How Seth Rogen and Lauren Miller Rogen Turn HEARTBREAK INTO ACTION

COUPLE RECEIVES THE LA PRESS CLUB'S VISIONARY AWARD FOR THEIR ALZHEIMER'S AWARENESS NONPROFIT HILARITY FOR CHARITY

BY LA PRESS CLUB STAFF

For a sense of how Seth and Lauren Miller Rogen use levity to draw attention to their Alzheimer's awareness charity, consider the gigantic bong the comedian lit on the Hollywood Bowl stage last year.

Drums and horns blared as Rogen touched an oversized match to the structure, releasing a cloud of smoke that drew applause from the 15,000-plus audience. The event, featuring performances by Post Malone and Snoop Dogg, raised more than $1 million for the Rogen's Hilarity for Charity nonprofit organization.

A recent star-studded "Friendsgiving" fundraiser in Los Angeles hosted by the couple featured comedic and musical performances, carnival games and an auction. The event, with sponsors including Apple TV+, Biogen, Leslie Mann and Judd Apatow, and UTA, pulled in another $1.3 million.

The pair have used those lighthearted, buzzy events to draw awareness and funding to a serious, often dark, and deeply personal cause.

Tonight, the Rogens are being honored with the Los Angeles Press Club's Visionary Award for Humanitarian Work. It was created in 2012 to honor individuals in the entertainment industry who use their status to enact social change.

Lauren Miller Rogen was in her 20s when her mother was diagnosed with Alzheimer's at age 55. The actress and filmmaker had seen other family members grapple with the disease and had noticed early signs that something wasn't right with her mom.

The couple, who had recently started dating, soon confronted the difficult realities of watching a loved one lose cognition while trying to source the increased help needed. "Taking Care," a short film they made, includes footage of Miller Rogen's mother's decline and her father's herculean care efforts.

"Millions of people are dealing with this?," the *Pineapple Express* and *Knocked Up* star recalled thinking at the time.

They were moved to act.

"We decided we should do it because no one else seemed like they were going to," Rogen has said of the pair's efforts to draw greater awareness to Alzheimer's and brain health.

"…when we started doing this, it felt like no one was talking about it. Now, it feels different, like, it's out there. Families and health systems and even government systems are talking about it—and I'd like to think our efforts have played a role in shifting the narrative and encouraging action." —Seth







Benjamin Shmikler/ABImages

The couple started Hilarity for Charity in 2012 and began using variety shows to raise money. They have since turbocharged its reach. The organization offers grants that pay for in-home respite care for dementia patients as well as online support and resources for caregivers.

"We didn't see people our age talking about it, or resources that met us where we were," the Rogens said in a joint statement. "HFC started as a way to fill that gap—to bring connection, education and practical help to people navigating something that feels impossible, no matter their age or circumstance."

The charity funds brain research and backs youth advocacy and education programs aimed at teaching the next generation about brain health that can prevent or delay dementias. It aims to "create a future in which people have brain spans that equal life spans."

HFC has raised $28 million since its founding and helped fund 530,000 hours of in-home care relief. Today, the organization offers grants that pay for 100 hours of in-home respite care, 24 days of adult daycare and professional care for dementia patients.

With inclusive language and an understanding that caretakers come in all forms, from family members to friends and romantic partners, the organization leads with compassion, levity and optimism.

"We hope this guide helps you move from 'WTF is happening?!' to an adventurous outlook on what a strange and wild trip this will be with your person," one online resource for caretakers says.

More than 11 million Americans provide care for people with Alzheimer's or dementia for no pay, with the real cost of that care over the lifetime of the average patient running into the hun-



Ali Michelle



Jenna Bascom

At Hilarity for Charity events, Rogen handles a brain and he and Miller Rogen are hosts.

Top: Snoop Dogg and Rogen perform at a Hilarity for Charity fundraiser.

Opposite page: The Rogens during a meeting; Miller Rogen cares for her mother.







Top: Miller Rogen and her father, Scott, take her mother for a walk; Scott Miller shares a moment making contact with his wife, Adele.

Right: In 2014 Rogen prepares to address a Senate hearing on the impact of Alzheimer's disease.

dreds of thousands of dollars. And that's just the financial cost.

Miller Rogen has said the couple's experience helping her mom was aided significantly by their financial resources, but that she knows many families are not as fortunate. A significant portion of Alzheimer's caretakers die before the patient.

Rogen has talked about the intense emotional toll it took on his wife; the rage it inspired and the work she has done in therapy to process what she and her family have gone through.

In heartfelt testimony to Congress in 2014, "The Studio" star shared how his mother-in-law had lost her ability to speak, feed and dress herself. He shared his father-in-law's efforts to care for her and talked about the shame and stigma attached to the disease.

"I can't begin to imagine how people with more limited incomes are dealing with this," Rogen said at the time. He later went viral for blasting thin lawmaker attendance at the session, which he said showed how little attention elected officials were paying to an important issue.

HFC awarded 382 respite grants last year that amounted to 50,000 hours of care—a 45% increase from the prior year. HFC plans to further expand its respite grants to broaden its adult day and emergency care, offer personalized education and financial coaching and provide grief and post-traumatic support after a death.

The Rogens are also focused on young people and longer-term prevention of dementia.

"We've learned that while dementia is devastating, it doesn't have to be isolating, and that taking care of your brain is something everyone can and should do," they said.

In the coming years, HFC plans to expand to all 50 states and launch a nationwide youth volunteer movement. Its youth advocacy and education work is focused on brain health and prevention for high school and college students.

Today, they say the organization has become "a community grounded in compassion, humor and hope."

Miller Rogen is vocal about the steps she takes to reduce her own risk, including fitness, nutrition—a Mediterranean-esque diet— and prioritizing good sleep habits. That includes an Oura ring, cooling pad, weighted blanket, sleep mask and white noise.

Throughout busy careers in which the pair write, act, direct and produce, they have never lost sight of their mission. And there's more to come: They are producers of an upcoming animated film, "Tangles," based on Sarah Leavitt's memoir *Tangles: A Story About Alzheimer's, My Mother and Me*.

"It's our way of turning heartbreak into action, and hopefully changing the story for future generations," the pair said of HFC.

"Efforts to cure Alzheimer's are so, so important, but those efforts are of little help to families experiencing the physical, emotional, and financial toll of caring for someone with Alzheimer's at this very moment. Our grants lift some of that weight for people who really need the support of a community like HFC."

—Lauren

HFC Hilarity for Charity
Bringing Light to Alzheimer's

A national non-profit organization founded by Seth Rogen and Lauren Miller Rogen, HFC cares for families impacted by Alzheimer's disease, inspires the next generation of Alzheimer's advocates, and is a leader in brain health research and education.

Care for Caregivers

HFC supports family caregivers with a continuum of care that offsets the challenges of caregiving and enables more physically, financially, and emotionally sustainable caregiving journeys.

Respite Care Grants:
The HFC Respite Care Grant Program relieves caregivers, giving them time to rest, recharge, and focus on their personal and professional life. HFC's In-Home Respite Grant provides 100 hours of respite care, while the Adult Day Center Respite Grant provides 24 days of respite care.

Online Support Groups:
HFC's Online Support Groups are free, frequent, and designed to help caregivers navigate any stage of Alzheimer's disease. HFC groups are led by credentialed and experienced facilitators.

Caregiver Wellness Programs:
HFC provides free, educational, interactive, and informative online events to support caregivers, especially around their own health and well-being. Through our national partnership with BetterHelp, HFC is able to offer three-months of free individual therapy to caregivers as well.

Care Navigation:
Through our partnership with Arosa, HFC provides individualized care navigation services to family caregivers to help them address and plan for challenges they are experiencing related to caregiving. A customized, detailed plan with vetted resources is provided to specifically address the caregiver's needs and how to cover the cost of care.

HFC's Caregiver Road Trip:
The ultimate guide for Alzheimer's and dementia family caregivers. The HFC Caregiver Road Trip is not your father's road map! It is fully digital, interactive, and designed to tackle a tough subject with HFC's signature irreverence and dedication to young people impacted by Alzheimer's and related dementias.

Care for Brains, Drive Awareness, & Inspire Change

HFC's Youth Movement is a revolutionary suite of brain health education and youth-driven programming, including a global chapter-based youth movement; original, evidence-based, celebrity-led curricula; a peer to peer brain health training program; and an academic scholarship program for students impacted by dementia.

HFC's Youth Movement Against Alzheimer's (YMAA) empowers and activates high school and college students across the U.S. to change the trajectory of Alzheimer's disease through stigma reduction, brain health education, and collective action.

HFC's Humans of Dementia Storytelling Scholarship is open to high school and college scholars who have been impacted in some way by Alzheimer's disease or a related dementia. The scholarship focuses on storytelling as a tool to drive awareness and inspire change about Alzheimer's disease.

HFCUniverse:
Celebrity-Led, Evidence-Based, Online Coursework: Living a brain-healthy lifestyle today can help reduce the risk of developing Alzheimer's disease and related dementias tomorrow. We created HFCU "the school" because it's never too early to start taking care of your brain. At HFCU, you'll find celebrity-led coursework, evidence-based content, and relevant resources, all on an engaging digital learning platform.

Brain Health Peer Education Training:
HFC's national brain health leader training program is the first-of-its-kind. Developed with The Center for the Professional Education of Teachers at Columbia University, students train and educate others on the importance of brain-healthy habits to prevent dementia. Through school programs, extra-curricular activities, after school programs, and more, student leaders across the country are leading the brain health movement.

$28M
raised to support family caregivers, brain health education, & prevention research.

530K+
hours of in-home care relief awarded through our Caregiver Respite Grant Program.

850K+
people reached, on average, through our program grants, events, & social media each year.

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