



2022 Annual Report



20
AFA
 ALZHEIMER'S FOUNDATION OF AMERICA

YEARS
 — 2002-2022 —
 MAKING A DIFFERENCE





President's Greeting

Thank you. I am enormously proud of AFA's impact in 2022, our 20th anniversary year, and the vision of our founder and chair, Bert Brodsky: The Alzheimer's Foundation of America ensures that no family goes on the challenging journey of Alzheimer's alone. Following the global pandemic, this was a year of anticipation for us, as we were finally able to resume some cherished in-person therapeutic and educational programming. We know how important that is to our community.

Because of your generosity, we were able to:

- Invest over **\$1.2 million** in Alzheimer's research projects to fund new treatments.
- Deliver over **\$343,000** in grants to vital community-based services throughout the country, including important respite care, wandering prevention programs, memory cafes, and music and art therapies.
- Provide support to **thousands of families** through the AFA Helpline, by phone, webchat, text message and email.
- Come full circle with our **AFA's Educating America Tour**, achieving the goal set when the tour launched in 2017 of visiting **all 50 states** in five years.
- Award nearly **\$90,000** in college scholarships to **117** high school seniors who have been impacted by Alzheimer's and hope to make a difference.
- Launch a new **AFA Fireside Chat** educational and informational series, designed to raise awareness about Alzheimer's and related dementias, in a conversational setting with members of our Medical, Scientific and Memory Screening Advisory Board.
- Nearly **double our professional trainings**, including seven new offerings, to help care professionals enhance their skills.
- Host nearly 20 **Care Connection and Educational presentations**, serving **7,500** family care partners and professionals.
- Resume **57 in-person therapeutic and activity programming events** in our Education and Resource Center (many more to come next year).
- And continue to serve as a **trusted, national resource** to the media, providing us with the ability to **reach millions** of families with information, support, and the care that they need.

As many more families than ever before face the devastating impact of Alzheimer's in their lives, we are honored to be able to continue to serve so many of you, always grateful for your continued trust in us to do so.

With gratitude,

Charles J. Fuschillo, Jr.



In Memoriam

HERMAN BUSCHKE, MD

AFA is grateful for the friendship and dedication of longtime Medical, Scientific

& Memory Screening Advisory Board member Herman Buschke, MD, who died in 2022 at age 89. He was a world-renowned expert in devising innovative batteries (the Free and Cued Selective Reminding tests) for defining memory storage, retention and retrieval, and for characterizing normal aging and Alzheimer's disease. These contributions remain the global standard in research and clinical practice. His seminal contributions to the NIH-funded Bronx Aging and Einstein Aging studies established a new blueprint for the scientific study of degenerative dementias that has been adopted worldwide.

Dr. Buschke served as a professor in the Saul R. Korey Department of Neurology and in the Dominick P. Purpura Department of Neuroscience at Albert Einstein College of Medicine in New York City.

Colleagues and students described Dr. Buschke as "endlessly creative, generous and clear thinking," "a wonderful scholar, "a fabulous mentor," "a good friend," and "an outstanding man."

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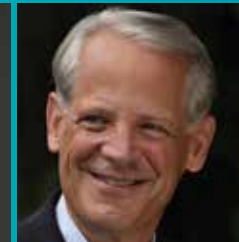
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We supported families.

“AFA’s Helpline social workers were always there to provide guidance, support and answers to our questions. I still call them regularly.”

–David German, whose wife, Linda, lived with Alzheimer’s

“Thanks so much for sharing such beautiful and practical techniques to improve one’s quality of life.” –Jen

One of the signature services offered by the Foundation and central to fulfilling its mission, the **AFA Helpline** is available seven days a week, staffed by licensed social workers who are specifically trained in dementia care. They provide families with guidance, support, answers to questions and connections to services in their communities.



40,000+
minutes

delivered by **AFA’s Helpline** support through phone calls, text messages, webchats, and emails.

Advocated for memory screenings.

Memory screenings should be part of every adult's health and wellness routine and are especially important for someone who is experiencing signs of memory loss or declining cognitive ability. They are a significant first step toward detecting a potential problem.



More than 5.1 million people at sites across the county have been screened by AFA's National Memory Screening Program.

- **23,240** individuals have taken AFA's online memory screening test.
- Nearly **3,000** individuals have participated in virtual memory screenings with AFA professional staff.
- More than **1,500** AFA memory screening partners exist around the country.

Latinos will face the largest increase in Alzheimer's disease and related dementia cases of any racial/ethnic group in the United States.

–National Institute on Aging (NIA)

In 2022, AFA held a **Latino Healthy Brain Summit (“Una Mejor Calidad de Vida”)**, a virtual Spanish-language educational conference with English subtitles, that addressed brain health, the importance of memory screenings, and the impact of Alzheimer's in the Hispanic/Latino community. Gratitude to our event sponsors **Eisai** and **Genentech**.



We funded care in your communities.



“Studies show that 83% of dementia care is from a loved one’s family and friends, so it is absolutely vital to provide families with the tools and resources they need to thrive.”

—Katie Scott, MPH, President, Interfaith CarePartners, Houston, TX



More than \$343,000

launched new projects, sustained existing programs and developed out-of-the-box initiatives—respite care, music and art therapy, education and counseling programs, memory cafes and Project Lifesaver safety initiatives that protect individuals living with dementia who are prone to wandering.



2022 Grant Recipients

Spring Bi-Annual Grant

Air Force Enlisted Village, Inc., Shalimar, FL
 Alzheimer’s Alliance of Smith County, Tyler, TX
 Alzheimer’s Alliance Texarkana Area, Inc., Texarkana, TX
 Art for the Journey, Midlothian, VA
 Doggies for Dementia Foundation, Aledo, TX
 Giving Voice Initiative, Edina, MN
 Interfaith CarePartners, Houston, TX
 The Long Island Museum, Stony Brook, NY
 Senior Sing A-Long, Wyoming, MI
 Sing For Your Seniors Inc., New York, NY
 Songs & Smiles, Grapevine, TX
 Southeast HEALTH Foundation, Cape Girardeau, MO

Fall Bi-Annual Grant

Alzheimer’s Service Center, Morrow, GA
 Alzheimer’s & Dementia Services of Northern Indiana, South Bend, IN
 The ARK of SC, Summerville, SC
 Artisan Mind, Placerville, CA
 Barrington Area Council on Aging, Barrington, IL
 Insight Memory Care Center, Fairfax, VA
 Pastime Club Inc., Minocqua, WI
 Peachtree Christian Health Inc., Duluth, GA
 Riverstone Senior Life Services, New York, NY
 Seasons Hospice Foundation, Rosemont, IL
 The Social Ecological Economic Development Corporation, Duncan, OK

Milton & Phyllis Berg Spring Respite Care

Alzheimer’s Community Care, West Palm Beach, FL
 Caregiver Relief Program of Bedford County, Shelbyville, TN
 CJE SeniorLife, Chicago, IL
 Interfaith CarePartners, Houston, TX
 The Magnolia Memory Care, Fort Mill, SC
 Memory Matters, Hilton Head Island, SC
 The Pastime Club Inc., Minocqua, WI

Anne & Irving Brodsky Innovation Grant

Team Suzy Inc., Auburn Hills, MI

Milton & Phyllis Berg Fall Respite Care Grant

Alzheimer’s Alliance Texarkana Area, Inc., Texarkana, TX
 The ARK of SC, Summerville, SC
 Barrington Area Council, Barrington, IL
 Caroline Adult Day Center, Denton, MD
 Community Adult Respite Experience, Inc. (CARE Cafe), Albemarle, NC
 CRIS Healthy Aging Center, Danville, IL
 The Dublin Alzheimer’s Resource Center, Fort Myers, FL
 The Life Center of Davidson County, Lexington, NC
 RX Ballroom, Ladera Ranch, CA

Project Lifesaver International Spring Grant

Albemarle County Sheriff’s Office, Charlottesville, VA
 Brooke County EMA, Wellsburg, WV
 Clinton County Sheriff’s Office, Plattsburgh, NY
 Laurens County Sheriff’s Office, Laurens, SC
 Maine Dept. of Inland Fisheries & Wildlife, Greenville, ME
 Sagadahoc County Sherriff’s Office, Bath, ME

Project Lifesaver International Fall Grant

Braintree Police Department, Braintree, MA
 Fort Bend County Sheriff’s Office, Richmond, TX
 Newport News Sheriff’s Office, Newport News, VA

North Port Police Department, North Port, FL
 Orange County Sheriff’s Office, Orange, VA
 Rockland County (Office of the Sheriff), New City, NY
 Spotsylvania County Sheriff’s Office, Spotsylvania, VA
 Washington County Sheriff’s Office, Fort Edward, NY

“Project Lifesaver has proven to be an essential tool when it comes to locating those who have wandered off. Through these grants, we can expand the program and keep offering this valuable service to those who need it.”

—Don Reynolds, Laurens County Sheriff, Laurens, SC



Jackie Vanderbeck, founder & producing director, Sing For Your Seniors, an AFA member organization.

Innovative research.

Research funding is an investment in hope, and AFA continued to make that substantial investment throughout 2022—kicking off its **20th anniversary year** in January by announcing a **nearly \$1 million grant to support research** into new treatments for hallucination, delusions, and aggression being conducted by the **Feinstein Institutes for Medical Research**. These behaviors are among the most challenging for caregivers to deal with and are often a key reason why a family makes the decision to move a loved one from a home into a professional care setting.



“AFA knows firsthand from the families they serve that this is a widespread problem that must be solved. That’s why this funding is critical—we couldn’t have gotten it any other way.”

—Dr. Jeremy Koppel,
Feinstein Institutes for Medical Research

Below, at the Feinstein Institutes for Medical Research, Peter Davies, PhD, posthumous emeritus, and Jeremy Koppel, MD.



In July, AFA awarded a **\$250,000 grant** to the **City College of New York (CCNY)** for research aimed at identifying the role that the amyloid precursor protein (APP) gene family—essential for viability in mammals—plays in brain health and Alzheimer’s disease.



We advocated for public funding.

AFA’s public policy division, which works with federal policy makers in a bipartisan manner to strongly advocate on behalf of families, also successfully advocated for an increase in federal Alzheimer’s research funding. The federal budget for fiscal year (FY) 2022 delivered **more than \$3.4 billion designated for Alzheimer’s disease research** at the National Institutes of Health (NIH)—**an increase of \$289 million from FY 2021**. The FY 2022 budget also increased funding for Alzheimer’s disease initiatives at the Centers for Disease Control and Prevention (CDC) and established the Advanced Research Projects Agency for Health (ARPA-H), which seeks to revolutionize how to prevent, treat and even cure a range of disease, including Alzheimer’s.



Provided activity and therapeutic programming.

In-person activity programming at AFA's Education & Resource Center (ERC), which halted in 2020 due to the COVID-19 pandemic, resumed in April 2022. First opened in 2017, then expanded in 2019, the ERC hosts regular free activity and therapeutic programming for individuals living with neurocognitive disorders, their caregivers, and senior citizens. Fifty-seven programs, including creative arts therapies, musical performances, horticultural therapy, dance and movement therapy, and pet therapy took place in the ERC during 2022.



In-person programs

resumed in the Education & Resource Center, following the pandemic in 2022.



Education.



AFA's Educating America Tour, a nationwide educational initiative, came full circle in 2022. After achieving the goal set when the tour launched in 2017 of **visiting all 50 states in five years, the Foundation continued the tour, with 10 conferences for 2022.** Stops included Florida, Texas, Nevada, Illinois, Tennessee, Michigan, Wisconsin, New York, Washington, DC, and California. **More than 3,400** people registered.

The New York conference marked the first time the tour was able to be held in-person (rather than virtually) since the start of the COVID-19 pandemic. A wonderful milestone.

Thank you to our 2022 tour sponsors **Eisai, Avanir, Genentech, Merck, Otsuka, Alector, and Lilly.**

"For someone who designs and provides educational trainings, this was an amazing conference. I learned so much about a variety of topics. All presenters spoke at an appropriate level and were engaging. The best 2.5 hours I have spent in a long time. It really helped me understand more about Alzheimer's disease." –N.B.



AFA debuted a new event in 2022.

Women & Alzheimer's: The Empowerment Forum

in Washington, DC, brought together committed family caregivers and medical and dementia care professionals in conversation to share learnings and inspiration. The event was designed to help provide women with up-to-date, practical skills and information to live a higher quality of life and provide better care, as well as reduce risk through social change. Thank you to program sponsors **Eisai, Genentech, Merck, Lilly, and VHC Health.**

"Thank you for creating a safe space where we can really discuss how the role of caregiver affects each of us."



2/3 of individuals living with Alzheimer's are women and face a greater risk of developing a dementia-related illness.

—National Institutes of Health

Care Connections.



More than **7,500 family care partners and dementia care professionals** participated in free **Care Connection and educational** webinars presented by experts in the field. Important topics included:

- Depression in Older Adults with Cognitive Impairment
- Preparing for the Future
- Navigating Family Dynamics
- Mindfulness & Self-Care
- Healthcare Advocates and Geriatric Managers
- AFA's The Apartment
- Combatting Stress to Improve Brain Health
- A Public Health Approach to Dementia
- Ambiguous Loss
- Weight Loss Among Older Adults
- What to Do When Your Loved One Repeats
- Preparing for the Holidays



Fireside Chats.



AFA debuted a new **educational and informational web series, AFA's Fireside Chat**, to raise awareness about Alzheimer's and related dementias in a relaxed, conversational manner.

More than 3,000 people registered for the eight episodes in 2022, which featured conversations between AFA's president & CEO and members of AFA's Medical, Scientific and Memory Screening Advisory Board, including topics such as neuropsychiatric symptoms, cultural disparities, and healthcare disparities for women, veterans, and the elderly. Special thanks to our Fireside Chat program sponsors (**Avanir, Eisai, Otsuka, Acadia, and Genentech**) for making this great new series possible.

Dr. Nate Chin with his dad who passed away from early-onset Alzheimer's.



Dr. Peter Bayley



Dr. Allison Reiss



"This is wonderful. I will share this link with all of my clients who are dementia caregivers. Brilliant and heartfelt. Thank you."

–Kristin K.



Dr. Jeff Cummings with Charles Fuschillo, Jr., AFA president and CEO, during a Fireside Chat.

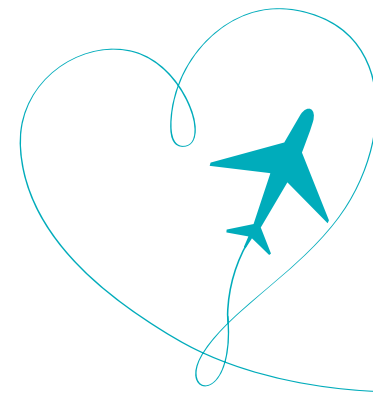
"This is wonderful insight on caregiver burnout and stress."

–Alexander T.

Professional training.

To help elevate the level of dementia care nationwide, AFA created **seven new professional training programs** for dementia care professionals in 2022, more than doubling its total number of course offerings. Courses, all of which provide continuing education credits to licensed social workers and case managers, included:

- Alzheimer's Disease: Beyond Signs and Symptoms
- Can Psychological Trauma Increase the Risk of Dementia?
- An Overview of Other Types of Dementia-related Illnesses
- Gaining a Deeper Understanding of Dementia and Substance Misuse to Eliminate Stigma
- Micro Level Cultural Consideration in Dementia Care: A Culturally Determined Phenomenon
- Macro Level Cultural Consideration in Dementia Care: A Population-Based Approach
- Supporting the LGBTQIA+ Community in Dementia Care



AFA earned national recognition from the **Transportation Security Administration (TSA)** for its efforts to improve services for travelers living with dementia.

In 2022, TSA bestowed its *Disability and Medical Conditions Community*

Award on AFA in recognition of the Foundation's collaborative efforts to improve the agency's ability to serve travelers with dementia at America's airports. Traveling can be a stressful experience for individuals with dementia and their caregivers. Over the years, AFA has worked with TSA to train frontline personnel about dementia-related illnesses, identifying signs that someone may have a cognitive impairment, and find ways to positively interact and communicate with individuals who have dementia.



Created awareness.

It was a record-breaking year for AFA's **Light the World in Teal** program. More than **850 sites participated** in all 50 states and 13 foreign countries on November 3, 2022 (more than double the participation 2021).

Iconic skyscrapers, stadiums, state capitals, city halls, hotels, office buildings, and care settings illuminated in teal to raise awareness and show support for families affected by Alzheimer's disease.



In-kind advertising opportunities enabled AFA to reach millions of people across the country with information about its programs and services—providing more than **\$1.6 million** worth of advertising at zero cost to the Foundation.

Captive ran free ads on its network of more than 10,800 elevator and lobby screens in 32 different markets for three weeks (one in May, one in November, one in December)—delivering more than 24 million impressions.

Lamar Advertising Company again chose AFA for a free public service campaign—running ads on 147 digital highway billboards in 23 markets during November.

Creative Mobile Technologies provided free taxicab ads in nine cities.

Outfront donated free ad space on eight New York City-area billboards.

Latcor Media ran free AFA public service ads throughout the year at highway rest stops in New Jersey, Pennsylvania, Maryland and Delaware.

More than 365 TV and radio stations ran public service announcements, donating more than \$600,000 in airtime.



Awarded scholarships.



Served as a trusted, national resource.

AFA reached an estimated audience of more than **3 billion** in 2022, providing information to families affected by Alzheimer's disease as well as media outlets. Important topics included brain health and healthy aging, early detection through memory screenings and creating a dementia-friendly home.

Records were broken for AFA's annual **Teen Alzheimer's Awareness Scholarship Contest** in 2022. Nearly **\$90,000** was awarded to more than **115** college-bound high school seniors whose lives were touched by Alzheimer's disease.

The annual contest asks high school seniors to describe how Alzheimer's disease has impacted their lives, what they have learned about themselves, their families, and their community in the face of this disease, and what their plans are for bringing awareness to the disease in the future. More than \$350,000 in college scholarships has been awarded since the program's inception.



We inspired.

AFA's 2022 "Alzheimer's Walk in the Park" raised more than \$150,000 to help families impacted by Alzheimer's disease. Since its first "steps" in 2018 as a single-day event at Babylon Town Hall in Lindenhurst, NY, the Walk has grown into a nationwide initiative. This year, Walks were hosted at Babylon Town Hall and Battery Park in Manhattan, together with walkers from across the country setting up their own community events during "Walk Weekend."



"My maternal grandfather had dementia and so did my mother... I want to be part of the solution to find out why and to be part of the answer of how to help those afflicted and support the families."
—Janet Pescatore, Walk participant.



WE OFFER A HEARTFELT THANK YOU TO OUR DONORS

AFA empowers and enriches lives by providing direct support, services, and education to individuals, families, and care partners impacted by Alzheimer’s disease and other neurocognitive disorders nationwide, and funds research toward better treatment and a cure. This is only made possible through your financial generosity. Your commitment enables AFA to expand our services, enhance public education and awareness efforts, and make an even greater impact for families affected by Alzheimer’s disease.

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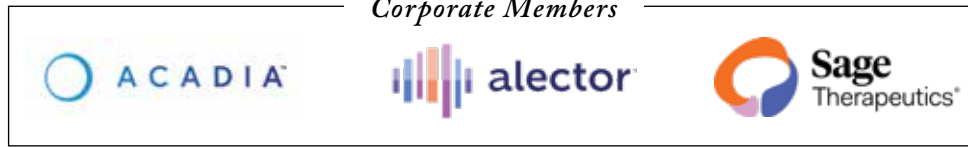


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\$49,999–\$25,000

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\$2,499–\$1,000

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Statement of Activities – FYE December 31, 2022

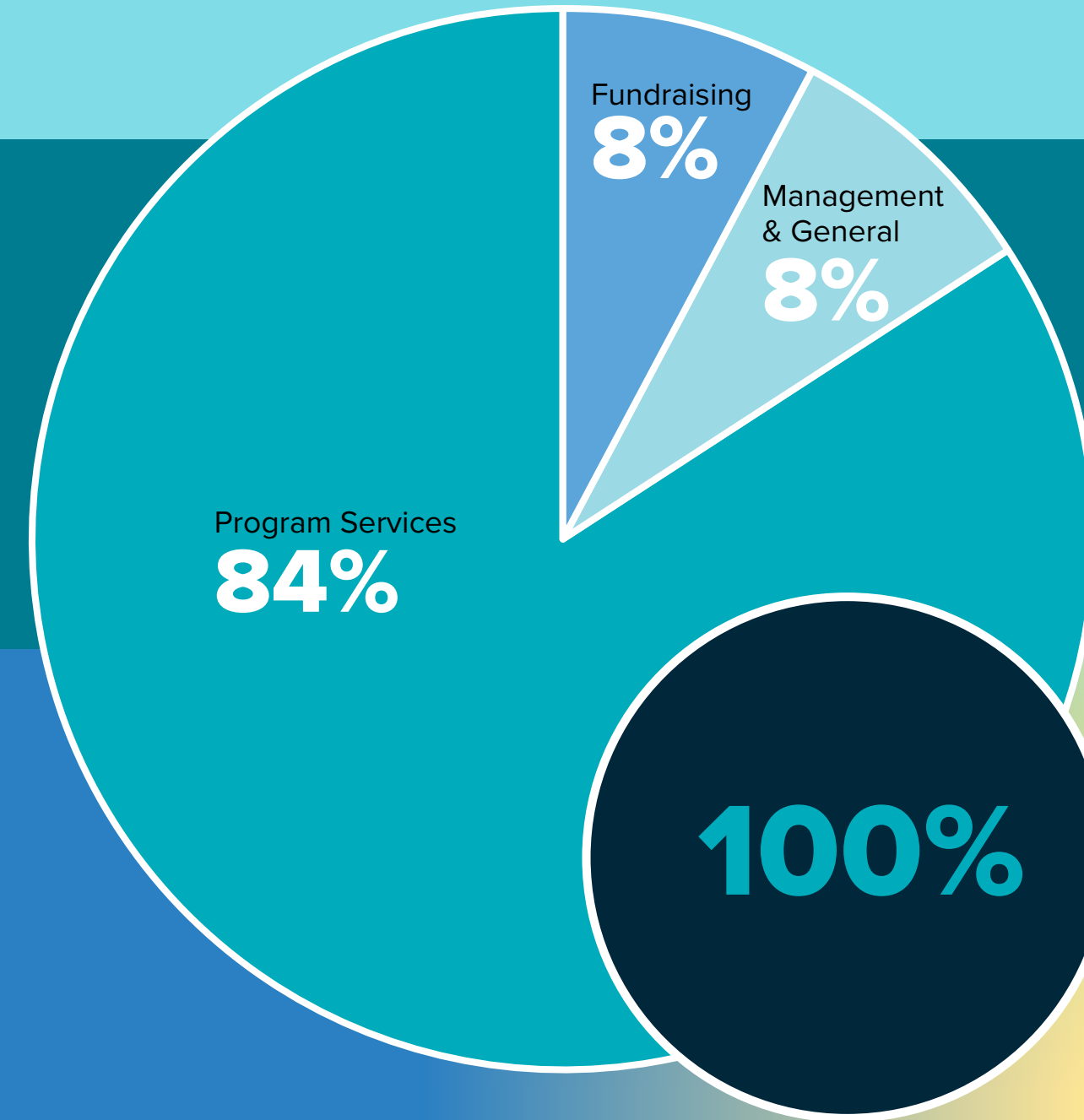
Support Contribution and Special Events

CONTRIBUTIONS	\$15,348,521
MEMBERSHIP DUES	\$288,853
SPECIAL EVENTS (NET)	\$454,906
PROGRAM INCOME	\$46,406
GRANTS	\$831,857
INVESTMENT INCOME	(\$3,304,566)
IN-KIND CONTRIBUTIONS	\$1,669,190
TOTAL SUPPORT	\$15,335,167

Expenses

PROGRAM SERVICES – PUBLIC AWARENESS & SUPPORT	\$8,066,074
MANAGEMENT & GENERAL	\$780,827
FUNDRAISING	\$787,632
TOTAL EXPENSES	\$9,634,533
INCREASE/(DECREASE) IN NET ASSETS	\$5,700,634
NET ASSETS, DECEMBER 31, 2021	\$38,476,924
NET ASSETS, DECEMBER 31, 2022	\$44,177,558

How We Spend Your Charitable Contributions



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 eight years for its commitment to fiscal responsibility and transparency.





Together we can do more.

Join us to support families impacted by Alzheimer's and neurocognitive disorders. Your donations will be gratefully received at alzfdn.org/donate



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.



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