



It's
Still
Me

RAISING VOICES FOR DEMENTIA

2024 GRATITUDE REPORT

ALZHEIMER
CALGARY

it's still me in here

ALZHEIMER CALGARY

it's still **me** in here

BRINGING



Our Vision

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

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.

Person-centred

Committed to treating each person impacted by dementia with **respect, dignity and compassion at all times.**

Outcome-driven

Committed to **advancing evidence-informed practices that demonstrate results.**

Advocates for choice

Empowering people with knowledge to help them make **informed choices for themselves.**

Barrier-free access

Striving for **accessible services** meeting the needs of **diverse communities.**

Accountable and responsible

Committed to **efficient practices and effective, sustainable stewardship of resources.**

Collaboration and partnerships

Working with **talented teams to leverage resources.**

Capacity-building

Increasing capacity and ability of the community **to support people impacted by dementia.**

RAISING THE VOICE FOR DEMENTIA

Reflecting on the past year makes us so thankful for the tremendous support of our **BOLD & CARING** strategy and the **Still Me** initiative – a broad social movement to break down barriers, eliminate stigma, and change public perceptions about dementia.

Seeing this social movement in action is inspiring. It unites supporters and partners around an important cause and generates meaningful change. Thanks to these connections, new voices are raising awareness and breaking down stigma around dementia including:

- Equity-seeking groups working to build understanding and awareness of dementia in their communities.
- Future health care professionals, students, and youth who want to better understand dementia through their coursework and volunteerism.
- People creating and advocating for dementia-inclusive spaces and programs.
- Individuals joining education events, calling Dementia Support Navigators, or visiting our websites to learn how to support people living with dementia.

The social movement is changing the way people perceive and talk about dementia. Truly, this past year has given us much to be grateful for and it is inspiring how the movement advances.

Thank you valued funders, sponsors, donors, and volunteers. Your contributions are all key to continued success of events and programs.

“ **You are at the heart of this work. Be a part of the movement and join the collective voices advocating for system-level change.** Together we are building an inclusive and caring community where people impacted by dementia are valued and empowered. ”



Barb Ferguson,
Executive Director

Lois Wozney,
Board Chair



STILL ME – A BOLD APPROACH CHALLENGING PERCEPTIONS OF DEMENTIA

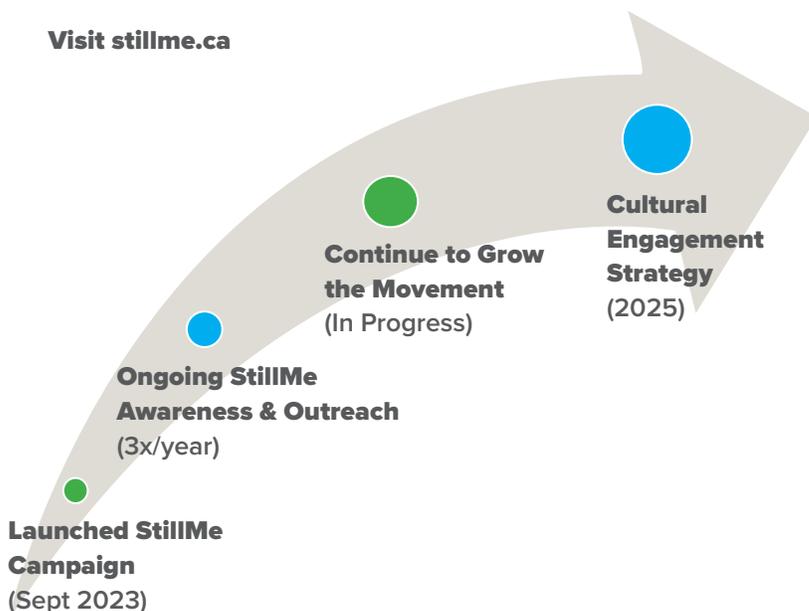
Building a social movement means that Calgary is becoming a city where people impacted by dementia feel truly valued and empowered – their voices are heard.

After learning about public perceptions of dementia, our sights were set on reducing stigma, helping more people connect to the cause, and planting the seeds for enhanced understanding and empathy.

Together, we are:

- Showing that people with dementia can **still be active and engaged in our community**
- Empowering the community to **share their own stories of impact**
- **Increasing visibility** for the cause and **attracting new supporters**
- Highlighting **inspirational stories that spread hope**
- **Connecting people** based on shared experiences
- **Engaging our community** including new community partners and champions.

Visit stillme.ca



MAJOR MILESTONES

More voices of people impacted were heard

6 champions did media interviews
7 families shared stories through videos

stillme.ca website went live

Featuring powerful articles,
tips and resources

80% of website visitors

Reported increased feelings
of hope from their visit

Local businesses are helping to amplify the message

26 new community partners
helped raise awareness

The word is out on social

30 social media influencers
helped us spread the word

Still so much more to come in 2025 – watch for:

3 awareness-building campaigns,
spilling the tea, busting myths and
encouraging prevention

**Engaging with more equity seeking
groups** to build understanding

Activating more community partners

LEARNING & SUPPORT SERVICES

Learning and Support Services (LSS) provides barrier-free access to care, education, and support services. By providing programs that are person-centered and evidence-informed, Alzheimer Calgary strives to empower people living with dementia, their families, and their care partners with the knowledge that will enable them to make informed choices. By connecting with a Dementia Support Navigator, participating in an education session, coming to an event or joining one of our support groups, individuals dealing with a dementia diagnosis are finding the help and support they need.

The Importance of Early Diagnosis

People with dementia can live meaningful and productive lives for many years after a diagnosis. An early diagnosis helps both the person, and their care partners learn about dementia, set realistic expectations and plan for their future together.

This year we launched **Newly Diagnosed: The Path Forward**, a four-week education series geared towards couples, people living with dementia and their primary care partner. These sessions provide a safe place to talk about the complex emotions that surface after diagnosis and learn about dementia. It will also help start the discussion about the future, and care plans as the diagnosis progresses.

“ My hope is to bring people together to share their experiences, so they don't feel alone and realize there is a future after a dementia diagnosis. ”

– **Cindy Bond**, Care Partner Support and Education Coordinator

608 people were referred to us by doctors, health, and community professionals

Referrals continue to grow – up 11% from last year!

Using the FirstLink referral program ensure people impacted by dementia are connected to us upon diagnosis. This allows us to better support the person diagnosed and their care partners in finding the learning and support services they need, when they need them most.

FIRSTLINK®

1,200+ Community Members

Have built their skills as care partners, deepened their understanding of dementia and gained strategies to take care of their own well being through education sessions.

What did education participants say?

“ Made me feel less alone. ”

“ Very, very helpful to help us feel more resilient! ”

2,151 individuals Impacted by Dementia

Reached out to a Dementia Support Navigator (DSN) for help, receiving emotional support, resources and information about how to manage their own personal dementia journey.

What did those who reached out to a DSN say?

“ I felt very safe and cared for when I was feeling very fragile. ”

“ Talking with you brings me peace. ”

“ Talking with you is brilliant because it helps me come up with solutions. ”

RAISING THE VOICE OF DEMENTIA CARE

ABC Pro was developed to provide training that shifted away from medical models of intervention to a social model, that seeks to understand the emotions and behaviours of the person with dementia. It is an evidence-based, trauma-informed, person-centred training that assists professional helpers in strengthening their **confidence, competence and calmness** as they provide support and services for persons living with dementia.

300+ students, volunteers and professionals working in the field

Received **ABC Pro Training** which provides tools, tips and strategies for working with people living with dementia. Helping to deepen their understanding, raise awareness and reduce stigma. **Ultimately changing the way they interact with and understand the needs of people living with dementia both professionally and personally.**

100% Agree or strongly agree

they have an **increased understanding** of dementia

100% Agree or strongly agree

they have **increased skills** as a care partner

100% Agree or strongly agree

they have **increased knowledge** of resources



Mount Royal University Nursing Students participated in ABC Pro Training and did their practicum at Club 36 helping to prepare them in their careers to better care for people living with dementia.



The URSA team at ABC Pro Training helping to build their skills in working with individuals with disabilities and dementia.

URSA

People with intellectual and developmental disabilities are often at a higher risk of developing dementia. The needs of people living with disabilities and dementia calls for a unique skills, assessments, and approaches. Learning about the different characteristics of dementia, including diagnosis and the stages of the disease, is a good way to prepare for and plan for the best care possible.



Helping to raise awareness, reduce stigma and provide the best quality of care for clients living with dementia Universal Rehabilitation Service Agency (URSA) engaged in a series of full day ABC Pro trainings for their front-line staff.

URSA's mission is to develop and provide opportunities for individuals with disabilities to attain a personal level of achievement and excellence in life!

Managing dementia in individuals with disabilities requires a tailored approach. Building skills and awareness through education is an effective and powerful tool in promoting and maintaining the well-being of both the person with dementia and their care partners.

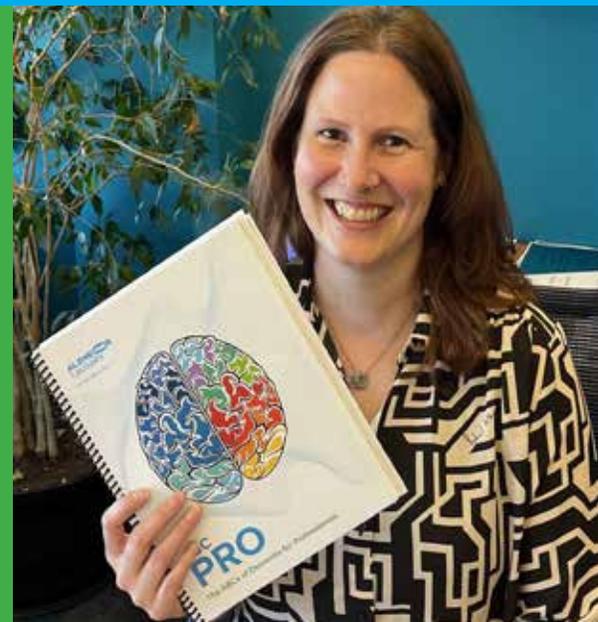
Mitchelle Merencillo, Manager at URSA shared how the training is supporting the organization's holistic approach to the wellness of their clients who have or are at risk at developing dementia. She noted that the team enjoyed the interactive component of the workshops and learning from discussions. Mitchell also added that they have very diverse team from a variety of backgrounds, all at different levels of understanding what dementia is and can look like. This means that an understanding of the signs, symptoms and strategies to cope with clients living with dementia are very important.

“ The team has learned a lot from the training and their awareness has increased resulting in a better experience for staff and clients living with dementia. ”

– **Mitchelle Merencillo,**
Manager, URSA

“ URSA has been an amazing and engaged community partner, showing a deep commitment to ensuring that people living with dementia can continue to access services and that the staff team feels competent in navigating this journey with them. We enjoy our time, not only with their staff teams, but also while facilitating “Your Amazing Brain” a risk reduction program for the individuals who access their services, which includes a “Healthy Brain Bingo”. ”

– **Janine Cote,**
DEI Community Engagement Coordinator





When asked what volunteers had learned in their time at Club 36

“ Club 36 has allowed me to see that dementia is not life ending, there are still opportunities to be creative and it allows me to see the person behind the disease. ”

– **Rayyan,**
Youth Central Volunteer

CLUB 36

BRIDGING THE GENERATIONS

Club 36 is our Adult Day Program, located at Bethany Harvest Hills and AgeCare Seton. The purpose of the program is to provide social-recreational programs for people living with dementia and also important respite for families.

Club 36 is also a learning centre for students to gain practical experience working with people with dementia. It is part of our goal to ensure the future dementia care workforce is prepared with the skills and knowledge they will require to provide person-centred care.

In the past year alone, 83 students from a variety of disciplines and learning institutions completed their practicum at Club 36. We were pleased to work with the University of Calgary, Mount Royal University, Bow Valley College, Vancouver Art Therapy Institute, and Kutenai Art Therapy Institute.

Before their placement begins, students complete the ABC Pro training. Students then work with the members of our program on a variety of activities including our creative programming including Opening Minds through Art, TimeSlips, Music and Memory and improv theatre.

In addition to practicum placements, we are excited to welcome youth volunteers to Club 36. This past year, we had 24 students from Bishop O'Byrne High School Leadership Program and 70 volunteers from Youth Central.

“By fostering all of these intergenerational relationships, we are raising awareness, reducing stigma and working toward a dementia inclusive future where all people living with dementia feel valued and empowered.”

– Ali Cada,
Director – Adult Day &
Creative Programs



Club Member, Frank showing art with Sophie from Youth Central, whose Volunteer and Leadership Opportunities empower youth to find and build their communities.



WHAT DOES ENGAGEMENT AS A SYSTEM LEADER LOOK LIKE?

Dementia Network Calgary (DNC) is a collective impact model that leverages the amazing power of community to “do more together”. Recognizing that no one organization can tackle the challenges around dementia alone, the DNC brings together a community of people and organizations with the **shared vision of making Calgary a supportive, innovative community where people impacted by dementia can live life well.**

Alzheimer Calgary is proud to be the backbone organization for the DNC. In this role, we mobilize, coordinate and facilitate the process of collective impact.

In the past year, the DNC convened more than 60 community partners to co-design a collective strategy to address the opportunities and challenges related to dementia, establish objectives and identify ways we can measure progress. Through the process, priorities were identified including systems navigation, advocating for a relational model across all care settings, stigma reduction and promotion of early diagnosis.

Work has commenced in the area of systems navigation. The DNC proudly collaborated with PhD Candidate, Seema King, to establish a new tool to help caregivers navigate the often-complex system.

The “**Supporting Dementia Caregivers: A decision-making Roadmap**” was created with input from the DNC community. Looking at some of the most common decisions that caregivers face, the roadmap provides guidance for navigating those decisions and important considerations. We were able to provide part of the funding for this important work and to link the research team to caregivers who generously shared their experiences. This work will be furthered by Dr. Gwen McGhan from the University of Calgary. Dr. McGhan will work with the DNC community to identify current resources and examine gaps in the system.

For more information about Dementia Network Calgary and ways you can get involved, please visit:

dementianetworkcalgary.ca



These are some of the **MOST COMMON DECISIONS** CAREGIVERS IN ALBERTA ENCOUNTER, BUT EVERYONE'S JOURNEY IS **UNIQUE**.

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JEANNE BENTLEY AWARD

Every year, Alzheimer Calgary presents the **Jeanne Bentley Award** to an individual who has demonstrated a real commitment to helping improve the lives of people living with dementia.

The Award is named in honour of our founder, Jeanne Bentley, and her groundbreaking vision of an organization dedicated to helping people impacted by dementia.

DR. DALLAS SEITZ

This year the award was presented to Dr. Seitz, a Professor of Psychiatry and Community Health Sciences at the Cumming School of Medicine, University of Calgary. His research focusses on mental health and dementia. He is an incredible advocate and teacher for people working in this field and a visionary helping to inspire the creation of dementia-inclusive spaces.

Dr. Seitz is passionate about his work with people impacted by dementia and his love of the outdoors. He has found a way to connect these two interest areas as he promotes the mental and physical health benefits of getting outdoors and into nature for people living with dementia and their care partners.

He has been an outstanding champion for Canada's first dementia-inclusive park, a partnership between Parks Foundation Calgary, Alzheimer Calgary and Dementia Network Calgary. With his personal and professional experience with dementia, Dr. Seitz understands the need to create an inclusive community for people with dementia.

As a member of the Park's initial steering committee, his expertise has been vital in informing the design of the park to ensure the user experience is beneficial.

Thank you Dr. Seitz for helping to create an inclusive and caring community!

For more more information on the progress of Canada's first public dementia inclusive park visit:

parksfdn.com/dementia-inclusive-park



“ I am inspired by the way Dr. Seitz interacts with people with lived experience. He is compassionate, gentle, and gives them the time they need to tell their story. ”

– **Kim Brundit,**
Dementia Network Calgary



PHILANTHROPY HIGHLIGHTS

Each year your generosity enables Alzheimer Calgary to support families navigating the dementia journey. Here are the voices of some of our amazing supporters from this past year!



Thank you to local musician, Devin Cooper, who for the last five years has raised money to support families with his signature charity event called Ride To Remember.

Ride To Remember

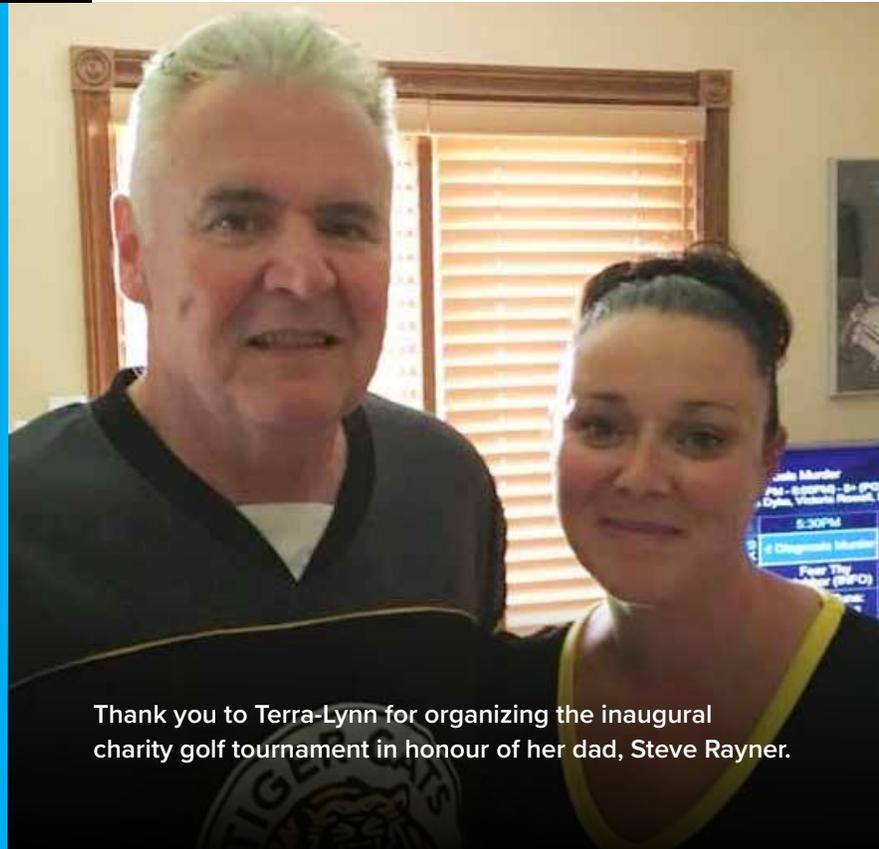
“ Growing up, both my great grandparents had Alzheimer’s. From an early age I could see the impact that it had on our family. My mom works in a continuing care facility, and I started volunteering there at age seven. As I continued to volunteer, I was encouraged to bring my guitar and perform, it amazed me and the entire staff to see the faces of residents light up when I played. I was inspired to create this event not only to raise awareness for the positive impact that music has on people living with dementia, but also to raise funds to help Alzheimer Calgary support families in need. ”

– Devin Cooper

Steve Rayner Memorial Golf Tournament

“ This golf tournament is to honour my dad and raise funds for other families dealing with dementia. Alzheimer Calgary helped me to find a community of support when I needed it most, and I want all families to know they are not alone and to not be embarrassed to talk about dementia, I want to inspire families to live well post diagnosis enjoying sporting events and trips to the zoo and to reassure them don’t be afraid of the judgment of others, or second guess your decisions. ”

– Terra-Lynn Rayner



Thank you to Terra-Lynn for organizing the inaugural charity golf tournament in honour of her dad, Steve Rayner.



Thank you to the over 1,500 families, teams, volunteers and supporters who came together at Prince's Island Park to raise money and awareness for families impacted by dementia.

We look forward to seeing everyone again Thanksgiving Sunday!

The power of events is incredible, bringing our supporters together to raise awareness and funds for families impacted by dementia! We see this every year at our Walk & Run.

We are also grateful to all the third-party fundraising events that support us each year.

Not only are these events an incredible source of support for our services – they help to raise awareness of our mission, and they connect us with people who have been affected by dementia.

It is so inspiring to see businesses, community associations and families coming to us as our partners and helping to support our work, honouring their loved ones and raising awareness about dementia.

2023 IG Wealth Management Alzheimer Calgary Walk & Run raised \$350,000+

“ This is our 14th year walking in honour of my mom Joan. We call ourselves “Team Joanie.” The support we have gotten from our friends has been incredible. Looking back from our first walk until now and seeing the improvements made through understanding and medications for Alzheimer’s has been truly amazing. It is wonderful to raise awareness and encourage conversations about Alzheimer’s and let other families know they are not alone. ”

– Anne Lucas

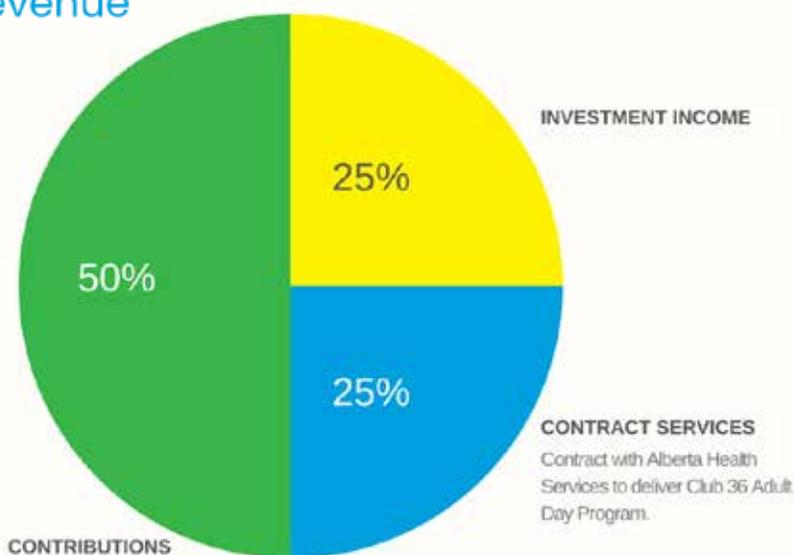


FINANCIAL SUMMARY 2024

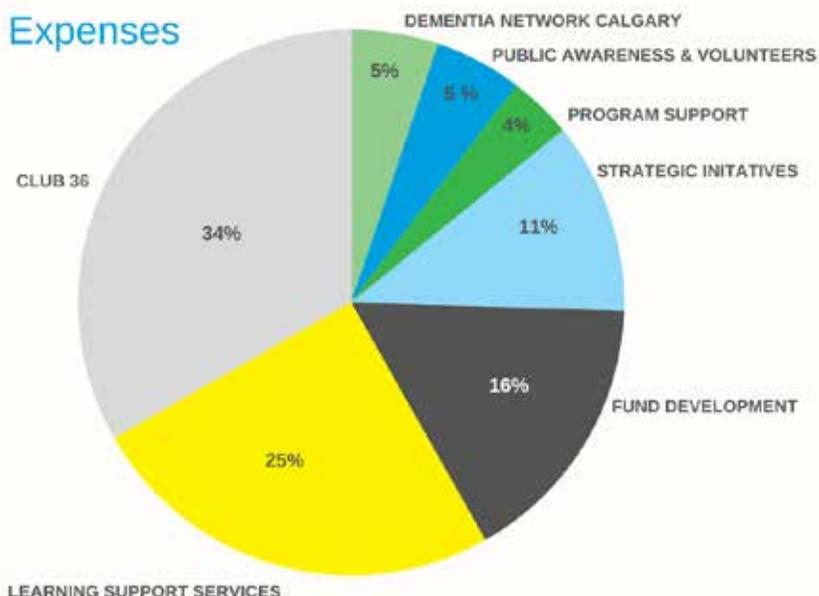
	2024	2023
Total Revenue	\$ 2,649,554	\$ 2,768,826
Total Expenses	\$ 3,215,220	\$ 2,798,804
Excess (Deficiency) of Revenue over Expenses from Operations	\$ (565,666)	\$ (29,978)
Net Investment Income	\$ 904,370	\$ (72,574)
Excess (Deficiency) of Revenue over Expenses	\$ 338,704	\$ (102,552)

To view Audited Financial Statements for April 1, 2023 to March 31, 2024 please visit alzheimercalgary.ca

Revenue



Expenses



Your generosity has empowered us to maintain our leadership role in supporting individuals living with dementia and their families and has facilitated the strategic partnerships essential for our ongoing success.

The generous contributions of our donors and funders is enabling us to meet the growing demand for our services and is very much appreciated.

As a fiscally responsible non-profit, our long-term financial stability is supported through internally restricted funds. These funds are externally managed by an incredible investment team. The Internally Restricted Endowment Fund returns 5% of the market value annually to fund our operations and Strategic Initiatives.

This has been a remarkable year filled with accomplishments we can all be proud of. Thanks to the investment in our social movement campaign, we are fostering a more compassionate community, reducing stigma, raising awareness, and ensuring people impacted by dementia are valued and empowered.

THANK YOU TO OUR VOLUNTEERS, DONORS, SPONSORS, AND FUNDERS – YOU HELP MAKE IT ALL POSSIBLE

FUNDERS



SPONSORS



The Freckleton Family

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**If I'm ringing
in the New Year
like it's actually
1999...**

**(Just go with it –
it's the disease)**

One of the ads
from the January 2024
“StillMe Campaign”

**This disease affects the
connections in my brain**

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it's still me in here

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