In 2017, Walk to End Alzheimer’s throughout the Greater Pennsylvania Chapter was a huge success but we know there is still so much to be done. Throughout Central, Pennsylvania there are almost 31,000 individuals with an Alzheimer’s or related dementia diagnosis. Pledge to make your team a fundraising success and help us make a difference for the 400,000 individuals impacted by Alzheimer’s or a related dementia.

Last year, your support helped to:

- Provide direct services to 58,000 Pennsylvanians
- Respond to 6,159 calls through our 24/7 Helpline
- Present over 700 community based programs to more than 20,000 Pennsylvanians
- Provide online courses, referrals, consultations and more to over 265,000

Your efforts also help:

- Increase the number of Walk participants interested in research participation by 25%
- Fund $14 million in dementia focused research and provide over $1.3 million in active funding to researchers in our Chapter territory
- Bring over 15,000 Walk participants at 27 sites together across our Chapter

In 2018, help reclaim the future for millions.

Start a Team. Join a Team. Make a Difference!

ALZ.ORG/WALK
THE TIME IS NOW

“On behalf of Pennsylvania families affected by Alzheimer’s disease, I extend a heartfelt thank you to our sponsors. These families tell us that their biggest concern and hope is to save their own children and grandchildren from the devastating effects of Alzheimer’s. Thank you for giving them both comfort and support now, and hope for the days to come!”

Gail Roddie-Hamlin
President and CEO
Alzheimer’s Association
Greater Pennsylvania Chapter

THE DEMENTIA EPIDEMIC

- More than 5 MILLION Americans have Alzheimer’s disease.
- Every 66 SECONDS someone in the United States develops Alzheimer’s disease.
- Alzheimer’s disease is the SIXTH-LEADING cause of death in the United States.
- In 2017, Alzheimer’s will cost the nation nearly $250 BILLION. This number is expected to rise to $1.1 TRILLION by 2050.

By partnering with the Alzheimer’s Association, your company can have a profound impact on the movement to end Alzheimer’s.

You can stand up as a leader in the battle against this terrible disease and demonstrate to your employees, customers and community that you care. Your support helps to further establish your organization as a strong corporate citizen that is taking action to fight on an issue that touches millions of lives in a deeply personal way.

Our **mission** is to eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Our **purpose** is to empower and support individuals, families, care partners and communities affected by dementia in Pennsylvania.

CAREFUL STEWARDS OF YOUR DONATION

- **ALZHEIMER’S CARE, SUPPORT, PROGRAMS, RESEARCH, ADVOCACY AND AWARENESS: 78%**
- **ADMINISTRATION AND FUNDRAISING: 22%**

The Alzheimer’s Association is dedicated to responsible stewardship of our donor’s contributions. We exceed the rigorous standards of America’s most experienced charity evaluator, the Better Business Bureau Wise Giving Alliance. We are also continually improving our operations to ensure we are providing the most effective and innovative research programs and services.

800.272.3900 | alz.org
WE WANT TO CHANGE THESE FIGURES
Our mission is to eliminate Alzheimer’s disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

- As the largest non-profit funder of Alzheimer’s research, the Association is committed to accelerating progress of new treatments, preventions and ultimately a cure.
- We have been part of every major research advancement for the past 30 years.
- We are the leading voice for the Alzheimer’s disease advocacy, fighting for critical Alzheimer’s research, prevention and care initiatives at the state and federal level.

WE ARE HERE TO HELP
The Greater Pennsylvania Chapter serves 59 counties across the state with regional offices in Pittsburgh, Erie, State College, Lancaster, Harrisburg and Wilkes Barre. Programs and services offered throughout the state include:

- **24-Hour Helpline**—24/7 service providing information, support and guidance in 170 languages.
- **Care Consultation**—A counseling/care management program that provides support and assists individuals and families in navigating through the disease process.
- **Caregiver Support Groups**—Confidential, supportive environments to promote open dialogue, guidance and support for those caring for loved ones with Alzheimer’s disease.
- **Early Stage Engagement**—Educational and recreational programming that offers cognitive, physical and/or social stimulation for individuals in the early stages and their care partners.
- **Education**—Educational programs for families, individuals with cognitive loss, care partners, and community members that range from introductory material to in-depth multi-part sessions and brain health information.
- **Safety Services**—Alzheimer’s Association Safe Return is a 24-hour nationwide emergency response service for individuals with Alzheimer’s or a related dementia who wander or have a medical emergency.
- **Trial Match**—Free clinical studies matching service that connects individuals with Alzheimer’s, caregivers and healthy volunteers to current studies.
# ALTOONA WALK TO END ALZHEIMER’S

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<thead>
<tr>
<th>Level</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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## PRE-EVENT

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<tbody>
<tr>
<td>Social Media Shout-Outs Chapter-Wide*</td>
<td>Listing</td>
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<tr>
<td>Social Media Shout-Outs on Walk* Event Page</td>
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<td>Logo</td>
<td>Listing</td>
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<tr>
<td>Website and Event Poster Recognition—Chapter and Walk Sites*</td>
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<td>Listing</td>
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<td>Educational Programs for Employees Presented by Alzheimer’s Association</td>
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## DAY OF EVENT: October 6th, Altoona Curve Stadium

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<td>Walk Day Signage*</td>
<td>Logo</td>
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<td>Signage Along Walk Route*</td>
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<td>Scripted Recognition on Event Day</td>
<td>Opening Ceremony</td>
<td>Pre-Opening Ceremony</td>
<td>Pre-Opening Ceremony</td>
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<td>Complimentary T-Shirts</td>
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*Logoed Champion Items due August 1st, *Logos must be in jpeg or eps format
SPONSOR INFORMATION

Company (as to be printed)_____________________________________________________

Contact Name___________________________________________________________________________

Address______________________________________________  City/State_________________________

Zip________________ Phone ___________________   Email_______________________________

COMMITMENT LEVEL: 2018 Altoona Walk to End Alzheimer’s

☐ Platinum- $1,000
☐ Gold- $500
☐ Silver- $250
☐ Bronze- $150

Date________________

Authorized Signature________________________

Title______________________________________

PAYMENT INFORMATION

☐ Please invoice me

☐ Check enclosed (payable to Alzheimer’s Association)

☐ Credit Card

Card number_________________________________________  Expiration________ Sec. Code: ______

Payment Authorized Signature__________________________

Payment is due no later than the walk date. Logos to be submitted by May 30, 2018.

Please return form to Melanee Phillips
mephilps@alz.org or 270 Walker Drive, Suite 201B, State College, PA 16801