

The Judy Fund Match Challenge Frequently Asked Questions

- 1. What is the Judy Fund Match Challenge and how is it related to Sigma Alpha Mu?**
Marshall Gelfand, Sigma Alpha Mu alumnus and former Octagon member, started the Judy Fund in honor of his late wife, who lost her nine-year battle with Alzheimer's disease in 2004. The monies raised through the Judy Fund support the research, care and advocacy efforts of the Alzheimer's Association.

This year, Frater Gelfand is challenging Sigma Alpha Mu chapters to increase their support of the Alzheimer's Association, their national charity. If Sigma Alpha Mu raises \$50,000 for the Judy Fund (a \$25,000 increase over last year's fundraising), he will match this increase with a \$25,000 personal donation.

- 2. How can I be sure that the money my chapter raises is correctly credited to the Judy Fund Match Challenge?**

Send a check for the funds raised along with a completed donation form (available online at actionalz.org/sammies) to the Alzheimer's Association National Office:

Judy Fund Challenge c/o Amy Hubbell
Alzheimer's Association
225 N. Michigan Ave., Fl. 17
Chicago, IL 60601

- 3. Should I include the Judy Fund Match Challenge in materials about our event?**
Yes! When appropriate, let your potential donors and event participants know about the Judy Fund Match Challenge. Some suggested language: "This year, Sigma Alpha Mu chapters nationwide are trying to raise \$50,000 for the Alzheimer's Association and the Judy Fund. The Judy Fund is a special family fund that was started by Sigma Alpha Mu alumnus Marshall Gelfand in honor of his late wife who had Alzheimer's, and supports the research, care and advocacy efforts of the Alzheimer's Association. If Sigma Alpha Mu reaches this year's \$50,000 fundraising goal, Mr. Gelfand will make a personal donation of \$25,000 to match our efforts!"
- 4. Who can I contact for more information about the Judy Fund Match Challenge?**
Please contact Amy Hubbell, associate director, organizations and foundation relations, at amy.hubbell@alz.org or 312.335.5189.