Dear friends and colleagues:

It is with great enthusiasm that we present HFC’s first strategic plan!

We are proud of HFC’s tremendous growth since becoming our own non-profit organization in 2017. In three short years, we have expanded HFC’s care and support programs and developed a scientifically-backed brain health education program for students. We have also continued to host unique and innovative events such as the Hilarity for Charity County Fair and the Head to Head virtual game show to help raise awareness, inspire change and generate conversations about Alzheimer’s disease.

In a year that has slowed down much of the world, HFC took the time to do a deep dive, contemplating and discussing how our organization can best help the millions of families facing Alzheimer’s. This document is one of the outcomes of that introspective inquiry. Our strategy work builds upon HFC’s rebranding as a fully fledged, boots-on-the-ground organization that supports family caregivers and alters the course of this disease with initiatives like preventative brain health education. Building on our Hilarity for Charity events and their international fan base, HFC’s innovative brain health education and caregiver programs are applauded among our peers within the Alzheimer’s space as well.

This strategic plan articulates why HFC is well positioned to change the trajectory of the disease by focusing on and engaging young people, an under-represented and often overlooked group in the Alzheimer’s space. The document will serve as a road map for continuing to grow our reputation and offerings as we create a social movement designed to destigmatize Alzheimer’s and other dementias and educate the public about the importance of living a brain healthy life.

We want to thank everyone who contributed their time, thoughtful opinions, and expertise to this process, especially the HFC advisory board and our dedicated staff. Our collective participation and passion for bringing light to Alzheimer’s is why HFC will continue to grow as a dynamic and influential force in changing the trajectory of this disease.

Best,
Lauren, Seth, and Dan
Executive Summary

HFC was created to inspire future generations to stand up and take action against Alzheimer’s, which has been historically considered “an old person’s disease.” Our founders, Lauren Miller Rogen and Seth Rogen, have leveraged their celebrity platforms to reframe Alzheimer’s, the only top ten cause of death that is still on the rise, as a disease that desperately needs national attention and action. HFC remains 100% aligned with these founding principles and is committed to changing the trajectory of Alzheimer’s disease through prevention and brain health education, while also providing critical support to families impacted by the disease today. We are excited to move forward with humor, innovation, and science.

HFC seeks to:

• Be an informative and comforting resource for families at any point in their Alzheimer’s journey;
• Create an environment where we learn to actively care for our brains; and
• Raise the visibility of HFC as an innovative leader in the Alzheimer’s space.

This strategic plan is the result of many months of work by HFC’s staff and board members. It is simultaneously an assessment of our accomplishments and a roadmap for the work ahead. It represents many hours of exploration, open discussion, debate, and decision-making that is only possible in a community of committed, passionate, thoughtful people who believe in HFC’s founding mission and the notion that together we can effect great change.

The Process:

In March 2020, HFC engaged in a strategic planning process to explore and define a future direction for the organization that ensures broad public awareness, critical impact, and long-term growth.

This enterprise involved many people close to HFC, including members of our board, staff, donors, colleagues and partners. The core planning group met approximately four times to collaborate and create the plan. HFC’s full board met in December 2020 and endorsed the plan.

Mission Statement:

HFC’s mission is to care for families impacted by Alzheimer’s disease today, activate the next generation of Alzheimer’s advocates, and be a leader in brain health research and education.

HFC Core Values:

The following values are embedded in all that we do

• Care - we believe that care for unpaid family caregivers today is crucial
• Collaboration - we recognize that we are not in this fight alone and uplift the work of countless others
• Diversity, Equity, and Inclusion - we commit to providing opportunity for all and integrating all voices
• Innovation - we embrace originality and fearless thinking in all that we do
• Levity - we use light and laughter as a tool to build community and as an important mechanism to create lasting change
• Professionalism - we strive for excellence as we continue to impact more lives affected by Alzheimer’s disease
Summary of Priorities

HFC is changing the trajectory of Alzheimer’s and dementia through empowering people with the tools, knowledge and skills to take care of their brain health while also providing critical support to families impacted by the disease.

1. Drive Awareness and Inspire Change
   End the shame, secrecy and stigma associated with Alzheimer’s disease

2. Care for Caregivers
   Transform the caregiving experience for young people and families impacted by Alzheimer’s disease

3. Care for Brains
   Be the leading voice in brain health education and Alzheimer’s prevention for young people

4. Invest in Brain Health Prevention Research
   Support innovative and promising research and emerging experts in the field
Strategic Priorities

1. Drive Awareness and Inspire Change

*End the shame, secrecy and stigma associated with Alzheimer’s disease*

While HFC is a relatively recent addition to the national Alzheimer’s nonprofit space, with an annual audience in the hundreds of thousands, we are uniquely situated to generate awareness about the disease among the general public. HFC’s celebrity reach and cultivation of a humorous, irreverent tone has made us a nationally-visible entity that effectively brings Alzheimer’s discussions into a variety of popular culture platforms. Our comedy specials, innovative events, and Lauren and Seth Rogen’s press interviews operate in tandem with savvy social media content, awareness campaigns, a national storytelling contest, and ongoing brain health offerings to end the shame, secrecy, and stigma associated with Alzheimer’s disease.

HFC harnesses this broad appeal to connect with young people and adults through original content that empowers them to care for their brains now, to facilitate intergenerational family discussions about dementia, and to reach out for assistance through our respite care grants and support programs. HFC has designed digital classes about Alzheimer’s led by “Professor Seth Rogen” which will be the building blocks of HFCUniverse. To ensure our awareness work reaches populations disproportionately affected by Alzheimer’s, HFC has teamed up with community partners to better connect with Black and Latino populations – communities that will make up 40% of Alzheimer’s-affected families by 2030.

By shining light on Alzheimer’s, HFC drives public discussions around early diagnoses, proper planning, and the adoption of brain health interventions. As a recent event sponsor noted, we are filling a void in the Alzheimer’s space, “You are doing amazing work with a demographic that no one else is reaching with education information.” Employing a professional, intergenerational, and spirited approach, HFC is leading a social movement that destigmatizes Alzheimer’s similar to past public health campaigns that ended the shame around diseases such as cancer and HIV.

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<tr>
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<tr>
<td><strong>DRIVE NATIONAL AWARENESS</strong></td>
<td>1. Increase awareness and understanding of Alzheimer’s, end the stigma, and inspire change through signature HFC events;</td>
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<tr>
<td><strong>INCREASE UNDERSTANDING AND ENCOURAGE EARLY INTERVENTION</strong></td>
<td>1. Use HFC’s reach and expertise in Alzheimer’s prevention education to engage young people and inspire a generation to begin their brain healthy journey.</td>
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<tr>
<td><strong>INCREASE UNDERSTANDING AND ENCOURAGE BRAIN HEALTHY HABITS</strong></td>
<td>1. Inspire brain-healthy living through HFC signature events.</td>
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<td>1. Build the HFC brand to be ubiquitous on a national scale with Alzheimer’s care and support, Alzheimer’s prevention and brain health education</td>
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<td>1. Create a mobile and online experience, HFCUniverse, to raise awareness, reduce stigma, deliver caregiver support, and create community and connectivity.</td>
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<td>1. Create do-it-yourself programs to empower people to share HFC’s brain health information to their friends, families, and community.</td>
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<tr>
<td>2. Reduce the stigma associated with Alzheimer’s disease by promoting brain health as part of the health and wellness space, integrating with other health movements.</td>
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Strategic Priorities

2. Care for Caregivers

Transform the caregiving experience for young people and families impacted by Alzheimer’s disease

HFC aims to support family caregivers throughout their Alzheimer’s caregiving journey by providing free and tailored services focused on emotional support, respite, skill-building, coaching, and brain health education. Our goal is to transform the caregiving experience for young people and families impacted by Alzheimer’s disease, increasing their well-being and helping them thrive. Two of HFC’s most robust ongoing care programs are our Alzheimer’s and Dementia Care Grant Relief program, which provides free, professional respite to families caring for loved ones with Alzheimer’s and other dementias; and our online Caregiver Support Groups, which are facilitated by licensed social workers and provide a safe, virtual space with opportunities to connect, learn, share, laugh, and build relationships.

According to the National Alliance for Caregiving (NAC), “Dementia caregivers shoulder more caregiving responsibilities than do other caregivers: they help with a wider variety of activities and spend more hours per week providing care.” Twice as many dementia caregivers indicate substantial emotional, financial, and physical difficulties compared to other types of family caregivers. HFC is the only national organization that offers grants for lengthy sessions of part-time respite care. Ranging from 3 to 6 months, HFC’s grants give individuals time for self-care, essential tasks, and social connection. One grant recipient even used time gained to write a manual for other family caregivers, adding, “With four hours of help each day, I was also able to go to doctor appointments, meditate, paint, and do small things like washing the car, and visiting friends.”

HFC’s online support groups bring together an intergenerational cohort of participants who are at different stages in their caregiving trajectories. These groups are a rich source of shared knowledge and learning. This learning is reflected in the feedback of past participants, “As someone newer to this journey, the [HFC] group was a lifeline during a time full of confusion and uncertainty... being able to connect and empathize with other younger caregivers who have shared similar experiences is of immeasurable help.” By improving the caregiver’s quality of life, the quality of patient care is also elevated, benefiting everyone involved.
Strategic Priorities

3. Care for Brains

Be the leading voice in brain health education & Alzheimer’s prevention for young people

HFC is committed to raising awareness about preventing cognitive decline, especially among young people and those most at risk for developing the disease. By 2050 it is estimated that 14 million Americans will have Alzheimer’s, more than triple the cases today. Studies have shown that modifying twelve risk factors might prevent or delay up to 40% of dementias, and it’s estimated that four in ten cases of Alzheimer’s could be prevented through lifestyle choices such as diet, exercise, qualify of sleep, cognitive fitness, and emotional well-being. There are several modifiable risk factors associated with the onset of Alzheimer’s disease. These risk factors, many of which are disproportionately apparent in African Americans, include heart health factors — such as high blood pressure, high cholesterol, and diabetes — and social factors like education quality.

HFC is helping to amplify brain health education by collaborating with neuroscientist Dr. Richard Isaacson to produce original, evidence-based digital coursework designed to shift knowledge, attitudes, beliefs, and behaviors of middle, high school, and college students. HFC’s digital classes about Alzheimer’s and brain health have engaged nearly 1,000 college and high school students. Next year that number will be tripled when we launch HFCUniverse. Finding that Seth-led videos track better than doctor-led videos with college students, HFC’s own research supports the growing body of evidence that e-learning may be effective in educating younger populations about brain health.

Through our brain health work, HFC aims to provide hope for the future by empowering young people with tools, knowledge, skills, and resources to take care of their brains, serve as ambassadors within their larger communities, and activate them to engage family, friends, and others in brain health care.

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<td><strong>EMPOWER YOUNG PEOPLE TO ADOPT HFC’s BRAIN HEALTH HABITS</strong></td>
<td>1. Launch and grow HFCUniverse, HFC’s virtual brain health hub and community</td>
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<td>2. Integrate behavior modification tools to encourage brain health habit formation</td>
<td>1. Create additional tools to reach and educate diverse groups of students from across the U.S.</td>
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<tr>
<td><strong>ACTIVATE YOUNG PEOPLE TO TEACH AND ENCOURAGE OTHERS TO ADOPT HFC’s BRAIN HEALTH HABITS</strong></td>
<td>1. Continue to build on HFC’s storytelling programs such as HFC’s Humans of Dementia contest.</td>
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<tr>
<td>1. Launch and grow HFCUniverse</td>
<td>2. Establish brain health training certification program</td>
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<tr>
<td><strong>PILOT HFC BRAIN HEALTH EDUCATION WITH CORPORATE AND EDUCATIONAL PARTNERS</strong></td>
<td>1. Bring HFC digital coursework to more students through partnerships and student groups.</td>
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<tr>
<td>1. Integrate HFC brain health education events into corporate human resources, employee wellness, and other special initiatives.</td>
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Strategic Priorities

4. Invest in Brain Health Prevention Research

Support innovative and promising research and emerging experts in the field

Working at the intersection of grantmaking, advocacy, and scientific inquiry, HFC’s research funding strategy focuses on innovative and promising prevention focused research. Currently, the vast majority of Alzheimer’s research focuses on populations above the age of 50, but there is evidence to suggest that the disease begins decades before the onset of memory loss. In fact, researchers at UCI MIND have estimated that 47 million Americans currently have preclinical Alzheimer’s disease with no apparent symptoms and memory problems. At HFC, we are committed to supporting future research and projects that advance the understanding and effectiveness of Alzheimer’s prevention among people aged 50 and younger, including brain healthy lifestyle interventions so that one day we can prevent or delay onset.

Additionally, according to The Alzheimer’s Society in the UK “too few researchers are choosing a career in dementia, with five times more people choosing to work on cancer. Retention is also poor, with 70% of those who complete a PhD on dementia leaving the field within four years.” To reverse this trend, HFC supports efforts to build and grow the pipeline of future leaders, encouraging medical students and other emerging professionals to explore the field and commit their area of focus to neurology, Alzheimer’s, and cognitive health.

In order to advance current research projects, at least 270,000 volunteers are needed to participate in about 200 active clinical trials and studies that are testing ways to understand, diagnose, treat, and prevent Alzheimer’s disease. By creating a social movement, cultivating a new generation of activists, and generating intergenerational family conversations that destigmatize dementia, HFC hopes its work will encourage early detection and a broader willingness among patients with Alzheimer’s to participate in these trials.
Established by Seth Rogen and Lauren Miller Rogen, HFC (previously Hilarity for Charity) is a national nonprofit organization dedicated to caring for families impacted by Alzheimer's disease, inspiring the next generation of Alzheimer's advocates, and being leaders in brain health education and research. After Lauren Miller Rogen's mother was diagnosed with early-onset Alzheimer's at the age of 55, Lauren and Seth decided to bring their talents to the cause, inviting fellow entertainers to join them for a variety show that raised money and awareness for Alzheimer's through laughter. The organization's first event, "Concert in the Park," kicked things off in January of 2012, raising over $300,000 and including performances by national headliners Judd Apatow, Aziz Ansari, Paul D., Bruno Mars, Patton Oswalt, and Tenacious D.

HFC obtained its own 501(c)(3) status in 2017 after previously operating under a fiscal sponsor. Lauren shared her vision of the nascently independent HFC in a 2018 interview, "We're growing, and our goal is to help people today with in-home care and support, while investing in the important research that will support the advocacy of tomorrow." HFC's thoughtful and humorous approach to Alzheimer's advocacy was given its first televised national platform in 2014 when Seth Rogen delivered a bittersweet testimony before the Senate Appropriations Subcommittee on Labor, Health and Human Services. In an eight-minute prepared statement, Rogen spoke about the urgent need for the government to allocate money in the fight against Alzheimer's - that YouTube video has received 14 million views to date (January, 2021). The same year, HFC expanded its mission to include a North American Respite Relief Care Grant program, now referred to as the Caregiver Respite Grant Program. Partnering with the nation's leading home care company, Home Instead, HFC began providing free, professional caregiving to families affected by Alzheimer's in the U.S. and Canada. To date, nearly 2,000 families have benefitted from more than 325,000 hours of care.

Of the nine variety shows HFC hosted between 2012 and 2020, the organization's 2018 Netflix special, "Seth Rogen's Hilarity for Charity," was a pivotal moment, streaming to its largest global audience to date. The Special reached a viewership outside of the Alzheimer's space, raising awareness about the disease and introducing diverse audiences to HFC's mission. The special was one of many moments over the years where Lauren and Seth Rogen leveraged their celebrity platforms to raise awareness about Alzheimer's. Other media highlights over the years include their appearances...
HFC Organizational History

on the Today show with Maria Shriver, TheEllenShow, MSNBC’s Morning Joe, CBS This Morning, and NBC Nightly News, and features in major publications including the Los Angeles Times, People, and the HuffPost.

Also in 2018, HFC partnered with New York Presbyterian/Weill Cornell Medicine to create educational programming about brain health that was tailored to high school and college students. Together they created a series of digital courses featuring “Professor Seth Rogen” giving lessons to about students about the signs and symptoms of Alzheimer’s disease, brain health lifestyle interventions, and prevention strategies. This was also the year that HFC hired its first Executive Director, grew its professional staff, and expanded its Board of Trustees. Since then, HFC has continued to grow and has expanded its programs to include online support groups, a virtual caregiver coaching program with the Rosalynn Carter Institute for Caregivers, brain health education initiatives aimed at teaching young people about brain healthy habits, and funding cutting-edge prevention research. HFC also continued to leverage its public reach through social media and special digital events, including the most recent Head to Head virtual game show, Facebook and Instagram live interviews with thought leaders such as Dr. Lisa Genova, Tony Hawk, Dr. Lisa Mosconi, Ai-jen Poo, Maria Shriver, and George Vradenburg. As of 2020, HFC had reached 260,000 people through their program grants, events, and social media platforms.

In 2020 HFC implemented several significant new initiatives, including: the launch of a new branding campaign that involved changing their name from “Hilarity for Charity” to “HFC,” creating a comprehensive new visual identity; the completion of a three year strategic plan, to guide the organization to improve the wellbeing of Alzheimer’s caregivers and drive a national conversation on brain health; and the addition of a Scientific Advisory Board and a Care Advisory Committee designed to bring valuable expert voices into conversation with HFC’s work.

While the scale and scope of HFC has significantly increased since 2012, it’s mission remains focused on caring for caregivers, educating young people about living a brain-healthy life, and activating the next generation of Alzheimer’s advocates. HFC’s unique and innovative approach continues to bring light to Alzheimer’s.

Organizational Theory of Change

Diversity, Equity and Inclusion is Cross Cutting in All Our Work
HFC Leadership

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

Board of Trustees
Dr. Isabel Feinstein  
Evan Goldberg  
David Leventhal  
Dan Miller  
Lauren Miller Rogen  
Seth Rogen

HFC Scientific Advisory Board
Dr. Annie Fenn  
Dr. Lisa Genova  
Dr. Josh Grill  
Dr. Richard Isaacson  
Dr. Megan Jones Bell  
Dr. Lisa Mosconi  
Dr. Amanda Smith  
Dr. Wendy Suzuki

HFC Care Advisory Board
Heather Chun  
Jennifer Fitzpatrick, LCSW  
Helen Hemley  
Lakelyn Hogan  
Dr. Jonathan Jackson  
Erin Long, MSW  
Dr. Allison Ostroff  
Scott Miller  
Pamela Price  
Lauren Miller Rogen  
Jerold Rothkoff  
Loretta Veney

Staff
Bonnie Wattles  
Executive Director  
Alexandra Villano  
Senior Director of Program Development and Strategy  
RJ Mercede  
Director of Development  
JoJo Drake  
Communications Manager