

Alzheimer Society  
CALGARY 40<sup>+</sup>  
years



# Alzheimer Society of Calgary Gratitude Report 2021

APRIL 1, 2020 - MARCH 31, 2021

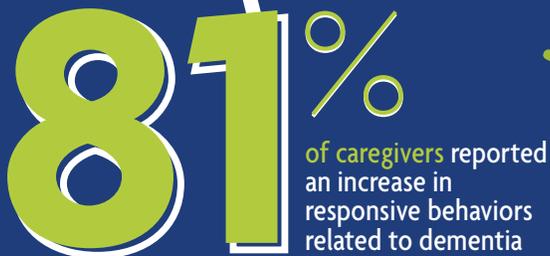
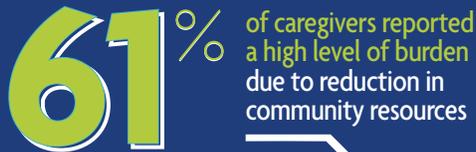
# Alzheimer Calgary Steps up in a Time of Need

Alzheimer Calgary provided funding to the University of Calgary - Faculty of Nursing to research the caregiver experience during COVID-19. The findings from study led by Dr. Gwen McGhan and Dr. Deidre McCaughey helped us adapt our services and the content of our programming to ensure we were meeting caregiver needs during the pandemic.

## Study Results



OVERALL



## Alzheimer Calgary Responds Confidently and Strategically



people were supported through our support line, an increase of



a **462%**  
increase from  
LAST YEAR

Increased the number of education sessions by



“ I worry that this will last longer than I can manage at home alone and isolated.”

A LOCAL CAREGIVER.

# Hello,



Can you believe the Alzheimer Society of Calgary was founded over 40 years ago? It is a story of triumph, determination and compassion. Shortly after Jeanne Bentley's father was diagnosed with Alzheimer's disease in 1981, she founded this transformational organization. What a visionary. Little was known about the condition at that time and Jeanne was determined to make lives better for families like hers. She was committed to rallying people and partners to tackle key issues related to dementia, developing excellent programs and adapting services to ensure that people's ever-changing needs were met. Jeanne's purposeful legacy carries on as we apply these same principles to our work today.

As we reflect on the complexities of the past year, we are proud that **Alzheimer Calgary has helped more people than ever before.** We've been there for families every step of the way. Technology enabled us to deliver all of our programming virtually. Education, support groups and Club 36 (our Adult Day Program), were all delivered via Zoom. Even the Thanksgiving tradition, the IG Wealth Management Alzheimer's Walk & Run, went virtual, still managing to raise \$185,000.

Our ability to adapt, innovate and show leadership over this time period has given us added confidence as we look forward. Our newly acquired knowledge and skills will be

vital in our strategic approach to planning for the post-pandemic future. We are actively scaling up our response as the number of local people impacted by dementia continues to rise, doubling over the next 10 years. It is with sincere gratitude that we thank you, our community, for the steadfast support necessary to make 2020/2021 a surprising and tremendous success.

We have worked hard to earn your trust through prudent stewardship of all resources over many years and will continue to do so in the months and years ahead.

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

A handwritten signature in blue ink, appearing to read "Ryan Jennings".

**Barb Ferguson**, Executive Director

A handwritten signature in blue ink, appearing to read "Barb Ferguson".

# Educating and Supporting Local Families

## Education Sessions Reach More People Than Ever Before

This year we provided local families with **65 education sessions, which is an increase of 360%**. Over **3,020 people attended these sessions, 4x higher** than the year prior. During a time of crisis, Alzheimer Calgary adapted our practices to meet local families where they were – at home.

Shifting to online learning helped us reach a larger audience and provide local families with the knowledge, skills and confidence to care for themselves and their loved ones.

## You Reached Out and We Responded

Our support services team saw a

**47% increase in calls**

from our community. Families were greatly impacted by the fall-out of COVID-19. As the number of calls increased, the complexity of concerns and needs grew as well. We have been working diligently to listen, support, provide strategies and resources to the many families struggling.

We are here for you.



AFTER ATTENDING ONLINE EDUCATION PARTICIPANTS REPORTED AN INCREASE IN DEMENTIA RELATED KNOWLEDGE.

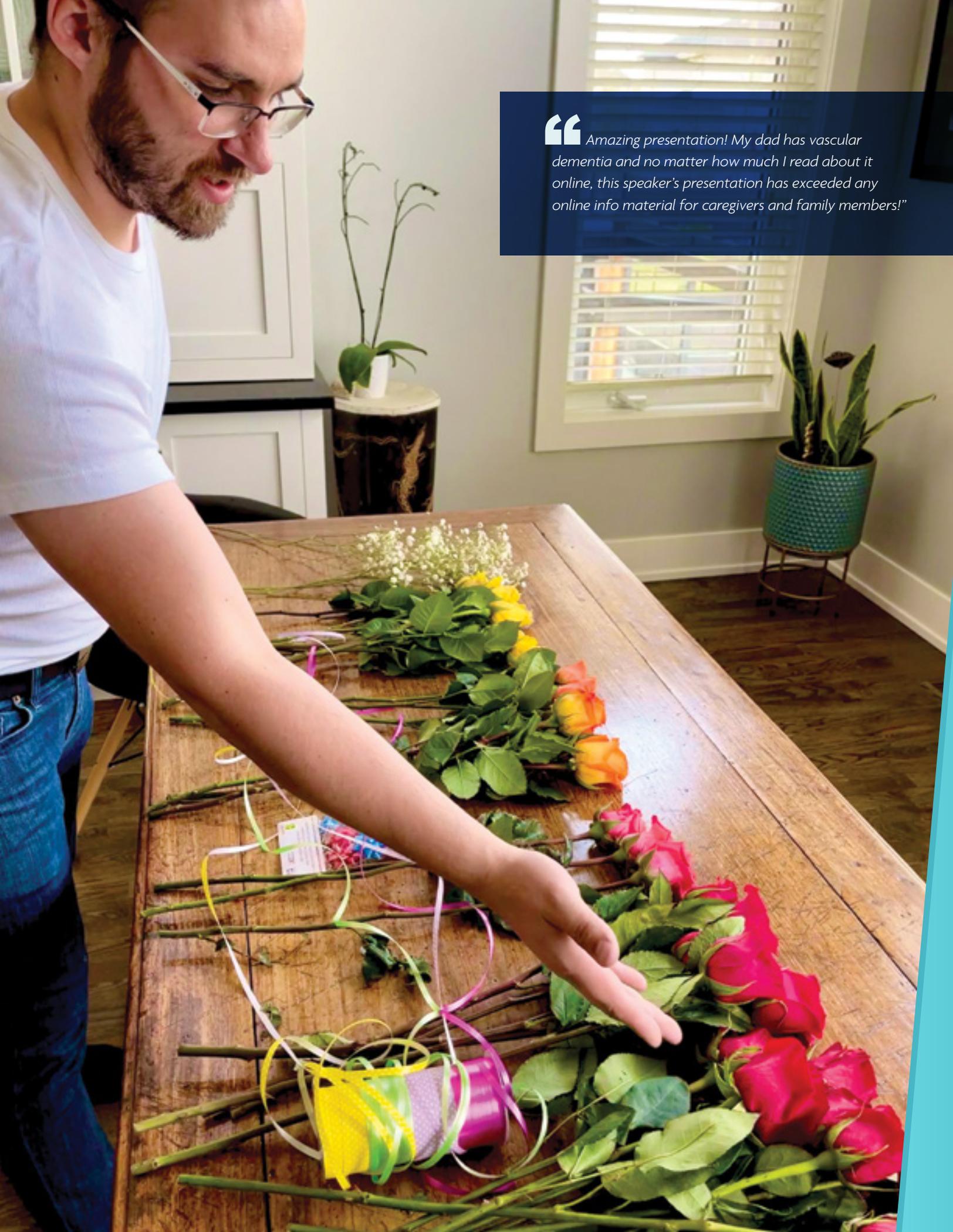
**99.7%**  
INCREASE IN COMMUNICATION STRATEGIES

**99.7%**  
INCREASE IN PERSON-CENTRED CARE

**100%**  
INCREASE IN RESPONSIVE BEHAVIOUR STRATEGIES



Left: Club 36 family enjoying a virtual session. Right: Club 36 staff member, Joseph, preparing Mother's Day gifts.



“ Amazing presentation! My dad has vascular dementia and no matter how much I read about it online, this speaker's presentation has exceeded any online info material for caregivers and family members!”



*Thank you so much. You are all incredible and I have enjoyed and benefited from the interactions with you too. I can't imagine getting through this last year without all of you. Your cheerful and positive interactions on zoom have been so fun and enjoyable for me too", a local caregiver"*

## Club 36 Moves Online

Club 36 knew they had to support their beloved community of members and caregivers in any way they could during this time of crisis. The team began problem-solving immediately and created a unique array of evidence-based, online group and individual programming. We were fortunate to partner with Miami University's Scripps Gerontology Centre who adapted their evidence-based creative art programs for virtual implementation. We successfully piloted the new curriculum with our members and caregivers. Moving forward, we'll continue to offer virtual programming as a supplement to in-person programming.

The onset of virtual programming provided an opportunity for our staff to hone new skills that they will carry forward. They learned new online software, and they were trained in more evidence-based programs.

Throughout the year, Club 36 provides students an opportunity for practicum placements. Even throughout the pandemic, we provided over 60 students with meaningful placements.

## Leading the Way in Local Adult Day Programs

Club 36 is very intentional and strategic when it comes to programming. As part of our commitment to building the community's capacity to support people living with dementia, we have supported other area-based Adult Day Programs by training their teams in evidenced-based creative programs like Opening Minds Through Art, Timeslips and Alzheimer Poetry.

### Timely Connection to Support

*First Link® Premier lien®*

First Link<sup>®</sup> is a referral program used by health and community professionals to refer families impacted by dementia to the Alzheimer Society of Calgary for direct and ongoing supports, services and education throughout their journey. First Link<sup>®</sup> aims to mitigate crisis by connecting families to critical supports before crisis happens. Together, we can create a plan that ensures you and your loved one live life well. This year we received 407 referrals.

### MINT Memory Clinics Pilot comes to Alberta

The MINT Memory Clinic model was developed in Ontario by Dr. Linda Lee. MINT Clinics an integrated, team-based model of care that helps improve access for families. Alzheimer Calgary is proud to be partnering in the Alberta based pilot, which launched this year. Members of our support staff are participating as members of the team for the three-clinic pilot. The clinics are a person-centered, multidisciplinary approach to diagnosis, treatment and support for people living with dementia and their caregivers. When a diagnosis is made, there are protocols in place to ensure families are immediately connected to resources.



# Raising Awareness and Advocating



## You Made a Difference – Alzheimer Walk & Run Raises \$185,000

In 2020 the IG Wealth Management Alzheimer Walk & Run went virtual and had **over 400 participants** that **raised \$185,000**. During one of the biggest crises in history, you continued to support local families impacted by dementia.

It was tough transitioning to a virtual event because we know how valuable it is for caregivers to come together in a community that truly understands their experience. Our community held strong, and we were inspired by the outpour of your support – Thank you!



Families enjoying the IG Wealth Management Alzheimer Walk & Run Virtual Challenge

 *I don't know how to tell you what the session meant to me today. I am recently diagnosed and was feeling pretty hopeless. Thank you from the bottom of my heart. I wish there were more people like Roger who are willing to talk about their personal experience."*

## Dementia Network Calgary

Alzheimer Calgary is the founder and backbone organization of Dementia Network Calgary. The Network is a collective impact organization comprised of multiple stakeholders including impacted families, and representatives from other non-profit organizations, the public and private sectors.

### Dementia Lives Here

To help empower our community, Dementia Network Calgary launched **Dementia Lives Here**. This initiative seeks to foster inclusion and create dementia friendly communities through awareness and education. It is providing **hope and a new perspective**. Imagine a dementia inclusive world. A world where people had the knowledge to recognize and help someone with dementia struggling in the community. As part of the campaign through a series called, Ask Me Anything, **Roger Marple** is sharing his experience living with dementia, and how it impacts his life. Candid conversations with Roger help to develop compassion and create awareness in the community. For more information go to [www.dementialiveshere.ca](http://www.dementialiveshere.ca)

### Designated Care Partner Program

In the summer 2020, we launched The Designated Care Partner Program thanks to a grant from the United Way of Calgary and Area. The program aimed to reunite families with their loved ones in care facilities, as the pandemic prohibited contact. The Designated Care Partner Program was offered for free to anyone who had a family member in a care facility. After the one-hour online course, participants received a "Preventing Disease Transmission" certificate along with personal protective equipment (PPE) and knowledge on disease transmission, infection prevention and how to use PPE.

Thanks to our partners in this initiative, The Canadian Red Cross, the Government of Canada, the Health Coalition of Alberta and Caregivers Alberta.





*Roger Marple, Dementia Champion*

# Donors



**Thank you to all of our donors including those who gave over \$500 listed below.**

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*A special thank you to all of our dedicated volunteers. We appreciate your ongoing contribution and support. This year has been a bit different due to the pandemic; we were not able to see you all as much as we like. We can't wait to see you all again soon."*

Anne Desbarats, Robert Diaz, Raquel Dibb, Gordon & Sheryl Dista-Goeldner, Nora Duff, Anne Dundas, Gary & Anne Eckert, Janice Edwards, Kevin & Linda Ellefson, Jack & Beverly Elliott, Barry Ewanchyna, Mark Fajardo, Gypsy Falls, Clifford Ferguson, Barbara & Robert Filkohazy, Robert & Arlene Fillo Family Finn, Nicholas & Schroter, Heidemarie Fischer, David Fleming, Sheila & Dwight Foran, Michael & Christine Fry, John Fulawka, Zita Furlong, Bert & Bev Gall, Trent George, Smithu Gibson, Peter & Jean Gillespie, Robert & Cindy Godfrey, F. Joanne & Neil Gorrie, Jean Goudy, Gina & Robert Gouveia, James Granger, Robert Gratton, Barb Greig, Leona Grootwassink, Jan & Annie Hagon, Margret Hallamore, Catherine Hamilton-Keen, Elizabeth Hampton, Clive & Novak, Shirley Hanley-Dafoe, Robyne Hans, William Harper, Dufferin & Dianne Haskayne, Richard & Lois Hays, Daniel Henry, Charles Herman, Jan & Mark Hewitt, Carolyn Hitchman, William & Anne Ho, May Hoagland, Carolyn Hochman, David Hodgson, Chris Hollinshead, Robert & Susan Holt, Charles Hult, Vern & Lynn Humble, Noreen Hursh, Larry & Carolyn Hustad, Theresa Innes, Jean Iverson, Margaret & Fred Jaeger, Frederick & Patricia Jansonius, Corine Jarvis, Melanie Jasper, Karen Jerome, Greg Johanson, Terry Johnson, Barb Johnson-Clark, Leah Jones, Daniel & Diana Kainth, Ramneet Kaler, Gurtej Kane, Richard & Tobina Kelly, Lorne Kemp, Raymond Khangura, Gaggan Khosla, Indu Killackey, Terry Kolesar, Jacqueline & Dennis Konnert, Candace & Mark Kromm, Julie L'Amarca, Donna Law, A. Ronald & Barbara Lee, Ellen Lembach, Philip & Suzanne Lewicki, Sigrid Linder, Ron Little, S. J. Lockhart, Jean Louis, Wanda Lowry, Florence Lukey, M. O. Macaskill, Jill MacDougall, Morag Mackintosh, Lisa Macleod, Anne MacLeod, Jeff Madill, Anita & John Maguire, Nancy Maksymiw, Frances & Edward Mamer, Cary & LaRose, Laurie Mangat, Jas Mangat, Jasjit Mathews, Jill Matthews, Ken Mattisen, Carolyn & Arne McCagherty, Ken McDonough, Raynell McGinness, Mary McIntosh, Michael McIntosh, Sylvia & Ron McKenzie, Lorna McKinnon, Clara McKnight, Joan McLean, Deborah & Byron McPhee, Gayle & Gerry Miller, Joanne Moch, Lori & Darcy Moore, James Morningstar, Wesley & Lana Morris, Leslie Moscovitz, Walter Mulligan, Anne Murphy, Ruth Newson, Patricia Norton, Robert & Helen O'Connell, Ken O'Connor, Cathy & Myles Oddan, Wes Owen, Maureen Palmer, Robert Pate, Michael Paton, Russel Patterson, Jim Pattinson, Scott Petropoulos, George Petrovic, Jill & Ivan Petty, William Phoenix, Jim & Margaret Picard-Thompson, Johanne Poelzer, Ronald Polson, Rory & Vicki Poole, Lisa Porter, Edwin Quinn, Robert Rajan, Meenaz & Rosemina Rauk, Sheana & Arvi Real, James & Lucille Real, Peter & Allison Relke, David & Leslie Rendina, Nadine & Eden, Robert Repp, Linda & Grant Richardson, Glen & Jeanette Richler, Lawrence Riley, Alana Roberts, Clinton & Lisa Rosgen, Wendy Ross-Easton, Heather & Easton, Blair Rostoker, Gerard Rota, Cindy Salus, Sarah & Jesse Samoil, O Sarjeant, Scott Sawatzky, Greg & Butcher, Freida Schellenberg, Meryl & Marilyn Schmaltz, Bernadette Schreiner, Beatrice Schwartz, Robert Senyk, Craig Shaw, Leanne Shu, Louise Shyluk, John Simpson, Shaunna-Kaye & Barber, Andrew Small, Kelly Smyth, Crawford & Lynne Stashin, Kevin Steen, William & Maggie Stephen, Jesse Strang, Lorraine Stucken, Kevin Szilagyi, Sabina Taylor, Elizabeth Thomson, Mari-Lynn Toner, Marshall Trapnell, Mariana Trehas, George van Kooy, Katherine Villanueva, Leah Virga, Antonino von Platen, Curt Vullings, Jim Walls, Dale Ward, James Wares, Daniel Watson, Bud Webb, Dixie & Tony Webb, Frederick Weckl, Eva Weiss, Brenda Westcott, Ronald & Norma Wilkowich, Walter Willis, David Wilson, Glenda Winkler, Evelyn & Daryl Woertman, Tom & Rita Wong, Patrick Woodard, Milton Wright, Jeffrey Wyman, Herbert Yellin, Allan Young, Murray & Penny

# Financial Statements

Statement of Operations	2021	2020
Total Revenue	\$ 2,938,271	\$ 2,969,867
Total Expenses	\$ 2,088,609	\$ 2,529,928
Excess (deficiency) of Revenue over Expenses from operations	\$ 849,662	\$ 439,939
Unrealized gain (loss) on investments	\$ 494,349	\$ (495,279)
Excess (deficiency) of Revenue over Expenses	\$ 1,344,911	\$ (55,340)

At the outset of our fiscal year starting April 1, 2020, there was no way to predict how the year would unfold. Never before has Alzheimer Calgary been tested with such a complex and simultaneous array of challenges including: increased demand for services as families impacted by dementia were particularly vulnerable; a need to quickly change how and where we delivered services; and financial uncertainty given the economic downturn and market volatility.

Early COVID-related emergency funding from government and other sources enabled us to add support staff where needed and enhance our crisis response. At the same time, we were able to reduce operational expenses through virtual programming and other cost saving measures.

Fund development results exceeded our early expectations. Thanks to the generous and loyal support of this community, we count ourselves grateful.

As a fiscally responsible organization, we remain committed to securing our long-term financial viability so we can continue to meet the ever-increasing demands for service. Part of our strategy is to maintain a carefully managed and invested reserve fund. This year's financial results are due in part to the strong recovery of our strategically invested funds that make up our reserve as we saw a significant unrealized gain on investments. This is in marked contrast to the year prior where we saw a significant unrealized loss at the start of the pandemic.

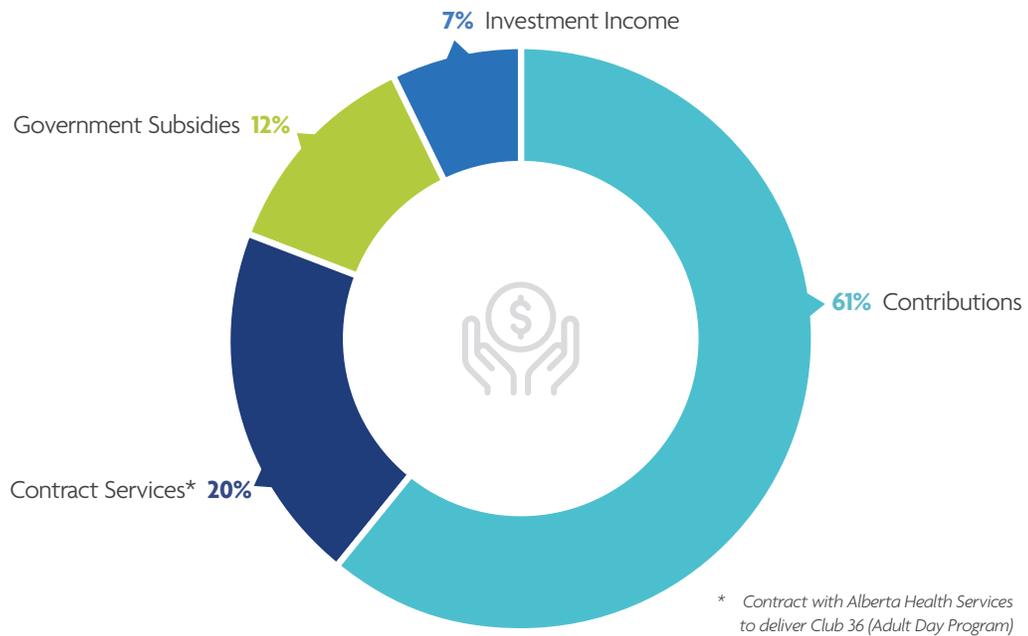
We are proud of everything we have been able to accomplish this year. Together we have maintained a healthy, secure position that enables us to plan for the future. We recognize that we have a strategic opportunity and an inherent responsibility to apply these resources to meet the ever-increasing needs of the community through ongoing innovation, partnerships and technology.

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

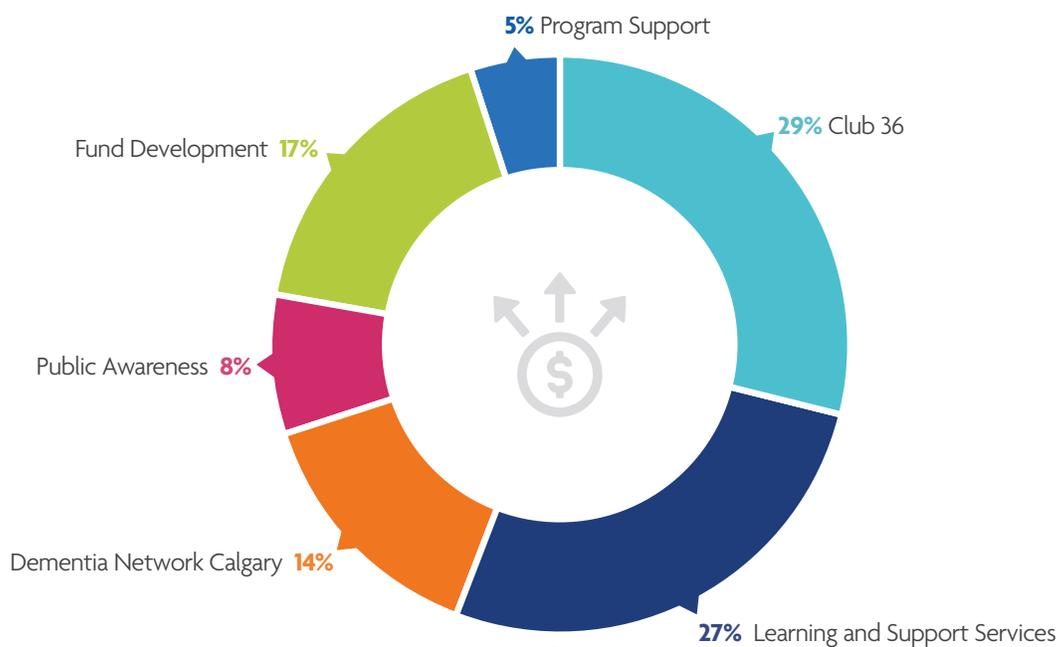


“ We are truly thankful for our donors, ever generous and committed to the cause during such a pivotal and unsettling time.”

## Revenues



## Expenses



# About Us

## 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

## Guiding Principles

### Person-centred

- › Committed to treating persons with dementia and their caregivers with respect, dignity and compassion at all times.

### Outcome-driven

- › Committed to evidence-based best practices that deliver results.

### Advocates for choice

- › Empowering people with the knowledge that will enable them to make informed choices.

### Barrier-free access

- › Striving for accessible services meeting the needs of diverse communities.

### Accountable and responsible

- › Committed to efficient practices and effective, sustainable stewardship.

### Collaboration and partnerships

- › Working with others to leverage resources.

### Capacity-building

- › Increasing our own capacity and the ability of the community to support persons living with dementia and their care partners.

## Board of Directors

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## Alzheimer Society of Calgary

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[www.alzheimercalgary.ca](http://www.alzheimercalgary.ca)

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### Funders



### Sponsors





Thank You! ♡