

Alzheimer Society of Calgary

# Report to the Community

Fiscal 2018 April 1, 2017 to March 31, 2018

**WORKING TOGETHER**



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

**“WITH OUR GOALS  
CLEARER THAN EVER  
AND OUR MISSION  
FRONT OF MIND, WE  
ARE PROUD OF THE  
ACCOMPLISHMENTS  
WE’VE ACHIEVED  
TOGETHER WITH OUR  
ALLIES AND EXCITED  
BY THE OPPORTUNITIES  
THAT LIE AHEAD.”**

## IT TAKES A VILLAGE

New data tells us that almost 17,000 people in the Calgary area are living with dementia. This number is set to double over the next 15 years. During the past year, we refreshed our Strategic Framework to ensure we are ready to address the rising number of individuals affected. Partnerships and broadening impact are emphasized strongly in our strategy and will be key to ensuring people impacted by dementia can live life well.

Innovations emerging from **Dementia Network Calgary** (with whom we partner and act as backbone organization) demonstrate the power of multiple voices coming together to create change.

Our partnership with **Alberta Health Services** allows us to provide meaningful activities for people living with dementia at our Adult Day Program, Club 36, as well as respite for caregivers.

The immediate delivery of enhanced programs into the community resulted from an exciting new collaboration with **Gordie Howe C.A.R.E.S. (Centre for Alzheimer's Research and Education Society)** this past year.

A new partnership with **AgeCare** enabled us to move one of our Adult Day Programs to a brand new location, with greater capacity for creative and social endeavours.

The continuation of **First Link®** – a program connecting families with resources immediately after diagnosis – was made possible by our valued partnership with **Alzheimer Society of Alberta & Northwest Territories**.

As the demand for support and education continues to grow, **United Way of Calgary and Area** is by our side, so that we can be there for local families.

With our goals clearer than ever and our mission front of mind, we are proud of the accomplishments we've achieved together with our allies and excited by the opportunities that lie ahead. **Your support has helped ensure local families don't have to face their journey of impact alone.** Thank you for your continued dedication and commitment to this important cause.



Ryan Jennings, *President, Board of Directors*



Barb Ferguson, *Executive Director*

# DEMENTIA NETWORK CALGARY: BUILDING A MOVEMENT

In 2013 our board and staff came together to review the organization's strategic plan. Seeing the complexity facing the local community affected by dementia, it became clear that no single organization could tackle the challenge alone.

Thus, Dementia Network Calgary was born, with Alzheimer Society of Calgary as its backbone organization. Since that time, stakeholders from public, private and nonprofit sectors have convened along with local family members and caregivers, to map out the process and begin moving toward creating a more inclusive city for people with dementia.

## The Role of a Backbone Organization

- Guide vision and strategy
- Support aligned activities
- Establish shared measurement practices
- Build public will
- Advance policy
- Mobilize funding

Source: Greater Cincinnati Foundation and FSG

## Engagement of the Broader Community

**Conversation Café** offers an informal, monthly, agenda-free get-together for local people impacted by dementia.

**Community Gatherings**, held regularly in community spaces around Calgary, provide members of the public a platform to voice their opinions and a space to learn about social and systemic issues affecting people living with dementia and their families.

**Dementia Connections** is a partner-led initiative. This brand new lifestyle magazine began printing in the fall of 2017 and features real stories of local people with dementia. The publication provides a substantial new resource to the community and offers glimpses into dementia innovations happening locally and around the world.



**Toolkits** such as ‘the person I am with has dementia card’ are available on [www.dementianetworkcalgary.ca](http://www.dementianetworkcalgary.ca) and are providing families with direct and tangible mechanisms to help them overcome challenges and learn new skills.

**A Community Events Calendar**, also available on the Dementia Network Calgary web site, keeps Calgarians informed about upcoming events, presentations and networking opportunities.

Dementia Network Calgary’s media launch took place in September 2017, helping raise awareness of its work and encouraging more community members to get involved. As we continue to support and collaborate with the Network, we are moved by what can be achieved when impassioned people come together with a shared goal. Initiatives like Conversation Café are proof of this, and as we reflect on the power of partnerships, our hope and vision for a city that truly supports people with dementia and their families starts to become a reality.



# Dementia Network CALGARY

*Creating a Dementia-Friendly*

dementianetwork

@dementia

Barb Ferguson  
Alzheimer Society of Calgary



## NEW SPACE FOR CLUB 36 SOUTH LOCATION

A new partnership with **AgeCare** enabled us to move our south Adult Day Program (Club 36) into their Seton facility in 2017.

The larger, brighter space has resulted in a homey, welcoming environment for our Club members, where they can take part in activities proven to benefit their cognitive and physical health. Club members, staff and volunteers are enjoying more room for dancing, yoga and other physical activities, as well as their own kitchen and separate areas for creative activities and quiet time.



## MEANINGFULLY ENGAGING PEOPLE WITH DEMENTIA

You can often hear the term ‘**person-centered care**’ being used at the Alzheimer Society of Calgary. It’s a philosophy that is central to all of our work and especially at Club 36.

It means that we are committed to treating people with dementia and their caregivers with **respect, dignity and compassion at all times**. Over the past year, this approach has enabled us to continue building on the meaningful and innovative experiences we deliver to our Club members – such as art therapy, music and improv theatre.

Evidence-based programs such as these are proven to improve the physical and psychological wellbeing of people with dementia and create opportunities for social engagement and artistic expression. Opening Minds through Art (OMA) is one example of this. OMA is an intergenerational art therapy program, in which volunteers (often students) partner with a Club member over a 6-8 week art process. In addition to the friendships and learnings that emerge for the ‘artners’, the process culminates in a piece of art that the person with dementia can be proud of.

**“AT THE BEGINNING, I WAS  
SURE MY HUSBAND WOULD  
NOT ATTEND ANY DAY SUPPORT  
PROGRAM. I WAS SURPRISED &  
THRILLED TO SEE HIM HAVING  
SUCH A GREAT TIME, ENJOYING  
ALL THE ACTIVITIES & LOOKING  
FORWARD TO THE NEXT WEEK.  
THE PAST YEAR AND A HALF  
HAS BEEN A TRULY WONDERFUL  
EXPERIENCE FOR HIM. THE  
VARIETY AND QUALITY OF  
ACTIVITIES IS IMPRESSIVE! THE  
STAFF ARE WELL-TRAINED,  
ENTHUSIASTIC, AND SO CARING –  
TRULY THE HEART OF THE CLUB.”**

**~ A local caregiver**







## BUILDING COMMUNITY CAPACITY: OPENING MINDS THROUGH ART

We were thrilled to be selected as one of eight projects from across Alberta for the Community Innovations Grant Funding for People Affected by Dementia grant. The initiative, funded by **Alberta Health Services**, enabled us to train representatives from 32 organizations from across Southern Alberta to become **Opening Minds through Art (OMA)** facilitators.

OMA is an internationally-renowned, evidence-based, intergenerational art therapy program for people with dementia, developed by Miami University in Oxford, Ohio. It brings together people living with the condition and volunteers of a younger generation over a 6-8 week art process. During this time, **meaningful relationships are built and opportunities for social engagement and autonomy are created.**

We have seen first-hand the **social, psychological and physical benefits of OMA** since we began implementing the program at our own Adult Day Program, Club 36, in 2015. Its benefits have extended to students of the Faculty of Nursing at University of Calgary, who benefit from authentic learning opportunities and develop dementia care skills during their participation in the program.

In the spring of 2017, representatives from Adult Day Programs, long term care facilities and other community organizations, came together in Calgary to take part in the training, increasing their knowledge of dementia and learning person-centered communications skills.

Newly trained OMA Facilitators are now rolling out OMA at their own facilities, and a **Community of Practice** (a group of people who share the same craft or profession) has been established – another welcome outcome of the initiative. This community of facilitators supports one another as they continue working towards their goal of providing meaningful, social opportunities for people with dementia.



## GORDIE HOWE C.A.R.E.S. PARTNERSHIP

A new three-year partnership with Gordie Howe C.A.R.E.S. (Center for Alzheimer's Research and Education Society) was announced at the end of 2017, increasing knowledge and capacity in the community to support people impacted by dementia. It comes at a time when the need for education and care is increasing rapidly, and will enable a far greater number of community members to connect with vital services.

Gordie Howe C.A.R.E.S. is a local charitable organization, whose objective is to create tangible solutions for people living with dementia and caregivers. Founded upon the values of commitment and passion, the organization's long term goal is to build a future Center of Excellence in Dementia Care in Calgary. Currently, it is fulfilling its short term vision of supporting the immediate delivery of dementia education and care to the Calgary community through its partnership with the Alzheimer Society of Calgary.

The collaboration came about through a shared objective of improving the lives of people with dementia and their caregivers, and will see Gordie Howe C.A.R.E.S. investing in Alzheimer Society of Calgary core programs at a time when the need is growing exponentially. It will see expanded dementia training for audiences such as first responders, recreation facilities and social workers, and evidence-based creative programming to benefit people with dementia.

The relationship will also support Dementia Network Calgary initiatives, to bring the community together to tackle larger social and systemic issues for people impacted by dementia.

Together, we are extending our reach to more individuals and families, so that they can connect with essential resources and services to help them live life well.

**GORDIE**  
**HOWE C.A.R.E.S.**

CENTER FOR ALZHEIMER'S RESEARCH  
AND EDUCATION SOCIETY



# SUPPORTING AND EDUCATING OUR COMMUNITY

## Learning and Support Services

Our Learning & Support Services team saw continued growth in demand for education, support and care during the past year. As a result, we supplemented our educational program thanks to support from funding partners and sponsors, enabling a greater number of Calgarians to access knowledge about the condition and local resources.

In professional education, we continued to partner with institutions such as University of Calgary, and with care facilities, hospitals and other community-based organizations to deliver Best Friends Approach™ training. As a result, nursing students and service providers have acquired person-centered approaches to dementia care. As the demand for care increases, so does the need for quality training and ongoing support for healthcare providers, to ensure people with dementia are supported to live well.

In its second year, we saw continued growth in the number of people connecting with us through First Link® – a referral program designed to help physicians and health/service providers connect people with dementia to the Alzheimer Society of Calgary as soon as possible after diagnosis. We are thrilled to see the positive outcomes of this initiative, as families who are connected with resources earlier are better supported to live well with a diagnosis.

We also introduced Gentle Persuasive Approach (GPA) – an evidence-based care approach to support people with responsive behaviours. The program is designed to help Calgary and area health care professionals learn practical techniques to prevent behavioural escalations.

This past year, over 1500 people attended a public education session with 97 per cent of people reporting to have an increased knowledge about dementia.

### Year over Year Comparisons

First Link® referrals increased .....	317%
Total one-to-one support contacts increased .....	20%
Participants attending public education events increased .....	25%

### Outcomes

93%

of support group clients felt less isolated

97%

of public education participants reported increased knowledge about dementia

1500

people attended a public education session this past year

90%

of public education participants report increased awareness of community resources and supports

97%

of people reported an increased knowledge about dementia







## COMMUNITY MEMBERS CREATING IMPACT

We couldn't do what we do without the support of our community. This past year we were inspired by the efforts of local individuals who created and took part in truly unique fundraising events to give back to others in the community impacted by dementia.

In June, the Jim Sinclair Golf Tournament raised almost \$9,000 for the Alzheimer Society of Calgary. The annual event, led by patron Jim Sinclair, brings together golfers from the insurance industry at Cottonwood Golf and Country Club to raise funds for local organizations.



A one-of-a-kind gala dinner – ‘Bridging the Gap’ – brought young TV stars from the hit show MasterChef Junior to Calgary for a special event. A big thanks to community members Mark Knief and Monty Raisinghani for realizing this

unique experience. The talented young stars served up a culinary feast for guests at Barcelona Tavern, including a cucumber and spinach gazpacho and deconstructed coconut cheesecake. The event raised an impressive \$20,000 to help local families.

This year marked the 27th annual Investors Group Alzheimer Walk & Run. 1400 people gathered downtown on Thanksgiving weekend to raise funds and awareness for those impacted by dementia. We are so thankful to our participants, sponsors, volunteers, donors, vendors and staff who come together and work hard to make this event possible. In 2017 almost \$300,000 was raised as a result, providing a significant source of funds for Alzheimer Calgary programs and services.



4 CULINARY WHIZ KIDS. 4 CREATIVE VISIONS. 1 INSPIRING CAUSE.

## VOLUNTEERS

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[Janet Arnold](#)  
 Carolyn Arrell  
[Cathy Attenhofer](#)  
 Feeha Azeem  
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**“AS YOU GROW OLDER,  
YOU WILL DISCOVER  
THAT YOU HAVE TWO  
HANDS — ONE FOR  
HELPING YOURSELF,  
THE OTHER FOR  
HELPING OTHERS.”**

**- Audrey Hepburn**

## DONORS

Space limitations restrict the following acknowledgement to gifts totaling \$500 or more between April 1, 2017 and March 31, 2018. However, we are sincerely grateful for all contributions.

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## COMMUNITY PARTNERS AND SPONSORS

### Funders



### Sponsors



## JEANNE BENTLEY AWARD

More than thirty five years ago, our founder, Jeanne Bentley, convened like-minded individuals around her kitchen table to address the complexities facing the community affected by dementia. Today, we uphold Jeanne's legacy by recognizing the outstanding contributions of local people, whose passion for the cause and diligent efforts have helped Calgarians with dementia and their families to live well.



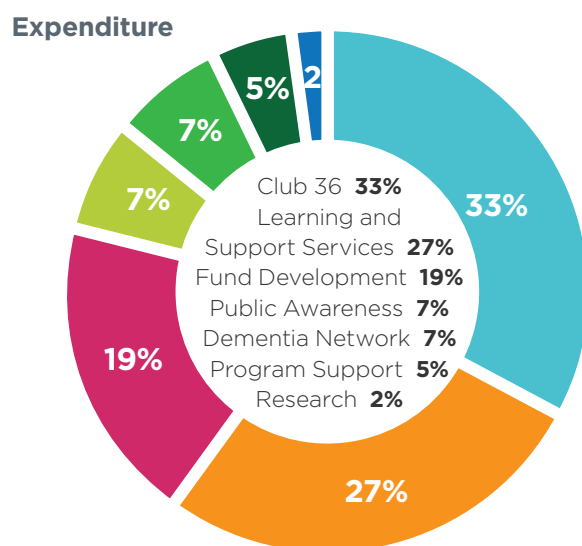
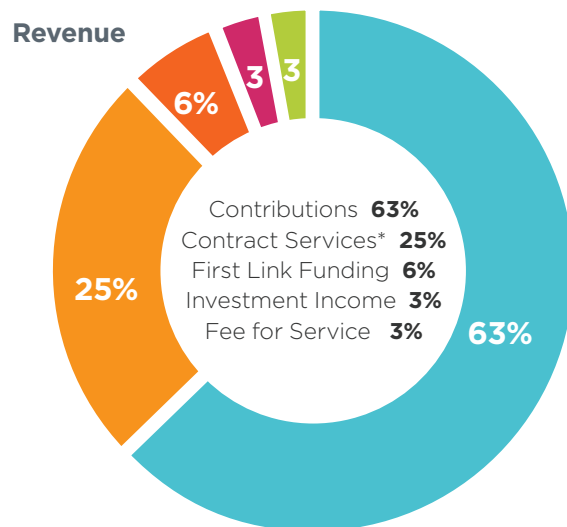
### This year's winner of the Jeanne Bentley Award is Ron Freckleton.

Ron is a true advocate for local families affected by dementia. As caregiver for his late wife, Joan, he uses his experience, his popularity in the community, and his voice, to help others. At the age of 83, Ron wrote and published 'Our Time to Say Goodbye' – a love story for his wife, with proceeds benefiting our organization. Since then, Ron's energy and enthusiasm for the cause has inspired countless individuals to get involved. Among his initiatives are his 'Adopt-a-Dahlia' project and his annual calendar, which raise funds for programs and services accessed by thousands of people each year. Ron's ability to normalize a subject that has been heavily stigmatized, and his determination to stand up and provide hope for others, make him an exceptional volunteer and leader in our community.

# FINANCIALS

## Statement of Operations

	2018	2017
Total Revenue	\$ 2,278,432	\$ 2,064,909
Total Expenses	\$ 2,254,334	\$ 2,073,085
Excess (deficiency) of revenue over expenses	\$ 24,098	\$ (8,176)
Unrealized gain (loss) on investments	\$ (16,424)	\$ 104,527
Excess (deficiency) of revenue over expenses	\$ 7,674	\$ 96,351



## 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

## Board of Directors

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Murray Brown, *Vice-President*

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

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



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