

COMMUNITY REPORT

Help for Today and *Hope for Tomorrow...*

August 2021-July 2022

Alzheimer Society

ALBERTA AND
NORTHWEST TERRITORIES

OUR VISION

Each person living with dementia, and those supporting them, can thrive as we focus on care today and a cure for tomorrow.

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 information, education and support programs; and promotes and funds research into the cause, prevention and cure.

OUR VALUES

CARE: Collaboration, Accountability, Respect, Empathy





Message from Board Chair **ALAN TENNANT**

Fiscal 2021-2022 was a pivotal year, laying the groundwork for an even brighter future. The board completed a strategic planning process to set a clear direction for the future while honouring and building on past successes.

Currently, we estimate that there are approximately 59,000 people living with a diagnosis of dementia in Alberta. That number is projected to increase by almost 300% in the next 30 years. That is why we support investing in world-class research here in Alberta like the [Hope for Tomorrow Fund](#) and participating in national research programs in partnership with our national office. We purposely reached out to our stakeholders, including the government, the research community, and approximately 130 people living with dementia and their care partners, about what was important to them regarding research. This information will inform a peer review double-blind process that will be announced next year.

That said, we will never lose focus on supporting people living with dementia and their care partners. Current estimates are that care partners provide approximately 40 million hours of support annually in Alberta. We are particularly proud of our [Community Dementia Ambassador Program](#) and our innovative work with memory clinics, working very closely with the healthcare community. This great work would not be possible without a committed staff team and an equally committed board.

Our board represents our stakeholder community and is very engaged in our success.

Sadly, we lost one of our board members this year. Roger Marple was the first person living with dementia to serve on an Alzheimer Society Board of Directors in Canada. He was an outstanding board member, a tireless advocate for people living with dementia and was active provincially, nationally, and internationally. Roger cast a big shadow, and he will be missed.

With your help, we have reached more people across Alberta and the Northwest Territories through our virtual and in-person programming. Through our many dementia-friendly programs and support groups, we can connect people living with dementia and their loved ones, providing them with the support and resources they need to thrive.

We thank you for your contributions to our cause in helping those affected by this challenging disease.

Together, we can continue to make a difference in the lives of those affected by dementia.

A handwritten signature in dark ink, appearing to read 'Alan Tennant'.

Alan Tennant
Board Chair



President & CEO Report **GEORGE ANDREWS**

It has been a year of challenges and opportunities for the Alzheimer Society of Alberta and Northwest Territories. The beginning of this fiscal cycle found us immersed in the COVID-19 lockdown. Our team successfully found inventive ways to continue supporting those with dementia when in-person programs weren't possible.

Despite the immense challenges of dealing with a pandemic, we took bold steps to ensure those living with dementia and their care partners stayed connected to our support. Our efforts enabled them to gracefully transition into post-lockdown life while continuing to support their overall well-being.

We continued to host virtual support groups and the [First Link®](#) program to ensure continued connection for all our clients. We leveraged our learning of using technology, increased our webinar offerings and resources on our ASANT Café and found innovative ways to offer programs like [Minds in Motion®](#).

While we are proud of the virtual support and services we can now provide and how it has positioned us well to enhance our service delivery model, the loss of in-person programming created undeniable challenges for so many people affected by dementia. We recognize our need to find more solutions.

Throughout this year, we remained focused on dementia-inclusive communities. We continued to support the Alberta Dementia Strategy and Action Plan through our commitment to expand and enhance our outreach to rural communities. We expanded the [Community Dementia Ambassador Program](#) to help connect rural Albertans living with dementia to our Society. We launched a [Dementia in the Workplace](#) resource to share information and guidance with Alberta-based employers and employees, navigating the impacts of dementia in the workplace.

We announced a partnership with Campus Alberta Neuroscience to launch our [Hope for Tomorrow Fund](#) initiative, which will see \$5 million from the Society matched with other partners to generate over \$10 million in Alberta-based dementia research.

Like many charities, our ability to raise funds during a pandemic has been significantly impacted. We had to make several difficult decisions regarding staffing and programs. I am very proud that in spite of staff layoffs and movement to online and telephone support, the number of clients served remained constant.

We were very excited to see a committed group of volunteers and staff rally to ensure the [2022 Alzheimer's Face Off Pro-Am Hockey Tournament](#) Presented by Christenson Communities was a success. We are also very proud of our partnership with IG Wealth Management Ltd. for the [IG Wealth Management Walk for Alzheimer's](#). We expect the number of participants and revenue to increase for both of these inspiring events each year.

We are grateful for our many donors who have continued to support us this past year and made us their charity of choice. We are seeing the impacts of our investment in planned giving and major gift activities. We had more bequests from donor estates and many significant contributions from donors.

We received our largest single donation from an individual last year: \$1 million dollars. This donation sparked our Hope for Tomorrow Fund.

We could not have accomplished all we have this year without the dedication of our Board of Directors, our staff, volunteers and donors. We are grateful for your commitment to supporting our clients and all those living with dementia during these difficult times. Thank you.



George Andrews

Chief Executive Officer





Strengthening **CONNECTIONS IN OUR COMMUNITIES**

Dementia is a reality for so many people across Alberta and the Northwest Territories. After a long period of isolation and uncertainty during the pandemic, the Alzheimer Society of Alberta and Northwest Territories is still here – connecting many people challenged by dementia to the help and guidance they need.

We are committed to making life better for all those living with dementia. We support, educate, and help individuals and families cope

with the challenges of the disease. We raise awareness about the stigma associated with dementia and fund research into the causes, prevention, and possible cures for this disease. We advocate for better policies and practices to improve the lives of those living with dementia. We also work hard to build partnerships with health professionals and the community to ensure those living with dementia are receiving the best possible care.

We are here to help

The Alzheimer Society of Alberta and Northwest Territories is dedicated to helping those impacted by or interested in the field of dementia. We help individuals, families and their care partners to experience life-enriching connections while managing the impacts of a dementia diagnosis. By providing virtual

support, our [Seeds of Hope Family Learning Series](#), tailored consultations, and community activities such as recreation programs, singing classes and art courses, we are committed to improving the quality of life for anyone affected by dementia.

A BRIDGE TO BETTER HEALTHCARE OUTCOMES

Our organization is committed to closing the gap between those impacted by dementia and the information and services they need most - when they need it. By building collaborative relationships with healthcare professionals, we aim to strengthen how they can effectively respond to those living with dementia and their care partners. With grant funding from Alberta Health, the Alzheimer Society of Alberta and Northwest Territories is able to help rural health and community care professionals to enhance these vital connections and increase the number of clients who live in rural communities.

2021-2022 IMPACT NUMBERS



WE SERVED **7,842** PEOPLE
FROM **443** COMMUNITIES



13,484
calls with clients



7047
hours helping clients



2168
referrals



61,302
website visits



HOW YOUR DONATIONS HELPED

- Online learning & resources
- Support groups
- Research
- Dementia-friendly activities & events
- Community education



Hope for Tomorrow **CATALYST RESEARCH GRANTS**

Between 2018 and 2022, and in addition to our annual commitments, the Alzheimer Society of Alberta and Northwest Territories invested \$1 million in funding to the University of Alberta and the University of Lethbridge through the [Hope for Tomorrow Catalyst Grants](#). This investment in research was funded by charitable donations from the community. The grants helped Alberta-based researchers tackle the fundamental questions of dementia, leading to a greater understanding of the disease.

With the conclusion of the first Hope for Tomorrow Catalyst Grants, the Alzheimer Society announced \$5 million in new funding for Alberta-based dementia research.

The University of Alberta used the Alzheimer Society's investment to create the [New Synergies Today: Enhancing Research and Translation in Alzheimer's Disease and Related Dementias \(SynAD\) program](#). SynAD is committed to conducting collaborative and complementary research, which is required to

make game-changing advances in dementia treatment and aims to enhance research capacity, training capacity, and incubation capacity. The program brings together researchers from diverse backgrounds, including medicine, psychology, pharmacology, and computer science.

This grant allowed SynAD to purchase equipment, train student researchers, and begin investigating dementia causes and treatments. Thanks to the Alzheimer Society's funding, SynAD-affiliated researchers have published 29 articles on their findings.

Though there's still more work to be done, the research team has developed a model to help other field investigators build on their findings. This research model is only one of the many investigations made possible by funding provided by the Alzheimer Society.

Please contact us if you would like to learn more about how you can support the Hope for Tomorrow Research Program.

CONTACT

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& Chief Development Officer*

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"As the Chair of the Research Committee for Alzheimer Society of Alberta and Northwest Territories and a researcher myself, I know the incredible impact this kind of funding can make. It provides meaningful and stable funding for world-class research and helps to provide critical research infrastructure. Thanks to the generosity of funders and individual donors, the innovations happening right here in our region can make a major impact on the advancement of dementia research worldwide. It's a very exciting time."

Dr. Marc Poulin,
Research Committee Chair

FIRST LINK

At any point in your experience living with dementia or caring for a person living with dementia, the Alzheimer Society is your first place to turn – and the Society's [First Link®](#) program offers services and information to people living with Alzheimer's or other dementias and care partners. First Link® includes information about risk reduction, living well with dementia, the latest research and advocacy efforts, and referrals to programs to help you manage the challenges that dementia can present.

The goal of the Alzheimer Society's First Link® program is to ensure that people living with dementia and their care partners have the right support and information, from the time of an initial diagnosis and throughout the progression

of the disease.

By connecting with the Alzheimer Society of Alberta and Northwest Territories, you'll gain access to a community of learning, information, and support. People being referred to First Link® are able to:

- Get help with advanced care planning.
- Have access to education, information and support related to the stage of the disease and client-identified needs
- Link to community services
- Decrease visits to the emergency department
- Receive assistance to navigate a complex healthcare system





ASANT CAFÉ

Unique to The Alzheimer Society of Alberta and Northwest Territories, the [ASANT Café](#) is an online, interactive and 100% free resource hub that supports, connects and empowers those affected by dementia and their care partners. Highlights of the ASANT Café include:

- **Live webinars** -the ASANT Café brings together specialists and thought leaders from a various fields to share their knowledge and experiences with participants in real-time. Monthly live

webinars provide valuable learning opportunities and allow participants to engage with and learn from the experts in a collaborative and interactive setting.

- **Education programs** – the ASANT Café education programs are a great way to gain knowledge with video presentations and resources on topics ranging from lifestyle and brain health to finances and family coping strategies.

DEMENTIA IN THE WORKPLACE INITIATIVE

1 in 3 Albertans are either living with dementia or caring for someone with dementia. Many are in the workforce. Employers and employees impacted by dementia must have the resources they need to feel confident in making informed choices in the workplace. The Dementia in the Workplace initiative provides information and guidance to help navigate the effects of dementia with confidence, compassion, and hope.

Dementia in the Workplace ([DementiaAlberta.ca](https://dementiaalberta.ca)) is a comprehensive web resource for Alberta-based employers and employees. It includes information and guidance related to:

- The warning signs of dementia and where to seek help.

- How to have productive, compassionate conversations related to dementia in the workplace.
- Alberta's laws and employment standards, and how they apply when an employee is diagnosed with dementia or needs to provide care to someone diagnosed with dementia.
- How to build and contribute to a dementia-inclusive work environment.
- Employer-led and community-based services, supports, and resources available to people impacted by dementia.





COMMUNITY DEMENTIA AMBASSADOR PROGRAM

The Community Dementia Ambassador Program (CDAP) was developed by the Alzheimer Society of Alberta and Northwest Territories to support persons with dementia, families and care partners in rural and remote areas.

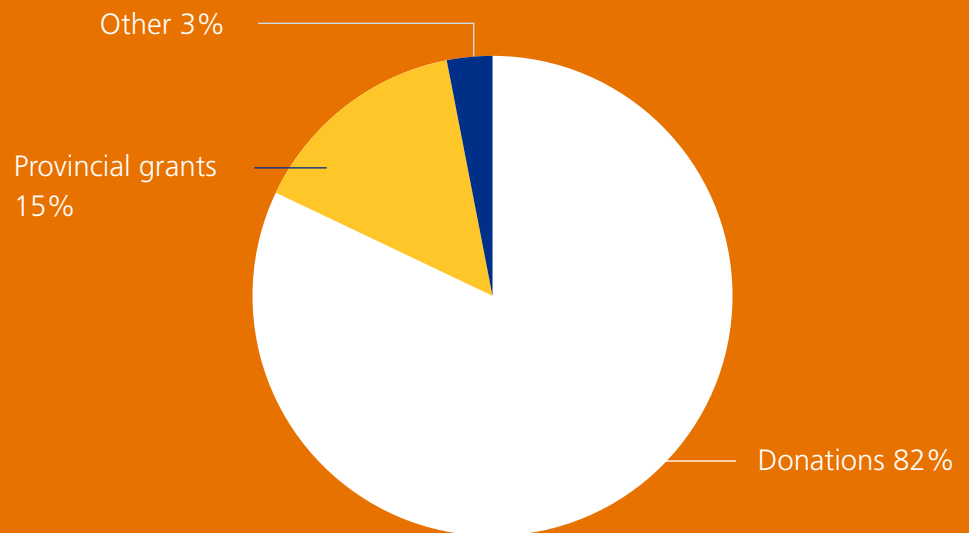
Community Dementia Ambassadors are volunteers who connect people to services, share information about resources, and serve as the Alzheimer Society representative in their community. They create relationships that go beyond a presentation or workshop, increasing the odds of making a sustainable and noticeable impact.

Community Dementia Ambassadors play a critical role in making their communities more knowledgeable about dementia by contributing a diversity of knowledge, skills and experiences.

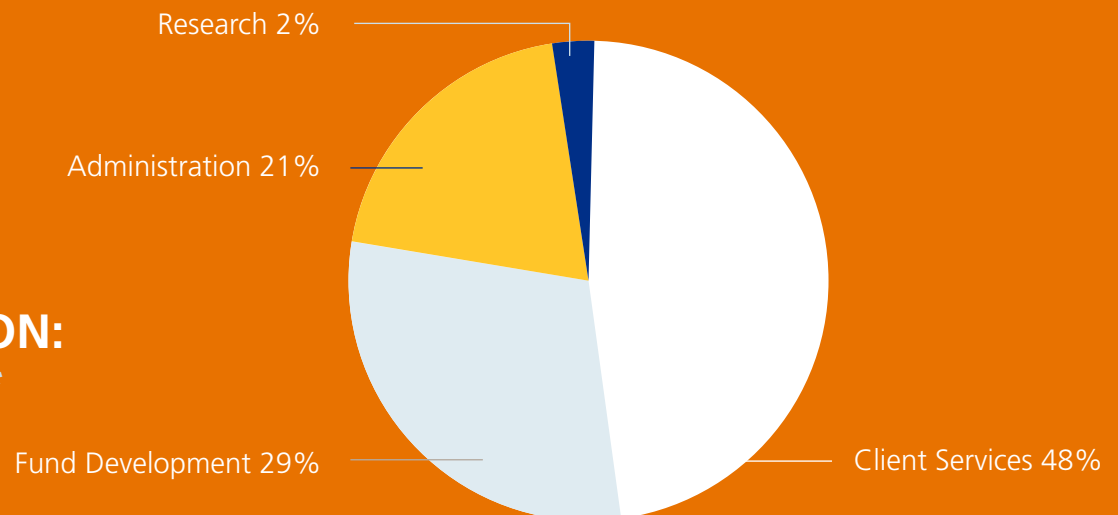
For more information about how you can become a Community Dementia Ambassador or the program please contact Jennifer Simms at: jsimms@alzheimer.ab.ca

Financials

**HOW WE
RECEIVED
OUR FUNDS:
\$4,250,865***



**HOW WE
INVESTED
FUNDS IN
OUR MISSION:
\$3,953,837***



*Visit www.alzheimer.ab.ca to see the full audited financial statements.



ALZHEIMER'S FACE OFF PRO-AM HOCKEY TOURNAMENT PRESENTED BY CHRISTENSON COMMUNITIES LTD.

[The Alzheimer's Face Off Pro-Am Hockey Tournament](#) presented by Christenson Communities Ltd. is our signature fundraising event based in Edmonton. The weekend kicks off with the Champions Luncheon presented by Seagate Contract Management; an unforgettable luncheon where former NHL players are honoured and profiled; followed by a weekend of hockey that pairs amateur players with members of the NHL Alumni in a friendly yet competitive tournament.

Each team raises a minimum of \$25,000 for the opportunity to lace up their skates and play with some of their favourite NHL Alumni, while helping those living with dementia. The money raised provides help for today for

through our education programs and support services for those living with dementia, their care partners, and their families and provides hope for tomorrow through research initiatives happening at the University of Alberta, the University of Calgary and the University of Lethbridge.

Through the players' amazing fundraising efforts and our sponsors' generosity, \$1,326,069 was raised in 2022.

The next Alzheimer's Face Off Pro-Am hockey tournament will take place from April 28 to 30, 2023. For more information on how to register, donate, sponsor, purchase a table to our luncheon or volunteer, visit our tournament website at www.alzheimersfaceoff.ca.



IG WEALTH MANAGEMENT WALK FOR ALZHEIMER'S

The 2022 [IG Wealth Management Walk for Alzheimer's](#) took place in communities across Canada over the last weekend of May. **\$196,081.64** was raised by walks across Alberta and Northwest Territories.

Without the support of participants, donors, sponsors, and volunteers, we could not do the Society's important work. The money raised

stays in our region, ensuring we can continue to provide information, education, and support for people living with dementia and their family members and care partners.

Our next walk will take place on May 27 and 28, 2023. Watch for more info on our website and social media.

HUMAN RESOURCES

This past year, the Alzheimer Society of Alberta and Northwest Territories focused on employee engagement, attraction, retention of skilled people, and enhancing policies supporting staff. This included developing a financially stable, critically reviewed organizational structure that supports serving more clients. We focused on improving technology and internal resources for personnel, developing existing employees and increasing staffing levels were needed to meet Society's objectives. All while maintaining a person-centred culture.



ROGER MARPLE – VOLUNTEER OF THE YEAR

“My hopes and dreams in life haven’t changed and I make it a point to do meaningful things in my life just as anyone else would. If anyone reading this has been diagnosed with a form of dementia or has a loved one who lives with this disease, I feel this is the first thing you need to know. We all live with a terminal condition. It’s called life. The same thing applies to people with dementia.” – Roger Marple

We lost a passionate and dedicated volunteer when Roger Marple passed away in October 2022. He served on our Board of Directors, but he was so much more than that; his advocacy for people living with dementia made him an outstanding champion for living a full life despite having Alzheimer’s disease. He didn’t let his young onset diagnosis limit his get-up-and-go. He bravely spoke out about the stigma that many with dementia face and proved he could still lead a fulfilling life.

There was high value not only in his support but also in health benefits from being involved as a member of the Alzheimer Society of Canada National Advisory Board and the Board of Directors for the Alzheimer Society for Alberta and the Northwest Territories. The socialization benefits and commitment brought by his role helped to prolong his ability to stay as healthy as long as he did. In some ways, having the disease was a gift because it opened many doors and opportunities that allowed Roger to make a positive difference. So much so that he is now internationally known to his peers worldwide.

Roger wanted others living with dementia to understand that they could continue having hopes and dreams and strive to do meaningful things. He spoke about the importance for those who may be newly diagnosed or have a loved one living with the disease to know that it is still possible to live with vitality.

Thank you Roger.

MESSAGE OF GRATITUDE

Every year, we are so grateful for the support from our generous donors. But especially now, with all the challenges brought on by the pandemic, we want to express our sincere thanks.

Thank you to everyone who came back this year to help us connect, support and deliver

our essential services to so many people in Alberta and the Northwest Territories who are experiencing the challenges of dementia.

We would not be able to provide our services free of charge and support our world-class research program without your help. We are committed to providing the best possible support for those affected by dementia and your donations and support make that possible.



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Alzheimer Society

ALBERTA AND
NORTHWEST TERRITORIES

To learn more about how you can make a difference for many in Alberta and the Northwest Territories who are affected by dementia, please contact:

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