



## ABOUT US



### **Mission**

The McKeown Foundation, formed in 2007, was built from a family effort to support individuals suffering from Alzheimer's disease and the families affected by it. After losing their family patriarch William J. McKeown, Jr. to Alzheimer's in 1991, the family began steadily raising awareness of the disease through annual golf outing events honoring William, and then chose to expand their efforts by forming The McKeown Foundation which is devoted to promoting care, research, and education in the local community for Alzheimer's patients and their loved ones.

### **History**

William J. McKeown, Jr. was a devoted husband and father of six, a smart and successful business owner, and a well-loved figure among his local community. Since 1951, William owned and operated his beverage distribution business with his three sons - Bill, Charlie, and Joe and his wife Margaret running the day to day business affairs from the office. After almost 40 years of building the family business and presence in the community, William began misplacing important documents, forgetting everyday ordinary things, driving erratically, and displaying more abnormal behavior. While these things usually just happen with age, the rapid increase in forgetfulness and odd behavior led the family to believe there was something terribly wrong with William. He was then formally diagnosed with Alzheimer's disease, and because there was no cure, the whole family was led down a path of not knowing how to cope or where to turn.

While Margaret tried to protect him through his forgetfulness and lessened ability to perform everyday tasks, she struggled with his changed personality and behavior. When she could no longer care for William at home, the family had to decide to put him in a nursing facility. Margaret was there everyday to take care of him, which took a toll on her and led to her eventual stroke, from which she recovered remarkably and remained by her husband's side. From that point on, their six children - Peggy, Phyllis, Bill, Charlie, Joe, and Maureen - made the effort to make sure their children kept getting to know their grandfather, because they thought it was important for them to know him, even as he was forgetting them.

After visiting him often and struggling to handle his worsening condition, the McKeowns lost William to Alzheimer's in 1991, but will always remember how strong and courageous he was while battling a disease with no cure. To honor that memory, and because there is still no cure, the family began hosting annual golf outing events, the William J. McKeown, Jr. Golf Classic "Fore" Alzheimer's. This raised awareness and generated support in the community for anyone affected by the disease. After years of honoring William, the family then lost Margaret in 2002, and the Golf Classic now honors both Margaret and William. From the growing community-wide support for the Golf Classic, the McKeown Foundation was formed in 2007 in an effort to expand on that support and awareness. The McKeown Foundation is dedicated to the promotion of Alzheimer's care, research, and education.

## ALZHEIMER'S DISEASE



### **What to know about Alzheimer's** (source: [www.alz.org](http://www.alz.org))

Alzheimer's is the sixth-leading cause of death in the United States and the most common form of dementia, with as many as 7 million Americans suffering the disease.

Alzheimer's is a progressive and fatal disease that destroys brain cells, causing problems with memory, thinking and behavior severe enough to interfere with one's personal life, social life, hobbies, work, and everyday experiences.

Alzheimer's currently has no cure. However, treatments for symptoms are available.

## Know the 10 Signs

- Memory loss
- Difficulty performing familiar tasks
- Problems with language
- Disorientation to time and place
- Poor or decreased judgment
- Problems with abstract thinking
- Misplacing things
- Changes in mood or behavior
- Changes in personality
- Loss of initiative

For more information on treatment options, visit the Alzheimer's Association website at [www.alz.org](http://www.alz.org).

## TREATMENTS

While non-drug approaches should be tried first in treating cognitive and behavioral symptoms, like creating a calm and familiar environment to help ease the symptoms as much as possible, there are some medical treatments available to help delay or reverse symptoms, according to the Alzheimer's Association. The U.S. Food and Drug Administration approved two types of medicine to treat the cognitive symptoms of Alzheimer's; however, no specific drugs have been approved by the FDA to treat behavioral or psychiatric dementia symptoms. For more information on treatment options, visit the Alzheimer's Association website at [www.alz.org](http://www.alz.org).

## RESEARCH

According to the Alzheimer's Association, "the year 2007 entered the history books as a period of tremendous advances in Alzheimer's research". The McKeown Foundation, formed that same year, has aligned itself with this growing desire to contribute to further research in hopes of finding a cure and educating more people about the disease, possible treatments, and caregiver options. For more information on the developments of Alzheimer's research, visit the Alzheimer's Association website at [www.alz.org](http://www.alz.org).

## WHAT WE'RE DOING TO HELP...

### *Past*

The McKeown foundation has presented 33 successful annual "William J. McKeown, Jr. Golf Classic 'Fore' Alzheimer's" events, raising a total of over 4.5 million dollars for Alzheimer's care, research, and education.

### *This Year*

The 33rd Annual William J. McKeown, Jr. Golf Classic 'Fore' Alzheimer's  
Tuesday, October 1, 2024 10:30 am - 7:00 pm  
Union League Liberty Hill, Lafayette Hill, PA  
Green Valley Country Club, Lafayette Hill, PA  
North Hills Country Club, Glenside, PA

356 Golfers joined us this year on the course for a fun-filled day of golf, dinner, a silent auction and a live auction! there were individual golfers and foursomes. For more information, please visit <http://https://www.mckeownfoundation.org/news-events/golf-classic-2024/>.

### *Future*

If you are interested in having the McKeown Foundation be part of your fundraising event or the recipient of the proceeds, please contact Joe McKeown at 215-669-7999 or [joe@mckeownfoundation.org](mailto:joe@mckeownfoundation.org)

## GRANT REQUESTS



The Mission of the McKeown Foundation is to promote awareness about Alzheimer's Disease and facilitate the Care, Education and research of Alzheimer's. If you or your company is in need of grant funding for the Care of someone with Alzheimer's, Educational programs about Alzheimer's or Research about the fatal disease, please contact our Grant Committee. Include a written request for the amount needed, the purpose of the grant, how it will be used in relation to our Mission as a Foundation, and your financial information.

You can send your Grant Request to:  
The McKeown Foundation Grant Committee  
PO Box 291  
Dresher PA 19025

The McKeown Foundation is a registered 501(3)c. The official registration and financial information of The McKeown Foundation may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999.