

WALK TO END ALZHEIMER'S NEWSLETTER



Why We Walk: Team Leisure

Imagine that you're nearing 50 years of age and you begin losing the ability to perform simple mathematical calculations, forget birthdays or even misperceive distances while driving. Your response and perhaps that of your loved ones might be frustration, or fear of the unknown. Imagine those symptoms worsening over time so you seek medical assistance and are told that they are likely attributed to stress or depression: frustration. Imagine that your team of doctors wants to explore other medical causes for those symptoms but your insurance company won't cover the expenses for a PET scan: frustration. Imagine that your set of symptoms are diagnosed as Younger-Onset Alzheimer's Disease and that it has forced both heads of household to leave your professions and you still have children at home to support: more frustration and fear. This is not what you had planned for at this time in your relatively young life. Younger (or Early)-onset Alzheimer's carries a unique set of challenges to family, work, finances and future care that most families are not prepared for.

Two years ago, Jeff Leisure and his wife Melissa were faced with similar frustration and fear as described in the above scenario, when Jeff, at age 52, received a diagnosis of Posterial Cortical Atrophy (or PCA). Instances of PCA occur in approximately 5 to 15 percent of individuals who have been diagnosed as having Alzheimer's and commonly occurs between ages 50 and 65. Alzheimer's disease is considered to be Younger-Onset Alzheimer's if it affects a person under age 65.



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Mark Your Calendars & Register Your Team

October 3, 2021

act.alz.org/worcester



Upcoming Events

WEEK OF JULY 12 | Challenge Week

WED., JULY 14 | 1:00 PM

Walk2EndAlz Virtual Bootcamp: Fundraising is a Team Effort

- [Click here](#) to register

FRI., JULY 16

Ask for donations to your walk page

JULY 26-30

Alzheimer's Association International Conference | [Click here](#) to register

Quick Link



Join the Company Challenge

THANK YOU to all the businesses and our community for **Going Purple to End ALZ** in June to raise funds and awareness! We also thank our Worcester County Walk planning committee for making our Go Purple week possible.



We loved seeing our Facebook group Go Purple! Those that shared on social media were entered in to win (4) Tower Hill Botanic Garden tickets - the winner is **Angela Rosado with Team Tatnuck Park!**



Walk2EndALZ Virtual Boot Camp Series

Join us for our online Walk2EndAlz Boot Camp series over your lunch hour! You'll learn fundraising and recruitment tips from the pros, answer your questions and hear from others on their success! Be sure to share this information with your entire Walk Team - this is open to all participants! All sessions will take place at 12:00 pm for 30-45 minutes with time for Q&A on the designated dates and will be recorded in the event you're unable to join or you want to share them with your team.

This month's session is **Tuesday, July 14 at 12:00 pm**. The topic is Fundraising is a Team Effort. Ever feel the pressure to do it all by yourself? Learn how you can reach your personal and Team goal even faster by better engaging your Team members, company, and community in your fundraising efforts.

[Click here](#) to register.



Virtual Boot Camp Starts at 12 pm
Registration: <https://bit.ly/3cdm9Xw>

JUL 14

FUNDRAISING IS A TEAM EFFORT!

Ever feel the pressure to do it all by yourself? Learn how you can reach your Team goal even faster by better engaging your Team members, company, and community in your fundraising efforts.

Join the Company Challenge

Join other Worcester County community-focused employers by getting involved to make a difference in fighting Alzheimer's disease. To join the Company Challenge [click here!](#)

WINNERS WILL RECEIVE

- Walk Day recognition during speaking program announcing the top 3 Teams
- Acceptance speaking opportunity on stage at the Worcester County Walk for the winning Team
- Social media shoutout in the Worcester County Walk Facebook Group
- Traveling Trophy with company name engraved on it
- Trophy presentation with press release and social media post
- Recognition in the November Worcester County Walk participant email



THANK YOU, 2021 CHAMPIONS CLUB MEMBERS!

Dawn Sneade, Deb Mazza-Scanlon, Cara Carbone, Kolleen Jaillet, Mary Elliott, Arlene Liscinsky, Kate Chase, Courtney Gatta, Pamela Bates, Nancy Begin, Linda Urato, Sarah Clark, John Sotir and Connie Bartleson

The Walk to End Alzheimer's Champions Club recognizes and rewards participants who reach special fundraising milestones of \$500, \$1,000 and \$2,500. [Click here](#) to learn more!



July Team Spotlight

The Swett Sisters

THANK YOU, SPONSORS!

Platinum

Polar Beverages

Gold

Benchmark Senior Living and
MassLive

Silver

Rockland Trust, Sunnyside Ford,
United Healthcare,
Tufts/Harvard Pilgrim

Bronze:

Avidia Bank, Fallon Health, Flexcon,
Reliant Medical Group
The Residence at Orchard Grove
Remax Gary Kelley

Want to learn more about Sponsorship Opportunities? Email caleary@alz.org

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Receiving Jeff's diagnosis was difficult for both he and Melissa but they have been fortunate to have received "incredible" medical care (i.e., diagnosis, genetic testing) from the VA because Jeff had served in the military. Melissa pursued a caregiver's certificate and receives compensation as Jeff's caregiver. To ease the frustration and fear experienced by family, Melissa feels she benefits from attending a monthly in-person caregiver support group as well as online groups for Younger-Onset Alzheimer's and PCA. When Melissa began to look into Alzheimer's and PCA after Jeff's diagnosis, she learned about the Walk to End Alzheimer's and formed Team Leisure. Family and friends contribute to their fundraising efforts, remarkably raising over \$2,000 just last year. In addition, Melissa created her own signs, including a QR code, so passersby could make donations as they walked or drove past their home.



Melissa recommends that people become knowledgeable about Younger-Onset Alzheimer's because of its unique challenges, including the possibility of a couple both leaving their jobs a lot earlier than planned to retire, and not being financially prepared. "So often, it's not recognized medically or by the government and it's a serious part of Alzheimer's Disease". Melissa also recommends if you're seeking Social Security for your loved one, to physically (as opposed to just filling out a form online) go to the appointment, bring the patient and stress Alzheimer's as the reason for your being there.

"The stigma associated with Alzheimer's Disease needs to be kicked in the butt" according to Melissa so she has offered to lend support to individuals who would like more information about her and Jeff's experiences with the VA or Team Leisure if you would like to make a donation. You may email Melissa at msleisure14@gmail.com. You may also inquire about the Alzheimer's and Dementia Caregiver's Support Group that Melissa attends which is held at the Leominster Public Library from 6:00 to 7:30 pm on the first Tuesday of each month by emailing alzcaregivers@gmail.com or on Facebook at facebook.com/groups/notalone631.

Volunteer Opportunities

- We are seeking **Town Champions for ALZ Around Town**, helping to promote the mission and Walk in their community. Our long term goal with the ALZ Around Town and Town Champion model is to create an ongoing presence in your community year-round. This presence will allow us to assist those families to better navigate the disease and help us to raise the necessary funds through the Walk to End Alzheimer's to advance our mission.



Be a Town Champion

Click to Learn More

- Interested in volunteering for the day-of event on October 3? Please email Staff Partner, Catherine Leary at caleary@alz.org for more information.