full-scale dementia-friendly studio residence. Located in its New York office, The Apartment teaches families how to make a home safer and more comfortable for someone living with a dementia-related illness—from using technology to labeling and color contrast. The Apartment can be “visited” virtually anytime through AFA’s website at alzfdn.org/theapartment. Along with a video tour on the website, a 20-page companion guide that takes individuals through each room in detail is also available.

AFA officially unveiled The Apartment to the public on May 21, 2021 and made an impact nationwide. National media outlets Today, Parade, and Yahoo! News featured The Apartment, as did regional outlets across the country, including major cities such as New York, Los Angeles, Orlando, San Diego, San Antonio, and Kansas City. Nearly 10,000 people visited The Apartment webpage through the end of 2021, and approximately 500 hard copies of the resource guide were requested by individuals, care settings, and governmental agencies.
5 SUPPORTED THE FIGHT AGAINST COVID-19

Just as COVID-19 continued to significantly impact all of us during 2021, AFA continued to address its impact on families affected by Alzheimer’s disease. AFA’s Medical, Scientific, and Memory Screening Advisory Board issued a recommendation urging family caregivers and individuals living with Alzheimer’s disease to get vaccinated as soon as they are able to do so, delivered information about the benefits vaccination provides to these individuals, and answered frequently asked questions about vaccination safety.

Advisory Board member Dr. Allison Reiss led a webinar, “Managing COVID-19: Special Issues Facing Families Impacted by Alzheimer’s,” which addressed the pandemic-related challenges facing someone with Alzheimer’s.

The webinar also addressed what family caregivers can do if their loved one contracts COVID-19, how to support recovery, and the importance of vaccination.

6 LAUNCHED THE AFA TEAL ROOM

Of the many challenges COVID-19 created for families affected by Alzheimer’s disease, isolation was one of the biggest. Isolation can accelerate the progression of dementia-related illnesses and contribute to caregiver burnout, which is why finding ways to connect and stimulate the brain are essential.

AFA unveiled the AFA Teal Room in 2021, the new home for AFA’s virtual activity and therapeutic programming. Through the AFA Teal Room, individuals could take advantage of free, daily programming, such as:

• Creative arts therapies
• Music performances and concerts
• Fitness and movement classes
• Art
• Recreational activities
• Nature-based programming

The AFA Teal Room also contains a library of past programs that are available 24 hours a day, seven days a week, ensuring that individuals can stay active, engaged, and connected from anywhere. By the end of 2021, more than 350 programs were available for viewing.

7 HELPED COMMUNITIES TEACH CHILDREN ABOUT ALZHEIMER’S DISEASE

When Alzheimer’s enters a family’s life, it affects everyone—including young children. To give families a tool they can use to explain Alzheimer’s disease to children, AFA created an educational children’s book, Dancing with Granddad: An Alzheimer’s Story for Children and Their Families.

Designed for children ages 5 to 8, the book 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.

In the spring of 2021, AFA launched an outreach campaign 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. By the end of 2021, more than 1,400 libraries in all 50 states—from major cities to small towns—accepted donations of the book. Dancing With Granddad: An Alzheimer’s Story for Children and Their Families is also available for purchase at shop.alzfdn.org.

8 COMPLETED ALL 50 STATES ON THE EDUCATING AMERICA TOUR

When AFA launched the Educating America Tour, a nationwide educational initiative that connects communities across the country with information about Alzheimer’s disease, brain health, and caregiving in 2017 as part of the Foundation’s 15th anniversary, the goal was to complete all 50 states within five years. That goal was completed in 2021, which marked the tour’s fifth year.

Each of the 14 tour conferences, which were held virtually due to the COVID-19 pandemic, allowed individuals to learn from, and ask questions of, experts on topics such as health care, caregiving, elder law, advance planning and Alzheimer’s research. Stops included Alaska/Hawaii, Minnesota, Wyoming, North Dakota, South Dakota, Kansas, Iowa, Idaho, New Hampshire, Vermont, New York/New Jersey, Delaware, Maryland, and Rhode Island.

More than 4,700 people registered for AFA’s 2021 Educating America Tour conferences.

9 EXPANDED ACCESS TO MEMORY SCREENINGS

Memory screenings should be part of everyone’s health and wellness routine, which is why AFA provides them for free, with no minimum age requirements or insurance prerequisites, through its National Memory Screening Program. Like so many facets of life, the program had to adapt due to the COVID-19 pandemic. Last year, the program went virtual, where screenings were provided one-on-one through secure videoconference technology to ensure that individuals could get screened from the comfort and safety of their own homes.

In 2021, the program adapted even further, where screenings were also performed via phone to accommodate older individuals who didn’t have access to, or were unable to use, videoconference technology. This adaption made memory screenings even more accessible to individuals across the country. AFA’s National Memory Screening Program has screened more than 5 million people since the program’s inception.

To schedule your virtual or phone memory screening:

Register at www.alzfdn.org
Or call AFA at 866-232-8484

A memory screening is a quick, healthy brain checkup like other routine health screenings, such as blood pressure and cholesterol.
Funding research for better treatment and a cure for Alzheimer’s disease is part of AFA’s mission, which is why we continued to make investments in hope throughout 2021.

AFA awarded $550,000 in funding for research projects to expand and accelerate ongoing research to uncover the underlying causes of Alzheimer’s disease, with the goal of developing new treatments and slowing the progression of the disease (NYU Langone Hospital-Long Island), enhancing early detection efforts by combining modern neuroinformatic approaches with a range of biomarkers (Baycrest-Rothman Research Institute); and finding ways to detect dementia-related illnesses at the pre-symptomatic phase to develop personalized treatment plans (Hadassah Medical Center).

AFA created two new professional training programs based on respect, empathy, and maintaining one’s dignity, and look beyond the illness to understand how to foster an environment with person-centered care at the forefront.

AFA launched a new “Brain Health Awareness for Veterans” program in 2021 to help veterans and their families learn about the warning signs of dementia, early detection, steps to reduce their risk and programs available to help them. Between May and October, five different live interactive webinars were held, focusing on states with large veteran populations (New York, Florida, California, Virginia, and Texas), which enabled participants to learn from, and ask questions of, experts in veterans care and benefits, dementia care, and memory screening.

AFA provided funding to its nonprofit member organizations for community-based services across the country through four different grant programs: Biannual 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 wandering 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).

In 2021, AFA delivered $507,000 in funding through 75 grant awards to nonprofit organizations in 26 states to help them continue to provide or adapt services to families affected by dementia in their communities.

Veterans may be at a higher risk for developing a dementia-related illness based on their military experiences. According to the U.S. Department of Veterans Affairs, a traumatic brain injury (TBI), post-traumatic stress disorder (PTSD) or being a prisoner of war can all increase the chances of developing dementia.

The financial support awarded to us is absolutely vital in continuing our program. In addition, we so appreciate all the other areas of the Alzheimer’s Foundation of America into which we tap.

—Lee Ann Hyatt, RN, BSN
Program Director
Caregiver Relief Program of Bedford County
2021 Spring Biannual Grant Winner

AFA sponsored the national Alzheimer’s Disease and related dementias of any ethnic/racial group in the United States, it’s important to have this valuable educational tool available in both English and Spanish.

—Luisa Echevarria, AFA Board Member

This was a record-breaking year for AFA’s Teens for Alzheimer’s Awareness College Scholarship Essay Contest—a program that invites college-bound high school students to share their stories about how Alzheimer’s disease has impacted their lives. Seventy-two seniors were awarded over $55,000 in college scholarships—the largest single-year dollar amount and number of scholarships awarded since the program’s inception, more than $350,000 in scholarship funding has been awarded to the next generation of leaders in the fight against Alzheimer’s disease.

First Place Winner
SHARADA VISHWANATH

Second Place Winner
SISY CHEN

Third Place Winners
HUNTER FIELD AND LIANA CHEN
16 INCREASED 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 10,500 elevator and lobby screens in 29 different markets for three weeks in November—delivering more than 21 million impressions. Lamar Advertising Company again chose AFA for a free public service campaign—running ads on over 200 digital highway billboards in 38 markets. Clear Channel provided free billboard space in Times Square and five New Jersey highway spots, while Van Wagner Outdoor provided billboard space along two major Chicago highways. Creative Mobile Technologies provided free taxicab ads in eight different cities, and 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.

17 SET A RECORD FOR LIGHT THE WORLD IN TEAL SITES

November 4, 2021, marked the eighth 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 430 sites in all 50 states and 11 foreign countries participated, from iconic skyscrapers such as New York’s One World Trade Center and Chicago’s Willis (Sears) Tower, stadiums such as Los Angeles’ Staples Center and Seattle’s Lumen Field, to small-town buildings, the highest participation in the program’s history.

18 ADVOCATED FOR GREATER FEDERAL FUNDINGS

Throughout 2021, AFA’s public policy division continued to work with federal policymakers in a bipartisan manner to strongly advocate on behalf of families affected by Alzheimer’s disease. Continued increases in federal funding for Alzheimer’s disease research remained a top policy priority in 2021. The federal fiscal year (FY) 2021 budget delivered over $3.1 billion in funding for Alzheimer’s disease research at the National Institutes of Health (NIH)—the largest single-year investment for Alzheimer’s research. During calendar year 2021, AFA worked with lawmakers to continue building on this progress for the FY 2022 budget, advocating to bring the funding level to $3.4 billion, as well as to increase funding for caregiver support programs at the Administration for Community Living (ACL).

19 TEAMED UP WITH PASSIONATE PEOPLE

Passionate people coming together for a good cause always make a difference. This year was no exception, as people across the country found creative ways to support AFA and its mission.

Staff at Oak Knoll Financial Strategies in Illinois raised over $5,500 at a baseball-themed movie night for employees and their families. Oregon-based Voodoo Doughnut used National Doughnut Day to raise $1,600 for AFA. The team at Pegasystems, a Massachusetts software solutions company, honored a long-time coworker whose family was impacted by Alzheimer’s by donating $1,600 to AFA in his name. Participants of a virtual research summit hosted by the Seeds Scientific Research & Performance Institute raised nearly $40,000 for AFA. Players of GSN Games’ Solitaire Tripeaks, Bingo Bash, and GSN Casino online games collectively raised more than $140,000 in 24 hours.

We are grateful to them and the many others who organized community fundraising events.

20 WELcomed NEW LEADERS

In May 2021, AFA welcomed two new additions to its Board of Directors—Nathan Halegua and Lee Brodsky. Both are 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.

AFA also welcomed Dr. Nathaniel Chin as a new member of its Medical, Scientific, and Memory Screening Advisory Board. Dr. Chin, who was driven to pursue a career as a geriatrician and scientist focused on dementia after his father was diagnosed with Alzheimer’s disease, is the Medical Director for the Wisconsin Alzheimer’s Disease Research Center (ADRC) and the Wisconsin Registry for Alzheimer’s Prevention (WRAP) Study, as well as the Associate Director of the Geriatric Memory Program, University of Wisconsin Hospital and Clinics.
YOU HELPED MAKE IT POSSIBLE

The great successes of 2021 would be impossible without our dedicated supporters.

In the midst of another challenging year, you delivered the resources that enabled us to enhance and expand important services to help meet the growing needs of families affected by Alzheimer’s disease and other dementia-related illnesses.

THANK YOU

To the individuals, families, businesses, and organizations who supported and believed in us, we offer a heartfelt “thank you.”

CORPORATIONS & FOUNDATIONS

$100,000–$999,999

Daphne Hinchcliffe Trust FBO Meala Datura
Geraldine Hensley Trust
Samuel Kopp Charitable Lead Trust
Wheatley Living Trust

$50,000–$99,999

The David Minkin Foundation
Della Mae Sanders Trust
Goldie Tryboyevich Trust
Louis J. and June E. Kay Foundation
Tacoma Church of God
TIAA

$25,000–$49,999

David J. Noble Foundation
Joan M. Pirozzoli Trust
Jolly Family Living Trust
Lefkowitz Family Foundation
Linda Feinberg Trust
Shirley and Burt Harris Family Foundation
Varga Family Living Trust
William FX Pirozzoli Trust
Continental Casualty Company; CRE8 Pharmacy; The Curtis I. Kossman Foundation; David and Margery Inkeles Charitable Foundation; Development Group; Mercury Public Affairs LLC; Metropolitan Abstract Corporation; Mildred Burg Private Foundation, Inc.; New York Howard and Barbara Farkas Foundation, Inc.; Illuminado Partners, LLC; Imobile LLC; Inter-National Foundation Corporation; JL HVAC Advisory Card; Agri-Basics, Inc.; Alamo Solutions LLC; Alfred E. Mann Family Foundation; Alvin I. & Peggy S. Brown Family Charitable BRBJ Limited; Carco Builders Corporation; Certilman, Balin, Adler & Hyman, LLP; The Cynthia and George Mitchell Foundation; D/A/ Foundation; Anthony A. Schmidt Family Foundation; The Ash Family Foundation; ATI Specialty Materials; Auer Steel Heating Supply Lloyd A. Fry Foundation; Memorial Medical Staff Fund, Inc.; Merrill Lynch, Pierce, Fenner & Smith Incorporated; Metro Service Group; Frank M. Minski Revocable Trust; Health Care Service Corporation; HSRE-EB York, LLC; Lennox Foundation; The LLEE Foundation; Grush General Contractor, Inc.; The Eibshutz-Raphan Foundation; The Ellen Wills Martin Foundation; EnterSolar; Exelon Foundation; Moscou & Faltischek; Signature Bank; Stargates, Inc.; Steel Equities; Stewart Senter Inc.; Stripe; The Edward L. and Ruth S. Hennessy Foundation; WRH Realty Services; Wunsch Foundation; Yasso Inc.

The Howard and Barbara Farkas Foundation, Inc.; Illuminado Partners, LLC; Imobile, LLC; Inter-National Foundation Corporation; JLVAC Inc.; KY Soc of Anesthesiologists; Marcom, LLP; Marvin D. and Nelsa U. Gill Family Foundation, Inc.; McBride Consulting & Business Development Group; Mercury Public Affairs LLC; Metropolitan Abstract Corporation; Mildred Burg Private Foundation, Inc.; New York Life Insurance Company; Old Dominion Freight Line, Inc.; The Palsied Educational Foundation Inc.; Race Awesome Inc.; Ruskin, Moscoso & Faltischelski; Signature Bank; Stargates, Inc.; Steel Equities; Stewart Senter Inc.; Stripe; The Edward L. and Ruth S. Hennessy Foundation; WRH Realty Services; Wunsch Foundation; Yasso Inc.

**Nonmonetary donations made by Captivate, CMT Group, Clear Channel, HLG, LCM Lattor Media, LTR, Local Radio Group, and Van Wagner.

Adirondack Beverages; Allstate; Amica Companies Foundation; Amstutz Charitable Lead Annuity Trust; The Apatow-Mann Family Foundation Inc.; Association of Government Accountants; Beverly J. Johnson Foundation; Bill Wolf Petroleum Corporation; BRBJ Limited; Carco Builders Corporation; Certilman, Balin, Adler & Hyman, LLP; The Cynthia and George Mitchell Foundation; D/A/ Davidson; Dameron Family Foundation; Empower Retirement; Enterprise Holdings Foundation; Flexibility Bank; First National Bank Ni; Frank M. Minski Revocable Trust; Health Care Service Corporation; HSRE-EB York, LLC; Lennox Foundation; The LLEE Foundation; Lloyd A. Fry Foundation; Memorial Medical Staff Fund, Inc.; Merrill Lynch, Pierce, Fenner & Smith Incorporated; Metro Service Group; My Tribute Gift Foundation, Inc.; The Natter Family Foundation; The Options Clearing Corporation; The Peterson Company; Pura Vida Bracelets; RBC; Robert and Ruth Berns Revocable Trust; RTL Revocable Trust; SH Franchising LLC; Sherwood Lumber; Synchrony Financial Corp.; Takeda; Tymande Company; United Jewish Federation of Metropolitan Detroit; W. Vaughan Spencer Foundation

Advisory Card: Agri-Basics, Inc.; Alamo Solutions LLC; Alfred E. Mann Family Foundation; Alvin I. & Peggy S. Brown Family Charitable Foundation; Anthony A. Schmidt Family Foundation; The Ash Family Foundation; ATI Specialty Materials; Auer Steel Heating Supply Company; The Armstrong Charitable Fund; The Banks Family Foundation; Bi Tek 21 Cosmetics Inc.; Bessemer Giving Fund; Bignell Family Fund; Boardwalk Pictures; The Bob Allen Family Foundation; The Boston Foundation; Bright Funds; Bright Funds Endowment; The Bristol at East Norwalk, LLC; Brus’ Home Town Inc.; Burbank Foundation; Burnham Valley High School; Burton & Rose Kahn Family Foundation; Carmelita Communion, Inc.; Carey Family Trust; The Carson Family Foundation; Centered In Wellness LLC; Century 21 American Homes; CHLA Pharmacy; Citons Corporation; CL Burks; Community Foundation of the Texas Hill Country; Continental Casualty Company; CREB Pharmacy; The Curtis I. Kossman Foundation; David and Margery Inkeles Charitable Foundation; David F. and Margaret T. Grohine Family Foundation; Director Door Industries; DJDF Foundation; Eagan Family Foundation Inc; Ed Grush General Contractor, Inc.; The Elbitch-Rapan Foundation; The Ellen Wills Martin Foundation; EnterSolar; Exelon Foundation; Fabrication Specialty; Fine Family Charitable Foundation; Fino Family Foundation; First Citizens Wealth Management; Flour Bakery and Cafe; Foundation Source; Give Lively Foundation, Inc.; Glen Head Country Club Charity Fund; Global Charitable; Gohike- Callaghan Resources LP; Gotti/Covered Sales & Marketing; Greater Toledo Community Foundation; Hunter Family Charitable Trust; Huron Consulting Services LLC; Hyman R. and Ruth Shapiro Foundation, Inc.; Imaginarium and Co, Inc.; Iredell County Community

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Morton Silverman

Barbara and Aro Bailey Badevian

Karen L. Atkins

Myrna and John C. Barton Lorenon and Dolonins Beck

Marilyn J. Bishop

Kim S. Brace

Patricia Coughlin

Edward H. Davis

Shani A. Kiczk

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Blair Bennett

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Robert C. Bowers

Dr. Candace N. Brown

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Edye Dorman

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Robert Harvey

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Dorian S. and William Jordan

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Linda and John MacDonald

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**Nonmonetary donations made by Captivate, CMT Group, Clear Channel, HLG, LCM Lattor Media, LTR, Local Radio Group, and Van Wagner.
SUMMARY OF FINANCIAL REPORT
Statement of Activities – FYE December 31, 2021

Support Contributions and Special Events

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Increase/(Decrease) in Net Assets: $7,423,829

Net Assets, December 31, 2020: $31,053,095

Net Assets, December 31, 2021: $38,476,924

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 seven 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.

Contact/Helpline: 866-232-8484 | info@alzfdn.org
Donate today at www.alzfdn.org/donate