

Alzheimer Society of Calgary
Report to the Community

Fiscal 2010 April 1, 2010 - March 31, 201

MISSION

The mission of the Alzheimer Society of Calgary is to alleviate the personal and social consequences of Alzheimer's disease and other related dementias and promote the search for a cause and cure.

VISION

We strive for a future that will see:

- the discovery of the cause and cure for Alzheimer's disease
- the personal and social consequences of dementia significantly reduced
- enhanced quality of life for persons with dementia, their families and caregivers
- access to quality dementia care from disease onset through life
- increased respect, support and early intervention for persons with dementia and their caregivers

GUIDING PRINCIPLES

Person-Centred - we are committed to treating persons with dementia and their caregivers with respect, dignity and compassion at all times.

Outcome-Driven - we are committed to evidence-based best practices that deliver results that meet the needs of those we serve.

Advocates for choice - we are committed to empowering the people we serve with the knowledge that will enable them to make informed choices.

Barrier-Free Access - we strive for accessible services that will meet the needs of the diverse communities we serve.

Accountable and Responsible - we are committed to efficient practices and to effective, sustainable stewardship of all assets entrusted to the Alzheimer Society of Calgary.

Collaboration and Partnerships - we are committed to working with others in order to leverage resources to meet the needs of the communities we serve.

Capacity Building - we are committed to increasing our own capacity and the ability of the community to support persons living with dementia and their caregivers.

STAFF LIST AS OF MARCH 31, 2011

Jorge Avilés Executive Director

Wendy Benson Director Human Resources and Administration

Linda Dowdeswell Administrative Assistant

Tracy Neumann Director of Development

Sherry Shipley Fund Development Assistant

Rebecca Geddes Communications and Events Manager

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Sarah Price Director, Dementia Care Programs

Frank van den Berg Dementia Care Training Consultant

Melanie Sawatzky Dementia Care Training Consultant

Ciel Sander Family Support Coordinator

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Anthea Hibbert Manager, Club 36 Harvest Hills

Nicole Brander Manager, Club 36 Southwood

Maida Higa Health Services Facilitator - Club 36 Harvest Hills

Cheryl Fox Health Services Facilitator - Club 36 Southwood

Nasira Firdose Day Program Facilitator – Club 36 Harvest Hills

Ryrie Davis Day Program Facilitator - Club 36 Harvest Hills

Tracey Tatlock Day Program Facilitator - Club 36 Harvest Hills

Corinna Herbrig Day Program Facilitator - Club 36 Southwood

Club 30 30utilwood

Linda Szecsy Day Program Facilitator - Club 36 Southwood

Hans Knierlinger Driver, Day Program

BOARD OF DIRECTORS

Henry Assen President

Gerard Black Treasurer

Ellen Chidley

Glenda Cole Past President

Dr. Daniel Lai

Dahlia Libin

Cary Mamer Vice-President

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The Changing Face of Dementia

anuary, 2011 marked the beginning of the Alzheimer Society of Calgary's 30th Anniversary – making it one of Canada's most established organizations serving people with Alzheimer's disease and related dementias. Thirty years has brought growth and maturity to the Society and evolution in how we, as a community, understand dementia.

In addition to serving people diagnosed with Alzheimer's disease or related dementias from a traditional standpoint (those over the age of 65 years of age and well into the life course of their illness), we are increasingly being asked to address the needs of those with young onset dementia and mild cognitive impairment. This changing environment prompted us to ask, "How are we responding to the diverse needs of those living with dementia; how is the changing face of dementia being integrated with what we do – from onset to end of life?"

We are entering a new phase of strategic planning and business development and we will continue to ask these questions and evaluate the changes we make. We recognize that change is an inevitable part of growth and see our resiliency as part of our ongoing success.

"We recognize that change is an inevitable part of growth and see our resiliency as part of our ongoing success."

As the face of dementia changes, so does our ability to adapt to the changing needs of those diagnosed and their families. More individuals will be diagnosed with young onset dementia (under the age of 65 years) and diagnosed in the early stage of dementia and we feel confident in saying that an increasing number of people are aware of the warning signs and are seeking help sooner. This would not have been the case 30 years ago.

Community support and partnerships help the Alzheimer Society of Calgary increase awareness and build capacity and are vital to contributing to systemic change. In this last fiscal year, we had a number of community organizations renew their commitment to the Alzheimer Society of Calgary. Some of these include: the Calgary Motor Dealers' Association with the receipt of proceeds from their Vehicles and Violins Gala; ICOM Productions with their ongoing contributions to the development of our e-Learning programs; Manor Village Life Centers with their commitment to educating the dementia care workforce through our Dementia Care Training Centre; and Robertson College with their comprehensive approach to student education from the classroom to hands-on experience at our Club 36 sites. We also were pleased to partner with the Body Worlds & The Brain Exhibition hosted at the TELUS World of Science.

In the 2010/11 fiscal year, the Alzheimer Society of Calgary was invited to present at a number of conferences, including: Alzheimer Disease International (Toronto); the Canadian Coalition for Seniors Mental Health (Halifax); Alberta Senior Citizen's Housing Association including MCF Housing for Seniors (Calgary); and the National Adult Day Services Association (North Carolina, USA).

Success for the Alzheimer Society of Calgary has grown over the past 30 years. We remain committed to the people we serve and have the passion and determination to continue our success into the future. We are fortunate to work with a caring community; to have a dedicated board of directors, loyal volunteers and a team of professionals who all work collaboratively to ensure, "We're here for you."

Henry Assen

President, Board of Directors

"We remain committed to the people we serve and have the passion and determination to continue our success into the future."

30th Anniversary



This year has been an exciting time for the Alzheimer Society of Calgary as it marks its 30th Anniversary proudly serving Calgary and area. There have been several workshops and events throughout the year to celebrate the past 30 years in the community and to look to the future of what the next 30 years may bring.

Since its beginning in 1981, the Alzheimer Society of Calgary has seen many changes including programs, staff and location. The adult day support program, Club 36, was introduced in 1986 and will be celebrating 25 years of service next year.

The beginning of our anniversary year was celebrated by the design and launch of our 30th anniversary logo which has been incorporated in most of our publications and posters this year, as well as our website and both social media outlets Facebook and Twitter. Please visit our pages on both sites!

The Dementia Care Training Centre (DCTC) was launched in 2003 to provide educational workshops for families and training and development programs for staff working in the health care fields and service sector agencies. This past year in an effort to reinforce and grow our presence in the



community, the DCTC enlisted the creativity of two students from the Alberta College of Art + Design (ACAD). Sean Aletza and Jordan Natyshyn provided DCTC with a brand new logo and style guide, giving DCTC a contemporary, unique, and recognizable design.

For the launch of Empowered Care: Learning Through Information, Stories and Strategies, the Alzheimer Society of Calgary worked closely with ICOM Productions to create a trailer to help spread the word

of our newest Family Education workshop. The Empowered Care trailer can be found on www. YouTube.com or by visiting the link from our Facebook and Twitter pages, and our website.

As an additional Awareness Month activity, we hosted a movie screening of "Forgetful Not Forgotten" a film by Chris Wynn depicting an intimate portrait of a family coming to grips with the realities of early-onset Alzheimer's disease. The movie was enjoyed by a full house!

For the last 20 years, the Investors Group Thanksgiving Memory Walk and Run has been a Thanksgiving tradition for many families in Calgary and area. While the event started small in 1990,

it has since grown to over 1,000 participants, and has become the signature event for the Society. The event allows families an opportunity to spend Thanksgiving together while celebrating the lives and memories of their families and friends. It is always a wonderful morning to celebrate, share and remember.

Over the years to come we will contribute our resources to ensure we live in an informed society where the stigma associated with dementia is eliminated; where supportive environments exist so people living with dementia can thrive with dignity; and where a strong dedicated and well trained workforce support the needs of those living with dementia and their care partners.

"Our role is to support and educate others to build their own capacity for supporting excellence in dementia care."

Dementia Care Programs Overview

The fiscal year 2010-2011 brought many new opportunities and challenges for the Dementia Care Programs. Over the years we have come to understand that our role in alleviating the personal and social consequences of Alzheimer's disease and related dementias is to support and educate others in our region to build their own capacity for supporting excellence in dementia care. As a result, our support services and education programs continually rate high for supporting care partners, increasing awareness and reducing stigma and enhancing quality dementia care.

Club 36 underwent a significant change in 2010-2011 with the addition of two new staff positions. The Day Program Manager and Health Services Facilitator roles were introduced in an effort to streamline administrative processes with Alberta Health Services and to enhance the health care and teaching component of our service to participants while ensuring that our Health Care Aide staff are continually supported. These changes have positioned Club 36 to consider additional programming options for the future including those for the early stages of dementia and those under the age of 65 years.

Family Support experienced a year of change with the introduction of programs designed for those living with the early stages of Alzheimer's disease or related dementias and the introduction of e-Learning for family members. Programs for those in the early stages of dementia are being streamlined into a core set of programs that are focused on developing positive perspectives about dementia, understanding the services offered through the Alzheimer Society of Calgary and learning about ways to maintain physical, emotional, cognitive and spiritual health. A support group for this group has also been led and continues to attract more participants on a monthly basis. As a means of reducing barriers to access, the Alzheimer Society of Calgary introduced a second on-line educational tool for care partners and friends living anywhere around the world; Empowered Care Online joins Dementia Basics© as up-to-date, innovative ways to deliver quality dementia care.



successfully presented their programs at local, national and international conferences throughout 2010 and 2011. With the new brand and logo design, the DCTC is beginning a steady climb of recognition for delivering quality training programs.

HIGHLIGHTS

Empowered Care and Empowered Care Online

2011 was an exciting year for our family education programs. Funding was secured to turn our Caring with Confidence series into an online training for care partners. When we started to delve through the material, we realized that it was time to do a major overhaul of what material we delivered, as well as how we delivered it.

As a result, Caring with Confidence, which had been offered to family care partners since 2003, was retired and Empowered Care: Learning through information, stories, and strategies was created. Empowered Care builds the capacity of family care partners to support persons living with dementia while providing care. Participants in the workshop learn about dementia and the losses associated with it both for the person and themselves. Strategies for care are discussed and stories are shared with the goal of building the resiliency of care partners.

Empowered Care Online was developed to enhance barrier free access to our family education programs. It allows people who, for various reasons, cannot attend the face-to-face workshop to receive the same learning experience but at their own convenience and pace. Empowered Care Online delivers the same core information, and provides the opportunity for peer interaction in the online forum. The online modules are supplemented by a workbook with information and activities. We are looking forward to reporting evaluation outcomes next year.

We launched Empowered Care and Empowered Care Online at the end of this fiscal year and we are looking forward to watching these programs flourish. Check out our trailer for Empowered Care on www.YouTube.com.

Conferences and Presentations

In September 2010 DCTC presented "Intimacy & Sexuality Practice Guidelines in Dementia Care" to the conference about "Dementia Basics© Online" at the Canadian Coalition for Seniors Mental Health 4th National Conference in Halifax.

Our continued partnership with MCF Housing for Seniors led to a request for an in-service on the topic of Early Dementia in Supportive Living: Trends, Resources & Future Needs. It assisted MCF Housing staff to understand, recognize and support people with early signs of Alzheimer's disease or

related forms of dementia. Facility Managers and department leads from food services, housekeeping and recreation, attended this session.

In March 2011, Alzheimer Society of Calgary had the opportunity to attend and present at the 26th International Conference of Alzheimer's Disease International in Toronto. Two abstracts were submitted and were accepted for the conference. "A Canadian Twist to an Iconic Dementia Care Program" was presented with a poster on Alzheimer Society of Calgary's online learning entitled "Bridging the Long Distance Caregiving Gap" reached several hundred delegates.



Community Initiatives

The Alzheimer Society of Calgary exists because of community support. It is the people of Calgary and area that make this organization strong and they provide us with the ability to respond to community-wide need.

Community support comes from individuals, granting organizations, foundations, corporations bequests, and so much more. Together these have a profound affect in providing impact in the lives of the thousands of people we help each year.

Community initiatives refer to people in Calgary and area who work together to host fundraisers to benefit the Alzheimer Society of Calgary. We are proud recipients of funds from children who in lieu of birthday gifts ask that donations be made; from business owners who designate part of their sales to benefit others.

This past fiscal year, the Alzheimer Society of Calgary has worked with a number of people who have organized fundraisers on our behalf. Two such events are Vehicles and Violins and Gord's Game for Alzheimer's.

Vehicles and Violins Gala is an event organized and hosted by the Calgary Motor Dealers' Association (CMDA). Last year, the Alzheimer Society of Calgary was a charity of choice. The event contributed \$110,000 to our programs and services. We are grateful to the CMDA for the opportunity to work with them and for their interest in further supporting and advancing the work of the Alzheimer Society of Calgary.

Sunshine and picturesque beauty was the backdrop for this year's Gord's Game for Alzheimer's at the Kananaskis Country Golf Course. Organized and hosted by the Strandlund family, more than 100 golfers celebrated Gord who was diagnosed with Alzheimer's disease at the age of 57. Their efforts raised more than \$30,000 in support of research. We sincerely thank the Strandlund family for their support of the Alzheimer Society of Calgary and steps to finding a cause and a cure.

We thank EVERYONE who joined us in our work to alleviate the personal and social consequences of Alzheimer's disease and other related dementias while promoting a search for a cause and a cure. Together we will see ongoing success.

Thank you.

Treasurer's Report

The Alzheimer Society of Calgary is committed to the responsible stewardship of its financial resources in fulfilling its mission statement. Once again, through the hard work of the entire staff and many volunteers the Society has had a successful year meeting its objectives and is pleased to report its financial results for the year ended March 31, 2011.

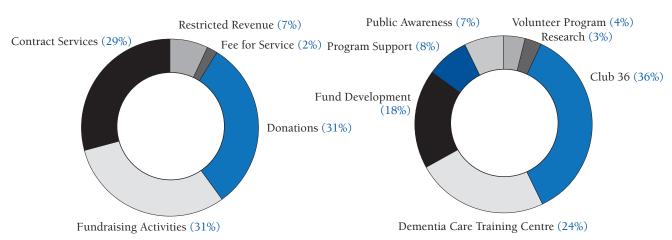
The Society has had another strong financial year. Revenues and expenditures are as set out below:

	For the years ended March 31,	
	2011	2010
Total revenue	\$1,771,916	\$1,774,853
Total expenses	\$1,614,703	\$1,446,018
Revenue over expenses	\$ 157,213	\$ 328,835

Revenues and expenses as a percentage of total revenue and expenses respectively have been summarized as follows:

REVENUES

EXPENDITURES



The Society has over \$2 million in net assets and of this amount \$1.4 million has been internally restricted by the Board of Directors to ensure the ongoing operation of the Society's programs and services should there be an unanticipated interruption in revenue. This year the Society's Board has also internally restricted \$100,000 for research for the cause and cure of Alzheimer's disease.

Audited financial statements are available online at www.AlzheimerCalgary.com or by phoning (403) 290-0110.









Volunteers Listing

for fiscal year 2010/2011

Maryam Abbaszadeh Janet Arnold Muriel E. Ashton Dana Assen Harry & Lucy Assen Henry Assen Katrina Assen Lucy Assen Scott Assen Jorge Aviles Sebastian Aviles Janice Bakal Gisoo Bani-Adam Eman Baroud Taylor Barrie Jan Beardmore Chelsea Bedrejo Rebekah Benoit Wendy Benson Gerard Black Lillian Bollman Brandee Bowman Cindy Browning Joanna Byers Joan Cadger Jeanne Chartrand Mandy Chhina Ellen J. Chidley Tammy Coates Glenda E. Cole Diane E. Collins Paula Cook Chris Cottingham Mackenzie Cottingham Fiona Couperwhite Marjorie Cousins Carol A. Dann Colleen & Mark de Jager Mark & Colleen de Jager Jasdeep Dhaliwal Rusk Ditto Natalia H. D'Ovidio Tammy Dundas Paul Dwyer Bryan Elmgren Pat Findlay Nasira Firdose Fe Florendo Clara E. Fluker Kevin Folk Dan Gaynor Feven Gebremicael Carol George Roy Goddard Megan Godfrey Cam Grant Candice Graves Loni Griffiths Upasana Gurunathan Kati Haataja Ashley Haley Ms. Stephanie Hart Jeff Harvey Danielle Heck Helen Hunter Saiful Islam Melanie Jaskolski Dana Jenkins Rodney & Dana Jenkins Karen Jia Christy Jo Tori Kamila Tony Katyor Michelle Keeley Muriel Keeling Sean Kellington Marsha L. Kerby Gerald Kozdial Richelle Kozdial Daniel W. Lai Chris Laird Katrina Law Bill Lebedovich James Lee Katherine Leonard Karen Leung Leon Lew Shu Ran Li Dahlia Libin Pat Lievers Susan J. Little Selena Liu Barbara Livingstone Eredee Loriezo Eregee Loriezo Erevee Loriezo Sandra Lunder Lorne Mackenzie Al & Mary Madeley Mary E. & Al Madeley Brian Mahaffey Cary Mamer Iyswarya Mani Bhaskar Loretta Marek Sherry McBryan Leanne McIsaac Judy McIvor Deb McKerlie Cynthia Mendoza Kristofer Meza Elizarraras Aaron Mohr Leslie Molengraaf Star Mondey Carlie Montpetit Karan Nagra Mike Neumann Tracy A. Neumann Caprice L. Niebuhr Peter Nieuwenburg Will Nosen Michael D. Novinger Typhnee Ogunyele Lyre Orcajada Quinn Orcajada Cheryl Parry Brett Penner Karen L. Perry Sharon Phillips Julie Pindur Mr. Daniel Price Ms. Gillian Price Joan Price Sarah Price Marion Rasmussen Matt Ravlich Irene M. Richards Robin Rootes Sunil Sabharwal Melanie Sawatzky Sandra Schwanke Judy Scott Daryl & Lesley Sedor Lesley Sedor Seeger Debbe Sermonia Emma B. Shipley Jim Shipley Sherry J. Shipley John Shyluk Karen Silver Khathey Simmons Florence Smith Gord Smith Nicole Smith Elise Sommer Maria Soto John St George Greta Stark Brenda Stephenson Mike Stewart Garth Stotts Ashley Stroh Janet Swain & Tony Katyor Kathryn Sweett Gabrielle Tambay Donna Tangjerd Heather Templeton Isabelle Templeton Hatti

THANK YOU!

Ternes Ann Thorlacius Gabreille Tombay George D. Toumishey Navjeet Uppal Sue Vogel Sharon Wagner Cheryl Waite Lois Wallace Allison Warman Sarah Warman Katie Wattie Patricia Weinmeyer Jane Whitman Kaylei Whitman Marion Whitman Madeline Willett Tracy Xu Joshua Yee Spring Zhu Heidy Zumbrunn Aviles



Donor Listing

We are grateful to all our donors. Space limitations restrict the following acknowledgement to gifts of \$500 or more as of April 1, 2010 – March 31, 2011

\$500+ donors and monthly donors with cumulative totals

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