



ALZHEIMER CALGARY

it's still **me** in here

2026 GRATITUDE REPORT

April 1, 2025 - March 31, 2026

BOLD CARING

All photographs included in this report are of local people supported by Alzheimer Calgary

VISION

An inclusive and caring community where people impacted by dementia are valued and empowered.

Dear Friends, Partners, and Champions,

Something is changing in the Calgary region. People are talking about dementia differently; more openly, more hopefully, less afraid. They are showing up in record numbers to support the cause and sharing their stories online. They are calling us before there is a crisis, because they heard from a friend that we are here. That change doesn't happen without a community willing to invest in it. That community is you.

This year, the StillMe movement crossed a threshold we once only imagined, reaching over one million people in Calgary and beyond, drawing in younger audiences, and becoming a place where people from every background feel safe enough to say, this is my story, and it deserves to be told. Stories like Jamie's, who chooses to care for her mother in a new chapter of her life, seeking joy and inclusion, exemplifying what this movement is really about.

We celebrated a milestone that validates the quality of everything we do: full accreditation with a perfect score from the Canadian Accreditation Council. It is the kind of achievement that only happens when an entire team believes that excellence is owed to the people they serve.

Our 2025 Walk and Run achieved a record that would not have been possible without the teams, the captains, the sponsors, and the individuals who made it their cause to carry forward.

Through our programs we are reaching well beyond our own walls, training organizations across Calgary and surrounding areas to support people living with dementia in their own spaces.

Through Dementia Network Calgary and the Alberta Dementia Task Force, we are working at the system level to ensure that families who receive news of a diagnosis are finding answers and support. And the work leading up to Canada's first dementia-inclusive

MISSION

We lead with our influence and expertise to help people impacted by dementia to live well and we build community capacity to support them.



park (opening this fall) is a \$4 million declaration that this community believes people living with dementia deserve beauty, dignity, safety, and a place to belong.

To our donors, staff, volunteers, and partners, you are supporting more than essential programs and services. You are changing what it feels like to live with dementia in our area.

The foundations we've built have never been stronger. Together, with your warmth and support, we continue to evolve and respond to growing needs, bringing bold and caring solutions to life for our beloved communities.

With deep gratitude and excitement for what lies ahead, Barb Ferguson, Executive Director and Lois Wozney, Board Chair



Barb Ferguson, Executive Director (left) and
Lois Wozney, Board Chair (right)

Where She Leads, We Follow

Love, inclusion, and joy in the everyday

JoAnne worked for the federal public service for more than two decades. She is sharp, dedicated, and deeply committed to the people around her. When the early signs of dementia began to surface, they were easy to miss: a meal cooked a little differently, a laugh that didn't come when it would have before. Small things quietly accumulated until one evening when JoAnne, who has Type 1 Diabetes, called her daughter Jamie. JoAnne was confused and frightened, unable to remember how to manage her insulin. Jamie was living thousands of miles away in Bermuda. Had JoAnne not called, the consequences could have been life-ending.

The two got on a video call and Jamie walked her mother through her insulin calculations. They did the same thing the next day, and the next. At breakfast, lunch, and dinner, every day, for a year and a half, Jamie guided JoAnne through each insulin dose from across a continent.

As JoAnne's symptoms progressed, so did the weight of what was needed. Eventually, Jamie and her husband made the decision to leave behind twelve years of a built life: careers, friends, community, and the home they had made for their young son in Bermuda. They came home because JoAnne needed them.

What followed wasn't simple. JoAnne's diabetes meant that managing insulin alongside advancing dementia was not just complicated, but often frightening. Finding the right living situation and care took time and heartache. And like many families, there were moments when loved ones struggled to know how to respond to the changes they were witnessing. Some friends and family members found it difficult to move past the diagnosis and connect with the person JoAnne still is. Relationships changed in incredibly painful, sometimes irreparable ways.

"If we're out and something doesn't go as planned, we roll with it. You control what you can, and let go of the rest. Having dementia doesn't mean you stop trying to have a meaningful life."

- Jamie, a local caregiver



Jamie and her mom, JoAnne

"The greater, more crippling loss comes from how others respond to the diagnosis, rather than from the diagnosis itself," Jamie says. "She is not 'less-than.' She's still herself, albeit different versions to learn from, connect with, and support."

That truth was affirmed beautifully the day JoAnne received an exemplary service medal from her colleagues in the federal public service. A room full of people who had worked alongside her for decades showed up to celebrate her, gently guiding her to ensure every moment was supported and joyful. JoAnne gave a speech, beaming from start to finish.

Jamie has found validation and community around her through the StillMe movement. "The messages of hope and stories of joy are what I need to hear," she says. "That is the essence of StillMe."

JoAnne's story is still being written. Every beautiful, complicated, irreplaceable page of it.

What the StillMe Movement Means

"There's been a void when it comes to any sense of hope or belonging. StillMe is bringing the engagement of our broader community to life, in order to fill that void."

- Jill Petrovic, Communications Strategic Lead, Alzheimer Calgary



Bold, Growing, and Reaching Further Than Ever

In fall 2023, the goal was bold: shift the conversation about dementia from fear and stigma toward hope, dignity, and belonging.

There is no shortcut to changing how an entire community thinks and feels about dementia. Global data shows that misconceptions about dementia continue to increase, and stigma across Canada has remained relatively unchanged over the past five years. That sobering reality is why Alzheimer Calgary chose to pursue something far more ambitious than a single awareness campaign: a fully resourced, evidence-based social movement designed to fundamentally reshape how people in the Calgary region understand and connect with dementia.

87%

of StillMe website visitors felt
more hopeful in 2026
(up from 80% in 2023)

1M+

individuals reached on
social media

99%

increase in StillMe web traffic
- now nearly 30,000 annual
users

3,300+

new email subscribers - more
than 10x the annual goal

Three years in, that commitment is beginning to show what's possible, and the most important work is still ahead. This past year, the movement attracted new audiences who had not yet demonstrated significant interest in dementia as a cause. Younger Calgarians aged 18 to 44 are engaging in growing numbers, and finding a way to talk about something that had felt too scary to name.

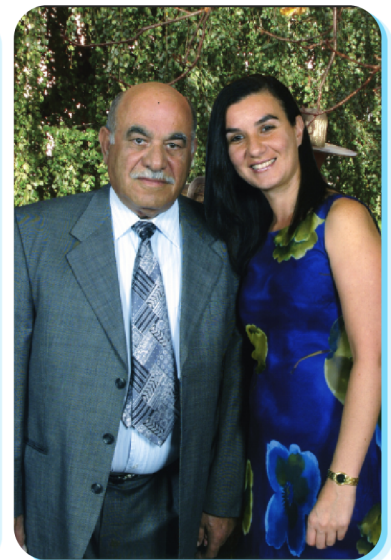
People are sharing, commenting, donating, and reaching out to tell their own stories.

What's being built is trust. Families from diverse cultural backgrounds, where the stigma around dementia can run even deeper, are coming forward. Caregivers are sharing photos and videos. People living with dementia are speaking out about their own stories. The movement is creating a space where people feel safe enough to say: this is my story, and it deserves to be heard.

In response to significant interest from across the country, StillMe is now being explored as an adoptable movement; a framework other communities can bring into their own context. Because people everywhere touched by dementia deserve to feel seen, valued, and part of a community that refuses to define them by their diagnosis.



Vicki, Christine and family



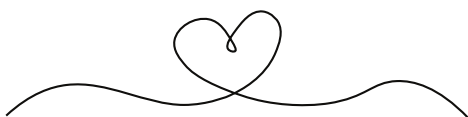
Selma and her father

"You can still have fun. You can still experience adventures. The world is full of good people and friendly places."

- Allison, local caregiver and StillMe advocate

"She is still our mother, great-grandmother, wife, and friend."

- A social media story contribution from the community





Club 36 Achieves Perfect Accreditation

There is a moment that Pam Valk, Director of Finance at Alzheimer Calgary, still smiles about: in the weeks leading up to the organization's formal accreditation audit, she walked into Club 36 and found the staff gathered together, quizzing each other.

"Sometimes high pressure times can cause division," Pam reflects. "But it didn't happen here. It actually brought everyone closer together."

That image says everything about what Alzheimer Calgary achieved in the spring of 2025, when the organization was awarded full accreditation by the Canadian Accreditation Council, with a perfect score of 100%.

What followed was 18 months of rigorous work involving every person in the organization and spanning everything from governance and financial management to human resources, ethics, health and safety, and program delivery.

"We came out so far ahead. Knowledge that had always lived in people's heads is now formally documented. It gave us an incredibly solid foundation to build from," says Valk.

Auditors observed members engaged in activities, noted how staff tailored programming to each person's life story and preferences, and spoke directly with members - warmly, without intimidation.

A PROGRAM THAT SPEAKS FOR ITSELF

When the audit team arrived for their two-day evaluation, Club 36 Manager, Mary Clyr Natura, and her colleague, Charmaine Gumabay, did something no organization had ever done before: they condensed Alzheimer Calgary's dementia awareness training, ABC Pro, into a session for the auditors themselves, so they could learn how to engage meaningfully with Club members ahead of their visit. The auditors called it a first.



Catching some fresh air at Club 36

Mary took a moment before the auditor spoke with members to explain that for people living with dementia, a new person asking questions can feel like an interrogation. The auditor understood immediately. She introduced herself warmly and simply asked members how they were doing and what they loved most about Club. The members answered freely; they loved being there and they loved the people.

WHAT ACCREDITATION MEANS

For Alzheimer Calgary, accreditation is external validation of four decades of person-centred, dementia-specialized care. It signals stability and longevity to families who need to know that support will be there for them long-term. And it sets a standard for Adult Day Programs across Alberta.

Accreditation is ultimately about what happens inside Club every day, and that is where donor support becomes tangible. Your support makes that possible.

ABC PRO

Training a Community That Cares



When a staff member at a seniors' housing organization notices that a resident seems confused, or a volunteer driver realizes their passenger is struggling to follow a conversation, do they know how to respond? Do they have the language, the understanding, the confidence to help?

Alzheimer Calgary's 'ABC Pro' was designed to fill this gap. This professional training program takes a **distinctly human approach to dementia education**, built around three pillars: Attitudes, Brain and Behaviour, and Communication.

The program has expanded significantly over the past year, because the need has grown. Dementia lives in apartment

buildings and church halls, on golf courses and in downtown offices. Any organization serving an aging population is encountering it.

This past year, Alzheimer Calgary ran its first Train the Trainer session with five partner organizations. The goal is to reach 15 by year's end. Bethany Care Society received eight ABC Pro training sessions, and have two of their own trainers who facilitate volunteer and staff learning across their organization, including rural sites.

"I now feel more prepared to interact with empathy, patience, and respect, and to support individuals living with dementia in a meaningful way."

- ABC Pro Participant, Bethany Care Society



ABC Pro with URSA (Universal Rehabilitation Service Agency)

ALZHEIMER CALGARY PROGRAMS

Shaping Dementia Journeys for Better Living

The idea at the heart of Alzheimer Calgary's approach to programs and support is simple: the more its teams know about each other's work, the better every person they serve is supported.

When Carrie Erickson stepped into the role of Director of Programs, overseeing both Learning and Support Services and Club 36, the goal was cohesion; to ensure that learnings and outcomes gained from programs and services are applied in a continuous process of evolving and improvement. Every program, from education sessions to support groups and Dementia Support Navigators to Club 36, is drawing from the same well of knowledge, speaking the same language, and reinforcing the same values.

Education developed within different programs has been brought into alignment, with consistent language, and a quality assurance lens. When insights emerge in one part of the organization that could meaningfully support another, they find their way there, in service of the people being supported.

"The journey of someone living with dementia is profoundly shaped by the education, awareness, and support that surrounds them. Better information means better interactions, better interactions mean better care, and better care means people living not just longer, but genuinely well."

- Carrie Erickson, Director of Programs

1,914

Interactions with
Dementia Support
Navigators (up from
1,866 last year)

1,593

Individuals reached out
to our support team (up
from 1,367 last year)

96

Community education
sessions held with
3022 attendees

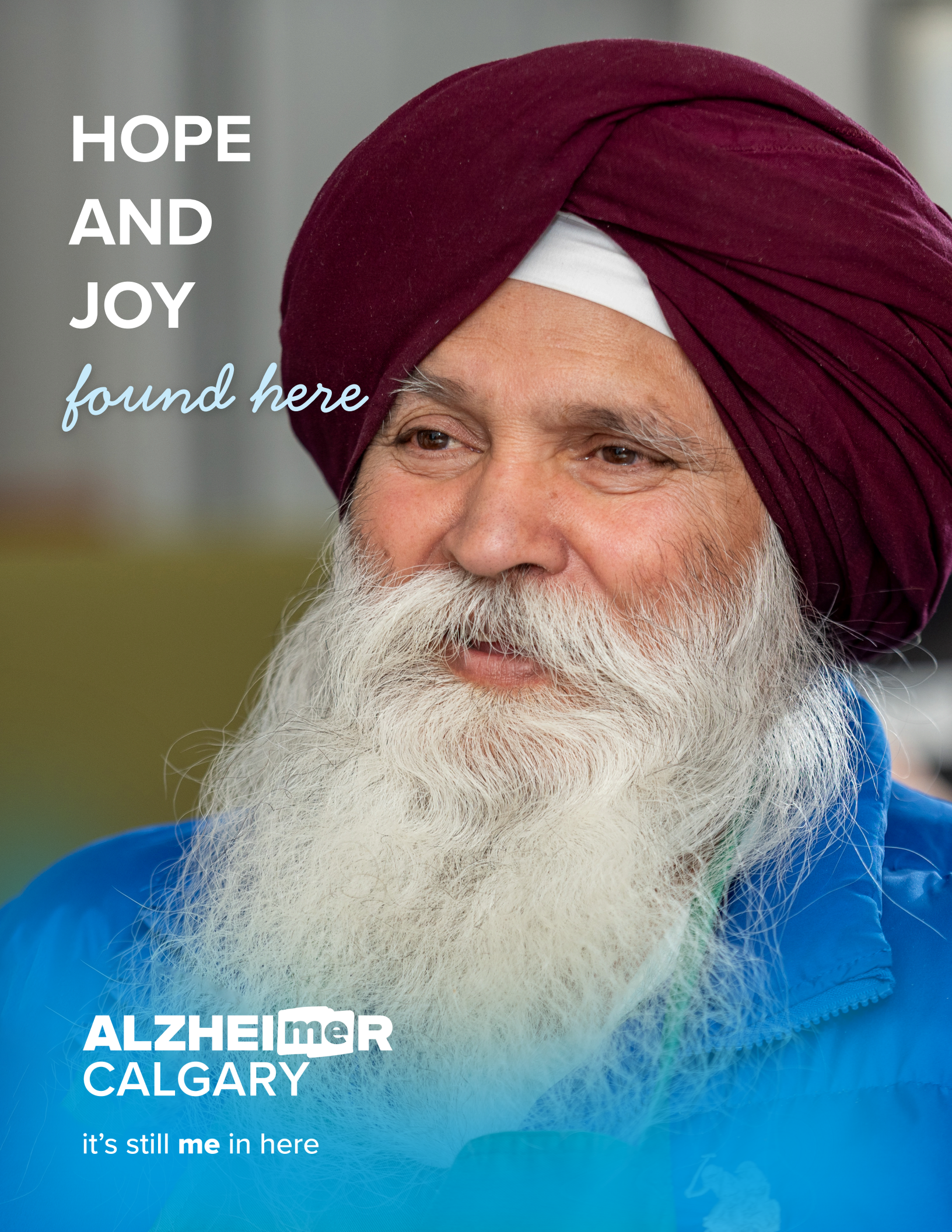
19

Education sessions for
professionals in
dementia care.

This cohesion is the foundation for something bigger: equipping communities to support people where they already live, through partnerships and a growing network of organizations confident to welcome people living with dementia into their spaces.

Joy at Club 36





HOPE
AND
JOY

found here

ALZHEIMER
CALGARY

it's still **me** in here

Jeanne Bentley Awards



Recognizing outstanding commitment to the lives of people living with dementia

Every year, as a tribute to our founder, Alzheimer Calgary presents the Jeanne Bentley Award to an individual or organization who has demonstrated a genuine commitment to improving the lives of people living with dementia. This year, the award is jointly presented to two remarkable champions.

2026 AWARD RECIPIENT

Devin Cooper



Canadian country artist Devin Cooper believes music can do more than move people; it can bring them together for something that matters. In 2019, inspired by his experiences volunteering in continuing care, Devin founded Ride to Remember. What began as a night of music and storytelling has grown into one of the most distinctive community fundraising events in Calgary.

Since its inception, Ride to Remember has raised hundreds of thousands of dollars in support of Alzheimer Calgary. Beyond dollars, Devin has used his platform to bring dementia into conversations it might not otherwise have reached.

We are deeply grateful for Devin's longstanding dedication; for showing up consistently and generously, year after year. He is a true community champion.

7th Annual Ride to Remember - Sept 13, 2026

Featuring Devin Cooper, Tenille Townes, Jess Moskaluke, Mariya Stokes

Find tickets:

devincoopermusic.com/ridetoremember

2026 AWARD RECIPIENT

Parks Foundation Calgary



When a former Alzheimer Calgary staff member joined Parks Foundation Calgary and said, "We should build a dementia-inclusive park," it set in motion a collaboration that would result in something Canada had never seen before. Parks Foundation Calgary said yes — and did the work to make it real.

They brought a genuine commitment to getting it right, immersing themselves in the community and letting the voices of people living with dementia guide every design decision. That care shows in every corner of what they built.

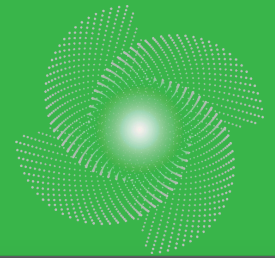
We are profoundly grateful for their leadership, their generosity of spirit, and their belief that public spaces should welcome everyone. Canada's first dementia-inclusive park exists because they said yes.

Martin Family Legacy Garden

Opening September 21, 2026 -
World Alzheimer's Day

See full story later in this report

Building a System Dementia Care Deserves



Dementia is challenging. Navigating the system we rely on for help shouldn't be.



A NETWORK BUILT ON A SIMPLE TRUTH

Dementia Network Calgary was founded because no single organization can address dementia's impact

on a community alone. Alzheimer Calgary serves as its backbone, providing the infrastructure, credibility, and funding that keeps the network moving from conversation to action.

"There is a trusted voice and a trusted name behind what we do. That makes all the difference in who comes to the table."

- Eleanor Finger, Dementia Network Calgary

LISTENING FIRST

This past year, the Network deepened its understanding of what people affected by dementia are experiencing. In collaboration with researchers Drs. Gwen McGhan and Deirdre McCaughey from the University of Calgary, the network helped connect community members whose stories informed research into the real pain points along the dementia journey.

In November 2025, the Network brought that community together to reflect back what was being heard and ask: are we getting this right? What matters most?

What the community said was unambiguous: the fragmentation of the system is exhausting. **Having to re-explain yourself to every new person, no consistent point of contact, enormous variability in the quality of care, and the feeling that you are on your own.**

"The challenges you are experiencing are not your personal failing," says Eleanor. "They are structural, systemic problems. And we are working on them."

A PROVINCE-WIDE CALL TO ACTION

This work has taken shape as the **Alberta Task Force on Dementia**: a collaborative cross-sector initiative involving decision makers and thought leaders from health, community organizations, research, academia, as well as family caregivers. Together, they are advocating for better coordination and accountability within the health system for dementia as a condition.

The Task Force is focused on building a coalition with a shared understanding of the human and economic cost of fragmented dementia services. Together, this coalition will map dementia programs and services, learn from existing local models, and identify system gaps. The Task Force is also committed to developing an economic case for decision makers.

Together, we hope to engage the government and generate the political will to work together on a solution.

Alberta's health system restructuring into four new provincial agencies has opened a doorway for conversations that weren't possible before, and the task force is walking through it.

PLANTING THE SEED

Systems change is complex and often slow-moving. At the same time, there are steps that we can take now that can have real impact.

"It's like planting an acorn for a tree you may never see. It takes people who deeply care to put in the effort and intention today, knowing they're building something for future generations."

- Eleanor Finger

Supporters of Alzheimer Calgary fund that intention. It keeps Alzheimer Calgary at the table, and the table at the centre of something that could change what it means to live with dementia for thousands of families.



Brent Calver/Postmedia

The Partnership Behind Canada's First Dementia-Inclusive Park



It started with a conversation between colleagues. When Sarah Salus transitioned from her role as Director of Philanthropy and Engagement at Alzheimer Calgary to Parks Foundation Calgary, she carried something with her: a vision. "We should build a dementia park," she told Barb Ferguson, Alzheimer Calgary's Executive Director. That single sentence set in motion a partnership that would result in something Canada had never seen before.

"None of us can do this alone. Dementia is a very complex issue. We all need to come together to make Calgary a truly dementia-inclusive community, and we can do that by working together."

- Barb Ferguson, Executive Director

What followed was a years-long collaboration between two organizations: one deeply rooted in dementia care, the other in the design and stewardship of public spaces. It turned out to be a perfect partnership. Alzheimer Calgary brought years of frontline experience supporting people living with dementia and their families, a deep understanding of what those families need, and the community connections to bring their voices into the room. Parks Foundation Calgary brought the design expertise, construction capacity, and an openness to learn.

Planners and landscape architects talked to the community, researchers from the University of Calgary contributed evidence on the therapeutic benefits of nature and outdoor engagement, people with lived experience sat at the design table and shaped every decision.

"Our community members are the ultimate end users of the park," Barb says. "We needed to know what would be meaningful to them."

"We heard from families that there was no safe space to take their family members. This park gives them that freedom; a beautiful outdoor space dedicated to their loved ones."

- Barb Ferguson

The result is a \$4 million investment in something that has never existed in this country before, and a model that other cities and parks systems are already watching closely.

Features have been carefully designed for safety, wayfinding, sensory engagement, and social connection. It will be a space that belongs not only to people living with dementia, but to the whole community.

OPENING DATE

September 21, 2026

World Alzheimer's Day

IN PARTNERSHIP WITH



It is, in every sense, a bold and caring initiative come to life, and it would not exist without the belief that the most meaningful things are built together.

THE ANNUAL WALK & RUN 2025

A Community That Shows Up

\$443,780 RAISED

22% above goal | Largest in 35-year history
~1,700 participants

A record crowd showed up to Prince's Island Park for the 2025 Alzheimer Calgary Walk & Run. They gathered with their families, they showed up for their mothers, their fathers, their neighbours, themselves. And in doing so, they made history.

The total funds raised reflect more than a successful event. There were 180 teams (40 more than the year before) made up of families, workplaces, and friend groups who brought their networks and their fundraising energy.

Every dollar raised is a vote of confidence in this work, and a direct investment in the families who need it most.

"When people show up to something like this, it sends a message: you are not in this by yourself. Let's talk about it. Let's support each other."

— Lisa Copeland,
Director of Philanthropy

Presented by

Trico
LivingWell
Retirement Community



To join this year's Walk & Run, visit www.alzheimerwalkrun.ca

PHILANTHROPY AND COMMUNITY FUNDRAISING

Every Act of Giving Tells a Story

True philanthropy builds a culture of support and awareness; a shared sense that we all need to play a role in supporting people impacted by dementia.

Every year, Terra Rayner fills gift bags with her father's favourite things and hands them out at her annual fundraiser for Alzheimer Calgary. Her dad has passed, but in this act, he is still very much present. Following the event, she walks into the Alzheimer Calgary office and hands over a cheque to support our organization's work. This year, her cheque was for \$15,000.

This breadth of giving sends a message to people impacted, that you are seen, and you are not alone.



Terra (left), Kane (fur baby), Carol Rayner (centre), Lisa Copeland (right)



"It's really beautiful for people who have a story, to channel their grief into something positive."

— Lisa Copeland, Director of Philanthropy

VOLUNTEER PROGRAM

The Multiplying Power of People

Two young women approached Lauren Andres, Alzheimer Calgary's Volunteer Coordinator, recently. Neither had ever been touched by dementia personally, but they had heard about Alzheimer Calgary's mission, and they wanted to be part of it. **That moment captures what the volunteer program has become.**

This past year, more than 300 volunteers showed up for Alzheimer Calgary - at Club 36, at fundraising events, in support group sessions, at event registration tables, and for the annual Walk & Run.

All of them made the work possible in ways that donor dollars alone cannot.

The impact is practical and profound. Administrative volunteers free up staff to focus on families who need them, support group facilitators provide space for caregivers to feel they're not alone. Club 36 volunteers visit with members, offer genuine human presence, a friendly face, and a moment of true connection.



A Club member with a University of Calgary nursing student

And the giving goes both ways. Volunteers leave changed; with a deeper understanding of dementia, reduced fear, and a sense of purpose and belonging.

This past year, Alzheimer Calgary invested in formalizing and strengthening the volunteer program and ensuring all volunteers have access to enhanced training for their role. Nothing is left to chance.

COMMUNITY ENGAGEMENT

Meeting People Where They Are

The invitations keep coming, each one because someone attended a presentation and told someone else they needed to hear it, too. In the past year, Jenna Jepson, Community Engagement Coordinator, has delivered approximately 75 presentations to churches, community centres, care homes, craft groups, university students, and financial advisors.

She has shared the same essential message in each one: ***you are not alone, you don't need a diagnosis to reach out, and this conversation doesn't have to be as scary as you think.***

As Jenna puts it, "This is impact through the action of getting into the community, starting the conversation, and meeting people where they're at."

The response is almost always the same: *"I wish I had known this twenty years ago." "I'm going to share this with everyone at my church." "I didn't ever want to talk about this, but now I don't feel alone."*

That spirit showed up in a program supported by Alzheimer Calgary - the *Fore! The Love of Golf* program - an initiative piloted by a collaboration of the University of Calgary and the City of Calgary. One man said something Jenna has never forgotten: **"I feel normal again."**



Generosity in Action

Building a more dementia-inclusive community

"I give to Alzheimer Calgary because of the local focus. I can see where my money is going, and the programs in action."
- Alzheimer Calgary donor

Your generosity transforms lives. When a caregiver finds their footing, a golfer feels normal for the first time in months, and people living with dementia discover joy and belonging at Club 36 - these moments happen because of you.

YOUR INVESTMENT AT WORK

Earning full accreditation from the Canadian Accreditation Council was both a milestone and a confirmation that the standards we hold ourselves to remain exceptional. Your donations power programs that build strength, hope, and joy in the lives of people who need it most. The StillMe movement is reaching people earlier and more broadly than ever before, and families across our community are finding information and belonging. Your investment is creating change that ripples beyond what any single program can measure.

INVESTING IN PROGRESS

The 2025 Walk and Run achieved an all-time record, raising \$443,780 in sponsorship, registration, and pledge revenue; a testament to a community that is showing up, speaking out, and investing in this cause with remarkable generosity. We are deeply grateful to every participant, sponsor, supporter, and volunteer who made that possible.

Investment income nearly doubled this year, reflecting strong oversight and governance of our funds. Under board-approved policy, 5% of the market value of our internally restricted endowment fund supports strategic initiatives and operations - a disciplined approach that enables us to take on ambitious work and create meaningful change for people impacted by dementia.

Stewardship of our assets is critically important to us, and it means protecting what exists and having the courage to build for what comes next.

BUILDING A BETTER FUTURE

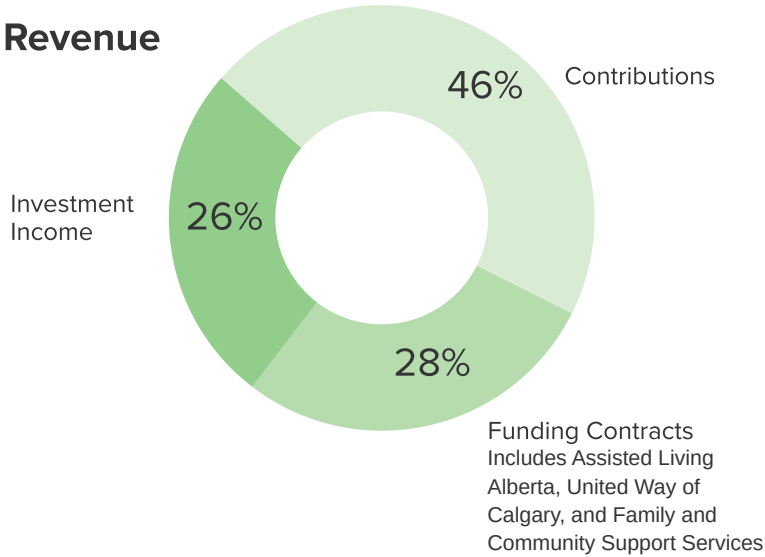
There are many meaningful ways to make a difference. Bequests, gifts of shares, third-party fundraising events, and significant gifts all play a vital role in sustaining and expanding important programs. These contributions strengthen our ability to respond, innovate, and grow.

The impact of your giving is felt in ways that don't always show up on a financial statement: in the caregiver who finally exhales, the Club 36 member who lights up during an activity, the family that finds its footing after a diagnosis. We are committed to making sure every dollar behind those moments is managed with rigour and care. And we are continuously seeking better ways to serve, stronger tools to support our team, and smarter approaches that stretch your investment as far as it can possibly go.

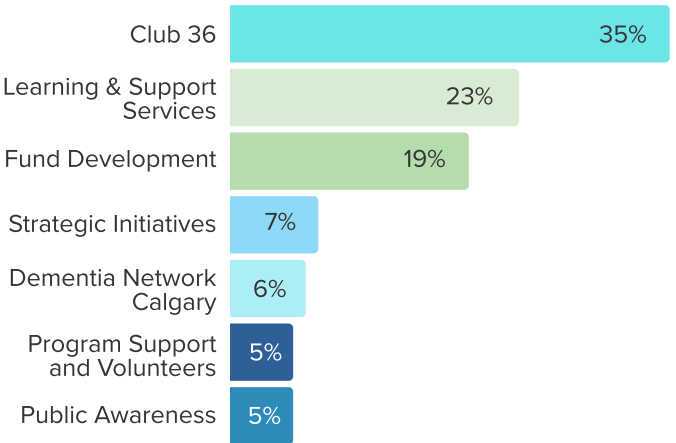
FINANCIAL SUMMARY 2026

	2026	2025
Total Revenue	\$3,130,022	\$3,658,170
Total Expenses	\$3,442,761	\$3,812,065
Excess (Deficiency) of Revenue over Expenses from Operations	(\$312,739)	(\$153,895)
Net Investment Income	\$1,111,279	\$571,028
Excess (Deficiency) of Revenue over Expenses	\$798,540	\$417,133

Revenue



Expenses



To view Audited Financial Statements for April 1, 2025 to March 31, 2026 please visit alzheimercalgary.ca

To our Volunteers, Donors, Sponsors, and Funders - **THANK YOU**

You make **JOY** possible.



Community Gathering Attendees



Joy at Club 36



Member art at Club 36



2025 Walk & Run

FUNDERS



Assisted Living
Alberta



United Way
Calgary and Area

SPECIAL THANKS TO

The **Freckleton Family**

BOARD MEMBERS

Lois Wozney - Board Chair
Tom Schwartz - Vice Chair
Paul Pucasu - Treasurer

Ryan Jennings - Past Chair
Dr. Erika Dempsey - Member
Lois Gardiner - Member

Sue Jose - Member
Gerald Kim - Member
Kimberly Shapkin - Member

Honouring Peter Maher

In Memoriam

It's hard to take 20 years of a relationship with Peter Maher and put it into a few words.

A courageous voice. Peter was among the first in our community to step forward and share his personal story of impact with dementia. He did that before social media, and when it was far less common to share personal stories for this cause. Alzheimer's and related dementias are still far too stigmatized, but thanks to Peter's unwavering spirit and bravery, he has helped pave the way for others to step forward, too. *Thank you, Peter.*

A family of support, in any weather. For almost two decades, Peter came out to share his famous countdown for the annual Alzheimer Calgary Walk and Run. Thousands of local families connected, cheered, shared hugs and selfies with Peter at the start and finish lines. Often, Peter's family would be there, too. Sunshine or snow, clouds or clear skies, they were part of it every step of the way. They demonstrated the community leadership that Peter was well known for. *Thank you, Peter and family.*

A devoted spirit and generous heart. Whether it was a film shoot, an emcee role, phone calls to our volunteers and fundraisers, or just a good coffee catch up, Peter was game for anything and everything that the community called on him to do. *Thank you, Peter.*

We will forever be grateful for the doors that Peter opened for others, the warmth and connection he shared with those who felt isolated, and his passionate sense of purpose in making Calgary a more inclusive city. He not only lent his voice to this cause, he lifted others to ensure their voices were heard, too.

You will always be part of our family,
The team at Alzheimer Calgary

"Peter was an invaluable part of our organization for 20 years and left an outstanding legacy of support for everyone impacted by dementia. He generously shared his own story about his mother's dementia, raising much-needed awareness and helping thousands of families feel less alone."

His story helped reduce stigma and encouraged others to share their voices for change, too. Always willing to step up and give of his time and talents, Peter's kindness will never be forgotten."

- Barb Ferguson, Executive Director



ALZHEIMER CALGARY

it's still **me** in here



SEE HOW WE'RE SPREADING JOY AND HOPE

stillme.ca

ALZHEIMER CALGARY

alzheimercalgary.ca

HAVE QUESTIONS?

info@alzheimercalgary.ca
403 290-0110