

From: Alzheimer's Association <info@alz.org>
To: Kester, Tonykester@aging.sc.gov
Date: 12/2/2014 3:00:29 AM
Subject: Celebrate #GivingTuesday with us

A great day to show your support

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Dear Tony,

Today is **#GivingTuesday**, and across the country, people are **supporting the causes they care about in recognition of the holiday season**. I can't think of a better day to share an exciting opportunity to **make one gift and have twice the impact in the fight against Alzheimer's disease** through our mission of care, support and research.

A San Francisco foundation that wishes to remain anonymous is offering an online-only matching gift challenge of \$170,000 to the Alzheimer's Association research programs if we raise the same amount by December 15.

Thanks to their generosity, **your tax-deductible, year-end donation of \$50 can become \$100, or a gift of \$100 can become \$200. Any amount you give** will help to improve the lives of those living with Alzheimer's today and to develop new breakthroughs to change the trajectory of this devastating disease.

#GivingTuesday reminds us that the most meaningful gift we can give our family, friends and neighbors is the **commitment to work together to help build a better world**. If, like us, you believe in our vision of a world without Alzheimer's disease, **please make your gift today**.

Sincerely,

Donna McCullough
Vice President

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®.

Alzheimer's Association National Office, 225 N. Michigan Ave., Fl. 17, Chicago, IL 60601

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