



**Research.
Advocacy.
It's in our DNA**

**ANNUAL REPORT
2014 – 2015**

Alzheimer*Society*
CANADA

Do you know the impact of your donation to the Alzheimer Society of Canada?

Without you, our work in research and advocacy and spreading the word about dementia would simply not be possible.



Mimi Lowi-Young
CEO

It was not surprising when the World Health Organization declared dementia as a global health priority now affecting 46.8 million people worldwide. For 30 years at the Alzheimer Society of Canada, we have seen the numbers rise at an alarming rate. Right now, 747,000 Canadians are living with Alzheimer's disease and other dementias and it's predicted by 2031 that figure will grow to 1.4 million.



John O'Keefe
President, Board of Directors

However, each day, with the incredible generosity of committed donors across Canada, we are moving one step closer to stopping a disease which overwhelms lives, families, friends and communities.

Please take a few minutes to see how donor dollars are helping the Alzheimer Society meet the incredible challenge of the fastest-growing disease in Canada.

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Research is at the core of what we do

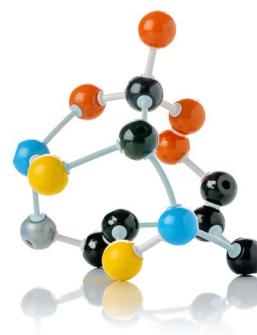
In 2014–15, the Alzheimer Society Research Program directed \$3.6 million to research—bringing the 27-year total to more than \$47 million in grants and awards.

Canadian scientists are on the leading edge of unravelling Alzheimer’s disease.

You are absolutely integral to our work. With the support of Alzheimer Society donors like you, I’m optimistic about research. I have great hope that better drug treatments will be available in the future, helping us to stop the disease before it starts or very early on.

Dr. Carmela Tartaglia, Alzheimer Society Research Program Funded Researcher

Neuroscience is one of the most exciting and fastest-growing fields of research. That’s why we are dedicating \$4.05 million over five years to 340 of Canada’s best researchers in a ground-breaking coalition, the Canadian Consortium on Neurodegeneration in Aging. Canada has never had a consortium of researchers collaborating in this way to consolidate research in neuroscience across the country. We expect breakthroughs to come from researchers being able to work together and build on each other’s strengths.



An impartial review by international experts of our Alzheimer Society Research Program concluded, “the Alzheimer Society has played a central role in the dementia research field in Canada.” The ASRP has identified, supported and launched the research careers of numerous promising investigators that have flourished to become world leaders in dementia research. The review also indicated that the attributes of the overall Canadian research enterprise, which includes our Program, are enviable and should be adopted by other countries.

We are always looking for innovative ways to improve Canadians’ health. That’s why we are thrilled to be a partner now helping to promote the Canadian Longitudinal Study of Aging which has begun tracking 50,000 Canadians over 20 years to understand how we can improve our health by understanding how we age.

The Alzheimer Society continues to pursue cutting-edge social and technological solutions for aging Canadians. We are a significant partner in AGE-WELL, a group of Canadian private and public companies, government bodies, care providers and end-users. Research conducted by AGE-WELL will lead to the development of social and technological solutions to keep Canadians independent, engaged and active participants in their communities as they age.

We are actively encouraging Canadians to become our partners in vital research. Because volunteer participants are essential to the conduct of many research projects and clinical trials, we are collaborating with our provincial and local Alzheimer Societies to develop tools so they can inform and recruit volunteers. Our ultimate goal is to find 15,000 eligible candidates.

In the three decades since I lost my grandmother, progress in understanding dementia has improved beyond recognition, thanks to research supported by people like you. And I cannot emphasize how crucial that is.

If you have been affected by dementia, you don’t need me to say another word about why beating the disease in all its forms would be one of humanity’s greatest achievements.

Barry Greenberg, Scientific Advisor
Alzheimer Society Research Program

Advocating for people living with dementia, their caregivers and families is part of our DNA

As the leading nationwide health charity for people living with Alzheimer's disease and other dementias, we have a major responsibility and mandate—ensuring Canada develops a strong national dementia strategy.

Here are the results of some of our efforts to catalyze change in Canada:

- **participation in the first World Health Organization Ministerial Conference on Global Action Against Dementia** – joining health ministers, researchers, policy-makers and people living with dementia from around the globe to find ways for better prevention, care and treatment and reducing economic and social tolls
- **agreement by Health Ministers to collaborate on a national dementia plan**
- **announcement of an unprecedented national research program, the Canadian Consortium on Neurodegeneration in Aging by the Federal Health Minister** – consolidating 20 research teams comprising 340 scientists to investigate delaying onset, preventing illnesses from occurring and improving quality of life
- **launch of an internationally-embraced initiative, Dementia Friends Canada™, a partnership with the Federal Government** – helping to make day-to-day life better for thousands of Canadians living with dementia

Over the past seven years, it has been one crisis after another, accompanying my parents on this journey. It's sad and lonely. You don't want to burden your family or your friends. But don't be afraid to ask for help. The Alzheimer Society offers so much information and support in communities across Canada. They have resources to help you understand the disease and how to live as well as possible with it.

Cherie, Donor

Spreading the word

An important part of what we do is ensuring Canadians know about the challenges and issues we face as a society with the staggering impacts of dementia. The combined direct (medical) and indirect (lost earnings) costs of dementia are \$33 billion a year. That amount will skyrocket to \$293 billion by 2040.

We also reach out to people living with dementia and their caregivers to provide easy access to the information, support services and education they need to make informed decisions. The latest figures show family caregivers spent 444 million unpaid hours annually looking after someone living with dementia.

Media. We focused on women during Alzheimer Awareness Month in January because 72 percent of Canadians living with Alzheimer's disease are women and more than 70 percent of family caregivers are women as well. A special thanks to Shaw Media for its incredible coverage of this

initiative. Canada AM (CTV) aired a four-part series, "Living with Alzheimer's" – a national conversation, including interviews, a town hall and concurrent live web chat – covering medical and social aspects, high cost of care and the need for a national dementia strategy.

Fundraising Events. Hundreds of successful fundraising activities take place in communities across Canada – an excellent way to not only raise money but introduce potential donors and the media to our organization. We rebranded our high-profile walks as Walk for Alzheimer's™ nationwide, and created www.walkforalzheimers.ca to make team fundraising easier.

People Living with Dementia and Caregivers. An Advisory Group of people living with early-stage dementia has been sharing unique insights. Our National Board of Directors benefits from the inclusion of a member living with

dementia. Our research review panels include representation from people with lived experience.

Healthcare Professionals. We hosted 10 educational webinars with partners such as the brainXchange—each reaching an average of 200 health-care professionals—on topics such as “Adjusting to Long Term Care” and “Dementia and End of Life Care.”

Information. More than 1.4 million copies of printed information were distributed to Alzheimer Societies across Canada. Online, Canadians downloaded an additional 140,000 copies. We have enhanced accessibility on mobile devices. Our quarterly newsletters include updates on research, advocacy and fundraising activities.

Ambiguous Loss. Our lead in the area of Ambiguous Loss has been recognized around the world. Ambiguous Loss is the type of loss felt when a person living with dementia is still physically here but may not be mentally or emotionally present as before. Additionally this year with the input of staff in long-term and community care settings, we released a new resource, *Staff Grief and Dementia*.

MediAlert® Safely Home®. People living with dementia can become lost even in familiar places. This MediAlert Safely Home bracelet identification program assists people in getting home safely. This year alone, more than 100 people registered in the program across Canada were found and safely brought home thanks to police, paramedics and members of the public who called the 24/7 Hotline.

After we discovered the Alzheimer Society, our family turned to them to learn about Alzheimer’s disease and what programs and services we could access.

Our mom joined a support group for caregivers like herself, and me and my brothers and sisters learned how to navigate the system.

The fear we felt slowly turned into hope.

John, Donor

My wish going forward is that the public would stop pretending this disease doesn’t exist.

It is important that those diagnosed with Alzheimer’s disease and their families are able to talk about their feelings openly and without judgment. I think people ‘joke’ about Alzheimer’s because they feel uncomfortable. They might not know what to say so they make light of the situation. This makes me feel so frustrated; I still have pride and am worthy of respect.

Bob, Person Living with Alzheimer’s disease

Hats off to our incredible donors!

Our corporate partners help raise money in a variety of innovative ways for Alzheimer Society research, programs and services.

We are especially grateful for our long term corporate donors. American Express, Bulk Barn Foods Ltd, Extencicare, Kent Building Supplies, KPMG Foundation, Mother Parkers Tea & Coffee Inc. and Revera continued to support the Alzheimer Society of Canada with leadership gifts in 2014-15.

In 2014-15, over 90 percent of our revenue came from public support, family foundations, employee groups, bequests and memorials- in short, from individuals like you.

All we can say is Thank You for your ongoing trust, support and commitment.

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The Alzheimer Society of Canada thanks the many businesses, employee groups, foundations, government agencies and individuals that contributed so generously in 2014/2015. Thousands of others have contributed to Alzheimer Societies in their province or community.

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Statement of Financial Position

As at March 31, 2015

	2015	2014
ASSETS		
Current assets	\$ 4,142,639	\$ 5,084,735
Long term investments	6,710,194	6,393,980
Capital assets	58,653	94,690
	10,911,486	11,573,405
LIABILITIES AND NET ASSETS		
Liabilities	3,558,206	4,012,634
Net assets	7,353,280	7,560,771
	10,911,486	11,573,405

Statement of Operations

Year Ended March 31, 2015

Revenue		
Public support	\$ 9,136,338	\$ 8,755,237
Bequests and memoriams	2,321,601	3,468,991
Corporate and foundations	587,413	2,216,730
Investment income	494,879	817,096
Government	105,060	25,797
Other	96,529	82,416
	12,741,820	15,366,267
Expenditures		
Research program	3,665,525	4,422,447
Public education	3,050,896	2,767,414
Fundraising	4,270,811	4,584,222
General and administrative	480,285	516,951
Board and committee	81,388	51,555
	11,548,905	12,342,589
Excess of revenue over expenditures before partner transfers	1,192,915	3,023,678
Partner transfers		
Revenue flowed to partners	(7,820,487)	(7,959,312)
Partner assessments	6,409,787	6,623,321
	(1,410,700)	(1,335,991)
Surplus (Deficiency) of revenue over expenditures	\$ (217,785)	\$ 1,687,687

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