

The Path Forward

2023 - 2024 Report to the Community

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

OUR VALUES

Our values are "CARE: Collaboration, Accountability, Respect, and Empathy."





A Message from our CEO

Strengthening Communities Through Your Generosity

As we reflect on the past year, I am incredibly proud of how our organization has continued to grow and adapt in service of individuals and families living with dementia. Together, we expanded our programs, reached new communities, and maintained the high level of care and support we are known for. None of this would be possible without your steadfast support.

With your generosity, we have continued to innovate, adapt, and deliver essential programs that transform lives, and it is with immense gratitude that we reflect on the strides we've made together. Every milestone achieved is a testament to your steadfast dedication.

Enhancing Care Through Innovation

As the needs of our community evolved, we recognized that the ASANT Café platform no longer provided the comprehensive support required by those living with dementia and their care partners, health-care providers and community members. That's why we launched [HelpForDementia.ca](https://www.helpfordementia.ca), an enhanced, all-in-one resource designed to address the growing demand for more personalized and accessible support.

Unlike its predecessor, Help for Dementia offers tailored learning paths, real-time updates, and a user-friendly experience that makes it easier for individuals to find the information they need at every stage of the dementia journey. In just its first year, Help for Dementia has already served over 10,000 users, offering them tools to navigate this challenging path with confidence and clarity.

Donor Engagement and Impact

This year, our donor outreach efforts continued to yield impressive results, fostering deeper connections between our supporters and the critical work we do. A highlight was our series of university lab tours, where donors had the opportunity to engage with researchers funded by the Society. These tours were met with great attendance, allowing donors to witness firsthand the impact of their contributions on advancing dementia research.

As we reflect on these initiatives, we are grateful for the continued generosity of our donors, whose support enables us to enhance our programs and services.

A Message from our CEO

Care Partner Resilience and Support

Last year, we introduced a Palliative Approach to Care, a philosophy aimed at ensuring the highest quality of life for those living with dementia. Building on that foundation, we've taken significant steps in 2023/2024 to expand our support for care partners at every stage of dementia.

Through a grant from Alberta Health, we enhanced our Seeds of Hope Family Learning Series to offer additional comprehensive resources, including new modules focused on late-stage, palliative, and end-of-life care. By providing these vital tools—accessible both in-person and online—we have empowered care partners, healthcare providers, and volunteers to deliver compassionate, informed care, strengthening the resilience of our entire community. This evolution of the Seeds of Hope program marks a critical milestone in our ongoing mission to support not just individuals living with dementia, but also the families who walk alongside them.

Inclusive Events and Community Connections

Our signature events—the [***Alzheimer's Face Off Pro-Am Hockey Tournament***](#) and the [***IG Wealth Management Walk for Alzheimer's***](#)—reached new heights. Together, these events raised over \$1.35 million, exceeding our fundraising goals and bringing communities together in powerful displays of solidarity. We extend our heartfelt thanks to everyone who participated, especially those who courageously shared their personal stories, adding depth and meaning to the event. Your experiences inspire us all. We look forward to seeing you at next year's Tournament and Walk, where together, we can create an even bigger impact in the fight against dementia.



A Message from our CEO

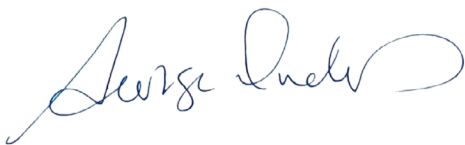
Looking Ahead: A Vision for 2025

Looking ahead, we are committed to building on our progress, driving innovation in care, and strengthening the communities we serve. Thank you for your continued trust and belief in our mission—your support truly transforms lives.

We are especially grateful for the recent Government of Alberta grant, which will allow us to broaden our reach and enhance our care offerings. This funding will help us address the evolving needs of those impacted by dementia in our region, ensuring that individuals and their care partners receive the personalized support they need. Projects funded by this grant include:

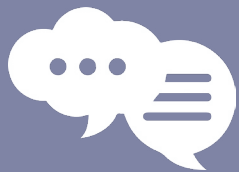
- **Palliative Approach and Grief Support:** A three-year pilot to integrate a palliative approach to care, hire grief and spiritual care professionals, and offer free grief counselling and mindfulness programs for care partners, both in-person and online.
- **Cultural Communities Project:** Over three years, engage Alberta's and the Northwest Territories' cultural communities to develop culturally relevant dementia resources and increase participation in programs like First Link and the helpfordementia.ca.
- **Mobile Rural Navigator Team:** Launch a mobile rural dementia navigator team to provide regular, planned dementia support across Alberta's and the Northwest Territories' rural and remote communities over the next three years.
- **Dementia Supportive Communities:** A three-year pilot to create dementia-supportive organizations and businesses through education, awareness campaigns, and collaboration with new sectors, reducing dementia stigma across Alberta and the Northwest Territories.

Thank you for standing with us and believing in our mission. Your support is a driving force behind the positive change we create.

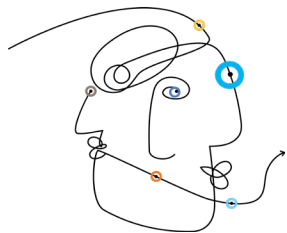


Dr. George Andrews,
President and CEO, Alzheimer Society of
Alberta and Northwest Territories





A Message from our Board Chair



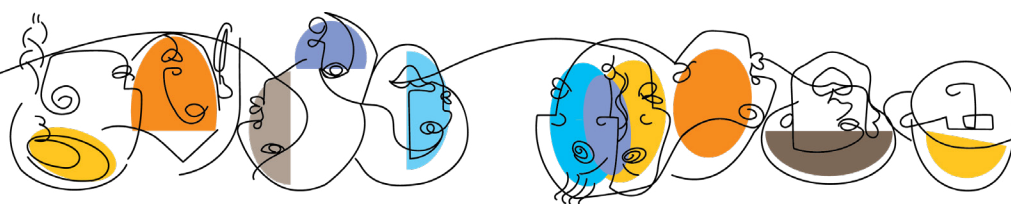
The Many Faces of Dementia in Canada

As I reflect on another year of growth and resilience at the Alzheimer Society of Alberta and Northwest Territories, I am continually inspired by the unwavering support of our community. Your dedication empowers us to push boundaries, expand our reach, and shape the future of [dementia care and research in our region](#).

This year, in addition to the groundbreaking research funded through the [Hope for Tomorrow Research Competition](#), we've also gained valuable insights from the [Landmark Study, Volume 2: The Many Faces of Dementia in Canada](#)—a comprehensive look at the diverse communities impacted by dementia across Canada. This study has provided us with a clearer understanding of how factors such as ethnicity, gender, and socioeconomic background impact dementia risk and progression. These findings are guiding our work, ensuring that our programs and resources are tailored to meet the unique needs of all individuals living with dementia, leaving no one behind.

We have also drawn on the insights from the [World Alzheimer Report 2024](#), which highlights global trends in dementia care, prevention, and research. This report has underscored the importance of early diagnosis, equitable care, and public awareness—priorities that align closely with our own mission here at the Society. By staying informed on international best practices, we are able to implement the most effective strategies for our local communities in Alberta and the Northwest Territories.

The full study can be found on [our website](#).





Dementia Research

Our research programs and new strategic directions will help us respond to the challenges ahead, ensuring that we remain at the forefront of dementia care and advocacy. We are deeply grateful for the generous contributions from our donors, partners, and volunteers, whose unwavering support makes our progress possible.

While many advancements have been made, our journey is far from over. Dementia remains a complex and evolving challenge, but with your unwavering generosity, we are moving closer to a world where no one has to face this dementia alone. Whether through innovative research, community programs, or partnerships, each contribution you make drives us forward, helping us provide essential care and support to those who need it most.

On behalf of the Board of Directors, I extend my deepest gratitude for your ongoing commitment to our mission. Thank you for standing with us in this fight and for believing in a future where we can live in a world without Alzheimer's disease and other dementias. Together, we are creating a future where individuals and families impacted by dementia can access the care, understanding, and hope they deserve.



Marc Poulin

**Dr. Marc Poulin,
Board Chair, Alzheimer Society of
Alberta and Northwest Territories**

Help for Dementia: A New Era of Support

This year, we made a pivotal shift from Asant Café to [HelpForDementia.ca](https://helpfordementia.ca), a comprehensive online resource built to meet the evolving needs of people living with dementia, their care partners, and healthcare professionals. While the Asant Café served its purpose, it lacked the personalization and reach needed to support the growing number of people impacted by dementia.

Help for Dementia addresses these gaps with a user-friendly design, personalized learning paths, and improved accessibility—now serving individuals not just in Alberta and the Northwest Territories, but across Canada and even globally. Since its launch, the platform has empowered over 10,000 users by offering tailored content, expert resources, and practical guidance at every stage of the dementia journey. With Help for Dementia, we've made it easier than ever for people to navigate life with dementia, no matter where they are.



Get
HelpForDementia

Find solutions for dementia support and understanding at [HelpForDementia.ca](https://helpfordementia.ca)

 **HELPFORDEMENTIA**

*"I came away with hope,
knowing there is help and
where to find it."*
- helpfordementia.ca user

Fostering Connection and Building Supportive Communities

This year, we have deepened our connection to our communities by raising awareness, challenging stigma, and advocating for change that improves the lives of those living with dementia and their care partners. Through partnerships, education, and outreach, we continue to create spaces where individuals feel supported and valued.

By treating each person with respect and compassion, we create communities where everyone feels valued and supported.

Looking ahead, we're excited to expand this work through transformative initiatives. Projects like culturally tailored resources, expanded grief support, and the mobile rural navigator team will help us reach underserved populations and provide care that meets the unique needs of our communities.

"I am excited about connecting caregivers. In my small, rural community, with a strong agricultural base, those with dementia or Alzheimer's and their caregivers can be very isolated."
-Dana, Dementia Volunteer

"There were no feelings of embarrassment when asking questions."
- First Link Connection Client

Additionally, our upcoming Dementia Supportive Communities initiative will work to certify businesses and organizations as dementia-friendly, fostering environments of awareness, inclusion, and compassion.

As we move forward, we invite you to reflect: is your community dementia-friendly? Does it offer understanding and support for those living with dementia? Together, we can influence policies, shift perceptions, and build a future where every community is equipped to provide dignity, respect, and connection for those affected by dementia.

It is important to remember that not all disabilities are visible. Dementia, like many other conditions, often manifests in ways that aren't immediately obvious to others. A simple act of kindness or patience can make a difference to someone facing challenges we can't see.





Transforming Access to Dementia Support

Through meaningful partnerships with health professionals, community organizations, and local leaders, we strive to ensure that every person living with dementia receives the care, resources, and understanding they deserve. Thanks to your ongoing support, we continue to break down barriers, champion equitable access to care, and create innovative pathways to support those living with dementia and their care partners.

"I enjoy going to the support group. It gives me an opportunity to realize that others are in the same boat as I am."

- Care Partner & First Link Connection Participant



Together, we're paving the way toward a more inclusive and supportive future.

At the Alzheimer Society of Alberta and Northwest Territories, we are changing how dementia care is delivered. Our Help for Dementia platform is at the forefront of this transformation, offering an accessible, centralized hub for trusted resources, services, and educational tools.

This platform empowers individuals and families to navigate the experience of dementia with confidence, no matter where they are.

In addition to digital resources, we're bringing support closer to home through initiatives like the Mobile Rural Navigator Team, which reaches underserved areas, and culturally tailored programs that honour and reflect the unique needs of diverse communities.

We continue to provide a blend of online and in-person opportunities, including recreational activities, peer support groups, and workshops. These programs are designed to foster connection, reduce stigma, and ensure that no one faces dementia alone.

"I remember the first time I went: it opened my eyes and ears, and I am very grateful for it. The facilitator is awesome!"

- Ruth, Care Partner Support Group Participant



Shaping the Future of Dementia Care: The Landscape in Alberta and Northwest Territories

Dementia is a growing public health challenge in Canada, affecting millions. The recent [*Landmark Study, Volume 2: The Many Faces of Dementia in Canada*](#), sheds light on the varied risks, prevalence, and experiences of dementia across different ethnicities, races, genders, and ages. This research is pivotal in helping us better understand these diverse needs, ensuring no one is left behind as we address the unique challenges of dementia.

In Alberta and Northwest Territories, over 62,000 people live with dementia, impacting both individuals and their care partners. As our population ages, this number will rise, making it more crucial than ever to deliver tailored, inclusive care.

"The Landmark, Volume 2: The Many Faces of Dementia in Canada study highlights the diverse experiences of individuals and families affected by dementia across Canada. These findings guide our mission to create inclusive support systems and evidence-based policies that address the unique challenges faced by this community."

-Dr. George Andrews, President & CEO, Alzheimer Society of Alberta and Northwest Territories

Armed with the insights from this study, we are committed to raising awareness, deepening understanding, advocating for personalized care, inspiring collective action, and driving meaningful change. Our goal is to ensure equitable solutions to the growing dementia challenge.





A Daughter's Story: Finding Support in Spite of Dementia



When I was young, I always imagined my mom playing a central role in my future as a mother. She taught me everything I know, especially about raising kids. But life doesn't always go as planned. At just 51, my mom was diagnosed with young-onset Alzheimer's, and at 22, I suddenly found myself caring for her.

We had to adjust to our new reality, learning to care for her after all the years she had cared for us. The emotional toll was heavy, and there was so much we didn't know about dementia. Thankfully, we found the Alzheimer Society of Alberta and Northwest Territories, which became

a lifeline for us. Their Navigators provided guidance on how to make our time together more meaningful and supported us every step of the way.

They taught us small but impactful things—like not overwhelming my mom with choices or correcting her when she recalled details differently. Those tips helped us find joy in the little moments, like bike rides, shopping trips, and just spending time together.



When we moved her to a care home, we still found ways to celebrate holidays, birthdays, and everyday moments with her. Now, my daughter is part of those moments too, and watching her with my mom brings me peace. I'm so grateful for the memories we've created and the support we've had from the Alzheimer Society. Without them, I'm not sure we could have made those moments so special.

To everyone who supports the Alzheimer Society, thank you. You've helped us—and so many other families—find comfort and connection on this difficult journey.

-Amber Frost



Research

2023 marked a significant milestone in [dementia research for Alberta](#), as the Alzheimer Society of Alberta and Northwest Territories launched the inaugural *Hope for Tomorrow* Research Competition in partnership with Alberta Neuroscience. This program, the only provincially-based Alzheimer Society research initiative in Canada, underscores our dedication to improving quality of life for those affected by dementia.

In its first year, this program funded five groundbreaking Alberta-based projects that address dementia prevention, treatment, and care.

“Imagine the potential of research findings based on improving the quality of life for those affected by dementia and their care partners. These results could revolutionize dementia care decision-making and improve lives.”

— Dr. George Andrews, President & CEO,
Alzheimer Society of Alberta and Northwest
Territories



Help for Today. Hope for Tomorrow...®

2022 Research Competition

AWARD RECIPIENTS



Dr. Brandy Callahan
University of Calgary



Dr. Aravind Ganesh
University of Calgary



Dr. Satyabrata Kar
University of Alberta



Dr. Matthew Macauley
University of Alberta



Dr. Robert McDonald
University of Lethbridge

The Research Awardees

- **Dr. Brandy Callahan** (University of Calgary): Investigating links between ADHD and dementia risk, potentially paving the way for tailored prevention strategies.
- **Dr. Aravind Ganesh** (University of Calgary): Developing a user-friendly device for remote ischemic conditioning to enhance brain health for individuals with vascular dementia.

- **Dr. Satyabrata Kar** (University of Alberta): Exploring the use of PLGA nanoparticles to prevent neuron damage and combat Alzheimer's disease progression.
- **Dr. Matthew Macauley** (University of Alberta): Examining how the brain's immune system can be harnessed to slow or prevent Alzheimer's disease through the CD33 protein.
- **Dr. Robert McDonald** (University of Lethbridge): Analyzing the effects of lifestyle factors on Alzheimer's disease progression to inform prevention and treatment strategies.

"The quality of dementia research in Alberta rivals world-class institutions. This program helps accelerate discoveries directly benefiting patients, families, and caregivers."

— Dr. Marc Poulin, Board Chair, Alzheimer Society of Alberta and Northwest Territories

Looking Ahead

We are now in the application phase for the second competition, with results to be shared in spring 2025. The theme of *quality of life* remains at the forefront, ensuring that funded projects focus on tangible, life-improving outcomes for individuals and caregivers.

Additionally, we contribute to the Alzheimer Society of Canada's [National Research Program](#), which also helps to fund Alberta-based researchers, further demonstrating the province's leadership in dementia innovation.

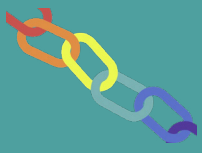
Your Role in Progress

Hope for Tomorrow, funded entirely by private donations, aims to invest \$5 million over five years. To date, we have raised \$1.2 million toward this goal. With your ongoing support, we can continue to drive research that transforms the future of dementia care.

Please contact us at any time if you would like more information or have feedback about the research program, your gift giving, or any Society activities.

Contact:

Holli Bjerland, Vice President,
External Relations & Chief Development Officer
E-mail: Hbjerland@alzheimer.ab.ca
Phone: 587-635-0804



Our Programs and Services:

Empowering Lives Touched by Dementia

Dementia affects not only the individuals who have been diagnosed with Alzheimer's disease or other dementia, but entire families, creating a ripple effect that can be overwhelming. Through our knowledgeable and dedicated Client Navigators, our Society offers a comprehensive support system for those navigating the complex journey of dementia. We serve as a vital resource hub, connecting individuals and their loved ones with essential services, education, and a supportive community. By bridging the gap between diagnosis and daily life management, we help individuals in Alberta and Northwest Territories face the challenges of dementia with knowledge, resilience, and a network of understanding peers.

First Link

[First Link](#) acts as a comprehensive guide for individuals living with dementia and their care partners. This program helps individuals plan for the future by connecting them with:

- A supportive learning community
- Valuable educational resources
- Essential support networks



Support Groups

We recognize the power of shared experiences in living with dementia. We offer a variety of support groups that serve as safe havens for both individuals living with dementia and their care partners. These groups provide:

- A nurturing environment to share personal experiences
- Opportunities to learn and exchange coping strategies
- A platform for mutual support and understanding



Individual and Family Support

Understanding that each dementia journey is unique, we offer personalized support through:

- One-on-one support available in-person, via phone, or video calls
- Tailored guidance to help navigate the complexities of dementia care



Public Education

Knowledge is power, and we are committed to spreading awareness and understanding of dementia through:

- Informative presentations covering various aspects of dementia
- Educational sessions tailored for community groups, organizations, and healthcare professionals



Minds in Motion

This innovative program combines physical and mental stimulation for those in early to mid-stage dementia and their care partners. [**Minds in Motion**](#) offers:

- Engaging fitness activities
- Social interaction opportunities
- Cognitive exercises to promote mental agility

By providing these comprehensive services, our knowledgeable Client Services team creates a robust support system that empowers individuals and families to face the challenges of dementia with confidence and resilience.

Alzheimer's Face Off presented by Christenson Communities Ltd.

The [Alzheimer's Face Off Pro-Am Hockey Tournament](#), presented by Christenson Communities Ltd., is our signature fundraising event in Edmonton.

In April 2024, the weekend began with the Champions Luncheon, an unforgettable afternoon hosted by NHL Alumni Craig MacTavish. He was joined by fellow NHL Alumni Kelly Buchberger and Pierre Turgeon, alongside Olympians Meghan Agosta and Rebecca Johnston, sharing captivating stories. This was followed by a weekend of hockey where amateur players laced up with NHL Alumni for a friendly yet competitive tournament.



Each of the 20 teams participating raised a minimum of \$25,000 through fundraising and community support for the chance to play alongside NHL legends—all while raising awareness and funds to support those living with dementia. Thanks to the incredible efforts of our players and the generosity of our sponsors, the 2024 tournament raised an astounding \$1.26M.

These funds stay within our region, helping provide *Help for Today* through educational programs and support services for those living with dementia, their care partners, and families. Additionally, the funds support our *Hope for Tomorrow* Research Program in partnership with Alberta Neuroscience.

We extend our heartfelt thanks to the NHL Alumni Association for their ongoing partnership and dedication to our cause.

Mark your calendars! The next Alzheimer's Face Off Pro-Am will take place from April 25-27, 2025. For registration, donations, sponsorships, luncheon tables, or volunteer opportunities, visit www.alzheimersfaceoff.ca. Stay connected with us on social media [@AlzFaceOffProAm](#).

IG Wealth Management Walk for Alzheimer's



In May 2024, the [***IG Wealth Management Walk for Alzheimer's***](#) united communities across Canada, including here in Alberta and Northwest Territories.

With 1,239 participants joining in 8 different Walks, together we raised \$251,745, which stays in our region to ensure continued support and essential services right here at home.

Looking ahead, the 2025 Walk will take place on 24 or 25. Please visit www.walkforalzheimers.ca for the Walk date in your community.. We invite you to walk with us as we honor loved ones, raise awareness, and build hope for a future without dementia. [Register here](#) to be part of this impactful journey.

For more updates on the upcoming Walk, follow us on our website and social media platforms. Let's keep walking together, forging paths of understanding and support in the fight against dementia. [View our gallery](#) to witness the incredible support from participants and contributors over the past year.



Anything for Alzheimer's

Our community's creativity shines through [Anything for Alzheimer's](#), an initiative that empowers individuals to create and host their own fundraising events in support of the Alzheimer Society. This program has seen amazing acts of generosity, raising over \$72,698, all of which stays within our region. Thank you.

This year, we've seen incredible events like the adrenaline-pumping [19th Annual Motorcycle Ride for Mom](#) in Whitecourt, the Grande Prairie Storm Hockey Game, and the [5th Annual Mick Nieman Memorial Golf Tournament](#) in Medicine Hat.

We were honored to celebrate Harry Vanderveldt's 80th Birthday, the Alberta Blue Cross Block Party, and the Co-op BBQ, which were standout examples of community-driven efforts.

We also lost a dear friend, Terry Fannon, this year. Terry was the organizer of the [Cycle for Mom](#) event, riding from Breton to Edmonton. In his honor, his friend, Arlette Peterson completed the ride, ensuring Terry's legacy lives on. Thank you, Arlette.

Each of these unique events showcases the unwavering spirit and originality of our community. They remind us that together, we can drive innovation and support for those impacted by dementia. Join us, and turn your passion into action with [Anything for Alzheimer's](#).



Volunteer Engagement

In January 2024, the Alzheimer Society welcomed a Volunteer Engagement Coordinator, a new position dedicated to enhancing how we recruit, onboard, coordinate, and recognize volunteers. Since this addition, we've seen a significant boost in volunteer involvement, ensuring that volunteers are well-connected with staff and seamlessly integrated across all areas of our work.

Over the past year, volunteers have made invaluable contributions in various ways. Client Services' volunteers facilitate support groups, assist with programs, raise awareness within the community, and handle essential administrative tasks to ensure clients receive the resources they need. In External Relations, volunteers have been crucial in supporting fundraising and awareness events, donor communications, and various outreach efforts. Within Operations, volunteers provide general office support, handle mailouts, assist at reception, and help maintain welcoming office environments.

To honor their contributions, we proudly awarded the Roger Marple Volunteer Award to Cindy McCaffery for 2023/2024. Cindy has been instrumental in enhancing the quality of life for people living with dementia, especially as a co-founder of YouQuest, an adult day program in Calgary for individuals with young-onset dementia and their families. Her work reflects the spirit of inclusiveness and respect for those affected by dementia, making her a true advocate in our community.

"There's no downside to volunteering... give it a shot, as you never know how you could impact someone's life, and you don't know how you could also help yourself in the process."

— Jag, past care partner, and current volunteer





Late-Stage and Palliative Care

As the number of Albertans and Territorians diagnosed with dementia continues to grow, the Alzheimer Society of Alberta and Northwest Territories recognized the need for enhanced resources to support care partners throughout every stage of the illness, including palliative and end-of-life care.

The [***Seeds of Hope Family Learning Series***](#), designed by the Society, equips care partners with essential knowledge, guiding them from diagnosis through to end-of-life care. Research highlights that the end-of-life experience for care partners is deeply shaped by their understanding of dementia's progression, how they adapt to loss, and the opportunities they have for advance care planning (Durepos et al., 2020). Providing accessible information and anticipatory guidance can profoundly impact their experience during the final stages of the disease.

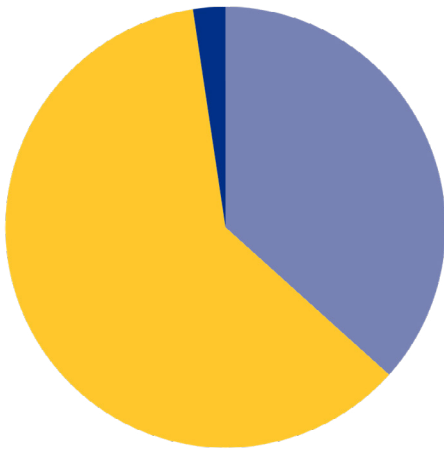
In December 2022, with the support of a grant from Alberta Health, the Society launched the Palliative and End-of-Life Care (PEOLC) – Seeds of Hope Enhancement Project. This project aimed to expand the Seeds of Hope series to include a comprehensive suite of resources focused on late-stage and end-of-life care, enhancing resiliency for care partners at every stage of the disease. The enhanced modules, along with an updated facilitator manual, are now available both in-person and online.

Through extensive stakeholder engagement and a thorough evaluation process, the project achieved its primary goal: increasing the capacity of health care providers, care partners, families, and volunteers to support and care for patients in late-stage dementia and end-of-life care. This initiative has had a meaningful impact, empowering those involved in palliative care to provide compassionate, informed support.



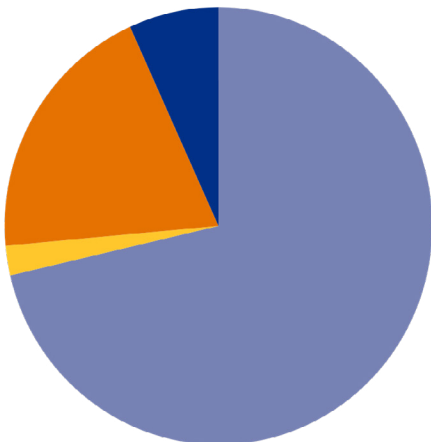
Financials

Revenue



Grants	\$ 348,757
Donations	\$ 3,778,235
Other	\$ 461,309
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	\$ 4,570,974

Expenses



Research	\$ 273,975
Administration	\$ 1,244,573
Fund Development	\$ 1,392,177
Client Services	\$ 2,443,771
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	\$ 5,354,496

Accurate at the time of publishing.

Alzheimer Society

ALBERTA AND
NORTHWEST TERRITORIES

CARE PARTNERS IN
ALBERTA ARE SPENDING
MORE THAN
40 MILLION
UNPAID HOURS CARING
FOR INDIVIDUALS LIVING
WITH DEMENTIA

1 IN 3
PEOPLE IN ALBERTA ARE
IMPACTED DIRECTLY OR
INDIRECTLY BY DEMENTIA

BY 2050
286%
INCREASE IN
DIAGNOSES IN
ALBERTA

WHAT WE DID IN 2023/2024:

27%
INCREASE IN CLIENTS
SERVED

11,424 HRS
SPENT HELPING
CLIENTS

WE SERVED
10,362
FROM 468
COMMUNITIES
PEOPLE

Hope for Tomorrow
Research Program
provided \$1M for
dementia research
projects




HELP FOR DEMENTIA
Website Launched



New community
partnerships to provide
culturally appropriate
care and support to
more people

2023



New resources &
programming for
grief and palliative
care



New Volunteer
program with
dedicated
coordinator



2024



VISIT OUR
WEBSITE

WWW.ALZHEIMER.AB.CA
1-866-950-5465

DONATE
TODAY



MESSAGE OF GRATITUDE

We are deeply grateful for the unwavering generosity of our sponsors, supporters, and partners. Your contributions—whether financial, through your time, or by sharing your personal stories—allow us to bring *Help for Today* and *Hope for Tomorrow* to those living with dementia.

This year, we were humbled by the incredible turnout at the IG Walk for Alzheimer's and the unforgettable moments at the Alzheimer's Face Off Pro-Am Hockey Tournament. These events brought together people from all walks of life—people with a dementia diagnosis, their families, friends, and care partners—who vulnerably and courageously shared their stories of love, loss, and hope. Your willingness to connect and support one another continues to inspire us and strengthens the sense of community we are building together.

We also extend our gratitude to the Government of Alberta for their generous grant, which is enabling us to expand vital services, reach underserved communities, and launch new initiatives. This support is transforming our ability to deliver care and hope where it's needed most.

To those who give monthly, thank you for the steady foundation your contributions provide. To those who have included us in their Wills, your legacy gift offers hope for future generations. To every volunteer who has given us the precious gift of their time and talents, we are grateful. Every gift, no matter the size, is a testament to your belief in our mission and your commitment to making a difference in the lives of those affected by dementia.

Together, we are building a brighter future, one step, story, and act of kindness at a time. Thank you for standing with us.



2023-24 - Board of Directors

Executive

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Jane Davidson, Vice-Chair, Treasurer (Edmonton)

Directors

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Michael Keyes, Red Deer

Dr. Dallas Seitz, Calgary

Michael Thompson, Edmonton

Adrienne Breakwell, Edmonton

Brian Mulawka, Edmonton

Barry Strader, Sturgeon County

CEO

Dr. George Andrews, Edmonton

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Email: help@alzheimer.ab.ca

Lethbridge

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AB T1J 0E3

Phone: 1-866-950-5465

Email: help@alzheimer.ab.ca

Medicine Hat

Phone: 1-866-950-5465

Email: help@alzheimer.ab.ca

Red Deer

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