

**From:** [Alzheimer's Association <info@alz.org>](mailto:info@alz.org)  
**To:** [Kester, Tonykester@aging.sc.gov](mailto:Kester, Tonykester@aging.sc.gov)  
**Date:** 5/11/2015 2:30:21 AM  
**Subject:** Your Mother's Day gift is worth twice as much

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Honor her this Mother's Day

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Dear Tony,

Imagine looking into your mother's eyes and realizing she might not know where she is or who you are. If you know this feeling all too well, my heart goes out to you. It may start with forgetting important dates or events, misplacing things, and changes in mood and personality. These are just a few of the warning signs of Alzheimer's disease.

No parent should have to have to lose the cherished memories of their children. No family should have to endure the frustration that comes with slowly losing someone so dear to a disease that still has no treatment or cure.

As Mother's Day approaches, I hope you'll honor a **special mother or another woman in your life by making a gift to our Spring Matching Gift Challenge**.

An anonymous donor from California has agreed to give \$1 million to the Alzheimer's Association if we can raise that same amount by June 15, 2015. Her generous gift will enhance local care and support services as well as Alzheimer's Association international research efforts.

**Make your donation  
count twice on  
Mother's Day**

**\$50 → \$100**

**\$100 → \$200**

**\$150 → \$300**

**DONATE NOW →**

A gift of \$50 can become \$100, or your gift of \$100 can become \$200 when it's matched — but only **before June 15**, so please don't wait.

Any gift during our Spring Matching Gift Challenge [can have twice the impact](#) and support our mission to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

[Make twice the impact](#) in the fight against Alzheimer's with just one gift. Do it for a special woman in your life and for mothers everywhere.

Sincerely,

Donna McCullough  
Vice President

P.S. In honor of Mother's Day, I hope you'll support the Alzheimer's Association by [making a donation to our Spring Matching Gift Challenge](#). Please take this opportunity before June 15 and make your gift to go twice as far in the fight against Alzheimer's disease.

*Memory loss that disrupts daily life may be a symptom of Alzheimer's or another dementia. Alzheimer's is a brain disease that causes a slow decline in memory, thinking and reasoning skills. [There are 10 warning signs and symptoms](#). Every individual may experience one or more of these signs in different degrees. If you notice any of them, please see a doctor.*

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's disease®.

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