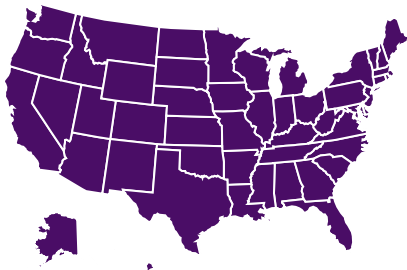


2019 Walk to End Alzheimer's®

631 Walks



512,727 Participants
64,092 Teams

16 Days

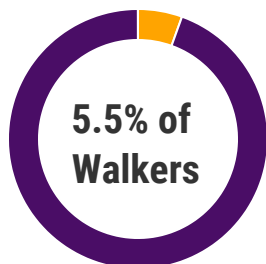
Half of all walkers registered within 16 days of Walk.



The longer a fundraiser is registered, the more they raise!

Champions Club

\$500+ Fundraisers



raise



40%

of Participants raised funds



76%

of Teams raised funds



Avg. raised / fundraiser grew from \$288 to \$304

Fundraising Fun Facts



While avg. team size stayed just under 7 members, the **avg. raised / team grew more than \$38 to \$1,161 in 2019.**

46,953 Walk to End Alzheimer's participants created a Facebook Fundraiser in 2019. **Revenue from Facebook Fundraisers grew 23.6% to over \$9.3M.**



56% of teams returned from the prior year. **Returning teams raise 2.5 times more** than new ones.

The average donation amount for **gifts made through the Walk to End Alzheimer's website grew more than \$3 over 2018, to \$81.89.**



19,927 participants installed the Walk to End Alzheimer's mobile app. **Mobile app users raised 4 times more than fundraisers who did not use the app.**

National Teams raised \$13.7 Million, up from \$13.2 Million the previous year. The average team participating in the program raised \$1,744; nearly \$600 more than the overall team average.

