

The Judy Fund News

A newsletter published exclusively for our friends and supporters

Care and Cure with the Alzheimer's Association

FALL 2018
FOURTEENTH
EDITION

SPECIAL
SPOTLIGHT:
FOUNDATIONS



Elizabeth Gelfand Stearns and Marshall Gelfand at the Alzheimer's Association Advocacy Forum.

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"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

-Margaret Mead

To fuel the efforts of The Judy Fund with a donation, please use the enclosed envelope or visit alz.org/judyfund.

Dear Friends and Family,

Merriam-Webster defines the word "foundation" as follows: *a basis upon which something stands or is supported; a body or ground upon which something is built up or overlaid; and, funds given for the permanent support of an institution.* The Judy Fund has its roots in all of these definitions, so when deciding on the theme for this year's donor newsletter, we thought about just that: a strong foundation and the roots that grow deep from its support.

My father, Marshall, is both the foundation and the pillar of The Judy Fund, and his leadership has produced an unending and very meaningful root system that will outlive him and us all.

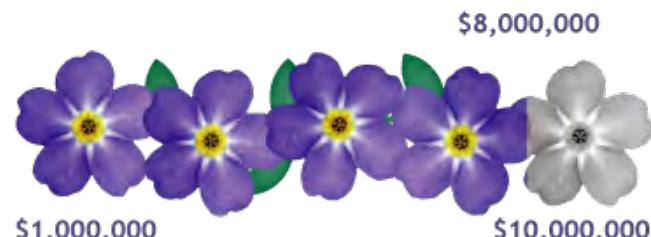
2018 has been a bittersweet year. Marshall lived through another great loss in the passing of Jackie Rudman, his second wife and our wonderful stepmother. Jackie and Marshall were married for 12 happy years and lived a rich and meaningful life, entwined together with family and friends. For Marshall and us all, losing Jackie brought back the pain of losing Judy, our extraordinary mother and my father's dance partner for close to 50 years. As a result of Jackie's passing in May, we helped move my dad to Santa Monica, where he lives now, after 45 years of life in the Coachella Valley. A lot of bitter loss, transition and change. So where's the sweet?

At 90 years old, Marshall now lives two and a half miles from his 16 immediate family members: Todd, Dean and myself, and our families, including nine grandchildren and three great-grandchildren. Marshall is in our lives each and every day. We have never spent this much time together as a family, and Marshall is the catalyst. The bittersweet.



Marshall and Judy Gelfand.

The Judy Fund knows all about the bitter and the sweet. This is our 14th annual newsletter; Marshall launched the fund that bears my mother's name in 2003, shortly before the end of her life. We remain the largest and fastest-growing family fund in the history of the Alzheimer's Association®, having raised and granted over \$8 million to help stop the relentless march of Alzheimer's. We have contributed funding to the Association's Ambassador advocacy program since its inception,



Progress toward The Judy Fund goal of \$10 million by 2020.

helping to advance policy efforts that have more than quadrupled federal government funding of Alzheimer's research in recent years. Total funding now sits at \$2.3 billion annually.

The Judy Fund is widely acknowledged for helping to change the trajectory of the disease; we sit amongst a small, elite group of private donors who can claim this leadership worldwide. Marshall's shoulders built the broad foundation of The Judy Fund in every possible way.

But nothing meaningful is done alone; in building our foundation, we were lucky enough to partner with others — Marshall's beloved Sigma Alpha Mu Fraternity continues to raise landmark funds and stands alongside many of our generous private donors and its own philanthropic foundations. Gelfand, Rennert and Feldman, another foundational body, continues with its corporate and individual generosity. A list of over 2,000 donors is readily available at alz.org/judyfunddonors. Our donors have made us what we are today. Please join our latest foundational movement and walk as a member of our Judy Fund National Team at an Alzheimer's Association Walk to End Alzheimer's® near you this fall.

When we were growing up, one of my father's favorite expressions was, "It's your roots, Jutes!" — a loving way of reminding my mom where they both came from. We continue to use that phrase still, many decades after it was first introduced. As for Marshall, we'd like to say this: You are our foundation and our roots. You have made a lasting difference in the lives of millions of families around the world who suffer with and through Alzheimer's disease. Your loving impact on your own family is now felt daily by three generations.

Marshall is indeed the foundation for us all.



Elizabeth Gelfand Stearns
Chair, The Judy Fund

Remembering Judy

By Marshall Gelfand

I'll always be grateful to my lifelong friend and Sigma Alpha Mu Fraternity brother Irv Rosenthal, who convinced me to attend a Jewish Federation mixer with him on Valentine's Day in 1955. We had no idea when arriving at the Harmonie Club in New York that we were both about to meet the women we'd one day marry.

We were immediately struck by two beautiful women seated in a booth. I couldn't take my eyes off the stunning girl with the effervescent smile who eventually introduced herself as Judy. Years later, I would learn that the women had seen us, too. Judy's best friend, Marlene, pointed to Irv and said, "See that man on the right? I'm going to marry him." Judy responded with a grin, "Yes, and see who he's with?"

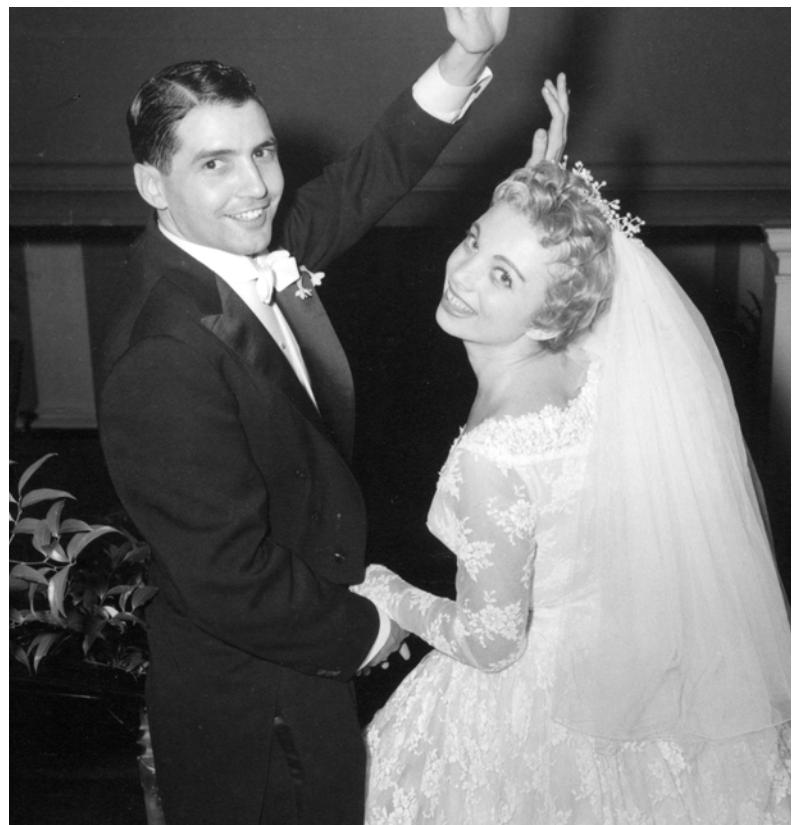
As I got to know Judy, I grew fond of her family, too. I would call the house regularly to offer stock tips to her mother, Gert — an excuse, I confess, to ask about Judy. It took five marriage proposals, but my persistence was rewarded with 48 happy years together and three wonderful children.

A terrific wife, mother and friend, Judy was known for her warmth and was beloved by everyone who came into her presence. Her dynamic and joyful spirit was evident in everything she did.

Judy was training at Juilliard to be a concert pianist before her desire to serve others drew her to a career in education. However, she never abandoned her passion for music. When Judy turned 16, her parents gave her the choice between a trip to Europe and a Steinway piano. She chose the piano and it remains a fixture to this day in our daughter Elizabeth's home.

Philanthropy was important to Judy, and her innate compassion and leadership abilities called her to chair many committees over the years. She knew better than anyone how to execute a successful event — a talent that served her well in her social life as she was known for hosting the most incredible parties.

It seems profoundly unfair that Alzheimer's could rob us of someone like Judy — a person who offered so much to the world. But my family and I find great comfort in knowing that the disease does not define her legacy, but rather adds to it. The enduring success of The Judy Fund and its role in the fight against Alzheimer's is a testament to the amazing woman it honors. I'm deeply thankful for all of you who have joined us in this journey over the years.



Marshall and Judy on their wedding day.



Judy Gelfand after receiving the Scopus Laureate Award in 1984 for her leadership and involvement with humanitarian causes.

Judy Fund-Sponsored Research Lays the Foundation for Progress

Scientific research is like a tree that can take years to establish a root system and bear fruit: The rewards are not immediate, but they can be abundant. The earliest Judy Fund-sponsored studies provide two cases in point.

Amyloid precursor protein (APP) is the parent molecule of beta-amyloid, the protein that accumulates as plaques in the brain of someone with Alzheimer's. These plaques are one of the two hallmarks of the disease. In 2003, Edward H. Koo, M.D., a neuroscience professor at the University of California, San Diego, received a Judy Fund-sponsored Alzheimer's Association Zenith Fellows Award to investigate how APP and what it produces can affect how other genes work. His results showed that APP metabolism can stimulate a gene that is involved in abnormally modifying the tau protein, leading to tangles in the brain — the other hallmark of Alzheimer's.



Dr. Edward Koo receiving the Bengt Winblad Lifetime Achievement Award in Alzheimer's Disease Research at the Alzheimer's Association International Conference® 2017 (AAIC®).

"Dr. Koo's study set the groundwork for identifying specific therapeutic targets for the treatment of Alzheimer's," says Heather Snyder, Ph.D., Alzheimer's Association senior director of Medical and Scientific Relations. "His work provided support for the growing evidence to advance possible therapies, such as those that reduce inflammation."

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Dr. Philip Sloane.

In 2004, Philip D. Sloane, M.D., M.P.H., received a Judy Fund-sponsored Alzheimer's Association Pioneer Award for Alzheimer's Disease Research for a five-year study focusing on the quality of care in assisted living facilities. Because of the findings of this investigation, Dr. Sloane obtained a \$2.5 million grant from the National Institutes of Health to develop "Alzheimer's Medical Advisor: A Caregiver's Guide," which was published in July 2017.

Dr. Sloane's work also helped shape the new Alzheimer's Association Dementia Care Practice Recommendations, which were published in February 2018 as a supplement to *The Gerontologist*. The recommendations, targeted to professional care providers who work with people living with dementia and their families, use person-centered best practices to define quality care across all care settings and throughout the disease course.

"Widespread adoption of these recommendations has the potential to improve quality of life for countless people living with dementia."

"The number of people living with Alzheimer's disease is growing, so there's also a growing need for people who can care for them with skill and sensitivity," says Joanne Pike, Dr.P.H., Alzheimer's Association chief program officer. "Widespread adoption of these recommendations has the potential to improve quality of life for countless people living with dementia."

Ambassadors Take BOLD Action

Program Fueled by Judy Fund Donors



Alzheimer's Association Ambassador Alexis Dandreta (third from left) with Rep. Joe Kennedy III (D-Mass.).

Alexis Dandreta calls Alzheimer's "the beast." Her family history illuminates why.

Dandreta, of Dover, Massachusetts, has been impacted by Alzheimer's since the 1980s. Her father, mother, an aunt and a close friend all died from the disease — and now her husband, Stephen Gulo, is living with Alzheimer's and Parkinson's.

One way Dandreta fights the beast is by serving as an Alzheimer's Association Ambassador to Rep. Joe Kennedy III (D-Mass.). As a vital component of the Association's federal policy successes, Ambassadors are grassroots volunteers who develop and cultivate relationships with their members of Congress to create legislative change on Capitol Hill. Ambassadors become known to lawmakers as point persons for the cause in their community.

"Ambassadors act as an information source for members of Congress on Alzheimer's issues, and they hold these elected officials accountable in the Association's efforts to make Alzheimer's a national priority," says John Funderburk, Alzheimer's Association senior director of advocacy. "They lead other advocates as part of an Alzheimer's Congressional Team and play a critical role in driving the Association's legislative advocacy campaigns."

The Ambassador program began at the 2010 Advocacy Forum with 24 Ambassadors meeting with lawmakers for the first time. The program now has over 500 Ambassadors connecting with nearly every member of Congress. The Judy Fund is a longtime supporter of the program, which Dandreta appreciates.

"Judy Gelfand's family understands that we need the help of Congress and funding at the National Institutes of Health to eliminate this disease for future generations," Dandreta says. "Ambassadors and advocates fuel the groundswell of awareness, concern and congressional activity surrounding legislation to invest in research to end Alzheimer's. Our legislators are there to serve us and address our concerns and problems, but we must speak up."

Helping to Lead Legislative Momentum

Ambassadors are playing a crucial role in creating momentum behind one of the Association's top legislative priorities, the Building Our Largest Dementia (BOLD) Infrastructure for Alzheimer's Act. This legislation would establish Alzheimer's Centers of Excellence nationwide to expand and promote the evidence base for effective Alzheimer's treatments, and issue funding to state and local public health departments to promote cognitive health, risk reduction, early detection and diagnosis, and the needs of caregivers. In addition, the BOLD Infrastructure for Alzheimer's Act would also increase collection, analysis and timely reporting of data on cognitive decline and caregiving to inform future public health actions.



Ambassadors and advocates gather on Capitol Hill prior to meeting with their elected officials.

"The BOLD Infrastructure for Alzheimer's Act will ensure communities across the country have access to resources to promote effective Alzheimer's interventions and better cognitive health that can lead to improved health outcomes," says Harry Johns, Alzheimer's Association president and CEO.

“The BOLD Infrastructure for Alzheimer’s Act will ensure communities across the country have access to resources to promote effective Alzheimer’s interventions and better cognitive health that can lead to improved health outcomes.”

Ambassadors were among the throng of dedicated advocates in attendance at a June 19 hearing of the Senate Special Committee on Aging titled, “Changing the Trajectory of Alzheimer’s: Reducing Risk, Detecting Early Symptoms, and Improving Data.” The BOLD Infrastructure for Alzheimer’s Act was a focus of the hearing. In her opening remarks, Chairwoman Sen. Susan Collins (R-Maine), who introduced the legislation with co-sponsor Sen. Catherine Cortez Masto (D-Nev.), emphasized public health as a tool to help address the Alzheimer’s crisis.

“We are here today to explore how we can tap into public health to rewrite the future of Alzheimer’s disease,” Collins said, “just as we have done for so many diseases in the past.” During the hearing, Collins announced a real-time increase in congressional sponsors of the legislation after advocate visits to members on Capitol Hill that day.

As of this printing, the BOLD Infrastructure for Alzheimer’s Act has gained bipartisan support with 197 sponsors in the House and 53 in the Senate, representing exciting progress as it heads toward law.



Academy and Tony Award-winning actress and Alzheimer's Association Celebrity Champion Marcia Gay Harden testifies at the Senate hearing.



Alzheimer's Association Ambassador Nancy Swiston (third from left) with Rep. Brian Higgins (D-N.Y.).

Making a difference

Nancy Swiston of Tonawanda, New York, faced Alzheimer’s for a decade as her mother progressed through the disease. An Ambassador since 2013 to Rep. Brian Higgins (D-N.Y.), an early supporter of the BOLD Infrastructure for Alzheimer’s Act, Swiston vows to continue to fight for everyone affected.

“To lose your loved one bit by bit, day by day, for years and years is heart-wrenching. My mission is to raise both awareness and funds for research,” Swiston says. “I volunteer for the Association in many ways, but being an Ambassador is definitely the most rewarding. I truly believe that the Ambassador program is making a significant difference.”



Ambassadors and advocates fill the room for the Senate Special Committee on Aging hearing.

Sigma Alpha Mu Raises Spirits and Funds for the Cause

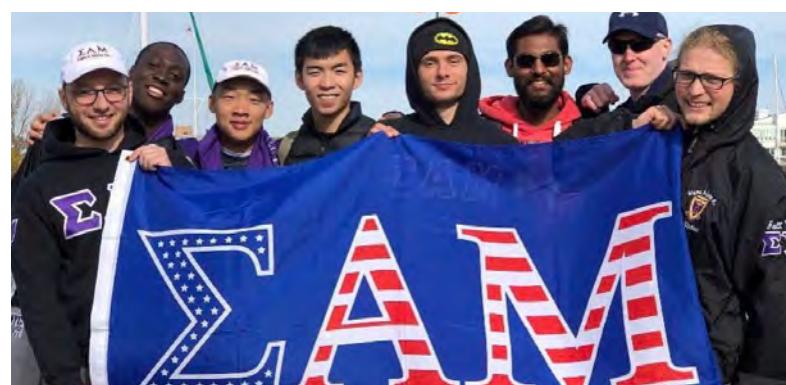
The men of Sigma Alpha Mu (SAM) Fraternity continue to exemplify commitment to the fight against Alzheimer's through their support of The Judy Fund. "We are truly inspired by their philanthropic leadership," says Elizabeth Gelfand Stearns, chair of The Judy Fund. "Their efforts are significant to the cause and build on a long legacy of generosity that has moved the cause forward for over a decade."

Throughout the year, Sammies united on campuses nationwide to raise over \$95,000 on behalf of The Judy Fund, benefiting the care, support and research efforts of the Alzheimer's Association.

SAM fall fundraising helped propel The Judy Fund toward success as it debuted as a National Team for the Alzheimer's Association Walk to End Alzheimer's. With 22 chapters participating, Sammies raised more than \$23,000, helping The Judy Fund team surpass its \$50,000 goal.



University of Arizona Beta Gamma Chapter at Walk to End Alzheimer's.



Brooklyn College Mu Upsilon Chapter at Walk.



Delta Zeta member Patrick J. Wright III shows his support at Walk.



American University Delta Beta Chapter on Walk day.

Beyond Walk, other autumn activities showcased members' creativity and signature spirit. SUNY Purchase's Epsilon Omicron Chapter hosted pumpkin carving during Jacks 4 Judy. University of California, San Diego took competitors to the beach for Sammy Sandcastles 2K17. Florida International University's Delta Zeta Chapter teamed up with their sorority peers on a fundraising pageant to crown the 2018 Miss Fleur de Lis. In addition, Sigma Alpha Mu's long-standing tradition of No Shave November — when participants forgo their razors for the cause — raised more than \$16,000.



University of Arizona Beta Gamma Chapter's Sigma Alpha Zoo event.



Florida International University Delta Zeta Chapter's Miss Fleur de Lis pageant.

Sammies maintained their incredible philanthropy efforts through the spring term. The University of Arizona's Beta Gamma Chapter organized a petting zoo fundraiser called Sigma Alpha Zoo, and Arizona State University's Gamma Phi Chapter served up a Sammy Sand Volleyball Tournament. The Epsilon Nu Chapter at the University of Connecticut hosted SAM JAM 2018, a KanJam (flying disc) tournament. The University of Minnesota's Kappa Chapter took top honors for the first-ever SAM March Madness Bracket Challenge.



Greg Stearns at the East Coast Run.

Through his event-planning business, SQUAD, SAM alumnus Asa Gladstein hosted the East Coast Run, a high-end car rally to benefit The Judy Fund and honor his grandfather living with Alzheimer's disease. The event, which raised more than \$7,000, kicked off in Boston, navigated through New York and ended in Washington, D.C. Greg Stearns, one of Judy Gelfand's grandsons, attended the pre-rally breakfast in Boston on June 8 and applauded participants for their support.

Educating and Empowering Women in the Fight

Recognizing that women are disproportionately affected by Alzheimer's — both as caregivers and people living with the disease — The Judy Fund is fiercely committed to galvanizing support for gender-focused research. Last spring, Elizabeth Gelfand Stearns engaged with other dedicated women at two Alzheimer's Association fundraising events.

Speaking at the Reason to Hope luncheon at the Waldorf Astoria Beverly Hills, Gelfand Stearns stressed the importance of investment in research to uncover the connections between women and Alzheimer's. She was joined by Maria Carrillo, Ph.D., Alzheimer's Association chief science officer, and Marcia Gay Harden, Academy Award-winning actress and advocate, who shared her family's experience with the disease in her recently released memoir, "Seasons of My Mother."

In June, Gelfand Stearns and Alzheimer's Association Senior Director of Medical and Scientific Relations Heather Snyder, Ph.D., addressed attendees of the Power of Purple Garden Party in Chicago, a fundraiser designed to educate and empower women in the fight against the disease.

Together, these two inspiring events raised more than \$200,000 for the care, support and research efforts of the Alzheimer's Association.



Judy Hsu of ABC 7 Chicago News emcees the Power of Purple event.



Dr. Heather Snyder discusses the disproportionate impact of Alzheimer's on women.



Elizabeth Gelfand Stearns addresses attendees of the Power of Purple Garden Party at Galleria Marchetti in Chicago.



(From left) Elizabeth Gelfand Stearns, Marcia Gay Harden and Blaire Kaplan at the Reason to Hope luncheon in Beverly Hills.



Dr. Maria Carrillo discusses current research and looks to the future.



(From left) Donna McCullough, Blaire Kaplan, Elizabeth Gelfand Stearns, Laurie Burrows Grad, Marcia Gay Harden, Jackie Kouri, Breena Gold and Katie Croskrey at the Reason to Hope Luncheon in Beverly Hills.



Marshall Gelfand and Jackie Rudman.

In Memoriam: Jackie Rudman

On May 7, the Gelfand family and the Alzheimer's community lost a beloved member when Jackie Rudman, 86, passed away in her home in Rancho Mirage, California. Married to Marshall Gelfand for 12 years, Jackie had immersed herself in the family's passionate fight against Alzheimer's and was a proud champion of The Judy Fund.

Jackie's generosity and devotion to helping others developed at a young age. As a child, she watched her Russian-born parents help other immigrants find their way in the United States. Their example of empathy and leadership helped shape Jackie into a compassionate mother, wife, teacher and advocate who was known and loved by many.

Jackie was a gifted optimist. As founder and head of the Learning Resource Department at Francis W. Parker School in Chicago, she helped pave the way to success for hundreds of students with learning differences. Her method was simple but effective: listen and encourage. Jackie made it her life's work to understand why students struggled and to inspire them to believe in their potential. She lived her personal life by the same standard.

When Jackie and Marshall met in the early 2000s, both were grieving the loss of a spouse: Jackie's first husband, Kenneth, passed away in 2001, and Marshall was losing Judy to the final stage of Alzheimer's. They bonded immediately. As their relationship evolved, Jackie remained a pillar of support for Marshall. Upon meeting his children and grandchildren, she worried her presence would be a stark reminder of Judy's absence, but instead, she was welcomed by the family with open arms.

Jackie admired the Gelfand family's strength as a unit. She immersed herself in the Alzheimer's cause as a way to understand the family on a deeper level and be an agent of hope for the future.

Although Jackie and Judy never met, Jackie revered the way their lives intertwined. In 2015, in a heartfelt "Remembering Judy" tribute for *The Judy Fund Newsletter*, Jackie wrote, "[Judy's] spirit lives on in her family and friends — people who are now a central part of my life. And even though I can't say I remember Judy, I can honestly say that I love her ... I can't think of a better way to thank her than by honoring her legacy through The Judy Fund."

The Judy Fund

Care and Cure with the Alzheimer's Association

Marshall Gelfand and Elizabeth Gelfand Stearns established The Judy Fund in 2003 in loving memory of Judy Gelfand. Since its inception, this family fund has raised more than \$8 million in support of the Alzheimer's Association. The Judy Fund is relentless in its efforts to prevent this disease from striking future generations. The Alzheimer's Association is deeply grateful to the families, friends, business colleagues and corporations who have so generously supported the founding and growth of The Judy Fund.

Your support has enabled The Judy Fund to finance public policy efforts and vital research grants. Thank you for joining the Gelfand family in helping to advance the mission of the Alzheimer's Association. Visit alz.org/judufund to see a listing of donors to The Judy Fund. To make a donation, visit alz.org/judufund or use the enclosed envelope.