



OUR YEAR AROUND THE SUN

Together Bringing Light - Progress Report 2021

forget-me-nots



LETTER FROM THE FOUNDING EXECUTIVE DIRECTOR

Dear Lorenzo's House family,

This year began with an ambitious plan - to launch Lorenzo's House to empower families living with younger-onset Alzheimer's. In my own private experience as a carepartner for my husband, I understand the stigma, isolation and sorrow that comes with this diagnosis - and recognize the care and connection gap. Families seek quality resources for their loved one, safe spaces for their children to navigate their parent's condition, and a common connection for carepartner spouses.

There are many of us, but the resources for us are few and far between. While I knew there was an unaddressed gap, the response this past year far exceeded my expectations. The inquiries from families, enthusiasm from professionals in the field, and the generosity from so many donors demonstrated that our ambitious plan to empower families living with younger-onset Alzheimer's is a gap we need to fill, so that we walk this journey united - never alone.

Our Year Around the Sun: together bringing light captures our progress in 2021; from identifying our board of directors, becoming a 501c3 and refining our mission - to building meaningful relationships, attracting collaborators, designing youth programs, and raising over \$1.3M in contributions — Our first year of operation at Lorenzo's House has been flooded with light.

This inspiring momentum is possible because of you - our growing Lorenzo's House family. You make a difference with your insight, generosity and love, and I am so deeply grateful for you. Too many families feel awash in darkness. Our tagline is, "We Bring Light" because every bit of light we bring is transformative. If there is one thing I've learned this past year, it's that so many are waiting to find a way for the sun to shine on their journey. Thank you for being this shining light.

Continue to walk with us, and move our mission forward. Together we will shift the narrative for families everywhere - from isolation to connection, sorrow to joy - and darkness to light.

With hope & intention this new year, **Diana**

Diana Shulla Cose

OUR VALUES

SHOW GRATITUDE SEEK JOY AND BE POSITIVE
CHASE JUSTICE WORK HARD LISTEN WELL
SEEK SOLUTIONS **SHOW LOVE** BE HUMBLE
BUILD TRUST COMMIT TO QUALITY SEEK SOLUTIONS
INNOVATE & SHOW CREATIVITY SEE THE GOOD



OUR MISSION

At **Lorenzo's House** we empower families living with younger-onset Alzheimer's through an array of holistic support, ensuring we walk this journey united – never alone.

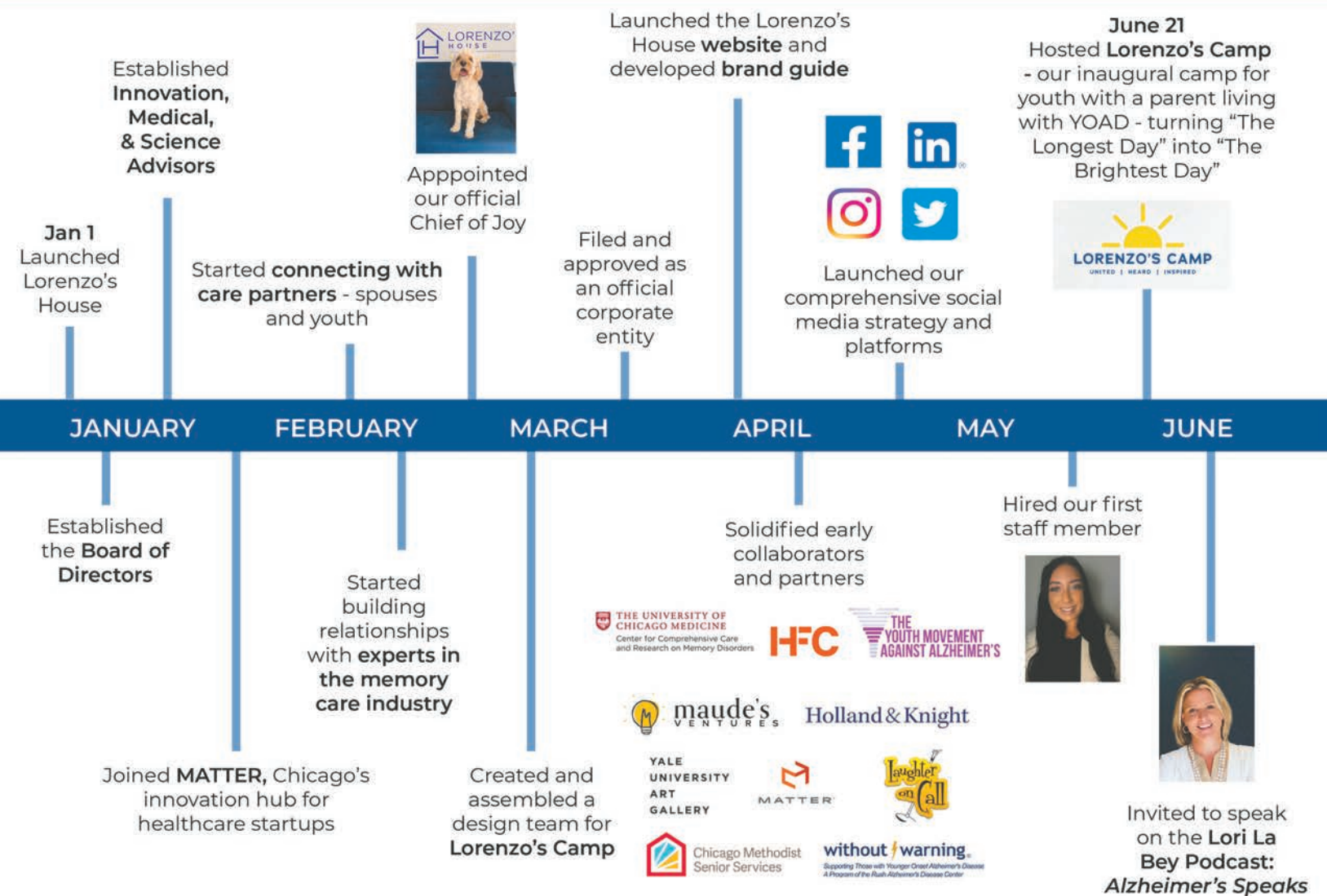
FOUNDING STORY

In 2017, my husband was diagnosed with younger-onset Alzheimer's. What seemed like overnight, our entire family dynamic changed, and we took on a new and heavy identity. While my husband bravely faced this diagnosis and our 11 and 14 year old son's found their way as caregivers for their Dad with a complicated condition, I grew overwhelmed as a primary care partner, single mom and breadwinner.

Very quickly I recognized the connection and care gap for our family and that I was not alone. Families living with a younger-onset diagnosis are too often misunderstood and under-resourced. There are many of us, but the resources designed for us are few and far between. After my shock, denial, and later acceptance, I was determined to turn so much sorrow into something bright - so, I imagined a place that would sustain and heal our family and others like us. I visualized a care model that brings innovation, connection, and light to the whole family. I envisioned Lorenzo's House.

Lorenzo's House was founded in 2021 with a tagline, 'We Bring Light' representing our aim to shift the narrative from isolation and suffering - to connection and joy. It is through the design and implementation of our holistic model including; Youth Initiatives, Carepartner Companions, Memory Academy and Healing Spaces that we will create a place for us to belong — an alliance of families walking a younger-onset Alzheimer's diagnosis united - never alone.

2021 PROGRESS TIMELINE





First media hit:
ABC7



Guest speaker on **Social Entrepreneurship, & Health Equity** at RUSH University

Held a **youth focus group** to design our Light Club, a youth carepartner support club



First ever **Light Club**, our youth carepartner support club

Submitted for the Morgan Stanley Multicultural **Innovation Lab Accelerator**

Submitted grant to the Alzheimer's Foundation of America (AFA) for Lorenzo's Angels



Hosted our first Young Professionals event: **Turn on the Light for Lorenzo's House**

A gift of **\$50,000** made by the Pritzker Pucker Family Foundation

JULY

Board of Directors - **Strategic planning retreat** at MATTER



AUGUST

Maude's Ventures **Awards \$50,000** to design Lorenzo's Angels



SEPTEMBER

Launched our first ever fundraising campaign: **100 Days of Light**



OCTOBER

Prepared and promoted first ever **Young Professionals event** - 10+ cities across the globe

Submitted an abstract to **Alzheimer's Disease International** to present on our innovative youth and angels initiatives

NOVEMBER

A gift of **\$1 million** made by an Anonymous donor



DECEMBER

Evening of the Lights
A night together to celebrate progress, show gratitude, and spotlight our work



2021 PROGRESS TIMELINE

OUR HOLISTIC MODEL

YOUTH INITIATIVES

Youth Initiatives connects young caregivers to ensure they walk this journey united and understood. Through our annual Youth Camp, monthly Light Club sessions and more, we are growing an alliance of inspired young caregivers

HEALING & RESPITE SPACES

Healing & Respite Spaces reimagines what respite can look and feel like - We design in-person, virtual and gift packages to help sustain and empower caregivers everywhere



CAREPARTNER COMPANIONS

Carepartner Companions is a proven carepartner-to-carepartner mentor model. This personalized match offers a one on one person or virtual connection with someone who understands

MEMORY ACADEMY

Memory Academy will provide a personalized and innovative alternative to traditional adult day care - where individuals living with Alzheimer's and other dementias come to learn, grow and experience

"Lorenzo's House is destined to be a tremendous benefit for families. They are linking up families of younger-onset patients to offer holistic family support. It's going to be a game changer."

Dr. James Mastrianni, Director of the Memory Center - UChicago Medicine

"My kids found a place where they feel safe in a community that can relate, and I found the same in our Lorenzo's House family. We all need support because friends, family and those people around you think they understand, they don't, they can't. I see Lorenzo's House as a steady support in our lives."

Kimberly, carepartner spouse

PARTNERSHIPS & COLLABORATIONS

Building meaningful relationships - bringing light to families



THE UNIVERSITY OF
CHICAGO MEDICINE

Center for Comprehensive Care
and Research on Memory Disorder



Bringing Light
to Alzheimer's



Chicago Methodist
Senior Services

CLÖZTALK®



MATTER®

YALE
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COACT



Holland & Knight

without ⚡ warning®
Supporting Those with Younger Onset Alzheimer's Disease
A Program of the Rush Alzheimer's Disease Center



Maude's Ventures gives \$50,000 to Lorenzo's House to design carepartner match program

Maude's Ventures provides seed funding for innovative dementia care ideas that are bold, compassionate, and speak to the many complexities of dementia and Alzheimer's.

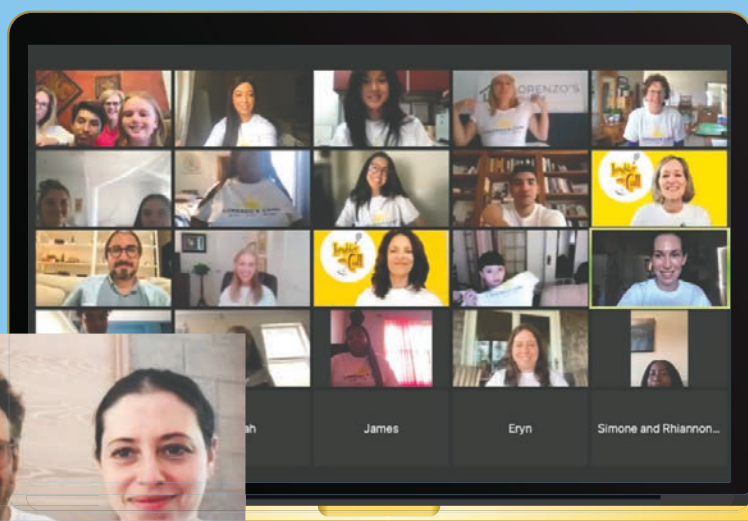
"The Carepartner Companion initiative at Lorenzo's House deeply spoke to many of us who have felt the suffering and isolation of being a care partner. We're confident that Lorenzo's House will create a much needed alliance with their 'Carepartner Companion, providing connections and resources to care partners everywhere."

- QUENTIN OREM, THE EXECUTIVE DIRECTOR OF MAUDE'S VENTURES

LORENZO'S CAMP

United - Heard - Inspired

Lorenzo's Camp is a single day virtual experience where we unite through our common experience, create meaningful art, share pieces of our stories and exchange caregiving strategies. We will be heard and inspired from the energy of others who understand our journey.



**SETH ROGEN AND
LAUREN MILLER-ROGEN
JOINED US**

"At Lorenzo's Camp I got to meet other kids who have a parent with dementia, and we got to connect over similar struggles."

- EMERY

"I never realized other kids were going through what I'm going through."

- LUCAS

"You can't find a community where so many other young people actually get what you are going through. I now know it's important to find that place where you can express yourself like we did at Lorenzo's Camp."

- KEATON



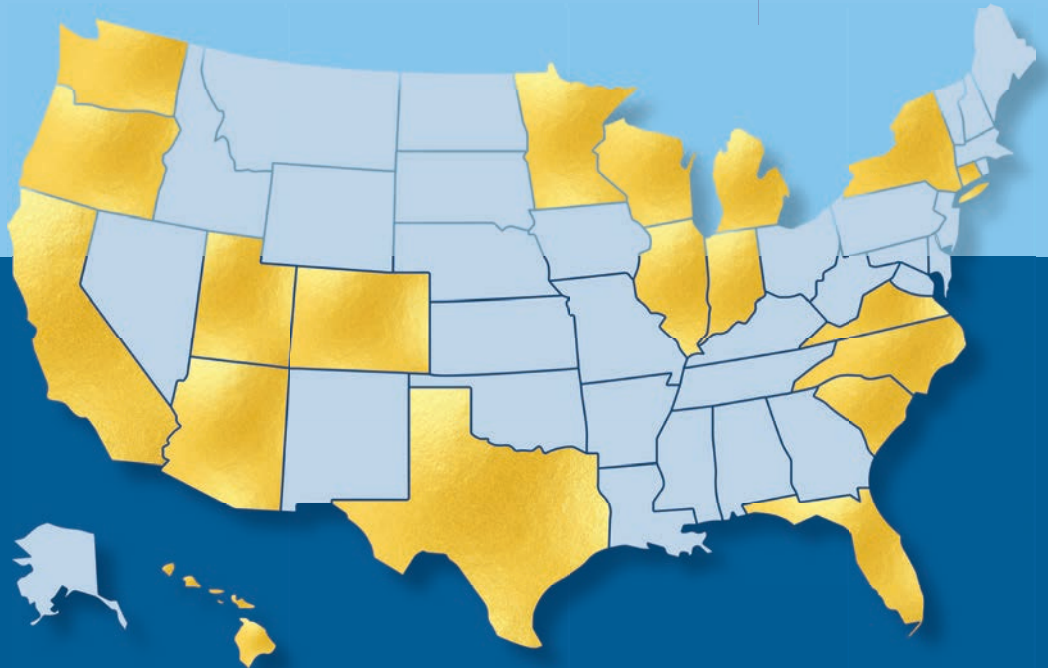
The **Light Club** is a virtual hangout for youth of a parent living with younger-onset Alzheimer's – a place to connect, have fun, share common stories, and build an alliance.

"The connection, the love, the energy, and the fun, creativity, and the passion behind the Light Club can really bring one's inner thoughts out and help them express themselves in a positive way."

- **AMINAH**

"At the Light Club, I can share things that I wouldn't share anywhere else."

- **ADRIANA**



Together Building a Much Needed Youth Alliance **Across 18 States**

YOUR GENEROSITY SHINES

In the last 100 days of the year we asked for your help - and we were overwhelmed by your response...

100
DAYS
of light

Our first-ever fundraising campaign! Over 125 new donors in 100 Days! Raising over \$1.3M to grow our mission and blowing away our goal!

Young Professionals across the country hosted over a dozen in-person gatherings and virtually joined Lorenzo's House to shine light on younger-onset Alzheimer's.



TURN ON THE LIGHT
FOR LORENZO'S HOUSE

*Evening
of the
Lights*

Beams of light radiated from our virtual event! Over 100 new friends joined us to hear the voices of our community and highlight our progress.

BREATHTAKING \$1 MILLION DONATION TO LORENZO'S HOUSE

"As someone who was a care-partner myself, I am so pleased to find a deserving place for this donation to carry on my late husband's legacy. **I have been searching for a place that takes an innovative approach** to making a difference in the Alzheimer's community, and **I found it in Lorenzo's House.**"

- Anonymous Donor

"**This niche group in the Alzheimer's community is misunderstood and under-resourced.** They struggle to find resources as a younger family who is most often still working and raising children. **As a neurologist, all too often I see the multidimensional problems experienced by families with a younger-onset diagnosis.** We need a place to send families, a place that is creating a way for families to come together and be empowered. **We need Lorenzo's House.**"

- Dr. James Mastrianni

Director of the Memory Center,
University of Chicago Medicine

"There is a huge need here - for community, resources, and empowerment for the whole family in a comprehensive, integrated manner. **As a social entrepreneur, I saw opportunities to fill a gap** - and this incredibly generous **\$1 million** donation will allow us to do just that. Our mission resonates with so many who are walking this very difficult path, and **we intend to bring solidarity, comfort and light to them all.** - **We are just getting started.**"

- Diana Shulla Cose,

Founding Executive Director

THANK YOU

Stephanie Adler
Michael Anderson
Ann Andrews
Larry & Doris Ashkin
Todd and Melanie Bennett
Constance Brasher
Ann Brennan
Kathy Bruns
Arturo & Rebecca Cacayuran
Dianne and Tom Campbell
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Maude's Ventures - Richard and Maude Ferry
Foundation
Marcia Festen
Michael & Stephanie Fitzgerald

RUSH Without Warning, Susan Frick
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Greg Lowe
Peg & Jim Luby
Julie Luby and Aaron Shepard
John Mabie
Mitch MacKenzie
Butch & Janice MacVicar

FOR BRINGING LIGHT TO LORENZO'S HOUSE

Kiriaki & Cindy Makrilos-Gerhauser
Anne Manhart
Giovanna Manson-Hing
Risty Marckx
Todd Marshall & Judi Levin Marshall
Mona Maser
Suzy McNamara
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April Wayland
Jodi Weinberg
Judy Wise
Erin Wold (Maureen, Moe, Abby, Kate, Kelsey)
Ambrogio-Wood Family
Leslie & Gary Wood
Chihsuan Yang
And all our anonymous donors

SINCERE GRATITUDE to our compassionate and committed
Board of Directors, and Innovation, Medical & Science Advisors

BOARD OF DIRECTORS

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David Troxel

Founder, Best Friends
National Memory Care Model

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MSW, LSW, Rush Alzheimer's Disease Center

Berna Huebner

Co-director film, I Remember Better When I Paint

Lori La Bey

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Dr. Robert Luby

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Dr. James Mastrianni

MD, PhD, Director, Memory Care Center - University
Chicago Medicine, Professor of Neurology

MATTER mentors

Chicago's healthcare start-up support hub

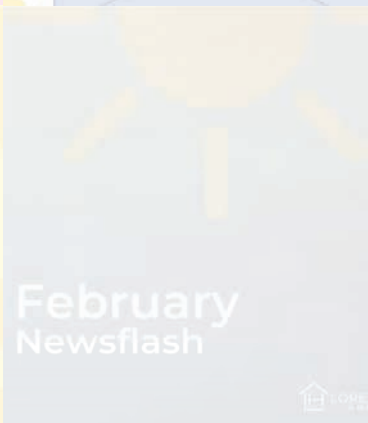
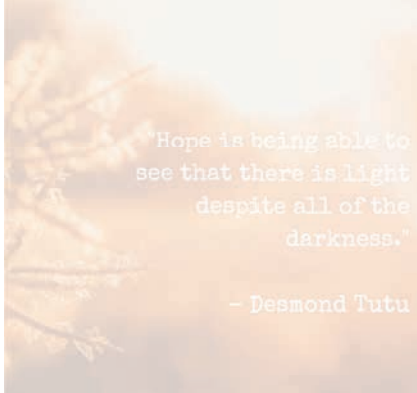
Darby Morhardt

PhD, LCSW – Mesulam Center for Cognitive Neurology,
Northwestern University - Feinberg School of Medicine

Daniel C. Potts

MD, FAAN, Neurologist at U.S. Department of Veterans
Affairs, Artist & Poet

See the light
IN EACH OTHER
Be the light
FOR EACH OTHER





TOGETHER WE ARE SHIFTING THE NARRATIVE...

...from isolation to connection, sorrow to joy
and darkness to light.

Let's walk together.

DIANA SHULLA COSE

Founding Executive Director



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