

MEN'S HEALTH INITIATIVE

Alzheimer's Disease IN 2017 AND BEYOND

“Alzheimer's Disease is the sixth-leading cause of death in the United States and the only cause of death among the top 10 in the United States that cannot be prevented, cured or even slowed.”

ALZHEIMER'S ASSOCIATION



HADASSAH
Associates

ADVANCING MEDICAL RESEARCH, HEALING & EDUCATION

hadassah.org/menshealth

Alzheimer's is the most common form of dementia, a general term for memory loss and other intellectual abilities serious enough to interfere with daily life. Alzheimer's disease accounts for 60 to 80 percent of dementia cases. One of the most costly diseases in the developed world, last year, Alzheimer's drained some \$200 billion from the United States economy and was the sixth leading cause of death in the country.

- First identified more than a century ago by German psychiatrist Alois Alzheimer, this devastating illness already affects one in every 20 people aged 65 to 85, and almost half of those older than 95—some 24,300,000 people worldwide. Hadassah Medical Organization has been a leader in the fight against Alzheimer's.

- Hadassah researchers hypothesized that Alzheimer's disease is a disorder of orientation where people lose their way on the cognitive maps of memory, places, and later, people.

Moreover, the default mode network, overlapping with the orientation system, is known to be the network which is disturbed in Alzheimer's disease. Using an innovative brain mapping technique, the Hadassah Medical Organization's neuropsychiatry specialists have identified a cognitive process that has important implications for understanding the disorientation experienced by Alzheimer's patients.

- The Hadassah team was first in the world to find that neural stem cells have healing qualities that

ameliorate harmful inflammation in the brain and protect it from injury.

- Hadassah researchers discovered that stem cells perform two separate and central therapeutic tasks: protect surrounding cells from injury and induce natural repair; and inhibit inflammatory processes in the brain—processes that play a role in disorders, including Alzheimer's.

You can help make Alzheimer's disease a thing of the past.

Yes, I want to support cutting-edge Alzheimer's research and treatment at the Hadassah Medical Organization through the Men's Health Initiative.

NAME

STREET ADDRESS

CITY/STATE/ZIP

PHONE (DAYTIME)

PHONE (CELL)

EMAIL

UNIT (REGION/BIG CHAPTER-IF KNOWN)

Enclosed is my check payable to Hadassah for \$ _____

Please charge my gift to:

AMEX Discover MC Visa

one time or recurring monthly or recurring annually

*If selecting a recurring gift, please see back for additional details.

NAME (AS IT APPEARS ON THE CREDIT CARD)

CARD NUMBER

EXPIRATION DATE

SIGNATURE

Mail donation to: Hadassah, PO Box 1100, New York, NY 10268-1100 or call 800.928.0685.

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*By checking one of the recurring monthly, quarterly or annual payment options, I agree that my credit card will continue to be charged each year as directed on this pledge card and that this authorization for automatic debit remains in effect until I cancel or transfer my method of payment. I agree to notify Hadassah upon the expiration or cancellation of the above credit card and to provide Hadassah with updated credit card or other payment information. I understand that I may cancel the automatic renewal payment option at any time by contacting Hadassah Donor Services at 800.928.0685.

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HADASSAH, THE WOMEN'S ZIONIST ORGANIZATION OF AMERICA, INC. 40 WALL STREET - NEW YORK, NY 10005 TELEPHONE: (212) 355-7900

Contributions will be used for the support of Hadassah's charitable projects and programs in the U.S. and/or Israel including: medical relief, education and research; education and advocacy programs on issues of concern to women and that of the family; and support of programs for Jewish youth. Financial and other information about Hadassah may be obtained, without cost, by writing the Finance Department at Hadassah's principal place of business at the address indicated above, or by calling the phone number indicated above. In addition, residents of the following states may obtain financial and/or licensing information from their states, as indicated.

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NY: You may obtain a copy of Hadassah's Financial Report by writing to the Hadassah Finance Dept., 40 Wall Street, New York, New York 10005. **NC: FINANCIAL INFORMATION ABOUT HADASSAH, THE WOMEN'S ZIONIST ORGANIZATION OF AMERICA, INC. AND A COPY OF ITS LICENSE ARE AVAILABLE FROM THE NORTH CAROLINA SECRETARY OF STATE, SOLICITATION LICENSING SECTION AT 919-807-2214 OR FOR NORTH CAROLINA RESIDENTS AT 1-888-830-4989.**

PA: The official registration and financial information of Hadassah, The Women's Zionist Organization of America, Inc., Hadassah Medical Relief Association, Inc., and The Hadassah Foundation, Inc. may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1(800) 732-0999. **VA:** A financial statement of the organization is available from the Department of Agriculture & Consumer Services, P.O. Box 1163, Richmond, VA 23218, Phone #1 (800) 552-9963, upon request. **WA:** Hadassah, The Women's Zionist Organization of America, Inc., Hadassah Medical Relief Association, Inc. and The Hadassah Foundation, Inc. are registered with the Washington Secretary of State. Financial disclosure information is available from the Secretary of State. The toll-free phone number for Washington residents is 800-332-GIVE (800-332-4483), OR 360-725-0378. The website is www.sos.wa.gov/charities. **WV:** West Virginia residents may obtain a summary of the registration and financial documents of Hadassah, The Women's Zionist Organization of America, Inc. from the Secretary of State, State Capitol, Charleston, WV 25305. **ALL OTHER STATES:** A copy of Hadassah's latest Financial Report is available by writing to the Hadassah Finance Dept., 40 Wall Street, New York, New York 10005.

REGISTRATION DOES NOT CONSTITUTE OR IMPLY ENDORSEMENT, APPROVAL, SANCTION OR RECOMMENDATION BY ANY STATE.

Charitable deductions are allowed to the extent provided by law. Hadassah intends to respect your wishes regarding this gift, however, in accordance with U.S. tax law requirements regarding deductibility of contributions, Hadassah shall have full dominion, control and discretion over this gift (and shall be under no legal obligation to transfer any portion of a gift to or for the use or benefit of any other entity or organization). All decisions regarding the transfer of funds to or for the benefit of any other entity or organization shall be subject to the approval of the Board or other governing body of Hadassah.

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HADASSAH



By selecting a recurring gift option, your commitment makes the difference, month after month, year after year. You can join one of Hadassah's Annual Giving Societies at any of the levels listed below:

- **Chai Society:** \$180-359/year (\$15/month)
- **Silver Chai Society:** \$360-999/year (\$30/month)
- **Traditional Keeper of the Gate:** \$1,000-1,799/year (\$83.33/month)
- **Chai Keeper of the Gate:** \$1,800-4,999/year (\$150/month)
- **Golden Keeper of the Gate:** \$5,000+ (\$416.66/month)

These contributions enable you to help save a life, to be part of something big, something vital.

Payable by December 31st each year. Quarterly statements will be mailed to you regarding your annual commitment.