

ALZHEIMER SOCIETY OF CALGARY

## REPORT TO THE COMMUNITY

# 2019




Alzheimer Society  
CALGARY <sup>30+</sup>  
years

## DEMENTIA IN CALGARY & AREA

**17,000** people in  
Calgary and area are  
**living with dementia**



An additional **10-12**  
people are impacted  
by each diagnosis 

**By 2031**  
the number of diagnoses  
is **expected to double**

**61%** of people with  
dementia **live at home**



**5-10%** of people diagnosed with dementia are under **65**  
**years of age**

## ALZHEIMER SOCIETY OF CALGARY HELPING LOCAL PEOPLE

**3,200**  people received  
**over-the-phone and in-person support**

**2,000** individuals **attended**  
**public education sessions** 

**56,000 people**  
**accessed education and information**  
on the Alzheimer Society of Calgary website 

**1,000+** professionals  
working in dementia were **trained**  
**in person-centered approaches**



# EXECUTIVE SUMMARY

Since our founding in 1981, the Alzheimer Society of Calgary has provided hope, connection and support to local people impacted by dementia.

With each year that passes, we are heartened by the growing and collaborative spirit of commitment to building a more inclusive city for those impacted by dementia. As we look ahead to the coming year in excited anticipation, we must also remember to take a pause to acknowledge the accomplishments of the past year, achieved together with our partners and supporters.

The 2019 fiscal year was one of real progress – of convening the best people to tackle complex and pressing issues around dementia head on; of putting practices learned into action; and of speaking out to ensure those impacted have a credible, knowledgeable voice to stand up for them.

More than two thousand local people attended public education events. The groundbreaking symposium

**Dementia Reimagined** brought world-renowned, international experts to Calgary to discuss developments in dementia care. Political candidates shared their platforms ahead of the provincial election at an **all-party dementia forum. Conversation Cafés** – which give social, agenda-free spaces to anyone impacted by dementia – gained momentum and expanded across the city.

**Stigma reduction has been identified as a top research priority for Canadians.** In line with this, the Alzheimer Society of Calgary ran two **awareness campaigns**, drawing widespread engagement from members of the community, local personalities and the media.

We continued to see **an increase in the number of people reaching out** for support and education, and we were able to respond to the rising demand, so that 3,200 local families were connected with the resources they needed.

As a result of our **partnership with Gordie Howe C.A.R.E.S.**, more Calgarians were able to access public and professional education programs in fiscal 2019, and enhanced creative programming benefited people with dementia at our Club 36 Adult Day Program.

None of this would have been possible without the support of our **donors, partners, volunteers, staff and community members.** Their steadfast

commitment to improving the lives of local people affected by dementia is evident, and for this we are grateful.

As we continue toward our vision of a future where every single Calgarian impacted by dementia is supported to live well in our great city, we feel confident, with the support of our partners, friends and funders, that we are on track for real progress and real change.



**Barb Ferguson**, Executive Director



**Ryan Jennings**, President,  
Board of Directors

# HELPING OUR COMMUNITY UNDERSTAND DEMENTIA

With the number of Calgarians diagnosed with Alzheimer's disease or another form of dementia set to double over the next decade, the impending impact is one that can no longer be ignored.

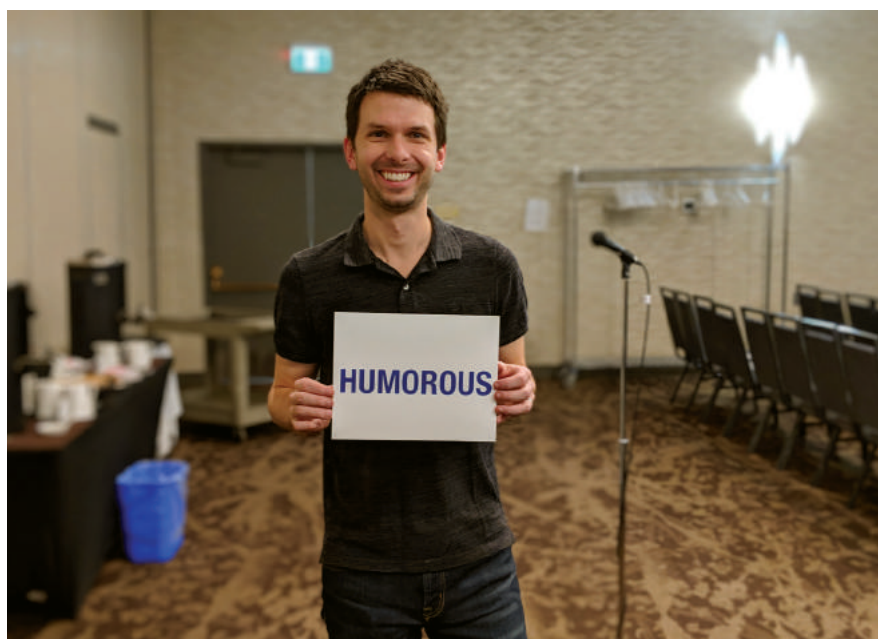
A crucial part of helping those affected by dementia involves reducing the stigma associated with the condition. In 2018, the Canadian Dementia Priority Setting Partnership study identified stigma reduction as the number one research priority for Canadians. Similarly, the Alzheimer Society of Calgary made it a priority and launched several engaging campaigns that encouraged the Calgary community to join the conversation.

In an effort to elevate awareness within the local community, the Alzheimer Society of Calgary created a social media campaign on World Alzheimer

Day – September 21, inviting members of the community to submit a video talking about how they planned to make a difference. The extraordinary response saw submissions from politicians, celebrities, business professionals and community members passionate about doing their part in raising awareness.

Following the success of the World Alzheimer Day campaign, the Alzheimer Society of Calgary leveraged the community's enthusiasm in another engaging initiative for Alzheimer Awareness Month. Encouraging further discussions about stigma reduction,

the Alzheimer Society of Calgary built a fun social media campaign that focused on dispelling common myths and misconceptions about people living with dementia. Community members photographed themselves holding up a picture of a positive word that described someone living with dementia. With over 80 submissions throughout the month of January, the response from the community demonstrated a real interest in coming together to create change.



“ Just to have a break is necessary! My husband was very reluctant to begin Club 36 but now he goes and there are no complaints. It's amazing to me that this Club 36 has brought him so much! ”



# DEMENTIA NETWORK CALGARY BIG, BOLD STEPS

## DEMENTIA REIMAGINED

The 2019 fiscal year was a banner year for Dementia Network Calgary. A unique symposium — Dementia Re-imagined — took place at Mount Royal University and featured three international experts. The event, sponsored by Gordie Howe C.A.R.E.S., brought together health care professionals, family members, academics and other key stakeholders to address critical challenges and gaps in dementia care. During the daytime portion of the event, stakeholders took part in working round tables; in the



evening, a fireside-style presentation featured Dr. Allen Power from the United States, Professor Claire Surr from the UK and Daniella Greenwood from Australia. Local personality Dave Kelly interviewed the panel of experts, as they shared dementia care practices and learnings from around the world with an audience of nearly 500 people.

## COMMUNITY GATHERINGS

Dementia Network Calgary hosted several community gatherings throughout the year to address pertinent topics affecting Calgarians

impacted by dementia. Gatherings are open to everyone at no cost, and provide a platform for local people to share their views.

## CONVERSATION CAFÉ

A safe, relaxed, agenda-free setting for people impacted by dementia to come together once a month, Conversation Cafés gained popularity over the year, with more starting up to accommodate the growing interest.

## ADVOCACY

Right before the Alberta provincial election, Dementia Network Calgary hosted a political forum to address the community's questions and concerns regarding dementia and the future of care in our province. All four major political parties attended and nearly 100 people came out to Confederation Park 55+ Activity Centre to voice their concerns and hear from each party about their priorities.





# ALZHEIMER SOCIETY OF CALGARY FIRST OMA TRAINING CENTRE IN CANADA

In October 2018, the Alzheimer Society of Calgary became the first Canadian Training Centre for Opening Minds through Art (OMA).

OMA is an evidence-based, intergenerational art program for people living with dementia. As demand for the program has skyrocketed, Dr. Elizabeth Lokon (OMA Founder and Director) from Miami University in Oxford, Ohio, came to Calgary to oversee the Alzheimer Society of Calgary becoming the first Canadian Training Centre.

As an official Training Centre, Alzheimer Society of Calgary can help organizations with dementia



programming learn how to facilitate the OMA program within their own care setting. This is part of a capacity-building approach the Society is taking to ensure the rising needs of the community are met over the coming years.

Being able to train OMA facilitators in Calgary means participants won't incur excessive costs traveling to the United States to receive training and accreditation.

The Alzheimer Society of Calgary has been running OMA at its own Adult Day Program, Club 36, since 2014 and has witnessed the benefits of the program first hand. To deliver the

program, the Alzheimer Society of Calgary partners with nursing students from the University of Calgary who gain hands-on dementia care experience, demonstrating that OMA can break down generational and cognitive barriers.



## ALSO IN CREATIVE PROGRAMMING AT CLUB 36

Club 36, the Adult Day Program for people living with dementia, provides a range of social, recreational and creative programming.

Evidence-based, intergenerational programs provide meaningful, stimulating activities for people with dementia, and respite for their caregivers.

**WP PUPPET THEATRE'S** View from the Inside continued to work with members of Club 36. Creating unique masks that tell each member's individual story, these projects reaffirmed the benefits of creativity for people living with dementia.

**INSIDE OUT THEATRE** believes everyone has the ability to be an actor and tell a story. In their third year working with Club 36 members, they continued to demonstrate the power of improv theatre for people with

dementia. Inside Out Theatre program leaders encourage members to step out of their comfort zone and use their imagination in order to tell a story.

The judgement-free environment provided by improv theatre gives members of Club 36 a setting in which to thrive, and to showcase their humour and creativity.

**91%** of caregivers believe Club 36 makes a difference in their own life

**98%** of caregivers have felt respite from care duties thanks to Club 36

**100% of caregivers feel that Club 36 members are safe when at Club 36**

**96%** of caregivers feel that Club 36 has allowed them to be able to continue to care for a loved one, friend, or significant other for a longer period of time

**95%** of people feel that Club 36 is assisting the member to continue to live in the community, and delay or prevent placement in a care facility



### UNITED WAY OF CALGARY AND AREA'S DAY OF CARING® program

gives volunteers from corporate businesses a unique opportunity to develop new skills and gain a deeper understanding of the local causes they support. In fiscal 2019, 10 groups of more than 100 volunteers spent time at Club 36, learning about dementia and spending quality time with club members.



# CONNECTING OUR COMMUNITY WITH SUPPORT & EDUCATION

“ Every information session and support group I attend adds a layer of knowledge I wouldn't otherwise have. I feel somewhat prepared for changes in behaviours as a result. ”

5,200 people accessed Alzheimer Society of Calgary's learning and support services in fiscal 2019.

In response to the growing demand, Alzheimer Society of Calgary, with the help of its partners, expanded its programs to reach a greater number of individuals.

More than 2,000 members of the public attended educational sessions provided at locations around the city. Revered experts such as Dr. Hogan presented leading edge information on research and care to an audience of local families and caregivers.

First Link® referrals continued to increase throughout the year, with a 106 per cent increase over the previous year.

The Alzheimer Society of Calgary is able to meet the need for support and education thanks to its donors and funding partners, including Gordie Howe C.A.R.E.S., United Way of Calgary and Area, Alzheimer Society of Alberta and Northwest Territories, Alberta Retired Teachers Association, Roman Catholic Diocese of Calgary and sponsors.

## YEAR OVER YEAR COMPARISONS

First Link® referrals increased

106%

Number of public attendees increased by

10%

over the previous year

## OUTCOMES

81%

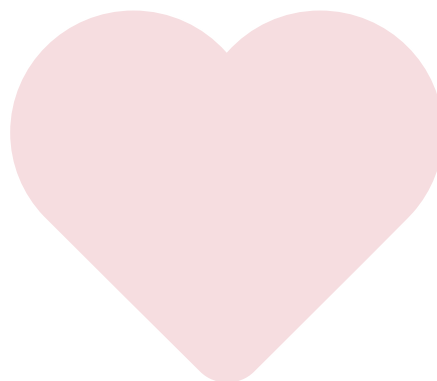
of support group clients reported feeling less isolated

81%

of family education participants reported greater awareness of resources & supports

96%

of public education participants reported greater understanding of dementia



*\*First Link® is an early intervention program that connects people living with dementia to the Alzheimer Society of Calgary for services and support.*

## GENTLE PERSUASIVE APPROACH™

Recognizing that flexibility and patience is required by professionals working in dementia care, many care facilities and community groups with dementia programming are moving towards the person-centered, Gentle Persuasive Approach™ (GPA) which has proven to be successful in understanding responsive behaviours.

In 2018, the Alzheimer Society of Calgary became the first organization in Alberta qualified to train staff in GPA.

GPA aims to provide passionate care to individuals living with dementia by focusing on four key areas: personhood, brain and behaviour, the interpersonal environment and gentle persuasive techniques.

Being able to provide GPA training to professionals in Alberta ensures that the proper care needs of a person living with dementia are being met, while also maintaining the safety of the care provider.

“My priority is to ensure my staff are prepared and confident in their roles. This GPA training was very comprehensive and has given my staff a strong foundation from which to work with people with dementia.”



*Carla Amthor is President of Focus on Caring™ – a local, private home care company, with 47 caregivers and 25 years experience delivering care to seniors living with dementia in Calgary. Carla and her entire staff recently received Gentle Persuasive Approach™ (GPA) training.*

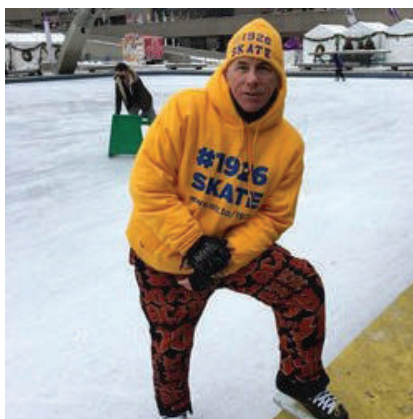
# BIG OR SMALL, OUR COMMUNITY SHOWED SUPPORT WHEN IT MATTERED MOST

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Community members have, for years, contributed to the Alzheimer Society of Calgary in a variety of unique and innovative ways, and this past year was no exception.

Individuals of all ages stepped up to host their own events and raise funds to support local people impacted by dementia. We are so thankful for their involvement.

Steve McNeil of Toronto braved the frigid Calgary temperatures to skate for over 19 hours on a downtown rink to raise awareness and funds for people living with dementia. Inspired by his mother's journey with Alzheimer's and his role as a caregiver, McNeil, who is a letter carrier for Canada Post and a part-time hockey referee, set out to complete his 19-hour skating marathon in all seven of Canada's NHL cities.



Bruce Horak, a critically acclaimed and visually impaired artist, raised more than \$3,000 for the Alzheimer Society of Calgary through his one-man show "Assassinating Thomson," which ran for several weeks at the Lunchbox Theatre.



Thirteen year old junior golfer Brooke Frerichs raised \$4,500 through the David Hearn Foundation Kia Grant – an initiative encouraging young golfers to give back to their local communities.

1,500 people raised more than \$310,000 and the 2018 Investors Group Alzheimer Walk and Run. In its 28th year, the event theme – Not Alone. Not Silent – was reinforced by the families who came out to Eau Claire market on Thanksgiving Sunday.



“ When you’re  
surrounded by  
people who share  
a passionate  
commitment  
around a common  
purpose, anything  
is possible.”

HOWARD SCHULTZ



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## FUNDERS



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## JEANNE BENTLEY AWARD

Every year the Alzheimer Society of Calgary presents the Jeanne Bentley award

to an individual who has demonstrated a real commitment to helping improve the lives of local people living with dementia.

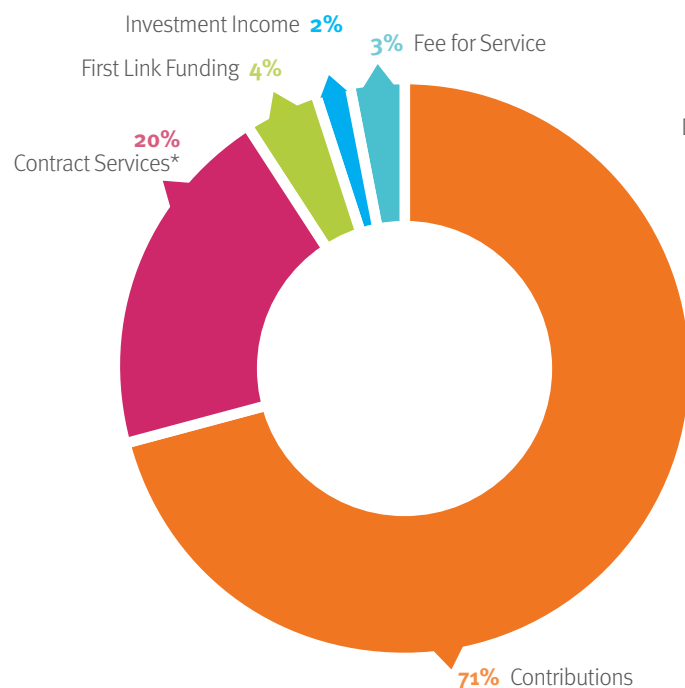
This year the award will be presented to Peter Maher. As the voice of the Calgary Flames for 33 years, Peter broadcast every single Flames game between 1980 and 2013. Peter has been a supporter of the Alzheimer Society of Calgary and Honorary Chairman of the Alzheimer Walk & Run since 2006. For his many contributions to the cause and for his dedication to helping those impacted by dementia over the years, we are so proud to be able to present this award to our good friend, Peter Maher.

# FINANCIAL STATEMENTS

## STATEMENT OF OPERATIONS

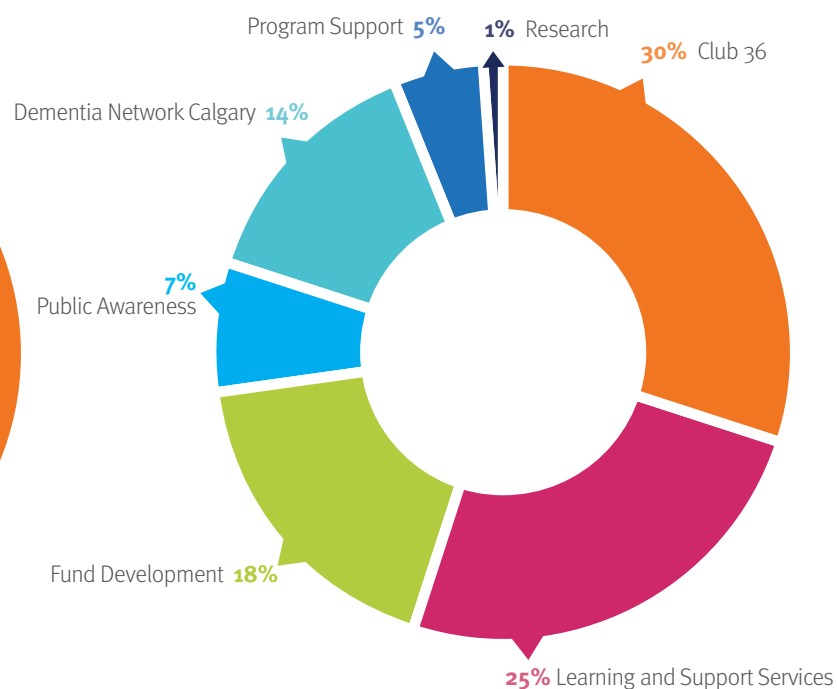
	2019	2018
Total Revenue	\$ 2,847,881	\$ 2,278,430
Total Expenses	\$ 2,584,756	\$ 2,254,332
Excess (deficiency) of revenue over expenses	\$ 263,125	\$ 24,098
Unrealized gain (loss) on investments	\$ (61,256)	\$ (16,424)
Excess (deficiency) of revenue over expenses	\$ 201,869	\$ 7,674

## REVENUES



\*Contract with Alberta Health Services to deliver Club 36 (Adult Day Program)

## EXPENSES



Please visit [alzheimercalgary.ca](http://alzheimercalgary.ca) for audited financial statements or call 403.290.0110.

Fiscal 2019 was a successful year for the Alzheimer Society of Calgary thanks to the generosity of donors and funders and the responsible application of funds.

The year ended with a \$263,125 operating surplus, primarily due to an unexpected bequest made by a planned giving donor.

Surplus revenues are part of a carefully managed reserve fund intended to secure the long-term financial viability of the organization. Proceeds from this fund support growth and, if necessary, help us withstand any unanticipated disruptions in revenues.

As we prepare for significant growth in demand over the coming decade, funding from our partner Gordie Howe C.A.R.E.S. has enabled us to expand our programs so that we can meet the rising demand for support, care and education in the Calgary and area community.

We are extremely grateful to our donors, sponsors, partners and funders. Your generosity has enabled us to meet operational priorities for the year.

## MISSION

To enable local people impacted by dementia to live life well and build the capacity of the community to support and care for them.

## VISION

Our vision is a future that will see:

- Enhanced quality of life for local persons with dementia, their families and care partners
- Increased capacity of the community to support and care for persons impacted
- Access to evidence-based best practices in dementia care from disease onset through end of life
- Greater respect, support, identification and intervention for persons with dementia and their care partners

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## Alzheimer Society of Calgary

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TOUCH!

Alzheimer Society  
CALGARY 30+  
years

