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. Thanks to your support, in 2020, when caregivers needed it most, HFC was there. Now more than ever, we are moving forward together to end Alzheimer’s.
Letter from Board Chair
Dan Miller

HFC has always been focused on the future - one without Alzheimer’s and led by a new generation of young advocates. Given the challenging circumstances of 2020, HFC spent much of last year renewing our commitment to care, while also leaning into the importance of brain health awareness and education.

We understand the difficult journey many of you are traveling, because we have lived it too. When my mom passed away last February following her extraordinary struggle with Alzheimer’s, we strengthened our resolve to help families that are trying to cope with the unimaginable burden of this disease. We need to care for the caregivers, and embrace brain health as a viable strategy to address this growing crisis.

While the philanthropic landscape has changed, your enduring commitment to HFC remains! We are incredibly grateful for the support of our generous donors and partners that have allowed our organization to continue growing. We utilized social media to further our reach, created unique virtual offerings like our Head to Head event to raise funds and awareness, and amplified your stories through our Humans of Dementia contest.

Even as we look back at 2020, we remain laser focused on the future. HFC is committed to creating an inclusive effort that is representative of all those in this journey, and we will continue to do that with our unique brand of humor and fearlessness as we move forward, together.

Dan Miller
Board Chair
Why did you start HFC?
Lauren: Alzheimer’s has been a part of my life for a very long time. Both my grandfather and grandmother passed away from Alzheimer’s when I was a teenager and then, when I was just 25 years old, my mom was diagnosed with early-onset when she was just 55. My family spent a long time feeling lost, scared and alone, but slowly I started to share my story and get more involved by raising funds for Alzheimer’s. And once I started to share my story publicly, I knew I was not alone. I realized there were so many young people going through this so Seth and I and a group of very close friends founded Hilarity for Charity holding our very first Variety Show in 2012. It was a night intended to activate young people, raise awareness about Alzheimer’s disease by way of laughter, music, cool surprises, and, of course, amazing food. Our goal was to give young people a voice and bring some levity to such a dark disease.

Why is it important to you to use your platform for this cause?
Seth: Storytelling is a powerful tool and it’s actually what we spend most of our time doing. Making people laugh is just an added bonus! After an interview with Larry King in April of 2011, which was really the first time we spoke publicly to a large audience, we realized that by telling our story we could reach so many other young people. We love that so many of you have joined us and we are excited about continuing to grow.

What have you done to start your own brain health journey?
Both: The science tells us now that 4 in 10 cases of Alzheimer’s may be prevented through brain healthy lifestyle interventions. So (after some resistance) we both started taking steps to protect our own brains. We have a sleep routine that includes going to bed at the same time each night and keeping our room cool. In the past few years, we learned to make pottery, and now we are working on making our own glazes—which is kinda like science and therefore really good for our brains. We found exercise we enjoy (Lauren likes functional training and HIIT workouts, Seth likes hiking) and do those things pretty much every day. And, finally, we eat brain healthy foods such as green leafy vegetables, berries, and foods that are rich in Omega-3 fatty acids like salmon. And on Saturdays, we eat ice cream for happiness.

Why is equity and inclusion important to HFC?
Both: Alzheimer’s disease disproportionately affects minorities and women. There is no path to a cure without equity and inclusion. We are committed to continuing to grow HFC into a more equitable and inclusive organization to ensure that we are providing opportunities, programming, resources, and community for Alzheimer’s caregivers and allies. We also want to deliver brain health information in the most inclusive way possible so that everyone knows they have the ability to care for their brain.

What do you hope for in 2021?
Both: We just completed a strategic plan for HFC and are very excited about our future. We are an ambitious organization planning to change the trajectory of the disease through promoting brain health education, raising awareness, and providing much needed support to those families living with the disease. Next year is HFC’s 10-year anniversary so we are looking forward to celebrating in a BIG way in 2022!

Hi friends –
Thank you for supporting HFC as we continue to grow as an organization and emerge as a leading voice for brain health education and families impacted by Alzheimer’s. We are so grateful for the community that HFC has become and are excited about the future. We know 2020 was a challenging time for many of you and we hope you found a resource in HFC during this last year. We thought it might be fun to answer some of the most common questions we get from you, so, here we go!
A Letter from Executive Director
Bonnie Wattles

Last year, HFC took a moment to reflect on all that our young, ambitious organization accomplished, assess the unique role we play in the Alzheimer’s landscape, and embrace your support, contributions, and feedback. With these learnings in mind, HFC is ready to move forward together to a brighter future for those impacted by Alzheimer’s and one that promotes brain health education and advocacy as an important path to changing the trajectory of this disease.

Our journey began more than 9 years ago with the idea that laughter could help those living in darkness, and humor would elevate conversations to the level of discourse needed to enhance critical funding for research and care.

2020 represented a milestone in our evolution as we rebranded our organization to become HFC helping us grow beyond our comedic beginnings and reflect the many facets of our critical work. At the same time, “Hilarity for Charity” remains the name for the “hilarious” events that you all know and love us for. In March 2020, we entered the final phase of a comprehensive three-year strategic planning process defining a future direction for the organization that ensures broad public awareness, critical impact, and long-term growth. For more information on our strategic plan visit wearehfc.org

HFC’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.

HFC is committed to diversity, equity, and inclusion and we will continue providing opportunities for all and integrating all voices. This is deeply important to us and will be part of moving forward together. We are grateful to have your support and look forward to a future without Alzheimer’s.

“With your support we accomplished so much in 2020. Now, the work to bring light to Alzheimer’s continues.”

Our Impact

In 2020, HFC increased our caregiving offerings, expanded our reach and amplified the stories of those in the Alzheimer’s community. We continued to promote the importance of brain health and continued our work to engage the next generation of advocates.

- 55% Increase in Support Program Offerings
- $884K+ Respite Care Grants Awarded
- 51K+ Hours of Care Provided
- 4000+ Individuals Reached with Caregiver Support Programs
- 260K+ People Reached Through Our Programs, Events and Social Media
- $15M+ Raised Since our Founding

“91% of respondents surveyed reported the grant helped them manage the stress of caregiving.”
-2021 Impact Survey conducted among past care grant recipients

“85% reported the support groups improved their overall well-being”
-2021 Impact Survey conducted among current and past support group participants
Highlights

- Hilarity for Charity is rebranded as HFC
- Expanded care and support programming in response to COVID-19
- Activated hundreds of young people through the Humans of Dementia contest for high school and college students
- Funded 6 medical students in the inaugural summer Research and Mentorship Program at UCI Mind
- Launched our Science Advisory and Care Advisory Boards
- Launched Care With a Call Program
- Promoted HFC’s 5 Brain Health Habits to increase awareness
- HFC funded research study published in Neurology
- Hosted Head to Head, a virtual game show with 2,000+ attendees

Once my mom got over the initial shock, she was so thrilled to be hearing from me on the phone.
Questions for Jeff:

Why is it important for Home Instead to partner with HFC?

We currently serve nearly 100,000 clients around the world, and nearly two-thirds of them are living with dementia. Some clients are in the early stages of dementia, while many need care and support 24 hours a day, seven days a week. The teams at HFC and Home Instead are both deeply committed to caring for people with dementia, supporting their care partners and collaborating with advocacy and research organizations to end Alzheimer’s disease.

Can you share with our readers more about Home Instead’s social purpose?

At Home Instead, our social purpose is at the core of who we are. We have a responsibility to not only care for our clients, but to create today the world we want to grow older in tomorrow. Not everyone is going to be a Home Instead client, but we do have something to offer everyone. We provide opportunities for everyone to help older adults by giving, learning and serving. We call our social purpose, Ready to Care, and the impact we are having is rewarding to see. We are relentlessly focused on empowering and activating communities to rise up to help care for older adults around them. Whether its picking up groceries for your neighbor or writing a letter to a senior who may be lonely or isolated, small acts of kindness make a big difference in their lives.

What does the future of caregiving look like to Home Instead?

The future of care is definitely in the home – it’s the most scalable place to provide much-needed relief to those serving as caregivers to their loved ones living with Alzheimer’s disease and other dementias. Since the program’s inception, HFC is proud to have awarded more than 350,000 hours of in-home respite care across the United States and Canada. We are proud to work with Home Instead and had a few questions for CEO Jeff Huber and Jisella Dolan, Chief Global Advocacy Officer.

Questions for Jisella:

Tell us a little about the importance of advocating for family caregivers.

At Home Instead, we witness the plight of family caregivers every day. Caregiving typically falls on women, who, in addition to caregiving, are often juggling a career, a marriage and other family responsibilities. We advocate for family caregivers with the goal of creating a better ecosystem – one that supports caregivers at home, in the workplace and in the community. To achieve this goal, we work with advocacy groups like the HFC, the National Alliance for Caregiving, and Caregiver Action Network. We also collaborate with Employee Assistance Providers (EAPs) to provide caregiving resources to their clients. And finally, to affect meaningful change, we pursue policy at the state and federal level that would affect positive, meaningful change for caregivers. That advocacy includes our service on the RAISE Act Council.

What is Home Instead doing to help end Alzheimer’s?

We partner with a number of organizations that share the common goal of eradicating Alzheimer’s disease. Paul Hogan, the founder of Home Instead, currently serves on the World Dementia Council, a group that was formed to accelerate the path to a cure for Alzheimer’s. Our CEO, Jeff Huber, is a governor for the Future of Health and Health Care Systems at the World Economic Forum, and I am privileged to represent Home Instead on the Women’s Leadership Council for Women Against Alzheimer’s. At Home Instead, our list of partners and those we support in the Alzheimer’s field is extensive. We work with them to promote awareness and prevention programs and encourage participation in clinical trials. While we all hope and pray for a cure for Alzheimer’s, until that day comes, the need to provide care is a challenge for many families. Lauren and Seth are blazing an incredible trail in their support for research and care with HFC, and we’re grateful to partner with them in this important work.

Online Support Groups

Facilitated by licensed social workers, these virtual groups are designed so that caregivers anywhere who are navigating their way through Alzheimer’s disease can access help.

Other Support

HFC partners with the Rosalynn Carter Institute to provide coaching to more than 60 caregivers. We also launched Care with a Call and continue to reach caregivers through our newsletter which reaches more than 3,800.

Care

The challenges of the Covid-19 pandemic placed additional burden on families already dealing with Alzheimer’s. More than ever, we are proud to offer relief to families through our care programs.

Care Grants

With our partner Home Instead, HFC provides much needed relief to those serving as caregivers to someone with Alzheimer’s or other dementias.

| 51,750 | Care Hours Awarded |
| 397 | Care Grants Awarded |
| 54 | Millennial Recipients |

As a full-time caretaker this grant provides me with peace of mind as well as much needed respite.

| 556 | Support Group Sessions Attended |
| 148 | Support Group Participants |
| 204 | Webinar and Other Program Participants |
In 2020, we continued to amplify the importance of brain health as part of our core mission to be a leading voice in brain health education and Alzheimer’s prevention amongst young people. We continued to produce digital coursework for students and our funded study was published in the medical journal of the American Academy of Neurology.

Humans of Dementia

In 2020 HFC launched the intergenerational storytelling contest called Humans of Dementia. The effort was created to give high school and college students an opportunity to shine a light on their own experiences knowing or loving someone with Alzheimer’s or dementia. After receiving more than 100 submissions, six winners were chosen. These touching, vibrant, and compassionate profiles create a beautiful mosaic of stories that gets to the heart of the dementia experience and above all, shows the love behind every human of dementia. HFC thanks our partners in this project and congratulates the winners.

High School Winners
Amaya Turner - 1st Place
Rashi Ranjan - 2nd Place
Maya Benjamin - 3rd Place

Honorable Mentions:
Jasiah Washington
Amber McComb

College Winners
Katie Allred - 1st Place
Richelle Matarazzo - 2nd Place
Madeline Corradi - 3rd Place

Honorable Mentions
Natalie Sinaik
Hank Montgomery

Amaya Turner
High School 1st Place 2020

I wrote about the small moments. Him repeating and telling me the same stories every time that we had a snack together.

The small act of being able to tell my grandfather’s story seemed to mean more than not telling it at all.

Katie Allred
College 1st Place 2020

HFC’s 5 Brain Health Habits

WEEK 1
- Emotional Well-Being

WEEK 2
- Physical Exercise

WEEK 3
- Nutrition

WEEK 4
- Cognitive Fitness

WEEK 5
- Sleep

HFC We Care

Emotional Well-Being
- Reduce stress: Try mindfulness.
- Why: Evidence suggests that mindfulness may improve some aspects of cognition.

Physical Exercise
- Reduce stress: Try running.
- Why: Running can help improve mood and mental health.

Nutrition
- Reduce stress: Eat more blueberries.
- Why: The antioxidants in blueberries can help improve memory.

Cognitive Fitness
- Reduce stress: Learn a new skill.
- Why: An active brain may help reduce the impact of age-related decline.

Sleep
- Reduce stress: Get 7-9 hours of sleep.
- Why: It’s one of the most important things you can do for your brain health.
Science Advisory Board

In 2020, HFC announced the formation of its Science Advisory Board. Comprised of thought leaders in the areas of Alzheimer’s disease, research, and brain health prevention, education, and risk reduction, this prestigious group provides strategic direction to HFC as we continue to advance innovation in brain health education initiatives.

Annie Fenn, MD
Founder, Brain Health Kitchen

Dr. Richard Isaacson
Director of the Alzheimer’s Prevention Clinic, Associate Professor of Neurology, Assistant Dean of Faculty Development and Director of the Neurology Residency Program at Weill Cornell Medicine and New York-Presbyterian Hospital

Dr. Megan Jones Bell
Chief Strategy and Science Officer at Headspace Inc.

Dr. Lisa Mosconi
Director of the Women’s Brain Initiative and Associate Director of the Alzheimer’s Prevention Clinic at Weill Cornell Medical College/New York-Presbyterian Hospital

Lisa Genova, PhD
Author, Neuroscientist

Dr. Amanda G. Smith
Director of Clinical Research at the USF Health Byrd Alzheimer’s Institute and a Professor of Psychiatry and Behavioral Neurosciences at the University of South Florida Morsani College of Medicine

Dr. Joshua Grill
Director, UCI Mind, Associate Professor of Psychiatry & Human Behavior and Neurobiology & Behavior at University of California, Irvine

Dr. Wendy A. Suzuki
Professor of Neural Science and Psychology in the Center for Neural Science at New York University

Heather Chun
Geriatric Social Worker and Advocate

Jennifer FitzPatrick
Founder, Jenerations Health Education, Inc

Dr. Megan Jones Bell
Chief Strategy and Science Officer at Headspace Inc.

Dr. Lisa Mosconi
Director of the Women’s Brain Initiative and Associate Director of the Alzheimer’s Prevention Clinic at Weill Cornell Medical College/New York-Presbyterian Hospital

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Professor of Neural Science and Psychology in the Center for Neural Science at New York University

“HFC provides an important resource for caregivers like me, who can feel overwhelmed and isolated at times. Serving on the Care Advisory Board allows me to help shape the programs HFC offers to ensure they meet the needs of families dealing with Alzheimer’s.”

- Loretta Veney Woodward

Care Advisory Board

Launched in 2020, HFC’s Care Advisory Board engages members to provide direction on our care programs and care content. Comprised of thought leaders in the areas of caregiving, health, and mental health they are well-versed in various aspects of caregiving, caregivers wellness, support services, and health and wellness.

Scott Miller
Alzheimer’s Caregiver & Advocate

Annie Fenn, MD
Founder, Brain Health Kitchen

Dr. Richard Isaacson
Director of the Alzheimer’s Prevention Clinic, Associate Professor of Neurology, Assistant Dean of Faculty Development and Director of the Neurology Residency Program at Weill Cornell Medicine and New York-Presbyterian Hospital

Jennifer FitzPatrick
Founder, Jenerations Health Education, Inc

Jennifer FitzPatrick
Founder, Jenerations Health Education, Inc

Allison Ostroff, MD
Director, Geriatrics, Stamford Health Geriatric Assessment Center

Dr. Lisa Mosconi
Director of the Women’s Brain Initiative and Associate Director of the Alzheimer’s Prevention Clinic at Weill Cornell Medical College/New York-Presbyterian Hospital

Pamela D. Price
Deputy Director, The Balm In Gilead

Lisa Genova, PhD
Author, Neuroscientist

Jennifer FitzPatrick
Founder, Jenerations Health Education, Inc

Dr. Megan Jones Bell
Chief Strategy and Science Officer at Headspace Inc.

Dr. Lisa Mosconi
Director of the Women’s Brain Initiative and Associate Director of the Alzheimer’s Prevention Clinic at Weill Cornell Medical College/New York-Presbyterian Hospital

Helen Hemley
Program Manager, CARE Research Center at Massachusetts General Hospital

Jerry Rothkopf
Principal, Rothkoff Law Group

Jennifer FitzPatrick
Founder, Jenerations Health Education, Inc

Dr. Megan Jones Bell
Chief Strategy and Science Officer at Headspace Inc.

Dr. Lisa Mosconi
Director of the Women’s Brain Initiative and Associate Director of the Alzheimer’s Prevention Clinic at Weill Cornell Medical College/New York-Presbyterian Hospital

Helen Hemley
Program Manager, CARE Research Center at Massachusetts General Hospital

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- Loretta Veney Woodward

Loretta Woodward Veney
Motivational Speaker, Caregiver and Advocate

“HFC provides an important resource for caregivers like me, who can feel overwhelmed and isolated at times. Serving on the Care Advisory Board allows me to help shape the programs HFC offers to ensure they meet the needs of families dealing with Alzheimer’s.”

- Loretta Veney Woodward

Loretta Woodward Veney
Motivational Speaker, Caregiver and Advocate
Corporate Partners

HFC is grateful to our partners for their support in 2020

Donor Profile

Allison & Rich Statter

HFC is proud to have the support of Allison and Rich Statter. Like so many other families, the Statters know the difficult journey of Alzheimer’s personally. Rich’s mother Frances was diagnosed at just 58 years old and sadly lost her battle with the disease in July 2020. Turning their pain into action and advocacy, Allison and Rich have generously supported HFC’s mission for many years and are active volunteers. Allison currently serves on our Board and is also a member of the Signature Events Committee. Rich has served on the Care Grant review committee for more than five years where he considers applications for in-home respite care recipients. In 2020, they hosted a virtual brain health fundraising event that raised close to $50,000 in support of HFC’s work.

Allison is the co-founder and CEO of Blended Strategy Group and has more than 20 years of experience in the entertainment industry, where she has strategized and procured talent for worldwide brands. Prior to co-founding BSG, Allison was the Head of Branding for Azoff Music Management. Rich is an Executive with United Talent Agency and prior to that served as Chief Strategy Officer at Whalerock Industries where he developed highly successful apps and brands. Allison and Rich live in Los Angeles with their three sons.

“We are grateful to Lauren and Seth for their advocacy and for bringing awareness to Alzheimers, through HFC. HFC is so much more than a charity. It is a community of people coming together to help educate, support, aid, and console anyone affected by Alzheimers. We know first-hand how hard it can be to live through this terrible disease and we felt the importance of having a community through HFC from day one. Our work has just begun and we are excited to continue to work closely with HFC for many years to come.”

HFC thanks Allison and Rich for the continued generosity and we look forward to continuing our work with them to raise awareness for the importance of brain health and to end Alzheimer’s!

“Biogen is proud to partner with HFC on their innovative work to promote brain health to a younger generation, and to support their important mission empowering and celebrating the Alzheimer’s caregiving community”

- Karin Hellsvik, Head of Patient Advocacy and External Communications, Alzheimer’s Disease, Biogen

Allison & Rich Statter

HFC is proud to partner with HFC on their innovative work to promote brain health to a younger generation, and to support their important mission empowering and celebrating the Alzheimer’s caregiving community”

- Karin Hellsvik, Head of Patient Advocacy and External Communications, Alzheimer’s Disease, Biogen
Events

Whether held in-person (pre-pandemic) or online (after), HFC hosted a full calendar of events designed to raise awareness of our mission and funds to support our work. Featuring our signature mix of celebrities and experts, each event provided invaluable information as well as a lot of laughs.

2020 Celebrity Team Captains

Elizabeth Banks  
Billy Eichner  
Anna Faris  
Jim Gaffigan  
Craig Robinson

In October, we hosted the first ever HFC Head to Head. A virtual game show featuring celebrities Elizabeth Banks, Billy Eichner, Anna Faris, Jim Gaffigan & Craig Robinson. More than 2,000 guests participated in this unique and exciting night.

It’s All In Your Head Live!

Just before shut downs began, HFC hosted a unique event with the 92nd Street Y, Wicked Cow Studios and Inspīr Carnegie Hill and featuring (from left to right): Lauren Miller Rogen, Gregory Smith, Michael Hermann, Martha Stewart, Dr. Heather Berlin, Seth Rogen, Baba Brinkman and Jane Krakowski.

Instagram Live Events

HFC hosted 6 celebrity Instagram Live events that had more than 153,000 video views

Elizabeth Banks  
Billy Eichner  
Anna Faris  
Jim Gaffigan  
Craig Robinson  
Lauren Miller Rogen

Chef Ben  
Dr. Lisa Mosconi  
Yvette Nicole Brown  
Sarah Rafferty

2,000 guests
90 Million media Impressions
More than $350,000 raised to support HFC programs
HFC ended 2020 in a solid financial position thanks to our generous individual donors, corporate sponsors and brand partners. We are proud to report revenue increases of 79% in corporate contributions and a 42% increase from our 2,229 individual donors. While we continue to diversify our funding pipeline, our main source of revenue continues to be events, including several virtual fundraisers held in 2020. We are grateful to brand partners who donate a portion of proceeds from product sales, providing critical revenue and generating awareness for our mission. Since our inception, HFC has raised more than $15M in support of our mission.

**Financials**

**Net Revenue** $17,693

**Total Expenses** $1,398,893

**Income**

**Expenses**

**Corporate**

**In-kind and other income** $80,515

**Investment Income** $6,881

**Total Revenue** $1,416,586

**Total Expenses** $1,398,893

**Net Revenue** $17,693

**Income**

- **Events** $510,866
- **Individual Donations** $316,973
- **Corporate** $281,939
- **Partnerships** $219,412
- **In-kind and other income** $80,515
- **Investment Income** $6,881
- **Total Revenue** $1,416,586

**Expenses**

- **Program Support**
  - **Caregiver Wellness** $125,767
  - **HFCU** $48,454
  - **Brain Health Education & Research** $129,198
  - **Support Groups** $110,546
  - **Fundraising** $512,375
  - **Operations** $253,784
- **Total Expenses** $1,398,893
- **Net Revenue** $17,693

*An additional $734,142 was supported by funds held in reserve at partner agency, Home Instead.*

**Donors**

Travis & Candace Whitten
Kimberly Williams-Paisley & Brad Paisley
Jamie & Bradley Wtover
Tim Witting
Jason Zuccari & Sepe Talas

$500-$999

Marcy & Jeff Abramowitz
Roth Adam & Stacy Currn
Manuel Abla
Jen Atkin & Mike Rosenthal
Troy Artlhelm

Ayco Charitable Foundation
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Sharlee & David Bergman
Rodger Berman & Rachel Zee
Brett Blicki
Lisa Blaney
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Simone Harouche & Marc

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Lindsay May & Jon Palevsky
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Momentum Insurance

Brokers
Dawn Moore
Network for Good