



Fifty-two is a big number for me ... not because my 52nd Birthday is nigh (hard to believe, I know, but true! lol) ... but because: *Every hour*, 52 more families begin a unique, unchartable, journey.* Equally hard to believe (for me): My work in BETTY'S LOVE ALZHEIMER'S CHARITIES has become a worldwide, [grassroots movement](#) changing brains and lives ... *one family at a time*.

Begun in 2005 and 501c3 certified in 2007, BETTY'S LOVE provides a practical, proven, *positive* approach to thriving *despite* Alzheimer's, dementia, or any form of cognitive impairment. We ensure families [find support](#) they need, [get information](#) they deserve, and [take action every day](#) with all they CAN do to boost and sustain cognition and *find JOY every day*.

We are called BETTY'S LOVE for two reasons. 1. '[The' Betty](#) did 'ordinary' things with *extraordinary Love* – even in the late stages of her journey through Alzheimer's. 2. We are [proving every day](#) that the *only* thing someone living with cognitive impairment needs from everyone around her or him (one day/ADL/breath at a time) is: Love As an Action Verb.™ BETTY'S LOVE is becoming recognized around the world as the *only* Alzheimer's charity:

- *only* supporting families.
- offering *turn-key* programs and services.
- addressing *all stages* of a journey.
- advocating brain health for and supporting *all generations* of a family.
- *engaging young professionals* in [BETTY'S 20/30 CLUB](#) – empowering them to keep brain healthy, to connect with grandparents, and to support parents who are caring for grandparents.
- *proving every day* that families CAN thrive in JOY despite *all cognitive impairments* – caused by Alzheimer's disease, dementia, Down syndrome, Parkinson's disease, Autism, stroke, diabetes, depression, brain injury, anesthesia, or *anything* that results in 'Thinking Not Working.'™

**Every hour, 52 more American families begin an Alzheimer's journey – and think, “There's nothing we can do. Life is over.”*

And America is only *one* country and Alzheimer's disease is only *one* form of dementia, and dementia is only *one* cognitive impairment. *One family at a time*, BETTY'S LOVE has [embraced](#), [engaged](#), and [empowered](#) more than 500 families with 100+ practical, proven, *positive* Betty's® Programs and Services – all offered to families for free or at a low. *Every week*, new families contact BETTY'S LOVE. Without marketing or advertising, families now resource BETTY'S LOVE – in person, by phone, and via the Internet – from all 50 States and 100+ countries on five continents. To date, BETTY'S LOVE has been more than 90% personally funded and has an unpaid staff of one.

And yet: BETTY'S LOVE IS ... and, though I AM officially O-L-D, in BETTY'S LOVE, I'm just getting started! Call me crazy (many do!) and I am (more than ever, now, on my Life's crazily unfolding path!) but/and, *every day*, I dare to *imagine* what BETTY'S LOVE CAN do with proper promotion, a Loving-brained staff, and *your* prayers and support. *I do Dream BIG!* And, every day, I am frozen *and* fueled.

Please make time on my 52nd Birthday:

1. to Care-with-Love™ [for yourself](#).
2. to **enJOY** sweet birdsongs, dancing daylilies, the sun slowly rising (always worth rising quickly to chase!), Kindnesses given and received – and Love, Lessons, 'n' laughter shared with and showered upon all who are Important to you.
3. to visit www.vision.bettyslove.org today and use Friends Asking Friends® to help us spread the word for, raise awareness of, and raise funds to perpetuate BETTY'S LOVE and propagate our uniquely *positive, transformational* message to families worldwide:

There is so much families CAN do to boost and sustain cognition and so much JOY we find every day!

So Dreaming BIG on my 52nd Birthday – and *every day*: I Hope you and nine of your friends ([and their friends and their friends...](#)) will make a tax-deductible gift of \$52 (or \$5,252 or \$5.20 – [every donation helps families!](#)) and help me help more BETTY'S LOVE Families – and keep changing brains, lives, and the world ... *one beloved Mom, one family like yours* at a time. *Thank you!*

Maureen M Gavan, a.k.a. “[The' Betty's daughter](#)” – and fortunate, grateful, proud, [insufficient](#), crazy (and then some!) daughter I AM.