Key facts about the fund:

- Founded in **2004**
- Provides **350 research** grants totalling in $77M+ (as of 2018)
- Alzheimer's Genome Project was considered one of the **'top 10 Medical Breakthroughs** in the World' by TIME Magazine

Cure Alzheimer's FUND

Cure Alzheimer's Fund: fundraiser enablement powered by artificial intelligence

About Cure Alzheimer's Fund:

Since its inception in 2004, Cure Alzheimer's Fund has provided research grants for some of the most significant breakthroughs in the field. The organization's mission is to raise money to understand the basic pathology of Alzheimer's so that therapies can be developed more quickly and effectively.

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from gravyty

Managing an ever-expanding donor pool

Over the past three years, Cure Alzheimer's Fund drove enormous growth in its donor base and now includes some 20,000 donors. Through this growth, leadership saw a need for technology that enabled them to efficiently manage and cultivate major and mid-level donors at scale.

An AI soultion

With **Raise from Gravyty,** Cure Alzheimer's Fund was able to personalize and scale donor outreach with AI-powered fundraiser enablement tools, combined with a multi-pronged fundraising strategy. Through these tools, they were able to better manage their expanding donor base.

"There are all these people out there that you're not touching as the number of donors for each fundraiser grows. Raise from Gravyty gave us a way to make those contacts more consistent. We have a very high touch donor environment. With 20,000 donors, which we have now, we can't reach all of them. With Raise, it gives us a way to make those contacts more consistent. It helps increase our productivity as fundraisers."

Tim Armour,
President & CEO, Cure Alzheimer's Fund

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AI-enabled results

After just one year, with Raise from Gravyty, Cure Alzheimer's Fund was able to inspire 69 new gifts, for a total of $1.2 million. This additional revenue came from an increase in fundraiser activity, which was spurred by Raise's prompted outreach that led to more touchpoints with potential donors.
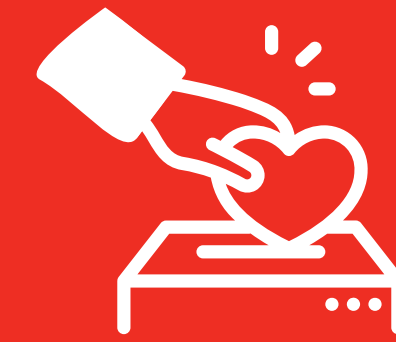
20,000 donors managed

69 new gifts secured

$1.2 million Increase in revenue

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Solving your fundraising challenges

Many nonprofits experience the same challenge that Cure Alzheimer's Fund was facing. With Raise from Gravyty, you can now reach your donors in a more efficient, productive way.

Donors at the top of the gift pyramid are donors who need more attention, while donors at the bottom of the pyramid need to feel they are remembered and cared about.

Besides donors at the top and bottom of the pyramid, many donors get lost in the shuffle and don't get reached. With Raise, your fundraisers are now able to reach more donors and make those connections more consistent, which helps increase productivity.

"Either at home or when I get to the office, the first thing I do is look at the messages that Raise is sending. It doesn't take long and the Artificial Intelligence is tremendous. I am recognizing my own language and also go back and edit easily and get it out. Those are touches to donors that wouldn't have been made otherwise."

Tim Armour,
President & CEO, Cure Alzheimer's Fund

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from gravyty

Want to learn more about how you can use Raise from Gravyty as your force for AI-powered fundraising?

Learn how to:

- Leverage AI to amplify your fundraising initiatives

- Optimize qualification of your prospect pool

- Sync all activities back to your CRM

- Personalize stewardship outreach at scale

- Improve + streamline gift officer analytics

- Create tailored messaging for non-fundraisers

Book a demo

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