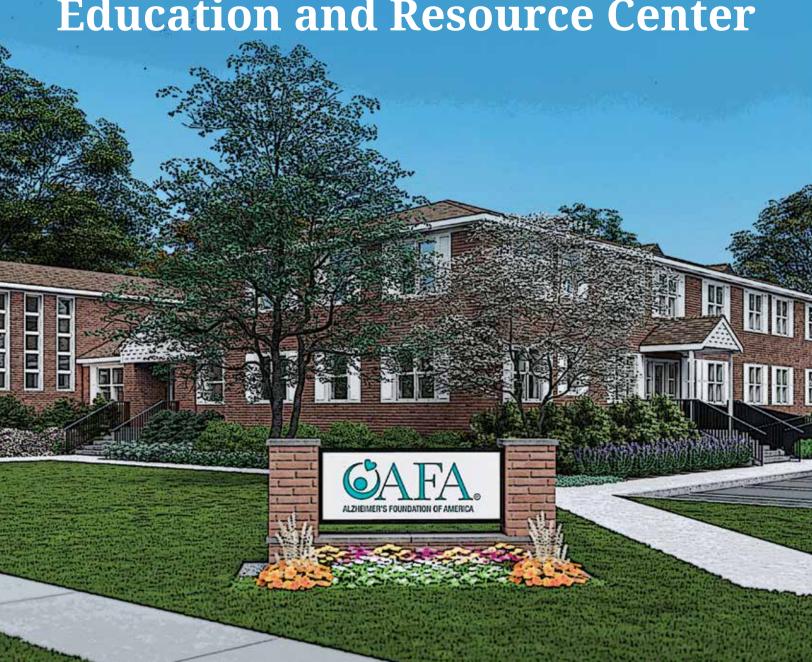
TEALTIMES

A Publication of the Alzheimer's Foundation of America

Vol. 10, No. 1





A SPECIAL MESSAGE FROM OUR PRESIDENT & CEO CHARLES J. FUSCHILLO, JR.



THANK YOU. We truly couldn't do it without you. Your generosity makes everything we do for families impacted by Alzheimer's and other dementia-related illnesses possible.

An estimated 7.2 million Americans aged 65 and older are now living with Alzheimer's. This number is projected to nearly double to 13 million by 2050. Your help couldn't be more needed.

In this new issue of *Teal Times*, we proudly lift up important accomplishments:

- The grand opening of the AFA Barbara Rabinowitz Education & Resource Center in Amityville, NY, which will provide therapeutic and activity programming, memory screenings, educational events, a sensory garden and support groups for the 62,000 families impacted by Alzheimer's on Long Island. Funding opportunities still exist for the sensory garden, including memorial tributes. See how you can get involved at alzfdn.org/tribute/ or check out the envelope insert inside.
- The funding of \$252,000 in nearly 50 community grants to enhance the lives of individuals and their care partners, with such things as support groups, Project Lifesaver technology and therapeutic art and music programming.

Our donors continue to give back in impressive ways.

- Bergelectric donated \$50,000 in honor of Jacqueline "Deema" Paulsen, whose life touched many of the company's employees.
- GSN Casino mobile game players raised \$35,000 in a single February fundraising day, with 20 percent of purchases earmarked for AFA.
- The 2025 AFA Golf Classic raised nearly \$400,000.
- Voodoo Doughnut created AFA's own Cherry Cola Doughnut with a percentage of all sales being donated to the Foundation.
- Ravitz Market/Shoprite employees hosted an entire month of fundraising for AFA.
- A surprise fundraiser party for a CEO, a charity walk, a stand-up comic who collected donations after his show in tribute to his wife's mom and more.

All are the creative, touching and impactful ways people are making a difference.

We are grateful to all of you.

Much-



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Sunset Charity Walk Raises Over \$4,600

The golf carts stayed parked at the Aberdeem Golf & Country Club one evening in March. The aim was to score in a different way. The Club's planning department had an alternate form of winning in mind: a second-annual fundraiser, a sunset charity walk, dedicated to the Alzheimer's Foundation of America. More than 50 walkers raised over \$4,600.

David Acosta, director of fitness and aquatics, said that the threatening clouds and sprinkles that day didn't stop folks from walking the quarter mile of the palm tree-lined driving range path. Some even went around four times. Special events are a regular part of the offerings at the Boynton Beach, FL, club. "About five years ago, we decided we wanted to tie in to fundraising for nonprofit organizations. Our committee felt confident that the funds raised would directly benefit patients living with such a challenging disease. Many on the committee and those who donated have personally seen the challenges associated with caring for someone with Alzheimer's."

Member and walker Leah Breuers is one of them.

"I wanted to support this cause as I have personally been impacted by family with this illness," she said. "It is very sad and difficult to watch loved ones suffer and lose their memories. Giving to this charity that offers resources to others going through this is very important to me, and I am grateful that Aberdeen Golf & Country Club donated through our sunset walk." After doing some research, members of the fitness and aquatics department chose AFA because they felt the money would go directly to people who need it. Last year's walk benefited the American Heart Association.

"Our Aberdeen community is composed of many retirees," said Steve Epstein, fitness and aquatics chair. "We are often saddened to hear that friends, neighbors and acquaintances may be affected or diagnosed with Alzheimer's. We were happy to do our part to fight such a debilitating disease."

Besides the altruistic satisfaction, Acosta said walkers were given another reward.

"At the end of the walk, we had smoothies and healthy treats to celebrate."







Prepared as always, Sightly CEO Adam Katz arrived at the bi-monthly All Hands meeting to discuss

the business of the New York-based real-time media, marketing and intelligence firm only to find he wasn't as prepared as he thought he'd be.

"The Sightly team brought me to tears with a truly unforgettable gesture," he said. "They surprised me with a birthday gift that left me speechless. As I celebrated my second anniversary as CEO, the timing coincided with my late father's birthday. We lost him to Alzheimer's disease amid other challenges."

The team surprised Katz by initiating a fundraiser for AFA in honor of his father, Stuart Katz, who lived with a memory-loss condition for close to nine years before his death at 71.

"The overwhelming support and love displayed by my team deeply moved me. It serves as a reminder of the

profound impact that genuine care and support from those around you can have."

Olivia D'Amato, chief of staff to the CEO, arranged the surprise fundraiser at the suggestion of Ben Lambert, senior vice president of sales, who has known Adam Katz for many years. He thought this was a more meaningful way to celebrate than with a physical gift. She organized the fundraiser with AFA's development team and then shared the link internally with all employees for the March event.

"Our goal was to raise \$2,000, and so far we've raised over \$4,000," she said. "It was a wonderful experience for the whole team to witness Adam receive this beautiful gift that everyone participated in. He was definitely surprised and incredibly moved."

Once it had been decided to present a fundraiser surprise, D'Amato chose AFA because "it was listed as a trusted organization in all the research that I did and had a very easy and responsive team to help create the fundraiser with a quick turnaround."

14th Annual Michelle **Canning Band Concert**

Fourteen years ago, singersongwriter Michelle Canning held a fundraising concert, A Night on the Edge, for AFA. Then she kept going. By the time this year's March concert in Chelmsford, MA, was over, she had chalked up more than \$93,000 for the cause dear to her heart from her years-long efforts.

"I started the concert in memory of my grandfather, but the show is dedicated to all people who are suffering or have suffered from Alzheimer's disease," the Nashvillebased singer says. "We're playing music, we're having fun and the best part of it is all the money goes to such a worthy cause."

Canning may be from New England, but the music she writes and performs reflects her life now in the South — Americana, bluegrass, country, folk and gospel/inspirational.

As in past years, Canning recorded the latest concert for viewing at @mcanningmusic on social media platforms. She will also continue to raise money for AFA through a contribute button on her website, @michellecanning.net.

"The main attraction of the evening is always the Michelle Canning Band. We have such a good time."



AFA Hits the \$35,000 Jackpot with GSN Games

One of the world's top game creators, GSN Games, is also one of AFA's most dedicated supporters. Since 2018, the company has been harnessing the collective efforts of its hundreds of thousands of active daily players to make an impact in the fight against Alzheimer's by hosting 24-hour fundraising days.

February 28, 2025, was the most recent AFA day, where players were invited to bring hope to those who need it most. Twenty percent of all GSN Casino purchases were donated to the Foundation to provide support and resources. This added \$35,000 to the more than \$550,000 the company has raised for AFA since 2018.

On behalf of all those who benefit from these efforts. AFA extends a heartfelt "thank you."

We are immensely grateful to GSN Games and all the players who make this magic happen.



Voodoo Debuts Cherry Cola Doughnut to Support AFA

SOOD THINGS COME IN PINK BOXES

Building on its dedication to giving back, Voodoo Doughnut introduced the Cherry Cola Doughnut, a bold and playful take on the beloved cherry cola

flavor, with a portion of proceeds benefiting AFA's mission to provide critical programs, services and research for those affected by Alzheimer's disease.

This soda shop classic made its Voodoo Doughnut debut in April. Handcrafted with Voodoo Doughnut's signature creative flair, the Cherry Cola Doughnut is covered in cola frosting, bursting with bright cherry filling and topped with sweet fluff and a cola candy.

"Alzheimer's impacts so many lives in different ways, and we're honored to support the work of the Alzheimer's Foundation of America," Chris Schultz,

> Voodoo Doughnut CEO, says. "Their efforts bring hope and resources to individuals and families facing this disease, and we're

> > humbled to continue our partnership in support of their vital mission."

The limited-edition doughnut is available at participating Voodoo Doughnut locations from April 8 through July 7, with partial proceeds of each Cherry Cola doughnut sold supporting AFA. Last year's promotion raised more than \$10,000.

Ravitz/Shoprite **Employees Raise** \$7,600



Customers at Ravitz Family Markets in New Jersey encountered a different message from loudspeakers announcing the current sale items in December. They were told how they could make their dollars go even further. The stores' fundraiser, chosen by employees' votes, was for the Alzheimer's Foundation of America. Shoppers responded, raising more than \$7,600.

"Our employees are very motivated and our customers are fantastic and generous," said Kenneth Brahl, senior director of labor relations for Ravitz Family Markets/ Shop Rite Supermarkets.

Employees went all out, talking up the fundraiser at the check-out register, collecting at the doors and selling pretzels and other goodies supplied by the store. This employee-led effort is part of the company's Cares community program begun in 2006 to raise money each month for a charity of importance to those who work in the stores. AFA was chosen three times previously. The program was created by then president Steve Ravitz who died of COVID in 2020.

"Our employees make the commitment with their vote and our customers make their commitment with their donations," Brahl said. "They feel strongly about AFA."

Bergelectric Donates \$50,000 to Honor Deema

When Jacqueline "Deema" Paulsen died in 2023 after living with Alzheimer's for five years, her loss was felt beyond her immediate family. Employees of Bergelectric shared the grief because so many of her family members worked for the Carlsbad, CAbased company.

She was the grandmother of Aubrey Billig (administrative assistant) and Ryan McKeown (apprentice) and the mother-in-law of Connor McKeown (operations manager) and Eddie Billig (chief executive officer). To honor her, the company presented its annual \$50,000 donation to AFA through its Bergelectric Charitable Foundation.

"Philanthropy is a core part of our identity," Eddie Billig said. "This donation is not only a tribute to

Deema's memory but a step toward helping fund the critical research and care needed to fight Alzheimer's. It is our desire that this contribution brings hope to many."

The annual awards are funded through the volunteer efforts of Bergelectric employees who hold tournaments and events throughout the 13 regional offices. Since its inception in 1946, Bergelectric has made its mark in the construction industry by providing high-quality electrical contracting. With the dedication of more than 2,900 employees coast to coast, Bergelectric has constructed world-class commercial, biotech, healthcare, correctional, educational, entertainment, government, hospitality, industrial, renewable energy and retail facilities nationwide.



A FAVORITE MEMORY OF THE GRANDCHILDREN

Each weekend during our childhood, we looked forward to gathering at our grandparents' home where Deema would make her legendary waffles. They would come out of the oldfashioned waffle iron perfectly fluffy, with a satisfying crunch on the outside. Served on unique olive-shaped plates, each square was generously slathered with butter, creating a rich and indulgent treat.



Deema with her grandchildren: Tara McKeown, Aubrey Billig, Shaylee McKeown, Ryan McKeown, Kaitlyn McKeown, Deema, Brad Billig and Brennen Billig.

Yet, beyond their delicious taste, these waffles were woven into the fabric of our family life. Sharing a meal surrounded by siblings and cousins fostered a sense of connection and love that we still hold dear today. Just like a Sunday roast, Deema's weekend waffles provided us with a precious opportunity to bond, making memories filled with laughter and warmth, all while enjoying a little extra butter and syrup.

AFA Grants Funded Support and Care Nationwide

Through six grant-funding programs, AFA provided more than \$252,000 in 2024 to enhance the lives of those living with neurodegenerative conditions. From wandering prevention programs to spreading the therapeutic power of the arts, these unique endeavors touch on today's most pressing needs in your communities.



Air Force Enlisted Village, Shalimar, FL

The ARK of SC, Summerville, SC

Alzheimer and Parkinson Association of IRC. Vero Beach, FL

Alzheimer's Alliance of Smith County, Tyler, TX

Alzheimer's Alliance Texarkana Area, Inc., Texarkana, TX

Alzheimer's Alliance Texarkana Area, Texarkana, TX

Alzheimer's Orange County, Irvine, CA

Alzheimer's Service Center, Morrow, GA

Art for the Journey, Richmond, VA

Artisan Mind, Placerville, CA

Art for the Journey, Opening Minds Through Art (OMA)

Auburn United Methodist Church, Auburn, AL

Baker Senior Center, Naples, FL

Bristol Virginia Sheriff's Office, Bristol, VA

Caregiver Relief of Bedford County, Shelbyville, TN

Cass County Council on Aging, Cassopolis, MI

Community Adult Respite Experience, Inc. (CARE Cafe), Albemarle, NC

Connect: Where Love Never Forgets, Tuscaloosa, AL



Connect: Where Love Never Forgets programming



Crawford County Sheriff's Department, Van Buren, AR

The Dubin Center, Fort Myers, FL

A Gift of Time, Georgetown, TX

Hawaii Island Adult Care, Inc., Hilo, HI

Hilarity for Charity, Los Angeles, CA

Insight Memory Care Center, Fairfax, VA

The John & Mable Ringling Museum of Art Foundation, Sarasota, FL

The Life Center of Davidson County, Lexington, NC

Norton Healthcare Foundation, Louisville, KY

OPICA Adult Day Care, Los Angeles, CA

One Site for Seniors, Inc., Coeur d'Alene, ID

Orpheus Chamber Orchestra, Inc., New York, NY

The Pastime Club, Minocqua, WI

Pomfret Public Library, Pomfret, CT

Respite Care Charleston, Charleston, SC

Rx Ballroom, Ladera Ranch, CA

Scottsdale Arts, Scottsdale, AZ

Sibley Memorial Hospital Foundation, Washington, DC

St. Mary's Nursing Center, Inc., Leonardtown, MD

Still Waters Adult Day Center, Indianapolis, IN Syracuse Jewish Family Service, Inc., Syracuse, NY Thrive West Central, Terre Haute, IN Washington County Sheriff's Office, Marietta, OH



Hilarity for Charity, founded by Seth and Lauren Rogen, support programs for caregivers. Photo by: Jenna Bascom

2025 Golf Classic Raises \$400K

The weather forecast for May 6 was overcast with a chance of rain. That didn't stop the nearly 90 golfers who attended AFA's annual Golf Classic at the Sebonack Golf Club in Southampton, NY, from heading out on the greens for a solid nine holes (before the thunder came). The world-renowned golf course, on the Great Peconic Bay, is stunning every day of the year, and the spirits were high among attendees.

The event raised nearly \$400,000, contributing to founder and Chair Bert Brodsky's vision that every family experiencing Alzheimer's and dementia-related illnesses be supported as we continue to pursue research toward better treatments and a cure. "Thank you all so much for helping me make a dream come true," said Brodsky.

































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Photos @Creighton Stevenson



Comic Makes a Winning Bet in Las Vegas

John Esposito's wife, Ellen, was feeling down. It had been several years since her mother, who had lived with Alzheimer's for seven years, had died, but she couldn't fully shake her sadness.

"All those years of being a caregiver don't just disappear," he said. "It becomes a part of your life."

She said she wished she had more money to give to a cause working to fight the condition that took her mother's life. Her husband, a headline comic in Las Vegas for the last 30 years, was heading to that city for an engagement.

"I said, 'I'll pick up some money."

John Esposito wasn't planning to gamble while he was at the casinos. He had a different idea about how he could get that money. At the end of his show, he told his audience about his mother-in-law's years of living with Alzheimer's and said he was going to pass around an envelope to raise money for AFA.

"I said, 'Listen, I want you to put a dollar in this envelope.' I got more than \$320." Several months later, at his next show, he again asked audience members to put a dollar in his envelope. "I got more

than \$800 in one-dollar bills. It was so sweet of those people to do that."

The Long Island, NY, couple chose AFA as the recipient of the fundraising efforts because of its strong support for caregivers.

"They do really good things. It makes us thrilled to death. I am always amazed at how many people have family members with Alzheimer's. It's just so prevalent in society. That's why I get those contributions."

He also tells his audience to go to AFA's website for more information.

"One hundred percent it's to spread the word. Awareness is just as important as anything else."

Esposito has appeared on numerous TV shows, among them "The View" and "The Rosie O'Donnell Show," as well as Howard Stern's radio program. He has toured with Rodney Dangerfield, Huey Lewis and the News, The Righteous Brothers, Kenny Rogers and has opened for international singing star Julio Iglesias for 10 years.

And when he returns to Las Vegas, he will continue to pass an envelope for AFA.

Barbara Rabinowitz: A Legacy of Love

When Michael Rabinowitz retired last year from Maxim Group LLC, the investment banking firm he founded and served as chairman, he hadn't planned on becoming an educator. That changed when he was presented with the opportunity to address a significant unmet need, and he eagerly embraced it. It all began with a phone call he made after his mother passed away in 2022 from complications related to her dementia, which she had lived with for more than six years.

That call was to his long-time friend Charles J. Fuschillo, Jr., AFA's president and CEO, asking how he could honor his mom by supporting the organization.

If you ask the president of a nonprofit how you can help, you can count on getting an answer. Rabinowitz was thrilled with the response he received: to fund AFA's vision for a new state-ofthe-art facility on Long Island that would extend the Foundation's mission to serve caregivers and people with memory loss.

The AFA Barbara **Rabinowitz Education** and Resource Center is now open in Amityville, NY (see pp. 12-13), funded in large part by the **Rabinowitz Family Foundation.**

"I'm honored that Chuck and AFA presented this opportunity," he said. "It's a great legacy to my mom."

The Center, a former convent for Catholic sisters that was gutted for renovation, offers a home-like atmosphere that includes a multi-purpose room with a fireplace, leading out to a terrace and a fenced garden.

Thirty-four cameras at the front desk monitor the interior and exterior to ensure loved ones' safety if they want to walk around while caregivers rejuvenate with a wide variety of informational programs and entertainment. The red brick building with white shutters is surrounded by grass and trees, 1.5 acres

in all, "to make it look as residential as we could," Fuschillo says.

It also offers something Rabinowitz wished he had during the time his mother was ill — coping skills for dealing with the stress of being with someone who can test your patience. Social workers trained in dementia care are on staff, and the in-house library provides extensive research opportunities.

Rabinowitz regrets the number of times he lost his temper with his mother and wants the Center's educational programs to prepare caregivers to understand the challenges and provide guidance on

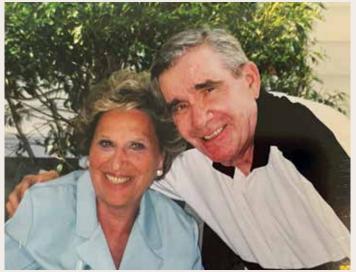
> how to cope. These tools will not only relieve builtup frustration and anxiety but also allow for a more loving experience during such sensitive times.

Barbara Rabinowitz grew up in Brooklyn, the only child of immigrant parents; her mother was from Poland and her father from Russia. Because her father was disabled, her mother worked various jobs to support the family, making for a difficult childhood,

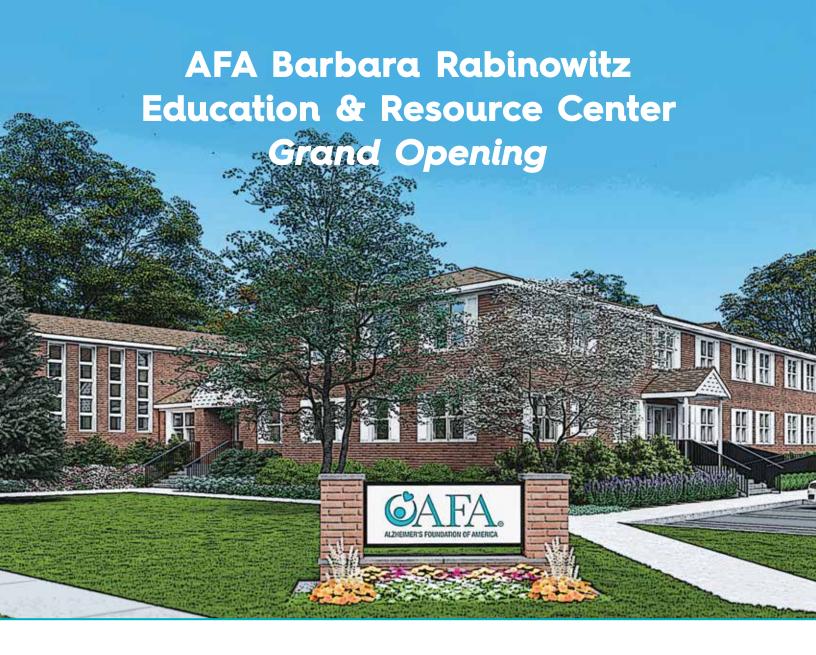
Rabinowitz says. She found happiness with her husband, Leo, and their two children, Allan and Michael, who later had two loving daughters-in-law, Ann Marie and Stacey. The couple enjoyed more than 50 years together until Leo's death in 2006.

Barbara was surrounded by a huge network of friends; however, they came second to her loving family. They were the center of her life. She cherished time with her five grandsons: Justin, Jared, Jordan, Stephen and Jeffrey. "She always wanted to take care of them," Rabinowitz says. "We took every opportunity to drop them off and let her watch them. And mom wouldn't have it any other way. They were Barbara's boys."

Barbara is also survived by five great-grandchildren, who brought her immense happiness.



Barbara Rabinowitz with husband, Leo. Photo courtesy of Mike Rabinowitz



The Alzheimer's Foundation of America is proud to announce its new center in Amityville, NY, delivering support to Long Islanders living with Alzheimer's and other dementia-related illnesses and their care partners.

Register today for daily activity and therapeutic programs, schedule a memory screening or join a support group. Go to afalongisland.org to learn more or call 631-223-4000.

AFA Barbara Rabinowitz

Education & Resource Center

149 Schleigel Boulevard

Amityville, NY 11701











AFA funds research aimed at improving diagnosis and treatment, finding a cure and improving the quality of life for individuals living with Alzheimer's. Ongoing research partners include:

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- The Broad Institute of Harvard
 & MIT and One Mind
- Litwin-Zucker Research Center for the Study of Alzheimer's Disease at Feinstein Institutes for Medical Research
- Emory University's Goizueta Alzheimer's Disease Research Center (GADRC)
- Hadassah Hebrew University Medical Center
- Stony Brook University
- City College of New York
- · Sheba Medical Center



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