Donor Support Funds New Dementia-Friendly Park
A MESSAGE OF THANKS FROM OUR PRESIDENT & CEO
CHARLES J. FUSCHILLO, JR.

You are about to read some inspiring stories about people who share AFA’s passion for supporting families impacted by Alzheimer’s and other dementias. I’m impressed by the creative ways they find to raise money and the enthusiasm they put into their efforts. We all want to find a cure for these diseases and to support the caregivers who are the backbone of care until we do. You, our donors, help us get there.

Now, more than 6.5 million Americans are estimated to be living with Alzheimer’s, a disease with no known cure. The number of people living with this disease doubles every five years beyond age 65. This number is projected to more than double to 14 million by 2060.

We ask for your continued support. Please help us fund care, education and research towards a cure.

Make a gift today at alzfdn.org/donate or by using the enclosed envelope.

With deep gratitude,

[Signature]

Interested in creating your own fundraising event? We’d love to help you get started. Visit fundraising.alzfdn.org, or join us for our Walk in the Park 2023, September 9–10, by visiting alzfdn.org/walk.

Don’t know where to start? We’re happy to help. Contact our Development team at 866-232-8484 or email us at development@alzfdn.org.
America's Second Respite Care Relief Park Opens

The quiet park overlooking the lake, with its gazebo and benches, is a welcoming refuge from the busyness of the world. AFA opened this second Respite Care Relief Park in May, one of only two of its kind in the country, as a dementia-friendly place where caregivers can bring their loved one with memory loss to enjoy a peaceful outdoor setting. The gazebo is surrounded by placards detailing facts about Alzheimer’s, tips for caregivers as well as activities for those living with the disease.

“It’s incredibly important that people who have been afflicted with Alzheimer’s and dementia have a place like this, and that their caregivers have a place to bring them to enjoy nature, peace and solitude in a gorgeous setting,” said County Executive Bruce Blakeman, of Nassau County, NY, which partnered with AFA on the project. The park is within Eisenhower Park in East Meadow, NY, which is the biggest park in Nassau County and larger than Central Park in New York City.

The need for dementia-friendly places is critical because caregivers often have a hard time finding a public space where their loved one feels comfortable or where they feel comfortable bringing their loved one. Isolation is one of the biggest challenges for people with Alzheimer’s and their caregivers. It can accelerate the progression of the disease and contribute to caregiver burnout. The park gives Alzheimer’s caregivers a chance to get out of the house, enjoy a peaceful setting, socialize and receive helpful information – all in a place that is welcoming to them with their loved one.

“When it’s a spouse, it’s very close to your heart,” Jeff Ray, a first-time park visitor shared with CBS News. Jeff Ray and Arthur Dozier, also a caregiver for his wife, met for the first time at the park’s gazebo. “We can come and talk. It’s almost like a support group,” Ray said.

The park was largely funded through a grant AFA received from the Mother Cabrini Health Foundation. “We are proud to support the AFA and such an important project that will benefit caregivers, individuals and families dealing with Alzheimer’s, as well as many other park-goers in the surrounding community,” said Daniel Frascella, chief programs and grants officer for the Mother Cabrini Health Foundation.

AFA works with municipalities to build Respite Parks in their communities. Our first opened in Lindenhurst, NY, and was built together with the Town of Babylon. Contact us at 866-232-8484 to learn more about our Respite Care Relief Park program.
Customers at the Ravitz Family Markets have learned to expect more than quality food and products when they shop at the New Jersey stores. They also have the opportunity to support local charities through the company’s Cares Community program, which has raised more than $2 million since it began in 2006.

“We just have great customers,” says Kenneth Brahl, senior director of labor relations for Ravitz Family Markets/Shop Rite Supermarkets.

AFA has twice been the beneficiary of the Care Community’s monthly fundraising efforts since 2020. Money is raised through donation boxes at the check-out registers and from store events such as hot dog sales conducted by store employees with food donated by the store. The charities are also invited to provide T-shirts, key chains or other merchandise that employees will sell, with all of the money going to the charity.

In the program created by then President Steve Ravitz, who died of COVID in 2020, it’s not only customers and charities that benefit. Employees do as well because they get to select the monthly charity. Cindy Watson Casey, an HR and training manager who has been with the company for 25 years, nominated AFA in honor of her mother-in-law who has lived with Alzheimer’s for five years.

“I know that you do good work,” she said. “Hopefully we’re making some breaks for Alzheimer’s.”

Brahl said over $10,000 is raised each month, depending on the charity. The company sets aside three months to collect for standing organizations of its choice, ones that fight hunger, protect animal welfare and support veterans. Employees nominate and vote upon charities for the rest of the year. Ravitz felt that since the employees were the ones doing the work of collecting the money and running the hot dog stands, they should have a say in where that money goes.

“It’s a big thing,” Brahl says.

Ravitz raised $11,626 for AFA, for which we are grateful.
When an individual has Alzheimer’s disease, it impacts everyone in the family, including our children. AFA’s commitment to overcoming barriers to education and awareness extends to our littlest ones. That’s why an important initiative for us is *Dancing with Granddad: An Alzheimer’s Story for Children and Their Families.*

Thanks to a generous grant from The Thomas & Agnes Carvel Foundation, AFA was able to distribute 5,000 copies of the book to elementary schools in Yonkers, Mount Vernon, and Ossining in Westchester County, New York. The book, designed for children, ages 5 to 8, takes young readers on an age-appropriate learning journey with Nia, a 7-year-old 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.

“The Thomas and Agnes Carvel Foundation is proud to support the great work the Alzheimer’s Foundation of America does for those with Alzheimer’s disease and, as important, for the families who support and care for their affected loved ones. We are particularly pleased to support AFA’s effort to help educate the young about this illness through their book *Dancing with Granddad,*” said President Peter Smith.

Interested in purchasing the book for your own family? Go to [shop.alzfdn.org](http://shop.alzfdn.org). It is available in English and Spanish.
For People & Causes You Care About: Facebook Fundraisers

Our dad had dementia for the last five or so years. We watched him lose all his memories of his life with us and our mom of 67 years. We had to see him feel scared and helpless because he could not tell us what he needed. My sister and I don’t want other families to suffer this loss, so we are doing this fundraiser in memory of our dad to hopefully someday find a cure for this horrible disease.

Theresa Hutchinson

Three immediate family members died from Alzheimer’s—Daddy, my brother, “Chip,” and my sister, Sandra. I am saddened that researchers still have not found a cure for this horrible disease.

Rene Chipley Friis

For my 70th birthday I’m asking for donations to the Alzheimer’s Foundation of America because their mission means a lot to me. My mother and many relatives and close friends have succumbed to dementia and Alzheimer’s. Every little bit will help me reach my goal.

Robert Dew

These testimonials are among the many that appear on Facebook every day as Facebook Fundraisers, a meaningful way to honor a loved one living with Alzheimer’s or someone who has passed.

Facebook Fundraisers are accessible to anyone with a Facebook account. One of the most popular is the birthday fundraiser in which people ask for donations to their favorite nonprofit in lieu of gifts. Birthday fundraisers alone have raised billions of dollars for philanthropic organizations since they emerged a few years ago, according to GoodUnited, the conversational messaging platform for social media fundraising.

The good news is that you don’t need to be a tech genius to create a Facebook Fundraiser. A simple step-by-step guide is below. Keep in mind that a brief personal description of how your loved one was important to you with a special image will help you honor and celebrate your person—while also helping others on their Alzheimer’s journey.

How to Create a Nonprofit Fundraiser on Facebook

You can raise money for the Alzheimer’s Foundation of America by following these simple steps:

1. On your computer, login to Facebook.
2. On the left, click ❤️ Fundraisers.
   Tip: If you don’t see Fundraisers on the left, then click See more.
3. On the left, click Raise money.
4. Click Nonprofit.
5. Select Alzheimer’s Foundation of America.
6. On the left, enter:
   The goal amount of money you want to raise ($200, $500, $1000, etc.)
7. Click Create.
   You’ll see a screen pop up where you can invite your friends to donate to your fundraiser, share your fundraiser in your feed or donate to the fundraiser yourself.
For his 80th birthday, Marvin Wakoff’s family took a trip to California in keeping with their tradition of celebrating milestone years. They had a good time, but overshadowing the fun was the awareness that their patriarch was beginning to show signs of mild cognitive decline and other minor foreshadowing symptoms. It was becoming clear this trip would be the last.

“We all knew at 85 this would not be happening,” said Robin Lerner, his daughter, who says her father can only rarely recognize any of them. “It’s really not possible to explain to someone who’s not experienced it. It’s not that he is a little confused. It’s so much more than that – and so sad.”

Lerner and her father ran together for many years. Since he no longer can, she decided to run for him. She used her qualifying for April’s Boston Marathon as a springboard to fundraise for AFA. She didn’t ask for pledges, but let people know she was running and from family, friends, Facebook friends and others she raised close to $15,000. Her goal had been $1,000.

“It’s overwhelming,” she said. “It’s astonishing the number of people who have family members or know someone with Alzheimer’s. It’s touched so many people who had a story.”

Lerner, an event planner in Rockville, MD, goes to New York a couple times a month to see her parents. “Every time I go there’s a little less of him.”

Her dad had been a CPA with his own accounting firm in New Jersey.

“He loved numbers. Even now he will sit and look at spreadsheets for hours even though he doesn’t understand them.”

And he loved people.

“My dad was the kind of person who could walk into a party and talk to anyone. He just liked to do that.”

To honor that man, and to help fight the illness that has befallen him, Lerner ran 26 miles, his spirit with her every step of the way.
AFA provides funding for research projects aimed at improving diagnosis and treatment, finding a cure, and improving quality of life for millions of people living with Alzheimer’s disease. You can help us do more. Donate at alzfdn.org/donate.

At-Risk Individuals
Researchers at NYU Langone Hospital-Long Island are conducting an innovative study called “Platelet-Rich Plasma in the Study of Alzheimer’s Pathophysiology.” The study focuses on amyloid, an abnormal protein in the brains of people with Alzheimer’s, which some scientists believe to be part of what kills healthy brain cells. The research has potential in both biomarker development—diagnosing who is at risk early on—and drug therapeutics to treat Alzheimer’s disease.

Treating Hallucination and Aggressive Behavior
Conducted by the Litwin-Zucker Research Center for the Study of Alzheimer’s Disease at Feinstein Institutes for Medical Research in New York, this study is exploring the causes of hallucination, agitation and aggression in relation to Alzheimer’s disease and how they can be treated. These are among the most troubling behaviors associated with Alzheimer’s and are often one of the main reasons families move their loved one into a residential healthcare setting.

Improving Minority Outreach
Emory University’s Goizueta Alzheimer’s Disease Research Center (GADRC) is undertaking a comprehensive, grassroots outreach program to help Black families in the Atlanta-metropolitan area. According to GADRC, Black seniors are two to three times more likely to develop Alzheimer’s disease as compared to Caucasians; part of the reason stems from a higher reluctance among them to see a physician about memory loss and other symptoms of Alzheimer’s, often stemming from experienced and perceived discrimination

Exploring the Role of Neuroimmune Interactions and Alzheimer’s Disease
A study by The Broad Institute of Harvard & MIT and One Mind is examining the role of the brain’s immune cells in the onset and progression of Alzheimer’s disease. This could lead to new biological insight and inform the identification of biomarkers used for early detection and monitoring of progression and therapies.
by medical providers. Emory’s grassroots outreach program is successfully working with leaders in the community to connect people with free memory screenings and information about warning signs, ways to reduce their risk of Alzheimer’s and how to participate in research.

**Improving Early Detection & Treatment**
The Hadassah Medical Organization in Israel is creating ways to detect Alzheimer’s disease earlier so that it can be treated more quickly and effectively. The research team is focusing on the brain’s orientation system to design new types of Alzheimer’s testing and a diagnostic app.

AFA also awarded grant funding for Hadassah to purchase a semi-automated system to screen the aging population to identify at-risk patients and assemble a clinical cohort with the goal of improving early detection at the pre-symptomatic phase and developing personal treatment plans.

**Uncovering APP’s Role in Alzheimer’s**
The amyloid precursor protein (APP) gene family is essential for viability in mammals, but its function is unclear. Researchers at the City College of New York (CCNY) are aiming to identify the role that APP plays in brain health and Alzheimer’s disease. This research can then be translated into discoveries in mammals that could potentially lead to the development of new medications to treat Alzheimer’s that do not interfere with APP function.

**Developing More Effective Treatments for Memory Loss**
Researchers at Stony Brook University are undertaking an innovative research project that uses Positron Emission Technology (PET) imaging to further drug development. Stony Brook’s research team hopes to improve therapeutic strategies that can more effectively target and treat damage and return neurons to a normal state to help improve memory.

**Measuring Blood Biomarkers**
Hadassah Hebrew University Medical Center/Division of Clinical Neurosciences has purchased the Quanterix system for measuring blood biomarkers to identify pre-clinical Alzheimer’s patients and analyze their systemic immune system as well as how their body’s molecules are breaking down food and drugs and managing proteins. The ability to screen the aging population for patients who are at the pre-clinical stages of the disease, using a simple blood test based on this new technology, enables the Center to study this for the first time.

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**SCIENCE IS IMPORTANT**

“The discovery and development of new treatments for Alzheimer’s disease will only come from dedicated, focused research. There is no other way we will ever beat this awful disease. New developments in neuroscience and molecular biology have greatly increased the pace of research, and we will arrive at the answer. It is not a question of if we will succeed, but of when. We simply won’t quit until we do.”

— Peter Davies, Ph.D.
AFA Medical, Scientific and Memory Screening Advisory Board Member posthumous emeritus
More than 100 golfers, sponsors and supporters participated in AFA’s annual Golf Classic May 15 at the beautiful Meadow Brook Country Club, in Jericho, NY, where over $326,000 was raised for AFA’s mission of providing support, services, and education to families impacted by Alzheimer’s disease and funding research for better treatment and a cure. In addition to a great day of golf and camaraderie, during the dinner reception special guest speaker 10-year-old David, founder of the new nonprofit Ducks for Dementia, presented a $1,000 check to AFA Board Chairman Bert Brodsky (David’s full story follows). AFA is immensely grateful for the tremendous support.

THANK YOU TO ALL THE PLAYERS, SUPPORTERS AND SPONSORS

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10-Year-Old Launches Ducks for Dementia in honor of his Dad and Grandma

David learned one of childhood’s greatest lessons when he was only 2 years old – the importance of caring for his loved ones. What David also learned was compassion since he grew up with his dad, Rex, and his grandma, Lynne, both of whom were living with Alzheimer’s.

He found a way to connect through his toy ducks. His dad and grandma found great joy in holding the shiny toys. Eight years later David saw a way to bring happiness to others with memory loss using toy ducks.

When he turned 10 in the summer of 2022, he started Ducks for Dementia to donate toy ducks to residents in memory care homes. After creating a simple website for his new charity, he raised more than $6,000 in the first six weeks. He presented $1,000 of it to AFA board chairman Bert Brodsky in May at the 2023 AFA Golf Classic reception.

“Dad and Grandma loved my yellow toy ducks,” he told the crowd. “It was great to see them so happy. That’s how I came up with the idea for Ducks for Dementia. If my dad and grandma smiled over toy ducks, I thought others with dementia would enjoy a toy duck to make them smile too. My goal is to donate a box of toy ducks to one nursing home in each state every month and cover all 50 states within the next four years, making smiles one duck at a time.”

In addition to donating toy ducks each month, David wanted to choose an organization to make donations to each year in honor of his father and grandmother, so he went online “and started researching companies that do good things to help those with Alzheimer’s” and found AFA.

Alzheimer’s has been a part of David’s life since infancy. His father, a former executive with a Fortune 100 company for 25 years, was diagnosed with early-onset Alzheimer’s shortly after David was born.

David’s mom gave up her Wall Street career at 28 to care for her family as well as her mother who lived with Alzheimer’s for 15 years. In time, she also needed to care for her husband and raise their small child.

“Now that I’m 10 years old, it is my turn to step up and show my mom everything she taught me about kindness and helping others,” David said, adding that in May he gave out his first set of toy ducks, hand delivering them to a local memory care home. “It was great seeing that a small yellow toy duck could bring so many smiles.”

In June, a large shipment of toy ducks was sent to a memory care home in Alabama and in July they were to be shipped to a memory care home in Alaska, with a new state to follow each month. And David plans to make donations every year to AFA.

Follow Ducks for Dementia and its journey to all 50 states: www.DucksForDementia.com.
Empowering college and university students to raise awareness about Alzheimer’s.

Interested in starting an AFA on Campus chapter? Contact national membership coordinator Adam Cruz at acruz@alzfdn.org or call 866-232-8484.

CENTRAL MICHIGAN UNIVERSITY: BEING THE MEMORY

Dorothy was so happy sharing a memory with her visitor that she took her arms and began swaying them with hers in a dancelike movement. Twenty-two-year-old Alyssa Manuela-Marie says it is one of her favorite memories of volunteering with nursing home residents living with Alzheimer’s.

“It makes me so emotional,” Manuela-Marie says. “She remembered it enough to share it with me and I felt I was meant to be there with her to share it.”

Manuela-Marie’s nursing home visits are part of her work with the Central Michigan University AFA on Campus chapter. The neuroscience major from St. Louis, MI, became president of the 50-some member chapter last spring. She had no family connection to Alzheimer’s but had made close relationships with memory loss residents at the nursing home where she works as a certified nursing assistant. Because of her major, she sought to deepen that involvement.

“I wanted to expose myself to more information and provide a helping hand to families that have to care for somebody with Alzheimer’s disease.”

The chapter’s other activities include making cookies, bracelets and Halloween and Valentine’s cards for local healthcare facilities as well as holding events on campus to raise awareness about Alzheimer’s.

During visits, residents often confuse the students with their children or grandchildren. That’s what happened in Manuela-Marie’s encounter with Dorothy. The older woman asked her young visitor when she had sold the pick-up truck, asking if it had been 1979.

“I was born in 2000,” Manuela-Marie said. Nevertheless, she confirmed the date. “That’s when we just roll with it. In that moment I’m anyone they want me to be.” And that’s enough to bring joy, to start a dance.
UNIVERSITY OF CALIFORNIA, SAN DIEGO: MAKING A DIFFERENCE FOR SOMEBODY

After getting up at six the morning before and spending five hours cooking spam, tofu and chicken musubi, Kathryn Philhower, 20, was not going to let rain cancel her group’s first AFA on Campus fundraiser at the University of California, San Diego. She headed to Costco for a pop-up tent and, with 10 other volunteers from her chapter, raised more than $100, selling all 59 items.

“We set up in an area of campus with a lot of foot traffic,” said chapter president Holly Fleurbaaij, 21. Many of those who stopped had a personal connection to Alzheimer’s, but others stopped for a more practical reason and received an unexpected education from fliers and volunteers.

“They came because they wanted food,” Fleurbaaij said. “They ended up buying even more food because they wanted to support us.”

UNIVERSITY OF TEXAS, DALLAS: VISITING PROGRAM BRINGS POETRY & ART

Avani Sharma, 21, arrived at the assisted living residence with paper and a desire to brighten the day for people living with memory loss. As she helped a senior resident who was withdrawn and nonverbal to make a paper snowflake, the University of Texas at Dallas student was touched by the initiative and interest that was sparked in the resident.

“This story is so inspiring, as are many others from the volunteers in our AFA on Campus chapter,” said Breanna Shen, 21. The neuroscience major started the UTD chapter, which now has about 100 members, in March 2021.

“My grandfather passed away with Alzheimer’s so I really wanted to do something to have an impact and better support patients and caregivers and as many people as we can.”

It was Philhower’s idea to start the chapter in the fall of 2022. She recruited friends, many of whom came from families like her own with personal experience of Alzheimer’s. The chapter grew quickly and now has more than 50 members.

Besides the fundraising and educational efforts the chapter is also getting involved in the local community through advocating for policies that affect Alzheimer’s individuals and families and by visiting people living with Alzheimer’s.

“I like feeling I’m a part of helping research and families affected by Alzheimer’s,” Fleurbaaij says. “My grandma has Alzheimer’s. I know how much families struggle. I want to make a difference for somebody else.”
AFA Welcomes New Leadership

AFA launched 2023 with three new additions to our team: Jeremy Koppel, M.D., has been appointed to AFA’s Medical, Scientific & Memory Screening Advisory Board; Stuart Rabinowitz, Esq., senior counsel to Meltzer, Lippe, Goldstein & Breitstone, LLP, joins AFA’s board of directors; and Ruby Dehkharhghi is AFA’s new director of public policy.

DR. JEREMY KOPPEL is a longtime physician specializing in geriatric psychiatry and is co-director at the Litwin-Zucker Center for the Study of Alzheimer’s Disease at the Feinstein Institutes for Medical Research at Northwell Health in Manhasset, NY.

His clinical research is focused on providing a new framework for the exploration of novel treatments for psychosis in Alzheimer’s disease. He and his team explore the underlying causes of some of the more disturbing behaviors associated with Alzheimer’s, including agitation, hallucinations and aggression. Dr. Koppel is also an associate professor in the Institute of Molecular Medicine at the Feinstein Institutes for Medical Research at Northwell Health, assistant professor at the Donald and Barbara Zucker School of Medicine at Hofstra/Northwell and a geriatric psychiatrist at the Zucker Hillside Hospital.

Senior counsel to Meltzer, Lippe, Goldstein & Breitstone, LLP, and former longtime president of Hofstra University, STUART RABINOWITZ brings an extensive background in education, business and law to the AFA board of directors.

He spent nearly 50 years working in educational and leadership roles at Hofstra, starting as a law professor in 1972 and rising to dean of the law school in 1989. In 2001, he became the eighth president of the university.

As president, Rabinowitz led Hofstra to significantly expand its offerings and create several new schools, including the Donald and Barbara Zucker School of Medicine at Hofstra/Northwell and the Hofstra-Northwell School of Nursing and Physician Assistant Studies.

RUBY DEHKHARGHANI is a Florida native who has been living in Washington, D.C., for the last 13 years. She earned her Master of Science from Georgetown University School of Medicine in biomedical science policy and advocacy.

She worked for the Obama Administration in the office of presidential correspondence before moving to Capitol Hill where she served as a health policy analyst for Congresswoman Kathy Castor (FL). She spent time in Boston working for the Partners In Healthcare system as a clinical researcher for the Department of Surgery. During her time there she was able to create a virtual health center with a team of clinicians that addressed health equity issues.

She also worked on the Biden campaign as the chairwoman for Doctors for Biden, where she served as a liaison between the campaign and physicians working on several policy issues related to COVID and health equity. She looks forward to advocating for the mission of AFA with legislators and advocacy groups.
Following their popularity last year, AFA’s Fireside Chats will return, offering a 21st century take on the radio broadcasts that millions of Americans tuned into in the 1930s and 1940s. Topics will include “Unraveling Genetic Testing,” “Neuropsychiatric Symptoms,” “Social Determinants of Health in Latino Communities” and “Dementia Diagnosis—Now What?”

The original Fireside Chats were hosted by President Franklin D. Roosevelt as a way to connect with people around the country during the difficult days of the Depression and World War II. They offered education and support, which is just what AFA’s president, Charles J. Fuschillo, Jr., had in mind in creating the new chats, which arrive via the internet rather than the radio. Education and support are needed by those caring for persons living with Alzheimer’s and other memory loss illnesses.

Launched in 2022 as part of our 20th anniversary year, AFA’s Fireside Chats are an informational resource for family caregivers, professionals, clinicians or anyone interested in learning more about the ever-expanding world of people impacted. Experts from the field of medicine, research and dementia care lend their expertise on issues surrounding dementia-related illnesses that have included “Depression and Sleep Problems” and “Neuropsychiatric Symptoms: A Caregiver’s Perspective.”

Special thanks to our Fireside Chat sponsors Genentech, Eisai, Eli Lilly, Merck and Otsuka for making this series possible.

Visit alzfdn.org/firesidechat for airdates and additional information, and to view recordings of past episodes.
Did You Know?

MORE THAN 6.5 MILLION individuals are living with Alzheimer’s.

Each year, MORE THAN 16 MILLION Americans provide more than 17 billion hours of unpaid care for family and friends with dementia.

The number of people in the U.S. living with Alzheimer’s is projected to more than double to 14 MILLION BY 2060.

Source: Centers for Disease Control and Prevention

One Weekend. One Cause.

REGISTER TODAY!

Alzheimer’s Foundation of America

WALK IN THE PARK

September 9–10, 2023
NATIONWIDE • LONG ISLAND • NYC
alzfdn.org/walk