



Dear Community Partner,

The eighth annual **Battle for the Brain**, the signature event of **Daughters Against Alzheimer's (DAA)**, is a live performance, high energy team lip sync competition among Atlanta's leading companies, artists, athletes, and entertainers that will be held at The Coca-Cola Roxy on Thursday, February 6, 2025, and will feature both a **SILENT AND LIVE AUCTION**. All proceeds benefit research related to early diagnostics for Alzheimer's and dementia. We are requesting your support for this incredible event through the donation of products, gift cards and/or services.

It is estimated that more than 6 million Americans are living with Alzheimer's and another 47 million have the disease pathology already developing in their brains. With a goal to raise over \$1.5 Million to support the critical research that can change the trajectory of this disease, your donation will be used for our silent or live auction, to recognize our volunteers, provide incentives for fundraising participants and thank our performers, cast, and crew.

In support of the National Institute on Aging (NIA) and National Plan to Address Alzheimer's Disease (NAPA), DAA is honored to support the plan's ambitious goals to both prevent future cases of Alzheimer's and to meet the needs of the millions of American families currently facing these diseases. With their strong commitment to research, DAA is proud to support collaborative work among the world's premier doctors, scientists, and researchers at Emory's Goizueta Alzheimer's Disease Research Center.

DAA has raised over \$5 Million to date all while creating an opportunity to have some fun, help remove the stigma often associated with AD, and create an unprecedented awareness of the reality our society faces in the years to come. We are confident that this awareness will help bring the funds necessary to find prevention and effective treatment for millions of people.

Should you have any questions about DAA or Battle for the Brain, please visit us online at [DaughtersAgainstAlz.org](http://DaughtersAgainstAlz.org) or [BattlefortheBrain.org](http://BattlefortheBrain.org) or email [info@battleforthebrain.org](mailto:info@battleforthebrain.org).

Sincerely,

A handwritten signature in black ink, appearing to read 'Susan Michelle'.

Susan Watson and Michelle Rooks  
*Co-Founders*  
Daughter's Against Alzheimer's | Battle for the Brain  
404-219-9099

Daughters Against Alzheimer's is an exempt organization as described in 501(c)(3) of the Internal Revenue Code. Our Tax ID number is #83-1484206.

Item # \_\_\_\_\_

Team \_\_\_\_\_



## In Kind Gift Form

### Company/Donor Information

**Business/Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

**Donation/Item Description:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Restrictions, if any:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Fair Market Value of Donation:** \_\_\_\_\_ **Quantity:** \_\_\_\_\_ **Date:** \_\_\_\_\_

### ***Donations may be forwarded to:***

Daughters Against Alzheimer's  
3215 Wood Valley Road  
Atlanta, GA 30327  
info@battleforthebrain.org

### **About Daughters Against Alzheimer's:**

We are daughters, sisters, mothers and wives. We are sons, brothers, fathers and husbands. We are victims and we are caregivers. But, most of all, we are fighters.

In support of the National Institute on Aging (NIA) and National Plan to Address Alzheimer's Disease (NAPA), DAA is honored to support the plan's ambitious goals to both prevent future cases of Alzheimer's and to meet the needs of the millions of American families currently facing these diseases. With their strong commitment to research, DAA is proud to support collaborative work among the world's premier doctors, scientists, and researchers at Emory's Goizueta Alzheimer's Disease Research Center.

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