



**BrightFocus[®]
Foundation**

**Alzheimer's
Disease
Research**



Together, we can stop Alzheimer's disease.

Every 35 seconds, someone in the U.S. develops Alzheimer's disease. We're fighting back.



TV Public Service Campaign

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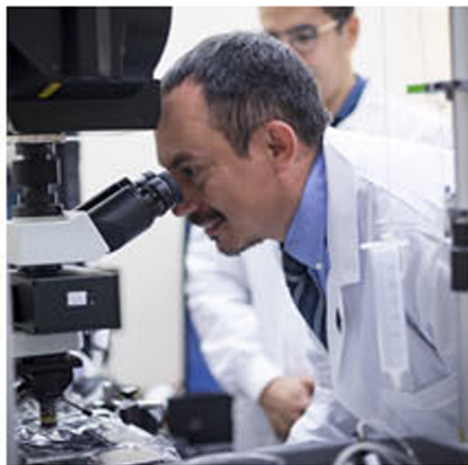
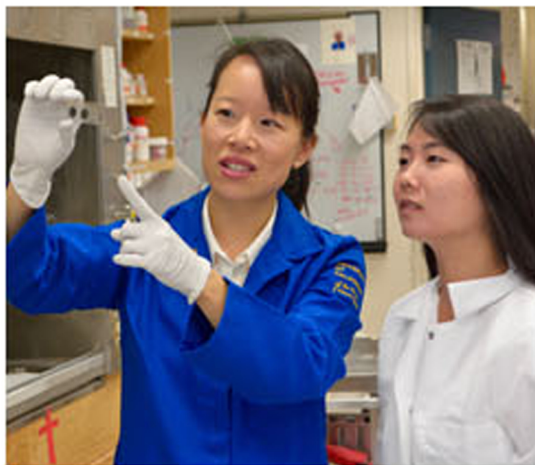
ABOUT BRIGHTFOCUS FOUNDATION

BrightFocus Foundation is at the forefront of brain and eye health, advancing early-stage, investigator-initiated research around the world. Since its inception in 1973, BrightFocus and its flagship programs—Alzheimer's Disease Research, Macular Degeneration Research, and National Glaucoma Research—have invested more than \$330 million in research grants to scientists, catalyzing thousands of scientific breakthroughs, life-enhancing treatments, and diagnostic tools.

Most of our grants support early-stage research, ensuring fresh perspectives are brought to the forefront and offering an increased return on research investment over time through novel discoveries that fuel the field.

We also share the latest research findings, expert information, and resources to empower the millions impacted by these diseases of mind and sight.

Our generous, growing community of donors fuels the drive and brilliance of scientists working around the world to save mind and sight. Learn more at brightfocus.org.



Learn more about BrightFocus Foundation

BRIGHTFOCUS.ORG



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Dear Public Service Director,

Our memories help define who we are. They connect us to our loved ones, shape our experiences, and allow us to live independent, fulfilling lives. Yet Alzheimer's disease continues to affect millions of Americans, and too many people remain unaware of the importance of early detection, research, and support.

That's why I am asking for your help in sharing BrightFocus Foundation's new national public service announcements about Alzheimer's disease and the urgent need to advance research and awareness.

Alzheimer's disease is the most common cause of dementia and impacts not only those diagnosed, but also their families, caregivers, and communities. As the disease progresses, it gradually affects memory, thinking, and daily functioning. While there is currently no cure, early diagnosis, growing treatment options, and continued research offer hope for improving quality of life and moving closer to a future without Alzheimer's.

We've partnered with actor, producer, and writer Andre Royo ("The Wire"), who lost his mother Andrea Royo to Alzheimer's disease, and Teri Youngdale, whose mother Gail is currently living with Alzheimer's, to show the disease's impact on families.

For more than 50 years, BrightFocus Foundation and its programs, Alzheimer's Disease Research, Macular Degeneration Research, and National Glaucoma Research, have funded groundbreaking scientific discoveries and provided trusted information about diseases of mind and sight. Our new PSA campaign (:60, :30, :15) features compelling, first-person stories that highlight the importance of understanding Alzheimer's disease, supporting research, and taking action by visiting StopAD.org for free educational resources and information.

These PSAs are evergreen and available for immediate use, with no end date.

Thank you for supporting this important public service effort.

With gratitude,

A handwritten signature in black ink, reading "Stacy Pagos Haller". The signature is fluid and cursive, with the first name "Stacy" being more prominent.

Stacy Pagos Haller
President and CEO

TV PSA SCRIPTS

"Stop Alzheimer's Disease - Andre Royo" (:60)

ANDRE ROYO: Me and my day found out my mom was diagnosed with Alzheimer's. I couldn't fathom her getting sick, she was very independent, very strong lady. They might forget your face, they might forget your name, but they can feel that they have a relationship with you, a connection with you.

Certain moments when you connect and it's beautiful, she's with her son, I'm with my mom. And seeing her be a mom for that moment and then snap out and then not know who I am, it just broke my heart. I don't want anyone to have to suffer and see what I saw or go through what I went through.

I don't want people to think that this is another person's problem. Every year, over nine hundred thousand people in the U.S. will develop Alzheimer's. Changes in the brain linked to Alzheimer's can begin as early as midlife and there are steps you can take now to help reduce your risk.

To learn more about risk factors, ways to protect your brain and the latest research visit [Stop AD dot org](http://StopAD.org).

"Stop Alzheimer's Disease - Andre Royo" (:30)

ANDRE ROYO: My mom she was diagnosed with Alzheimer's. I couldn't fathom her getting sick, she was very independent, very strong lady. Seeing her be a mom and then snap out and then not know who I am, it just broke my heart.

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TV PSA SCRIPTS

"Stop Alzheimer's Disease - Teri Youngdale" (:60)

TERI YOUNGDALE: My mom has Alzheimer's disease. When I realized that mom had mild cognitive impairment and eventually that would turn into Alzheimer's I went and got the genetic testing for myself. Mom's life has absolutely benefitted from the research that's been done. It provides a future, it gives me a great deal of joy. We all need to put our faith in research, because it is the only way we can overcome any medical issue that we ever have.

More than seven million Americans are living with Alzheimer's disease. Every year, nine hundred thousand people in the U.S. will develop Alzheimer's. Alzheimer's Disease Research, a BrightFocus Foundation program, is leading the way in funding innovative studies to defeat Alzheimer's.

To learn more about risk factors, ways to protect your brain and the latest research visit [Stop AD dot org](http://StopAD.org).

"Stop Alzheimer's Disease - Teri Youngdale" (:30)

TERI YOUNGDALE: My mom has Alzheimer's disease. Mom's life has absolutely benefitted from the research that's been done. We all need to put our faith in research, because it is the only way we can overcome any medical issue that we ever have.

More than seven million Americans are living with Alzheimer's disease. To learn more about risk factors, ways to protect your brain and the latest research visit [Stop AD dot org](http://StopAD.org).

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/bff/>

These PSAs have no end date for use

Stop Alzheimer's Disease - Andre Royo (:60, :30, :15)

Stop Alzheimer's Disease - Teri Youngdale (:60, :30, :15)

Please let us know your preferences on receiving
PSAs by contacting:

Holly Mulé: via e-mail at hmule@c360m.com
or by phone at (212) 624-9196.

501 (c)(3) certificate



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities

Date:
June 12, 2019
Person to contact:
Name: Ms. Benjamin
ID number: 0196814
Employer ID number:
23-7337229
Form 990 required:
Yes

BRIGHTFOCUS FOUNDATION
22512 GATEWAY CENTER DR
CLARKSBURG, MD 20871

Dear Sir or Madam:

We're responding to your request dated April 16, 2019 about your tax-exempt status.

We issued you a determination letter in January 1974, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax-deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period.

- Form 990, Return of Organization Exempt From Income Tax
- Form 990-EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required

Letter 4168 (2-2018)
Catalog Number 66966G



BrightFocus[®]
Foundation

Cure in Mind. Cure in Sight.