

We often are asked why we have dedicated so much of our time, energy and resources to fighting Alzheimer's. The answer is easy. What began as a personal vendetta against the brutal disease that stole the life and spirit of Trish's vibrant mother Bea Lerner, has become a full out war that we simply refuse to lose. Why? Because 1 in 2 Americans feel personally affected by this epidemic, and more than 10 million baby boomers will die of this disease, a disease costing our nation more than \$200 billion annually. But these sobering statistics do not tell the full story of Alzheimer's or fully explain our passion for finding a cure.

What motivates us to keep fighting are people like Dawn Revere. After receiving devastating news of the failure of a clinical drug trial in which her husband Jeff was participating, Dawn wrote to us:

"I'd like to thank you again for your continued efforts. My husband Jeff is 58 and was diagnosed with young onset Alzheimer's disease at 55. His disease has progressed very rapidly. He is now in the advanced stage. My husband was in the Bapinuzemab clinical trial. You can imagine our extreme sadness when we got the phone call saying the study had been cancelled. I literally wasn't able to even swallow I was so crushed. It was almost as bad as the day we got the diagnosis. We knew that the drug wasn't working for Jeff but we had hope that maybe, just maybe this drug would be the answer so our children or grandchildren would not have to die with this disease. I had such high hopes that I would be able to tell our grandchildren that even though you never got to know your grandpa, he participated in the drug that ended Alzheimer's. It is so difficult to hang on to any hope right now. Knowing that we are not alone, that we have people like you and organizations like USAgainstAlzheimer's working for us truly helps. Thank you again."

Dawn's pain is palpable and reminds us that Alzheimer's is not a disease of old age but rather a cruel monster that turns loved ones into strangers. It leaves in its wake more than 15 million caregivers who bear the burden – both emotional and financial – of caring for their family members who can no longer care for themselves.

For all these reasons, and more, we founded USAgainstAlzheimer's two years ago to be a disruptive force against the status quo, "business as usual" approach to finding a cure. Today, we are engaging in this fight with a bold attitude and an agile operating model driven by results (which are described in the enclosure). Our theory of change is rooted in the strong belief that we, the American people, can and must create the national will to prevent and treat Alzheimer's by pressuring our political, business and scientific leaders to mobilize the necessary resources and system reforms to accelerate the speed with which laboratory discoveries get to those with Alzheimer's or at risk for the disease.

And it is working. In May, President Obama released the first-ever National Plan to Address Alzheimer's Disease, calling for a comprehensive and collaborative approach of the public, private, and non-profit sectors in finding a means of prevention and treatment by 2025. We have leveraged personal, policy and political relationships and a strong network of supporters to obtain commitments and proposals for an additional \$169 million to fund Alzheimer's research through the National Institutes of Health and the Department of Defense. And we played a key role in the introduction in Congress of legislation specifically aimed at accelerating the development of life-enhancing and lifesaving therapies for Alzheimer's patients.

To continue our momentum and ensure Alzheimer's receives the national attention it deserves, we are building networks of influencers and activists including advocates, African Americans, researchers, women, and soon

Hispanics. Additionally, we have assembled over 50 organizations in a coalition called Leaders Engaged on Alzheimer's Disease (LEAD), and we are convening industry stakeholders in a Global CEO Initiative on Alzheimer's Disease.

What we need now is financial support so that we can continue to mobilize Americans to demand action against the greatest health crisis facing our nation. USAgainstAlzheimer's relies on the generosity of individuals, corporations and foundations to support our mission and we ask that you consider USAgainstAlzheimer's in your year-end giving. Contributions to our 501(c)(3) nonprofit arm called the USAgainstAlzheimer's Network are tax-deductible and contributions of \$5,000 or more will be recognized in The 2020 Council. The Council provides opportunities for engagement and recognition throughout the year.

Importantly, all contributions made before December 31st will be matched dollar for dollar, maximizing the impact of your contribution. Enclosed is more information on our organization, our work, our results, and The 2020 Council.

To make a contribution, please complete the enclosed donation form and return it with payment in the envelope provided. You may also fax your form to 703.532.0891 or donate online at (*URL inserted here*). For more information, or with questions, please contact Allison Signorelli at 703.622.1301 or asignorelli@usagainstalzheimer.org.

With your help, we will continue to fight the fight until we all can stand together at the finish line and say that we put an end to this disease. Defeating Alzheimer's is a team sport.

We can stop Alzheimer's, but not without you.

Sincerely,


George Vradenburg
Chairman and Co-Founder


Trish Vradenburg
Vice Chair and Co-Founder