

Brookdale Senior Living Solutions Newsroom

Brookdale Associates Raise Whopping \$2.1 million for Alzheimer's Association

Associate-led fundraising efforts reach all time high

BRENTWOOD, Tenn., Feb. 9, 2018 /PRNewswire/ -- Stephanie Veitenheimer set a very personal and lofty goal for herself last year. For her 10-year work anniversary, she was going to lead her team at Brookdale Midwestern in raising \$10,000 for the Alzheimer's Association.

Veitenheimer was a teacher before coming to Brookdale. She had also had some experience fundraising in the community, so when she was tasked with creating a team in just her second year as a Brookdale associate, she was ready for the job.



Veitenheimer and thousands of other Brookdale Senior Living associates have dedicated their work to those living with dementia and their families. For the fourth consecutive year, the nation's largest senior living and dementia care provider has reached or surpassed the million dollar mark in funds raised for the Alzheimer's Association's Walk to End Alzheimer's®. In the most recent tally, from 2017, Brookdale associates across the country raised more than \$2.1 million.

Brookdale raised the funds through associate, resident and family participation in their local Walk to End Alzheimer's events, from efforts of its home office associates in Nashville and Milwaukee and from company business partners. Brookdale remains the Alzheimer's Association's largest fundraiser in those respective chapters as well as the largest fundraiser nationally. Since 2008, Brookdale has contributed nearly \$12 million to the Walk to End Alzheimer's.

Veitenheimer's team has grown year over year, and so has the amount it has raised. Last year, when her team reached \$5,000, she proposed the idea of doubling that amount. When she realized her 10-year company anniversary was the same year, \$10,000 felt like the perfect

amount to set as the goal. So she and the team immediately got to work. Month after month, they held different fundraisers: garage sales, bake sales; local restaurants even offered to donate a portion of their proceeds each month.

When word got out in the community, several family members of residents rallied around the team and participated in the fundraisers and even gave their own personal donations. At the last fundraiser of the year, a garage sale, a family donated the last few dollars needed to bring the final total to \$10,003.

"This is the fourth year Brookdale has surpassed the million dollar mark for the Alzheimer's Association and it is entirely because our residents, families and associates truly believe in their cause. Their effort is not just about donations, it's about making a difference. They see how dementia impacts lives every day," said Sara Terry, senior vice president of Brookdale's resident and family engagement team and dementia care programs. "We're grateful for associates who dedicate so much of their life to make a difference for the people they serve every day and who continue to live our mission of enriching lives every day."

"The unwavering commitment of Brookdale Senior Living to the Walk to End Alzheimer's is providing much needed awareness and support to fuel the mission of the Alzheimer's Association," said Donna McCullough, chief development officer for the organization. "Their efforts are directly supporting care and support programs across the country, and helping us get closer to our vision of a world without Alzheimer's."

Brookdale has been caring for individuals living with dementia for more than 30 years. To learn more about Brookdale, including its dementia care options, visit www.brookdale.com.

About Brookdale

Brookdale Senior Living Inc. is the leading operator of senior living communities throughout the United States. The Company is committed to providing senior living solutions primarily within properties that are designed, purpose-built and operated to provide the highest-quality service, care and living accommodations for residents. Brookdale operates independent living, assisted living, and dementia-care communities and continuing care retirement centers, with approximately 1,031 communities in 46 states and the ability to serve approximately 101,000 residents as of September 30, 2017. Through its ancillary services program, the Company also offers a range of outpatient therapy, home health and hospice services.

About the Alzheimer's Association®

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research, to provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's. For more information, visit alz.org.

Contact: Heather Hunter, (615) 564-8622, hhunter@brookdale.com

SOURCE Brookdale Senior Living



Additional assets available online:  Photos (1)

<http://newsroom.brookdale.com/2018-02-09-Brookdale-Associates-Raise-Whopping-2-1-million-for-Alzheimers-Association>