

Leadership Circle for Women

Overview

Imagine a world united by women against Alzheimer's. That vision is at the heart of WomenAgainstAlzheimer's, a group of women across the globe who are demanding solutions for the health crisis and social injustice of Alzheimer's.

Alzheimer's is the **most dangerous threat** facing women today. Women are twice as likely both to die with Alzheimer's, and care for someone with the disease.¹ Overall, women bear 80% of Alzheimer's total cost, which is set to rise dramatically as the disease's prevalence explodes.²

We cannot and will not tolerate this immense unbalanced burden any longer.

We have launched the *We Won't Wait* campaign—the **first-ever** effort to define Alzheimer's as a women's rights imperative—affecting both economic and health-related justice for women—and demanding immediate responses. The campaign aims to ignite widespread action and awareness among women and rally them aggressively to fight for an end to Alzheimer's.

About the Leadership Circle for Women

A critical element of the *We Won't Wait* campaign is the **Leadership Circle for Women**, which **brings together influential women executives** from the highest levels of leading global companies. Leadership Circle members contribute their reputation, resources, and talent to WomenAgainstAlzheimer's, providing a platform for women to fight—and beat—Alzheimer's.



Opportunities

The Leadership Circle for Women offers **unique opportunities** for members to push Alzheimer's to the top of corporate and social agendas worldwide:

1 Support innovative gatherings of women leaders

Every year, we invite our Leadership Circle members and a diverse set of women to dynamic gatherings, where they share their wisdom, develop new ideas, and then spread these solutions to powerful networks.

2 Participate in VIP events

Through prominent events like the Out of the Shadows dinner, our well-connected Leadership Circle members can help to build Alzheimer's awareness with key stakeholders and spark productive discussions.

3 Sponsor a Research Challenge

Leadership Circle members can channel their resources to drive scientific progress and increase Alzheimer's research funding, particularly for sex-based studies, which lag far behind other diseases.

Benefits

Leadership Circle members receive a variety of membership benefits that both recognize their contributions and help them to accelerate the pace of change, including:

A vital leadership role in WomenAgainstAlzheimer's mission to end Alzheimer's by 2020

Recognition with key audiences through our print materials, website, and annual report

VIP opportunities at USA2 and WomenAgainstAlzheimer's events held throughout the year

Expert support for social media advocacy and digital marketing

***We Won't Wait* Toolkit with tips and ideas for speaking up about Alzheimer's**

Access to the latest research in Alzheimer's, Alzheimer's Daily, and other resources

Contributions

In addition to financial contributions, many of our Leadership Circle members also choose to participate directly in the work of WomenAgainstAlzheimer's and *We Won't Wait*:

Convene WomenTalks and roundtables. We support Leadership Circle members as they host small inspirational and educational gatherings of women, internal roundtables with employees, or external roundtables with other Leadership Circle members.

Voice support on social media. WomenAgainstAlzheimer's provides content to help Leadership Circle members raise awareness and enrich education through postings on social media.

Make introductions. Leadership Circle members often act as connectors and facilitators between WomenAgainstAlzheimer's and companies that may want to sponsor the *We Won't Wait* crusade.

Communicate with networks. We provide sample emails for Leadership Circle members' events, as well as specially designed activities for them to share with their networks.

Join the Circle

Passionate, informed, and engaged women can stop

Alzheimer's. But to do so, we must work together to spread awareness, amplify our messages, and resolutely call for urgent changes.

Join us—you can play an instrumental role in our efforts to create immediate change. Whether it's voicing your support or educating your network, everyone can contribute to much-needed progress. Learn more at www.wontwaitcampaign.org

Endnotes

- ¹ Alzheimer's Association: Women and Alzheimer's Disease. 2014. Available at: http://www.alz.org/documents_custom/2014_facts_figures_fact_sheet_women.pdf
- ² Milken Institute. The Price Women Pay for Dementia: Strategies to Ease Gender Disparity and Economic Costs. 2016. Available at: <http://www.milkeninstitute.org/publications/view/778>