

YEAR-AT-A-GLANCE 2023: Paving our Way to Success

FROM THE CHAIRMAN OF THE BOARD

Thank you for your support of Sharp Again in 2023. Our community of individuals and practitioners taking charge of brain health and preventing dementia has continued to grow by providing hope, resources, and actionable steps. We are excited to be reaching more people than ever before and building programs that create a deeper, lasting impact on individuals and communities. Sharp Again is consistently looking to solve the hard problems of translating research into programs and resources that are available at low or no cost. I am always impressed by the creativity and passion our team, board, and volunteers bring to our work.



Our activities would not be possible without the support of our individual donors, foundations, and

corporate partners. Notable supporters include foundations S&L Marx and Leon Lowenstein and corporations M&T Bank and Comcast. We are also fortunate to have a Sharp Again team that supports a culture of collaboration and innovation. We have grown our dedicated Board of Directors, whose guidance, support, and commitment to the Sharp Again mission have been invaluable during this transformative year. We welcomed board members Jennifer Kooney, who came to us with a long tenure in commercial banking, and Amit Garg, Vice President, Capital Strategy and Business Planning at Comcast. Sharp Again recently added two more board members who bring their unique skills to complement the Board: Daisy Kline, Managing Director of Corporate Partnerships at Save the Children, and Reeti Sanghrajka, Postdoctoral Scientist at Regeneron Pharmaceuticals.

—Steve Ledvina, Board Chair

FROM OUR EXECUTIVE DIRECTOR

This was a very exciting first year as the Executive Director of Sharp Again. As part of our strategic goals for 2023, we sought to increase the scale, depth, and quality of our impact, build a stronger community presence and connection, and ensure the sustainability of the organization. We continue to strive to meet those goals through increased reach to our communities, expansion of our programming, and through fundraising and the generosity of donors and funders.

One forward-looking change is that we have changed our name from Sharp Again Naturally to Sharp Again,

which better reflects our work and mission. We also successfully initiated new programming this year, including Maintain Your Brain coaching sessions as an expansion of our Foundational Coaching Program. We provided meaningful, accessible webinars on numerous compelling topics and met the needs of our local communities through our presentations, tabling at events, and outreach. We appeared in several articles in periodicals, including *Epoch Times*,



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SHARP AGAIN'S PROGRAMS

FOUNDATIONAL COACHING AND THE MAINTAIN YOUR BRAIN COMMUNITY

Sharp Again is committed to providing everyone with the tools and information they need for better brain health. Our coaching programs are designed to help those looking to preserve their cognition, or who are just beginning to notice lapses in their memory, to take a more active role in enhancing their cognition. Working closely with a professional health coach and bolstered by peer support in a secure, supportive, and confidential online setting, participants work to identify and modify

"...the program is very useful for people who are living the standard American life. If people are not aware of healthy lifestyle habits that promote brain health—it would be illuminating to them to learn how changes to their diet, exercise, sleep, and stress can help prevent Alzheimer's disease and dementia."

– L.M.

lifestyle factors that may impact their brain health. Our **Foundational Coaching** program is an 8-week session that includes two private

consultations with a Sharp Again Health Coach and six group sessions. We offered four Foundational Coaching programs in 2023, with 24 participants. Through encouragement, feedback, and support, individuals are empowered to make lifestyle changes to ensure their long-term cognitive health. Our Foundational Coaching program is available at a significantly reduced cost due to the generosity of our donors.

Maintain Your Brain was a brand-new offering in 2023. It is an ongoing online community program designed to help support progress in the lifestyle changes made by graduates of our Foundational Coaching Program. These groups met twice monthly with a health coach to discuss a variety of topics based on participants' interests and concerns. One Maintain Your Brain series was offered in 2023, and we are moving towards a membership model for 2024.

WEBINARS

Our free webinar series continues to have significant reach, impacting attendees



and fostering a deeper understanding of the brain. Webinars in 2023 included Sharp Again's introductory workshop **Brain Health**

101 and specialized topics such

as the importance of curiosity and new learning, a panel discussion on managing transitions in aging, the best foods to prevent cognitive decline, the value of exercise, assembling a professional brain health team, the healing power of music, and ways to manage stress. The webinars are available on our YouTube channel, where hundreds of additional viewers benefit from the information provided by our presenters.

Our webinar series continues to stand as a testament to Sharp Again's commitment to knowledge-sharing, opening the door for people to start thinking about their brains and how to take better care of them.



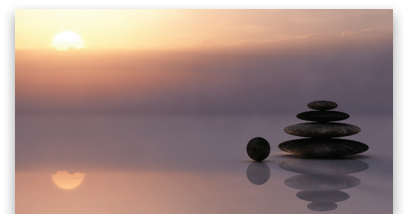
"Thank you for your always informative webinars! Having had a parent struggle with dementia, I am determined to do all I can not to let that happen to me. Your free webinar series topics are always so informative and are helping me adjust my lifestyle in a way that is helping to bring balance to my life. I'm putting your tools into practice—walking more in nature, focusing on breathing, eating more healthily, and purchasing products that are not laden with chemicals and additives."

– S.L.

MEDITATION

In 2023, we offered two Meditation series, both of which are now on our YouTube channel. The series

collectively has had over a thousand views by people who have continued to utilize the training to begin or enhance their own practice. Meditation helps break cycles of stress and anxiety, two emotions that can impair brain and body functioning. **Awaken & Energize** is a mindfulness practice that helps participants become centered and calm. It consisted of a series of 20-minute weekly sessions that offered a mixture of meditation and breathing practices drawn from Buddhism and Mindfulness Meditation traditions. Our 8-day program, **Don't Hesitate, Let's Meditate**, introduced viewers to a daily practice to restore and maintain calm and inner peace.



FROM OUR EXECUTIVE DIRECTOR

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Westchester Senior Voice, and Natural Awakenings, and were featured in a local segment on TV station News12 Westchester.

We continue to honor our Westchester County roots through our community engagements. Our work was recognized through our co-founder Lisa Feiner's induction into the Westchester Senior Citizen Hall of Fame. We were also honored to have Westchester County Executive George Latimer as one of our keynote speakers at our annual benefit.

2023 was a notable year for Sharp Again. We look forward to 2024 as we continue on our path of success to realize our vision of a world where everyone has the ability to remain cognitively healthy throughout their lives.

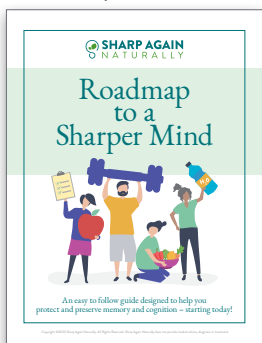
—Karel S. Karpe,
Executive Director

Please stay in touch!
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Roadmap to a Sharper Mind

Introduced in 2022, Sharp Again's Roadmap is a free downloadable quick-start guide to set people on the path to better brain health.

Since we introduced the Roadmap, over 850 individuals have downloaded this tool. It continues to be a valued resource on our website.



SPECIAL EVENTS

SUMMER BENEFIT

Our annual fundraising gala, **An Evening of Enlightenment**, serves as a pivotal event that holds a special significance to Sharp Again. It generates crucial funds that sustain our initiatives; raises awareness about our mission to influential stakeholders, community leaders, and supporters; and is an opportunity for us to connect with those who share a commitment to our cause. We were honored this year to have Lisa LaRocca of News12 Westchester as our Emcee and a special slate of speakers, including Westchester County Executive George Latimer; keynote speaker and honoree Julie Gregory, who is the Apollo Chief Health Liaison and the founder and president of ApoE4.info; and Sharp Again Board Member Robert Grabel, who was a participant in one of our Foundational Coaching groups.



MOUNTAINS FOR MINDS



This past summer, during June's Alzheimer's and Brain Awareness Month, Sharp Again inaugurated our First Annual Virtual **Mountains for Minds** Fundraiser and Fitness Challenge. Participants

from across the nation were encouraged to choose their own "mountain"—a hike, a walk, a swim, or even an actual mountain—as a fitness challenge and a fundraiser. Exercise is such an important component of brain health and longevity that we want to encourage everyone to be active. Participants included individuals from 8 states with a diverse range of ages.



MEMORIES FOR LIFE



Sharp Again was selected to host an advanced screening of the groundbreaking documentary **Memories for Life—Reversing Alzheimer's**. The one-day virtual screening was an opportunity to see the impact of Dr. Dale Bredesen's work and provided valuable insights about a holistic approach to Alzheimer's Disease and dementia. Grammy-winner Michael Bubl  narrates the documentary which is currently available for streaming on all major services.

OUTREACH

Sharp Again provides education and resources to our local communities through our **in-person presentations** and **tabling events**. In 2023, we presented at senior living residences and community centers and tabled at local events, including the Westchester Senior Voice Booming Better Expo, Yorktown Heights Senior Fair, the Stamford



Connecticut Health and Wellness Expo, and the Westchester County Salute to Seniors.

Sharp Again also provides **monthly e-blasts** with information about our programming and webinars, as well as articles on timely topics, including The Benefits of Meditation, Keeping Good Habits Going, Managing Transitions in Aging and Cognition, and Music and Memory. Our email list grew in 2023 to more than 2800 subscribers.

We utilize a variety of **social media channels** to inform and educate followers, whose numbers continue to increase, with over 1800 followers in 2023.

LOOKING AHEAD

Many organizations have missions related to Alzheimer's disease and dementia, and Sharp Again has a unique role to play. With our **educational programs** and **personalized coaching**, we meet people where they are as they seek to maintain their cognitive health. A clear mind and healthy brain as we age is not only possible, it is what we can all achieve with guidance, education and an understanding of the support that is available to take small steps that can make a big difference to our brain health and our lives.

As we attract new donors and secure grant funding, Sharp

Again will connect with more community leaders to bring our coaching program to people who otherwise would not have access to this important information. For the first time, we plan to deliver our current virtual Foundational program in person, with the goal of scaling it to other groups and communities. We will continue to partner with like-minded organizations and corporate sponsors, and work with our Medical and Dental Advisory board to increase awareness, share new research, and solve problems for individuals concerned with memory loss.

SHARP AGAIN

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