This report represents AMERICAN ALZHEIMERS RESEARCH ORGANIZATION's responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

Mission:
AARO has the exempt purpose to decrease suffering from memory loss, dementia and Alzheimer's disease, not only in America, but throughout the world. There are things that can help people to age without dementia. Our work is to research the most effective ways and to bring that information into more public awareness. We will be providing information services that will help people learn what risk factors they may have that lead to developing Alzheimer's disease and how to decrease those risk factors. Through awareness and management of risk factors, results can be achieved that will decrease the number of people who actually develop Alzheimer's disease, or at least delay the onset of the disease. The internet will be the primary means of providing this information.
1. What are we aiming to accomplish?
AARO's aim is to STOP the Alzheimer's epidemic. Our vision is to make sure that the memories that all of us have made over our lifetime, of our loved ones and all our friends and family last for our entire lifetime! So we work everyday to make sure YOUR MEMORIES last YOU a LIFETIME!

2. What are our strategies for making this happen?
AARO is embarking on a major scientific fact finding mission to discover whether or not our dietary choices and the lifestyle we live are the most important factors in whether a person develops Alzheimer's disease or not.

3. What are our organization's capabilities for doing this?
AARO has been working diligently to meet all requirements to become the leading grassroots organization in America focused on PREVENTION as the way to solve the mystery of Alzheimer's disease if it is ultimately related to our diet and lifestyle choices.

4. How will we know if we're making progress?
Indications that we are making progress will be seen in the growth in numbers of supporters as well as our advances in establishing our GRASS ROOTS study of diet and lifestyle in Americans. GRASSROOTS stands for the “Great Revolutionary Alzheimer's Scientific Study: Register Only On-line To Start.” We are in the process of seeking funding to allow us to start recruiting for such a study.

5. What have and haven't we accomplished so far?
AARO has completed the majority of State registrations. We are working with APPLE, maker of the iPhone and creator of the Medical Research Kit to implement our GRASSROOTS Study and hoping to expand the mobile platform to any mobile device. We have not received enough support to start a large population based study to look at the long term effects of diet and lifestyle as they might impact the development of Alzheimer's disease.