



MAKE  
CHANGE  
POSSIBLE

# CHANGE IS POSSIBLE, BECAUSE OF YOU



Kevin Noel



Kevin O'Shea

The strain of the pandemic and pressure on our health systems has continued to present challenges for people living with dementia and care partners across Canada. Throughout it all, the Alzheimer Society of Canada (ASC) has continued our work to change the future for people living with dementia through research, advocacy, support, outreach and connection. And we couldn't have done it without you. Your donations directly support vital programs for hundreds of thousands of people living with a dementia diagnosis, and their loved ones. You make it all possible and we want to thank you for your continued support.

Our key focus for the past year was to connect people living with dementia and care partners to support—when, where and how they need it. This included a campaign to increase awareness of our First Link® program, the first step in a person's journey with dementia, connecting them to resources and support, right in their community. At the same time, the Alzheimer Society of Canada is working to build a better understanding of how dementia will impact people living in Canada in the coming decades. The [Landmark Study](#), a

follow-up to a report that we carried out more than a decade ago, was just recently published, and shows a significant growth rate of Alzheimer's disease and other forms of dementia in Canada expected over the next 30 years.

Dementia is prevalent in people from all backgrounds, and we continued our work to connect with people living with dementia in underserved communities, through expanding our language offerings in our online and printed resources, as well as culturally sensitive, direct outreach. Promoting diversity, equity, inclusion and belonging, both with the people we serve and within our own organization, remains a key priority for us, now and as we look ahead to the future.

At the heart of our work, are the voices and lived experiences of people living with dementia, their families and care partners. Our Advisory Group of People with Lived Experience of Dementia and our Citizen Reviewers help to guide our research, advocacy and support. Both groups have expanded over the last year to better reflect the diversity of our country and will continue to do so.

And as always, with your donations, the Alzheimer Society Research Program (ASRP) continues to support world-class research from leading scientists across Canada into the causes, potential treatments and the search for cures for Alzheimer's disease and other forms of dementia.

In this report, you'll learn about several key advancements, which could not have been accomplished without the generosity of donors and partners, the support of our dedicated team, and our provincial and local partners from coast to coast.

**Thank you, for everything you make possible.**



Kevin Noel  
Chief Executive Officer (Interim),  
Alzheimer Society of Canada



Kevin O'Shea  
Board Chair,  
Alzheimer Society of Canada

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# YOU MAKE **RESEARCH** POSSIBLE

Thank you for growing vital research investigating Alzheimer's disease and other dementias across Canada. This year, we funded more bold, innovative projects than ever before—projects that will advance our understanding of dementia and improve the quality of life for people living with dementia and care partners.

## Innovative research will change the future of dementia in Canada

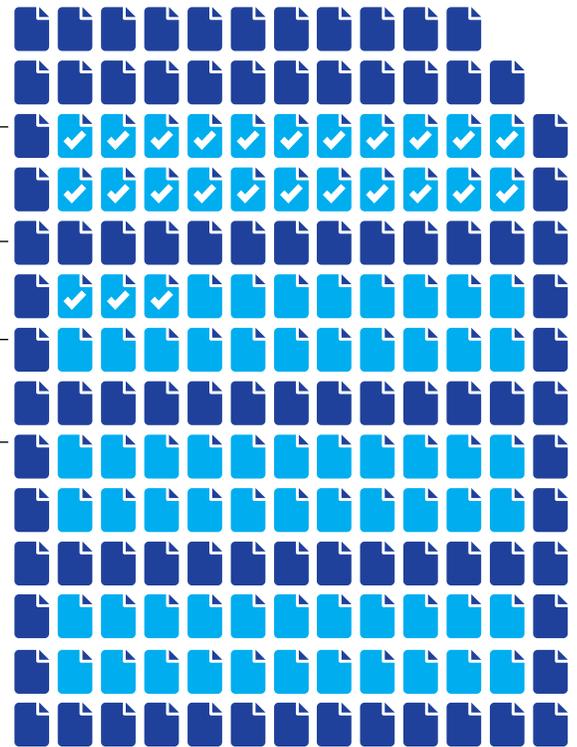
The Alzheimer Society Research Program (ASRP) is one of Canada's most innovative hubs for dementia research, helping the best and brightest minds in the field spark their work from ideas to impact—and bringing us closer to a future without Alzheimer's disease and other dementias. Read on to see how you are funding innovative treatments and unlocking new ways to help people affected by dementia.



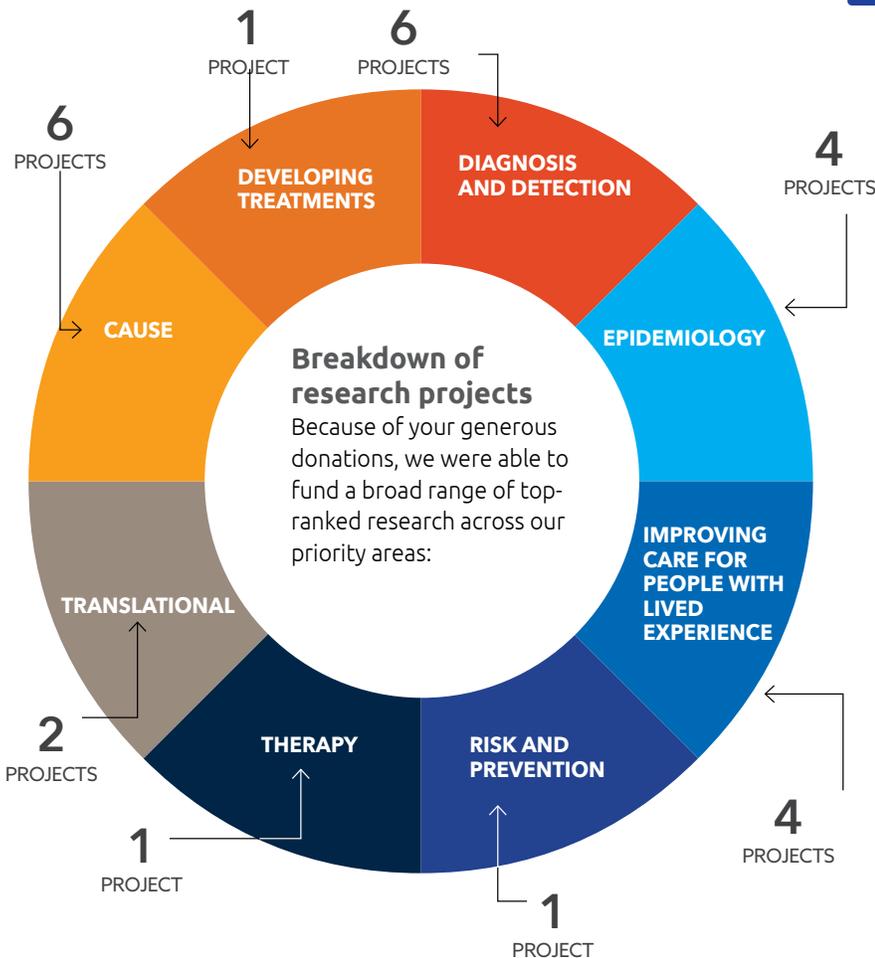
# BECAUSE OF YOU, PROMISING DEMENTIA RESEARCH IS UNDERWAY

## Funding & Application Overview

Number of applications received	<b>182</b>
Number of Fundable projects	<b>88</b> 
Number of applications funded	<b>25</b> 
Total funding amount	<b>\$3,338,894</b>



## Funding Category Breakdown



## Number of researchers funded by province

BRITISH COLUMBIA	<b>4</b>
ALBERTA	<b>2</b>
SASKATCHEWAN	<b>1</b>
ONTARIO	<b>11</b>
QUEBEC	<b>4</b>
NEWFOUNDLAND AND LABRADOR	<b>2</b>
NOVA SCOTIA	<b>1</b>
<b>Total</b>	<b>25</b>

Want to see more on how you are funding the next wave of dementia research? Check out our 2021 donor impact report on research at [alzheimer.ca/NextWave](https://alzheimer.ca/NextWave).

## MEET RESEARCHERS WHO ARE MAKING CHANGE POSSIBLE

This year, you helped us fund 25 projects; the researchers involved in each project brought their own innovative ideas that are accelerating our understanding of dementia. We've directed the spotlight at just three of the research projects you helped to fund, see a complete list of projects here: [alzheimer.ca/Researchers](https://alzheimer.ca/Researchers).



**Dr. Birgit Pianosi,**  
Laurentian University

Recognizing the importance and stigma around sexuality and intimate expressions among people living with dementia, Dr. Birgit Pianosi and her team are developing the first ever evidence-based e-learning education program to **help healthcare providers better support the sexual and intimacy needs of people living with dementia.**

After completing Dr. Pianosi's program, professionals will be equipped to act as facilitators in altering negative discourses, insufficient assessments and substandard care practices for people living with dementia.



**Dr. Douglas Allan,**  
University of British Columbia

**We know that pathological tau jumps between connected nerve cells in the brain,** however, according to Dr. Douglas Allan, no one understands *how* pathological tau jumps from one nerve cell into another, causing tangles and disease around the brain as it spreads.

Dr. Allan's research will **create a tool to study how this spread occurs, so we can stop it, and develop therapies to halt disease spread and prevent dementia.** This knowledge will be crucial for understanding what worsens dementia symptoms and provide key direction for the development of therapies.

*This researcher is a recipient of the Mike & Valeria Rosenbloom Foundation Research Award.*



**Dr. Amit Singnurkar,**  
University of Toronto

Dr. Amit Singnurkar's research is exploring whether the use of artificial intelligence can result in earlier and more accurate diagnosis of dementia, while also predicting dementia-related events such as falls and hip fractures. This first-of-its kind study will directly train an artificial intelligence tool to interpret medical images by providing real world information on diagnosis and what resources patients use in the community. This research will **help ensure people living with dementia are directed to the correct therapeutic and community resources earlier in their care journey.**

## PEOPLE WITH LIVED EXPERIENCE OF DEMENTIA ARE AT THE HEART OF OUR RESEARCH

**Citizen Reviewers** are people with lived experience of dementia, including people living with dementia, caregivers and Alzheimer Society staff with an interest in research, who have a voice in determining the funding in our dementia research. The Citizen Reviewers evaluate research proposal summaries submitted to the Alzheimer Society Research Program and provide feedback to our research panel, helping to decide which projects will move forward for funding.

By considering real-life experience in our research, **we can ensure that the research your donations fund is not only relevant, but meaningful to the people it impacts.**

Listen to one of our former Citizen Reviewers, the late **Roger Marple**, who lived with young onset Alzheimer's disease, talk about his meaningful engagement in dementia research.

**Roger Marple** participated in a virtual workshop for the World Health Organization's Dementia Research Blueprint.

Alzheimer Society  
CANADA

**WATCH:** [What does meaningful engagement in dementia research look like?](#)

Interested in learning more about the Citizen Reviewers, including becoming one yourself? Check out [alzheimer.ca/CitizenReviewers](https://alzheimer.ca/CitizenReviewers) for more info.

## Jane and John Graham:

### MAKING RESEARCH POSSIBLE IN MORE WAYS THAN ONE

For Jane and John, siblings who live in Ottawa, getting involved with the Alzheimer Society of Canada as donors and as Citizen Reviewers, was inspired by their mother, Shirley. The experience of seeing Shirley's decline after being diagnosed with Alzheimer's disease affected them deeply. "Although our mother was only in the moderate stage of the disease when she passed away," says John, "it still hits you pretty hard."

Dementia was not new to their family, either, two of their aunts on their mother's side had also lived with dementia. Determined to do whatever they can to help ensure others do not go through what their family experienced, Jane and John reached out to the Alzheimer Society.



"We became aware that much remains unknown about the cause of dementia, much less its cure—and that the amount of funding for research is relatively scarce," John explained. "Although it goes without saying that all areas of dementia research are invaluable, we felt that with the limited funds we could invest, we should focus on causation and treatment."

In response to the need for more dementia research funding, and in memory of their late mother, the siblings created the **McMullan-Graham Research Fund** (McMullan being Shirley's maiden name), an endowment fund dedicated specifically toward fostering further dementia research that investigates potential causes and treatments for dementia. And to ensure the biggest reach possible, they chose the Alzheimer Society of Canada as the beneficiaries of the fund. It is their hope, that one day soon, their legacy will see viable treatments and even cures for people living with Alzheimer's disease and other dementias in Canada.

The siblings also became Citizen Reviewers, so they could be directly involved with decisions about how dementia research gets funded. It was an incredible experience: "We learned so much about the people involved in this fight—the patients, the care partners, the doctors and researchers, and the exciting, cutting-edge research the Alzheimer Society of Canada is involved in," John recounts. "It is vital to have people living with dementia and their care partners involved in the funding process for many reasons, including grounding the science and the day-to-day reality of the diseases, providing heartfelt motivation to the researchers."

*“Not only have we witnessed the devastating effects of this terrible disease firsthand, we know that dementia causes thousands of Canadians, both people living with dementia and their care partners, to experience similar heartbreak.”*

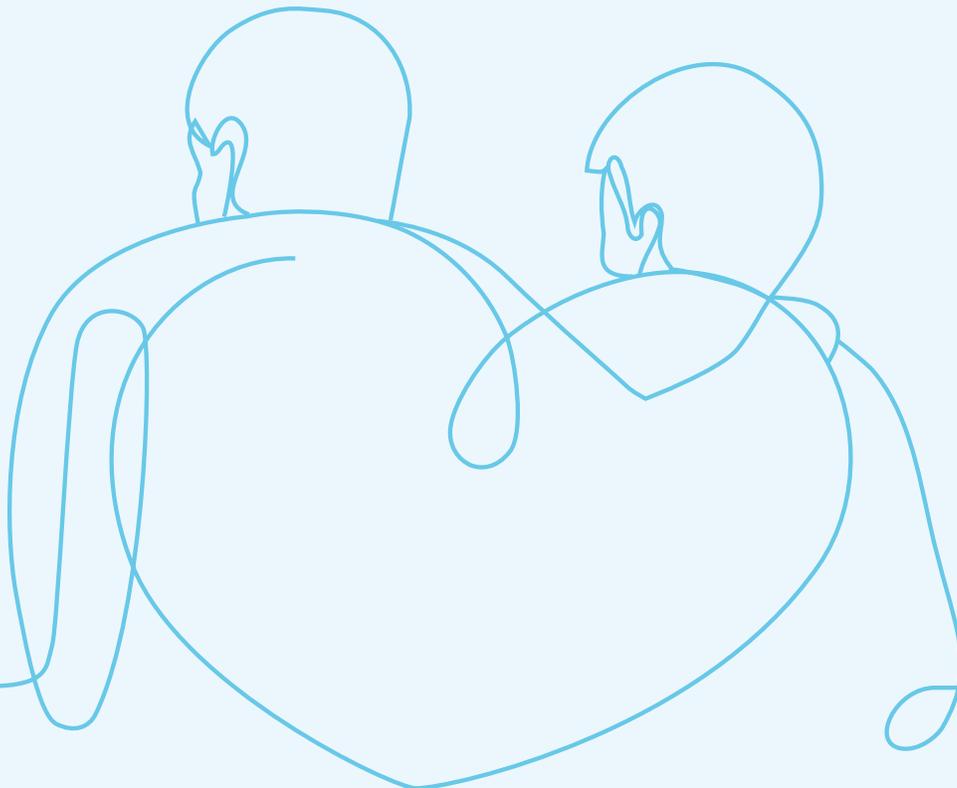
– Jane and John Graham, founders of the McMullan-Graham Research Fund and Alzheimer Society of Canada Citizen Reviewers

# YOU MAKE COMMUNICATION POSSIBLE

## Navigating communication changes with people living with dementia

Dementia has a profound effect on a person's communication abilities, especially as the disease progresses. Family care partners often tell us that these communication changes can be difficult to navigate, and lead to feelings of isolation, frustration and sometimes, resentment. Care partners need guidance on how to maintain a meaningful connection with their loved one throughout the dementia journey.

With your support, the Alzheimer Society of Canada recently released a new resource—[5 communication tips for conversations with people living with dementia](#)—centred on fostering meaningful connection and navigating challenging interactions between a person living with dementia and others.



## KNOW THE 5 COMMUNICATION TIPS FOR CONVERSATIONS WITH PEOPLE LIVING WITH DEMENTIA

When a person living with dementia is having trouble expressing themselves or understanding what is being communicated, you can try these easy-to-follow tips to help stay connected!



1

### USE WHAT YOU KNOW ABOUT THE PERSON

Tailor your conversation and activity suggestions to the person's interests, preferences and abilities.



2

### REDUCE DISTRACTIONS

Check for and minimize possible distractions in the person's environment.



3

### CHAT FACE TO FACE

Face the person, speak clearly and use actions to help give your words meaning.



4

### BE FLEXIBLE

Assess how the person is doing today and adjust your approach to accommodate them.

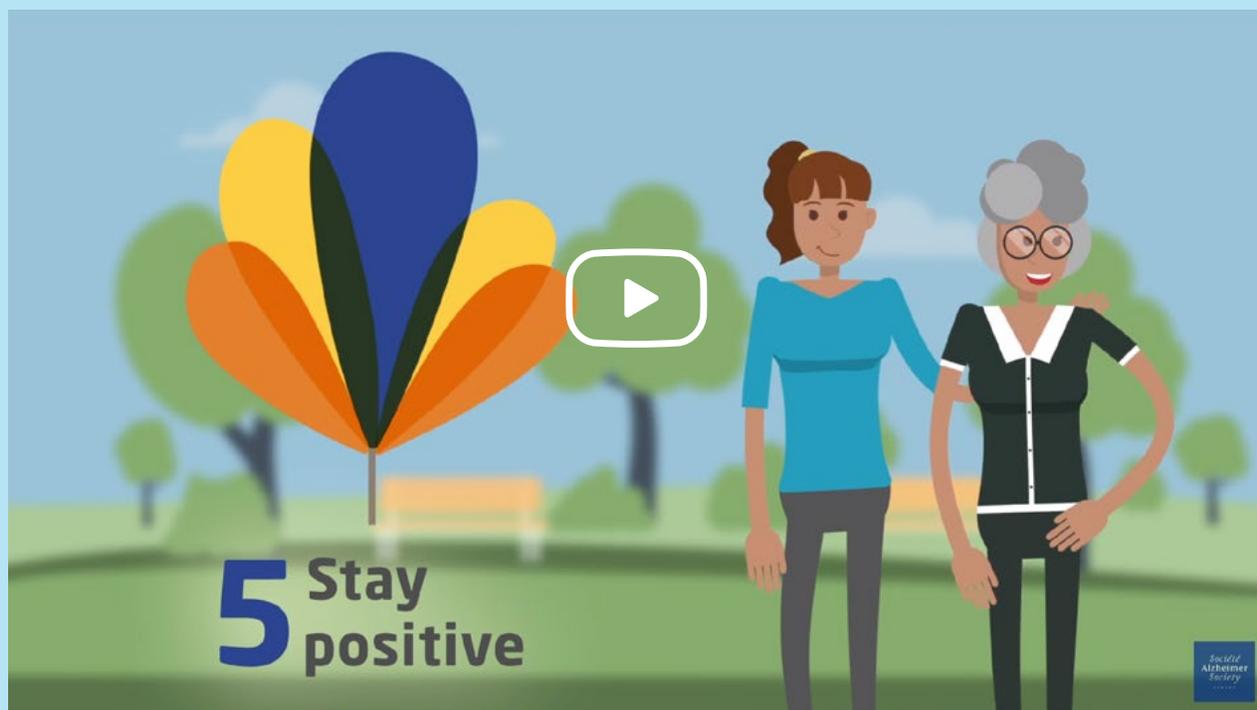


5

### STAY POSITIVE

Be aware of your own tone and body language. Model the mood, and give encouragement.

**WATCH:** [5 communication tips for conversations with people living with dementia](#)



For expanded communication tips and related resources, visit [alzheimer.ca/Communication](https://alzheimer.ca/Communication)

## LIVING WITH DEMENTIA:

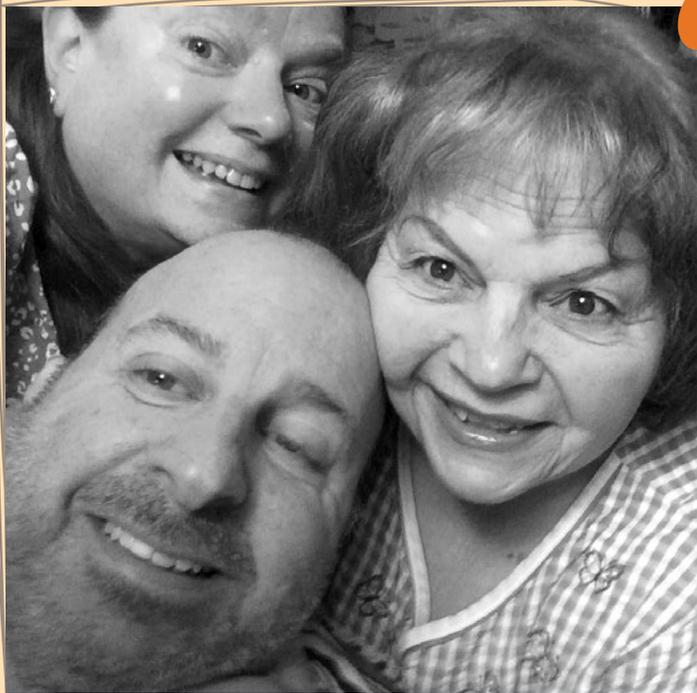
# The Ziglers' story

When we developed the **5 communication tips for conversations with people living with dementia**, our work was informed by people with lived experience, including **Barbara** and **Cindy Zigler**. Barbara's son and Cindy's husband, **Joel Zigler**, was only in his late 40's when he was diagnosed with young onset dementia. Together the Zigler family learned to live with dementia and find laughter, moments of joy and strength through supporting each other, and connecting with the Alzheimer Society.

Listen to the Ziglers' story and find out how they're living well with dementia today—and know your support has helped us make a difference in their lives, as well as the lives of many families like them across Canada.



WATCH: [How the Ziglers are living with dementia](#)



“ [The Alzheimer Society has] been nothing short of more than helpful. They've helped me considerably come to terms with the fact that [Joel] is not what he used to be. And I have to embrace what's happening, and how he's going to change down the road. And it may not be something that I'm going to like, but that's something that's out of my hands, and I have to help him too and be happy in the current time.”

– Cindy Zigler

# YOU MAKE **SUPPORT** POSSIBLE

In the past year, we've reached more and more people living with dementia and care partners, especially in marginalized and under-served communities across Canada. Your donations directly support vital programs and services in small towns and big cities across Canada. Here are the highlights of the many initiatives we are undertaking to improve and expand our programs, services and support for all!



# Making supports and services accessible to more people



## Speaking your language, meeting your needs

With your support, we've created resources in more languages and formats, both online and in print, to reach people wherever and however they need us. Growing our multilingual resources is a priority, and in the coming years we will continue to work with diverse communities across Canada to understand their needs and develop appropriate supports.

This year, we translated our popular **What Is Dementia?** factsheet into Hindi, Punjabi, Chinese (traditional and simplified), Portuguese and Spanish, and began developing our website resources in more languages in addition to English and French.

Visit [alzheimer.ca/MoreLanguages](https://alzheimer.ca/MoreLanguages) to see our developing resources in multiple languages!



## Empowering you to reduce your dementia risk factors

We also worked hard this year to give people hopeful news, that, while some risk factors for dementia cannot be changed, there are twelve key factors that could reduce your risk. Our Knowledge Translation and Exchange (KT&E) team launched risk factor resources online and in print, that puts the power to reduce your risk in your hands!

These new tools offer—and encourage—proven ways to reduce dementia risk, such as:

- Being physically and socially active
- Seeking treatment for diagnosed high blood pressure, diabetes, depression and obesity
- Protecting your hearing from loud noises
- Getting a hearing aid if permanent hearing loss is experienced

Find out more ways to reduce your risk at [alzheimer.ca/RiskFactors](https://alzheimer.ca/RiskFactors).



## Bringing rarer dementias to the forefront

There are more than 50 different illnesses that fall under what is sometimes called the **dementia umbrella**. But Alzheimer's disease, the best-known and most prevalent kind of dementia, often gets the most attention. This year, we made it easier for people with rarer types of dementia, and their loved ones, to find accurate information about their illnesses, including recommended therapies and treatments.

Collaborating with people with lived experience, experts at universities and research centres across Canada, we updated our resources for Huntington disease, progressive supranuclear palsy, corticobasal syndrome and many more rare types of dementia.

Find out more about the wide range of dementias at [alzheimer.ca/OtherDementias](https://alzheimer.ca/OtherDementias).

## CLOSING THE KNOWLEDGE GAP:

### How diverse communities are living with dementia

To help us understand the gaps in dementia care among underserved and unrepresented Black, Indigenous and People of Colour (BIPOC) communities in Canada, we launched the national **Dementia Journey Survey**. The survey results included one of the largest response rates of people from BIPOC communities to have ever occurred in Canadian dementia research, with **one quarter of all respondents identified as coming from a diverse community**.

Among the survey's early findings were that many barriers exist for BIPOC communities, barriers that reinforce stigma and isolation, and prevent them from seeking diagnosis and care. These barriers include limited or no access to specialists; lack of culturally relevant resources; gaps in physician education and support; and the need for better communication between physicians and patients around diagnosis and care.

This research is now shaping and informing new, culturally relevant resources and programs provided by Alzheimer Societies across the country.

A personal





Ngozi and her father, Felix, who lives with dementia

While the **Dementia Journey Survey** was a coordinated effort throughout the Alzheimer Society of Canada, for our Manager of Community & Partnerships, Ngozi Iroanyah, the endeavor was also personal. As a Black woman, the daughter of immigrants, a healthcare and research professional, an academic focused on health and equity in Canada, and as a young care partner for her father, Felix, who has Alzheimer's, Ngozi's perspective is invaluable to our work to ensure that everyone across Canada, inclusive of all cultures and identities, are provided for by the Alzheimer Society.

Initially coming onboard to support the Society's diverse community outreach, Ngozi soon established the **Diversity, Equity, Inclusion and Belonging (DEIB)** office. In her role, Ngozi ensures that our research, projects and programs are inclusive of the perspectives of the many cultural communities that make up the Canadian population.

Her efforts in reaching out to and partnering with communities of seniors all across Canada, many of whom had never been approached by a dementia organization, supported the important work of the Dementia Journey Survey, and are foundational to our ongoing work in dementia research and engagement of people affected by dementia in culturally diverse communities.

“My heart lies with racially and culturally diverse seniors, their care partners, and their communities who live with dementia. I want to ensure they are visible, and that programs, policies and strategies are built in a way that intentionally supports people from different cultures, and provides better access to care and stronger health systems.”

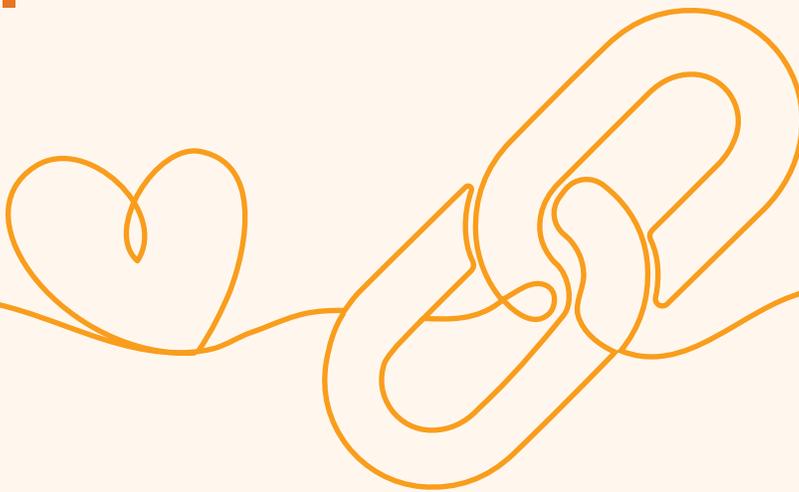
– Ngozi Iroanyah



WATCH: [Becoming a caregiver for your father in your 20s: Ngozi's story](#)

# YOU MAKE CONNECTIONS POSSIBLE

Thank you for helping us form new connections with people affected by dementia. Whether that connection is as simple as a phone call or as extensive as a platform where people can share their experiences and help others, more people living with dementia are connecting with us, with each other, and building a community of support necessary to live well with dementia.



## SUPPORTING MORE PEOPLE THROUGH OUR TOLL-FREE LINE

In January 2022, we strengthened the support behind our toll-free line—a free resource that provides reliable dementia information, answers questions, and connects people to the community-based services best suited for their unique needs. With expanded support on the line, we’ve received excellent feedback, with 88% of callers “highly satisfied” with their experience. We continue to improve the service and expand language offerings, so that more people can get connected to the information and support they need.

Do you have a question about dementia or looking for support? Give us a call at **1-855-705-4636 (INFO)** or send us an email at [info@alzheimer.ca](mailto:info@alzheimer.ca)—we’re here to help!

## THE ALZHEIMER SOCIETY IS THE FIRST STEP, THE FIRST LINK® TO SUPPORT

To better support the increasing numbers of people affected by dementia in Canada, we enhanced support of our First Link® program. This included a **public awareness campaign encouraging people living with dementia and care partners to connect to the Alzheimer Society**, ensuring their needs are met early in and throughout their journey.

### What is First Link?

- First Link is the Alzheimer Society program offering approved services and information to people living with Alzheimer's or other dementias, care partners and anyone interested in learning more about dementia
- Such services include counselling support and a better understanding of the different healthcare options in a specific province, with Alzheimer Society staff providing the appropriate access to the right services during the different stages of dementia
- The goal of First Link is to provide the right support and information, from the time of an initial diagnosis and throughout the progression of the disease

The role of the Society is to create and foster a community of caring, support and efficiency in the management of dementia in the lives of people living with the disease. That's why we will continue to focus on **creating and building communities rich in information, experience and services, creating connections that people can turn to and tap into when needed**. For people living with dementia, we are the first step to living well.

To learn more about how First Link® works, visit [alzheimer.ca/FirstLink](https://alzheimer.ca/FirstLink)



*Prior to First Link, my wife and I didn't know anything about dementia or Alzheimer's. With the information we received, we were able to become proactive in dealing with this illness."*

– Care partner

## The Advisory Group of People with Lived Experience of Dementia

### “NOTHING ABOUT US WITHOUT US.”

Our communities know the impact of dementia through their own lived experience; they are experts themselves in the field of dementia. That’s why “Nothing about us without us” is an important idea. **To us, this means that people living with dementia and their care partners should have a say in wider research, education and advocacy related to dementia.** That’s why the Advisory Group of People with Lived Experience of Dementia was created—to act as a vital guide to ensure the work of the Alzheimer Society of Canada is meaningful and relevant to the people we serve. Together, group members advise ASC on its research priorities, education and resources, and advocacy work. Along the way, group members also connect with each other and build community.

**Below: Mario Gregorio, who lives with dementia, speaks at an Advisory Group meeting.**

Members of our Advisory Group shared their insights and vital lived experience that drove many of our research projects this year, including but not limited to:

- Being key advisors on the ongoing National Dementia Guidelines work
- Providing feedback on the new resource, *5 communication tips for conversations with people living with dementia*
- Engaging in Alzheimer Society of Canada fundraising and outreach so that everyone who needs it can find help

**Anyone impacted by dementia is welcome to join the group.** There is only one requirement for participants: That you use your voice to help all people affected by dementia. Your contribution will ensure the work of the Alzheimer Society of Canada is defined by those who are impacted the most by dementia.

Learn more about the Advisory Group by visiting [alzheimer.ca/AdvisoryGroup](https://alzheimer.ca/AdvisoryGroup).



## BARBARA'S STORY

Barbara Tarrant, who lives in Mississauga, Ontario, is a member of the Advisory Group. Barbara was a care partner for her husband, Pat, who lived with Alzheimer's for more than a decade. After Pat's diagnosis, they reached out to their local Alzheimer Society, where they learned more about dementia and began to understand some of the challenges they were facing. By attending Alzheimer Society programs and seminars, they found support, which helped Barbara take care of Pat—and take care of herself—in the best way she could.

Today, Barbara is determined to do everything she can to support the Alzheimer Society, from sharing her experiences as a care partner, to participating as a Citizen Reviewer of Alzheimer Society funded research projects, to advocating for a national strategy to address Canada's dementia crisis.



WATCH: [A name that is remembered: Barbara's story](#)



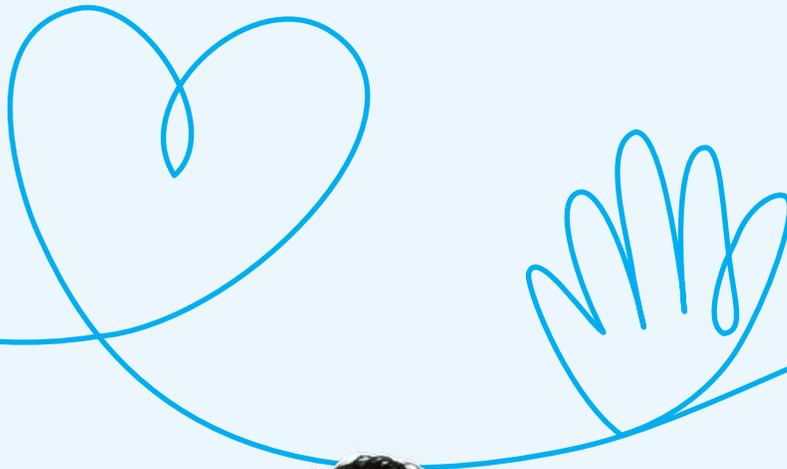
*One of the biggest things I got from the Alzheimer Society is validation on what I was going through, and validation on what and how I was feeling. That's huge."*



Barbara & Pat Tarrant

# YOU MAKE COMMUNITY POSSIBLE

Thank you for raising critical funds to improve the lives of people living with dementia and the people who care for them!



## THE 2021 IG WEALTH MANAGEMENT WALK FOR ALZHEIMER'S RAISES

# \$5.1 MILLION

For the second year, we were faced with holding the largest national fundraiser for Alzheimer's disease and other dementias virtually, due to pandemic restrictions. Participants in more than 200 communities across the country were encouraged to choose their own activity from hiking, running, cycling, and yoga, to of course, walking. They got active and showed tremendous creativity while raising funds to support the Alzheimer Society's life-changing programs, including counselling, respite care, education and support groups. These programs make all the difference in the way people living with dementia and caregivers navigate the complexities of the disease.

Nearly 10,000 participants took part in large cities and rural towns across Canada. Thousands united virtually for our online celebration, broadcasted on [WalkForAlzheimers.ca](https://www.walkforalzheimers.ca) and [Facebook](https://www.facebook.com/walkforalzheimers), where we celebrated how participants took part throughout the month of May; heard captivating stories from people living with the diagnosis and their caregivers; united with music, and rallied together for a final drive for donations and support.

IG's commitment to success remains stronger than ever, with teams of IG staff across the country taking part in challenges, filming videos and photos, posting stories online and rallying troops to reach higher fundraising goals. Their fundraising goal was to raise \$500,000 and it was surpassed on the day of the walk. Their unwavering commitment is something to be celebrated. Thank you, IG Wealth Management! In total, 2021's IG Wealth Management Walk for Alzheimer's raised over 5.1 million dollars in its first completely virtual year.

*Note: \$5.1 million dollars is the consolidated total amount resulting from the IG Wealth Management Walk for Alzheimer's at each of the participating Societies across Canada.*

For more information, visit [WalkForAlzheimers.ca](https://www.WalkForAlzheimers.ca).

## VIRTUAL FUNDRAISING BY EXTENDICARE RAISES

# \$100,000

For the second year in a row, Extendicare Assist had to cancel their in-person Annual Charity Golf Classic, but that did not stop them and their sponsors from raising funds for the Alzheimer Society of Canada. We thank Extendicare and their sponsors for raising \$100,000 virtually!

This support contributes to Quality of Life research within the Alzheimer Society Research Program. Quality of Life research focuses on how we can improve care and therapies for people living with dementia, particularly in long-term care facilities. To date, Extendicare has helped raise more than \$1 million to support research projects and programs at the Alzheimer Society of Canada. Thank you, Extendicare, and we look forward to heading back to the green next year!

# YOU MAKE ADVOCACY POSSIBLE

As a prominent voice in all levels of the government, we advocate for health and policy changes across the country. At the Alzheimer Society of Canada, we've formed a Public Policy Committee that includes people with lived experience of dementia, subject matter experts, and Board members, to help inform our advocacy priorities. Here are a few highlights of our recent advocacy work:





## CONTINUED ENGAGEMENT IN BUILDING CANADA'S NATIONAL DEMENTIA STRATEGY

Canada's first national dementia strategy has moved into its fourth year of implementation. It is housed in the Dementia Policy Secretariat at the Public Health Agency of Canada. The Agency has various initiatives underway to support the strategy's national objectives, including dementia awareness, surveillance, guidance on diagnosis and treatment, and best practices.

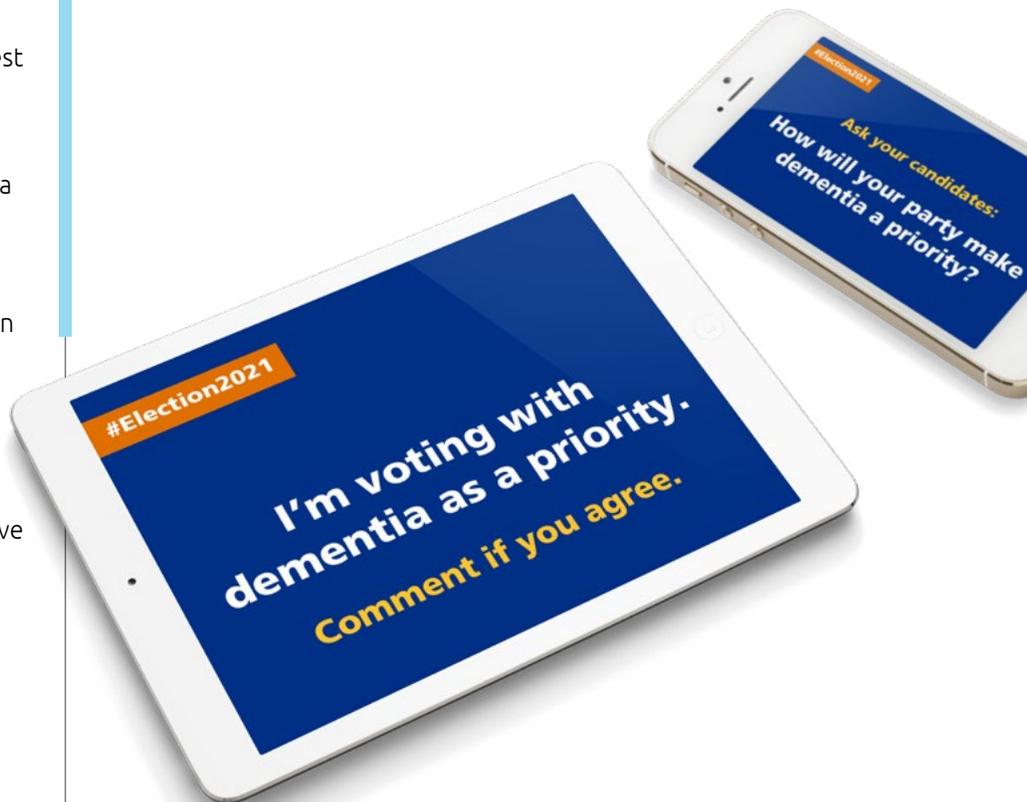
In addition to regular communications with Agency staff, the Alzheimer Society of Canada held meetings with one of the strategy's engagement tables, the Federal-Provincial-Territorial Coordinating Committee on Dementia (FPT-CCD), to exchange information and look for opportunities to collaborate. We continue to hold a seat on the Ministerial Advisory Board on Dementia (MAB). These engagement and advisory roles within the formation of the national dementia strategy are key to achieving a person-centred, inclusive approach to dementia care across Canada.

## PARLIAMENT HILL: SHINING THE SPOTLIGHT ON DEMENTIA

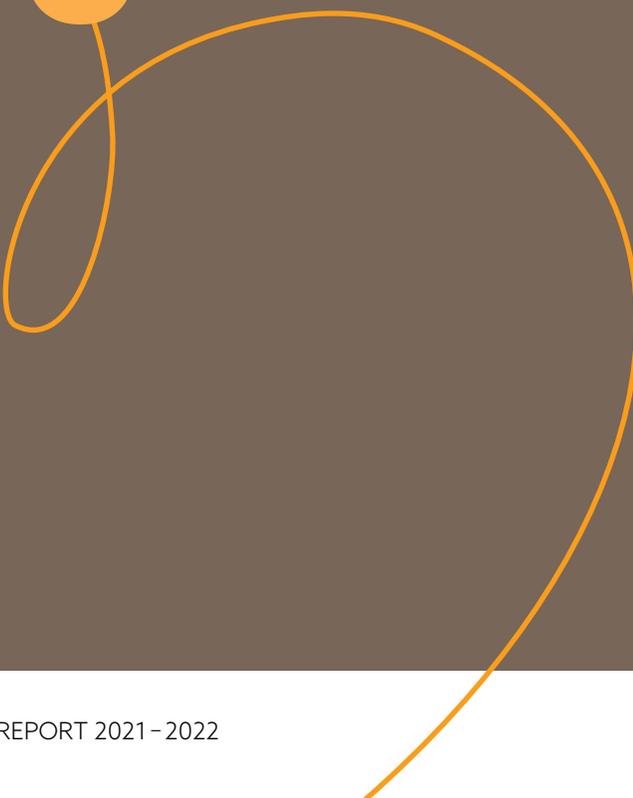
The Alzheimer Society of Canada made its annual pre-budget submission to the House of Commons Standing Committee on Finance. Our brief entitled, *The Intersection of Two Pandemics*, included two key asks:

1. That the national dementia strategy must receive full and sustainable funding
2. That increased investment in dementia research is essential if the dementia strategy is to achieve its goals

In the lead up to the 2021 federal election, we released a social media campaign to inspire Canadians to vote with dementia as a priority, including key questions to ask of their candidates. The focus of these questions was about the advancement of the national dementia strategy; more investment in dementia research; and post-pandemic health system recovery. Following the election, we reached out to new Cabinet Ministers and government staff to engage them in our priority advocacy areas.



**STORIES  
FROM  
DONORS,  
WHO ARE  
MAKING A  
DIFFERENCE,  
JUST LIKE  
YOU**



# Julie's story

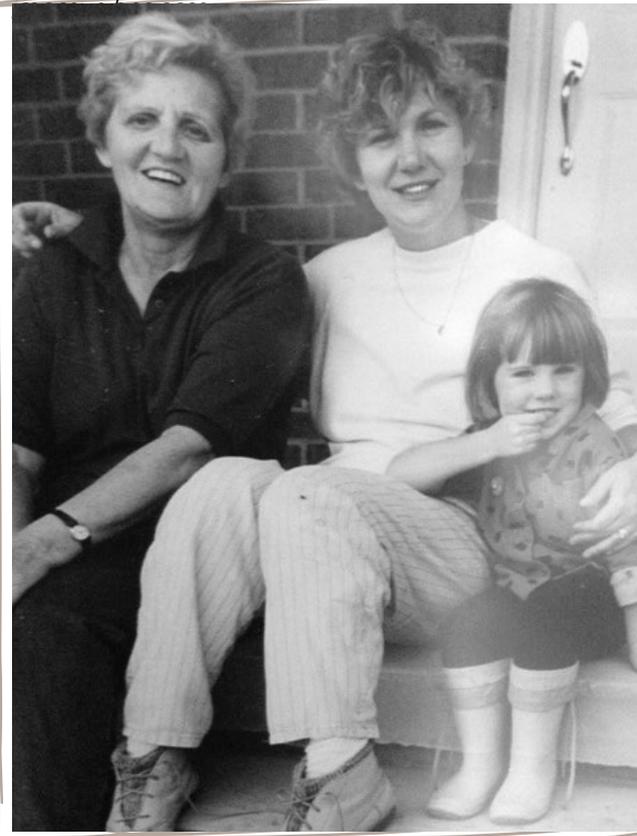
*When she was 65, my mother began to forget little things and repeat herself. At first, she would simply laugh off these small mistakes. That was her—fun and funny and always the life of the party. But eventually, she stopped caring about her appearance, which was so unlike her. And then there were more serious issues, like kitchen fires or small floods. When she was tested and diagnosed with Alzheimer's, it confirmed our suspicions. But it was still a shock.*

*One of the first things I did when my mother was diagnosed was to reach out to the Alzheimer Society.*

*They sent me a book and a video that taught us all about the progression of the disease. We learned so much! I shared that book and video with friends and family members so we all knew what to expect and how we could help.*

*More than once over the years, the Alzheimer Society has been there when we've needed them. It's such a wonderful organization for anyone who doesn't know what to do when a family member is diagnosed. They provide services that are a lifeline for all families facing Alzheimer's for the first time.*

*For years, I took care of two households, as my mother declined. My husband, daughter and I lived in the country, next to my mother and father. As my mother's condition progressed, I had to take on the work of two households, while running a business too. I would make meals for my own family, then carry my parents' meals next door and put out my mother's medications, only to return later to find meals uneaten and medications untouched. I reached out to the Alzheimer Society again and found them so helpful—offering advice and directing me to where I could find equipment that would help me*



**Julie (centre), with her mother and daughter**

*The last few months with my mother offer memories I cherish. Listening to her favourite music with her. Or sitting in the sun together and eating popsicles. When she would reach up, touch my face and say "I love you," I knew that was her.*

*Since my mother's death, I've continued to donate to the Alzheimer Society and participated several times in the IG Wealth Management Walk for Alzheimer's. I've also encouraged others to donate and strongly advised people to call when they're faced with Alzheimer's for the first time. It makes such a difference to actually speak to someone who understands and can help.*

*I can tell you from personal experience that your support will make a real difference in the lives of people and families affected by dementia.*

– Julie Watts Bennis

“  
It's wonderful  
to just be able  
to speak to  
someone.”

## Cathie's story



*It's true that people living with dementia lose a lifetime of memories, and families and caregivers mourn at every stage. But the Alzheimer Society showed me everything I needed to know to manage my mother's care and deeply appreciate the time I spent with her.*

*The Alzheimer Society has found that listening to music can bring joy to a person living with dementia because musical memory is sometimes undamaged by dementia. The first time my mom participated in a music program, the manager at her residence called me excitedly to report what a profound effect music had on her. My mother always loved music and dancing, so I loaded up an MP3 player with her favourite big band music and bought a splitter so I could listen too. When I turned it on, she said "Oh boy!"— even though she had been non-verbal for a long time—and immediately became calm and peaceful. We began to spend hours every weekend listening to music together.*

*As a long-time supporter of the Alzheimer Society, I know the outlook for dementia is staggering. By 2034, more than 1 million Canadians will have dementia, so research into causes and treatments is critical. In the meantime, people who have been diagnosed with Alzheimer's disease have to live with it, and hopefully live well, and the people caring for them need the programs and support that only the Alzheimer Society provides. I'm passionate about the Alzheimer Society because of what they did for me and my mother. Thanks to them, I have wonderful memories of our time together and I am so grateful for that.*

*On our last day together, my mother and I were listening to music. She was unusually quiet and sat with her eyes closed. When the song "Spanish Eyes" by Engelbert Humperdinck came on, she suddenly opened her eyes wide. It was a song she and my father loved to dance to years ago. Later that afternoon, she passed away quietly in her sleep. Maybe my father had come to take her home.*

*Thank you for letting me share my story and celebrate the happy times I had with my mother.*

Cathie Hofstetter

“

*The music programs my mother participated in had such an impact.”*

**THANK YOU.**  
**YOUR SUPPORT**  
**MADE CHANGE**  
**POSSIBLE.**



# THANK YOU TO OUR GENEROUS SUPPORTERS!

You are helping people affected by dementia live their best and longest life possible and are unlocking game-changing research to defeat dementia now and forever.

This list recognizes those who supported the Alzheimer Society of Canada between April 1, 2021 and March 31, 2022

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Thank you to the companies and people who raised funds for us to improve the lives of people in Canada living with dementia and those who care for them.

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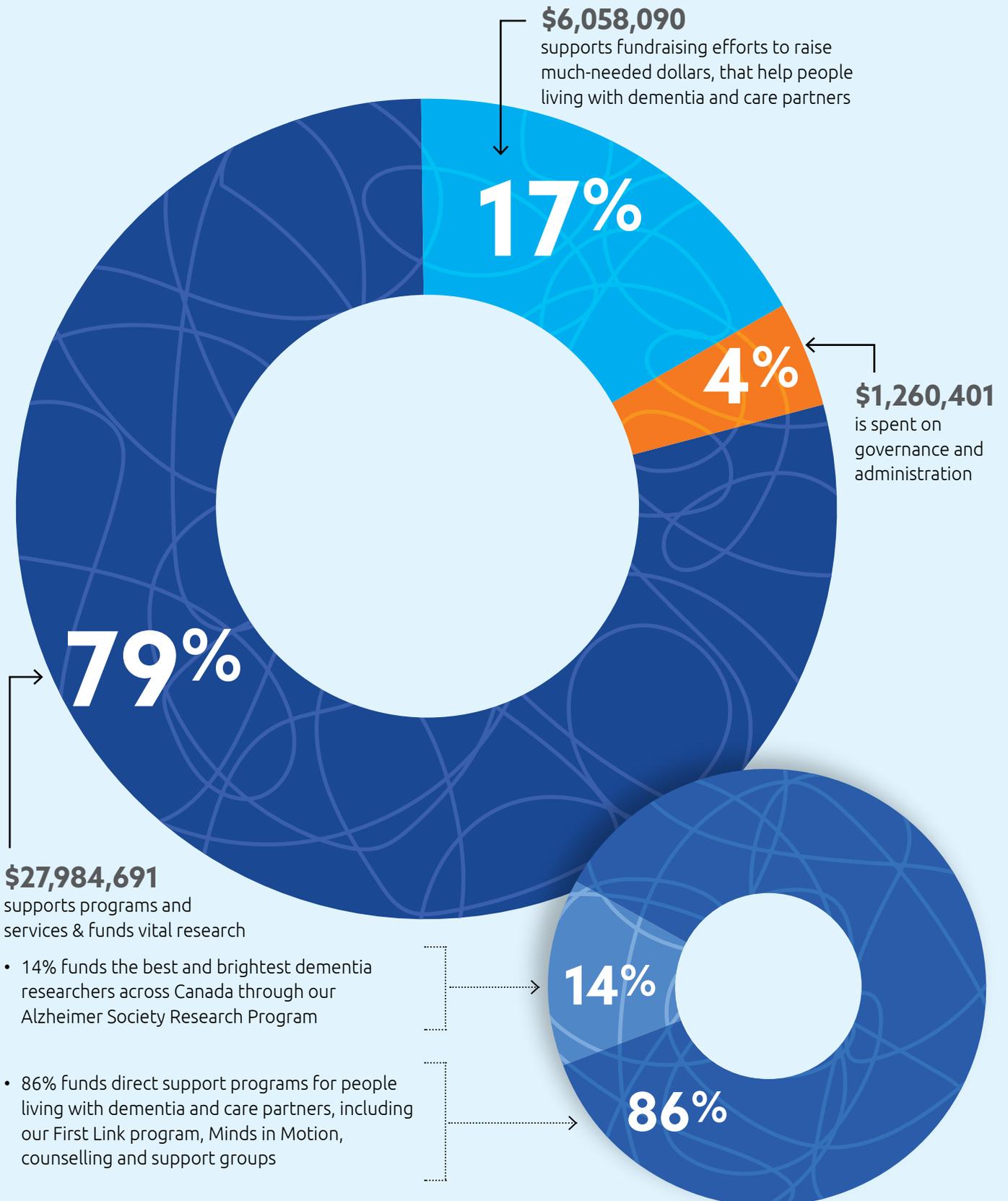
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# YOUR DOLLARS AT WORK



# FINANCIAL REPORTING

## Alzheimer Society of Canada/Société Alzheimer du Canada Statement of Revenue and Expenses

For the year ended March 31	2022	2021
<b>Revenue</b>		
Support from the public		
Individual giving and direct marketing	\$ 13,847,075	\$ 12,762,424
Bequests	6,109,764	1,708,574
Corporate and foundation giving	2,038,915	2,074,248
	<hr/>	<hr/>
Total support from the public	21,995,754	16,545,246
Government	243,240	223,718
Partner charities (Note 10)	12,015,284	10,760,938
Investment and other income (Note 3c)	500,143	1,360,081
Government subsidy (Note 16)	206,064	432,273
	<hr/>	<hr/>
<b>Total revenue</b>	<b>34,960,485</b>	<b>29,322,256</b>
<b>Expenses</b>		
Programs		
Services	2,652,332	1,988,897
Research	3,839,250	3,814,912
Partner charities (Note 10)	21,249,869	15,524,570
Government health programs	243,240	223,718
	<hr/>	<hr/>
Total program expenses	27,984,691	21,552,097
Support		
Fundraising	6,058,090	5,301,476
Administration (Note 14)	1,260,401	768,108
	<hr/>	<hr/>
Total support expenses	7,318,491	6,069,584
	<hr/>	<hr/>
<b>Total expenses</b>	<b>35,303,182</b>	<b>27,621,681</b>
<b>Excess (deficiency) of revenue over expenses before unrealized investment losses</b>	<b>(342,697)</b>	<b>1,700,575</b>
Unrealized investment losses (Note 3d)	(42,829)	(53,541)
	<hr/>	<hr/>
<b>Excess (deficiency) of revenue over expenses</b>	<b>\$ (385,526)</b>	<b>\$ 1,647,034</b>

## OUR VISION

A world without Alzheimer's disease and other dementias.

## OUR MISSION

To alleviate the personal and social consequences of Alzheimer's and related diseases and to promote the search for causes, treatments and a cure.

## OUR VALUES

### COLLABORATION

We work together and with partners to fulfill our mission and achieve our goals, to ensure Canadians receive personal and responsive services throughout their dementia journey.

### ACCOUNTABILITY

We measure our performance and follow a process of continuous improvement. We are wholly accountable for our actions and must account to our stakeholders for our use of the financial and human resources available to us.

### RESPECT

We set for ourselves the highest standards of honesty, trustworthiness and professional integrity in all aspects of our organization and carry out our work with the utmost respect for the dignity and the rights of the people we serve.

### EXCELLENCE

We strive to engage stakeholders in meaningful ways. To inform, listen and be attentive to those we work with: people living with dementia, families, community partners, donors, volunteers and staff members.



# Alzheimer Society

C A N A D A

The Alzheimer Society is Canada's leading nationwide health charity for people living with Alzheimer's disease and other dementias. Active in communities across Canada, the Society provides information, programs and services to those living with a diagnosis and their caregivers.

The Alzheimer Society Research Program is Canada's leading funder of research into better understanding the causes of dementia, improving treatment and care, and towards finding cures.

## Alzheimer Society of Canada

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**Alzheimer** *Society*  
C A N A D A

Charitable registration number: 11878 4925 RR0001