



inspiring

AlzheimerSociety
ALBERTA AND
NORTHWEST TERRITORIES

REPORT TO THE COMMUNITY **2015-16**

OUR VISION

Our vision is a world without Alzheimer's disease and other dementias.

We offer *Help for Today* through our programs and services for people impacted by dementia and *Hope for Tomorrow* by funding research.

OUR MISSION

The Alzheimer Society of Alberta and Northwest Territories brings awareness to Alzheimer's disease and other dementias; helps alleviate the personal and social consequences of the disease; provides education and support programs; and promotes and funds research into the cause, prevention and cure.



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A YEAR OF CHANGE, GROWTH AND RENEWAL

564,000 CANADIANS ARE LIVING
WITH DEMENTIA – ALMOST
40,000 ARE ALBERTANS.

The Alzheimer Society of Alberta and Northwest Territories has seen significant growth and rejuvenation in the past year and we are pleased to share some highlights in our 2015-16 Report to the Community.

It was a transitional year. Our Board of Directors hired a new CEO, welcomed a new member, endorsed a new set of by-laws and set new strategic directions focusing on three priorities: Advocacy, Innovation and Service.

We renewed and enhanced our partnership with Alberta Health and Alberta Health Services to heighten awareness of dementia care in the province and to advocate for those impacted by the disease. We reaffirmed our commitment to research, funding seven Alberta-based researchers and contributing significantly to the Canada-wide research program.

We saw an increase in the number of clients accessing our services. We hired more staff to better serve clients and connect with supporters, including the addition of a staff member in Yellowknife.

Our signature events – the Alzheimer’s Face Off Pro-Am Hockey Tournament, the Walk for Alzheimer’s, and the many other smaller fundraisers – continued to grow and flourish. Generous financial and in-kind contributions enabled thousands of individuals, families and care partners to have access to support groups, education and information, in-person and online through ASANT Café.

Of course, we could not have accomplished all we have without the dedication and commitment of our Board of Directors, staff, volunteers, and supporters. Our team is strong and enthusiastic!

However, it is the people we collaborate with and serve who best describe the work we do. The following pages share stories from incredible individuals with a connection to our organization. These brave individuals inspire hope and we thank them for telling our story through their own experiences.

As we look to the future, we know there is so much more we can do – build new relationships and strengthen existing ones, improve service and support, create partnerships and fund innovative research – all to take us closer to meeting our vision of a world without dementia.

Thank you for your support and for working with us to help improve the lives of those impacted by dementia. Together, we can make a difference.



David Westaway, PhD
President, Board of Directors



Michele Mulder
CEO



25,000 NEW CASES OF DEMENTIA ARE
DIAGNOSED EACH YEAR IN CANADA.

Quality of life is at the heart of everything we do at the Alzheimer Society of Alberta and Northwest Territories. We are a provincial* organization with offices in Edmonton, Fort McMurray, Grande Prairie, Lethbridge, Medicine Hat, Red Deer and Yellowknife.

Our programs and services complement the existing healthcare system by addressing the emotional and educational needs of families and care partners on an ongoing basis.

*Programs and services in Calgary and area are provided by the Alzheimer Society of Calgary.

WHAT IS DEMENTIA?

Dementia is not a specific disease, it is a collective term to describe brain disorders with symptoms that may include memory loss and difficulties with thinking, problem-solving or language severe enough to reduce a person's ability to carry out day-to-day activities. A person with dementia may also experience changes in personality and behaviour. Many diseases can cause dementia, including Alzheimer's disease.

Dementia is progressive, which means the symptoms will gradually get worse as more brain cells become damaged. The causes of dementia are not fully known, and there is still no cure or effective treatment to prevent or reverse the disease.

Living with Alzheimer's or other dementias is often demanding and isolating for those with the disease and their care partners. At the Alzheimer Society, we serve, support and educate those diagnosed with dementia, their families and care partners. We raise awareness for the disease to reduce stigma and promote excellence in research. Until a cure is found, our Society is here to help and provide support to those impacted by the disease.

**THREE OUT OF
FOUR CANADIANS
KNOW SOMEONE
WITH DEMENTIA.**



SUPPORTING PEOPLE IMPACTED BY DEMENTIA

SUPPORT GROUPS

Support groups provide a safe environment to share ideas, introduce coping skills and offer encouragement to others facing similar situations. A variety of different support groups are offered throughout the province for people with dementia and their care partners. In addition, specialized groups are offered to meet specific needs, such as young onset, adult children and male care partners. We also offer telephone support groups.

✿ Alzheimer Café

Social activity has been found to be an important aspect in helping those with dementia. The Alzheimer Café was established to provide an evening out for people with dementia, their care partners and family members to enjoy some recreational activities and information sharing. This support group is planned and facilitated by a committee of volunteers and program staff.

ART IN THE A.M.

Art in the A.M. gives people with memory issues and their care partners the opportunity to reminisce and socialize while creating expressions of art in a group setting. The practice of “art making” empowers participants to creatively express themselves and their individuality in an environment that promotes active participation.

28 UNIQUE SUPPORT GROUPS ARE CONDUCTED REGULARLY THROUGHOUT THE PROVINCE.



AGE IS THE BIGGEST RISK
FACTOR FOR DEMENTIA.
AFTER AGE 65, THE RISK
DOUBLES EVERY FIVE YEARS.

caring FOR THE CAREGIVER

"I live by a simple philosophy. I try and do everything possible to help my dad stay as healthy as he can," says Anne. "This way, dad can continue to be strong for mom. So far this is the absolute best way that my mom receives care."

WHEN YOU TALK TO ANNE BALTIMORE AND HER FATHER KEN, YOU CAN SEE THE DEEP ROOTED LOVE THEY HAVE FOR FAMILY. The strength of their strong family bond was tested when Anne's mom Marg was diagnosed with dementia and important decisions needed to be made. It was decided that Ken would be the primary care giver for Marg. Anne does everything she can to support her dad (and her mom as well).

Often times those caring for a person with dementia suffer from exhaustion and in some cases are no longer able to provide care, leaving the individual in a more difficult situation. Ken admits that sometimes he has been overwhelmed. "But dad is getting really good at asking for help," adds Anne.

Both Anne and Ken have received tremendous support from the Alzheimer Society. Anne has attended many Alzheimer support group sessions and now she's giving back by helping the society with its outreach efforts. Anne's involvement as part of the care partner focus group at the Advancing Dementia Diagnosis and Management Conference in February 2015 provided valuable insight for care providers.

Being involved with the society has been very gratifying for Anne but she knows more can be done. "There are many exciting programs happening across the country and I'm hoping we can adopt some of the ideas that come from other regions in Canada," says Anne. "It is important to advocate for patients and their families impacted by dementia here in Alberta." ❁


PAYING love FORWARD

IN ALBERTA,
COSTS RELATED TO
DEMENTIA ARE MORE
THAN \$1.2 BILLION.

GIVING BACK TO OTHERS IS SOMETHING THAT COMES NATURALLY TO MARK JOHNSON. He was the primary caregiver and support for his wife Shirlianne who was not only dealing with dementia but was also battling breast cancer. She passed away two years ago and to honour his wife, Mark decided to become a volunteer with the Alzheimer Society. He wanted to give back because of all the support he received and now he helps facilitate a support group for care partners and loved ones dealing with dementia. "It would've been easy for me to run to the hills after my wife passed, but then I thought I'm not helping anybody, including myself," says Mark. "It does seem a bit ironic to me that I now volunteer about 500 yards away from the hospital where my wife was first diagnosed with Alzheimer's," adds Mark.

Arlene Huhn, Manager of Client Services and Programs in Edmonton was the facilitator when Mark attended the support group and was instrumental in helping him through the process of gaining strength and making sense of what his wife was experiencing. Now she's there to provide guidance to help him share his story.

One of the key messages that Mark passes on to others, is to let people know that your family member has dementia. "It helped with our quality of life," says Mark. "Shirlianne and I were able to go with friends on holidays and live a rich life rather than sit at home and hide." Another important message he shares is directed at care partners. "If you don't look after yourself as the caregiver, you can't really help the person going through the disease," says Mark. 🌸



"Mark is a very good facilitator, and helpful to others. He also helps keep me centered," says Arlene. Together, Mark and Arlene work with care partners, families and those who have dementia. It's a great example of paying things forward.



Mark
Alzheimer Society
ALBERTA AND NORTHWEST TERRITORIES

PROGRAMS THAT MAKE A DIFFERENCE

FIRST LINK®

First Link® has had a positive impact on the lives of thousands of Albertans and their families since it was first established back in 2012. First Link® is an early intervention program that connects people living with dementia to the Alzheimer Society for services and support as soon as possible after diagnosis. A referral from a physician or other health professional allows for proactive contact with individuals and families from the time of diagnosis throughout the progression of the disease.

ASANT CAFÉ

The first of its kind in Canada, ASANT Café is an online learning platform for people with dementia and their care partners. It is a virtual gathering place where people can find support, discussion and education at any time. Similar to a real café, people can meet up with friends for conversation and learning. The ASANT Café provides an important connection for people in remote locations where support groups and resources are not always readily available.

✿ Seeds of Hope Family Learning Series

Seeds of Hope is an educational series that addresses the emotional and educational needs of individuals impacted by dementia. Offered online on ASANT Café or in person, Seeds of Hope features eighteen sessions that are designed to reflect the progression of the disease at all stages.

✿ Brain Health – Education Series

A Brain Health education series for everyone wanting to keep the mind active and vibrant is offered on ASANT Café. Research has shown that keeping your brain active and making better lifestyle choices can improve the brain's ability to sustain long-term health.



asantcafe.ca

FIRST LINK®
REFERRALS TOTALED
698 IN 2015-16. THIS
REPRESENTS 56%
OF NEW CLIENTS
ACCESSING SERVICES.



A DOCTOR WITH compassion

A WARM SMILE AND COMPASSIONATE VOICE ARE TWO OF THE THINGS YOU INSTANTLY NOTICE WHEN YOU FIRST MEET DR. ROLAND IKUTA. Dr. Ikuta is a Geriatrician based out of the Chinook Hospital in Lethbridge. He's also one of the Alzheimer Society's strongest advocates, referring his patients to the Society through the First Link® Program. "It's one of the first things I recommend to both patients and caregivers," says Dr. Ikuta. "The Alzheimer Society gives my patients and their families support that goes beyond my office. And that's important."

Dr. Ikuta spends quality time with his patients. He likes to sit down and get to know them, to help them with their fears and share in their hope. He's also a big believer in giving back from his experience. Every year during Alzheimer awareness month you'll find Dr. Ikuta giving a public talk and attending fund raising events in the community. He walks his talk when it comes to dementia, and he's seen the benefits that his patients and families have received from the Alzheimer Society.

Even though a cure has yet to be discovered, Dr. Ikuta remains hopeful. When he first began practicing medicine in 1993, he hoped there would be a cure within 15 years. Over the years he has seen significant advances in research and now has a new goal and new hope...to see a break-through before he retires. "I believe we will find a cure within my lifetime," adds Dr. Ikuta. "Treating people early is the key." ✿

16,000 CANADIANS
UNDER THE AGE
OF 65 ARE LIVING
WITH DEMENTIA.





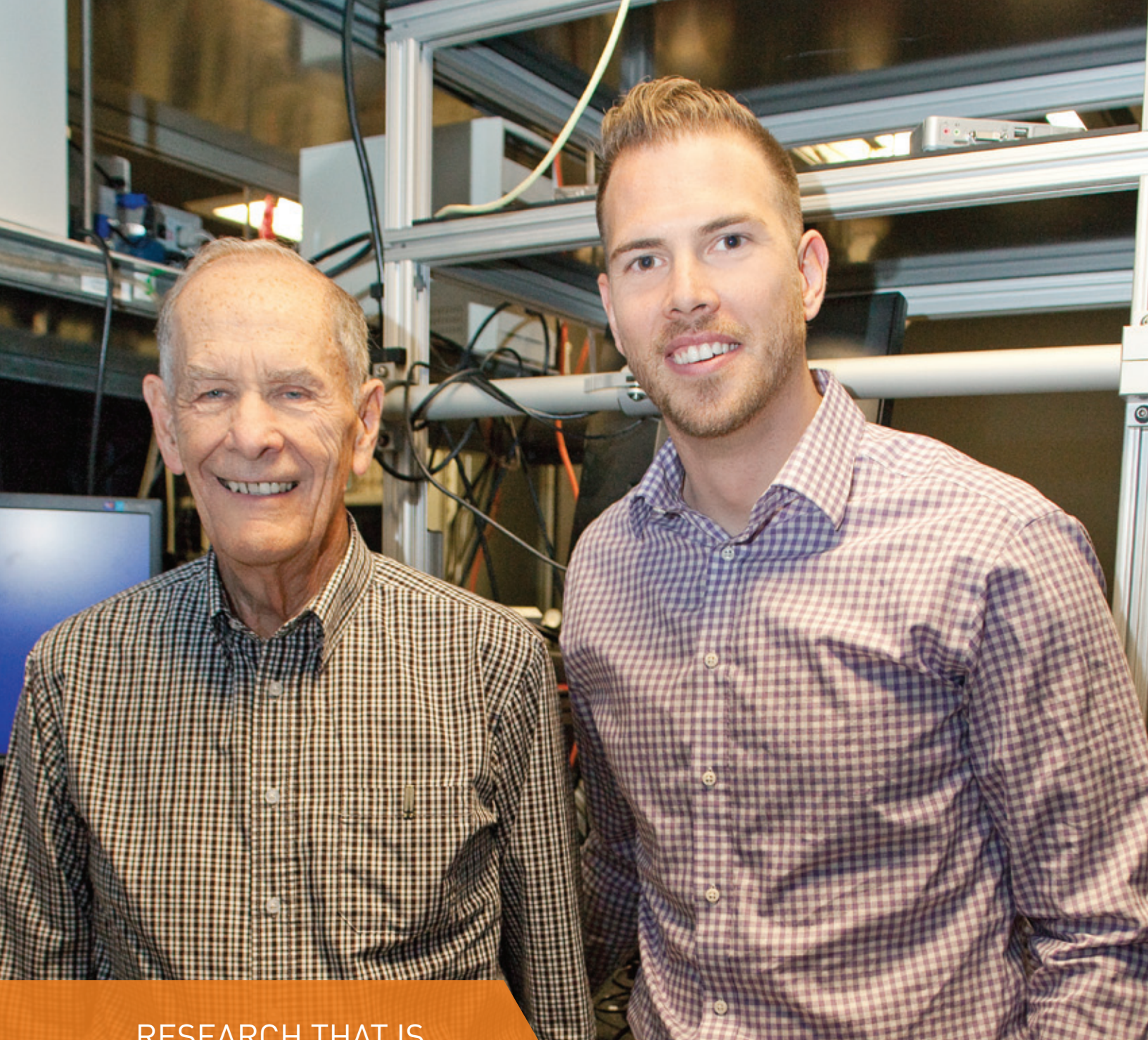
Life IS MEANT TO BE LIVED TODAY

IT'S HARD NOT TO LIKE ROGER MARPLE. And it's even harder not to respect him for what he's doing for those suffering with dementia. Diagnosed with young onset Alzheimer's disease in his mid 50's, Roger chose to bravely open his life and become a visible face for the disease in his community. One of the highlights of coming forward happened recently when Roger was interviewed by the local newspaper. He was pleasantly surprised to see that his photo and his story were featured on the front page. "I didn't really expect to be featured so prominently but I'm glad I was," says Roger. "I had all kinds of people approach me after that, including people who shared similar experiences to mine. And I believe it's helped some people to open up about their own diagnosis."

Roger made the decision to come forward and not hide from the disease because of his belief in how life should be lived. "The trick is to live well," adds Roger. Living well means carrying on in his job and living life as normally as he can. "I'm on the internet a lot looking for hope," says Roger. "There are a lot of websites and blogs that tell you about dementia and Alzheimer's, but very few offer real hope. I'd like to be part of making that change." Roger's story in the Medicine Hat News has offered hope to hundreds of people. The article has inspired thousands of likes and shares around the world. 🌸

PARTNERS IN HOPE

One of the people who inspires Roger and shares in his hope is Matthew Jubelius at the Alzheimer Society office in Medicine Hat. "Roger is a true champion," says Matthew. "He's a champion for building awareness and he's proving that life is meant for living. His courage to come forward and share his story has hit it out of the park for awareness of the disease."



RESEARCH THAT IS FOSTERING hope

PRINCE EDWARD ISLAND MAY BE 5,000 KILOMETRES AWAY FROM CALGARY, BUT FOR MICHAEL JONES IT REMAINS CLOSE TO HIS HEART. Growing up in PEI, Michael spent a lot of time with his grandfather. The two were close and when Michael watched his grandfather struggle with Parkinson's disease it inspired him to want to help others going through challenges associated with diseases that affect the brain. He completed his PhD in chemistry at Simon Fraser University and then transitioned to a postdoctoral fellowship at the University of Calgary when the doors opened for Michael to begin his current research into Alzheimer's disease.

Michael is the recipient of the Ed and Joyce Lyons Fellowship Award and is conducting his research in the Department of Clinical Neuroscience at the Cumming School of Medicine at the University of Calgary. With the funding from the Award, Michael is able to do research in a field he's passionate about.

IN 2015-16 ALBERTA
CONTRIBUTED OVER
\$298,000 IN FUNDING
TO THE ASRP PROGRAM.

RESEARCH

The Alzheimer Society is committed to promoting excellence in research, both clinical and psycho-social, to improve the quality of life for those with dementia and their care partners.

THE ALBERTA ALZHEIMER RESEARCH PROGRAM

The Alzheimer Society of Alberta and Northwest Territories and the Alberta Prion Research Institute co-fund the Alberta Alzheimer Research Program to provide funds to Alberta-based investigators with the goal to improve the quality of life for those with Alzheimer's disease and other dementias.

In 2015-16, seven projects were selected for funding. The Alzheimer Society will contribute \$500,000 over three years to fund this research.

THE ED & JOYCE LYONS FELLOWSHIP AWARD

In 2015, ASANT received a generous donation of \$50,000 from Ed & Joyce Lyons to support a promising young graduate for a one-year postdoctoral fellowship at an Alberta institution. The Award was presented to Michael Jones, PhD from the Cumming School of Medicine at the University of Calgary.

ALZHEIMER SOCIETY RESEARCH PROGRAM

The Alzheimer Society Research Program (ASRP) is a collaborative initiative of provincial Alzheimer Societies, the Alzheimer Society of Canada, partners, and donors who support research directed at both eradicating dementia and improving the lives of those affected by it.

Michael had the opportunity to meet Ed Lyons and thanked him personally for sponsoring Alzheimer's research in Alberta. "I was impressed with Ed", says Michael. "He is a kind individual and I admire his passion for helping people, especially his wife."

"We're doing something that very few people in the world are doing," says Michael. "We're using technology to look at brain tissue and identify discrepancies within the brain. If we can prove and make a difference with Alzheimer's, we will be able to apply our research to other degenerative diseases that affect the brain." This research is very important to Michael and honours his commitment to help others like his grandfather. ✿



EVENTS

AWARENESS MONTH – STILL HERE

January Awareness month encouraged people to recognize that those with dementia are Still Here. Throughout the campaign personal stories were shared in hopes of reducing stigma and misinformation. This is an important step in improving the quality of life for people with dementia and helping those with the disease maintain their independence and sense of well-being.

FUNDRAISING FRIENDS OF ALZHEIMER'S

Many individuals and organizations choose to host their own fundraising events to support the work of the Alzheimer Society. These third party events raised close to \$100,000 in 2015-16 through golf tournaments, silent auctions, and dinner events to name just a few.

✿ Ride for Mom

One of the many third party events is the Ride for Mom. In 2015, Ride for Mom celebrated its 10th Anniversary with 76 riders helping to raise over \$19,000 in the fight against Alzheimer's disease. Riders first hit the road in support of the Ride for Mom on Mother's Day 2006. The event was created by Terry Wise for his mom, Edith, who passed away from Alzheimer's disease. Terry wanted to find a unique way to honour his mom and he used his love of riding motorcycles to bring the Ride for Mom to Whitecourt, Alberta. It was an instant success. In the Ride's sixth year, Joanne Belke, whose own mother was diagnosed with Alzheimer's disease, joined Terry as a ride partner and organizer. Through both Joanne and Terry's commitment and dedication, the event has raised close to \$120,000 for the cause since its inception.

COFFEE BREAK

2015 marked the 20th Anniversary of Coffee Break in Canada. The event raises awareness and encourages discussion about Alzheimer's disease and other dementias. \$37,600 was raised by over 140 individuals and organizations who hosted a Coffee Break.





ALZHEIMER'S FACE OFF PRO-AM HOCKEY TOURNAMENT



This year marked the fifth year for the Alzheimer's Face Off Pro-Am Hockey Tournament. The three-day event puts amateur hockey players on the ice with NHL Alumni to raise money for Alzheimer's research.

Twenty-three teams, each raising at least \$25,000, had the opportunity to lace up their skates with some of hockey's greatest legends and participated in a friendly, yet competitive, round-robin tournament.

As the biggest fundraising event, the Society, in partnership with Alberta Innovates – Bio Solutions and the Alberta Prion Research Institute, provided almost \$1 million to support world class dementia research being carried out in Alberta universities.

INVESTORS GROUP WALK FOR ALZHEIMER'S

The Investors Group Walk for Alzheimer's is a fun and family-friendly way to raise awareness and funds for the Alzheimer Society. The Walk helps create positive memories while sending a message of hope to those living with dementia, and the thousands of friends and family who care for them. The 2015 Walk attracted hundreds of people in nine communities throughout Alberta and raised close to \$220,000 in support of programs and services.



MARRON FORBES IS LIVING PROOF THAT YOU CAN ACCOMPLISH ANYTHING AT ANY AGE. In 2008, Marron embarked on her first Memory Walk for Alzheimer's in Medicine Hat, she was six years old at the time. Why? Marron's grandmother has Alzheimer's disease.

Growing up, Marron remembers the time she and her mother Dawn spent with her grandma. Even though her grandma no longer remembers those times, the love and family values they share is strong. She is Marron's main inspiration for participating in the annual Walk. "I know Grandma would be proud," says Marron.

Dawn says that she's seen tremendous growth in Marron from being a shy little girl to a confident young teen. "We have all marvelled at this transformation," says Dawn. "When Marron first started out she would go door to door down the street and was very shy about asking others to help her grandma and the cause. Now, Marron represents the face of hope and inspiration."

ALZHEIMER'S YOUNG champion

THE 2015 WALKS RAISED
ALMOST \$220,000.



The fundraising that Marron has done on behalf of the Alzheimer Society seems to defy the current economic trend. Every year, her totals continue to increase, and often double from one year to the next. She's gone from raising \$770 in 2010 to over \$6,300 in 2015 – the total raised is over \$16,000. Marron even has a spread sheet that notes all who donate and spends time sending thank you cards to those who have contributed to the cause.

There's a quiet pride you see in both Marron and Dawn. They've taken the heartbreak that comes with this disease and turned it into a special memory. There's no better way to honour life than that.

Her grandma now lives with her uncle in Saskatchewan and receives the best care the family can give. Marron and her mom visit her as often as they can. 🌸

FINANCIAL HIGHLIGHTS

Statement of Operations for the year ended March 31, 2016

REVENUE TOTALS	2015-16	2014-15
Fundraising	1,766,125	1,681,065
General Donations	1,624,755	1,570,481
Government Grants	927,176	537,826
Investment Income	<u>13,807</u>	<u>41,102</u>
	4,331,863	3,830,474
 EXPENSE TOTALS		
Programs & Services	1,714,474	1,551,199
Fund Development	994,141	986,107
General & Administration	676,513	567,156
Research	<u>341,121</u>	<u>414,927</u>
	3,726,249	3,519,389
 EXCESS REVENUE OVER EXPENSES		
	605,614	311,085

REVENUE

- Fundraising revenue increased \$85K with the continued success of the Alzheimer's Face Off Pro-Am Hockey Tournament.
- General Donations increased due to bequests.
- Grant Revenue increased by \$389K as a result of funding from the Government of Alberta for the First Link® program.

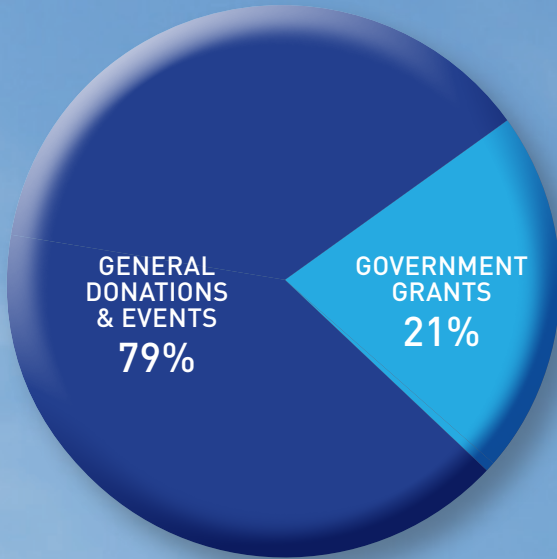
EXPENSES

- Programs & Services expenses increased by \$163K due to additional resources to support client needs and services.
- General & Administration costs increased as a result of hiring staff and the rising costs of overall operations.

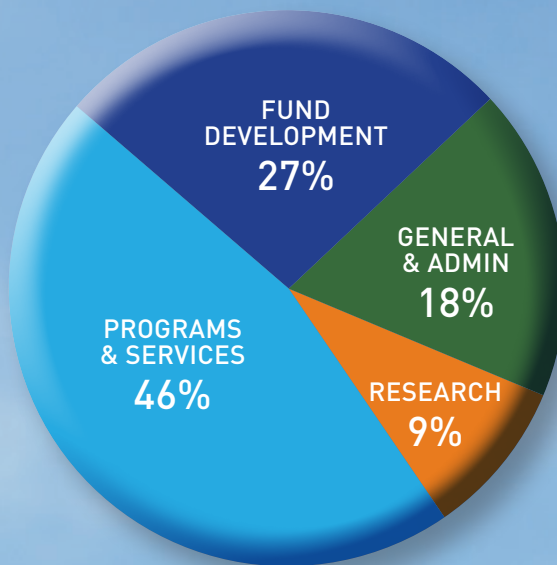
EXCESS REVENUE OVER EXPENSES

- Excess revenue will be invested to fund research and innovative projects.

The above information has been extracted from the Audited Financial Statements reported by our auditing firm, DeGraves Pallard & Associates, LLP. The full report can be found online at alzheimer.ab.ca



2015-16 REVENUE TOTALS
\$4,331,863



2015-16 EXPENSE TOTALS
\$3,726,249



COMMUNITY INVESTMENT

The Alzheimer Society exists and is able to provide programs and services for those impacted by dementia because of the generosity of the many donors who have chosen to support our organization. Every donation, large or small, is important and all gifts make a difference. We simply could not operate without their support.

**9,290 DONORS MADE 10,493 DONATIONS
TOTTALLING \$3,789,260!**

EMPLOYEE GIVING

The Alzheimer Society has been fortunate to be the recipient of donations from employees of organizations who have chosen to support our cause. In 2015-16, donations from employee giving programs totalled just over \$219,000. The ATCO EPIC program is a wonderful example of corporate social responsibility and is truly an investment in both community and employee giving.

✿ ATCO EPIC Program

ATCO's EPIC (Employees Participating in Communities) annual campaign raised \$190,000 in support of client services initiatives from ATCO Pipelines, ATCO Gas, ATCO Electric, and ATCO Energy Solutions.

The Society was nominated and chosen as the featured charity for the year by the employees and all individual employee donations were matched by ATCO.



PLANNED GIVING – A LEGACY OF HOPE

Leaving a gift in your estate makes a bold statement about your life, and offers a glimpse into how you will be remembered well into the future. The financial stability these gifts create means stable programming and planning in the longer term for the Alzheimer Society.



**THIS YEAR, WE RECEIVED 10 BEQUESTS
TOTTALLING OVER \$830,000.**



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