HFC is a nonprofit organization, led by Seth Rogen and Lauren Miller Rogen, whose mission is to care for families impacted by Alzheimer’s disease, inspire the next generation of Alzheimer’s advocates, and be leaders in brain health research and education. #BringingLightToAlzheimers
Letter from Seth & Lauren

As you read this, we hope that you and your family are staying healthy and safe during this very challenging time. This global pandemic is taking a toll on so many, and we especially want to thank the front line and essential workers who are fighting on everyone’s behalf. The pandemic is also causing extreme challenges for families facing Alzheimer’s, especially for family caregivers who are even more isolated now.

2019 was an amazing year for HFC. We are proud of all that we have accomplished and feel compelled to share some of this good news. We are mindful, however, of the fact that HFC’s 2019 Annual Report brings us back to a very different time, one that didn’t require wearing masks and social distancing.

For us, one of the significant highlights of 2019 was an exploration of what makes HFC special. We partnered with the brand studio at United Talent Agency, listening to feedback from our key stakeholders, including board members, partners, staff, and loyal supporters like you to better understand what makes HFC unique. What began as a project focused specifically on our name and aesthetic, became an inquiry into the impact we have on families and caregivers facing Alzheimer’s, the awareness we generate, and the potential we have to dramatically reduce the prevalence of this disease by changing the way people take care of their brains.

With this new perspective comes our new name, which is now officially “HFC.” Don’t worry, we are still the same group of people who began by kicking alz in the balz, but as we’ve become an organization who is actively changing the trajectory of this disease, we now make sure that we are also the light in what can be the darkness of Alzheimer’s disease.

As you know, Alzheimer’s devastates families across the nation (and the world), and will certainly continue to affect millions more if we don’t find a way to treat or prevent it.

At HFC we’re working hard to create ways to shine light on Alzheimer’s like awarding 25% more care grants in 2020, growing our educational offerings about brain health, partnering on research initiatives, and more. So stay tuned, and many thanks to all of you, our incredible supporters, for your help in #BringingLightToAlzheimer’s!

Stay well,
Seth and Lauren
Annual Letter from Board Chair and Executive Director

While challenges in our communities seem particularly daunting this year, it is with your generosity and spirit that our mission to alter the course of Alzheimer’s disease continues to accelerate.

HFC’s unique voice is raising awareness and driving conversations about how we care, support and educate populations young and old about living brain healthy lives.

In 2019, we doubled the number of family care grants awarded to 53,000 hours! We offered free online support groups, introduced a virtual caregiver training program with the Rosalynn Carter Institute, and launched virtual book clubs. Our digital platform now features regular live events with leading voices from a variety of backgrounds in science, health and wellness.

Many of you joined us in 2019 for our first HFC County Fair, a one-of-a-kind carnival that garnered over 250 million media impressions. We also began hosting Dinners to Celebrate Brain Health in several cities, and are anticipating expanding this program nationally.

Our team is rapidly embracing the idea of digital events and is working to launch new content around Alzheimer’s prevention. We have also begun a strategic planning process to build more durable and collaborative partnerships, and welcome your input.

We look forward to visiting with you soon and as always, THANK YOU for helping us build HFC!

Best and be well,
Dan and Bonnie

Providing CARE for caregivers

Educating people about living BRAIN HEALTHY lives

Entertaining audiences through INSPIRING EVENTS

70,000 People reached through HFC programs, events, and social media platforms, in 2019
HFC offers relief to families through our signature HFC Care Grant Program, professionally led, free Online Support Groups, and expanded caregiver resources, including an innovative coaching program for caregivers across the country in partnership with the Rosalynn Carter Institute.

In 2019, we gave many families a sense of hope by:

- Awarding $1 million of respite relief grants (over 50,000 hours of care)
- Providing free professional caregivers for over 300 families
- Improving caregiver well-being by reducing caregiver stress

HFC’s original social content brings light to caregivers and raises awareness about the caregiver crisis:

- Our Humans of Dementia storytelling contest engaged high school and college students who wrote touching stories about their loved ones with Alzheimer’s.
- Scott Miller’s story featured by our partners at Caring Across Generations in their #WeKnowYouCare campaign which celebrated the work of male caregivers was seen over 204k times!
- Our partnership with Jenerations Health provided hundreds of family caregivers with concrete strategies to better manage their caregiver journey.

While there isn’t a cure, there is care.

Jacqueline Anderson

Jacqueline Anderson (Jackie) and her father Jeff co-care for Jackie’s mother, Sue, who was diagnosed with Dementia (EOA) and signs of Alzheimer’s after having two strokes at 50. “My parents weren’t prepared for my mom to be completely out of commission by 60,” says Jackie. Sue is now nonverbal and combative, needing help with day-to-day things like showers, going to the bathroom, and meals. Her father lives with Sue and Jackie drops by to help daily with tasks, adding that her father’s experience is more intense and repetitive like the movie Groundhog Day.

Jackie applied for an HFC caregiver grant to relieve some of her father’s isolation, “I live in the next town with my boyfriend and go to work, but my dad’s day-to-day is solitary. I applied for the HFC grant so he could get out more. It allowed my dad to do things like go to a Browns game and to enjoy activities with his children over the holidays.” With the HFC grant over, Jackie continues to explore ways she can alleviate her father’s depression and promote his physical health, “Mom was my dad’s best friend and they did everything together. When you don’t have a lot of friends it makes caregiving even more isolating.” Jackie told her father that whenever he’s hit his limit to let her know, but she says her father’s loyalty is unwavering.

When asked about what role humor may play, Jackie shared that before the stroke her mom was “amazing” and added, “I miss my mom shopping with me, encouraging me, and being my number one fan.” While her mom did indicate nonverbally once that she felt hopeless, Jackie says she also has observed her mom laughing with joy, “my mom’s one sister can get her to laugh. She’ll joke and call her names - little sisterly jabs... There is still laughter inside of her.”

HFC’s series “IG Live with Lauren” generated over 30k views and featured legendary skateboarder Tony Hawk and National Domestic Workers Alliance Founder Ai Jen Poo.

“HFC has been a generational blessing to our family. Taking care of Mom is a family priority and having this grant has given us time to respite, spend time with each other, have a social life and be about living life without worrying about Mom’s care for a while. HFC has allowed us to be balanced so we can enjoy taking care of Mom through this devastating disease.” - 2019 HFC Care Grant Recipient
Patricia Stone-Johnson

Patricia Stone-Johnson’s dedication in her manuscript, Hands-on Caregiver Manual: All Day, All Night, reads, “The award from HFC provided me in-home caregiver assistance through Home Instead. Hopefully this manual will allow me to give back by sharing our many failures, trials, and successes with others traveling this journey.” Thanks to three HFC grants, Patricia was able to shine light on Alzheimer’s and grow her support system by participating in an online hotline, networking with other caregivers, helping families apply for HFC grants, and writing her manual.

Living in Las Vegas, Patricia (Pat) provides 24/7, at-home care for her husband Cleveland (Cleve) who was diagnosed with Alzheimer’s in 2009 and has been bedridden since 2016. Pat, who journals, has been recording her learning, “HFC respite grants have given me the opportunity to enhance caregiver knowledge out there,” says Pat, “This has helped me help others walk the Alzheimer’s journey.”

Pat’s caregiving journey, like so many, began with a state of not knowing, “I understood there was something going on in his brain, and he didn’t have a clue about what his brain was telling him. My assuring Cleveland that we would get through this together seemed to calm him down.” The challenges of getting through Alzheimer’s together, however, are significant and have included debilitating financial hardship and solitude.

It was a wakeup call when Pat’s friends mentioned her isolation, inspiring her to seek help. With HFC’s grants Pat says she was given time to do things like “go to doctor appointments, meditate, paint, and do small things like washing the car and visiting friends.” Pat adds that caregivers enhance their day-to-day experience, “Caregivers help create a sense of levity. When we are all there together, we play music, sing along to a blues station, and joke around.” Thanks to HFC caregiver grants Pat has been better equipped to keep her promise to get them through Cleve’s journey together.

Ronny Cerniga

With a history of family Alzheimer’s, Ronny Cerniga is a longtime HFC supporter. Her grandfather died of Alzheimer’s in the 1980s, “His mom had it, and my mom’s biggest fear is she would get it.” In 2010 her mother, Janice, started showing what Ronny suspected were Alzheimer-related symptoms but Ronny’s stepfather resisted having anyone involved in Janice’s diagnosis and care. After a 2016 incident Ronny was given guardianship, and Janice was diagnosed with end-stage Alzheimer’s, put on hospice, and admitted into a 24-hour memory care unit. She is now off hospice and in a traditional skilled nursing facility.

Ronny knew she needed emotional support, but finding a good fit was difficult, “The biggest challenge is that I’m in a smaller town in Arkansas,” Ronny explains, “As a result, there are not many choices for support groups in our region.” So Ronny was excited to learn about HFC’s six-week online group and benefited from its inclusive culture of care and tangible takeaways, “What I liked most about the HFC online group was the diversity. It was helpful to hear insight from those farther down the line with their loved one’s Alzheimer’s and be able to help by sharing my experiences with those newer to the disease.” Ronny also made long-term connections, “Some of us became Facebook friends. It’s nice to know I have friends who I can lean on - and, of course I do the same for them.”

Ronny values how HFC uses humor and accessibility to help demystify Alzheimer’s, “I’ve observed that with Alzheimer’s people are often uncomfortable seeing a loved one in a state of dementia. I love how HFC disarms people with comedy. They make an uncomfortable subject more approachable and encourage vital dialogue, spreading the word in a way other organizations can’t!”
BRAIN HEALTH

HFC is leading the way in educating and inspiring young people to lead a brain healthy life.

Since most people are unaware that Alzheimer’s disease starts in the brain decades before the first symptoms of memory loss begin, HFC’s goal is to help young people adopt healthy habits early in life to help protect the brain over time. HFC works to bring the latest science on brain health to a broad audience to change the course of the disease.

- In 2019, **HFC continued our innovative partnerships with Dr. Richard Isaacson of the Alzheimer’s Prevention Clinic and Weill Cornell Medicine/New York Presbyterian.** Dr. Issacson’s groundbreaking research has been:
  - Featured in The Wall Street Journal and on CNN Health
  - Presented at the Alzheimer’s Association International Conference
- **HFC invested in research** with the Alzheimer’s Association to support 2 projects in the Early Investigator Program: One study, led by researcher Tanja Stojkovic, explored prevention strategies for cognitive decline in non-demented subjects. Researcher Ashley Sanderlin’s study looked at ketogenic dietary effects on sleep, cognition, and behavior in patients with Mild Cognitive Impairment.
- **HFC established a Science Advisory Board** to guide us in providing the most current, science-backed information and to ensure we are investing in the most cutting-edge research.

**Students in high school, college, and beyond learn about many topics in their health education classes, but the subject of brain health is commonly overlooked. We are so appreciative that Seth Rogen, Lauren Miller Rogen, and HFC have used their platform to spread this message far and wide, and we hope that this the start of a transformation in how students of all ages think about and value their brains.”**

- Dr. Richard Isaacson

HFC leverages our **large digital presence** to educate, engage and activate its audience to adopt HFC’s five brain health habits – sleep, exercise, nutrition, mental fitness and emotional well being.
HFC’s events bring together world class comedians, entertainers, and fans to raise awareness and activate the next generation of Alzheimer’s advocates.

HILARITY FOR CHARITY
COUNTY FAIR

250 million media impressions
1.7 million views of Seth Rogen’s County Fair promotional video!

Combining HFC’s signature comedic roots with the tradition of a carnival, the HFC County Fair was truly spectacular. It featured games hosted by our favorite comedians, rides, a brain health scavenger hunt, and an incredible stage show by Anderson .Paak. Skateboarder Tony Hawk and his team dazzled with a half-pipe performance, giving over 1,500 guests the time of their lives!

I mean it’s so different than anything I’ve ever done before in terms of a fundraiser. It makes it so fun... so accessible.

- Comedian Josh Gad

This cause is tremendously important to me. Alzheimer’s has afflicted my family and plagues many other families. HFC utilizes comedy, life’s greatest joy, to advance an amazing cause.

- HFC County Fair AirDrop ticket winner
HFC Brain Health Dinners

A new approach to the dinner party, HFC’s Brain Health Dinners are designed to educate and entertain. Cooking demonstrations by celebrity chefs such as Ben Robinson of Bravo’s Below Deck, guided meditations by Seth and friends, cognitive games and more engage guests in hands-on learning about living a brain healthy life. Supporters and friends gather together in intimate settings to socialize, enjoy delicious and brain healthy foods, and learn from leading prevention focused neuroscientists. Plus, guests just may be treated to a special musical performance by the likes of Boyz II Men. Our goal is to grow and expand the format engaging groups across the country.
# Financials

<table>
<thead>
<tr>
<th>2019 REVENUE</th>
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<tr>
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<td>Partnerships</td>
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<td>Events</td>
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<th>EXPENSES</th>
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<td>Care grants</td>
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Per HFC’s form 990, a total of $210,009 of care grant expense was directed through funds held in reserve by our care partner, Home Instead Senior Care.

## Statement of Financial Position

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<td>Home Instead Senior Care Reserve Fund*</td>
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# Spotlight on: GIVING

HFC’s amazing friends help us #BringLightToAlzheimer’s by creating their own unique and innovative DIY fundraising events, raising over $90,000 in 2019!

**Shannon Cook**  
**Created Crawz for Alz DIY fundraiser**

Shannon Cook learned about HFC in a magazine article, “What really caught my eye was the name Hilarity for Charity. This disease is so hard and dark that it helps to laugh sometimes, especially at things you cannot help.”

Two of Shannon’s grandparents passed away from Alzheimer’s, “My mother’s father passed away first and then my father’s mother. I had such amazing experiences with both of them.”

Her grandfather was a teacher who had resources for good private care and her grandmother did not and went into a nursing home. “I watched both my mom’s family and my father’s family struggle with the disease and care for their parents.”

“It can happen to anyone and no matter how prepared you think you are and what you know about the disease, it is different for each person. The closest thing I can compare it to is Benjamin Button. They start to go back in time... Eventually, they forget you and everything they have experienced and are unable to care for themselves.”

In 2018, Shannon decided to help others who needed assistance with Alzheimer’s care by creating a bar crawl fundraiser for HFC called “Crawlz for Alz.” The experience was rewarding and Shannon’s made it an annual event, “It was so much fun and successful the first year that I decided to turn it into an annual thing. For the 2019 crawl, we had about 50 people and raised over $3,000... It is a fun day and we raise awareness for HFC and raise awareness about Alzheimer’s along the way!”

**Nate Fish**

“I chose HFC for my Bar Mitzvah project because my grandpa, Papa Ray Ray, has a disease called Posterior Cortical Atrophy, a different type of Alzheimers. I love him so much and want him to be safe and get better. My mom pointed HFC out and it looked great, especially since I like Seth Rogen and his movies and how funny he is! I raised about $1,500 and I hope it helped a little bit.”
GIVING Spotlight on:

Tim Kardashian
Hosted the Unofficial Correspondents’ Dinner DIY fundraiser

Tim Kardashian decided to raise money for HFC after seeing our Netflix special, “Lauren’s story of her mother’s illness resonated with my own experience of my mother being diagnosed with Stage IV breast cancer when I was in college,” Tim explains, “My father suffers from Parkinson's, and my twin boys’ great grandmother is battling Alzheimer’s.” As a father, he thinks HFC’s programs that educate people about brain health are “important as I think about my children's future.”

After researching Alzheimer’s and its enormous impact, Tim wanted to help. He had dreamed of writing, performing, and producing comedy. His desire to help HFC inspired him to overcome his fear of failure and give it a try. Tim organized his first D.C. fundraiser in April 2019, “I thought, ‘Why not roast the leaders of the free world on their own turf for my first HFC event?’ The Unofficial Correspondents’ Dinner featured a team of local comedians dressed as Trump, Obama, Hillary, Kim Jong Un, Bernie Sanders, and others for a hilarious bipartisan roast.”

The Washington Post covered the first show and the troupe, now called The Constituents, recently performed their 6th show benefiting HFC to a SOLD OUT crowd. Tim adds that their shows also build connection, “Publicly sharing these experiences and stories strengthens our cause and offers comfort to those currently struggling to support loved ones.” He adds, “Comedy is the best medicine. It's also a medium for discussing some of life’s most sensitive topics in a creatively free space. HFC is serious in their mission, but their inclusion of humor is one thing that really drew me to support the organization.”

Nathaniel Krasnoff
Raced across India in a TukTuk to raise funds for HFC

“Tahani had bought an auto rickshaw (tuk-tuk) in October 2018 to race the length of India. He intended to dedicate the race to a charity, but had yet to identify a cause. Two weeks later, his grandfather passed away after a five-year battle with Alzheimer’s. That’s when Nathaniel decided to make elder care - and HFC - the beneficiary. Nathaniel identified people he knew who might care about the cause and emailed them weekly leading up to the event. He and his friends then raced the rickshaw 1900 miles across India, “We spent 20 days driving across the Indian subcontinent raising money along the way, and, while it was one of the most dangerous things any of us had ever done, we’d do it again in a heartbeat.” Nathaniel adds that building a successful fundraiser has a natural parallel to the process of caring for an Alzheimer’s patient, “The expression ‘it takes a village’ is never truer than in the case of eldercare, and this experience reminded me that you need to build a community around you that believes in what you’re doing.”

His father, says Nathaniel, modeled the importance of cultivating connection during stressful times, “My dad strove to maintain a sense of normalcy in the ups-and-downs of Alzheimer’s... finding opportunities for humor in the small moments during the caregiving process. Growing up in-and-out of foster care in New Orleans during the depression, my grandfather had a pretty tough upbringing, and it was ingrained in him to never swear. To create levity, my dad would intentionally instigate my grandfather to swear and then my grandfather would laugh and laugh. These simple examples of finding joy in the darkest moments are incredibly cathartic.”

Our Partners

Through innovative partner promotions, program innovation, and event support, the following corporate donors and partners made significant contributions in 2019 to further our mission of care, support and research.
$250-$499 cont.

Dan Zevin

Jen Zaborowski & Van

HFC County Fair

Aagliwld

Bulletproof

Casa Noble Tequila

Cheezus

Chef Christopher Moore

Dimitry's

Duchess Cookies

Etta Flug

Fiji Water

Green Truck

HANAH

Headspace

Herschel Supply Co.

Hideaways Club

Hu Kitchen

INSCAPE

INSPIRE Carnegie Hill

Mike's Hot Honey

Milk Bar

Neural Milk

One Hope Wine

Orangetheory Fitness

Oura Ring

Shake Shack

Spitz Donor Kabab

Sunwink

The Bendome Project

Uncle Burtie's Deli

UO!End Distilling

Vegan Rob's

Very Modern Mantras

Vlas Wines

WhistlePig Rye Whiskey

HFC County Fair

Celebrity Guests

Anderson Paak

Ike Barinholtz

Alyshia Bergado

Boy II Men

Mitchie Brusco

Adam Devine

Ben Feldman

Josh Gad

Jeff Garlin

Dr. Lisa Genova

Ilana Glazer

Regina Hall

Corbin Harris

Tony Hawk

Kathryn Markowitz

Sandrine Millet

Wanja Ochwada

Anna Rosebud

Yolanda Senerkal

Terri Stone

Marcia Gwinn

Amy Gutierrez

Jesse Gumbiner

Brooke Griffin

Michelle Grandjacquet

Ginger Gonzaga

Maddy Gold

Elizabeth Lehrer

Casey Larkin

Asia Lance

Brooke Kuby

Anthony Kim

Devon Joslin

Mikko Huuskonen

Richard Holcomb

Mirko Huuskonen

Devon Joslin

Noah Kaplan

Sam Kim

Khalid

Nurin Kaufer

Yosef Kerem

Nathan Kasha

Erica Lawson

Diana Lazzara

Lindsey Lehrman

Francesca Maffiolo

Tatiana Massa

Ryan McCabe

Stacy McCain

Jet Mendez

Lila Mensing

Axiol Montagner

Jose Moreno

Keith Moyhian

Amy Nelson

Alison Nguyen

Connor Olsen

Maricarmen Paciachino

Ryan Readorn

Kris Reid

Brad Ruhm

Lauren Salvia

Maria Sandone

Rajie Savage

Julia Schell

Lanie Segal

Sian Sherwyn

Pascal Shin

Samantha Shipp

Colette Silver

Serenai Silver

Jeremy Silverman

Kim Staats

Dominique Stango

Terilyn Stephen

McHyghe Taylor

Armand Tadjali

Julia Usiak

Ashley, Jade Wacker

Rob Ward

Kyle Wassell

Adrienne Weise

Ashley Williams

Marjorie Williams

Michael Yone

Sandrine Millet

Kathryn Markowitz

Sandrine Millet

Wanja Ochwada

Anna Rosebud

Yolanda Senerkal

Terri Stone

HFC County Fair

Volunteers & In-Kind Donors

Astrology

Celebrity Guests

HFC County Fair

Volunteers

Alyshia Bergado

Boy II Men

Jeniffa Broom

Regina Hall

Corthing Harris

Tony Hawk

Kathryn Markowitz

Sandrine Millet

Wanja Ochwada

Anna Rosebud

Yolanda Senerkal

Terri Stone

Fiji Water

Green Truck

HANAH

Headspace

Herschel Supply Co.

Hideaways Club

Hu Kitchen

INSCAPE

INSPIRE Carnegie Hill

Mike's Hot Honey

Milk Bar

Neural Milk

One Hope Wine

Orangetheory Fitness

Oura Ring

Shake Shack

Spitz Donor Kabab

Sunwink

The Bendome Project

Uncle Burtie's Deli

UO!End Distilling

Vegan Rob's

Very Modern Mantras

Vlas Wines

WhistlePig Rye Whiskey

HFC County Fair

Celebrity Guests
Leadership

HFC Advisory Board
Raffi Adlan
Matthew Bass
Justin Meltzer
Dan Miller
Lauren Miller Rogen
Seth Rogen
Allison Statter

HFC Care Advisory Board
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Jennifer Fitzpatrick, LCSW
Helen Hemley
Lakelyn Hogan
Dr. Jonathan Jackson
Erin Long, Ex-Officio member
Scott Miller
Lauren Miller Rogen
Dr. Allison Ostroff

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Dr. Lisa Genova
Dr. Josh Grill
Dr. Richard Isaacson
Dr. Megan Jones Bell
Dr. Lisa Mosconi
Dr. Amanda Smith
Dr. Wendy Suzuki

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Evan Goldberg
David Leventhal
Dan Miller
Lauren Miller Rogen
Seth Rogen

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Stefanie Paletz
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Tracy Reyes
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Photo Credits
Page 5
Lauren Miller Rogen
Page 6
Daniel Miller; Jenna Bascom Photography
Page 8
Caring Across Generations
Page 9
Jacqueline Anderson
Page 10
Patricia Stone-Johnson
Page 11
Ronny Cerniga
Page 13
New York Presbyterian-Weill Cornell Medical Center
Page 14
Getty Images for Hilarity for Charity
Page 15
Getty Images for Hilarity for Charity
Page 16
ROW DT LA
Page 17
Jennifer Carrillo; Jenna Bascom Photography
Page 19
Shannon Cook; Dana Fish
Page 20
Tim Kardashian; Nathaniel Krasnoff

Featured In

Aol.

online.

The Wall Street Journal.
Bringing Light to Alzheimer’s