

**HILARITY
FOR CHARITY**

**2022
ANNUAL REPORT**



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A LETTER FROM CO-FOUNDER, LAUREN MILLER ROGEN AND BOARD CHAIR, DAN MILLER

Happy Birthday to Us!

2022 was a year of celebration and reflection on the significant progress HFC has made as an organization the past ten years! As you will discover in this annual report, we are even more excited about our potential over the next decade!

While hosting wildly fun charity events sets us apart from other non-profits, we believe it is our focused mission to accelerate progress in caregiving, prevention, and scientific-based support systems that truly distinguishes HFC.

Our nationwide effort to educate young people about brain health and the potential for delaying dementia is one of our most innovative programs, and we have plans for tremendous growth next year. We are funding cutting-edge technology and prevention-focused research, and advocating for changes in public policy that reflect our experiences providing care for families impacted by Alzheimer's Disease.

HFC now reaches half a million people through virtual and in-person programming, social media platforms, and HFC Universe, our comprehensive digital platform featuring brain health curricula. We have granted 405,000 hours of relief to caregivers across the country, helping spouses and children keep their loved ones at home.

Putting purpose to our pain has been transformational for our family, and we take great pride knowing that growing HFC's impact is the best way to honor our mother's memory. All we have achieved in the last decade would not be possible without our friends, colleagues and generous supporters who enthusiastically amplify our efforts.

We are grateful for you and incredibly proud of our work together. We are ready to move into the next chapter with our signature mix of focus, empathy, and humor. We are so glad you're along for the ride.



Lauren Miller Rogen
Co-Founder

Dan Miller
Board Chair

A Q&A WITH CO-FOUNDER, SETH ROGEN AND EXECUTIVE DIRECTOR, BONNIE WATTLES

Seth

Bonnie! Okay. This is a Q&A but we'll both be asking and answering because... why not.

Bonnie

Makes sense. We're actually not that conventional at HFC.

Seth

Exactly. I'll start. We founded HFC 10 years ago but not many people know the evolution of the organization over that time. Why don't you walk us through it?

Bonnie

Of course. You, Lauren, and a few wonderful friends, Bass, Raffi, and Tum, threw your first fundraiser in 2012. It was the very first Variety Show held at Vibiana in downtown LA. I think what you all talk about the most is how hopeful that night felt because so many young people who were touched by Alzheimer's felt connected and part of a growing community.

Seth

Right. We were feeling a bit hopeless after Lauren and Dan's mom Adele was diagnosed with early onset Alzheimer's, but we channeled our energy into what we knew best: comedy and it really paid off!

Bonnie

After that, your variety show fundraisers grew in popularity and success. And at the same time, you guys were realizing, through your own personal experience, that as much as you wanted a cure, there was also another huge and more immediate need...

Seth

Yes. Caregiving. It's so hard. We were trying to support Lauren and Dan's dad, who was their mom's primary caregiver, and we were genuinely worried that he was going to



die first - that's how completely consuming and overwhelming the stress was. That and we were spending an insane amount of money on care. We were very fortunate to have the financial means to pay for in-home care, care equipment, medical bills, you name it... but it was so obvious to us that most people impacted by Alzheimer's were drowning in the stress and expense of it all. So that's when we decided to devote our attention and funding to care for caregivers, in addition to research. As my amazing wife Lauren says, focus on tomorrow AND today.

Bonnie

You guys incorporated as your own charity in 2017 and hired me shortly thereafter to build a staff and program structure, and to expand existing caregiver support efforts. We got to work scaling our In-Home Care Grant Program, providing 3-6 months of free, professional, in-home care to unpaid family caregivers and our online support groups, helping caregivers access support and community from anywhere in the country. Now here's a question. As we became more strategic in our efforts, we started leaning into prevention efforts as a cure. Can you say more about what that means at HFC?

Seth

Yeah, so, there's probably not going to be like a pill or a vaccine that just ends Alzheimer's. But, in recent years, science has shown that Alzheimer's is not the inevitable disease we once thought it was. In fact, we know now that 4 in 10 cases of dementia may be preventable by living a brain healthy lifestyle. Learning that as young people dealing with this terrible thing really changed our mindset. Personally, it gave us hope. And as an organization, it gave us direction.

Bonnie

And HFC's youth-focused Brain Health Education and Prevention programs were born.

Seth

Believe me, I never thought I'd be teaching young people about keeping their brains healthy but here we are.

Bonnie

You mentioned science and hope. When HFC was founded, there was very little hope in the Alzheimer's space and even less humor. How have you seen that change in the last ten years?

Seth

You know, science is a remarkable thing. In ten short years we've seen huge advancements in testing, diagnosis, genetics, treatment, and prevention. If Adele were still here, I think her medical journey would look completely different. So, yeah, we are very hopeful. And as far as humor, you know, it's what we do. Alzheimer's is a really f--- ...can I curse for this?

Bonnie

We'll cut it out.

Seth

It's a really f--- up disease. And our philosophy in the thick of it was that we had to laugh. We had to find some joy where it was because, believe me, it was not in abundance. So we carried that into HFC's work to "bring light to Alzheimer's" - "light" in the sense of awareness, but also levity. In doing so, we hear from caregivers all the time that they feel at home in the HFC community specifically because they crave the guilt-free comic relief and positive support we provide. And I think we've really maintained our unique brand of irreverence over the years, while evolving to meet the needs of the caregiving community. Which brings me to a question for you...

Bonnie

Bring it on...

Seth

We hear from thousands of caregivers every year. Listening to them, what are the most pressing needs of the community and where will HFC focus our efforts to meet those needs in 2023?

Bonnie

We hear all the time from caregivers that they need quality, affordable care and emotional support. Of course, everyone is hoping for scientific advancement, and most importantly, prevention education.

In 2023, HFC will focus on:

- Providing more care for more families impacted by Alzheimer's and related dementias by delivering a 23% increase in respite care grants.
- Scaling the content and delivery of HFC's proprietary brain health education curriculum, HFCUniverse.
- Continuing to activate the next generation of Alzheimer's advocates through our acquisition of the Youth Movement Against Alzheimer's (YMAA), a nation-wide network of high school and college students committed to raising awareness - and changing the trajectory - of Alzheimer's Disease.

Seth

No big deal.

Bonnie

No, totally manageable. One last question to close us out. What did HFC do this year that you are most proud of?

Seth

You know what was really cool? The project in Texas. We launched our first-ever hybrid support group (part in-person, part virtual) for Latinx family caregivers involved in a clinical trial. The goal was to provide caregiver education and emotional support while supporting clinical trial participation. I just really liked that it was tailored to that very specific community and that it was support for caregivers AND support for science. That's just like the HFC win win.

Bonnie

I totally agree. And, it was so well-received, it will continue through 2023 as one of HFC's ongoing and first-ever in-person caregiver support groups.

Seth

Love it. Here's to the next 10!



A MESSAGE FROM HFC FOUNDING BOARD MEMBERS

What a wild ride!

Back in 2012, we could not have imagined that our first Hilarity for Charity event would be the beginning of something so big, but we certainly tapped into something special. Our goal was to tap into the younger generation (our peers, at the time), something no one else in the space was doing. Once an idea amongst friends, HFC is now a leader in caring for families impacted by Alzheimer's today and bringing brain health education and prevention awareness to young people to achieve an Alzheimer's-free tomorrow.

True to our values, we've grown and evolved without sacrificing our commitment to humor, levity, and bringing light to darkness. 10 years, dozens of events, millions raised, and, most importantly, tens of thousands of people supported and educated. The Alzheimer's landscape looks very different in 2022 than it did in 2012, and we're proud to have played some part in that.

Here's to another ten years of progress.

Raffi Adlan
Matthew Bass
Tum Cohl

From left to right: HFC Founders Raffi Adlan, Tum Cohl, Matthew Bass, Seth Rogen, and Lauren Miller Rogen.



TEN YEARS OF DRIVING AWARENESS & INSPIRING CHANGE:
A TRIP DOWN MEMORY LANE

2012

Concert in the Park

HFC enters the philanthropic scene with its inaugural variety show “Concert in the Park” featuring Paul Rudd, Hannibal Burress, Tenacious D, DJ Pauly D, and Bruno Mars!



Mozilla Firefox Challenge

Sophia Bush narrowly defeats Seth in a race to raise more money for their respective charities. Friendly Twitter feud ensues.

2013

House Party

The Backstreet Boys headline HFC's second annual fundraiser in Los Angeles.



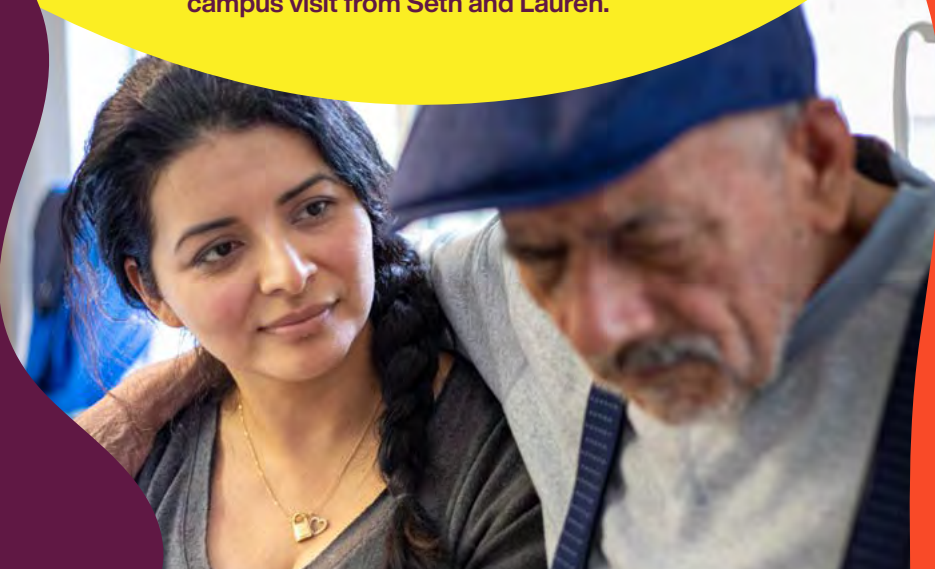
NYC Cocktail Party

HFC heads east, bringing its signature variety show to New York City.



#KickAlzInTheBallz

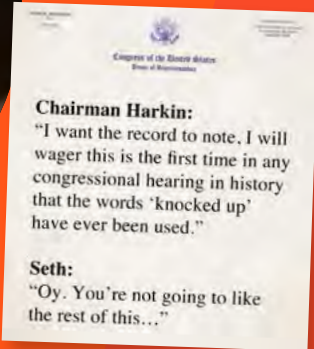
HFC launches a nationwide program supporting college students to join forces to #KickAlzInTheBallz. In its inaugural year, 177 college teams signed up and The University of Vermont raised \$133K, earning a campus visit from Seth and Lauren.



2014

Seth testifies before Congress

encouraging more federal funding for Alzheimer's care and research. At the time, his testimony was second only to President Obama's inauguration in views on C-SPAN.



In-Home Care Grant Program

HFC launches the In-Home Care Grant Program in partnership with Home Instead to relieve caregivers, giving them time to rest, recharge, and focus on their personal and professional lives.



Prom Night

HFC's 3rd annual fundraiser is the world's best prom with performances by Joseph Gordon-Levitt, “Weird Al” Yankovic, and Bell Biv DeVoe.



2015



HFC's Bar Mitzvah

Miley Cyrus headlines the 4th annual variety show.



2016 Halloween Party

HFC's 5th annual Halloween-themed variety show is headlined by Snoop Dogg.



Cocktail Party

HFC keeps it classy at its second event in New York City with Leslie Jones, Paul Rudd, and Amy Schumer.



HFC earns non-profit 501(c)(3) status

becoming its own entity in order to expand family caregiver support and brain health education. Daniel Miller assumes the role of Board Chair.

2017



2018

HFC's Online Support Groups

HFC launches its free, online support group program. Facilitated by credentialed professionals, family caregivers can access support and community from anywhere in the country.



Seth Rogen's Hilarity for Charity

stand-up comedy special streams globally on Netflix.



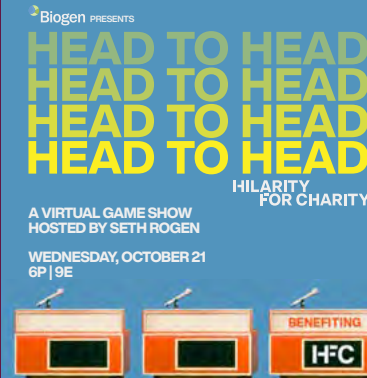
Serving as Hilarity for Charity's 6th annual variety show, the special featured comedic greats including Michael Che, Sacha Baron Cohen, James Corden, Jeff Goldblum, Tiffany Haddish, Chris Hardwick, Nick Kroll, John Mulaney, Kumail Nanjiani, Chelsea Peretti, Craig Robinson, Sarah Silverman, and Michelle Wolf, as well as performances by Post Malone and The Muppets.



2019

HILARITY FOR CHARITY COUNTY FAIR

HFC's 7th annual event is a County Fair featuring celebrity carnival barkers Nick Kroll, Ilana Glazer, Andy Devine, Josh Gad, and Busy Phillips, with a live skateboarding demo from Tony Hawk and a musical performance by Anderson Paak.



Drop-In Support Groups



HFC adds drop-in support groups and more than doubles the number of ongoing support groups to support caregivers during the pandemic. Other program expansion includes the caregiver wellness series focusing on tangible ways caregivers can practice self-care and the launch of Care News, a monthly newsletter to support and inform family caregivers.

COVID-19 can't stop HFC's 8th annual event

Head to Head is its first-ever virtual game show. Team Captains Elizabeth Banks, Billy Eichner, Anna Faris, Jim Gaffigan, and Craig Robinson led their teams to raise over \$340K for Alzheimer's care and prevention.

UCI MIND

Institute for Memory Impairments and Neurological Disorders

HFC sponsors medical students at The University of California Irvine Institute for Memory

Impairments and Neurological Disorders (UCI MIND) to participate in mentored neurological research. The program aims to create a pipeline of enthusiastic trainees who, motivated by their experiences and mentorship, choose medical careers to advance knowledge and care for older adults.



Seth competes on The Price is Right to raise money and awareness for HFC.



2020



HFC Strategic Plan

HFC establishes four strategic pillars in its first-ever strategic plan.

- Drive Awareness and Inspire Change
- Care for Caregivers
- Care for Brains
- Invest in Brain Health Education and Prevention Research

HFC forms its Science Advisory Board

Composed 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 advance innovation across HFC's strategic pillars.

HFC forms its Care Advisory Board

Composed of thought leaders in the areas of caregiving, health, and mental health, this group provides expert direction on HFC's care content and programming.

Humans of Dementia

HFC launches the first Humans of Dementia storytelling contest inviting young people to share their personal stories of loss, fear, resilience, and hope in the face of Alzheimer's disease and related dementias.

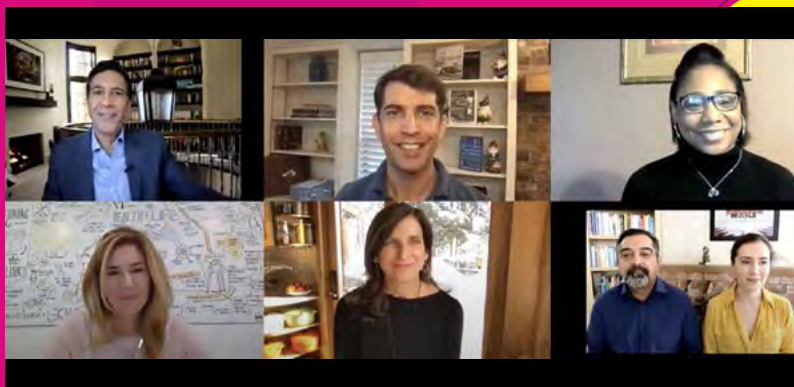


“Participating in Humans of Dementia gave me a chance to reflect on a life full of memories I have shared with my grandma instead of allowing dementia to take over a lifetime of accomplishments.”
- Rashi Ranjan, HOD Winner 2020

Neurology®

HFC's randomized controlled trial "Education Research: Online Alzheimer's education for high school and college students" is published in the Journal of Neurology.

2021



HFC hosts its first annual CareCon

a free, virtual event designed to educate, inspire, and empower Alzheimer's and dementia family caregivers with support, knowledge, and community. The inaugural event features celebrity moderators Dr. Sanjay Gupta, Ashley Williams, Kimberly Williams-Paisley, Leeza Gibbons, and Sean Hayes.

“Attending brought joy to my day! What a generous spirit everyone has! Thank you for realizing and understanding the stress, isolation, and needs of caregivers.”
- CareCon Attendee

HFCU

HFC launches HFCUiverse, a one-of-a-kind digital experience teaching high school and college students about Alzheimer's disease and prevention through evidence-based, celebrity-led brain health education. Professor Seth Rogen is HFCU's inaugural faculty member.



HFC forms its board of Celebrity Ambassadors

inviting comedians, actors, and musicians impacted by Alzheimer's to raise awareness across diverse audiences and shift the narrative around care and caregiving within their pop culture communities.

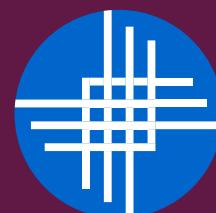
HFC forms the HFC Associates

a national group of rising philanthropists, to fuel a movement that raises awareness and changes the trajectory of Alzheimer's disease via HFC.

The HFCU Content Advisory Board is created

This group of professionals and students in various fields, whose early careers have featured prestigious accomplishments, guides HFC in vetting and approving content for HFCUiverse.

Made up of physicians, neuroscientists, educators, and students, this body is the brain trust for HFC's brain education content, materials, and delivery.



MILKEN
INSTITUTE

Lauren joins the Steering Committee of the Milken Institute's Alliance to Improve Dementia Care.

HFC Grows

HFC reaches five times the number of caregivers enrolled in support groups since 2018 and launches its first Spanish-speaking support group. HFC's care grant application also becomes available in Spanish.



BRAIN IT ON

Co-hosted by HFC and the Women's Alzheimer's Movement (WAM), Brain It On brought together hosts Maria Shriver and Lauren Miller Rogen, top brain-health experts, celebrity advocates, and thought leaders to educate thousands of attendees about brain health, disease detection, and prevention. The event featured Rocco DiSpirito, Julianne Hough, Apolo Ohno, Liz Hernandez, and more!

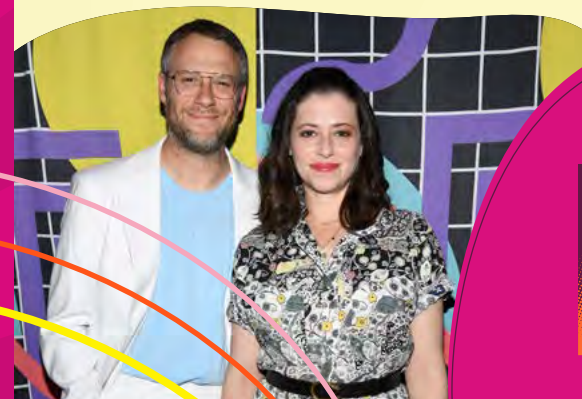
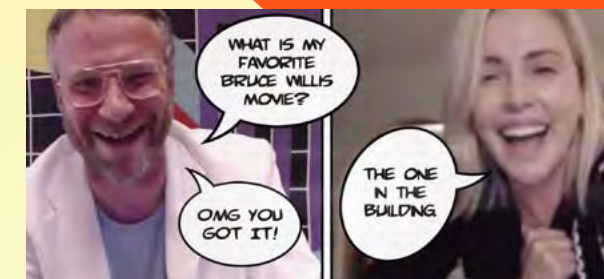


HEAD TO HEAD

PRESENTED BY Biogen

HILARITY
FOR CHARITY

Head to Head returns with Team Captains Charlize Theron, Ike Barinholtz, Jillian Bell, Yvette Nicole Brown, and Martin Starr. The event raises \$475K and Charlize takes the crown with her very specific answer to, "What is Seth's favorite Bruce Willis movie?" "The one in the building!"



HFC Impact Report



HFC issues its inaugural Impact Report with data establishing its leadership in helping caregivers meet their needs, improve their well-being, and improve the quality of care they provide to their loved ones.

91%
of caregivers reported that their HFC Care Grant helped them to manage stress

85%
of caregivers said their HFC support group helped improve their overall well-being

2022 IN REVIEW

This year, we continued to scale and evolve to meet the needs of youth, caregivers, and families impacted by Alzheimer's.



With the 2nd Annual CareCon, we introduced "The Scotty Caregiver Award" named in honor of Scott Miller, Dan and Lauren's dad, who served as loving caregiver to his late wife and their mom, Adele. The award recognizes an unpaid caregiver for their patience, perseverance, and creativity in the face of dementia.



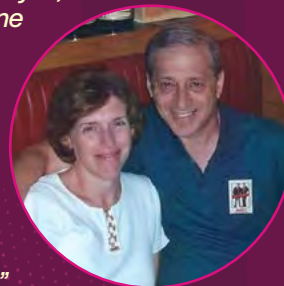
The inaugural Scotty was awarded to Eddie Gonzalez from Brooklyn, New York, who is his wife's full-time caregiver.

Eddie was nominated by his daughter, Jessica, who shared, "The level of patience he has exhibited has not only been limited to his care for her, it has extended to others he has encountered who have newly entered the arena of Alzheimer's caregiving."

As part of the award, Eddie received an HFC In-Home Care Grant to help provide some relief from his caregiving duties.



"The Scotty is a symbol, a recognition of all the caregivers that work, strive, love, and yes, even suffer, while caring for someone afflicted with the serious effects of Alzheimer's or one of the various forms of dementia. The Scotty is not a recognition of the best caregiver. It is not a recognition of the hardest working caregiver, nor the bravest caregiver. The Scotty represents all caregivers and the fact that at the core of it all, we care."
- Scott Miller



HFC Universe recognized by Fast Company

Our digital brain health platform also won an honorable mention from Fast Company via its 2022 World Changing Ideas Awards, honoring organizations tackling the biggest challenges of our time in innovative ways.

In 2023, HFC will launch five new celebrity-led courses, each specific to one brain health habit proven to support Alzheimer's prevention.



The Milken Institute Global Conference

convenes the best minds in the world to tackle its most urgent challenges and realize its most exciting opportunities. In May, Lauren moderated the panel "Caregiving in America: Time for Change," a discussion about burnout, health challenges, financial insecurity, and what strategies and solutions might support both paid and unpaid caregivers. Lauren was joined by Amy Fehir (Senior Director, Business and Program Development, Milken Institute), Jeff Huber (CEO, Home Instead, Inc.), Ai-jen Poo (President, National Domestic Workers Alliance), and Linda Sánchez (US Representative, California).



Drop-In Support Groups

Drop-in support groups became available 7 days a week and HFC now offers more than 25 ongoing groups for caregivers, including groups in Spanish.



The Public Leadership in Neurology Award

Seth and Lauren received the Public Leadership in Neurology Award from the American Brain Foundation



"Brain health research gives us hope that we may one day inhabit a world without Alzheimer's, without Parkinson's, without MS. It's a world I'd love to live in, but if we can't inhabit that world ourselves, I am so proud to support the possibility - let's say, the inevitability - of that future."
- Lauren Miller Rogen

Brain Health Dinner Los Angeles

In June, we gathered at the incredible home of Jaime and Andrew Schwartzberg for a fundraising dinner under the stars with an amazing meal created by world-renowned chef, author, and restaurateur, Cat Cora. Guests enjoyed brain health activations and a fascinating panel discussion with Dr. Richard Isaacson, Dr. Lisa Genova, Dr. Megan Jones Bell, and Dr. Joshua Grill. The evening culminated with a moving musical performance by Walk The Moon's Nicholas Petricca who lost his father to Alzheimer's. We are deeply grateful to our friends Jaime and Andrew for their generosity in hosting this very special event.



2,000+ registrants

4 celebrity-led panel discussions

15 caregiver-focused workshops

Supporting Clinical Trial Participation

This year we launched our first-ever hybrid support group (part in-person, part virtual) for Latinx family caregivers involved in a clinical trial. The goals of the group were to provide caregiver education and emotional support while supporting clinical trial participation. The group in Rio Grande Valley, Texas was so well-received, it will continue through 2023 as one of HFC's ongoing and first-ever in-person caregiver support groups.

Rio Grande Valley

HFC Goes to Washington



"Aging is a natural thing. You shouldn't have to be rich to navigate it."
- Seth Rogen

In September, we honored World Alzheimer's Month by visiting Capitol Hill to highlight the urgency of public investments in home and community-based care for people with Alzheimer's, their caregivers and families. We spent time with key decision makers, asking them to prioritize a federal investment in our care infrastructure: access to care, support for family caregivers, and better care jobs. Lauren and Seth, shared how Alzheimer's impacted their family, from the emotional toll of "going it alone" as young caregivers to the extraordinary financial commitment they were uniquely able to afford, but which remains out of reach for the majority of Americans caring for a loved one.



Dealing With It
A Dementia-Related Behavior Support Group Series

HFC Home Instead.

Keeping with our commitment to care for caregivers, we hosted a free, 8-week dementia-related behavior series in partnership with Home Instead. 111 family caregivers attended "Dealing With It" to learn about distinct dementia-related behaviors, the causes, what to expect and how to handle them in caregiving. It also provided a space to process their personal experiences with the behaviors being addressed.

"Sometimes, when there's a pause in the conversation, he looks at me kindly, but without recognition. 'What's your name?' he asks. 'Marie,' I say. I always answer casually, like it's no big deal that he forgot. I don't want him to feel bad. 'Ah, such a beautiful name! I have a sister named Marie.' I smile at this."
- Marie Abboud, Arlington, VA
1st Place, High School

This Is Us, This Is Care

With our friends at Caring Across Generations (CAG), we hosted a conversation with the cast of This Is Us about how the show captured the nuanced realities of caregiving and offered a model for how to have difficult but important conversations around care.

Mandy Moore, Chrissy Metz, Jon Huertas, and series Executive Producer KJ Steinberg sat down with Caring Across Generations' Executive Director, Ai-jen Poo and HFC Co-Founders Seth and Lauren Rogen to discuss pop culture narratives and galvanize fans to destigmatize aging and illness, while encouraging elected officials to prioritize access to care, support for family caregivers, and better care jobs.

Watch the conversation at:
<https://www.conversations.care/thisisus>

The collaboration took home Audience Honors in both the Social Justice and Arts & Culture categories at the 2022 Shorty Impact Awards.



Care-ertainment

HFC continued to innovate ways to support caregivers, build community, and have fun doing it. In May and October, we introduced a pair of new events called "Care-ertainment." The events featured celebrity hosts Ayden Mayeri and Caitlin Reilly and a line-up of real-life caregivers to laugh and learn with.



HFC x Human Resources

This summer, actor, comedian, and producer, Nick Kroll, led the cast of Netflix's Human Resources in a virtual table read to benefit HFC! The talented cast read an episode entitled "It's Almost Over," which highlights a family's experience with Alzheimer's disease with a balance of hilarity and thoughtfulness only Human Resources could pull off! The event aired live on TikTok and now lives on YouTube at Netflix is a Joke.



Brain Health Dinner D.C.

In September, our newest Advisory Board member, Jason Zuccari and his family, hosted an epic fundraiser at their home in McLean, Virginia. The evening featured a discussion moderated by "Suits" actress Sarah Rafferty, the Rogens, Washington Capitals forward T.J. Oshie, and "Shahs of Sunset" reality star, Reza Farahan.

Humans of Dementia
HFC

We hosted the 3rd annual Humans of Dementia contest!



"My grandma having fun on a walk at a local beach. Taking walks and enjoying nature are some of her favorite activities."
- Chloe Lu, Carlsbad, CA
3rd Place, High School



BIRTHDAY EXTRAVAGANZA

Our year-long birthday party came to an exciting close with a full-blown extravaganza of epic HFC proportions!

More than 600 guests gathered to celebrate the milestone at Rolling Greens in downtown Los Angeles this October. The event featured brain health activations, including the ability to hold and learn about a human brain; carnival games with celebrity barkers; two fantastic women DJs, Brie DeLano and Sam Ronson; a *magical* performance by Justin Willman; two side-splitting comedic sets from Nicole Byer and Ron Funches; an auction featuring private experiences with friends of HFC David Chang and Tony Hawk; and an incredibly intimate and swoon-worthy acoustic performance by John Mayer.

Oh... and a giant birthday cake.



“Someone once said that laughter is the best medicine. It's not the best medicine, but it's a good medicine.”
- Seth Rogen

Event Committee Co-Chairs:

Lauren Miller Rogen
Seth Rogen
Raffi Adlan
Matthew Bass

Event Committee:

Abby Sasser
Alanna Thompson
Allison Statter
Carrie Topeil
Dan Miller
Danny Harper
David Minc
Emily Sulman
Jay Ireland
Jen Zaborowski
Jonah Garb
Justin Meltzer
Kari Lauritzen
Katie Moran
Lily Semel
Rich Statter
Sam Stone
Sophie Hoegh
Stefanie Paletz
Steve Bilchik
Tum Cohl
Van Robichaux



THE IMPACT OF INNOVATION

HFC by the numbers:

\$20M

raised to support family caregivers, brain health education, and prevention research since our founding.

405K

hours of in-home care relief awarded through our Caregiver Respite Grant Program since program inception.

850K

people reached, on average, through our program grants, events, and social media each year.

1.7M

people reached through our program grants, events, and social media in 2022.

\$10M+

Respite Care Grants Awarded since program inception.

From the 2022 Impact Report:



88%

of HFC care grant recipients report the respite helpful in improving the quality of care they deliver to their care recipient and 83% feel more emotionally prepared to continue caregiving.

82%

of support group participants report the groups improve their overall well-being.

95%

of caregivers worry about developing Alzheimer's or other forms of dementia, affirming HFC's belief that brain health and disease prevention education are critical components in caring for caregivers and changing the trajectory of Alzheimer's Disease.

CAREGIVER SPOTLIGHT: DOMINIQUE & CINDYLYNN



In 2022, we provided 249 care grants in partnership with Home Instead totaling 34,500 hours of free, professional in-home care to relieve unpaid dementia caregivers, an 18% increase from 2021. We also spent the year putting our learnings from 2021 into action. This included the provision of additional and improved communications throughout the application and enrollment process; additional resources such as coaching, mentoring, and disease education; geographically-based support groups so participants could more easily engage outside of groups; and more flexibility in the use of care grant hours.

Dominique, 31

"I have a son who is in kindergarten and I am also my mom's full-time caregiver. Mom having Alzheimer's at this stage in my life is an everyday grief. She cannot be the grandmother I dreamed she'd be to my son and I don't have her help when I feel lost. Before the Care Grant from HFC, I was so tired and I didn't engage with my son as much as I wanted to. My time and energy was so limited. I was trying to do everything on my own and I lost myself in the process. I wasn't my talkative, smiling self - I felt broken. Now, having the support of a professional caregiver, I can give my son more love and attention. I've learned that accepting help wasn't only a good thing for me - it's made me a better caregiver to both him and my mom. HFC's grant gave me time to pause, regroup, and find some peace of mind. It helped me feel normal again."



Cindylynn, 43

"My mom was diagnosed with early onset Alzheimer's when she was 59. I am her only daughter, so I was the only choice to care for her. And I made a choice to do that, no matter what. Providing care to my mom has affected me physically and emotionally. I am stressed. I have Lupus so I have to be very careful to not trigger a breakout. It's a lot. I have been doing this for a while so I have a routine but it takes a lot of finesse. I try not to get too emotional or think too much about it. I know that with this disease, things will only get more difficult. I knew this was bigger than me, and I looked for help. I need to have a balanced life to be a better caregiver and HFC's care grant allowed me to do that. When I applied, we received the best caregiver. She really helped me find balance. When I look at pictures of my mom now, I am grateful that she cared for me, and now I am ready to care for her."



DONOR SPOTLIGHT: JASON ZUCCARI

HFC's newest Advisory Board Member, Jason Zuccari, hit the ground running by coordinating a fantastic event at the beautiful McLean, Virginia home of his parents Alan and Lisa Zuccari, which raised more than \$300,000 for HFC. The evening featured a discussion moderated by "Suits" actress Sarah Rafferty, the Rogens, Washington Capitals forward T.J. Oshie, and "Shahs of Sunset" reality star, Reza Farahan. Each panelist described the far-reaching effects of the disease on their lives. The Zuccari family knows how deeply a loved one's suffering can impact an entire family having seen firsthand the ripple effects of their grandmother's struggle with dementia.

Jason is a Washington, D.C.-based entrepreneur, philanthropist, and healthcare industry leader and the Vice President of Development for Hamilton Insurance Agency, one of the nation's largest independent insurance brokerage firms. Jason, appointed by Virginia Governor Terry McAuliffe, sits on the Virginia Department for the Deaf and Hard of Hearing. He has been recognized by Washington Life Magazine as one of Washington D.C.'s most influential individuals under 40, and by DC Modern Luxury for his extensive philanthropic work.

Jason lives in McLean with his wife Sepe, and their daughter. We are thrilled to welcome Jason to HFC's leadership team and grateful to the entire Zuccari family for their extraordinary early effort on our behalf.



VOLUNTEER SPOTLIGHT: KYLE WASSELL

HFC hats off to Kyle Wassell! This guy's been volunteering for HFC since the very beginning and he's still going strong! Kyle is a producer and writer in Los Angeles, currently on The Guitar Center Company's content team. Kyle has over ten years of live-event and production experience, with a focus on comedy and music. He has worked with companies including MTV, BET, The Film Independent, Funny or Die, and BuzzFeed. Kyle brings his professional skill set to HFC by heading up the volunteer squad at HFC events. You'll find him managing logistics with a smile or telling anyone who will listen about HFC's mission, and then probably asking them to donate something. Kyle's personal connection to the cause shines through everything he does and this year, he joined our young professionals board, the HFC Associates. We couldn't be luckier to have him on our team!



HFC IN THE NEWS



“We stigmatize what we fear and what we don’t understand. It’s no wonder then that caregivers — especially sandwich generation caregivers — feel isolated, unseen and utterly unprepared to talk with family about care during a crisis.” - Lauren Miller Rogen



Washington Post

“I didn’t grow up with a lot of money by any means. Financial issues were a constant issue for my family, and a lot of decisions we made in our lives were motivated by the fact that we didn’t have a lot of money. I think this moment [when Lauren’s mother needed care] was the first moment where having a good amount of resources was the definitive thing between our lives being livable and not livable. And you just start to realize, like, okay, let’s pretend we were just two people in our 20s who didn’t happen to have insanely high-paying jobs. What would we do?

So, we created a program where you can apply for grants, and we will pay to have in-home care come to your house and take care of your loved one so you can have a job and go do things and this thing that is very natural and common [aging] does not ruin your entire life.” - Seth Rogen



“We definitely did not picture we would be at the place we’re at. But we feel so overwhelmed with gratitude that we are,” she reflects. “I’ve gotten to take something that was so dark and so sad and have found so much light, support, and community—I feel so lucky to do it.”

- Lauren Miller Rogen



Keeping Alzheimer’s and caregiving at the forefront of the nation’s conversations is a key component of our mission to drive awareness and inspire change.



“One of the hardest things you can do is care for someone who is slowly dying with dementia. And honestly, when I hear that not a lot of people are rushing into that field to make \$12 an hour, it’s not like some mystery that’s hard to figure out.” - Seth Rogen



billboard

“Someone once said that laughter is the best medicine. It’s not the best medicine, but it’s a good medicine.”

- Seth Rogen



PARTNERS

HFC is grateful to our partners for their support in 2022



Program Partners



PARTNER SPOTLIGHTS

Goldman Sachs Philanthropy Forum

In October, Seth and Lauren joined Dr. Lisa Mosconi, Associate Professor of Neuroscience in Neurology and Radiology at Weill Cornell Medicine and John Mallory, Co-Head of Global Private Wealth Management at Goldman Sachs to discuss their joint efforts to advocate for brain health research and Alzheimer's disease prevention education.



“We are teaching people how to think of their brain as a muscle they can feed and exercise properly. You have many opportunities in your life now to support your brain and prevent dementia later in life.”
- Dr. Lisa Mosconi

HFC in the Community

In 2021, HFC Celebrity Ambassador Adam Shapiro and his company, Shappy Pretzel Co. hosted a pop up of preztacular proportions to benefit HFC. The partnership, which raised over \$20,000, included the promise of a personal pretzel delivery from Adam, Seth, and Lauren for two lucky donors. It may have taken a year, but in 2022, the three amigos spent a day cruising around L.A., delivering pretzels, and making new friends!



HFC COMMUNITY

This year we welcomed two new members to the HFC Advisory Board, Katie Maine and Jason Zuccari.

Katie Maine joins us from Los Angeles where she manages her business in interior design and furniture making. Her life was touched by Alzheimer’s 18 years ago when her mom was diagnosed with early-onset Alzheimer’s at the age of 52. Her personal experience with Alzheimer’s provides our Advisory Board with a wealth of knowledge about degenerative brain diseases and caregiver support.

Learn more about Jason Zuccari on page 25.

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HFC wishes to thank all of our former volunteer reviewers for many hours of their time and deep commitment to caring for caregivers: Scott Miller, Lauren Miller Rogen, Nicole Wolfrath, Alexandra Gordon, Stefanie Garb, Jason Resendez, and Susan Rosenlof.

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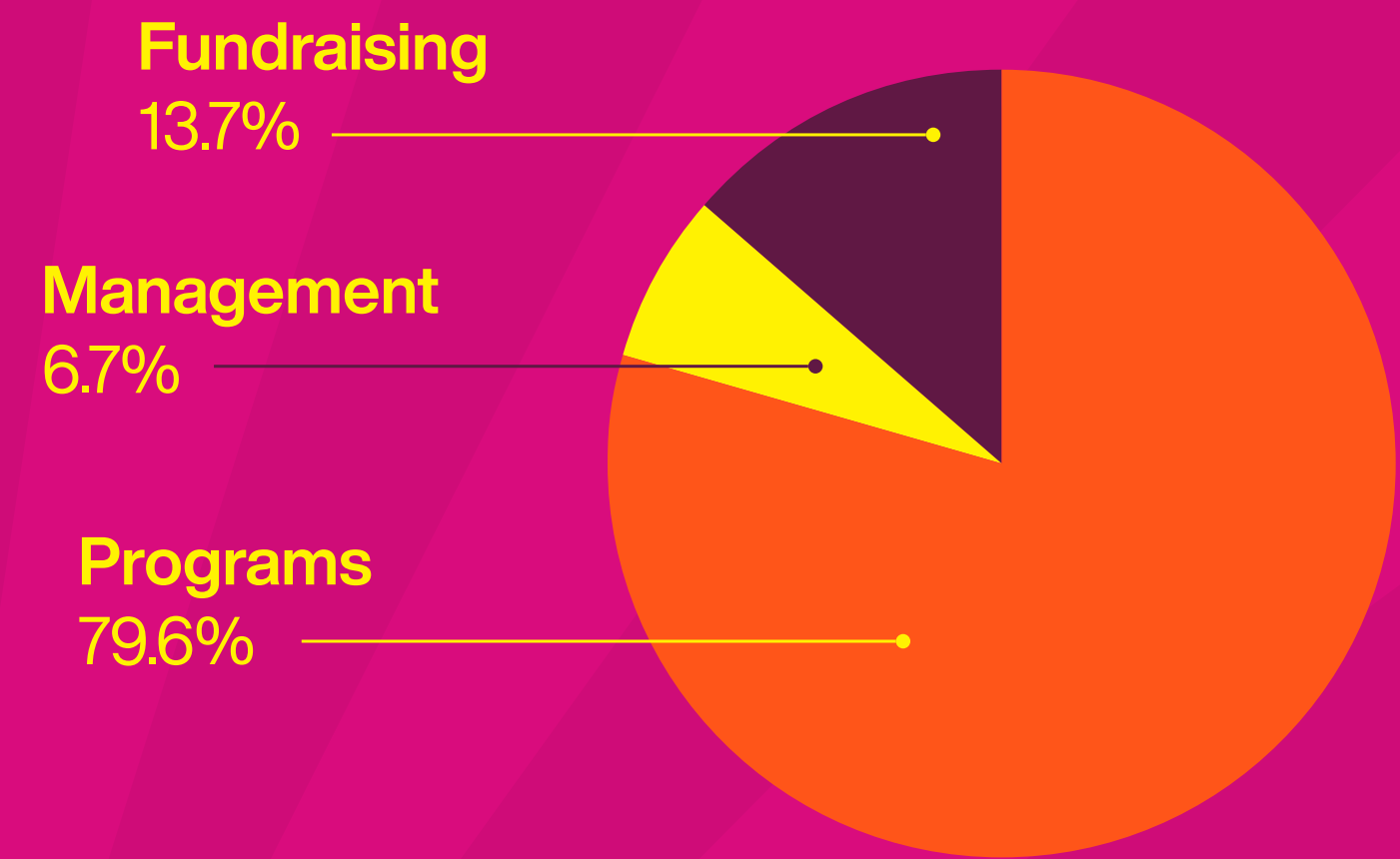
FINANCIALS

2022 HFC Actuals

REVENUE	
Board Contributions	\$158,300
Foundation Contributions/Grants	\$318,515
Events	\$1,760,249
(Less Direct Expense Benefit)	-\$194,187
Individual Donations	\$468,162
Corporate	\$486,907
Partnerships	\$58,151
Investment Income	\$13,473
Sales of Merchandise (Less cost of goods sold)	\$1,864
Subtotal Revenue	\$3,071,434
In-Kind Contributions	\$1,122,899
Total Revenue	\$4,194,333
EXPENSES	
Caregiver Respite Grants	\$995,715
Caregiver Wellness Programs	\$293,346
HFCUniverse	\$212,231
Research Education & Culture Change	\$219,643
Support Groups	\$426,390
Program Support Total	\$2,147,325
Fundraising	\$370,005
Management and Administrative	\$177,698
Product Sales	\$3,144
Subtotal Expenses	\$2,698,172
In-Kind Expenses	\$1,122,899
Net Assets Released	\$56,604
Depreciation	\$32,454
Net Revenue	\$397,413

In 2022, HFC continued to build upon its solid financial position increasing gross revenue by 49% over the previous year thanks to our generous individual donors, our corporate and brand partners, and profitable fundraising events. There was an impressive 257% increase in Foundation support, 178% increase in event revenue and \$468K received from individual donors. We are thrilled to share that we were well over our revenue goal in year two of our three year strategic plan.

In addition, we are enormously grateful to our partners who donated a total of \$1.1M of goods and services in 2022, allowing us to further our impact and reach. Since our inception, HFC has raised more than \$20M in support of our mission.



DONORS

HFC’s work is made possible by generous individuals who bring light to Alzheimer’s with their financial contributions. We are thankful for this community of support.

\$50,000+

AARP
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\$10,000 - \$49,999

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