

Staying Connected

Annual Report 2020-2021



Alzheimer Society

SASKATCHEWAN

Learn More Live Well

On the cover

The cover features a photo of First Link Coordinator Arianna Booth. Arianna's postcard message to our supporters captures in many ways the first year of the COVID pandemic for the Alzheimer Society.

As challenging as the year was, our focus and our commitment remained on staying connected with our clients, communities, donors and others. We wanted them to know above all else that no matter how much things may have changed, our commitment to them remained as solid as ever.



“We know that people with dementia are among the most vulnerable in our communities right now and they are at greater risk of more serious outcomes because of COVID-19.

Staying Connected

The rest of our team and I are working from home, but our work of staying connected to our clients continues every day. In many ways, we are busier than ever.

Me, Margot and the rest of the team are here for the people who need us. We are simply a phone call away. If you need our help, don't hesitate to give us a call. Our Dementia Helpline is available at 1-877-949-4141 or email at helpline@alzheimer.sk.ca

Thank you for your continued support. We really appreciate it!”

Arianna and Margot

“I can't imagine my journey without the support of the Alzheimer Society.”

– Alzheimer Society Client



Vision

A World without Alzheimer's disease and other dementias

Mission

The Alzheimer Society of Saskatchewan empowers all people to live well with dementia while funding research into prevention, cures and quality of life.

Board of Directors 2020 – 2021

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A Message from the Board President and CEO

Fiscal 2020-2021 was a year like no other in the history of the Alzheimer Society of Saskatchewan. Operating during a global pandemic was a unique experience and one that required resiliency, adaptation, and courage. It was the combination of these three characteristics that helped the Alzheimer Society continue to provide programs and services, raise awareness, build dementia friendly communities, and implement our fundraising events, despite the pandemic.

The Alzheimer Society of Saskatchewan had a successful year not only from a financial perspective, but also in achieving our key strategic priorities.

We want to acknowledge that the pandemic has been especially difficult for people living with dementia. COVID 19 left many people across Saskatchewan living with dementia, as well as their caregivers and families, to face challenges they have never experienced before. The pandemic exposed gaps in dementia care across health care and long-term care systems. Many services that people relied on, such as support programs, respite care, and home care were cancelled. Physical and social distancing regulations have resulted in further isolation and loneliness. Additionally, research shows that most of the deaths related to COVID were older people with dementia.

Because we know that people affected by dementia who connect with the support available from the Alzheimer Society have a much better experience with dementia than those who do not, we embraced the challenges of COVID. Our team found innovative ways to deliver supports, services, and educational programs from a distance, while also engaging in numerous research initiatives.

Key highlights from our 2020-2021 year include:

- Providing support to nearly 2500 individuals from 279 communities
- Exploring and implementing online service delivery formats in under seven weeks from the commencement of the March 2020 lockdown.
- Creating “Coffee and Chat,” an online socialization program to connect individuals around the province.
- Offering enhanced support to clients with complex needs through the development of our two Client Services Team Manager (formerly First Link Care Navigator) positions.
- Assisting with the recruitment for a needs assessment survey designed by the Alzheimer Society of Canada (ASC) and College of Family Physicians of Canada (CFPC), which will help inform physician care for people with dementia.
- Collaborating on the Dementia Friendly Canada project to bolster people’s understanding of dementia and to create more inclusive communities across Canada.
- Serving as a key partner on Dementia Supports in Rural Saskatchewan - a five year federally funded project aimed at improving the quality of life of people living with dementia and their care partners in Yorkton and the surrounding rural communities.

Compared to other chronic diseases, like cancer, heart disease, and HIV/AIDS, dementia is drastically underfunded. Promising research is going unexplored. One of those unfunded projects may just contain a discovery that is so desperately needed for Alzheimer’s disease and other forms of dementia. The Alzheimer Society of Saskatchewan is committed to changing the future for people living with dementia through a significant investment in research through a major gift campaign. The Society contributed nearly \$358K to research over the past 12 months, an increase of over \$152K from last year.

“The Alzheimer Society of Saskatchewan is committed to changing the future for people living with dementia through a significant investment in research through a major gift campaign.”



**Charlene Callander President of the Board of Directors
with CEO Joanne Bracken**

The first person to survive Alzheimer’s disease is out there, and research will make that happen.

We had a great year because we have great people. When our donors saw the impact that COVID was having on people with dementia, they responded with generous gifts and sponsorships to help us continue our vital services. Without you and your support, our work simply would not be possible.

Thank you to our donors and supporters who also participated in the Feasibility Study, which helped us determine our readiness to embark on a research fundraising campaign. It is wonderful to have your support and confidence to take on this challenge.

Our staff, many of whom also have family members affected by dementia, displayed remarkable loyalty and integrity in their efforts to make sure that programs, services, awareness continued. Thank you to our staff for your dedication to improving the lives of people with dementia.

In addition to providing essential services to people

**Charlene Callander
President of the Board of Directors**

affected with dementia, the Alzheimer Society is committed to making the Alzheimer Society a more diverse and inclusive organization. The Board developed a position statement on Diversity and Inclusion and approved a framework to implement this priority. We acknowledge that we have lots of work to do in this area. However, we are pleased to be on this journey.

There are some silver linings and lessons from COVID. It has certainly helped us to embrace technology. Furthermore, it is also a reminder of the importance of connection. We look forward to seeing clients in our office, having a coffee with donors, walking side-by-side with all of you at the IG Wealth Management Walk for Alzheimer’s, gathering in the Show Lounge for our Gala, and meeting with our staff and board members at in-person meetings.

We look forward to your continued support of the work we do to improve the quality of life for people living with Alzheimer’s disease and other forms of dementia across Saskatchewan.

**Joanne Bracken
Chief Executive Officer**

Connecting with our clients

We've all had to change and adjust rapidly over the past year and a half. The Alzheimer Society of Saskatchewan has been quick to respond to avoid disruptions in care. Programs that are now delivered virtually include: Caregiver and Person with Dementia support groups, Minds in Motion, our Learning Series, and Evening of Education presentations.

With our new virtual format, we have been able to reach more rural communities and individuals we otherwise would not have been able to connect with traditional in-person programming. Additionally, some of our sessions are available on the Alzheimer Society of Saskatchewan's YouTube channel for on-demand viewing.

To further address the increased isolation and loneliness during the pandemic, the Society created "Coffee and Chat," an online socialization program to connect individuals around the province. Our First Link Coordinator, Jennifer Froese describes the success and reach of the program:

"Clients who are lucky enough to have a computer may not have a solid connection to handle a Zoom call. Not having the understanding of how to use technology is another issue we face. Luckily, Megan O'Connell, head of the Neuropsychology Team at the University of Saskatchewan and from Rural Dementia Action Research (RaDAR), is working with the Society to help reduce these barriers. If a client has technological issues, we can connect them to Megan's team to get assistance on how to use technology. I had a client who was reluctant about using Zoom and was becoming upset because it was too hard. Megan's team got this client set up within his required timeframe and now he joins the support groups every week. He also uses Zoom for other social components of his life."

Our First Link Coordinators and Dementia Helpline Coordinator are the first point of contact for information regarding dementia supports and Society programs and services.

"I have recommended the Society more than a few times in the last six years and will continue to do so. The staff were an invaluable source of information, and a shoulder to cry on when I needed it."

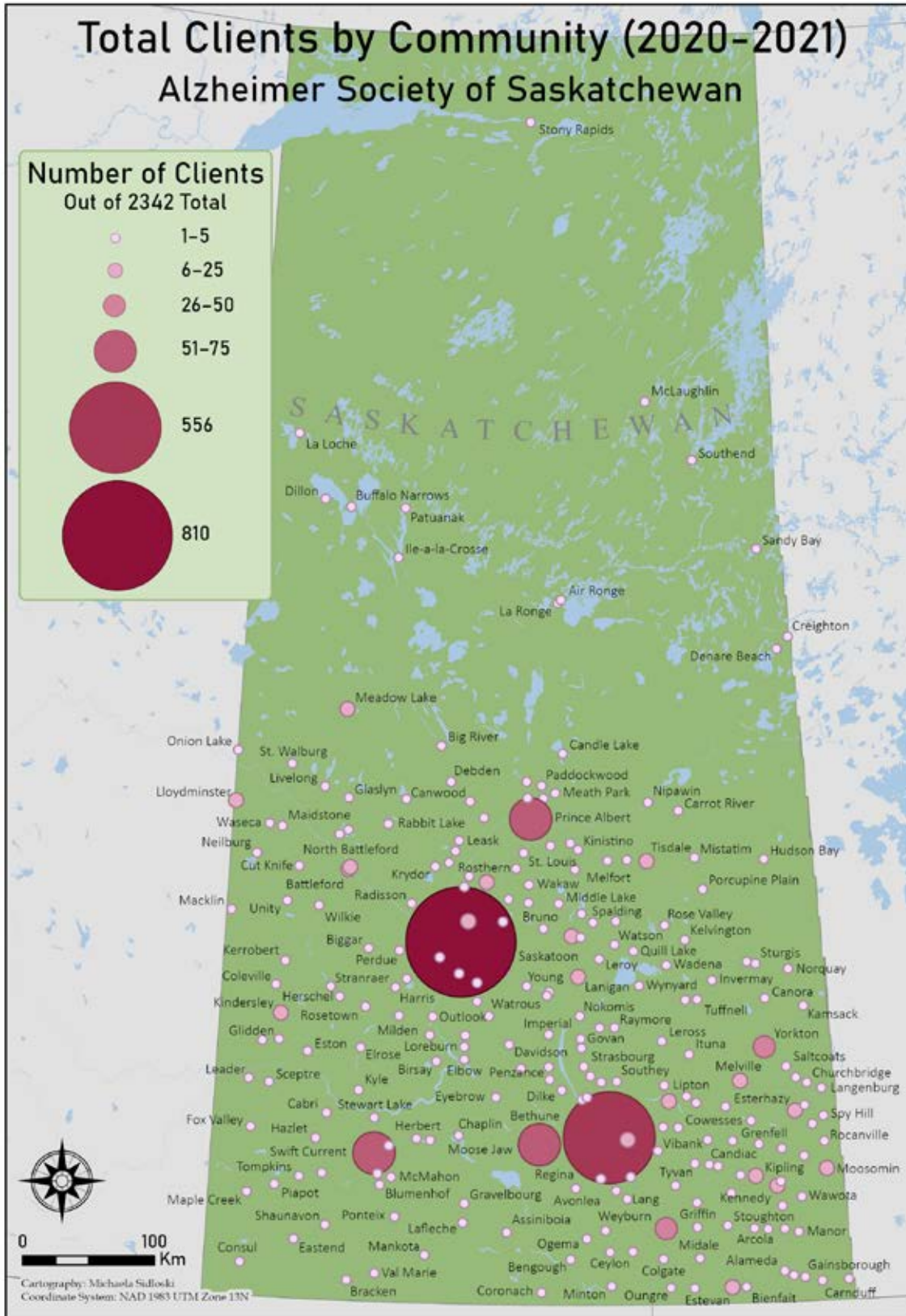
- Alzheimer Society Client



Jennifer Froese First Link Coordinator

Our 2020/2021 Client Satisfaction Survey shows that 95% of respondents indicated that the Society staff member they worked with was knowledgeable about the disease and was able to answer questions the person had.

Our programs and services reached 290 different Saskatchewan communities





→ **“Saskatchewan is one of only two provinces in Canada to introduce First Link Care Navigation to their First Link® Program. We’ve really evolved the program to ensure we meet the needs of our province’s unique demographic.”
– Heather Van Starckenburg, Client Services Team Manager (left) attending an Ontario First Link Conference**

First Link Care Navigation

Over the past year, the First Link® Care Navigation program has been refined to better respond to clients with complex needs. The positions are modeled after Ontario Alzheimer Society’s structure. Client Services Team Managers are now able to make calls on behalf of people in crisis situations. For example, Heather Van Starckenburg was contacted about a disoriented elderly gentleman who tried to enter the Estevan Highway Border Crossing.

“The man had driven by himself from Winnipeg to Estevan, but after some inquiring it was apparent that he had no plans of what he was going to do once he arrived. The man’s direct family lived in Ontario and were reluctant to fly out due to the pandemic restrictions. I contacted the man’s daughter to get consent to speak with the RCMP and Victim Services. The RCMP and Victim Services were not able to provide transportation back to Manitoba for the man. The RCMP had filled the man’s gas tank and put his home address into his GPS, but they soon realized he

needed more assistance. I don’t know the history of the father-daughter relationship, but I don’t think the daughter understood how much of an emergency it actually was. After I talked with her, she realized she needed to make a plan.

I supported her as she contacted friends in Manitoba who agreed to drive to Estevan and follow the man back in his car. Unfortunately, on the way back to Manitoba, the man was pulled over for driving too slowly and the RCMP deemed him unsafe to drive. The man rode the rest of the way with the family friend and his vehicle was towed home. The man arrived back home safely and the Society was able to refer him to the Alzheimer Society of Manitoba for supports and services. During a follow-up call, the daughter remarked how the Alzheimer Society of Saskatchewan is a leader in supporting families dealing with dementia. She acknowledged how difficult it would have been to try to do everything in this situation by herself.”

– Heather Van Starckenburg

76% of those we support report they have better strategies for coping with dementia and related symptoms



67% of caregivers are more confident in understanding the importance of self-care

82% of family caregivers are more confident in their ability to support the person with dementia



86% of those we support would recommend the Alzheimer Society to their family and friends

Connecting with our communities

Increasing Knowledge and Reducing Risk

A core component of the Alzheimer Society of Saskatchewan's Strategic Plan is to increase the understanding of dementia, and ways to reduce risk.

This goal is achieved through the implementation of proactive public awareness programs, such as our warning signs campaign - ABC's of Dementia.

Like much of other programming, we successfully shifted our ABC's of Dementia – Warning Signs presentation to an online format and continued to reach significant numbers of individuals and organizations

The ABC's of Dementia presentation was delivered virtually 21 times during this fiscal year, with a total of 303 attendees with 97% of all presentation survey respondents indicating they learned more about the importance of an early dementia diagnosis from the presentation.

In addition, two ABC's of Dementia presentations were delivered to SGI's Medical Review Unit, as part of their commitment to becoming more dementia friendly. SGI has been a major partner with the Alzheimer Society, supporting various learning opportunities and initiatives.

Through continued engagement with stakeholders of our dementia friendly initiatives, our goal is to extend our Warning Signs campaign to support other areas in the organization like customer service and employee wellness.

Dementia Friendly Communities

In support of our strategic priorities around public awareness and our vision of a more dementia friendly province, the Alzheimer Society of Saskatchewan continues to engage communities to

reflect upon their level of accessibility for people diagnosed with dementia and their caregivers. The Alzheimer Society has identified four primary target groups for dementia friendly initiatives: libraries, faith-based communities, First Nations communities, and pharmacies.

To date, we have focused much of our dementia friendly stakeholder engagement around the Saskatchewan Library Association and the public library branches throughout the province. Through strategic relationship building, the Public Awareness Coordinator was asked to join the Saskatoon Public Library's Accessibility Advisory Committee in January 2021. The Advisory Committee mandate is to inform the design and build of a new downtown library location.

Our Public Awareness Coordinator delivered a dementia friendly presentation to the Saskatchewan Library Association in March 2021, as part of their virtual speakers' series for members across the province.

Dementia Friendly Canada

The Alzheimer Society of Saskatchewan is a key contributor to the national Dementia Friendly Canada project. Two key themes exist within the project: training Canada's workforce to become more dementia friendly and promoting the understanding of dementia through the voices of people living with dementia.

A total of 472 participants attended a virtual webinar about the Dementia Friendly Canada project during this fiscal year to learn more about the project and the local efforts of its provincial partners.

This fall, four online learning modules will be launched as part of the Dementia Friendly Canada



Kendra Bender, Community Librarian for Regina Public Libraries, describes the value of working with the Alzheimer Society:

project to support professionals from a variety of industries to learn more about dementia friendly concepts, spaces, interactions, and policies.

A particular highlight from the initial pilot phase of the project is that 14 library staff from the Saskatchewan Libraries Association tested the online learning modules and provided feedback on their design and practicality.

The modules will be valuable assets for deepening and broadening our involvement with local communities and stakeholders as our dementia friendly work progresses.

“Regina Public Libraries are really focused on symbiotic partnerships and connections. We try to give a platform for our partners to send more business their way, and our partners help advise us on how we can improve.

We work with groups like the Alzheimer Society of Saskatchewan to reach a wider audience and to help create a safe and welcoming space for everybody, whether that be parents, newcomers, people with disabilities, and people with dementia.

If a staff member is aware of dementia signs, then that empowers them to be able to respond to someone in a supportive way. The librarian may not know a person’s diagnosis or the person’s whole story, but it helps maintain the dignity of that person.” – **Kendra Bender**



The project team of Dr. Bonnie Jeffery, Dr. Tom McIntosh and Dr. Nuelle Novik is collaborating with the Alzheimer Society of Saskatchewan and other organizations to implement individual, community and organizational level interventions that enhance social inclusion of older adults with dementia living in rural communities in Saskatchewan.

Dementia Supports in Rural Saskatchewan

Dementia Supports in Rural Saskatchewan is a five year project focusing on improving the quality of life of people living with dementia and their care partners in rural Saskatchewan.

The project is based in Yorkton, Melville and the surrounding rural communities. The project is led by the Saskatchewan Population Health and Evaluation Research Unit (SPHERU) at the University of Regina and is funded by the Government of Canada.

Dementia Supports in Rural Saskatchewan will invest in local solutions created by partners in the Yorkton and surrounding rural communities to make our communities more accessible and inclusive for people living with dementia and their care partners.

The Society is a participating partner in Dementia Supports in Rural Saskatchewan.

To support to project, a Dementia Community Coordinator position for the former Sunrise Health Region has been created to advance the Society's local work on the project. The Dementia Community Coordinator's role is to connect with communities in and around the project area to bolster awareness about dementia, reduce stigma, and engage businesses and organizations to adopt more inclusive and supportive practices.

The insight and information gained from Dementia Supports in Rural Saskatchewan will be used to inform our dementia friendly efforts in other communities throughout the province.

**222 people from
33 different communities
attended our virtual
Understanding Dementia
Evening of Education**



**81% of ABC presentation
participants learned more
about reducing their risk
of dementia**

**“This information needs
to get out to people in
the province to improve
knowledge of the disease
but also how to reduce risk.”**

***ABC presentation
participant***



**Saskatchewan has over
1,000 Dementia Friends
in 182 different
communities across
the province**



Connecting with hope through research

Funding and contributing to research are integral to the success of our mission and vision. Partnerships are essential to building a solid research community, in that they offer an interdisciplinary approach to health care issues, provide infrastructure and comprehensive solutions, and help make new knowledge more widely available. This fiscal, we invested \$358K to support a variety of research projects, a 42% increase from last year.

The Alzheimer Society Research Program (ASRP)

The Alzheimer Society of Canada (ASC) was the only Canadian charity that was able to proceed with our competition as planned, despite the pandemic. This success was largely in part to a peer review process that included people living with dementia, caregivers of those affected by dementia, and client services staff. ASC funded 26 research projects, up 35% from last year.

Supports for Indigenous Caregivers

Indigenous caregivers who reside outside urban areas lack the resources they need to cope with the stress and pressure that comes with caring for someone diagnosed with dementia.

In partnership with the File Hills Qu'Appelle (FHQ) Tribal Council, the Alzheimer Society of Saskatchewan is involved in two new research projects aimed at delivering culturally responsive supports to Indigenous caregivers.

One initiative, lead by Dr. Megan O'Connell, examines the effectiveness of virtual support groups to help caregivers, while the other explores the logistics of an online caregiver "toolkit," under the direction of Dr. Gary Groot and Dr. Cari McIlduff. Both projects are jointly funded by the Society and Saskatchewan Health Research Foundation.

“Dementia is a huge and growing issue in Saskatchewan - we must act now. Our investment in research helps people live better with the disease, and in its rawest form, find a cause and a cure so that we no longer fear getting the disease ourselves, or fear it for our children and grandchildren.”

**Charlene Callander
Board President**



Dr. Megan O'Connell



→ **This year, the Alzheimer Society celebrates the conclusion of our 10-year partnership with the Saskatchewan Health Research Foundation to fund the work of Dr. Darrell Mousseau, Saskatchewan Research Chair in Alzheimer’s disease and related dementias.**

Saskatchewan Research Chair Program

“Our partnership with the Alzheimer Society of Saskatchewan was a first for Saskatchewan Health Research Foundation (SHRF) and the Saskatchewan Research Chair program.

It defined how SHRF and non-profits in the province could come together to support expertise and improve the impact of research for a particular health challenge.

Darrell has not only been a success story for the Chair program, he has been an ambassador for SHRF and the Alzheimer Society, and his work has been transformational in the area of Alzheimer’s disease and dementia research.”



Patrick Odnokon, CEO of the SHRF

Connecting with the voices of dementia



Every individual affected by dementia is unique. Each has something to share of value and importance about their experience.

Their voice, knowledge and experience must be an essential part of the conversation and decision making when it comes to the issues involving dementia. Our advocacy efforts are based on this fundamental truth.

Accessibility Legislation.

In the spring of 2020, the Government of Saskatchewan began engaging members of the public to guide the first phase of a provincial Accessibility Legislation. This legislation is the first of its kind in our province and it seeks to create a cohesive set of standards to identify, remove, and prevent accessibility barriers that affect participation in communities. Our Public Awareness Coordinator took part in an online phase one discussion forum in March 2020 to share dementia friendly considerations.

Additional Accessibility Legislation collaboration with people with disabilities and stakeholders will commence after Fall 2021. Community organizations, people with lived experience, and existing service providers will be consulted to contribute to the development of regulations and standards.

A letter was sent on behalf of Joanne Bracken, CEO of the Alzheimer Society of Saskatchewan, to the Honourable Lori Carr, Minister of Social Services, requesting the Society be accepted as a stakeholder in Phase 2 of the Accessibility Legislation development.

Provincial Dementia Strategy

As part of World Alzheimer Month in September, the Alzheimer Society sent letters to all Saskatchewan Members of Legislative Assembly (MLAs) calling for a Provincial Dementia Strategy. The letters also emphasized the success of our First Link® program, which is funded by the Government of Saskatchewan.

During the 2020 Provincial Election, we asked our supporters to send letters to all candidates to raise awareness for the need of a Saskatchewan Dementia Strategy. 354 letters were sent for the campaign. The Alzheimer Society sent thank-you letters to each person who supported our provincial election strategy.

Additionally, we asked each person to follow up with their respective MLA to share the impact of dementia on their families and to rearticulate the need for a provincial dementia strategy. To date, 131 letters have been sent to 48 of the 61 Saskatchewan MLAs. Thank you to everyone who raised their voices and to everyone who continues to advocate for a provincial dementia strategy.

Letters have been sent to the Minister of Health and the Minister of Rural and Remote Health requesting a meeting to discuss why a provincial dementia strategy is a top health care priority. The Alzheimer Society of Saskatchewan firmly believes the strategy must address the following three issues:

- Improve access to timely diagnoses and post-diagnostic support
- Enhance home care, respite, and educational supports for people living with dementia and their care partners to extend the amount of time a person can live safely at home.
- Stabilize and increase acute, long-term, and end-of-life care services.

It's stories like Kristin's that propel our advocacy work forward. The Alzheimer Society of Saskatchewan strives to improve public policy and services for people diagnosed with dementia.



“On a very personal level Kristin often shares something special. The story of her mother Joyce. She shares her story because Kristin believes that by doing so, it can help make a difference for others living with dementia. I believe she’s right.”

– Joanne Bracken, CEO

“People can see cancer. People understand it. With dementia, it’s foreign to most people.

Until you actually live and breathe it, you do not understand it. Let me help you understand why dementia is so different from other diseases.

Imagine one day you wake up, you don’t know your own name, you can’t remember how to use the washroom, and even worse, you don’t even recognize the person looking back at you in the mirror. You are trapped in your own mind. This is what my mother Joyce, started to experience at the age of 51.

She just wasn’t acting like herself and started forgetting things, like her grandchildren’s birthdays. Looking back now, we know that in actual fact these were the ABC’s of dementia; her abilities, behaviours and communication were all changing, for the worst.

My mom was certain that there was always a lady

in her house who wasn’t very nice and was stealing from her. This lady was my mom’s reflection in the mirror. She wasn’t even recognizing herself anymore. Along with the confusion and paranoia, came aggression. She’d yell, ball up her fists tight and shake them at you; she’d push you and she had this look that made you think “yep she’s mad and wants to hit me”.

Dementia robbed our whole family. My brother and I lost our mom, Glen lost his life partner, her mother lost a daughter, and her grandchildren lost their grandmother.

My children’s only memories of their Grandma are of her being sick in a wheelchair. Dementia is absolutely heart wrenching.

Dementia makes families mourn twice; you have to mourn the loss of someone mentally, then again when they actually leave this world, physically. “

– Kristin Frombach

Connecting with our supporters and volunteers



The Alzheimer Society of Saskatchewan relies on the generosity of our volunteers and donors. We are thrilled to acknowledge and celebrate the significant contributions to our mission, vision, and values.

Corporate Leadership: Sound Impressions Hearing Centre

Cassandra Grabowski and her team at Sound Impressions provide individualized care and services to patients by getting to know their patients' needs and challenges. Their approach with clients and the community mirrors that of the Alzheimer Society and has made them a leader in philanthropic corporate culture.

Sound Impressions consistently donates their paid advertising time to promote the Alzheimer Society of Saskatchewan's Programs and Services, upcoming events, and educational opportunities. The Sound Impressions team also hosts third-party fundraising events for the Society.

In addition to promotional efforts for the Alzheimer Society, Sound Impressions has sponsored numerous Society events. For the past five years, Sound Impressions has been an instrumental part of our annual walk by participating as a Forget-Me-Not level sponsor. Likewise, Sound Impressions has also generously supported Saskatoon's annual Gala over the years.

Thanks to Cassandra and the staff at Sound Impressions Hearing Centre, the Alzheimer Society of Saskatchewan has been able to help the increasing number of individuals and families affected by dementia. Sound Impressions plays an integral role in supporting our organization and models responsible civic duty. We are proud of Sound Impressions' incredible contributions and graciously recognize their organization with the Corporate Leadership Award.

Philanthropic Leadership: Dianne Davidson

Philanthropy is defined as goodwill to fellow members of the human race, especially active efforts to promote human welfare. Dianne Davidson has displayed remarkable generosity toward her community and families affected by dementia in Saskatchewan. Her countless volunteer hours demonstrate her commitment to Alzheimer Society clients.

Dianne helped grow the IG Wealth Management Walk for Alzheimer's, the Society's largest annual fundraiser, from the ground up. She used her impressive networking skills to build a large group of loyal volunteers in the Lloydminster area. Dianne also tirelessly serves as the committee chair for the walk. Her planning and logistical abilities are outstanding!

In addition to Dianne's dedication to the Walk for Alzheimer's, she has advocated for the Alzheimer Society of Saskatchewan by sharing her personal story as a caregiver in media interviews and for numerous Society campaigns. People across the province have connected with her stories. Dianne has inspired many others to give and get involved with the Alzheimer Society.

Dianne has also offered insight from her lived experiences by participating in numerous Alzheimer Society donor and caregiver surveys. We value Dianne's input and celebrate her role within the Alzheimer Society of Saskatchewan family. Dianne, your willingness to pay it forward demonstrates your commitment to charitable responsibility.



The Alzheimer Society of Saskatchewan is proud to recognize Dr. Darrell Mousseau’s contributions to Alzheimer’s disease and other forms of dementia with the 2021 Honourary Lifetime Membership Award.

**Honourary Lifetime Award:
Dr. Darrell Mousseau**

Dr. Mousseau has a robust history of supporting the Alzheimer Society of Saskatchewan. He began as a board member in 2008 and has continued to offer his expertise by presenting at Society events, mentoring post-doctoral dementia researchers, and serving on the Alzheimer Society of Canada’s biomedical peer review panel.

From 2010 to 2020, Dr. Mousseau was the Saskatchewan Research Chair in Alzheimer Disease and Related Dementia at the University of Saskatchewan. The Alzheimer Disease and Related Dementia initiative was a \$2M research project funded by the Alzheimer Society of Saskatchewan and the Saskatchewan Health Research Foundation. Mousseau personally secured an additional \$4M in funding for the project.

Dr. Mousseau’s research identifies a connection between molecules associated with depression and

Alzheimer’s Disease. Dr. Mousseau’s work also links a certain class of antidepressant drugs to an increased risk of developing Alzheimer’s disease.

Furthermore, Dr. Mousseau’s research shows significant variations between molecules in male and female brains. Mousseau now believes that Alzheimer’s disease progresses differently in men and women, indicating the need for more diversified treatment options.

“We have clearly shown differences in the human male and female brain, and these differences speak to the potential for different disease processes between the sexes,” says Mousseau. “There is likely no ‘one size fits all’ therapeutic for regulating amyloid levels in males and females and knowing this will help us to understand that we need to develop different therapeutics for each sex.”

Mousseau is the Director of the Cell Signaling Laboratory at the University of Saskatchewan. His work remains integral to neurodegeneration and to advancing treatment for people experiencing dementia.

The Alzheimer Society of Saskatchewan is proud to recognize Dr. Darrell Mousseau's contributions to Alzheimer's disease and other forms of dementia with the 2021 Honourary Lifetime Membership Award.

**Volunteerism Award:
Jackie Stokvis-Flaherty**

The Volunteerism Award recognizes a person who has demonstrated exceptional commitment to the Alzheimer Society in a volunteer capacity. This award is presented to someone whose leadership has helped the Society achieve its mission in the areas of governance, support, education, awareness, and/or fundraising.

Not only does Jackie Stokvis-Flaherty exemplify the volunteer spirit, but she also embodies the Society's values of collaboration, accountability, respect, and engagement (C.A.R.E.)

Jackie began her journey with the Alzheimer Society as a client when she was providing support to her parents after her dad was diagnosed with Alzheimer's disease. Her positive experiences with the Society as a caregiver led Jackie to becoming more involved.

Since 2015, Jackie has volunteered with the Alzheimer Society of Saskatchewan. She is the co-facilitator of the Sandwich Club for care partners. Jackie's experiences have helped her connect with and support other caregivers who are juggling family, work, and care needs. Her presence is felt community wide.

“I have appreciated her knowledge, skill, experience, and mentorship within a support group that can be a lifeline to its members. Jackie provides relevant information, comfort, clarity, and understanding to those who join us during stressful times of ongoing change.”

**- Alzheimer Society
Sandwich Club Client**

Prior to championing the Sandwich Club, Jackie participated several years in the IG Wealth Management Walk for Alzheimer's. Recently, she has also taken on a volunteer position with the Saskatoon Walk Committee.

Jackie's compassion has been passed on to her family members. Her whole immediate family helps with the annual walks and her son also volunteered for the Minds in Motion Program.

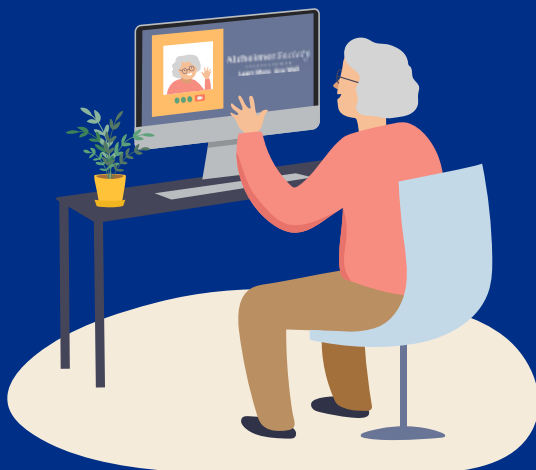
Jackie, you have voluntarily chosen to undertake an integral role within the Alzheimer Society of Saskatchewan, and for that you have made a difference. It is the Alzheimer Society's honour to present you with the 2021 Volunteerism Award.

First Link® connects people living with dementia and their families to information, support, services and education



The Learning Series helps people with dementia, their families and friends to live as well as possible

Our Support Groups for people with dementia and their caregivers provide a safe environment where you can learn, laugh and help each other through mutual understanding



Our Dementia Helpline connects people with our programs and services across Saskatchewan



Connecting with our donors

Despite the shift to virtual fundraising events during the 2020-2021 fiscal, The Alzheimer Society found innovative ways to engage our donors, promote a philanthropic culture, and maintain responsible stewardship.

Some highlights include:

- Ending the year with a surplus of over \$576K.
- Sustaining a diverse revenue portfolio with funds from the government, grants, sponsorships, and major and planned gifts.
- Learning that 91% of our donors feel their donations make an impact on the lives of people living with dementia (from our 2020 Donor Satisfaction Survey.)
- Transitioning to JustGiving, a new online giving platform.
- A feasibility study conducted by DCG Philanthropic reported that the Alzheimer Society's leadership and data management is the best they have ever seen.
- Raising over \$182K during our IG Wealth Management Walk for Alzheimer's live stream broadcast and receiving more than \$13K from our Prince Albert Walk for Alzheimer's.
- Bringing in a total of \$101,261 from our 2020 Gala Broadcast, which reached over 2000 viewers.

Third Party Events

In order to raise the much-needed funds for the Alzheimer Society of Saskatchewan during a pandemic, we have had to shift our key messaging for third-party events.

Our third-party hosts have continued to show excitement around doing "Anything for Alzheimer's" in an online format.

I feel like the donations have made a contribution to allow the community to continue during this time of pandemic. I believe connection for people dealing with Alzheimer's (especially carers) is really important at this time.

– Alzheimer Society Donor



180 hands of Bridge were played during the Saskatoon Bridge Club's 2020 "Longest Day Event" fundraiser. Over \$5K was donated to the Alzheimer Society of Saskatchewan.

"If you are reading this and are inspired to include the Alzheimer Society of Saskatchewan as the charity of your choice for your event, then go for it. The experience is exhilarating."

– John Dickey of the Saskatoon Bridge Club



Our Gala supporters got creative and many had a ‘gala from home’ to celebrate!

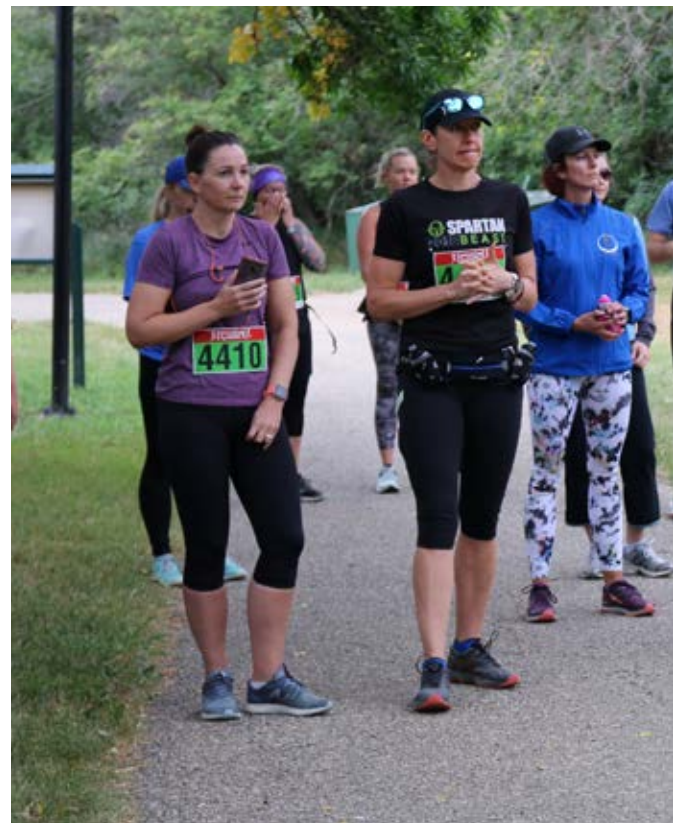
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“Alzheimer’s is close to my heart.

My grandmother was diagnosed with it and passed away last year. Even though the disease stole her memory, she had the same loving heart, and would walk with me for hours when I came to visit. It is very difficult to watch someone you care about live with this disease and not be able to help them.

I decided to organize a 5K and 10K walk/run event here in Moose Jaw to raise money for Alzheimer’s research. I plan on keeping this event an annual fundraiser and hope to see the number of participants grow over the years. So far, the event has been successful. In the past 18 months, we have raised over \$10,500.”

– Sarah Clarke, Alzheimer’s Society Donor



Financials

The Alzheimer Society of Saskatchewan is the only provincial charity dedicated to supporting people living with dementia to live their best lives.

Thank you to our many donors, supporters and sponsors who chose to support people affected by dementia during these unprecedented and challenging times.

Your support helps demonstrate to people living with dementia that they are not alone and allowed us to continue to achieve our strategic priorities and fulfill our vision and mission. Your support

and trust also helped us to have a successful year financially.

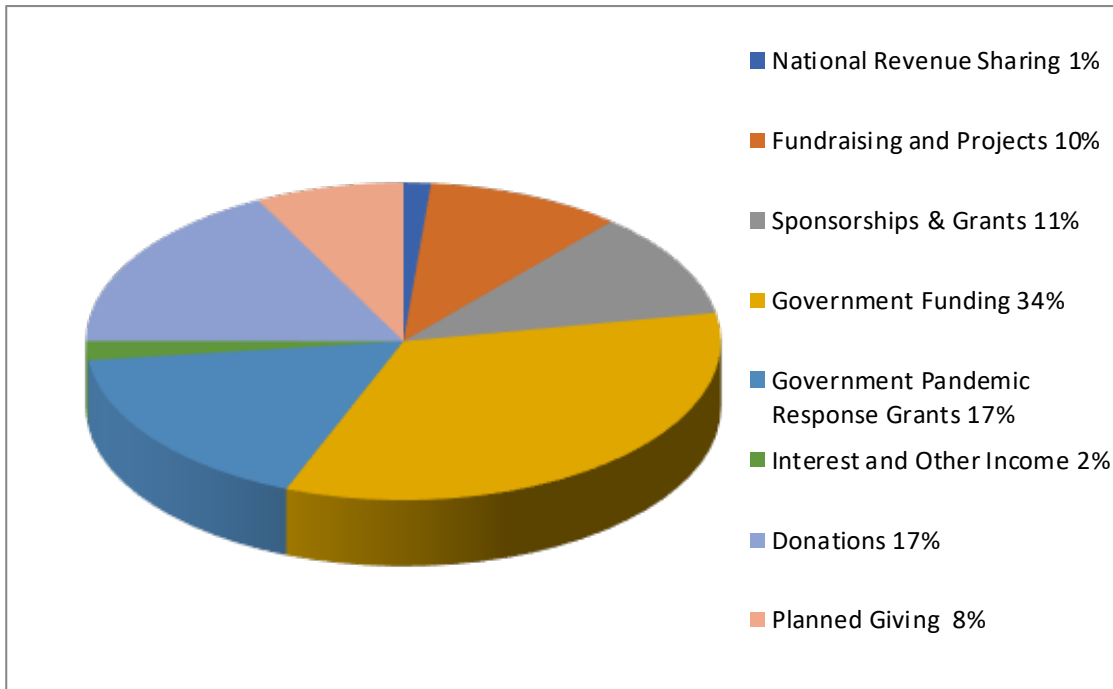
Despite the challenges of the pandemic the Alzheimer Society of Saskatchewan is financially sound with adequate reserves to pursue our mission.

For a complete set of our financial statements for the fiscal year 2020-2021 please visit our website.

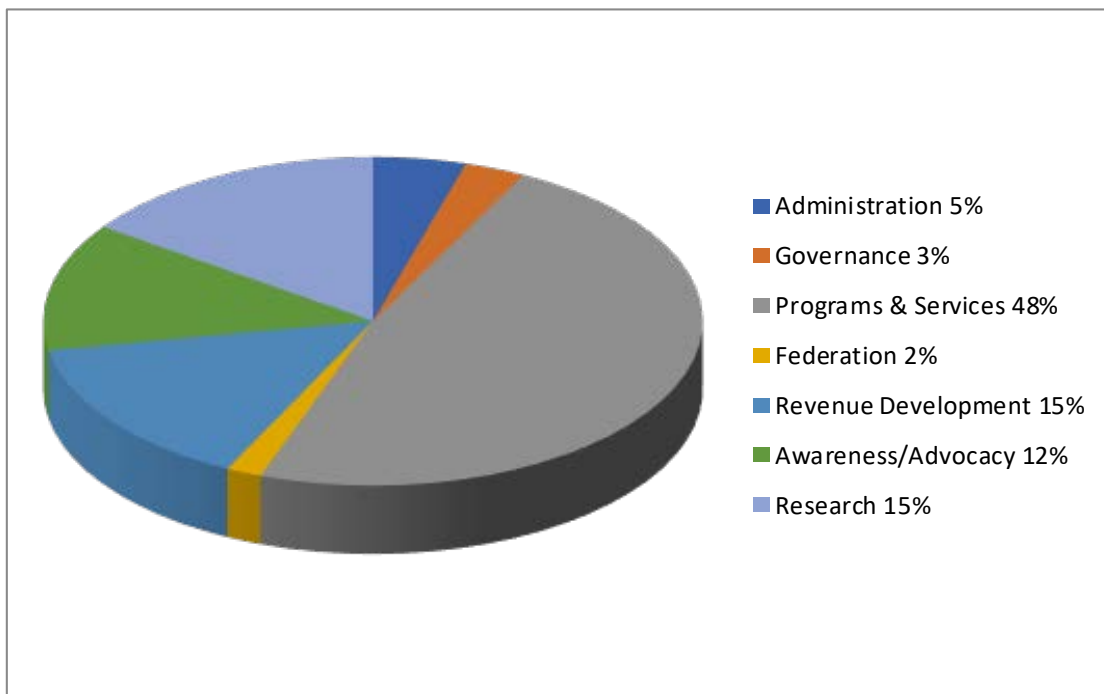
The Alzheimer Society of Saskatchewan is accredited by Imagine Canada for outstanding transparency and accountability.

The Standards Program Trustmark is a mark of Imagine Canada used under licence by the Alzheimer Society of Saskatchewan.





**How we raised our funds
\$3,283,475**



**How we invested our funds to support the vision and mission
\$2,707,102**

Community and Corporate Donors

Memory Makers \$100,000-499,999

Government of Canada
Gordon and Jill Rawlinson
Government of Saskatchewan

Visionaries \$50,000-99,999

Fries Tallman Lumber Ltd.
IG Wealth Management
SGI
University of Saskatchewan, Dept. of Psychology

Champions \$10,000-49,999

City of Regina - Saskatchewan Lotteries Community Grant Program
Herb and Shirley Pinder Memorial Fund
Jim Pattison Broadcast Group Prince Albert (In Kind)
Rawlco Radio (In Kind)
Saskatchewan Community Initiatives Fund
Saskatchewan Population Health and Evaluation Research Unit (SPHERU)
Saskatoon Media Group (In Kind)
South Saskatchewan Community Foundation
 Donald and Claire Kramer Trust Fund
 G. Murray and Edna Forbes Foundation
 Helen and Gerard Shearer Foundation Fund
United Way of Regina
1 Anonymous

Leaders \$5,000-9,999

City of Prince Albert - Saskatchewan Lotteries Community Grant Program
Crane Fund for Widows and Children
Global TV (In Kind)
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Saskatchewan Seniors Mechanism
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Regional News-Optimist Battlefords (In Kind)
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Riverbend Crossing Memory Care Community
Saskatchewan Health Research Foundation
Saskatchewan Liquor and Gaming Authority
SaskGaming Casinos Regina and Moose Jaw
SaskPower
SaskTel TelCare Employees Charitable Trust
Site Management Services (Regina) Inc.
Sound Impressions Hearing Centre
Tandem X Visuals (In Kind)
Taylor Lexus Toyota
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Milestone Donors Choice
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Poplar Hill Holdings Inc.
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Scottish Heritage Society
Splurge Group
TD Commercial Banking
TelCare Estevan
TelCare Saskatoon
TelCare Yorkton
Via Rail Canada (In Kind)
Wright Construction Western Inc.

Friends \$500-999

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Bayshore Foundation
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CIBC
Cut Knife Donors Choice
Dinsmore and District Donation Drive
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Gull Lake and District Donors Choice
Hillis and Jo Ann Thompson Family Foundation
K. R. Electric Ltd
Kesslering Forsythe Family Fund
Lancer-Portreeve and District Donors Choice
Lola Stroud Charitable Fund
Melville and District Donors Choice



My name is Jennifer St. Onge and I am a Board Member of the Alzheimer Society of Saskatchewan. I would like to thank each and every donor for their generous support.

“My grandmother Lorraine had dementia for many years. Our family benefited from the wonderful services the Society provides, especially the family education. My grandmother lived most of her life in a rural or small community in southern Saskatchewan.

Over the last decade, the Society has been able to expand their programs and services to more and more communities in Saskatchewan. With support from people like you, these services are now available to people like my grandmother.

I applied to be a board member of the Alzheimer Society of Saskatchewan because I knew about the great work that the Society was doing and I wanted to be able to help others like my grandmother and their families. Over the last six years of my term, I have seen many new programs and services being offered that may not have been possible without the help of donors.

More and more people are now able to receive an early diagnosis and access services. The

development of dementia friendly communities and the work to understand dementia and reduce stigma is empowering people all across the province to live well with dementia. I am proud to work with an organization that uses donor support so effectively to improve the lives of its clients.

The Alzheimer Society has also made dementia research a priority. As a researcher myself, I know the value of supporting research in order to discover causes and cures and improve the lives of people living with different conditions.

Thanks to generous donations this year, the Society is contributing more than ever to dementia research in both Saskatchewan and across Canada. Investing more in research now gets us even closer to finding a cure or a way to prevent this debilitating condition.

Thank you again for your generous support for the Alzheimer Society of Saskatchewan.”

Individual Donors

Memory Makers \$100,000-499,999

Estate of Ida Shipp

Visionaries \$50,000-99,999

Estate of Olive Sitler

Champions \$10,000-49,999

Estate of Wilfred Ross Alexander Leighton

Gord Mertler

Gloria Radomsky

Beryl Tell

Kevin Tell and Donna Kabaluk

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Leaders \$5,000-9,999

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L&L Gravel and Ranching Ltd.

Betty Anne Latrace-Henderson

Joyce Latrace-Lundquist

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Sharon Robert

The Jeff and Kelly Howsam Family

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Partners \$1,000-4,999

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James and Jessica Baldwin

William Black

Mark and Joanne Bracken

Charlene Callander

Estate of Margaret Irene Cobbe

Randall Corwin

Kathleen Defoe

William Dust

Clifford Dyck and Jean Crittenden

Aaron Eckel

Robert and Sylvia Fafard

Karalee Fehr (Canadian Tire)

Randy Goulet

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Ron Hilton

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- Aegis Laser Therapeutics

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Alan Loos

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Estate of Kathleen Maier

Edwin Greg Maindonald

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Jaycen and Connie Snider

Joan Thompson

Brian Topp

Winona Trudelle

Agnes Wallace

Cheryl Waslen

4 Anonymous

Friends \$500-999

Mary Baerg

Gary Bainbridge

Norma Barber

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Marian Bergen

Sandra Bergen

Helen Bitter

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Brian and Gwen Toole
Rod and Barb Ulmer
John and Jennifer Wallace
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5 Anonymous

Programs and Services



Advocacy and Awareness



Research



Alzheimer Society
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