

ANNUAL REPORT 2022-2023

Société
Alzheimer
Society

NEW BRUNSWICK /
NOUVEAU-BRUNSWICK

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A MESSAGE FROM OUR DIRECTOR AND PRESIDENT

Over the past year, we have invested significant resources into taking learnings from the past few years and putting them into action. We have invested in cultivating the ASNB to prepare us for the growth in demand for our programs and services today, as well as laying the foundation for the exponential growth in the years to come.

We have learned that returning to the way we did activities pre-pandemic is not possible, nor is it sustainable. As the people we serve face more complex challenges, we have made changes to the way we support our clients. By restructuring our team and hiring for newly created positions, we are able to provide each client with timely and person-centred support.

We have also recognized the need to invest in future sustainability by looking differently at the way we fundraise. This has resulted in creating a new position to support this work, allowing our programs and services staff to step back from supporting our fundraising efforts and focus solely on our clients. We have also researched best practices and are implementing new ways for donors to support the valued work that we do.

Over the next year, we will also be cultivating sustainability and readiness through concentrated governance work, and

updating policies and processes that guide our work.

We will be cultivating our ability to help families self-advocate, as well as identifying the most important issues for the ASNB to advocate for on behalf of the people that we serve.

In all that we do and have done, always at the forefront are those living with dementia and their circle of care. We continue to cultivate our team, our volunteers and stakeholders, our approaches, and the way we work so that the best possible supports and service are available to those who need it most. As we share these acts of cultivation with you in a bit more detail in the pages ahead, please know that your support—be it time, donations, expertise, or awareness—is truly valued and appreciated.



Chandra MacBean
Executive Director



Shelley Shillington
President

BOARD OF DIRECTORS

Shelley Shillington, Saint John, NB—President

Elizabeth Eldridge, St. George, NB—Vice President

Dave Lavigne, New Maryland, NB—Treasurer

Adam Thornton, Miramichi, NB (non-voting member)

Tyler Belyea, Fredericton, NB

Sherrill Perry, Mascarene, NB

Heather Howe, Fredericton, NB

Chandra MacBean, Charters Settlement, NB

STRATEGIC FRAMEWORK 2023-2028

We renewed our strategic framework to incorporate stakeholder feedback, an analysis of best practices, and an environmental scan. This framework lays the foundation for us to cultivate future sustainability by guiding us in rebuilding community programs, investing in sound processes to strengthen operations, and create new revenue streams.



VISIBILITY

We communicate the impact of dementia and our work to spark urgency.



COLLABORATION & PARTNERSHIPS

We nurture relationships with our community partners and collaborators to strengthen and ensure the long-term sustainability of the ASNB.



PERSON-CENTRED CULTURE

We educate and invest in person-centred culture both internally and externally to improve the quality of life for people living with dementia.



ADVOCACY

We amplify the voice and experience of people living with dementia to impact change.



EMPOWERMENT

We empower people with education, information, and support.

SUCCESS AND RECOGNITION FOR OUR COUNSELLING PROGRAM

In 2022, our Executive Director and Licensed Counselling Therapist-C worked with Dr. Pamela Durepos and other researchers to evaluate the effectiveness of our Tele-Counselling and Psychotherapy program for care partners of people living with dementia. We wanted to evaluate the feasibility and acceptability of an Acceptance and Commitment Therapy (ACT) tele-counselling program developed for caregivers of people with dementia and the potential effects of ACT tele-counselling on caregiver depression, anxiety, burden, acceptance and meaningful engagement.

Through this evaluation, we learned this program has a significant impact on depression, anxiety, burden, acceptance and meaningful activity. We were pleased to have diverse participants involved in the study, including people caring for people with dementia at different stages of the disease, people with different living situations, and people in both rural and urban settings.

As a part of this study, a series of recommendations were created, and our next steps are to expand the program, reduce the waitlist, and implement these recommendations.

This project is funded by the Mental Health Research Canada and New Brunswick Health Research Foundation through the New Brunswick Mental Health Impact Grant. In addition, this project would not be possible without the support of the following organizations: the University of NB, Alzheimer

Society of NB, Mount Allison University, McMaster University, University McGill, and the University of Ottawa.



We were pleased to receive the Canada's Premiers Award for Innovation in Mental Health and Addictions Care for this study.

RESULTS

95%

of participants in rural and urban areas indicated

100%

of participants indicated the program helped them to deal with their problems

97%

retention rate, which exceeded our recruitment targets

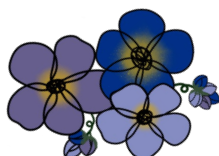
"I felt so much better after I got off the phone. It just made me feel validated. It made me feel that I need to take time for me and that was important... I really needed to hear that you know, it was OK. If I didn't look after myself, I couldn't look after my husband." - Client

TRANSFORMING THE WAY WE OFFER PROGRAMS



Our programs are often a beacon of hope and light for those we serve. They allow families and persons with dementia to connect with others who understand, and the information and support they gain in the process can help create a roadmap to guide them throughout their journey with dementia.

Through the pandemic, we developed virtual programming that has been very well-received, and that we plan to maintain. These programs help to reduce barriers to participation like language, transportation, and the expense of respite in one's home so that a care provider can attend an in-person program. As we move towards rebuilding in-person programs, we have shifted to a volunteer-led model of program delivery. We heard from our volunteers that they can and want to do more to support us, so we are investing in a volunteer program to support this important work.



MAKING AN IMPACT



Our virtual programs reached over **65** communities



Over **350** people attended a Caregiver Support Network to lean on and learn from their peers.



We piloted an in-person Memory Café in Tracadie. From January to March, **50** participants joined us to learn from guest speakers and connect with others.

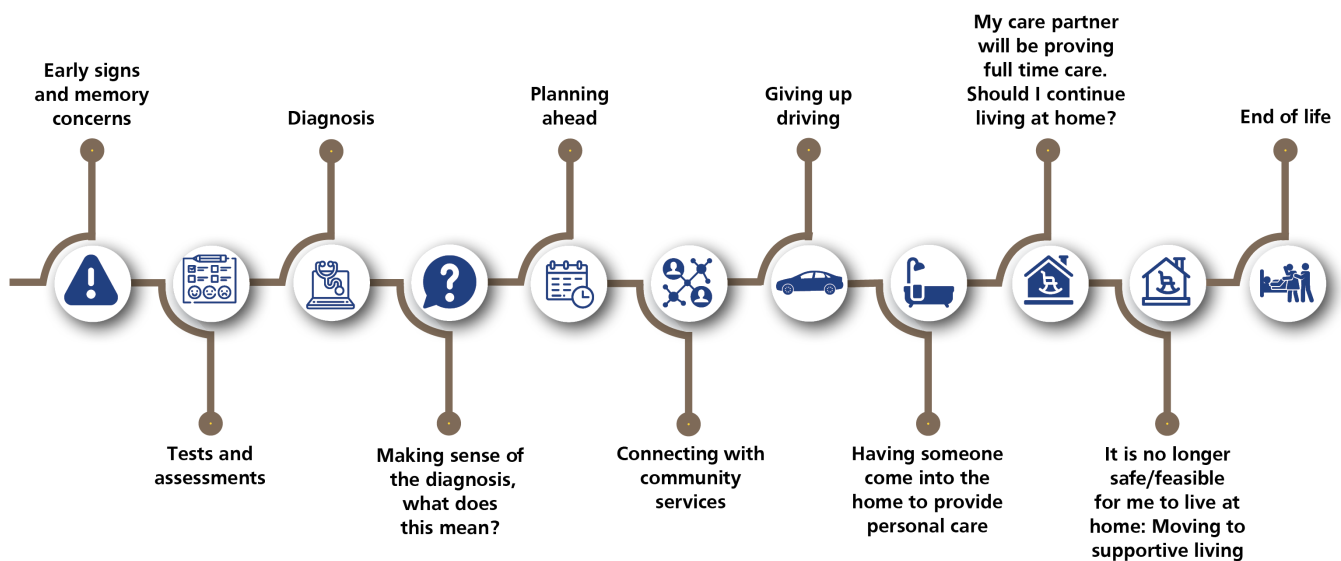


We had a collective total of **475** hours of individuals working out their bodies and their brains during Minds in Motion[®].

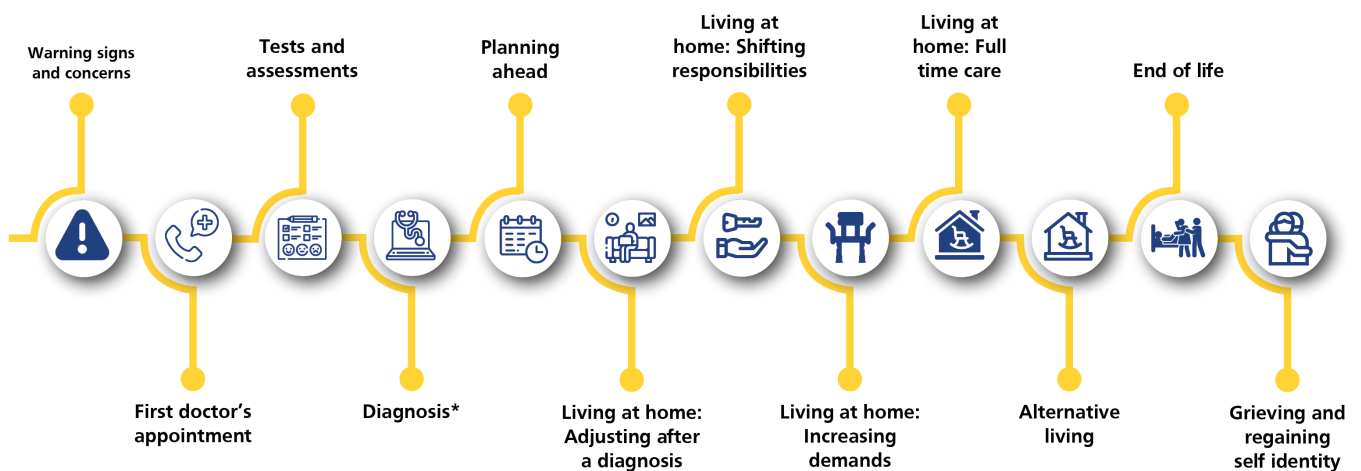
We support over 3,000 New Brunswickers on the dementia journey, including people living with dementia and their family members. Our programs and services are designed to support people throughout the continuum of the dementia journey, from pre-diagnosis to end of life and beyond.

Here's a snapshot of some of the touchpoints where we have the opportunity to connect with them, as well as their care partners.

Dementia Journey—Touchpoints with person living with dementia



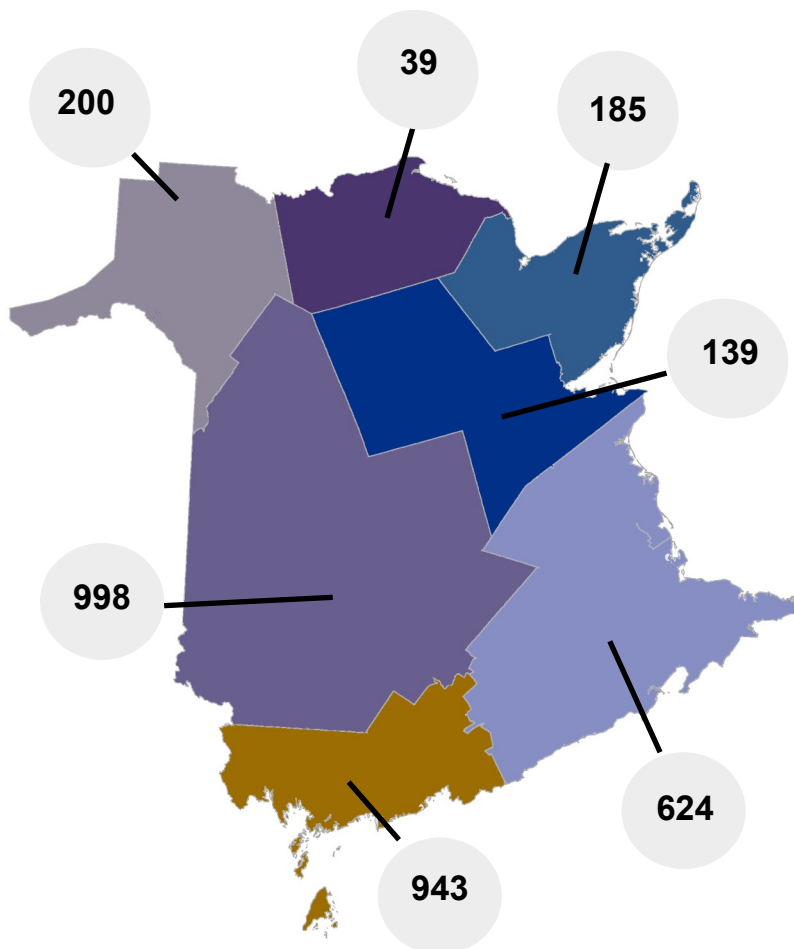
Dementia Journey—Touchpoints with care partner



THE JOURNEY

dementia as well as their care partners and family dementia journey. We are there from start to finish, from

as a visual representation of where they live.



Dementia by the numbers

On September 6, 2022, the Alzheimer Society of Canada released a new report called *Navigating the Path Forward for Dementia in Canada*.

The first in a series of three reports that will be released, it outlines the current landscape of dementia by province and highlights risk reduction actions that have the potential to change the future of dementia in Canada.

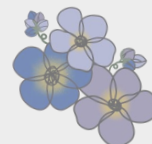
In New Brunswick...

12,000+ people are living with dementia.

6 people are diagnosed every day.

By **2050**, number of cases will increase by **89%**.

6,900 unpaid caregivers provide **9.8 million hours** of care per year.

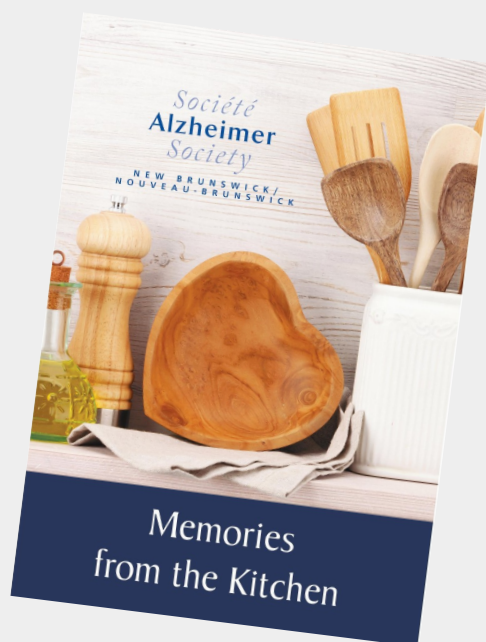


Anything for Alzheimer's is our flexible year-round campaign that makes it possible for people to fundraise in a way that is meaningful to them at a time that's convenient for them. We are truly awestruck each year by the way our supporters are able to put their passion and talents to work for our cause.

In 2022, we saw a number of returning annual fundraisers—like the Shred-it event by Mitchell Realty in Saint John and the golf tournament in Tabusintac led by volunteer Jacinthe LeClerc—as well as some new events, like Play for Paul, a hockey tournament in Quispamsis organized by Taylor O'Blenis from the Ellis Realty team in



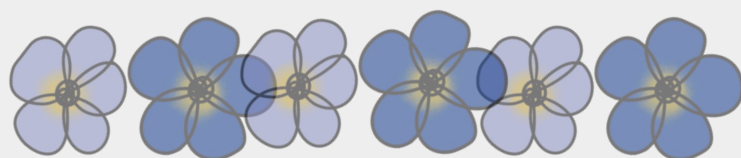
In total, these community events along with several other fundraising initiatives led by Alzheimer Society staff raised over \$44,000 for the Anything for Alzheimer's campaign.



Memories from the Kitchen is a cookbook filled with recipes and memories from people who have been touched by dementia. Together, staff, volunteers, clients, community partners and members of the community came together to create this cookbook of 100 special recipes.

A collection of family favorites from here in the Maritimes and around the world, the recipes in this cookbook were carefully selected, not just because they are delicious, but because they each have helped bring families together to create wonderful memories.

Thanks to the generosity of the community, we sold over 500 copies of the cookbook for a total of just over \$7,500.



OF SUPPORT

After two years of virtual fundraisers, we were excited to host in-person events for the **IG Wealth Management Walk for Alzheimer's** in Bathurst, Fredericton, Moncton, Saint John and Tracadie in 2022. The connections made at the Walk are truly special. Over the years, this event has become more than a fundraiser—it's also an event where families, people living with dementia, and the greater community feel united for a common cause.

For the first time, all 5 Walk events were led by volunteer committees. These incredible volunteers took charge of the event logistics, planning, and promotion that ultimately led to the success of the events.

Thanks to everyone's support, we raised over \$138,000 to help support our programs and services for families affected by dementia.



Here is the story behind one of the recipes:



“One of the many ways that my Nana Gribble used to show her love for her family was through cooking a Sunday dinner. She also showed us the importance of taking care of family when she started caring for her brother, Bill, who was diagnosed with young onset dementia. She always included my Great Uncle Bill and was incredibly patient, loving, and caring. She loved cooking and we would often hear her singing a little song in the kitchen. I found this recipe for her lemon sponge cake after she passed away and we were cleaning out my grandparent’s home. She didn’t have a recipe book or recipe cards, she wrote her recipes on little bits of paper or in her address book, so we never knew where to find them! Seeing my Nana care for her brother inspired me to volunteer for the Alzheimer Society and later dedicate my career to supporting people affected by dementia.”
—Sian Lockwood

LEADERSHIP AWARDS



The 6th annual “Pauline Spatz Leadership Award” was presented to Denise Boudreau of Nigadoo, NB. Denise first came to know the Alzheimer Society in 2015 when the love of her life, Donald (pictured in the photo above), was diagnosed with dementia. They reached out to their local Alzheimer Society where they received information and support. Soon after, she started organizing fundraisers for the Society. “It was my way of giving back to the Alzheimer Society, who gave me so much throughout my spouse's illness,” says Denise.

Denise works very hard to make a difference for those affected by the disease in her community. Having seen first-hand the difference support services and programs can make for families on the dementia journey. Denise also helped creating the Volunteer Committee in the Chaleur region. Since their inception in 2016, the committee has raised over \$158,000 for their community. She’s proof that one person can make a difference.

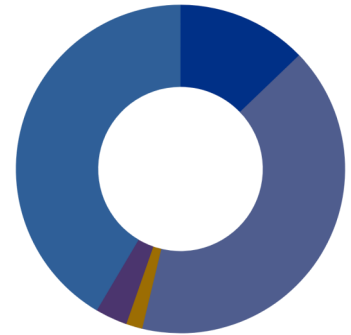
Each year, our staff have the opportunity to nominate a co-worker for the “5 Smooth Stones Award.” Nominees must demonstrate some or all of the following characteristics: passion, champion of our cause, leadership and vision, commitment to the cause, team player, positive demeanor, and commitment to quality and excellence. Our goal is to highlight accomplishments and to capture those stories that inspire us to continue forging forward.

In 2022, the winner of this award was Ange Hill, Manager of Programs and Services. The team members who nominated her shared that as a leader, Ange always puts supporting her team first, and does so consistently and with integrity. Ange shares passion for her work and encompasses all of the values that are the premise of this award each and every day.

FINANCIAL REPORT

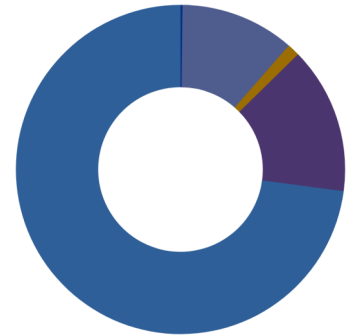
REVENUES

| | 2023 | 2022 |
|--------------------------------|-----------|-------------|
| Memorials and Bequests | \$128,881 | \$164,613 |
| Public Support | \$411,975 | \$354,018 |
| Investment Income (loss) | \$16,094 | \$(5,789) |
| Government Employment Programs | \$1,670 | \$3,662 |
| Project Funding—First Link | \$417,785 | \$545,151 |
| | \$976,405 | \$1,061,655 |



EXPENSES

| | | |
|--------------------|-------------|-------------|
| Amortization | \$2,030 | \$2,539 |
| Administration | \$115,238 | \$110,589 |
| Board of Directors | \$12,554 | \$3,595 |
| Fundraising | \$148,224 | \$126,895 |
| Service Delivery | \$747,879 | \$825,016 |
| | \$1,025,925 | \$1,068,634 |



DEFICIENCY OF REVENUE OVER EXPENSES FROM OPERATIONS

\$(49,520) \$(6,979)

OTHER INCOME

| | | |
|---|-------------|-------------|
| Alzheimer Society of Canada Revenue | \$170,337 | \$118,495 |
| Alzheimer Society of Canada Assessments | \$(134,358) | \$(205,295) |
| | \$35,979 | \$(86,800) |

EXCESS OF REVENUE OVER EXPENSES

\$(13,541) \$(93,779)



CONNECT WITH US

For more information on programs and services, volunteer opportunities, or ways you can donate, please contact the resource centre nearest you!

Fredericton

320 Maple Street, Suite 100
Fredericton, NB E3A 3R4
Phone: (506) 459-4280

Moncton

1070 St. George Blvd, Unit 2B
Moncton, NB E1E 4K7
Phone: (506) 858-8380

Miramichi

500 Water Street
Miramichi, NB E1V 3G5
Phone: (506) 800-2429

Saint John

221 Ellerdale Street
Saint John, NB E2J 2M1
Phone: (506) 634-8722

Tracadie

203-399 rue du Couvent
Tracadie-Sheila, NB E1X 1E1
Phone: (506) 600-7000



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