

ALZHEIMER'S ISN'T STOPPING. NEITHER ARE WE.



WALK TO
END 
ALZHEIMER'S

alzheimer's  association®



2021 TEAM CAPTAIN GUIDE

Your guide to recruitment and fundraising success

Dear Team Captain,

Thank you for leading the way in the fight against Alzheimer's by taking on this important role! The success of the Alzheimer's Association Walk to End Alzheimer's® relies on teams of friends, family, co-workers and neighbors, led by people like you. As a Team Captain, you build excitement and help your team set fundraising goals, and we're here for you every step of the way.

In this kit, you'll find everything you need to get started, including:

- A worksheet to help you set goals and track your team's progress.
- Tips for recruiting co-workers and building your team.
- Fun and easy fundraiser ideas to inspire you and motivate your teammates.
- Information on matching gifts.
- Details of our 2021 incentive program.

To ensure your success, numerous helpful tools and resources are available to you through your online Participant Center at alz.org/walk. Log in today to access:

- Additional team member recruitment ideas and tools for successful team building.
- Tools to help you host fundraisers like a Casual for a Cause day, a Dine and Donate night or a point-of-purchase flower pin-up display.
- Email templates to help you and your team recruit, fundraise and thank your donors.
- Online tools and social media resources to help you spread the word and raise funds.
- And more!

We're moving forward with plans to host Walk to End Alzheimer's in person this fall!

Your health and safety remain our top priorities as we continue to monitor the pandemic and make decisions about event details. While we're planning to gather in person, we will continue to offer options to participate in Walk online and in your neighborhood.

Visit alz.org/walk for the latest information.



TOOLS & RESOURCES



Learn more about our resources.

After you've registered your Walk team, visit our website at alz.org/Texas to explore our Education Programming, Support Groups, Care Consultation and more! For more information, visit page 18!



Make a self - donation.

Kick-start your fundraising by making a self-donation! By making a self - donation, you are demonstrating your personal commitment to fundraising for the mission. Find more fundraising ideas on page 12!



Plan your fundraising.

Launch a Facebook Fundraiser through your Participant Center, text or write a letter to your network and ask them to donate. Share your story and include a picture of who you are honoring. For tips on starting your Facebook Fundraiser, see page 14!



Set a goal.

Set a goal for your Walk team that will inspire your team members, friends, family and donors to maximize their fundraising efforts. Check out the Team Captain Goal Setting Worksheet on page 8!



Meet with your Walk Manager.

Your Walk Managers are here to help brainstorm fundraising ideas, provide support and answer your questions! Find your Walk Manager's contact information on the Welcome Letter!

1 BUILD YOUR TEAM.

Invite others to join you in advancing the fight against Alzheimer's disease. The Alzheimer's Association® suggests a team of 12 to 15 registered participants, but teams of all sizes are welcome.

Tips to recruit team members:



Set up your team webpage. Visit your Participant Center to build a team webpage, including photos and your team's reason to end Alzheimer's.



Set a participant goal. Determine a goal for your team size and brainstorm a list of potential teammates.



Send emails. Log in to your Participant Center to find pre-written recruitment emails to send to friends and family.



Host a team rally. Invite existing and potential team members to a party and help build excitement about participating in Walk.



Engage in friendly competition. Challenge another Team Captain to see who can recruit more team members.



Invite virtual participants.

Ask people from across the country to join or support your team, even if they can't make it in person on Walk day.



Socialize. Recruit teammates through social media. Share updates about your efforts on Facebook, Twitter, Instagram and LinkedIn — right from your Participant Center.



Forward to a friend. Encourage your teammates to forward a recruitment email to their contacts.



Recruit everywhere. Ask people at your work, church, gym, book club and local coffee shop to join your team.

2 MOTIVATE YOUR TEAM.

As a Team Captain, it's your job to create excitement and encourage involvement.

Tips to inspire and engage your team:

- **Increase communication.** In the weeks leading up to the event, send inspirational quotes, personal stories or photos from previous Walks and share updates on fundraising progress.
- **Commit to success.** Share fundraising tips with your teammates and be prepared to offer help and suggestions to those who have a hard time asking for donations.
- **Plan a team fundraiser.** Organize an event to encourage team bonding and raise funds. See next page for ideas.
- **Promote the Champions Club.** Participants who raise \$500 gain access to the exclusive Champions Club. Those who reach \$1,000 become Grand Champions and individuals who raise \$2,500 or more reach the top of the club as Elite Grand Champions.

3 FUNDRAISE.

As a Team Captain, we encourage you to embrace fundraising ideas that are easy, fun and increase involvement. Brainstorm with your teammates to select activities that will engage others in the cause.



Ideas to guide your fundraising efforts:

Set a goal together. Plan a dinner, coffee break or happy hour to determine your team fundraising goal and what each person will aim to raise. We encourage participants to raise at least \$100.

Explore ideas. Discuss fundraising options with your team to determine which have the most potential. Check out the A-Z Fundraising ideas on page 12.

Make the first donation. Set an example for your team by making a self-donation. It doesn't matter how much — showing your dedication and inspiring others to do the same is what counts. Participants who make a self-donation to start their fundraising typically raise double the amount of those who don't.

Use online tools. All registered team members have access to their online Participant Center, where they can build a personal fundraising webpage and find pre-written email templates to send to friends and family asking for donations. Each team member has access to numerous tools, including the Walk mobile app — an easy way to fundraise on the go. For more information on the mobile app, see page 15.

Aim for one a day. Ask one person per day to donate to your team. Make the "ask" part of your daily schedule so it becomes a habit.

Explore opportunities in your community. Can you raise money at a local fair or event, or by hosting a garage sale? You may also consider asking for donations from community organizations, local corporations and businesses that you frequent. People you support on a regular basis may be happy to return the favor.

Fundraise at work. Ask if you can host a Casual for a Cause fundraiser at your office or display point-of-purchase flowers in exchange for donations. Visit alz.org/casualforcause to order your free Casual for a Cause kit complete with stickers. Your local chapter can provide you with the pin-up flowers. Learn more about these activities and others in your online Participant Center. For tips on recruiting your co-workers, visit page 9.

Reach out to local Association volunteers and staff. They have a wealth of knowledge, information and ideas to help you achieve fundraising success. Email alztxwalk@alz.org for more information.

Secure matching gifts. Many workplaces will match a portion of the money their employees raise for charity. To see if your office has a matching gift policy, visit alz.org/walkmatch or talk with your human resources department. For more information on matching gifts, see page 17.

4 PREPARE FOR WALK DAY.

Your team should arrive on event day energized and ready to show the community the force we represent in the fight against Alzheimer's.

Tips to build excitement:

- **Plan ahead.** Contact your local Alzheimer's Association office to see if there's an Early Bird Check-In planned, or other opportunities to turn in your funds and receive your wristbands, T-shirts (available to participants who raise \$100 or more) and any other event-day materials before Walk day.
- **Stay in regular communication.** The day before Walk, send an email to your teammates with all the event details, including where to meet on Walk day, and ask that they bring any additional donations to the event.
- **Get organized.** Make arrangements for carpooling or other event-day logistical needs. Consider planning a pre-Walk breakfast or post-Walk lunch to celebrate your team's success.
- **Show your purple.** In addition to wearing your Walk T-shirts, your team may want to create buttons or signs to express your reasons to end Alzheimer's.
- **Capture the moment.** Take a formal team photo as well as some candid shots to capture the emotions of the day. You may want to use this in your thank-you to donors or for next year's recruitment efforts.
- **Get immersed in the Alzheimer's cause.** Encourage your team to visit the Association's education and awareness tables at the event to learn about clinical studies, advocacy, programs and services, and more.
- **Share your experience.** Gather at the Walk finish line to recognize your success. Be proud of all you've accomplished in the fight against Alzheimer's and share that pride with your social networks live from the event. Include the hashtags **#Walk2EndAlz** and **#ENDALZ**. You can also use this opportunity to ask for last-minute donations.
- **Show gratitude.** Be sure to thank everyone who joined and supported you for their dedication to the cause. Team members and donors who are shown appreciation are more likely to participate year after year than those who are not.
- **Come together to celebrate.** Plan a post-Walk event for your team and share fundraising totals, recognize top team members and celebrate your team's accomplishments.



"I formed a team and asked my friends and family to join me in memory of my grandmother and in honor of my dad who was diagnosed with Alzheimer's in 2015. That was six years ago and Team #BeABurke is still going strong with three Grand Champions!"

-Brandon B., Team Captain



alz.org/walk

TEAM CAPTAIN GOAL-SETTING WORKSHEET



Team Captains who set goals for their team are three times more successful in raising awareness and funds to support the Alzheimer's Association® than those who don't. Complete this worksheet to set your goals and track your progress toward success. Returning Team Captains, include last year's totals for each category to help set your sights for this year!

WALK TO END ALZHEIMER'S® TEAM GOALS

#1

TEAM CAPTAIN

As a Team Captain, it's important you lead by example. Make a self-donation to start your fundraising and embrace ideas that are easy, fun and increase involvement.

This year _____

Last year _____



TEAM MEMBERS

Recruit at least 10 people to join your team and fundraise (be sure they register so all fundraising is tracked appropriately). Check out tips on how to recruit team members in the pages that follow.

This year _____

Last year _____



\$100* FUNDRAISERS

Every team member who raises at least \$100* will earn the official Walk to End Alzheimer's T-shirt. Encourage your team to check out the Participant Center at alz.org/walk for fundraising ideas and tips.

This year _____

Last year _____



CHAMPIONS

The Champions Club recognizes and rewards participants who reach fundraising milestones of \$500, \$1,000 and \$2,500. Set a goal for how many team members will hit these milestones — be sure to include yourself!

This year _____

Last year _____



FUNDRAISING EVENTS

Fundraising events are a great way to collect donations, inspire others and bond with your team members. Download the **Virtual Fundraising Guide** from your Participant Center to get inspired!

This year _____

Last year _____



TEAM FUNDRAISING

Aim high! The average Walk team raises \$1,100.

This year _____

Last year _____

10 TIPS FOR RECRUITING CO-WORKERS

Co-workers make great additions to your Alzheimer's Association Walk to End Alzheimer's® team! Here are 10 tips to get your colleagues on board.

- 1 Start early.** Begin recruiting right after you register your team. The sooner you build your team, the more time you'll have to raise awareness and funds.
- 2 Speak at a company or team meeting.** Sharing your reason to end Alzheimer's may motivate others to get involved.
- 3 Download and use the Walk backgrounds for Zoom.** Share in meetings why you're participating and ask others to join you. Provide a link to your team's registration page in your work email signature.
- 4 Include a blurb in your company newsletter.** Share a brief story that explains your connection to Alzheimer's and lets others know how they can join your Walk team.
- 5 Ask your manager or CEO to send an email on your behalf.** Draft the email you'd like sent and invite them to include a personal story if they have one.
- 6 Offer incentives.** Encourage colleagues to sign up by offering small prizes to the first people who register for your team.
- 7 Get the word out.** Let your co-workers know you're looking for team members and ask them to help spread the word. They may know someone in another department who would like to participate.
- 8 Hold a virtual kickoff.** Ask attendees to wear purple. Send a small purple treat to their homes ahead of time, along with information on how to register.
- 9 Partner with your local Association office to offer a "Lunch and Learn."** Encourage your team to attend and share with other departments. Ask those who participate to join your Walk team.
- 10 Make it fun.** Give your co-workers regular updates on fundraising milestones. Those who haven't signed up for your team will see how much success and fun your team is having and may be inspired to join.

Visit alz.org/walk and log into your Participant Center for more recruitment tips.





2021 Incentive Program

You must be a registered participant to earn incentive gifts.
Register for a Walk to End Alzheimer's® event in your area at alz.org/walk.



2021 Walk to End Alzheimer's participant T-shirt

\$100



Campfire mug, collapsible silicone pet bowl or tank top*

\$300



Canvas tote bag, vegan leather dopp kit or baseball tee AND Champion medal and yard sign**

\$500



Oversized velour beach towel, garden flag or apron with pockets

\$750



Mobile power bank, stainless steel water bottle or Bluetooth finder and key chain AND Grand Champion striped-sleeve T-shirt

\$1,000



Igloo cooler, full-zip hoodie or Pandora bracelet

\$1,500



Cozy fleece jacket*, yoga mat or anti-theft design laptop backpack AND Elite Grand Champion crew sweatshirt

\$2,500



Fuji Instax camera bundle or North Face jacket*

\$5,000



YETI Hopper cooler or PowerXL air fryer with pot holder

\$7,500



GoPro bundle with dry bag or three suitcase set with luggage tags

\$10,000

*Available in men's and women's styles.

**Yard sign design may vary.

Individuals who reach the fundraising minimums for the participant T-shirt, Champion medal, yard sign, Grand Champion T-shirt and Elite Grand Champion sweatshirt will receive these items in addition to their selected incentive prize.

Visit your Participant Center at alz.org/walk for fundraising tools, tips and ideas.

Gifts are not cumulative; only one item is awarded to each fundraiser. Fundraiser may select one item at or below the level achieved.

Redemption certificates will be sent via email after the event. Contact your local chapter for the fundraising deadline.

Need help with your certificate or redeeming your prize? Call **855.462.7263** or email ALZ.incentives@halo.com.

BE A FUNDRAISING CHAMPION.

The Walk to End Alzheimer's® Champions Club recognizes and rewards participants who reach special fundraising milestones. These individuals are leading the way in the fight against Alzheimer's — and you can too!

All Champions Club members receive:

- Official event T-shirt.
- Fundraising badge on your personal fundraising webpage.
- Personalized thank-you certificate.
- Recognition on your local Walk website.
- Grand Champions and Elite Grand Champions receive additional rewards and recognition.

CHAMPIONS

Become a Champion by raising at least **\$500** and you'll receive a commemorative medal for your accomplishment. But this is just the beginning: channel your momentum to reach new ranks within the club.



GRAND CHAMPIONS

When you raise at least **\$1,000**, you'll earn the title of Grand Champion and the exclusive fundraising status that comes along with it. You'll also receive a special lightweight, heathered T-shirt to show off your success.



ELITE GRAND CHAMPIONS

Once you've raised **\$2,500**, you'll be in the company of greatness as an Elite Grand Champion. As part of this esteemed group of fundraisers, you'll earn a one-of-a-kind quarter-zip pullover and the glory of being one of the best.



How to raise \$500 in 10 Days

- Day 1** Sponsor yourself for \$35. The first donation is the hardest, show your personal commitment to the cause!
- Day 2** Ask two family members to donate \$25 each.
- Day 3** Ask five friends to contribute \$20 each.
- Day 4** Ask five co-workers to each contribute \$15.
- Day 5** Ask five neighbors to each contribute \$10.
- Day 6** Ask five people from your place of worship or your favorite group to commit to \$10 each (e.g., book clubs, social clubs, young professional groups).
- Day 7** Ask your place of employment for a company contribution of \$50. Better yet, ask your company to match the total you raise dollar for dollar.
- Day 8** Ask two-work related businesses or companies to sponsor you for \$25 each.
- Day 9** Ask businesses you frequent to contribute \$15 (e.g., hair salon, dry cleaner, favorite restaurant, dentist, doctor, accountant, mechanic, etc.).
- Day 10** Hold a team fundraiser and find a fun way to extend your reach (e.g., bake sale, car wash, raffle).

Congratulations you've raised over \$500!

Log into your Participant Center for more great fundraising ideas!

VIRTUAL FUNDRAISING IDEAS FROM A TO Z

- A**
 - **Adult spelling bee.** Host the event via videoconference. Contestants enter by donating to your Walk team and the winner gets a gift card to support a local business.
- B**
 - **Board games.** Ask your network and their families to play board games and have players donate to participate or pledge to support the winner. You can even set up online board games with friends on [Tabletopia](#).
- C**
 - **Concert from the couch.** Does someone in your household sing or play a musical instrument? Host a live concert on Facebook or Instagram. You can even take requests in exchange for a donation. Play the [Alzheimer's Association "Music Moments" album](#) as people log on.
 - **Cooking lesson.** Share a video of yourself making one of your favorite recipes. Let others know why this recipe is special to you and ask for support. Or, ask friends, family and co-workers to share their go-to recipes and create a digital cookbook to sell.
- D**
 - **Dance class.** The jitterbug of the 1930s; the hand jive from the movie "Grease"; the floss from "Fortnite"; and everything in between — teach the moves, share why you're motivated to fundraise and ask for donations.
 - **Demo class.** Use your skills to teach your friends virtually. Are you great at gardening? Drawing? Sewing? Host an online class and ask for a donation to participate.
- E**
 - **Escape room.** Check out [Simplemost's](#) list of free escape rooms you can host online. Ask people to donate to your Walk team to join in the fun.
- F**
 - **Facebook Fundraiser.** Launch a [Facebook Fundraiser](#) through your Participant Center. Use Facebook Live to share your story or do an activity, and invite others to give.
- G**
 - **Group marathon.** Ask 26 of your friends to join your team, run a mile and raise at least \$100 to help #ENDALZ.
- H**
 - **Happy hour from home.** Invite friends, family or co-workers to an online happy hour — encouraging everyone to wear purple! Share why you walk, along with the [Alzheimer's Association Alzheimer's Disease Facts and Figures video](#), and ask for donations.
 - **"Harry Potter" trivia night.** Ask for a donation to join. Invite participants to dress up and give an award for the best costume. Set up a group trivia competition using [Crowdpurr](#).
- I**
 - **Ice cream social.** Send kits with purple sprinkles, chocolate chips, mini marshmallows or chopped nuts to those who donate. Have attendees supply their own ice cream and enjoy your creations together over a virtual hangout.
- J**
 - **Jewelry making.** Make bracelets, earrings or necklaces and sell them for a donation to your team. There are many online tutorials that you can follow.
- K**
 - **Karaoke night.** Host an online competition using a free karaoke website or YouTube. Charge an entry fee to compete, request a donation for each vote cast or make donations to choose a song for someone else to sing.
- L**
 - **Letter-writing campaign.** A handwritten note will go a long way. Share why you are participating and ask for a donation. Find [letter-writing tips here](#).
- M**
 - **Matching gifts.** Many employers offer programs to match charitable contributions made by employees, sometimes doubling or tripling your donations! Visit [alz.org/walkmatch](#) to find out if your workplace has a matching gift policy.

- **Movie night.** Using [Teleparty](#), invite friends to watch a movie with you and donate what they would usually spend at the theater. Add a theme — such as '80s, old Westerns or musicals — and dress up accordingly. Add a movie trivia competition using [Crowdpurr](#). You could even mail candy or a pack of microwave popcorn to attendees to get them excited!

N

- **Name that baby.** Ask friends or co-workers to send you their baby pictures and compile all photos into a PowerPoint. Show the presentation during a video call or virtual happy hour and ask for donations per guess.

O

- **One-day flash fundraiser.** Think one-day flash sale, translated to fundraising. Send emails and texts, post updates on the hour and go live on social media. Share your story and ask for donations during those 24 hours. Build up excitement by promoting it in advance.

P

- **Puzzles.** Invite your virtual community to assemble puzzles. Ask participants to post photos, share the number of pieces they're working with and make a donation. Set a puzzle piece goal, post updates and encourage donations.

Q

- **Questions, anyone?** Everyone who makes a donation to your team gets to submit a question that you will answer via Facebook Live. You could even ask a local public figure or celebrity to do the answering!

R

- **Read-a-thon.** Beat the boredom for the young ones in your life by offering to read books over video conference. Parents will appreciate the break and the kids will enjoy seeing others virtually! Make it a weekly event and charge for admission.

S

- **Scavenger hunt.** Ask each household to join as a team and donate to play. Send each team a small list of items to find inside their home. The first team to find all of their items and provide video evidence wins! Encourage teams to challenge each other to find additional items for bonus points.

- **Silent auction or virtual garage sale.** Auction or sell items using [Facebook Marketplace](#) or [Instagram](#). Note in your listing that you're raising money for Walk to End Alzheimer's and share why you are participating. Ask for donations alongside your sales.

T

- **Text.** Let your network know they can donate by texting 2ENDALZ to 51555 and entering your name. Share your story and include a picture of who you are honoring.

U

- **Ugly Sweater Contest.** Get a group of co-workers to wear ugly sweaters on a video conference and ask each person to vote for the ugliest sweater using dollars (\$1 = one vote). Split the pot with the winner.

V

- **Vacation day.** Hosting a fundraiser with your co-workers? Ask your employer if the company can offer a paid vacation day as a prize.

W

- **Wacky wager.** Livestream using [Facebook Live](#), [YouTube](#), [Twitch](#) or another platform. Ask your community to donate for you to keep singing, cleaning your house, etc., or for you to do something wacky if you reach certain fundraising milestones. For example, offer to record yourself trying the latest dance move if five people donate \$50 each, or agree to dye your hair if ten people give \$100.

- **Workout challenge.** Ask for a donation for each exercise activity you can complete. Challenge others to see who can finish the most reps or work out for the longest period of time. You could do sit-ups, lunges, jump rope, even (safely) bench press your pet or child — get creative!

X

- **Xmas in July.** Get in the holiday spirit early! Bake cookies, watch Christmas movies and deck the halls with decorations. Post what you're doing to social media and ask for donations in the spirit of gift-giving.

YZ

- **Yoga or Zumba.** Partner with a yoga or Zumba instructor to host a virtual class, donating half of the proceeds back to your team.





HOW TO CREATE A WALK TO END ALZHEIMER'S FACEBOOK FUNDRAISER

Registered Walk to End Alzheimer's® participants can log in to their Participant Center on alz.org/walk and set up a Facebook Fundraiser. All donations received through your Walk to End Alzheimer's Facebook Fundraiser will be credited to your fundraising total and reflected on your individual fundraising webpage.

What are the benefits of a Facebook Fundraiser?

-  **Impactful.** On average, participants who create a Facebook Fundraiser raise more than twice the amount when compared to participants who fundraise online without one.
-  **Quick.** Your Facebook friends can donate on the spot.
-  **Easy.** With just a few clicks, you can invite friends to support your efforts.
-  **Motivational.** Your friends will see updates about your progress and which of their friends are donating.
-  **Far-reaching.** Your donors are encouraged to invite and share your fundraiser with their friends, which means you could receive donations from people you don't know who were moved by your story!

How does it work?

- You must be a registered participant in order to create a Walk Facebook Fundraiser. Once registered, visit alz.org/walk and log in with your username and password, then click "Participant Center."
- On the dashboard, click "Connect to Facebook" (also accessible from the "My Page" and "Social Media" sections). You'll be prompted to log into Facebook with your account credentials, or, if you're already logged in, confirm you're connecting the correct account.
- That's it! Your Facebook Fundraiser will be automatically created using the personal story, photo and goal from your Walk fundraising page. Look out for your newly earned Facebook Fundraiser badge on your personal webpage!



Visit alz.org/fb for more details and instructions, including a how-to video and FAQs.

14



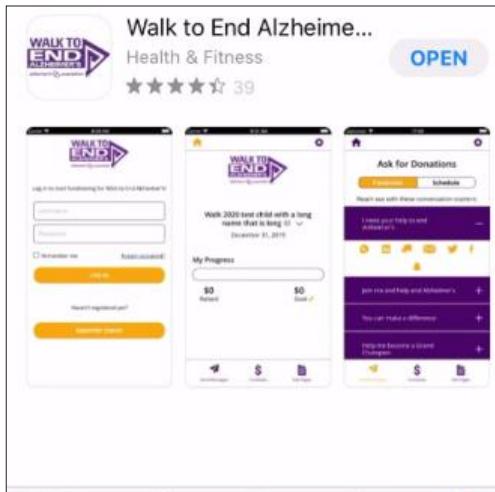


Mobile Fundraising App

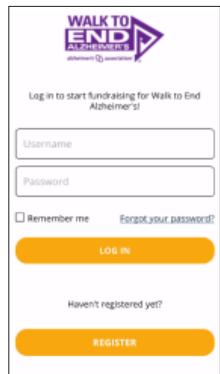
Follow the step-by-step instructions below to install the Alzheimer's Association Walk to End Alzheimer's® mobile app. This free app lets you check your fundraising progress, send messages, deposit checks and more.

1. Install the mobile app.

- Visit Google Play or the Apple App Store on your device.
- Search for "Walk to End Alzheimer's" and follow the steps to download and launch.



2. Log in using your Walk Participant Center username and password.



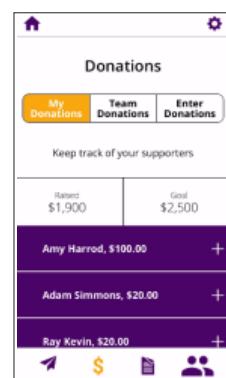
3. Update your personal page.

- Let your potential donors know why you're participating in Walk to End Alzheimer's. Those who include a personal story and photo raise more money, on average, than participants who don't.



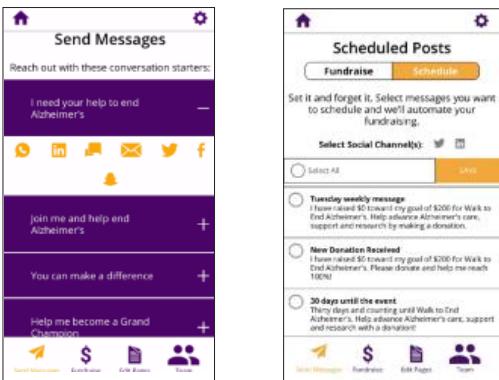
4. Check your fundraising progress.

It's easy to stay up-to-date on your fundraising progress. Your home screen displays how much you've raised towards your fundraising goal. If you're part of a team, you will also see your team's progress. Click the "Fundraise" icon at the bottom to see your individual or team donations.



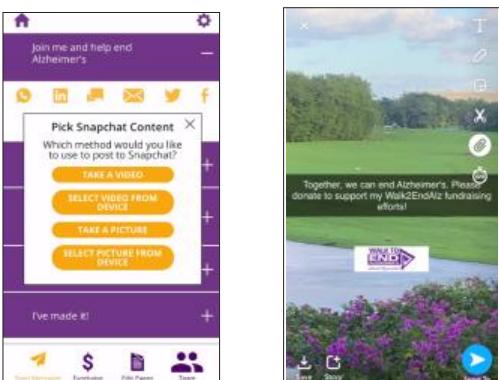
5. Schedule and send messages.

Click the “Send Messages” icon to send texts, emails or social media messages to support your fundraising efforts. You can even schedule posts on LinkedIn and Twitter to publish periodically leading up to Walk day.



6. Share messages through SnapChat and What's App.

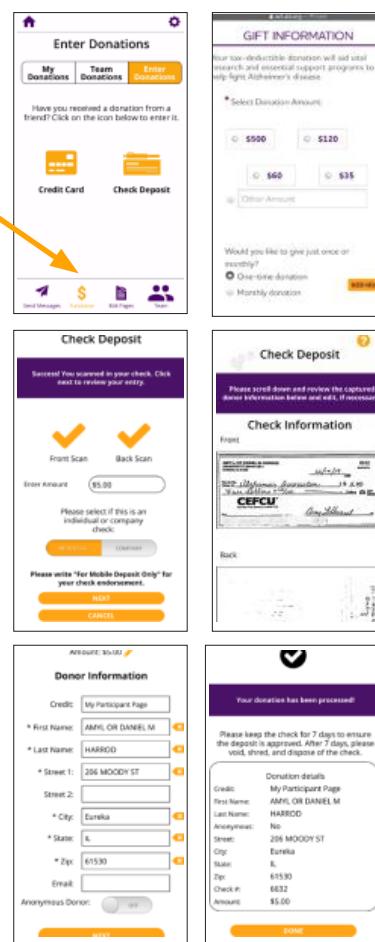
New this year! You can now send pre-written messages, images or videos linking to your fundraising page through SnapChat and What's App.



7. Deposit a check.

You can deposit a check donation in the app by clicking on the “Fundraise” icon and then “Enter Donations”.

- Select “Check Deposit” and enter the amount of the check.
- Scan the front of the check. Your phone will automatically take the picture when it’s aligned. A “Success!” message will appear when the image has been captured.
- Write “For Mobile Deposit Only” on the back of the check in the endorsement space and scan it. Your phone will automatically take the picture when it’s aligned. A “Success!” message will appear when the image has been captured.
- The name and address of the donor will be inputted directly from the check. Review the information and submit it.





DOUBLE YOUR IMPACT WITH A MATCHING GIFT.

Many employers sponsor matching gift programs and will provide matching charitable contributions for donations made by their employees. Some employers also provide volunteer grants for employee service hours.

A matching gift is an easy way to double your donation to the Alzheimer's Association®, making an even bigger impact on the fight against Alzheimer's disease.

1. When you donate to your local Walk, search for your company under the Matching Gifts section of the online form. Once your donation is complete, you'll receive an email with instructions on how to submit a matching gift request through your employer.
2. If you've already donated, you can visit alz.org/walkmatch to search for your company and find next steps to submit a matching gift request through your employer.
3. Once a matching gift is verified (if requested) or received and processed by the Alzheimer's Association, the donation will be credited to the specified Walk participant, team or event.
4. Feel confident knowing that your gift to the Alzheimer's Association is going twice as far to advance Alzheimer's care, support and research.

See reverse for a sampling of companies that match donations to the Alzheimer's Association. Visit alz.org/walkmatch or contact your human resources department to learn more.



CARE & SUPPORT



24/7 Helpline - 800.272.3900

Support, information, referrals, and care consultations in over 200 languages



Caregiver Center

Help at each stage of the disease - alz.org/care



Support Groups

Locate support groups and education programs in your area
- communityresourcefinder.org



Trial Match

Clinical trial matching - alz.org/trialmatch



ALZConnected

Online community available 24/7 - alzconnected.org



Advocacy

Make your voice heard, become an Advocate - alz.org/advocacy



YOUR DOLLARS AT WORK

Every dollar you raise benefits those affected by Alzheimer's disease in your community.

The Alzheimer's Association is a global organization, working to advance care, support and research across the world.

From face-to-face support to online education programs and promising worldwide research initiatives, the money you raise makes a difference in the lives of those facing Alzheimer's.

The Alzheimer's Association:

Provides care and support to all those facing Alzheimer's.

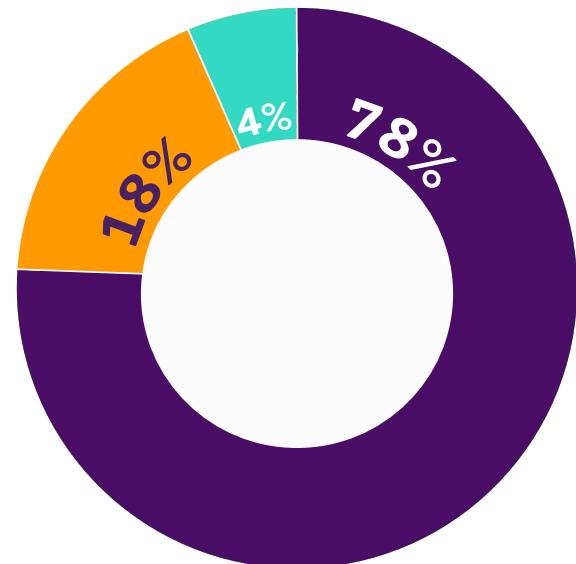
- Online message boards through ALZConnected®.
- Support groups, connecting those facing the disease with a network of help in their community.
- A free nationwide 24/7 Helpline (800.272.3900) offering information and referrals.

Drives research toward treatment, prevention and, ultimately, a cure.

- Currently investing over \$208 million in 590 active best-of-field projects in 31 countries.
- Accelerates study focused on the relationship between lifestyle habits and cognitive function by funding and implementing clinical trials such as the U.S. POINTER Study.
- Leads the field in research around risk reduction by investing in studies such as SPRINT MIND, the first randomized clinical trial to demonstrate that aggressive treatment of blood pressure can significantly reduce the occurrence of mild cognitive impairment (MCI).

Speaks up for the needs and rights of people affected by Alzheimer's.

- Helps to pass landmark legislation such as the National Alzheimer's Project Act, which mandated a national plan to fight Alzheimer's.
- Drives bipartisan support for federal Alzheimer's and dementia research funding, bringing the current annual total to \$2.8 billion.
- Ensures that individuals living with dementia, regardless of age, have access to critical care and support services through legislation such as the Older Americans Act.



Alzheimer's care, support, research, awareness and advocacy

Fundraising

Administrative

USE OF FUNDS

The Alzheimer's Association exceeds the rigorous standards of America's most experienced charity evaluator, the Better Business Bureau Wise Giving Alliance. The Association also holds a National Charity Seal from the Alliance.



The Alzheimer's Association leads the way to end Alzheimer's and all other dementia - by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support.

