

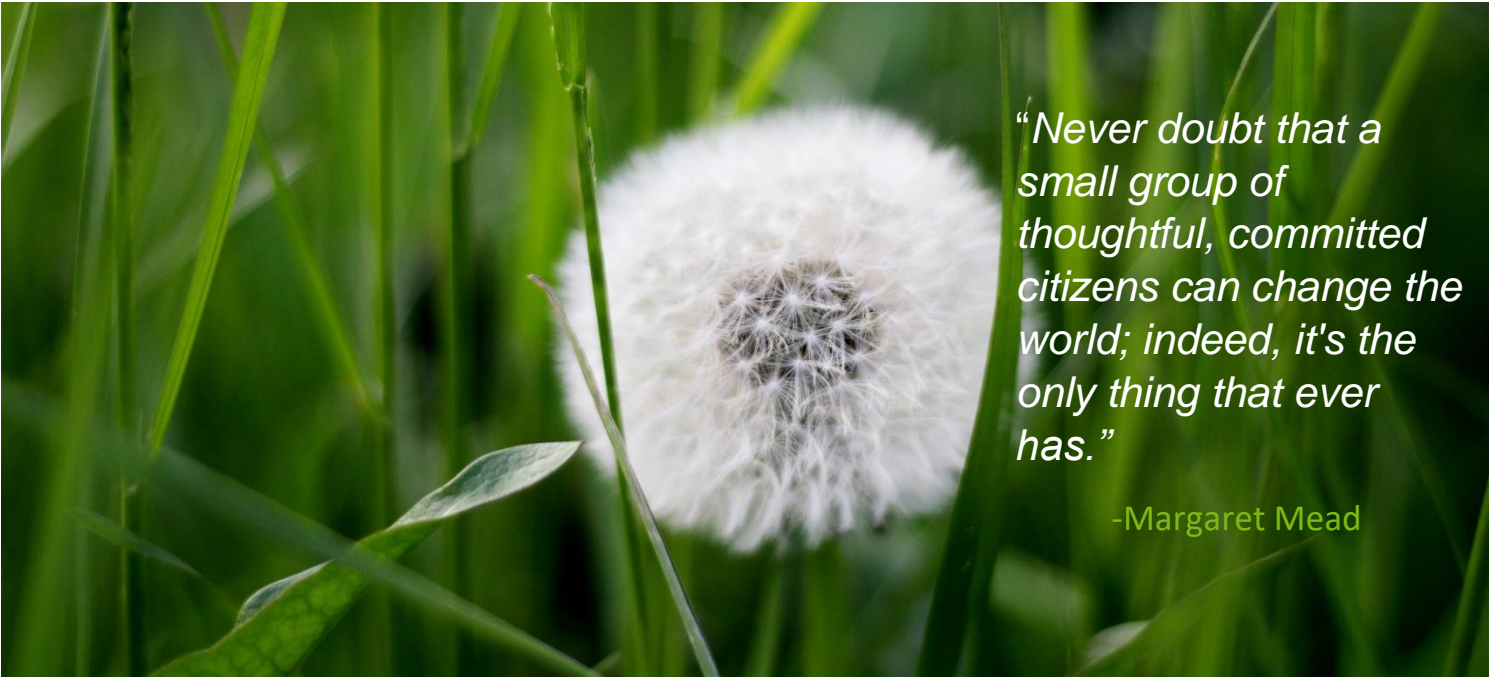


ApoE4.Info

Annual Report

2017

ApoE4.Info, Inc. closed out its third year leading, serving, and strengthening understanding of the APOE- ϵ 4 gene. As carriers of the gene most closely related to the common form of Alzheimer's, with no clear direction from the medical community, we take seriously our role as the voice of those at risk and have continued to evolve our services to best meet the needs of our members. We're actively working with the research community, searching for strategies to mitigate the effects of APOE- ϵ 4, and continue to educate the public at large by leading an advocacy movement for our population.



"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

-Margaret Mead

Gratitude

Our organization was created by ordinary citizens faced with what many considered to be a hopeless genetic challenge. By banding together and pushing for answers, we are making progress! We regularly see cognitive (and other health improvements) in our members who actively follow the information that we share. Our work, and the subsequent HOPE we provide, wouldn't be possible without the contributions of so many. We are deeply grateful for all financial contributions, as well as the strong volunteer efforts of our board of directors, moderators, support team members, support team interns, Facebook administrators, wiki contributors, scientific outreach volunteers, conference creators, public relations team and more. Our all-volunteer staff wouldn't be able to continue our work without your support. As folks with "skin in the game", we are leading by example and demonstrating a new way of addressing Alzheimer's disease.

Caring for our Members

Finding out one's APOE-ε4 status can be frightening at worst, and confusing at best, especially in an era of direct-to-consumer genetic testing. New ApoE4.Info members sometimes arrive at our virtual doorstep afraid and unsure what to do next. One of our most important roles is to provide support and information to help our members set a course for better health.

In 2017, as more people became aware of their APOE status, our membership grew from 375 to nearly 1,600 active members and we stepped up our game to address their needs. In addition to running an active forum on our website, we also partnered with the Functional Medicine Coaching Academy to create a cognitive health focused practicum for a team of 10 interns who rotate through our program every 6 months. This program enables us to offer more in-depth and comprehensive online support and inexpensive coaching for our members. Additionally, we continued to evolve our [Primer](#), specially designed for members who've recently

ApoE4.Info is a 501(c)(3) tax-exempt public charity

Our Mission:

ApoE4.info, Inc. is dedicated to understanding the APOE-ε4 gene and how it impacts health. We do this by:

- *providing basic information about the APOE-ε4 gene*
- *running an active forum and Facebook page*
- *acting as a contact point for anyone interested in the APOE-ε4 gene*
- *pursuing research about the APOE-ε4 allele to mitigate related negative health effects including but not limited to Alzheimer's disease and cardiovascular disease*
- *connecting researchers and carriers of the gene*
- *organizing regular APOE-ε4 Conferences*
- *working with the media to inform and educate health professionals and the public about the APOE-ε4 gene*

learned about their high genetic risk, that offers broad education as well as practical step-by-step prevention strategies. At the same time, we've created and curated up-to-date APOE-ε4 content for our [Wiki](#) that serves as a resource to all. Because most physicians are unaware of the health impacts of our gene, we've recently launched an APOE-ε4 aware practitioner review resource that we hope to grow into a robust resource for our members.

Our annual conference this year was held in San Diego, where we learned about the potential benefits of a low carb dietary approach from cutting edge health leaders including: Dominic D'Agostino, PhD; Stephen Phinney, MD, PhD; Andreas Eenfeldt, MD; Robb Wolf; Joseph Mercola, MD; and many more. Additionally, we arranged specific APOE-ε4 focused lectures and Q&A opportunities with Dale Bredesen, MD; Georgia Ede, MD; Ann Hathaway, MD; Jeff Gerber, MD; as well as Ivor Cummins and Dave Feldman. We also promoted the broad creation of regional gatherings and were delighted to have our first take place in Chicago.

Financials

We are an all-volunteer organization. Our work and the subsequent HOPE we provide, wouldn't be possible without the support of many people. But we still have expenses and greatly appreciate all monetary contributions.

2017 Contribution by Type	
Amazon Smile	\$126.34
Board	\$1,102.42
Forum	\$10,580.00
Other	\$250.00
Total:	\$12,058.76

As you can see from the pie chart, the vast majority of our funding goes toward learning everything we can about the APOE-ε4 gene and how to mitigate its associated pathologies, then educating and informing our members and the public at large about what we have learned.

The ApoE4.info website is our primary means of communication. At the end of 2017 the website had nearly 46,000 posts. Maintaining the website accounts for 12.7% of our expenses, broken down into: hosting telecommunications at 7.3%, and software at 5.4%.

Our greatest expense are the costs associated with supporting our annual meet-ups. For three years

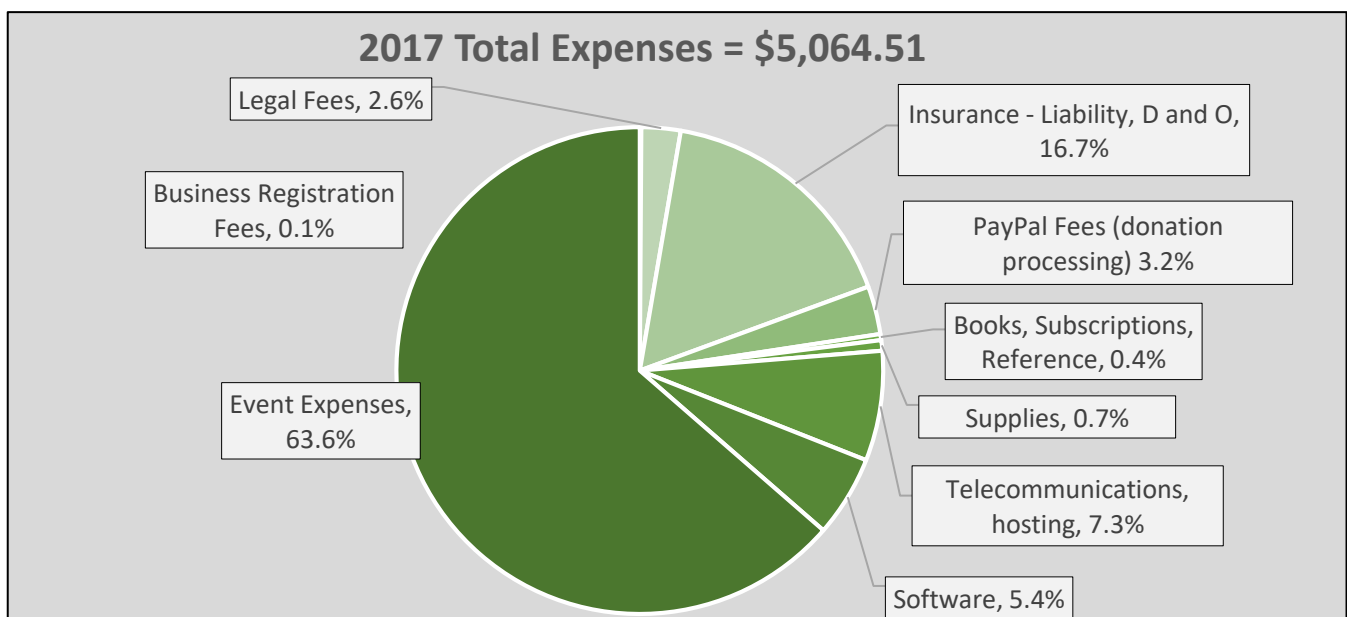
running, we've been able to put together a wide array of cutting edge speakers from multiple perspectives, bringing us up-to-

date information about health, our risky gene, and exploring various strategies to mitigate its effects. There's an emotional component to these gatherings that is difficult to describe. We have members attend from all over the world, looking for the opportunity to connect with others who truly understand the ramifications of living with the risk of developing an incurable disease. Many report walking away as though they've just connected with long lost family members for the first time.

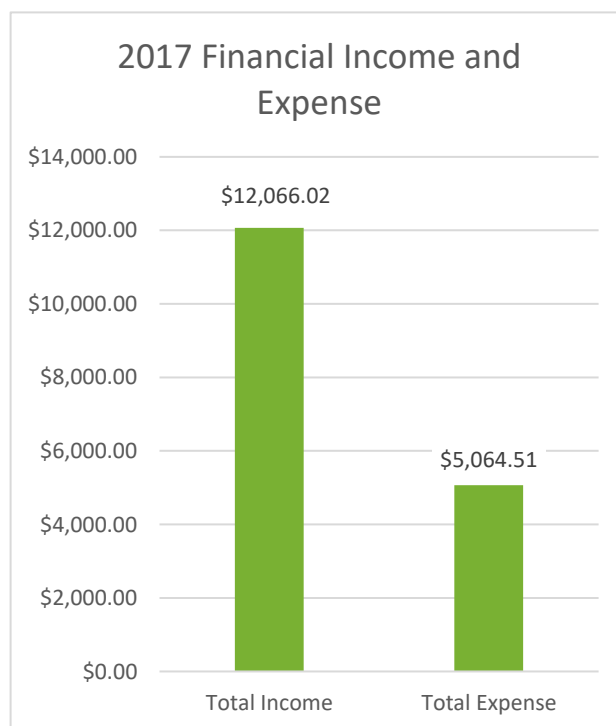
We're very proud, as a small group of citizen scientists united by a common gene, to be making a significant impact into how those with our genetic predisposition live and are able to extend their healthspans when mainstream medicine is currently unable to offer significant help. Our work wouldn't be possible without the generous financial donations that we've received to date. We need your continued support to move forward and achieve even greater goals.

Every Gift Matters!

A BIG thank-you to donors who gave individual contributions and to those who designated **ApoE4Info Inc** as their [AmazonSmile](#) charity.



INCOME AND EXPENSE	
Income	
Corporate Contributions	\$126.34
Individual, Business Contributions	\$11,932.42
Interest-Savings, Short-term CD	\$ 7.26
Total Income	\$12,066.02
Expense	
Business Registration Fees	\$6.00
Legal Fees	\$134.00
Insurance - Liability, D and O	\$844.00
PayPal Fees (donation processing)	\$160.66
Books, Subscriptions, Reference	\$18.42
Supplies	\$37.00
Telecommunications, hosting	\$368.18
Software	\$275.00
Event Expenses	\$3221.00
Total Expense	\$5064.51
Net Income	\$7001.51



Financial Position





Outreach Efforts

ApoE4.Info, Inc. worked hard to raise awareness about our high risk gene and to share positive stories of our members' improved health in 2017. Our community and members were featured in many publications including the [New York Times](#), [The Times](#), [NBC News](#), [STAT news](#), [Being Patient](#) and more. We were also honored to be featured in and to have contributed to Dr. Dale Bredeesen's New York Times bestselling book *The End of Alzheimer's*. Additionally, our members were featured on multiple podcasts including [Evolving Past Alzheimer's](#) and [Dr. Mercola's Natural Health](#) as well as the [Dr. Oz Show](#).

We kept our members updated about APOE-ε4 specific trial opportunities by partnering with multiple research organizations.

We routinely reached out to researchers to seek clarifications regarding peer-reviewed publications and to urge them to include the APOE-ε4 gene as a variable in their datasets as well as a primary focus in their research.

Additionally, we continued to network with scientists and other innovators to learn about unique ways of addressing our genetic risk.

We were honored to have been included among the innovators who participated in the formation of the 2017 X-Prize focused on finding improved Alzheimer's Biomarkers.

We continued to stay abreast of current relevant research that we share on our [Facebook page](#) which serves as a public relations tool for our website as well as an additional community resource and education tool for anyone interested in the APOE-ε4 gene.

“What the several hundred members of ApoE4.Info have done can and should be scaled to the hundreds and millions worldwide who would benefit from similar connectivity and activism.”

—Dr. Dale Bredeesen

Looking to the Future

In 2018 we plan to focus on creating the infrastructure for self-organized trials exclusively geared towards an APOE-ε4 population, using our members as participants. Too often large pharmaceutical companies don't specifically focus on our gene and when they do, the focus is on the same hypotheses that have repeatedly failed. As capital driven organizations, they lack the incentive for conducting dietary trials, or trials for compounds that are already widely available and can't be patented; yet it's in these precise areas where great potential appears to reside. By conducting organized multiple N=1s, we hope to find "signals" that show promise that we can share with the scientific community at large.

We're also gearing up to host an interactive educational symposium, that is open-to-the-public to widely disseminate what we have learned about mitigating our high genetic risk to prevent and remediate symptoms of cognitive decline. Dr. Dale Bredeisen is slated to be our keynote speaker.

By working together, we are learning, connecting, spreading the word, and making great strides. We have a genuine belief that fear of Alzheimer's will someday be a thing of the past.

"Give me a lever long enough and a fulcrum on which to place it, and I shall move the world."

—Archimedes

