



# 2021 TEAM CAPTAIN GUIDE

*YOUR GUIDE TO RECRUITMENT AND FUNDRAISING SUCCESS.*



**DENVER WALK TO END ALZHEIMER'S**  
SATURDAY, SEPTEMBER 18, 2021

# THANK YOU FOR STEPPING UP AS A TEAM CAPTAIN

The end of Alzheimer's starts with you — and we're grateful you're leading the way. 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're building excitement and helping your team set fundraising goals. Every person you recruit and every dollar you raise increases awareness and helps the Alzheimer's Association® advance care, support and research.

Thank you for taking on this important role. Together we can help those affected by this devastating disease and move closer to our vision of a world without Alzheimer's.

Since 1989, we've been walking to make a difference in the fight against Alzheimer's, the nation's sixth leading cause of death. The success of the Walk relies on teams just like yours — teams consisting of friends, family, co-workers and neighbors, all uniting to end this devastating disease. You can start with one email, one phone call, or one letter asking friends and family to join you. You will be amazed how many people are touched by this impartial disease, and how willing they will be to support you! Here are some ideas that are sure to stir your creative fundraising juices! Please contact us if we can be of any assistance!

## YOUR WALK STAFF TEAM

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# WE'RE IN THIS TOGETHER

Walk to End Alzheimer's is the world's largest event to raise awareness and funds for Alzheimer's care, support and research — and that's in no small part because of the enthusiasm and leadership of our Team Captains. With your help, we've been able to adapt to a variety of challenges. That includes the COVID-19 pandemic that inspired last year's *Walk is Everywhere*. Our teams were on hiking trails, park spaces, neighborhood sidewalks and everywhere else. We're not sure what the Walk will look like this year, but we're here to help you every step of the way.

The Colorado Chapter provides classes and trainings, support groups, care consultations, early stage programs and services, a 24/7 Helpline and many other services for those with the disease and their caregivers. All classes and services are offered online for the convenience and safety of everyone. Thanks to money raised by fundraisers like you, we are able to provide all of these services at no cost to the families. Additionally, we are the number one nonprofit funder of Alzheimer's research in the world.

## TEAM CAPTAIN SUPPORT INCLUDES:

- Recruitment ideas and tools for successful team building.
- Creative fundraising ideas to implement at work and in the community.
- Coaching emails with tips and reminders to keep you and your team on track.
- In person (when safe and appropriate) and online support.
- Online tools and social media resources to help you with your fundraising efforts.

Log in to your Participant Center at [alz.org/walk](https://alz.org/walk) to access Team Captain resources.



# 1

# BUILD YOUR COMMITTEE

Our most successful company teams build committees composed of a variety of committed staff members. Many people will be eager to join you in advancing the fight against Alzheimer's and other dementias — they just need to be asked.

## HOW TO BUILD A COMMITTEE

**Size and structure.** We understand that companies come in all sizes so your committee needs to reflect this reality. We recommend that you scale your committee size accordingly. If you have under 30 staff members, your goal may be 4-5 committee members. If you have 30+ staff members, your goal may be 6-15 committee members. Start by selecting staff members who will positively affect your fundraising efforts.

**How to recruit members.** After you have determined your company's committee goal size, send out invitations! Promote the importance of ending Alzheimer's and all dementia, discuss how this disease affects your employees and possibly people you love. Make it personal and tug on the heart strings. See the sample recruitment email on the next page.

**Start early.** Data shows that the earlier you start planning, the earlier you start fundraising, and the more money you raise! Set a target date to have your committee established. The Denver Walk is in September so we recommend having a committee in place by March.

# SAMPLE RECRUITMENT EMAIL

Dear [Name],

Are you ready to make a difference? The world needs a cure to Alzheimer's disease. This disease affects many of our employees, friends, and families. Please join the 2021 Walk to End Alzheimer's [insert your community's name] team. As a team, we will work hard to raise money to find a cure and have some fun doing it!

We would love your participation with our Walk to End Alzheimer's team and invite you to join our first meeting on [insert date and time] at [insert location]. Please do not hesitate to ask for more details. Hope to see you [insert date]!

Currently, Alzheimer's can't be prevented, cured or even slowed. But what if one day it could? Join us and our entire community to help make that beautiful day happen.

Thank you!

Sincerely,

[Name]

[Phone Number]

[Email Address]



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## CREATE A PLAN

An important part of your Team Captain role is to engage your team in planning your fundraising strategy and to build excitement around the Walk to End Alzheimer's.

### TIPS TO INSPIRE AND ENGAGE YOUR TEAM

**Organize a committee meeting.** Organize a team dinner, coffee break, or happy hour to decide on a fundraising goal, brainstorm some ideas, and determine each teammate's expected contribution. We encourage all participants to raise at least \$100. Use the Fundraising Ideas A-Z document found at the end of this guide for some the tried and true ideas.

**Establish committee member responsibilities.** While you will probably collaborate on everything, the committee will function best when members take the lead on specific responsibilities that contribute to the overall committee goals. See sample responsibilities for a large company in this packet. These can be amended according to your company's needs and abilities.

**Create a calendar.** Create an annual calendar of fundraising events and make it visible to everyone so as many people as possible participate! See sample calendar in this packet.

**Set goals.** Decide how much you want to raise as a team and then divide it into smaller monthly targets. Include these goals on your event calendar so you know if you are on track to get to your goal by Walk day. You can also set goals for how many Champions Grand Champions, and Elite Grand Champions you want to have on your team. Use the goal setting worksheet on the next page.

# 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



As 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 \_\_\_\_\_



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 \_\_\_\_\_



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](http://alz.org/walk) for fundraising ideas and tips.

\*Most Walks require a \$100 minimum; in some locations, this amount is higher.

This year \_\_\_\_\_  
Last year \_\_\_\_\_



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 are a great way to collect donations, inspire others and bond with your team members. Download the A-Z Fundraising Ideas from your Participant Center to get inspired!

This year \_\_\_\_\_  
Last year \_\_\_\_\_



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

This year \_\_\_\_\_  
Last year \_\_\_\_\_

# COMMITTEE RESPONSIBILITIES

## CORPORATE LEAD

This person is responsible for being the liaison between the committee and your company's leadership. This includes:

- Advising leadership about your activities and requesting necessary permissions
- Requesting help from department managers
- Keeping the Human Resources department up to date

## ADVERTISING LEAD

This person is responsible for promoting the Walk team's efforts i.e. fundraising events and successes. This includes:

- Using email, posters, and fliers to advertise Walk activities to staff members
- Maintaining the event calendar for all interested parties
- Advertising how to register for the Walk team online

## SILENT AUCTION LEAD

This person manages the silent auction donations and some event logistics. This includes:

- Asking committee and staff members to solicit businesses for donations. The best time for restaurants is between 2-4 pm Mon-Fri.
- Tracking in-kind donation requests and ensuring all follow up
- Maintaining an updated list of in-kind donations
- Working with Events Lead to secure a location and time for the auction
- Scheduling all auction item pick-ups

## EVENTS LEAD

This person manages all dine out nights and some silent auction event logistics. This includes:

- Scheduling all dine out nights at local restaurants
- Signing up dine out night attendees as most restaurants want a commitment signup list
- Securing and scheduling the room for the silent auction
- Creating and printing descriptions of auction items and bidding pages
- Purchasing decorations for the silent auction

## FINANCIAL AND TECH LEAD

This person manages all online activities and payments. This includes:

- Developing the Walk team's online fundraising page
- Using the ALZ mobile phone app to deposit checks directly to your team account
- Managing online payments at events and the silent auction to have payee pay for items directly to your Walk team's page
- Maintaining proper accounting for all donations
- Providing tax receipt information

## THANK YOU LEAD

This person is responsible for showing gratitude. This includes:

- Sending thank you notes to donors and anyone who helped out
- Purchasing gifts from the Alzheimer's Association themed shop for your top three donors
- Promoting your shared accomplishments to the team

# 2021 JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

# 2021 AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

# 2021 JULY

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

# SAMPLE CALENDAR

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# FUNDRAISE

Every dollar you raise helps to strengthen the efforts of the Alzheimer's Association while moving us closer to our vision of a world without Alzheimer's disease and other dementias. From in person support to online education programs and promising worldwide research initiatives, your donations make a difference in the lives of the millions of people affected by Alzheimer's and dementias today and those who will face dementia tomorrow.

As a Team Captain, we encourage you to embrace fundraising ideas that are easy, fun, and increase involvement.

## IDEAS TO GUIDE YOUR FUNDRAISING EFFORTS

**Make the first donation.** Set a great example for your team by making a contribution toward your personal fundraising goal. It doesn't matter how much — showing your dedication to the cause and inspiring others to do the same is what counts. In addition, participants who start their fundraising with a self-donation typically raise double the amount of those who don't.

**Market your fundraising events.** Let everyone know about your events by hanging posters throughout your office, including them in internal emails, adding them to your email signature line, and sharing in any newsletters to your families.

**Use our online tools.** Upon registration, all team members have access to their Participant Center, where they can build a personal fundraising webpage and send pre-written emails to friends and family asking for donations. Each team member has access to numerous tools, including the Facebook Fundraiser— an easy way to request donations from people in your social network.

**Create a paper trail.** Use Google Drive or another system to store and track all your documents and important information. This makes it a lot easier to start again the following year and share information with other committee members.

**Reach out to your local Alzheimer's Association office.** Staff members have a wealth of information, tools and ideas to help you achieve fundraising success. We also have Walk rack cards and posters that can be personalized with your team name and URL for online fundraising. Keep a supply of Walk collateral on hand so you have it ready when you run into people you want to ask to join your team. Post Walk team recruitment information in the lunch/break room where people will see it.

**Raise your goal!** If you reach your fundraising goal, increase it! More people may donate if they see you need it.

# FUNDRAISING IDEAS

Companies like yours are an amazing part of our Walk to End Alzheimer's and make up about half of our teams. Over the years those teams have shared with us many of their creative ideas for fundraising. Here are a few of our favorites from one care community that raised over \$20,000:

**Casual for a Cause.** Casual for a Cause is our greatest ever, super easy fundraising tip! Employees can dress casual on designated days for a specific dollar donation. If you already have a designated casual day, turn it into a different fundraiser, like color days. These are designated days when staff members wear their favorite sports team colors. You might consider selling a years worth of casual/colors day privileges for \$100, or a month for \$25. This great fundraising event can go on all year long. Call your local Alzheimer's Association office for your Casual for a Cause stickers and promotional posters today.

**Dine out nights.** Many restaurants will donate a percentage of a night's sales back to your team. Chipotle, Chick-fil-A, Noodles & Company, California Pizza Kitchen, On the Border, and Pizzeria Locale are just a few of our favorites. Have multiple events to capture the largest audience and get maximum fundraising benefits. Pro tip! Find out if your guests need to bring in a flier to communicate you are with the fundraiser.

**Bake/Burrito sale.** Get your colleagues together and make goodies to "sell" for a donation. Pro tip: breakfast burritos work great! Remember to reach out to your suppliers and favorite bakeries for donations, maybe one of them will donate to your event.

**Dunk tank.** Have residents and staff take turns trying to dunk the bosses! One care community was able to use its sales budget to secure the tank.

**"Sell" purple Alzheimer's Awareness bracelets.** Reach out to your local Alzheimer's Association staff to see how you can secure some of these bracelets and create a competition among staff members to see who can "sell" the most. Each "sale" is a donation to your Walk page!

**Hold a craft sale.** Have residents make hand made crafts and then have a craft fair to sell these one of a kind treasures. One of our communities had its residents hand paint clay pots. As another project residents participated in a gardening day filling the creative pots with "forget me nots."

# MORE IDEAS

**Silent Auction.** Organize a silent auction that is open to staff, and their families. Contact local vendors for donations to auction off. Some best sellers are restaurant gift cards, fitness center/yoga memberships, hair salons, manicure gift cards, Home Depot, Target, free nights and restaurant gift cards at casinos, and massages. Sam's Club or Costco may donate gift cards to put toward silent auction supplies (approval can take awhile so start early). See sample donation letter at the end of this guide.

One way to manage this initiative is to have each department create its own themed gift basket (pets, spa, tailgater, Halloween, movie night, candy basket, etc) and auction those off! To add to the fun get donations from local liquor stores, create a booze wall, and sell each item for \$10.

**Host a mini "Walk" on your campus.** One week before the actual Walk to End Alzheimer's, host your own "mini" Walk for residents and their families. Make it a fun, family friendly event with face painting, outdoor games, and a barbecue lunch (donated if possible). You can raise money by asking for a donation to attend, having the Kona Ice food truck sell treats (it donates back 20%), selling balloons with donated prizes inside for \$20 each, providing incentives for additional donations, such as Memory Mile Markers honoring loved ones along the Walk route, and inviting home health vendors to have a booth for a small fee.

**Wine pull.** Have each member of your team donate a bottle of wine to the event. Place bottles upside down in cardboard wine cases so no one can see the bottle. Charge all who attend an entry fee. For an entry fee participants have the opportunity to pull one wine bottle from the box. Whatever wine they pull is their prize! You might even have a "premium" wine box. Those who make an additional donation get the opportunity to pull a bottle from the "premium" box.

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# WALK DAY AND BEYOND

All teams should arrive on event day energized and prepared to celebrate our collective success —and ready to show the community the force we represent in the fight against Alzheimer's.

## BUILD EXCITEMENT AMONG YOUR TEAM

**Promote your success.** Make sure you share your success with everyone in your company. This will help build some excitement among the staff to continue fundraising and attend the Walk. You can do this at staff meetings, in newsletters, and in any corporate communications.

**Plan ahead.** Check with your local Association office if there is an Early Bird Check-In planned or other opportunities to turn in your funds before Walk day, and receive your wristbands, t-shirts (available to participants who raise \$100 or more), and any other event-day materials.

**Stay in regular communication.** The day before Walk, send an email reminding your teammates of event details and to bring any additional donations to the event. You can easily send emails to your team through your Participant Center.

**Get organized.** Make arrangements for carpooling or meeting up at the Walk. Consider planning a preevent breakfast or post-Walk lunch to celebrate your team's success.

**Show your purple.** In addition to your Walk t-shirt, your team may want to create buttons or signs to express your personal reasons to end Alzheimer's disease and other dementias.

**Capture the moment.** Take a formal team photo as well as some candid shots to capture the emotions of the day.

**Celebrate and show gratitude.** Celebrate all your accomplishments with your team by having a special lunch, awards ceremony, or happy hour. Don't forget to send thank you notes to all your donors and thank all the businesses that assisted with events. Include the fundraising total so they know what they contributed to and a reminder that they can still donate until the end of the year. Showing your gratitude will make it more likely that these supporters will help you again in the future.



# FAQ'S

## **Q: Is there a minimum amount that needs to be raised to Walk? Is there a registration fee?**

A: No, there is no minimum fundraising amount required to participate in the Walk, and there is no registration fee. However, we encourage every walker to set a personal fundraising goal.

Participants who raise a minimum of \$100 will receive an official 2019 Walk to End Alzheimer's t-shirt.

Participants who raise \$500 or more receive a Champions medal and have access to our Champions tent on Walk day!

## **Q: How should I turn in donations?**

A: Donations can be mailed directly to the Alzheimer's Association at 455 Sherman Street #500, Denver CO, 80203. Remember, **never send cash in the mail**. If you have cash to turn in you can bring your donations to the office, or you may turn them in the day of the Walk. If you turn your donations in prior to the Walk, they will be listed on your honor scroll. Funds may also be turned in on our convenient Early Bird Check-In days one week prior to the Walk. Watch the Walk website for dates and times.

## **Q: What if my donors would like a receipt?**

A: When a donor gives online, they will receive an automatic thank you letter via email that can be used as a receipt. All "offline" donations of \$100 or more will receive a thank you letter from the Alzheimer's Association automatically.

## **Q: Can I send in donations for more than one participant in one envelope?**

A: Yes, but please be very specific as to how the donations should be credited. Include the Walk location, participants name and team name if applicable. The more information you provide, the faster we can process your donations.

## **Q: Can people register on the day of the Walk?**

A: Yes, day of registration is permitted. Those needing to do so should visit the registration area to fill out a quick registration form. Donations may also be made at that time.

## **Q: Does every member of my team need to register?**

A: Yes, there are several reasons we like all members of the team to register. First, and most importantly, the registration form has a waiver that all walkers or their guardians should sign. These waivers are required by the cities who allow us to hold walks in their parks.

Secondly, we like to know who is walking so we can thank them for their participation. Finally, we like to know how many people are participating in the walk each year. It is fun to watch the size of the event grow. Participants like to know too!

# FUNDRAISING IDEAS

## A TO Z



\*PER COVID RESTRICTIONS FOR 2021

- A** **Adult spelling bee.** Host the event via video conference. 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 coworkers 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 \$100 to help #ENDALZ.
- H** **Happy hour from home.** Invite friends, family or coworkers to an online happy hour — encouraging everyone to wear purple! Share why you Walk, along with the Alzheimer's Association 2020 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 Crowdpr.

- 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 tutorials online 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](http://alz.org/walkmatch) to find out if your workplace has a matching gift policy.
- Movie night.** Using Netflix Party, 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 Crowdprur. You could even mail candy or a pack of microwave popcorn to attendees to get them excited!
- N** **Name that baby.** Ask friends or coworkers 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 coworkers 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 coworkers? 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.

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



## ABOUT THE ALZHEIMER'S ASSOCIATION

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support, and research. 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 vision is a world without Alzheimer's.



ALZ.ORG/CO  
800.272.3900

