

SHARPENING OUR VISION: ADVANCING BRAIN HEALTH FOR ALL

FROM THE CHAIRMAN OF THE BOARD

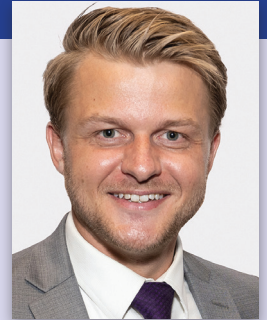
2024 was a transformative year of growth and measurable impact for Sharp Again, driven by our shared mission to advance brain health and dementia prevention. Thanks to your generous support, our community of individuals, health professionals, and advocates has grown significantly, bringing hope and practical resources to those committed to preserving cognitive wellness.

Our dedicated team and passionate volunteers have excelled in creating accessible, impactful programs from complex research. Through virtual group coaching, the Maintain Your Brain community, comprehensive webinar series, and community outreach programs, we've empowered thousands to proactively protect their brain health. We're deeply grateful to our individual donors, foundations and corporate sponsors such as S&L Marx, New York-Presbyterian, Comcast NBCUniversal, and M&T Bank, whose contributions have been critical to our success.

Looking ahead, 2025 holds exciting developments, including our first book, *Minding Your Memory: What You Can Do Now to Prevent Dementia and Stay Sharp for Life*, offering practical guidance grounded in the latest research. We're also eager to expand our outreach through strategic partnerships and more inclusive community programs. With the continued guidance of our Medical Advisory Board, we remain committed to translating emerging research into actionable strategies.

Together, we look forward to a future where cognitive health is attainable for everyone.

With sincere gratitude,
Steve Ledvina
Chairman of the Board



FROM OUR EXECUTIVE DIRECTOR

As we reflect on the past year, I am deeply moved by the progress we have made in advancing Sharp Again's mission. This work is not just professional for me—it is profoundly personal. I know firsthand the devastating impact of dementia, having lost my mother to this disease this past year. Watching her slowly fade, losing the memories and independence that defined her, was a painful and life-changing experience. It is her journey that continues to fuel my commitment to ensuring that others have the knowledge, resources, and support to preserve their cognitive health and quality of life.

In 2024, we built upon our foundation of success, expanding our reach, strengthening partnerships, and empowering individuals to take proactive steps toward brain

health. Through our innovative coaching program, webinars and resources, increased community engagement, and donor support, we have provided life-changing education and interventions.

Sharp Again remains dedicated to a world where cognitive decline is not assumed to go hand in hand with aging. We will continue to expand our efforts to reach more individuals and drive meaningful change in the fight against dementia.

—Karel S. Karpe,
Executive Director

Please stay in touch! karel.karpe@sharpagain.org



SHARP AGAIN'S PROGRAMMING: EMPOWERING INDIVIDUALS FOR BETTER BRAIN HEALTH

Sharp Again's small group programs, Maintain Your Brain community, and free webinar series educate and engage individuals and set them on a path to lifelong cognitive vitality.

OUR FOUNDATIONAL SMALL GROUP PROGRAM

Designed for those noticing early memory changes or aiming to preserve cognition, our small group program offers expert guidance, peer support, and personalized coaching in a safe, virtual setting. Participants learn to identify and adjust lifestyle factors that affect brain health—building sustainable habits for long-term cognitive wellness.

This past year, four virtual groups transformed the lives of 13 participants. Thanks to donor support, we're able to offer this impactful program at a significantly reduced cost.

"Too many people take memory loss as an inevitable part of aging, but it doesn't have to be so. If my story can help a single person, that's great. Who wouldn't want a better life? Who doesn't want to wake up with more energy to do everything? I am no longer wasting time worrying. I did something about it!"

— MB,

2024 group program participant

MEDITATION PROGRAM

Our online meditation programs offer powerful tools to reduce stress and support brain health. Meditation is a powerful tool for reducing stress and anxiety—two factors that can negatively impact the brain and overall health. In 2024, we hosted De-stress with Breath, a 5-day series combining breathwork and mindfulness. The

sessions remain popular on YouTube, with over 250 views and growing—part of more than 1,000 total views across our meditation offerings.



MAINTAIN YOUR BRAIN COMMUNITY

Created to support lasting change, our Maintain Your Brain program helps former small group participants stay engaged through monthly newsletters and in-depth virtual workshops. In 2024, we hosted six workshops with 69 registrants and shared targeted content with a dedicated list of 218 engaged individuals.



This program reflects our ongoing commitment to prevention, education, and empowering people to take control of their brain health.

SHARP AGAIN WEBINAR SERIES

Our free webinar series continues to serve as a powerful platform for education and outreach. Attendees gained valuable insights into brain health while fostering a deeper understanding of cognitive well-being. In 2024, we hosted 12 sessions covering topics like stress, sleep, diet, and dementia—drawing over 600 registrants.

Highlights included:

Exercise to Maximize Brain Health
Vibrant Aging: Reducing Stress
for a Healthy Life

How Wintertime Sleep Affects
our Bodies and Brains

Cooking with Brooke: A Practical Guide
to Getting Brain Healthy Foods
into Your Diet

Toxins and Brain Health
Healthier Sleep for a Healthier Brain

All webinars remain available on our YouTube channel, extending access and reinforcing Sharp Again's commitment to lifelong cognitive wellness.



"You ALWAYS have such interesting, knowledgeable presentations..."

— TB, 2024 webinar attendee

SPECIAL EVENTS

SUMMER BENEFIT

Our annual Summer Benefit, **An Evening of Enlightenment, Hope & Laughter**, is more than just an event—it's a celebration of our mission and a touchstone for awareness and support. This inspiring evening brings together over 100 influential stakeholders, community leaders, and passionate supporters, generating crucial funds that fuel our initiatives and expanding awareness of the urgent need for brain health education and prevention.

We were honored to have Lisa LaRocca of News12 Westchester as our Emcee, guiding an unforgettable program featuring distinguished speakers, including Westchester County Executive George Latimer. The program included performances by Living Room Laughs comedians who demonstrated how laughter can relieve stress and provide community.



Guests enjoyed specialty cocktails, a consciously chosen menu, and beautiful sunset views at Kanopi in White Plains. The panoramic views of the New York skyline, Hudson Valley, and Long Island Sound were breathtaking.

Our Summer Gala is our major fundraising event of the year and provides connection, inspiration, and a shared commitment to advancing our mission. We are deeply grateful to the support our community has shown us.

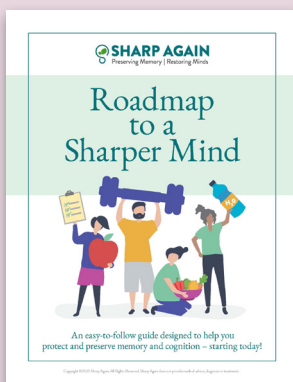


Members of the Sharp Again Board



ROADMAP TO A SHARPER MIND

Since launching in 2022, over 1,100 people have downloaded our free *Roadmap to a Sharper Mind*—a practical guide to better brain health. In 2025, we released an updated version, reinforcing its role as one of our most popular and impactful resources.



MOUNTAINS FOR MINDS

This national event brought together supporters from across the country to raise awareness and funds for cognitive health. Participants were encouraged to "Create Your Own Challenge" by setting personal goals, whether climbing a mountain, tackling a local hill, achieving an elevation gain, or covering a distance that pushed their limits. Those who took part shared inspiring photos of themselves "at their peak," celebrating their accomplishments on social media and raising awareness for brain health. The event reinforced the message that continuing to exercise throughout our lives has an overwhelmingly positive impact on cognitive well-being.



SHARP AGAIN'S OUTREACH: ENGAGING OUR COMMUNITIES

In 2024, Sharp Again continued to make a significant impact that broadened its presence through community education and outreach. We delivered in-person presentations at senior residences, community centers, and key events, including the Business Council of Westchester Women in Business, Aging Smart Seniors, Osborn Senior Living, and Westchester County's Livable Communities Initiative. Our tabling events fostered direct engagement at gatherings like the Westchester Salute to Seniors, Yorktown Heights Senior Fair, JCC Mid-Westchester

Women and Health Summit, Stamford Health Expo, and the Greater Centennial A.M.E. Zion Church Mental Wellbeing Conference.

We kept our growing community informed through monthly e-blasts—reaching nearly 3,000 subscribers with an open rate of 34%, well above industry average. We also expanded our social media presence, connecting with a thriving community of over 1,800 followers who rely on us for trusted information and support. Our carefully curated YouTube channel remains highly active, achieving over 3,500 views in 2024, reflecting more than 500 hours of content viewed.

CHARTING THE PATH AHEAD

Sharp Again is uniquely positioned among organizations addressing Alzheimer's and dementia, offering vital educational programs, presentations, and workshops focused on prevention and early intervention. We believe memory loss prevention starts early, grounded in understanding its root causes. Early intervention for those noticing lapses can increase the chance of fully restoring cognition. Sharp Again meets people wherever they are on their brain health journey emphasizing that a clear mind and healthy brain is not only possible, but achievable with the right knowledge, tools and support.

Our first book, *Minding Your Memory: What You Can Do Now to Prevent Dementia and Stay Sharp for Life*, is scheduled for release in Fall 2025. This book encapsulates our core message, combining practical strategies with

the latest research, and mobilizing readers to take proactive steps in achieving their own cognitive wellness.

We remain at the forefront of brain health science, tracking advancements in Alzheimer's testing, and exploring how modern challenges—phone addiction, social media, isolation, and the lingering effects of COVID-19—affect cognition. Our Medical Advisory Board continues to monitor these findings to better inform our programs and outreach.

Sharp Again will continue to grow our impact by forging new partnerships with aligned organizations, sponsors, and community leaders. A key goal is bringing our successful virtual group programs into in-person settings, expanding access to essential brain health education. With strategic grants and donor support, we'll continue making cognitive wellness more accessible, inclusive, and community-driven.

SHARP AGAIN

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