

RESPONDING
TO CHANGE

DONOR IMPACT
REPORT 2020-2021

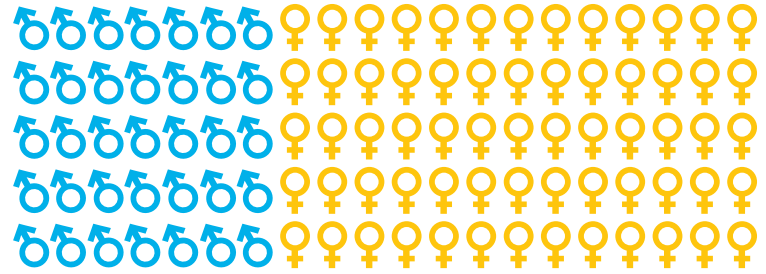


Alzheimer Society
CANADA

By the numbers

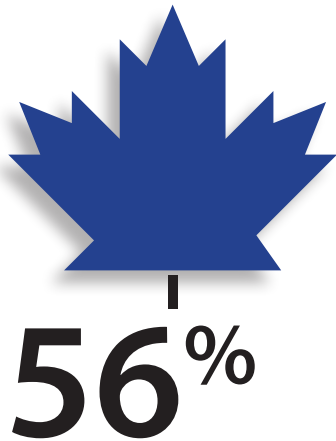
THE URGENCY

	TODAY	2030
Canadians living with dementia	500,000+	912,000
Cost of dementia to the Canadian economy and healthcare system	\$10.4 BILLION	\$16.2 BILLION



Of those living with dementia aged 65+

65% ARE WOMEN

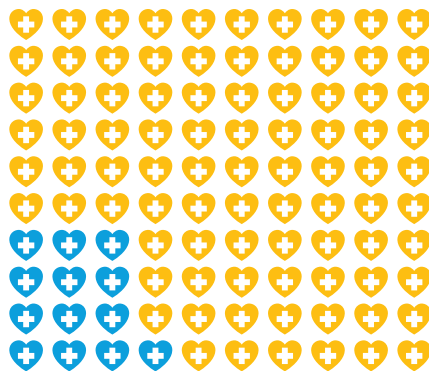


of Canadians are concerned about being affected by Alzheimer's disease

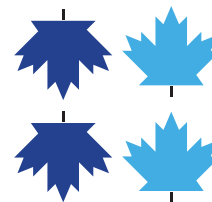
Of greatest concern is their fear of being a burden to others, and of losing their independence and the ability to recognize family and friends



2 in 5 Canadians have experience caring for someone living with a form of dementia



87% of caregivers wish that more people understood the realities of caring for someone with dementia



2 in 4

Canadians admit they would feel ashamed or embarrassed if they had dementia

THE PROGRESS



MORE THAN

\$64
MILLION

invested to date in research through the Alzheimer Society Research Program

Working together for a brighter future



Kevin O'Shea



Ronan Ryan

It's a devastating reality that most of us have been touched by dementia, whether living with a diagnosis or watching someone we love experience the disease. While the world's attention turned to the global pandemic in early 2020, people living with dementia in Canada were enormously impacted. Across the country, crucial home and community support services for people living with dementia and caregivers were reduced, leading to social isolation and increased caregiving burden.

Because of you, Alzheimer Societies across Canada quickly responded to the increasing need for services by shifting many programs, services and sessions online and over the telephone. At the same time, the Alzheimer Society of Canada advocated that the unique needs and challenges of people living with dementia be at the forefront of the national pandemic response.

With our continued commitment to investing in dementia research, the Alzheimer Society of Canada has invested more than \$64 million since our research program began in 1989, focused on research areas including improving quality of life, early diagnosis and prevention, as well as big, bold and new ideas from emerging researchers across the country.

To achieve our mission, it's critical that people touched by dementia are heard. That's why people with lived experience of dementia are at

the heart of everything we do, engaging in all aspects of our work. For example, the Alzheimer Society of Canada's Advisory Group of People with Lived Experience of Dementia is a community of people living with dementia and care partners who provide critical input on our work and participate actively in education, advocacy and awareness-building.

We also listen to the needs of people living with dementia through the many letters, emails and calls we receive. Their voices help guide our advocacy efforts, shape what resources we develop, and push us to keep fighting for a better future for all people impacted by dementia in Canada.

Because of your support, we will continue to shine a light on the experience of living with dementia and ensure that the voices of people living with dementia are heard.

A handwritten signature in black ink that reads "Kevin O'Shea".

Kevin O'Shea
Board Chair, Alzheimer Society of Canada

A handwritten signature in black ink that reads "R Ryan".

Ronan Ryan
CEO, Alzheimer Society of Canada

COVID-19 and dementia

Across Canada, people living with dementia and caregivers were enormously impacted by the pandemic, no matter whether they lived in a care setting or at home. The Alzheimer Society of Canada introduced a series of supports and took action to support people living with dementia, as well as their families and professional caregivers.

COVID-19 Task Force

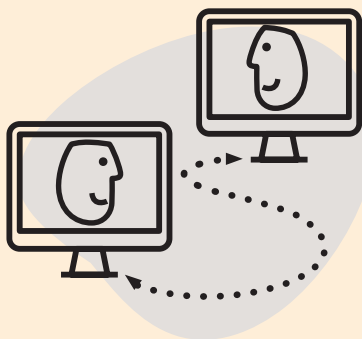
In response to the pandemic, we convened a COVID-19 and Dementia Task Force that included leading researchers, clinicians, dementia specialists and people with lived experience of dementia to identify and address gaps in the healthcare system for people living with dementia and caregivers throughout the pandemic.

Key initiatives included

1. Introducing guidelines for acute care settings to allocating scarce resources to people with dementia during a pandemic (provided to all acute care hospitals in Canada)
2. Providing recommendations for family physicians on virtual cognitive and behavioural assessments
3. Recommendations on improving end-of-life care in long-term care homes for people living with dementia.

The task force presented its recommendations to the Dementia Policy Secretariat at the Public Health Agency of Canada, the Federal/Provincial/Territorial Coordinating Committee on Dementia (one of the governance tables attached to the national dementia strategy) and to the Chief Science Advisor to the Government of Canada. Work continues in this area to improve healthcare for people living with dementia now and beyond the pandemic.

COVID-19 tips for caregivers & people living alone with dementia



Recognizing that many community and support services were paused due to the pandemic, we introduced tips for both caregivers and people living alone with dementia. These online and print resources provided ideas on how to stay safe, incorporate activity and connection into daily life, and how to take care of both physical and mental health.



Living well with dementia through a pandemic

Pearl lives with Alzheimer's disease and vascular dementia in a retirement home in Prince Albert, Saskatchewan. Though Pearl's daily routine and social connections were drastically altered at the beginning of the pandemic, her daughter Kim found ways to support her mom, and introduced her to adult colouring. "Although art was not something [Mom] ever did, she fell in love with colouring. The tremor in her hand seemed to disappear, each piece so neatly completed with evidence of care and pride," shared Kim. "Her future still holds possibility—possibility for personal satisfaction, possibility to enrich others' lives with joy, and the possibility to discover something new."

Read Pearl's story at alzheimer.ca/pearlsstory

Our research will change the future of dementia—because of your support.

Dementia is not a normal part of aging. It is causing Canadians to die early after enduring poor quality of life and deteriorating for many years. Every year, about 76,000 Canadians are diagnosed with dementia, all destined to slowly lose themselves while their family and friends helplessly watch.

But the devastation does not stop there. Families are put under tremendous strain with immense mental, physical, and financial stresses that last long after their loved one is gone. By 2031, there will be nearly one million Canadians living with dementia and two million Canadians supporting them as caregivers.

THERE ARE NO CURES.

We are not certain what causes dementia. We do not know how to prevent it from occurring or how to stop it from progressing. And for over 16 years, there have been no treatment breakthroughs.



BIG, BOLD, NEW IDEAS ARE NEEDED.

The Alzheimer Society Research Program is one of Canada's leading hubs for dementia research and is laser focused on funding high-impact projects to unlock innovative solutions.

Only dementia researchers with the best ideas receive our funding so they can figure out which new areas show promise and deserve further investigation.

To ensure projects that receive our funding will truly make a difference, we engage world-renowned experts in dementia along with people with lived experience of dementia in our peer review process. These "citizen reviewers" offer unique, first-hand perspective on dementia to help guide us to areas of greatest impact.

ELIMINATING DEMENTIA WILL SAVE LIVES.

This is our vision for the future. But it will take time. That is why we also support projects that help people with the disease now to live the best and longest life possible. We fund research in eight priority areas:

Prevention and Cures

- Cause
- Risk and prevention
- Diagnosis and detection
- Epidemiology

Living with Dementia

- Therapy
- Improving care for people with lived experience
- Translational
- Developing treatments

Some recent projects we funded were aimed at:

- Restoring memory
- Understanding genetic risk factors
- Reducing falls
- Reducing disease progression

Diagnosing dementia earlier, slowing its progression, and maintaining ability improve the quality of life of people living with the disease and ease the stress and strain on families and caregivers. Every step makes a difference.

PROMISING RESEARCH IS GOING UNEXPLORED.

It is imperative that we continue to fund high-impact research to unlock solutions, but there are more qualified projects than we can fund. And one of them just may contain a discovery that will make the progress that is so desperately needed.



We urgently need your help.

To make sure the potential of the best ideas and brightest new researchers are realized, we must double our research funding over the next five years. And we can't do it without you.

Your investment in Alzheimer Society research will touch the lives of millions across Canada. Learn more at alzheimer.ca/research.

Translating research into support

100+ new online and print materials created by the Alzheimer Society of Canada to support people living with dementia, caregivers, and front-line staff across the country

2,000 Subject Matter Experts, including people living with dementia, engaged to review materials

Nearly **1,000,000 materials** printed and delivered to local Alzheimer Societies in the last year

300,000 downloads of dementia resources from our website, alzheimer.ca



Knowledge is power

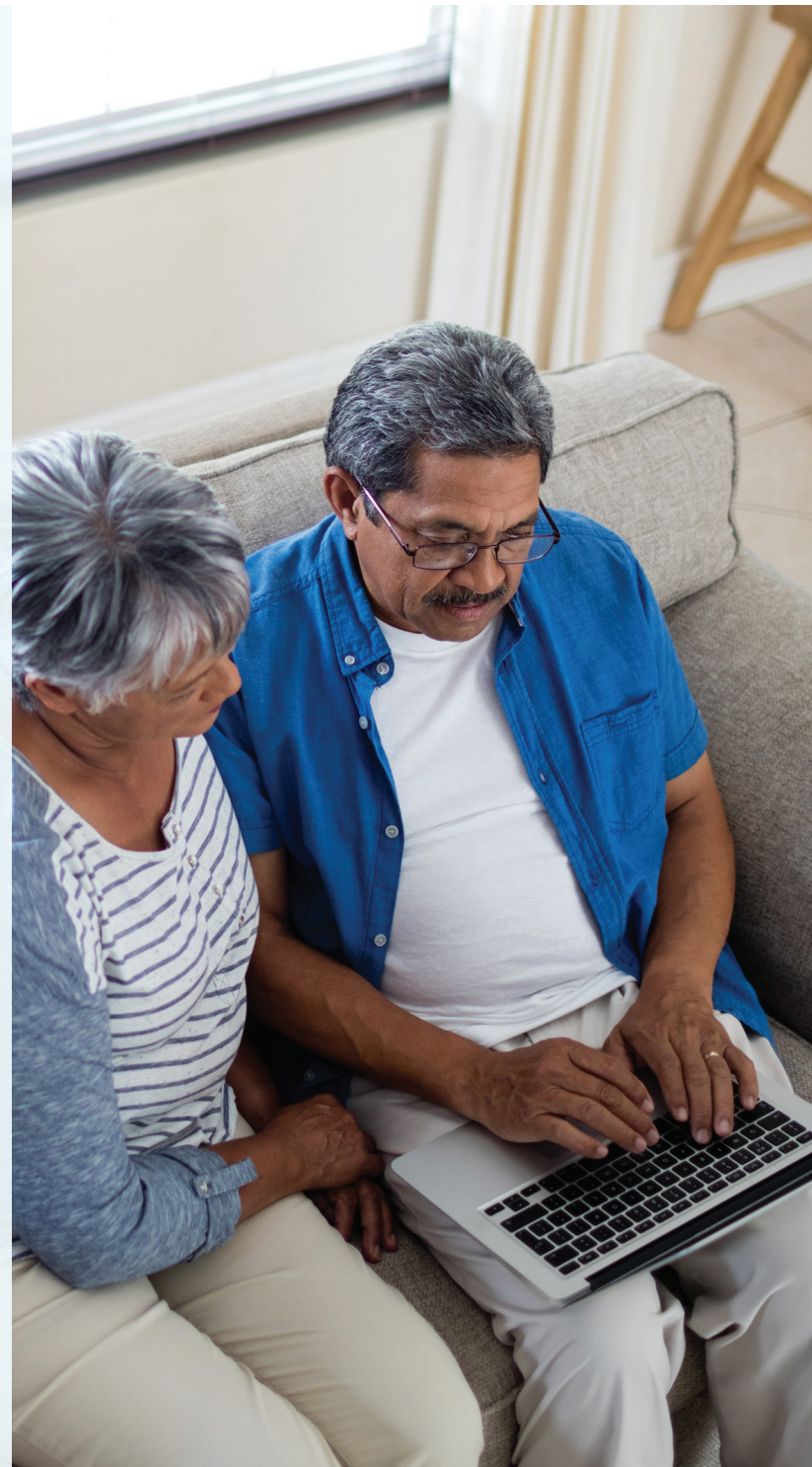
When faced with a dementia diagnosis, having the right information can help you feel connected and empowered. When you and your loved ones have a meaningful understanding of your condition, and support along every step of the journey, you can truly live well with dementia.

Your support enables the Alzheimer Society of Canada to research, produce and update our website—[Alzheimer.ca](https://www.alzheimer.ca)—as well as print resources at local societies across the country. People living with and affected by dementia count on these educational resources to help them understand and navigate the disease. These tools are used daily by people living with dementia and caregivers, as well as our front-line teams.

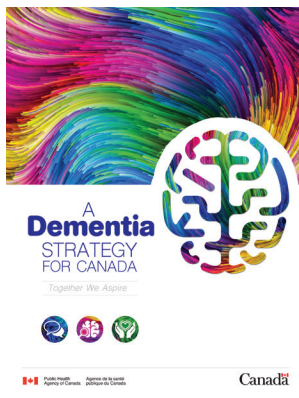
After hearing feedback from people across Canada—people living with dementia, families, caregivers, researchers and our staff—we've relaunched [alzheimer.ca](https://www.alzheimer.ca) with a new look and ease of navigation. If you visit our website today, you're likely looking for support with a challenge you're facing right now, so we've created quick access to topics that speak to you if:

- You're worried you might have dementia
- You're worried someone you know might have dementia
- You have recently been diagnosed or are living with dementia
- You are caring for someone with dementia

Visit [alzheimer.ca](https://www.alzheimer.ca) for the latest facts and news about dementia; to access help and support close to you; to take action on stigma and raise awareness; or to learn more about dementia research.



Advocating for change across Canada



The Alzheimer Society of Canada continues to advocate for the rights of people living with dementia and caregivers through several federal advisory roles. We won't stop until people living with dementia are represented at every table where care and policy decisions are made.

This year, the Society's Chief Science Officer, Dr. Saskia Sivananthan, was appointed to the Ministerial Advisory Board on Dementia, which provides

advice to the Federal Minister of Health on Canada's first national dementia strategy, *A Dementia Strategy for Canada: Together We Aspire*. She also spoke on unpaid work from a caregiving perspective at the Status of Women Standing Committee.

As the national dementia strategy is in its second year, we continue to push for full and sustainable funding so that the strategy may fully realize its goals. Along with many other national health organizations, **the Alzheimer Society of Canada has recommended that the federal government increase its initial investment of \$50M over five years to \$150M** to ensure measurable and timely progress of the strategy.

Investment in dementia research in Canada falls well below that of other G7 nations. Through the Society's pre-budget submission and several meetings with federal representatives, we continue to advocate for more funding for dementia research.

OUR VISION

A world without Alzheimer's disease and other dementias.

OUR MISSION

To alleviate the personal and social consequences of Alzheimer's and related diseases and to promote the search for causes, treatments and a cure.

OUR VALUES

COLLABORATION

We work together and with partners to fulfill our mission and achieve our goals, to ensure Canadians receive personal and responsive services throughout their dementia journey.

ACCOUNTABILITY

We measure our performance and follow a process of continuous improvement. We are wholly accountable for our actions and must account to our stakeholders for our use of the financial and human resources available to us.

RESPECT

We set for ourselves the highest standards of honesty, trustworthiness and professional integrity in all aspects of our organization and carry out our work with the utmost respect for the dignity and the rights of the people we serve.

EXCELLENCE

We strive to engage stakeholders in meaningful ways. To inform, listen and be attentive to those we work with: people living with dementia, families, community partners, donors, volunteers and staff members.

Dementia does not stop and neither do we

The IG Wealth Management Walk for Alzheimer's breaks records



When the global pandemic was declared on March 11, 2020, just weeks away from the annual IG Wealth Management Walk for Alzheimer's, it was unclear if the Alzheimer Society would be able to deliver the event. Most national organizations and charities opted to cancel their fundraising events.

The IG Wealth Management Walk for Alzheimer's is Canada's biggest event in direct support of people living with dementia. In 2019, the event raised more than \$6 million, enabling Alzheimer Societies to provide vital programs and services for hundreds of thousands living with a diagnosis and their caregivers. It was clear the need for those services would not diminish in a pandemic. Dementia is an isolating disease, and people living with a diagnosis and their caregivers were already enduring mental and emotional isolation. The pandemic had already started to add to their isolation, with widespread stay-at-home orders issued across the country, and many support services suspended.

Because dementia doesn't stop, neither do we. Alzheimer Societies quickly reacted to the pandemic and found new ways to provide services. Funds were needed to continue those shifts, so cancelling or even postponing the Walk was not possible. The decision was made—the Walk would go on. **With thanks to our committed partner, IG Wealth Management, the Alzheimer Society was poised to move forward.**

The 2020 IG Wealth Management Walk for Alzheimer's was one of Canada's first mass fundraising events held under pandemic restrictions. For the first time, the Walk landed in the top ten list of peer-to-peer fundraising events in Canada. The event raised more than \$5 million so that the Alzheimer Society could continue providing urgent support to people living with dementia and caregivers. Because we couldn't gather together in communities like we normally do for this event, we instead asked supporters to "walk their way"—and that they did! Fundraisers across the country walked, ran, biked, swam, stood on their head, baked cookies, sang songs and even walked their neighbourhood in costume; and on May 31st the country came together through a nationwide broadcast which celebrated the creativity, generosity and remarkable support of all who participated in the Walk.

Watch the national celebration of the 2020 IG Wealth Management Walk for Alzheimer's at [youtube.com/alzheimercanada](https://www.youtube.com/alzheimercanada)



Bringing dementia out of the

Lance Henriksen (L) plays the role of Willis in the movie *Falling*. Viggo Mortensen (R), who wrote and directed the film, portrays Willis' son, John.



shadows and onto the big screen

Viggo Mortensen discusses his personal connection to dementia and his latest film

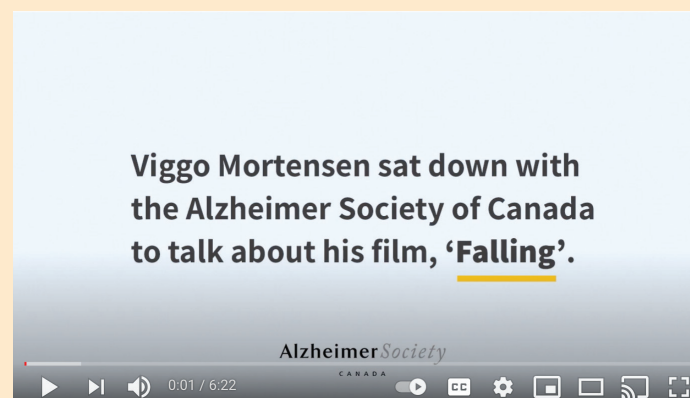
Oscar-winning actor Viggo Mortensen, like many of us, has been personally impacted by dementia. *“Both my parents, my stepdad, grandparents, aunts, uncles, both sides. I’ve seen it a lot, up close,”* he shared when sitting down to talk about dementia and his latest film, *Falling*, with the Alzheimer Society of Canada.

Mortensen wrote, directed and starred in the award-winning film. *Falling* depicts a caregiver’s struggle to connect with his father, who lives with dementia. In his ASC interview, the acclaimed actor discussed his thoughts behind his new film, including the importance of getting an accurate portrayal of dementia on screen and how to show compassion and understanding when communicating with a person living with the disease.

In the film, conflict and frustration arise as father and son navigate how to effectively communicate their feelings to each other and mend their relationship. It was vital to Mortensen to depict these challenges accurately and to reflect a reality he and millions around the world live every day. He shared that dementia isn’t always shown authentically on screen.

By offering a true portrayal of a family’s struggles with dementia, Mortensen highlights some of the stumbling blocks many people experience with trying to engage with a loved one with dementia, such as trying to correct their observations and behaviour instead of adapting to their experiences.

“It’s about communication,” said Mortensen. “Whether you have dementia or not, it’s important to be flexible with anybody that you care about.”



Watch the interview at youtube.com/c/alzheimercanada/videos

Changing how we see, discuss and learn about race and dementia

At the Alzheimer Society of Canada, we work to change the lives of people living with dementia. However, we need to do more to combat systemic oppression. *Here is how we are changing.*

1

The Dementia Journey Survey

Physicians are insufficiently equipped to manage dementia, especially for Black, Indigenous, and People of Colour (BIPOC) who experience the healthcare system differently. We conducted a national survey to identify the experiences of people living with dementia, with an intentional focus on BIPOC communities. The data we captured will shape and deliver new resources to ensure family physicians are equipped to support all Canadians living with dementia.

2

Our Advisory Group of People with Lived Experience

Knowledge of how BIPOC experience dementia and the healthcare system in Canada is woefully inadequate. Our first step to changing this is to grow the Alzheimer Society of Canada's Advisory Group of People with Lived Experience of Dementia. This group is vital to our work but is almost entirely white. We will grow the group with a specific focus and target to BIPOC communities.

3

We are changing how we hire our people, manage our business, and deliver our work

- To accelerate change within our organization, a major portion of our professional development budget will be dedicated to inclusivity and anti-racism training. This development will remain a key, long-term component of our professional development budget and processes for our existing team, new hires, and our board.
- We will implement new recruitment standards to identify and remove any traces of bias, and to actively deliver a team and board that looks like Canada, and where marginalized people are not just safe, but can thrive and grow.
- We will build specific, formal relationships with diverse community groups and build partnerships requiring engagement by staff at all levels so we can listen, understand and be accountable for developing programs and services that are inclusive to all.



Remembering Claude

“My wife’s father, Claude (pictured), was diagnosed with a rare form of dementia whereby the initial symptoms presented as difficulties in communication. As his condition progressed and his mobility faded, his joyful, silly and upbeat personality never stopped shining through. He still managed to make us laugh and cry in a single moment. Since his passing at the age of 69 in 2018, he left an immense hole in our hearts. Though that void can never be filled, Angela and I are expecting our first child and found out just this week that we are having a boy! His due date is April Fool’s day, April 1st, and we know Claude would have seen the humour in telling people the due date, thinking that it might be a prank. To pay tribute to his memory, we began donating to the Alzheimer Society of Canada. Our hope is that our donation can contribute in some small way to educating, supporting, and funding research on Alzheimer’s disease and other forms of dementia. We miss you, Claude!”

—Dan Barker



Thank you!

Your generous support is helping us to find a cure and identify potential new treatments for Alzheimer's disease, understand the different forms of dementia, and enhance quality of life, care and support for all those who are affected by dementia.

\$500,000 – \$999,999

Mike & Valeria Rosenbloom Foundation

\$250,000 – \$499,999

Roy C. Parmelee*

\$100,000 – \$249,999

Constance Ryan Fund
Toby Danchig*
Marcel A. Decock*
Brenda Gibson
Alan M. Graham*
Groupe PharmEssor Inc.
Ledcor Industries Inc.
RFA Mortgage Corporation

\$50,000 – \$99,999

Achieva Health
Alexander Beaton*
Bireswar Bose*
Yolande Boyer*
Harold K. Campbell*
Lucille Crégheur*
Benjamin Levy*
Wilhelmina K. Marshall*
Margaret J. Oldham*
Victor A. Sibley*
Peter Stubbs*
William and Odna McCarlie Foundation
The Warren Y. Soper Charitable Trust

\$25,000 – \$49,999

Medical Pharmacies
Katherine C. Millins*
Lucky Polidori*
Warren Rhodes*
Shorcan Brokers Ltd.
Sienna Senior Living Corp.
Andrew G. W. Turner*

\$10,000 – \$24,999

AGF Management Ltd.
Alastair & Diana Gillespie Foundation
Anonymous (2)
Edward E. Artelle*
Association of Canadian Port Authorities
Robert and Wendy Atkinson
William E. Barnett
Bob Collier Foundation
Ernest Bradshaw*
Kate Burnett
Crist Family Foundation
Darlene Decook
Terence M. Heaps*
Robert G. Lemon
Lynda H. Marks*
Joan McCaw
Basil F. McDonald
Bruce Mitchell
Robert Ogilvie
Margaret Pearsall*
Rudolph F. Peltzer
Lorne Peters
Popeyes Supplements Canada/
The Ferbey Family
RBC Foundation
Bill and Linda Saul
Alois Schoen and Daisy Haie-Schoen
James Strachan
Virginia A. K. Strachan
The Barrett Family Foundation
The David Hearn Foundation
Linda Torrance
James Wray

\$5,000 – \$9,999

1760438 Ontario Inc.
E. Mary Albery*
Denny Andrews
Anonymous (7)

Archibald and Lavina Knight Fund
Arnold, Allie and Sandra Wilson Foundation
ATB Financial
Joseph Basaraba
E. Shirley Bowles
Russell A. Bruce
Carerx Corporation
CN Employees' & Pensioners' Community Fund
Nancy Cohen
Mary and John Crocker
Neil Cunningham
Bernice Dekker
Noreen Devine
Mary Dixon*
Leo E. Dubé*
Farmer Family Foundation
Wendy Gardiner
Clement Giovanatti*
Goremutual Insurance Company Foundation
Henrik Gutle
George T. Harrap*
Horn Family Fund
James R. Irwin
J. Erle Jones
Dorothy Kerr
Laurie A. King*
Lorraine Kirby
Leon's Furniture Ltd.
Margaret McKee*
Almanzor Michaud
Lillian Liu Mok
J. Montgomery
Christina Mulcahy
Ralph Murray
Mary Pasquale
Pharmasave
Margaret Polan
Rosemary Pollock
Praxair Canada Inc.
Joan Reid

Remedy Holdings Inc.
Erica Richler
Roman Catholic Episcopal
Harold G. Schnaier
Sheilah Scrocchi
Sunrise Juices Ltd.
Sysco Canada
The Barber Family Charitable Foundation
The Jim and Betty Anderson Fund
The Philip Smith Foundation
Thomas Large & Singer Inc.
Martin Thrasher
Judith Weeks
Michele Wilson

\$1,000 – \$4,999

5014144 Ontario Ltd.
7236085 Canada Inc.
Abundance Canada
Chad Adams
Gino Alberelli
Aldis, Millitz, Voros Mpc.
Erik Allas
Allen Family Foundation
Francis Allwood
Alma Mechanical
Alpema Foundation
Alpha Pi Phi Gamma Chapter
Alton Holdings Inc.
Godfrey Amo
William J. Anderson
Steven Andres
Anonymous (110)
Joe Anthony
Anthony McNally Dental Office
Jacques Archambault
Georgia Ashline
Richard Ashman
Laura Asp
ATCO Gas
ATCO Ltd.
Re/Max Ontario Atlantic Canada

Richard A. Austin
Gary and Cristy Babcock
Michel Baby
Pauline Badeau
Jean-René Badeau
David Bailey
Kenneth Baker
Heather Ballon
Gail S Bamber
Charles G. Banks
Lloyd and Marie Barbara
Jane Barley
Jeannette Baron
Keith Barrett
BB-Gutmann Social Justice Fund
Sonja Bean
Denise Beauregard
Francois Begin
Belron Canada
Donald Bennett
Remi Benoit
Kerry Benson
Bernard and Thelma Cain Charitable Fund
Jim Bird
Bison Transport Inc.
Eugène Blanchart
Debbie and Roger Bloom
Barbara Jean Bluteau
William Bota
Noella Bouchard
Danielle Boulianne
Walter M. Bowen and Lisa Balfour Bowen
Lisa Bowes
Wallace Bradley
Peter Bradshaw
Joseph Brazier
David Breda
William H. Bremner
Patrick and Tracey Brennan
David Brennan
Brian and Susan Thomas Foundation

David Britt
Broccolini Construction Inc.
Laurie Bronson
Jeffrey and Charlene Brooke
Carolyn J. Brooks
John Brophy
Michelle Brown
Mel Bruce
Florence N. Brunelle
Michel Brusset
Malcolm Burford
Steven Butler
Calgary Foundation
Simon Cameron
Arlene Campbell
Bruce Cappel
Paul M. Casey
Charles A. Casey
John Gatherwood
Cavalieri & Associates
Frank Chalk
Andrée A. Champagne
Chancery Pacific Trade Corp.
Paul Charette
Charities Campaign Manitoba Finance
Paul Chevalier
Cynthia J. Chevens
Robert Child
Chimp Charitable Impact Foundation (Canada)
Roderick Chisholm
Wong C. Choo
Roger Choquette
Mark Claman
Helen E. Clark
Audrey G. Clark
Yvon Clouette
David Colby
George Collins
William B. Collins
Jean S. Comfort
Heather Connelly

* denotes donors whose giving includes an estate gift

Cathy Cope	Melville Elliot	Sam Galineas	Anna Harhay	Warren Jones	Lohn Foundation
George Cope	James E. Ellis	Paulette A. Galipeau	Harold Harkes	Thecla Jorna	Ing-Shang Look-Yee
Robert Cordell	Peter W. Ellis	Shawn Gallagher	Grant Harland	Frank Joyce	Paul Loposhinsky
Brenda Corkhill	Equitable Bank	Alistair Garden	David Harquail	Ira T. Kagan	Jack Lucas
Ingrid C. Cosio	Joe Essaye	Heather Gardiner	Patricia Harriman	J. Kalmoni	Mona Ludmer
Cotton Family Charitable Foundation	Armando Estrela	Gary Bluestein Charitable Foundation	Maura Harrington	Robina Kaposy	Fred Luk
Raymond Coulombe	Janyce Evans	Véronique Gauthier	Ruth J. Hart	Chris Karambatsos	Mary A. Lukachko
Jessica Courcy	Peter Ewanchyna	Millie Gauthier	Hilda M. Harvey*	Keith Macdonald Charitable Foundation	Jean-François Lussier
William Covert	Nicol Family Foundation	Gerry Myziuk Charitable Trust	Ruth R. Hawkes	Diane E. Keller	R. Theodore Lutz
Sheila Croft	Nicole Farmer	Edward D. Ghent	Shirley Heath*	Stephen Kennedy	Antonio S. Luz
Jane Cronin	Rosemarie Farquhar	Edward D. Ghent	David Heike	R. T. Kenny	Keith Macdonald
CURO Financial Technologies Corp./Cash Money	Louise Fast	Janet Gibson	Sara Heron	Audrey Kenny	Gary H. MacDonald
Mary Beth Currie and Jeff Rintoul	Gordon Feeney	Robert C. Gibson	Glenn Heshka	Bonnie Kerwin	Stuart Macdougall
B. Kathleen Curtis	Moise Fefer	Raymond Gillespie	Thomas Hicks	KJH Cares	Christie Macinnes
Madeleine Dagenais	Daniele Fiacco	Kim M. Girtel	Roy Hints	Gary Klassen	Corinne K. MacLaurin
Eric Dahlin	Thalia S. Field	Debra L. Glaister	HME Ltd.	Anetta Kleinert	H. Philip MacLennan
Sarah D'ambrosio	Jean C. Finch	Kenneth Glover	Nancy Hobin	Holger Kluge	Barbara Macphie
Marie-Eve D'amours	Russell Finch	Irène Godbout	Richard Holden	E. Knight	Yan Yan Grace Man
Paul Dasilva	George Fink	Jennifer Godfrey	Barbara J. Holding	Cathie Koehnen	Burgundy Asset Management Ltd.
Mamie Dawson	Catherine Finlay	Frank Goodman	Robert Hole	Courtney Koga	Abhi and Tracey Manerikar
André De Bellefeuille	Michael Fiorino	Patrick Gosselin	Holland & Area Donor's Choice	Saul Koschitzky	Gordon J. Manion
Jean-François De Grandpré	Joyce B. Fleming	Grace Graham	Charles Holt	Alina Kozyycz*	Deborah Mansell
Sophie Delage	Betty Foley	Gordon Grainger	Fred Hosking	James Krushelniski	John T. Mappin
David Demers	Fondation Céline et Jacques Lamarre	Trudy Grant	Margaret J. House	Raymond Kwong	Sylvain Marcotte
Brian Demone	Fondation Denise et Robert Gibelleau	Grantech, Inc.	Pamela Houwing	Labourers' International Union of North America	Marie and Fred Kernaghan Family Fund
Rita Desjardins	Fondation Lise et Richard Fortin	Mike Green	Bruce and Janice Howe	Denise Laforge	Nancy Marshall
Jacques Desnoyers	Fondation Famille Briere	Green Market Services Company Inc.	Que G. Hsiung	Roland Laird	Tony Masella
Atwell DeSouza*	Fondation WCPD	Bonnie Greer	Liette Hunter	Sarah L. Lamourie*	Mary Maselli
Jean Desrosiers	Jay Forbes	Bianca Marcus and Greg Cumming	Brian A. Hurley	Mhairi Lang	Carolyn A. Mason
Ann D. Devitt-Thiel	Beverley Forester	Grenadier Foundation	IA Financial Group	Donald Langjill	Alex Massi
Barbara Dhoedt	Patricia A. Fortier	Regine Gries	IBM Employees	Marielle Laporte	Masters Insurance Ltd.
Roger A. Dixon	Raymond Fortin	Janet Griffin	IBM Employees - ON	Roger M. Laporte	Rick Matheson
Peter Dombrowe	Kenneth R. Fowler	Willimin Griffiths	Intuit	Jean Larmour	Charles B. Matheson
Dompol Enterprises Inc.	Kenneth R. Fowler	Willimin Griffiths	Investment Planning Counsel Inc.	Donald R. Latham	Mary M. Maude
Donald and Elaine Triggs Foundation	Geoff Francis	Groupe Morzaco Inc. (Les Marronniers)	Investors Group Financial Services Inc.	Mona Lavoie	John McCallum
Emily Douglas	Frank and Azniv Lochan Family Foundation	Christian Guay	Irving L. Rosen Foundation	Beverley Leaman	Jeffrey Mccarthy
Nancy L. Tuttle	Elizabeth Franklin	Ciro Guida	Isberg Charitable Trust	Edward Lee	James McCormick
Dream Asset Management Corp.	Richard Fraser	Ciro Guida	Italfarm Ltd.	Huguette Legare	Margaret H. Mccullough
Wayne E. Dresser	Richard Fraser	Paul Gunter	J. E. Panmeton Family Foundation	Bernard Lemaire	Maria Z. I. McDougall
Donald Drinkwalter	Barbara Fraser	Jacquelin Guthrie	J. M. Forbes & Co. LLP	Francine Letoureau	Mary A. McDowell
Yvonne Dumas	Wendy Freischer	Nathan Hall	Maruja Jackman	Eric P. Levy	Ada E. McEwen
Josée Dupont	Philip Freischer	Winnifred Hall	Jalima Holdings Ltd.	Sigrid Lewicki	Monica McGahey
Steve Dustin	Frank Friesen	Halton Honda - A Division of 805658 Ontario Inc.	Janet Ingraham Personal Real Estate Corporation	Janice M. Ley	Faye R. McGillivray
EA	Harvey Fruitman	Clayton Haluza	Marika Janitsary	Christine I. Link	Robert McGrath
Roger Eamer	Anne Gagné	Susan Hansen	Ruth Janz	Shirley Lloyd	Catherine S. McKay
Ross Edgett	Francoise Gagnon	Elaine Hanson	Edmund L. Jardine*	IATSE Local 891	Robert J. McKay
Adam Egberts	Gregory Galaro	Bev Harden	Audrey Johnson	Dale Lockie	Keith McLarty
	Amber Galbraith	Hargrave Ranching Co. Inc.	Charlotte Jolicoeur	Mary S. Loforte	Janet McLean
	Robert and Irene Gale				I. P. M. McLeod

* denotes donors whose giving includes an estate gift

Joyce McMurray	Craig O'Neill	George Read	Scott Sinclair	The Cote Sharp Family Foundation	Louis Wadsworth
David Mcwhirter	Ontario Power Generation Inc.	Alan Redway	Thomas C. Singer	The Doug and Gloria MacDoanld Foundation	Maxwell Waggy
Mdet Development Inc.	Chris P. O'reilly	Edward Y. Reid	Chad A. Singleton	The Henriette and Leonard White Endowment Fund	Douglas Wagner
Medline Canada Corp.	Loretta J. Orlecky	Sandra Reid	Six Words Foundation	The Mennie Foundation	Michael and Lilianne Walker
Steve Meehan	Irene Ouellet	Roy Rennie	Ernie Skinner	The Magaluk Foundation	Caroline Walker
Lana Merhej	Reginald Outhouse	Michael V. Richardson	Joyce E. Smith	The Mundy Family Foundation	Ian L. Walker
Michael Allan Johnson Foundation	Alain Ouzilleau	Barbara V. Ritchie	Douglas Smith	The Newall Family Foundation Trust	Lisa Wallace
Beverley Miller	Marie José Overweel	John Roberts	Michael Smus	The Primrose Charitable Foundation	Victoria Watkins
Brian Mills	Johanne Paiment	Martha Robertson	Frances Smyth	The Ryckman Trust	John Watson
Michael Milosevic	Laurie Palamar	Pat Robertson-Corner	Snell Family Foundation	The Sheila and George White Foundation	Robert D. Watters*
Susan Mingie	Park Health and Research Foundation	Jacques Robichaud	Robert Somersset	The Sixty Three Foundation	WCPD Foundation
Marcelle Mitchell	John C. Parker	Cumine Robin	Tyrone Soodeen	The United Church of Canada Foundation	Jean K. Weber*
MNP LLP	John C. Parker	Margaret Robinson*	Joan Souch	The Willowool Foundation	Joan Weber
Modern Niagara Group Inc.	Heidi Pattenden	Martin Rodgers	Luz Sousa	The Woods Foundation	Calvin Wenzel
Craig Moore	Paul Boucher Family Fund	Sandeep S. Rodhey	Margaret E. Southern	The Yona and Zev Frishman Endowment	Penny Werle
Doris J. Moore	David Pauli	Joanne F. Rogusky	Robert J. Spence	Larry Theall	P. Mary White
Bozema Moravec	Ian and Michelle Pearce	Ken Rohrer	Brahm Spilfogel	Gilles Therrien	James Whiteaker
Ksenia V. Morgan	Ronald Edward Pearlman	Margaret Roland	Gordon Srdoc	Judith Thiessen	Karyn D. Whitlum
V. Louise Morley	Louis Pelletier	Stephenson B. Rombaon	David Stacey	Sharon C. Thomas	Philip Whittall
Nelida Morneau	Allen Penney	Paul Rosen	Sonya Stadius-Soo	Timothy Thompson	John Wiens
John Morris	Kenneth Penonzek	Gordon Ross	Roger Stalsberg	Maggie Thompson	Caroline Wight
John H. Morrish	PepsiCo	Lucella C. Ross*	James Stanford	Jeremy Thompson	Peter Wilkinson
Christine Morrison	Malcolm H. Perlman	Danielle Roswell	Paul A. Steele	Gordon R. Thordarson	Crystal Willie
Ralph Morrison	Dennis Perry	Ghislaine Roy	Sandra Steeves	R. John Todd	John Wills
Mother Parkers Tea and Coffee	Betty Pettigrew	Jean Paul Ruel	Gary Stefan	Karine Trak	Roy Wilson
Mary Mowbray	John Phelan	Barbara Ruta	Steven Stein	Ada Trak	Annabelle Wimmer
Sharon Mullaly	Richard Philion	Rachid Saad	Herbert G. Stephenson*	Michel Tremblay	Winners Merchants International
Larry Murphy	Carol Phillip	Janet G. Saddler	Michael Stephenson	Carmen Tremblay Henley	Tom Winton
William Murray	Dorothy Phillips	Giovanni Santoianni	Susan D. Stevenson	Edward D. Trewin	Jeremy D. Wiseman
Curtis A. Murray	Eileen Philp	David W. Saslove	Troy Stevenson	Kevin Trickett	Kimberly Woima
Murray Kitchen	Philpot Fund	Peter Scholefield	Liliane St-Pierre	Trisura Guarantee Insurance Company	Albert Wong
Siva P. Muruganathan	Pickering Islamic Centre - Zakat/ Sadaqah Fund	John Schubert	Zachary Sturgeon	Trust Eterna	Deborah Woods
National Mah Jongg League Inc.	Duncan Scott	Duncan Scott	Dax Sukhraj	Victor Tucker	Christopher J. Woodward
James C. Nesbitt	Shannon F. Seabrook	Shannon F. Seabrook	Sundance Foundation	Betty Ruth Tuckett	Donna Woolcott
Margaret Newall	Secteur Comptabilite	Secteur Comptabilite	Surge Learning Inc.	Robert Tully	Peter Worth
Nexen Energy	Serad Holdings Ltd.	Serad Holdings Ltd.	Robert Sutherland	Susan D. Tumback	Joan Worthington
Marie L. Nichols	SFI Medical Equipment Solutions	SFI Medical Equipment Solutions	Roger D. Sweeny	Robert Turnbull	Arlene Wright
David L. Nichols	Carlo T. Sguassero	Carlo T. Sguassero	Fidus Systems	Jeffrey D. Vallis	Herbert D. Wyman
D'arcy Nordick	Phyllis Sharpe	Phyllis Sharpe	Nicholas Tapp	Eugene Veinotte	Xactly One Foundation
Lindsay Norton	Bruce Shepherd	Bruce Shepherd	Edna R. Tarlo*	Isaac Verge	Paulyn Pao-Tjan Yao
Margaret Nutt	Robert Sherrin	Robert Sherrin	Barbara Tate	Shirley I. Vine	Patricia Yeates
Brian Oberback	Ellen F. Shields	Ellen F. Shields	Scott Taylor	Matthew Vorstermans	F. Joyce Young
Kenneth Ogston	Dong Min Shin	Dong Min Shin	TD Canada Trust		Aafke Ypma
Marion F. O'Keefe	Richard Shulman	Richard Shulman	Robert H. Teskey		Zita and Mark Bernstein Family Foundation
Ruth O'Leary	Sid Lee Toronto	Sid Lee Toronto	Sapna Thakur		Maria Zumpano
Patricia O'malley	Carmen Siegel	Carmen Siegel	The Barbara and Harvey Wolfe Charitable Foundation		Deborah Zwicker
Omers Ventures Investment Management	Ken Silver	Ken Silver	The Boiler Inspection and Insurance Company of Canada		
	Silver Hotels (Pantages) Inc.	Silver Hotels (Pantages) Inc.			
	RBCA CFBC	Lori Simurda			

* denotes donors whose giving includes an estate gift

Thank you, Valeria!

For Valeria Rosenbloom, caring about one another and society at large is a family priority. She and her family are focused on helping improve the lives of people who experience the challenges of health conditions through both professional practice and philanthropy.

In her career as a physical therapist, Valeria often worked with patients who struggled not only with physical disabilities, but also with neurological issues. And her daughter works as a speech therapist, continuing the family tradition of caring and supporting others. Valeria remains active on the board of the Unicorn Children's Foundation that was started by her late husband, Mike, and his family to serve families with neurodiverse children from diagnosis through to adulthood.

Valeria also has seen firsthand the challenges of supporting a loved one with dementia. "Dementia impacts the whole family. That's why I choose to support the Alzheimer Society. So that there can be hope for the future."

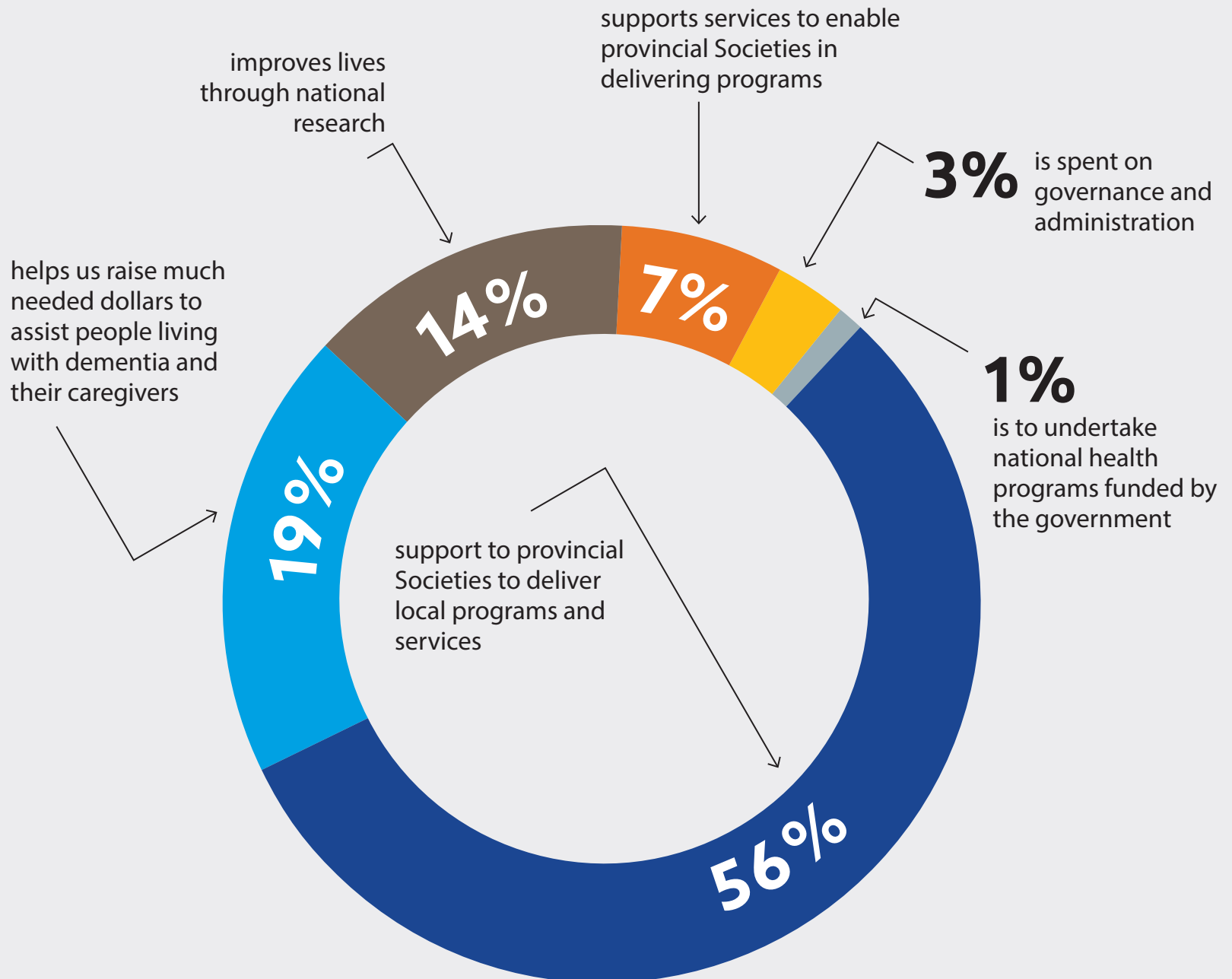
Through the Mike & Valeria Rosenbloom Foundation, Valeria is privileged to continue Mike's focus on philanthropy, especially in medical research.

"It is my pleasure to be a part of Alzheimer Canada's mission. Dementia is one of the most critical health problems we face not just as a country, but as a society. We want to see the Alzheimer Society of Canada succeed in its exciting new areas of research."

Because of Valeria's generosity and support of the Alzheimer Society Research Program, projects are being undertaken by the best and brightest researchers in the field of dementia to uncover knowledge that will lead to ways of preventing the disease, and eventually, cures.



Your dollars at work



Board of Directors 2020 – 2021

David Anderson
Director at Large

Charlene Callander
Saskatchewan

Reverend Fay Forbes
Director at Large

Nelson Hagerman
Prince Edward Island

Andre Halley
Director at Large

Robert Kennedy
Manitoba

Chris Lane
Alberta & Northwest Territories

Andrew MacIsaac
Nova Scotia

Kevin O'Shea
Newfoundland and Labrador

Christine Penney
Director at Large

Robert Piasentin
British Columbia

Luc Pinard
Quebec

Farhad Sethna
Ontario

Shelly Shillington
New Brunswick

Dale Goldhawk
Honourary Director

Alzheimer Society of Canada/Société Alzheimer du Canada Statement of Revenue and Expenses

For the year ended March 31	2021	2020
Revenue		
Support from the public		
Individual giving and direct marketing	\$ 12,762,424	\$ 10,212,462
Bequests	1,708,574	4,261,800
Corporate and foundation giving	2,074,248	1,937,790
	<hr/>	
Total support from the public	16,545,246	16,412,052
Government	223,718	114,421
Partner charities (Note 10)	10,760,938	10,981,589
Investment and other income (Note 3c)	1,360,081	693,753
Government subsidy (Note 16)	432,273	-
	<hr/>	
Total revenue	29,322,256	28,201,815
Expenses		
Programs		
Services	1,988,897	3,138,177
Research	3,814,912	3,758,742
Partner charities (Note 10)	15,524,570	15,283,986
Government health programs	223,718	114,421
	<hr/>	
Total program expenses	21,552,097	22,295,326
Support		
Fundraising	5,301,476	4,910,830
Administration (Note 14)	768,108	497,928
	<hr/>	
Total support expenses	6,069,584	5,408,758
	<hr/>	
Total expenses	27,621,681	27,704,084
Excess of revenue over expenses before unrealized investment losses		
	1,700,575	497,731
Unrealized investment losses (Note 3d)	(53,541)	(696,725)
	<hr/>	
Excess (deficiency) of revenue over expenses	\$ 1,647,034	\$ (198,994)

Learn more

Visit alzheimer.ca for helpful resources and to locate the Alzheimer Society in your community

Take the pledge

I PLEDGE TO:

BE VOCAL if I hear a joke or other conversations that create stigma.

BE PATIENT if I encounter someone with dementia.

BE SUPPORTIVE to people living with dementia and their families.

Take action

Join in your local IG Wealth Management Walk for Alzheimer's

Join our Advisory Group of People with Lived Experience.

To get involved and learn about other opportunities at the Society, please email us at info@alzheimer.ca

Give generously

Visit alzheimer.ca/donate to give online, or phone 416-488-8772 to speak with us about your goals

Alzheimer Society of Canada

20 Eglinton Avenue West, 16th floor
Toronto, Ontario, M4R 1K8

Phone: 416-488-8772
Toll Free: 1-800-616-8816
Email: info@alzheimer.ca
Website: alzheimer.ca



Alzheimer *Society*
C A N A D A