



ALZHEIMER'S FOUNDATION OF AMERICA



**MAKING A DIFFERENCE**  
SINCE 2002

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## Our Mission

To provide support, services and education to individuals, families and caregivers affected by Alzheimer's disease and related dementias nationwide, and fund research for better treatment and a cure.

## A MESSAGE FROM OUR PRESIDENT & CEO

Dear Friend,

Throughout our lives, at one point or another, we all need a helping hand to guide us through the challenges we face. The Alzheimer's Foundation of America (AFA) was created to be that trusted resource for families affected by Alzheimer's disease and other dementia-related illnesses. Ever since our founding by a family caregiver in 2002, our goal has been to ensure that families always have a place to turn.

This publication will tell you about some of the programs, services and support we provide to all those impacted by Alzheimer's disease—the individuals living with it, the family members caring for them and the professionals and organizations working to deliver high quality dementia care. From our Helpline to educational and professional training programs, we aim to empower people with knowledge.

It will also detail some of the steps we are taking to further the fight against Alzheimer's disease—funding research toward a cure, raising Alzheimer's awareness, advancing public policy and providing early detection services.

On behalf of AFA's Board of Directors, Medical, Scientific and Memory Screening Advisory Board, staff, volunteer councils and passionate supporters, we hope you enjoy learning more about AFA and our important work. Additional information can be found on our website, [www.alzfdn.org](http://www.alzfdn.org). If you have any questions or would like to know more about any of these programs and services, please don't hesitate to contact us at 866-232-8484 or via email at [info@alzfdn.org](mailto:info@alzfdn.org).

All my best to you and your family,



Charles J. Fuschillo, Jr.

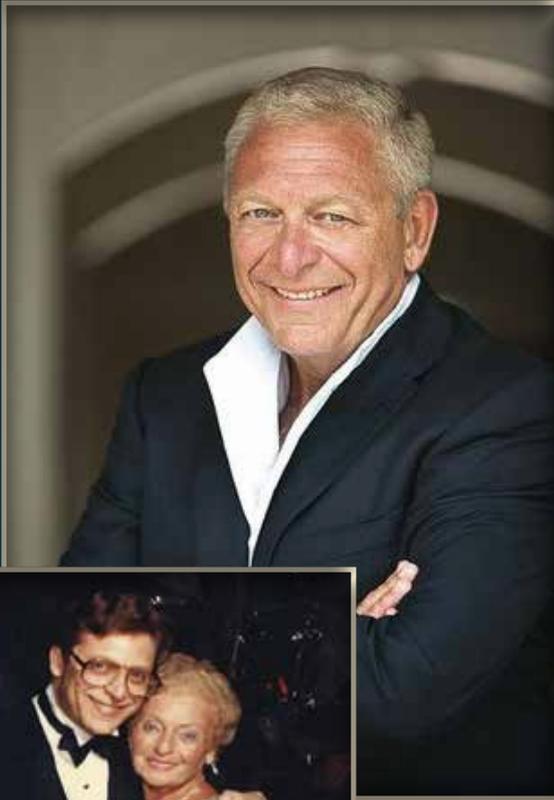
President & CEO

### ALZHEIMER'S FOUNDATION OF AMERICA

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## WHY WE WERE FOUNDED



Be-coming an Alzheimer's family caregiver is often an overwhelming experience, something that AFA's Founder, Bert E. Brodsky, knows all too well. His mother, Anne, was his support system his whole life. She was someone who he looked up to, who cared for him, and set him on the right path. You can imagine the difficulties that Mr. Brodsky went through when his mother was diagnosed with Alzheimer's disease and his life was forever changed. Their roles would soon be reversed.

In 1980, Mr. Brodsky was introduced to Alzheimer's disease for the first time and quickly had to navigate the landscape of caring for a loved one with the disease when his mother was diagnosed. It was a very difficult time for him because there weren't many resources available to help him or provide guidance on how to care for his mother. He didn't know anyone else who understood how to deal with the disease, so he had to figure it out on his own.

As his mother's bout with the disease progressed, it became more confusing. He had so many questions, but nobody to answer them. Mr. Brodsky recalls visiting his mother and getting angry and frustrated after she repeatedly asked the same questions or would ask when he was coming to visit her after he had just left. It was very heart-wrenching.

This is a good example of what it is like for many new caregivers. In fact, that was his motivation for creating the Alzheimer's Foundation of America in 2002.

Mr. Brodsky wanted to ensure that no other family would have to go through this journey alone. He imagined a place where families impacted by Alzheimer's disease and other dementia-related illnesses could go for help. He turned his vision into reality and created a resource for families to get information, education and support.

Mr. Brodsky made sure the services which did not exist when his mother was living with Alzheimer's became available to all families across the country. From a Helpline staffed entirely by licensed social workers to therapeutic programs, educational conferences, webinars, and support groups, Mr. Brodsky aimed to make the challenges of Alzheimer's a little bit easier for families affected by it.

While scientists around the world are working toward a cure and better treatment, collectively, we need to focus on care and services available for individuals living with Alzheimer's today.

Together with our member organizations who share our mission, we are making a difference through education, care and research.



# NATIONAL TOLL-FREE HELPLINE

Imagine getting a job that you did not apply or had no formal training for, that required you to work seven days a week and charged you to be responsible for important health, legal and financial decisions that affect someone else's life. It would be stressful and overwhelming, especially if you didn't have a support system to help. That's one way to describe what it can be like becoming an Alzheimer's family caregiver.

Being truly prepared to have Alzheimer's disease enter your life is virtually impossible. From trying to figure out what to do following the initial diagnosis to navigating the legal, financial and family issues that can arise throughout the course of the illness, living with Alzheimer's disease or caring for a loved one with Alzheimer's comes with a variety of emotions, stresses and questions that change as the disease progresses.

That's why it is vital that caregivers have a place to turn for guidance with questions as basic as "What do I do now?" and "Where do I go for help?" to more in-depth issues about behavior, stress and care planning. AFA's Helpline is that place.

Open seven days a week and staffed entirely by licensed social workers who are specifically trained in dementia care, AFA's Helpline provides support to family and professional caregivers, individuals living with dementia-related illnesses such as Alzheimer's, and anyone who has questions about Alzheimer's and brain health, including "What are the warning signs of Alzheimer's?" and "What do I do if I'm experiencing memory problems?" From providing answers or a sympathetic ear to connecting callers with resources in their area, no matter where in the United States they live, the AFA Helpline is here to help in any way possible.

The Helpline can be reached by phone (866-232-8484), webchat ([www.alzfdn.org](http://www.alzfdn.org)) and text message (646-586-5283). The webchat and text message features are also translatable for non-English speakers, allowing individuals who speak Spanish, Chinese, French and more than 90 other languages to access support in their primary language.

## WHAT PEOPLE SAY



# NATIONAL MEMORY SCREENING PROGRAM

**M**any of us are in the habit of visiting our doctor for annual checkups, and we regularly get screenings for things like blood pressure and cholesterol. But how often do we get checkups on one of the most important parts of our bodies—our brains?

AFA's National Memory Screening Program gives people a way to do that by providing free, confidential memory screenings throughout the country on a regular basis. What began on a single day in November as part of Alzheimer's Awareness Month has grown into a year-round program that has screened millions of people nationwide.

A memory screening is a simple and safe "healthy brain checkup" that tests memory, language, and other thinking skills. Administered by qualified healthcare professionals, it consists of a series of questions and/or tasks that takes approximately 10 minutes to complete and can indicate if someone might benefit from a comprehensive medical evaluation.

Why are they so valuable? Because with memory issues, like most other health conditions, early detection is extremely important. Alzheimer's disease is not the only cause of memory problems. Vitamin deficiencies, thyroid conditions, urinary tract infections, stress, anxiety and depression can all lead to memory problems which can be treated or cured once diagnosed.

Even in the case of Alzheimer's, early detection can improve one's quality of life. It can provide greater opportunities to begin treatments that may help slow the symptoms of the disease, when they are most effective, along with taking part in clinical trials. In addition, early detection allows the person to take advantage of community services, such as support groups and therapeutic programming, as well as have a greater say in making legal, financial and health care decisions.

AFA has screening sites throughout the country that provide free, confidential memory screenings in person. AFA also provides one-on-one memory screenings digitally using secure videoconference technology so that people can get screened without having to leave their homes. Visit AFA's website, [www.alzfdn.org](http://www.alzfdn.org), to learn more.

AFA also has an online memory screening test, which gives people a fun way to challenge their brains on a regular basis. The online memory screening test can be taken by visiting [www.afamemorytest.com](http://www.afamemorytest.com).



# EDUCATION & RESOURCE CENTER

**AFA's** Education & Resource Center (ERC) offers activity programming, training classes and information designed to help individuals affected by Alzheimer's disease, family caregivers, healthcare professionals and the general public. Located within AFA's office in New York City, the Education & Resource Center first opened its doors in 2017 and expanded in 2019 due to the growing demand for the services it provides.

On any given day, you'll see people taking part in live, interactive music performances; arts and crafts; dance and movement therapy; or pet and horticultural therapy. Coordinated by AFA's Manager of Therapeutic Programming, each of these programs, which are free to participants, enables individuals with dementia-related illnesses, caregivers and senior citizens to take part in engaging, cognitively stimulating activities and socialize with others in a dementia-friendly place.

Programs are also offered virtually through AFA's Facebook page ([www.facebook.com/alzheimersfoundationofamerica](http://www.facebook.com/alzheimersfoundationofamerica)), allowing people to take advantage of them from the comfort of their own homes.





## DELIVERING ENGAGING PROGRAMMING

Caregiver education classes at the ERC provide family and professional caregivers with knowledge to help them, such as understanding behaviors as forms of communication, self-care and stress reduction. Additionally, the Education & Resource Center holds community programming to help the general public become informed healthcare consumers, with topics such as health literacy, estate planning and scam prevention.

The Education & Resource Center also hosts free memory screenings for the general public through AFA's National Memory Screening Program.



## MEMBER ORGANIZATIONS: AFA'S NATIONAL NETWORK OF CARE



**A**FA is able to help individuals affected by Alzheimer's disease throughout the country by working with its national network of member organizations. AFA's member organizations include nonprofits, area agencies on aging, not-for-profit care settings, police and fire departments, governmental agencies and more. Entities such as for-profit care settings, elder law attorneys, and other businesses are eligible to become associate AFA member organizations. AFA has member organizations in each of the 50 states.

Member organizations share AFA's mission of providing support, services and education to individuals, families and caregivers affected by Alzheimer's disease and related dementias. They also enable AFA's Helpline social workers to connect callers with services in their area, no matter where in the United States they live.

Potential benefits of becoming an AFA member or associate member organization include:

- Referrals through the AFA Helpline
- An AFA website listing with a brief description of the organization's service offerings and a hyperlink to its website
- Discounted rates on AFA's professional training offerings
- A spotlight in AFA publications
- Contributing content to AFA's *Alzheimer's TODAY* magazine
- Serving as a guest speaker for AFA educational events

Nonprofit member organizations are eligible to receive grants from AFA to support programs and services they provide to families affected by Alzheimer's disease and other dementia-related illnesses.

Contact AFA's Department of External Relations at 866-232-8484 to learn more about becoming an AFA member organization.

# AFA GRANTS: SUPPORTING CARE AND SERVICES NATIONWIDE



Each year, AFA awards hundreds of thousands of dollars in grants to support programs and services that help families affected by Alzheimer's disease nationwide, from the largest cities to rural communities.

AFA has several grant programs available for its nonprofit member organizations:

- **Anne & Irving Brodsky Innovation Grant** is awarded to one AFA nonprofit member organization each year for an innovative, creative and unique program that improves the lives of individuals with Alzheimer's disease or other related illnesses and their families.
- **Biannual Membership Grants** deliver funding for programs that provide support, services and education to individuals, families and caregivers affected by Alzheimer's disease and related dementias. Therapeutic activities (i.e., music, art, dance, exercise), caregiver education and support services, and dementia-friendly social programs are just a few examples of the services supported by Biannual Membership Grants which are awarded twice a year, in the spring and the fall.
- **Milton & Phyllis Berg Respite Care Grants** are awarded to AFA member organizations to help provide respite care to families in need. Studies have shown that respite care can help improve quality of life for both the individual living with Alzheimer's and family caregivers by providing social engagement and cognitive stimulation for the individual while affording a much-needed time-out for the caregiver. Grants are awarded twice a year.
- **Project Lifesaver International Grants** help fund wandering prevention programs and other public safety initiatives designed to protect individuals living with dementia-related illnesses such as Alzheimer's disease. All public safety agencies that are members of AFA and Project Lifesaver International (PLI) in good standing are welcome to apply for grant funding. Grants are awarded twice a year.

# EDUCATING AMERICA TOUR AND AFA LECTURE SERIES: PROVIDING ALZHEIMER'S EDUCATION ACROSS THE COUNTRY

**K**nowledge and information are tools of empowerment that should be available to all those who seek them. AFA brings educational programming directly into communities across the country to connect individuals living with Alzheimer's disease, family and professional caregivers, and the general public with information about Alzheimer's disease.



## Educating America Tour

The Educating America Tour is an initiative launched in 2017 as part of AFA's 15th anniversary. Each year, the Educating America Tour brings free Alzheimer's educational conferences to cities across the country which enable participants to learn from, and interact with, Alzheimer's disease experts, ask questions and network with one another. Conferences are open to family caregivers, healthcare professionals, individuals living with dementia and anyone interested in learning more about Alzheimer's disease and caregiving.



Each conference covers a variety of Alzheimer's-related topics, such as developments in the fight against Alzheimer's disease, advance planning, building a long-term care team, activity and therapeutic programming, home safety and brain health and wellness. Conferences also include exhibitor tables from member organizations and other agencies and businesses in the host city to connect attendees with information about local services.



## Lecture Series

The AFA Lecture Series also travels to communities to raise Alzheimer's awareness and help individuals learn more about Alzheimer's disease and the behaviors associated with it. Lectures have included topics such as "Alzheimer's Disease from A to Z," wandering prevention and brain health and wellness.

Lectures are free and open to anyone interested in participating. AFA Lecture Series programs often provide continuing education (CE) hours to licensed social workers.

Contact AFA at 866-232-8484 if you're interested in bringing one of these programs to your area!

***“Very informative, comprehensive, and powerful. All content was great, thought provoking and enlightening!”***

***–Kimberly, St. Louis, MO***

## ALZHEIMER'S TODAY: A MAGAZINE ALL ABOUT ALZHEIMER'S DISEASE

**A**lzheimer's *TODAY* is AFA's free magazine which delivers helpful, practical information about Alzheimer's disease and caregiving to subscribers nationwide. Content for each issue is developed, written and edited by AFA staff.

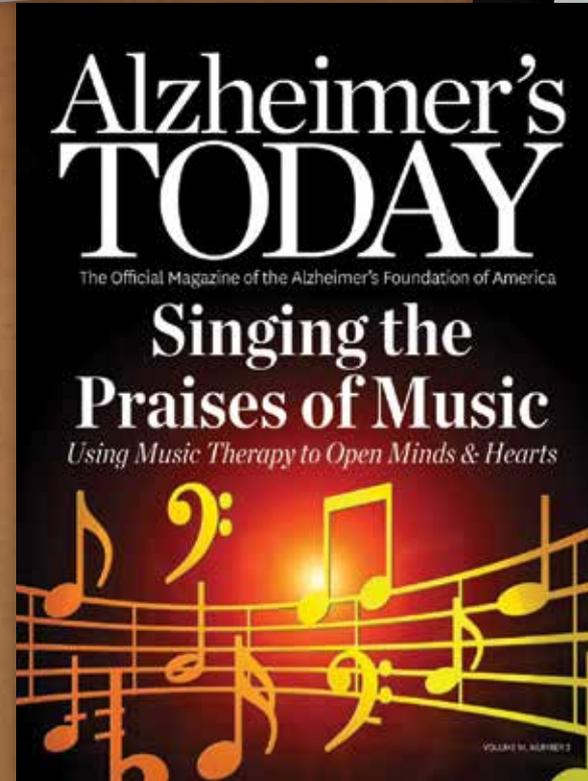
With an estimated readership of approximately 250,000 people nationwide, *Alzheimer's TODAY* is mailed to homes, care settings, area agencies on aging, senior centers, hospitals, doctors' offices, libraries and educational institutions. Electronic copies of *Alzheimer's TODAY* are also distributed via email and made available through AFA's website, [www.alzfdn.org](http://www.alzfdn.org).

Published four times a year, each issue of *Alzheimer's TODAY* features articles providing practical information that can help families affected by Alzheimer's disease. Story topics include:

- Caregiving tips and tools
- Human interest stories about people who have been impacted by Alzheimer's disease
- Therapeutic and activity programming
- Updates on Alzheimer's-related public policy
- Health and wellness information
- Columns from AFA's Medical, Scientific and Memory Screening Advisory Board Members and licensed social workers

Subscriptions to *Alzheimer's TODAY* are free and available to everyone. Anyone wishing to subscribe can do so through the media center of AFA's website, [www.alzfdn.org](http://www.alzfdn.org). Past issues are available there as well.

*Alzheimer's TODAY* also offers advertising opportunities for those wishing to notify readers about services they provide, including books or products relating to Alzheimer's care, clinical trial opportunities, patient care and more. Contact AFA's Communications Department at 866-232-8484 for additional information.



# RAISING ALZHEIMER'S AWARENESS AROUND THE WORLD



Since its inception, AFA has worked every single day to raise Alzheimer's awareness through unique and thought-provoking initiatives.

## Light the World in Teal

Light the World in Teal is AFA's most colorful awareness program (literally). Each year, on a single day in November as part of Alzheimer's Awareness Month, landmarks around the world light up in teal, AFA's Alzheimer's awareness color, to shine a spotlight on Alzheimer's and show support for all those affected by the disease.

What began with just a handful of buildings in 2014 has grown into a global program with hundreds of sites participating, from small office buildings and town halls to iconic landmarks. Participants have included the Empire State Building, Madison Square Garden and One World Trade Center in New York City; the Willis Tower in Chicago; and LAX Airport in Los Angeles.

Visit [www.lighttheworldinteal.com](http://www.lighttheworldinteal.com) to learn more or get involved.

## The Hardest Crossword

AFA's "The Hardest Crossword" helps people become more aware of Alzheimer's disease without even knowing it.

Created in partnership with Will Shortz and Fred Piscop, Crossword Editors for *The New York Times* and *USA Today*, "The Hardest Crossword" is a series of puzzles based on the real lives of individuals living with Alzheimer's disease.

Each answer is a fact about the person's life, with clues such as "Pat's favorite dish" or "Pat was born here." Without knowing those details, the puzzle is impossible to solve.

Since the explanation about the special features of "The Hardest Crossword" is not provided until the end, people attempting the puzzle are often confused or frustrated by their inability to understand or unlock the answers. As a result, they briefly experience these common symptoms of Alzheimer's disease.

"The Hardest Crossword" has been published in major news outlets nationwide, including *The New York Times* and *Wall Street Journal*, and is available online at [www.thehardestcrossword.com](http://www.thehardestcrossword.com).

## THE HARDEST CROSSWORD

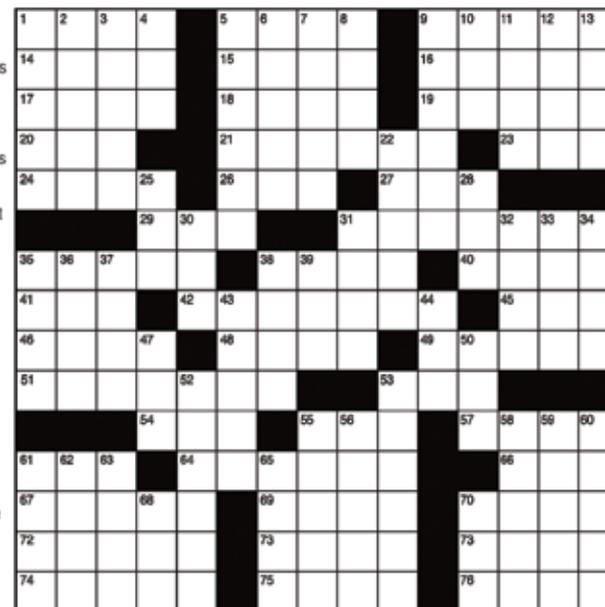
### ACROSS

- 1 Pat lived with these for much of her life
- 5 Pear or apple, e.g.
- 9 Pat's friend who was a frequent visitor to her home
- 14 Calculus calculation
- 15 Like some postgrad exams
- 16 St. Theresa's city
- 17 While in a car, Pat reads aloud every \_\_\_ sign she sees
- 18 Chances of Pat recognizing her son
- 19 A brother of Pat
- 20 Pat's father's middle initial
- 21 Either of two masses near the pharynx
- 23 Pat's middle name
- 24 Hard to fathom
- 24 Suffix with ethyl
- 26 Pat would be paranoid about the bathroom being \_\_\_
- 29 Title for McCartney, a member of Pat's favorite band
- 31 Pat's favorite dish
- 35 Pat couldn't serve a \_\_\_ she had prepared because the olives had shifted out of place
- 38 Look ahead
- 40 Come down in sheets
- 41 Pat preferred \_\_\_ conscious products
- 42 Pat was born here
- 45 Pat once went out to her mailbox and was found wandering \_\_\_ blocks away
- 46 "The Lion King" lion
- 48 King-size
- 49 Pat and her husband at Thanksgiving dinner, traditionally
- 51 Pat's favorite restaurant

- 53 "Tell Dad I'll meet him at the \_\_\_" (message Pat never passed along)
- 54 Pat went to church on this day, thinking it was Sun.
- 55 Crude oil qty.
- 57 \_\_\_ghanouj (Eastern dish Pat didn't like)
- 61 Craven who directed Pat's favorite horror movie
- 64 Groups of species
- 66 Weekday when Pat forgot a doctor's appointment: Abbr.
- 67 Like Pat's late father, in her delusions
- 69 Homecoming attendee
- 70 Inaugural Ball, e.g.
- 71 Pat couldn't remember how to apply eye \_\_\_
- 72 Pat used to carry a can of this for protection
- 73 Reason to rent a tux, perhaps
- 74 Along with mountain's Pat's favorite things in nature
- 75 Pat used to sing "The Look in Your \_\_\_" by Maze
- 76 Bastes, e.g.

### DOWN

- 1 Gave a hoot
- 2 Cropped up
- 3 Make sport of
- 4 How forgetfulness made Pat feel
- 5 To help Pat remember, her husband made a \_\_\_ with names and pictures of her children and grandchildren
- 6 Fabric created by DuPont
- 7 Pat and her husband spent their honeymoon here
- 8 Trees common in McNairy County, where Pat spent a holiday
- 9 Hardwood sources
- 10 May \_\_\_ (Rd. near Pat's house in Richmond)



- 11 Pop singer Ora
- 12 Secluded spot
- 13 Bring home
- 22 "\_\_\_ to shower" (Pat's frequent request after taking a bath)
- 25 Pro bono TV ad
- 28 Bit of body art, for short
- 30 Pat's friend from her old neighborhood
- 31 Pat's son would stay in the right \_\_\_ so Pat could read road signs
- 32 Understands
- 33 Politico Gingrich
- 34 "Famous" cookie maker

- 35 "\_\_\_ my greetings to the neighbors" (message Pat forgot to pass along)
- 36 Pat liked this trendy berry
- 37 Hang in the hammock
- 38 Good quality
- 39 Pat would do this between sentences
- 43 Number of Pat's siblings
- 44 "Caught ya!"
- 47 \_\_\_-country (music genre)
- 50 Sun or moon, poetically
- 52 Boring tools
- 53 Holds liable
- 55 Secure, as a ship's line
- 56 Pat's husband

- 58 Initially, Pat was \_\_\_ of her problems, and tried to cover them up
- 59 In the cargo hold, say
- 60 Pat saw a sign that read "\_\_\_ Steel Co." and mentioned that her father worked in steel 55 years before
- 61 Where Pat's 5-Down hung
- 62 Director Kazan
- 63 Pat would clean this several times a day
- 65 Pat couldn't remember her mother's \_\_\_
- 68 Churchillian gesture
- 70 Pat couldn't drive home without one

## Can't find the answers? Neither can Pat.

This crossword is based on the true story of how Pat Y.'s life has been impacted by Alzheimer's disease.

Learn how the Alzheimer's Foundation of America can provide help for individuals living with dementia, as well as for their families and caregivers.



Call our national toll-free helpline at 800-232-8484 or visit [www.alzfdn.org](http://www.alzfdn.org)

See the answers at [www.thehardestcrossword.com](http://www.thehardestcrossword.com)

# AFA'S PUBLIC POLICY DIVISION: A DRIVING FORCE FOR PROGRESS

**A**lzheimer's disease is a growing, nationwide public health epidemic that demands nationwide action from the federal government. AFA's Department of Public Policy has a strong presence on Capitol Hill and regularly meets with elected officials, federal agencies and other stakeholders to provide information and advocate for the millions of Americans who are living with dementia or have a loved one with Alzheimer's disease. We have worked to make the fight against Alzheimer's disease a national priority in Washington and contributed to the federal government advancing policies that further science, care and support.

Tremendous progress has been made in increasing federal funding for Alzheimer's disease research. For years, research appropriations for Alzheimer's lagged far behind those for other diseases. When Washington released the National Plan to Address Alzheimer's Disease in 2012, funding was approximately \$500 million a year, far below the \$2 billion a year figure leading scientists estimated was necessary in order to achieve the plan's stated goal of finding a treatment or cure by 2025. AFA fought for funding increases and worked tirelessly with Republicans and Democrats in Congress and the White House to dramatically increase federal research investment over the years, growing to billions of dollars per year. Further increases remain an AFA priority in order to achieve the national plan's goal.

While working toward a cure in the future, our government must do everything it can to support individuals and families who need care right now. AFA has successfully facilitated bipartisan cooperation to increase appropriations for services through the Administration for Community Living (ACL) and other federal agencies, which deliver vital support to caregivers in dealing with the daily challenges of caring for persons with Alzheimer's. We've also worked to enact laws like the BOLD Act, which creates an Alzheimer's disease public health infrastructure and establishes centers for brain health and diagnosis across the country.

AFA regularly contributes expert testimony as part of Congressional hearings, providing recommendations on topics such as ways to expand access to care and services, enhance early detection, and increase the use of memory screenings.

We encourage our members and supporters to make their voices heard and provide them with updates about public policy changes in Washington so that they can advocate with their elected officials.

Contact us to learn more about our advocacy efforts or how you can get involved in public policy.



## AFA'S PROFESSIONAL TRAINING: SETTING THE NATIONAL STANDARD FOR DEMENTIA CARE



*“I have been a clinician for 25 years and have gone to more seminars than I can remember. Your training was one of the very best.”*

– Nora O.

**E**ducation and support is not just for the general public. Professionals on the front lines of dementia care need continued training to provide the best care possible.

Through its Education & Resource Center, AFA offers a variety of in person and digital trainings and brings programs to companies, care settings, nonprofit organizations and other groups in communities across the country.

AFA prides itself on delivering innovative, engaging, and practical training and educational programs to professional care partners. Our signature training program, **AFA Partners in Care: Supporting Individuals Living with Dementia (PIC)**, prepares all levels of professionals across sectors to feel comfortable and confident interacting with, and caring for, individuals with dementia. PIC gives an overview of Alzheimer’s and dementia, and examines the importance of building relationships, recognizing behaviors as forms of communication, promoting safety and security, easing care transitions, and self-care.

AFA’s **Excellence in Care (EIC) program** sets a national standard of excellence for professional care settings and helps them enhance their dementia care programs. Settings that pass an extensive evaluation by an

EIC specialist are eligible to be named an “Excellence in Care Dementia Care Program of Distinction.”

Certifications are offered for professionals as well. Those completing the PIC training course can become certified as an AFA Dementia Care Partner. Professionals can also become certified EIC specialists and work with care settings seeking to become EIC sites.

**AFA’s Dementia Experience** uses virtual reality technology to provide people with a sense of what living with a dementia-related illness may be like. Users experience visual and spatial disconnect and further sensory impairments as an opportunity to gain a better understanding of how to best work with individuals living with dementia-related illnesses. AFA’s Dementia Experience is available for purchase as an educational training tool.

AFA is an approved provider of continuing education (CE) hours for licensed social workers by the National Association of Social Workers (NASW), the New York State Education Department’s Office of the State Board for Social Work and the New Jersey Association of Social Work Boards (ASWB).



## TEENS FOR ALZHEIMER'S AWARENESS COLLEGE SCHOLARSHIP ESSAY CONTEST

**T**here is a common misconception that Alzheimer's disease only affects older adults. When Alzheimer's enters a family's life, it affects people of all ages, including children. Throughout the country, children are helping to care for loved ones living with Alzheimer's disease, volunteering their time in care settings, raising awareness, and, in some cases, even conducting scientific research towards treatment and a cure. AFA's Teens for Alzheimer's Awareness College Scholarship Essay Contest gives them an outlet to share their stories.

Each year, the contest invites high school seniors nationwide to submit a 1,200- to 1,500-word essay describing how Alzheimer's disease has impacted their lives and what they have learned about themselves, their family, and/or their community through their experience with Alzheimer's.

Thousands of students take part in the contest each year, which offers scholarships ranging from \$5,000 (first prize), \$2,500 (second prize), \$1,500 (third prize) and runners-up/honorable mentions between \$1,000 and \$400. Essays are often incredibly heartfelt and moving; many detail how Alzheimer's disease has changed their family. Some even describe how Alzheimer's made a positive difference in their lives—bringing them closer to relatives (or reuniting them with ones who had become distant), allowing them to be there for someone who was always there for them, and giving them the opportunity to step up and make a more meaningful contribution to their family.

Hundreds of thousands of dollars in college scholarships have been awarded to students across the country since the program's inception. Through these awards, AFA is supporting the future leaders in the fight against Alzheimer's.



## AFA's Young Leadership Program

AFA's Young Leadership program was started in 2002 by a teenager to help other teens whose lives were impacted by Alzheimer's disease. The program gives young people an outlet to make a difference and provides support to teens who have been affected by Alzheimer's.

AFA has chapters in high schools and colleges throughout the country. "AFA on Campus" chapters are youth-led, activity-based divisions of AFA (under the supervision of a faculty advisor from the respective school) that get involved in the fight against Alzheimer's by organizing Alzheimer's educational programs, raising Alzheimer's awareness in their communities, volunteering at care settings, and/or holding fundraising events in support of AFA's programs and services.

Any high school or college student is welcome to apply to create an AFA on Campus chapter at their school. Contact AFA's Department of External Relations at 866-232-8484 to learn more about starting an AFA on Campus chapter.



# RESPITE CARE RELIEF PARK: A FIRST-IN-THE-NATION INITIATIVE



Getting out of the house, enjoying the outdoors and having social interaction are all important for both caregivers and individuals living with Alzheimer's disease. Staying isolated indoors is extremely detrimental; it accelerates both the progression of the disease and caregiver burnout. However, caregivers often have a hard time finding a dementia-friendly public place where they can take their loved one. AFA created a place to solve that.

AFA's Respite Care Relief Park is a first-in-the nation initiative designed to give caregivers a dementia-friendly place where they can feel comfortable bringing someone with Alzheimer's disease to relax and enjoy a peaceful outdoor setting. The park is both an educational and recreational resource. It features docking stations where people can plug in their phones to play music, (which often aids in memory and brain stimulation), benches, a brick walkway, a gazebo and decorative landscaping.

Educational signs adorn the walkway with helpful information about Alzheimer's disease and dementia, building caregiver skills and a support team, avoiding caregiver burnout and resources available to help families affected by Alzheimer's disease.

AFA's first Respite Care Relief Park was opened in November 2017 in Lindenhurst, New York, and was built together with the Town of Babylon.

AFA works with municipalities around the country to build additional Respite Care Relief Parks for communities. Contact AFA at 866-232-8484 to learn more about its Respite Care Relief Park program.

## AFA: FUNDING RESEARCH TOWARD A CURE



**A**lzheimer's disease is a growing public health crisis. It is one of the top 10 causes of death in the United States, and the only one without a cure or disease-modifying treatment. The Centers for Disease Control and Prevention (CDC) projects the number of Americans living with Alzheimer's disease to nearly triple by 2060 unless a cure is found. AFA is actively working to support and advance scientific research aimed at finding the breakthrough that can lead to new, effective treatments and a cure.

AFA awards research grants to scientists in the United States and around the world to support their efforts to improve diagnostic tools, uncover the causes of Alzheimer's disease and discover how to more effectively treat, and, ultimately cure, Alzheimer's disease.

Projects funded by AFA have included:

- Exploring the causes of hallucination, agitation and aggression in relation to Alzheimer's disease and how they can be better treated. These are among the most troubling behaviors associated with Alzheimer's disease and are often one of the main causes that lead to families moving their loved one living with the disease from their home to a residential healthcare setting. (Litwin-Zucker Research Center for the Study of Alzheimer's Disease at the Feinstein Institute for Medical Research)

- Focusing on the brain's orientation system to design new types of Alzheimer's testing and a revolutionary diagnostic app which will enable doctors to diagnose and begin treating Alzheimer's disease earlier, when brain tissue is healthier. (Hadassah Medical Center)
- Examining how Alzheimer's disease damages cholinergic neurons, which play a critical role in memory, in an effort to improve medications and find new ways to arrest and reverse memory loss in people living with Alzheimer's disease. (Stony Brook University)
- Exploring the role of the brain's immune cells in the onset and progression of Alzheimer's disease. Scientists believe that gaining a better understanding of immune cells and inflammatory processes in the brain could be key to understanding Alzheimer's mechanisms. (Broad Institute of MIT and Harvard/One Mind)
- Uncovering the underlying causes of Alzheimer's disease by reengineering human cells, collected through a single voluntary blood donation, to behave like brain neurons. This cutting-edge method will allow researchers to achieve what they believe is the closest approximation to brain behavior possible, allowing for the potential development of new treatments. (NYU Winthrop Hospital Biomedical Research Institute)

# 100%

**of all donations to AFA designated for research go toward projects like these to find a treatment or cure for Alzheimer's disease.**

# **“Life’s most persistent and urgent question is: ‘What are you doing for others?’”**

**– DR. MARTIN LUTHER KING, JR.**



**“AFA has been a tremendous resource for us. Whenever we had questions or needed support, someone was always there for us, ready, eager and able to help.”**

*—David German, Family Caregiver*



**“Programs like art and music therapy made an enormous difference in my mother’s quality of life when she lived with Alzheimer’s. AFA’s work is doing the same thing for millions of people all across the country.”**

*—Luisa Echevarria, AFA Board Member*

**“Programs like art and music therapy made an enormous difference in my**



**“As a caregiver, the AFA Helpline was a lifeline filled with guidance, support and resources to help combat the challenges we were facing.”**

*—Jared Finkelstein*

**E**verything we do at AFA is about enriching lives today and creating hope for tomorrow. We continue working to expand and enhance our programs and services, as well as create new ones, to make a positive difference in the lives of families affected by Alzheimer’s disease. With the number of Americans living with Alzheimer’s projected to nearly triple by 2060, the need will only continue to grow.

Thank you for taking the time to learn about AFA and some of the important work we do every single day. Please feel free to contact us at

866-232-8484 or via email at [info@alzfdn.org](mailto:info@alzfdn.org) if you have any questions or would like additional information.

AFA gratefully accepts charitable contributions to fund our programs, services and research efforts. If you would like to make a donation to support AFA, please visit [www.alzfdn.org/donate](http://www.alzfdn.org/donate) or contact our Development Department at 866-232-8484.



**EDUCATION. CARE. RESEARCH.**  
 Together we can make a difference.

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