In 2020, Sharp Again Naturally built on our longstanding mission to provide hope and information for those concerned about memory loss. Our newly launched SharperMind™ Programs extend our reach, focus on prevention, and provide actionable tools to help individuals maintain and regain cognitive health. These programs will be expanded in 2021.

**OUR MISSION:**

Sharp Again Naturally...

- **EDUCATES** the public and medical community about preventing dementia and improving brain health
- **EMPOWERS** everyone to take charge of their cognitive health and general well-being
- **SUPPORTS** lifestyle changes that can improve cognition and may slow or reverse memory loss using a scientifically based multi-therapeutic approach
- **PARTNERS** with like-minded professionals and organizations to broaden our reach and deepen our understanding of memory loss and its causes

“Dementia, or severe memory loss that interferes with daily life, is not part of the normal aging process.”

—Centers for Disease Control
2020 NEW PROGRAMS AND INITIATIVES

SharperMind™ WEBINARS
Free 60-minute webinars address topics related to memory loss, and include practical and proven strategies to care for our brains. Presented by Sharp Again Naturally (SAN), as well as in partnership with other nonprofits and community groups, the webinars focus on some of SAN’s 10 Causes of Dementia, related to such topics as nutrition, toxins, and stress.

SharperMind™ SMALL GROUPS
2020 saw the launch of our Small Group program, a safe and affordable online option for those concerned about their memory and cognition. These interactive sessions enable participants to focus on topics such as nutrition, sleep, and exercise, as well as to ask questions and share their experiences in a supportive environment. Health coaches facilitate group meetings to ensure that each participant sets actionable and achievable personal goals, and benefits from the group setting. A scholarship program was established to provide funds for those in need of the benefits offered by the program, but who are unable to pay the entire cost.

“Like the way everyone participates. We all have different issues, but when we share we learn from each other.” —2020 small group participant

Sharp Again MEMORY DRIVE
Our virtual fundraiser, hosted on July 21, 2020, was an uplifting celebration of brain health. The 40-minute event and silent auction featured an inspiring story of recovery, provided healthy tips, saluted our honorees: Dr. Lucy Waletzky and Sharp Again Naturally board member Howard Hindin DDS, and engaged viewers who came away with the tools and motivation to begin their own journey to brain health.

Proceeds from the evening helped to fund critical educational programs and outreach efforts. We appreciate the many sponsors and donors who supported the Memory Drive. The video of the event is available on our website.

Coping with COVID
At the height of the coronavirus pandemic, Sharp Again Naturally published regular eblasts containing simple and fun ways to keep loved ones with cognitive impairment actively engaged at home. Our eblast on ‘COVID Brain Fog,’ a very real issue with symptoms mirroring those of cognitive impairment, provided actionable steps to mitigate its impact.
What You Can Do Now to Keep Your Brain Healthy

**EAT** whole foods, fewer refined carbs, less sugar

**HYDRATE** by drinking half your weight in ounces daily

**AVOID** toxins and chemicals in your environment

**EXERCISE** 5 days/week plus strength training

**CHALLENGE** your brain by learning something new

**SPEND** time with family and friends

**MANAGE** stress and practice self-care

**SLEEP** at least 7 hours a night

**TREAT** asthma and nighttime breathing issues

**FAST** at least 12 hours between dinner and breakfast

**GET HELP** for physical or emotional trauma

**PROTECT** your brain during sports

**DON’T WAIT** — CONTACT US IF YOU SENSE A MEMORY PROBLEM

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**2020 SPOTLIGHT:**

The Impact of Physical and Emotional Trauma on the Brain

![Image](https://via.placeholder.com/150)

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**Living Our Mission**

When my dad was diagnosed with Lewy body dementia, he had five out of the ten things on Sharp Again Naturally’s list of causes [of memory loss]. I wanted to help him, but at that point, he asked to be left in peace. I wish we had known sooner what we could have done to improve his memory.

—Lisa Feiner, Sharp Again Naturally Co-Founder and Board Chair

When my parents were in their late eighties, they both developed vascular dementia. Although I tried to help them eat better, get out and get some exercise, they were too set in their ways for it to make much of a difference for them. I love my parents very much, and one of the greatest gifts they gave me was showing me that I didn’t want that to happen to me.

—Myra Oney, SharpenerMind Small Group Health Coach

For me, the Sharp Again program is about helping others do what I am doing in my own life. I have three grandparents with dementia, and I want to help my parents and myself reduce our dementia risk as much as possible. This program and the work I do as a health coach is an opportunity to help others do the same.

—Steve Ledvina, Board Member

*SharpenMind Small Group Health Coach*
HELP US Turn the Tide on Memory Loss!

**DONATE:** We envision a world where dementia can be prevented, treated and even reversed — one where everyone has access to the knowledge, tools and care to maintain a healthy brain. Please support our efforts with a tax-deductible donation today at sharpagain.org/donate.

**VOLUNTEER:** If you believe in our mission and are passionate about making a difference, please reach out to us. Volunteers are needed to assist with many tasks including administration, fundraising, promotion, research, social media, events and more.

**SPREAD THE WORD:** Tell friends and family about us, especially those who would benefit from our programs or who will help support our mission.

**SHARP AGAIN NATURALLY**

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