

*Living with Dementia  
Let Us Help you Understand*

**Alzheimer Society**

MANITOBA

*Dementia Care & Brain Health*

## **Annual Report 2017-2018**



**Help for Today. Hope for Tomorrow...<sup>®</sup>**



# Why do we exist?



## About the Alzheimer Society of Manitoba

People with dementia and their families have come to rely on the Alzheimer Society of Manitoba. What started as a grassroots movement over 35 years ago is now an organization that has developed into the leading resource for families living with the disease.

The Society provides programs and services to enhance the quality of life for those affected. The aim is to bring dignity, inclusion, respect and acceptance into the lives of people with dementia and their care partners. Staff, board members and volunteers work hard to encourage dementia friendly communities throughout Manitoba so people can be supported in the places where they work, live and play.

There are over 22,500 Manitobans living with dementia. Those who access the Society's offerings find the programs to be a lifeline. The Society offers: supportive counselling; caregiver and professional education; support groups for people with dementia and for their care partners; public awareness; the MedicAlert® Safely Home® program; the First Link® program; Minds in Motion® program; research funding and more. The Society is a prominent voice in advocating for change within all levels of government.

## What is Dementia?

Dementia is an “umbrella term” for a variety of progressive brain disorders. Symptoms may include memory loss and difficulties with thinking, problem-solving or language that are severe enough to reduce a person’s ability to perform everyday activities. A person with dementia may also experience changes in mood or behaviour.

### Types of Dementia

Different types of dementia are caused by different physical changes within the brain. The most common forms of dementia in order of prevalence are:

- Alzheimer’s disease • Vascular dementia • Lewy body dementia
- Frontotemporal dementia • Creutzfeldt-Jakob disease

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**The Alzheimer Society of Manitoba Board of Directors (L-R):** Stan Casar, Rob Kennedy, Dean Giles, Loreley Fehr, Neil Carlson, Barry Campbell, Geoff Garland, Sylvia Rothney and Wendy Schettler (CEO). Missing from photo are: Ray Bisson, Donald Dybka (Past Chair), Brenda Martinussen (Chair) and Jessica Phillips-Hunt.



**Brenda Martinussen, Board Chair and Wendy Schettler, CEO**

## Message from the CEO and Board Chair

The dementia journey is a difficult one, and no one should have to travel that road alone.

The Alzheimer Society wants to walk alongside people with dementia and their families during these challenging times. Our purpose is to provide support and information – we strive to link families with the right resources at the right time.

We are excited to say that we have been getting the message out. Our diligence has resulted in more news stories

about dementia in the community, and media are consistently relying on us to be the voice of people with dementia.

We need to continue to extend our reach. There are too many families still walking this journey alone – our recent Probe survey told us that 56% of Manitobans are or have been directly impacted by dementia, and this number is only going to get bigger.

We have worked hard to keep up with the demand and are extremely proud of our success. We have seen tremendous growth in our Minds in Motion® program, as well as support for families and professional education. Now we need to plan ahead

and gather the resources needed to provide even more services for this ever growing number of people affected.

It is imperative that we DREAM BIG.

Dreaming big means finding a way to double the work we are currently doing; it means delivering twice the programs, education and support that we currently offer.

By increasing the work we do, we’ll be able to give care partners meaningful support when they need it. We’ll be equipped to give people impacted by dementia a voice as they navigate the changing landscapes that dementia brings. We want to help Manitobans understand what it’s like to live with dementia. This way, we can reduce the stigma and help those who have the disease feel safe, accepted, respected and supported throughout their journey.

We need to look to the future and make our dream a reality. To do this we need your help. Will you step forward so that no one walks the dementia journey alone?

Come to our events, respond to our campaigns, volunteer for our programs and tell your family and friends about us.

**Together we can fulfill the dream so that people with dementia and their families can thrive.**



*Do you know  
what it's like to live  
with dementia?*

The Alzheimer Society made 2017-18 a year to focus on increasing understanding about dementia. The four people featured here know what it's like to live with the disease, and they'd like to help you understand. Gary and Tanis are individuals with dementia, and Dan and Tannis have experience as care partners of family members. We are grateful to these individuals for agreeing to share their stories. By doing so, they are challenging misconceptions so the stigma surrounding the disease can be reduced.



*Someone living with dementia can feel your energy, even if few words are spoken. Keep an open mind.*

### **DAN DAMPOUSSE, Caregiver**

My experiences with my dad, Denis, inspired me to help others learn to appreciate quality time with a family member with dementia. Dad passed away four years ago after living with dementia for 11 years. My family and I strove to make sure Dad enjoyed life, first during the early stages, and later when he lived in a care home. We all worked together to support my mom, who was the main caregiver.

The Alzheimer Society helped us to understand how to make Dad's life better. He deserved that respect because he never stopped caring about all of us right up until the day he passed away. If I can help even one other family to have a similar positive experience, it will be worth it!



*A support group can be a lifeline. You can share stories, laugh together and learn how to cope.*

### **TANIS RUMMARY, Lives with Dementia**

It's been a few years since I got the diagnosis of vascular dementia. It's true that I can see changes in myself, but I still live in my own apartment and I volunteer at the pet rescue shelter. A lifesaver for me is my support group at the Alzheimer Society - it's helped to keep my spirit strong.

I think I'm living well, and I have friends who understand. If I miss a word in the conversation, I say, "You get the drift!" My friends don't ask me to search for the word.

I think that by being honest, we can create awareness in others who may not understand dementia. Once they see us as people who just need a little help sometimes, they'll see us as who we are: people who are living their lives in their own way with dementia.

### **GARY QUINTON, Lives with Dementia**

I have Alzheimer's disease, but I don't let that run my life. I try to maximize what I can still do, rather than focus on what I can't do.

I choose to be physically active because early in life I learned that physical activity raises my spirits. I got back on my bike, and I even ride in the winter - it's exhilarating! I can honestly say that giving up my driver's license enriched my life because I became more aware of the seasons and the large scale openness of the landscape.

I have supportive friends, and I meet them to go for coffee or bike rides. These outings keep me in touch with other people and get me out. I want to stay open to all the possibilities; my goal is to live life to the fullest as best I can.



*I Live with Dementia  
Let Me Help You Understand*

*Stay active. Go cycling, walking and out for coffee with friends - or whatever you enjoy doing.*



### **TANNIS EHINGER, Caregiver**

Most people don't know a lot about dementia until they are affected by it. I learned more than I ever wanted to know at the age of 20 when my mom, Norma, was diagnosed with Alzheimer's disease. She was just 52.

As her disease progressed, we moved her into a personal care home. It was difficult as it was hard to trust people who weren't family to care for her the same way we did.

Today, she's very tired and her eyes are closed most of the time, but sometimes she'll reach out for a kiss.

I cherish every moment I have with my mom and wouldn't miss our visits for anything. Going through this disease with her has taught me the importance of relationships, and I have learned how to be an advocate for people with dementia and their families.

*Be patient and show compassion. Your family member needs you as they face the many changes caused by the disease.*



# How We Help

## Support for People with Dementia and Their Families

**P**eople with dementia and their families come to the Alzheimer Society at different points in their journeys. It may be when symptoms first start to appear or when a family member moves to personal care or is nearing the end of life. Our goal is to provide quality programs and services so individuals and families can get the education and support they need, when they need it.

### Support Groups

Four weekly **Support Groups for People with Dementia** were offered over the past year. Participants support each other and engage in discussion on future planning.

Thirty-eight **Caregiver Support Groups** were available across Manitoba. Group members indicated that they appreciate the emotional support from their peers and the group facilitator.



### Client Support

The Alzheimer Society's **First Link**® staff members provided ongoing support to 4,920 clients. New clients continue to reach out to the Society, with 1,421 new individuals receiving support over the past year.

### Minds in Motion®

The **Minds in Motion**® program had 394 participants during 22 eight-week sessions. The program promotes physical activity, socialization and cognitive activities for people with dementia and their care partners. Fourteen trained physical activity program leaders and 77 trained volunteers assisted in program delivery.

*"I think it's a great program...I really do. Something to look forward to."*

*- Gerry Code, Participant, Minds in Motion*

*"Mom comes alive at Minds in Motion - she's energized and fully engaged. The program has been really great for her."*

*- Judy Cranwill, Minds in Motion Participant and Daughter of Gerry Code*

## Unique Projects

As well as providing our own programs, the Society partners with groups in the community to develop some truly unique opportunities that offer stimulating activities for people with dementia and their families.

One of the goals of these partnerships is to include people with dementia and their care partners in programs offered by community organizations. Sharing resources (theirs and ours) results in people impacted by dementia being included in activities that bring joy and quality to life.

### Art to Inspire

Art to Inspire is a program designed to creatively engage people living with dementia and their care partners with visual art. Led by specially trained art educators and artists, Art to Inspire offers six afternoon sessions at the Winnipeg Art Gallery where participants can enjoy conversation, works of art and art making in a supportive setting. Each session explores a different theme and engages participants in different ways that celebrate present-moment awareness and meaningful creative expression.

*-- Developed by the Winnipeg Art Gallery, the Alzheimer Society of Manitoba and University of Manitoba College of Rehabilitation Sciences.*

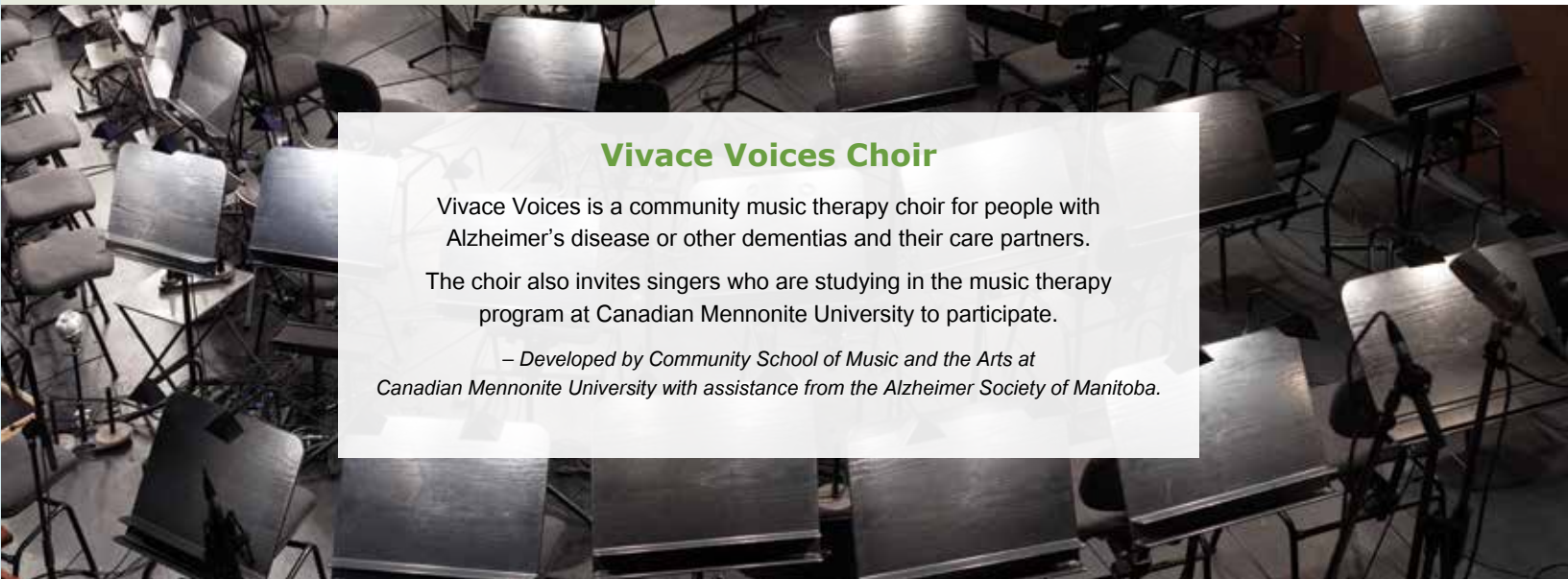


### Vivace Voices Choir

Vivace Voices is a community music therapy choir for people with Alzheimer's disease or other dementias and their care partners.

The choir also invites singers who are studying in the music therapy program at Canadian Mennonite University to participate.

*- Developed by Community School of Music and the Arts at Canadian Mennonite University with assistance from the Alzheimer Society of Manitoba.*



### Sharing Dance Project

The Alzheimer Society piloted an eight-week program called Sharing Dance in the Westman Region this year. The program's focus is to make dance accessible to people living with all stages of dementia and their care partners. Dance instructors led the group either in person or through live-streaming.

Goals include enhancing physical wellbeing and providing opportunities for self expression while accommodating the cognitive changes and social challenges associated with dementia. Overall, it is hoped that quality of life among older individuals will be enhanced.

*- Developed by Baycrest Health Sciences and Canada's National Ballet School (NBS). NBS partnered with the Alzheimer Society and Brandon University to enable live-streaming of the program in Brandon.*



Laurie Block, Sharing Dance Project Participant



Dementia Care had 340 health care professionals looking to the future of best practices in dementia care. Families have greater peace of mind knowing that the staff caring for their family member or friend have received education on how to better care for people with dementia.



Education for Health Care Professionals

*Providing education to health care professionals enables those working with people with dementia to provide compassionate care. Such education gives families confidence that staff members are well-informed about best practices in dementia care.*

The 32-hour **P.I.E.C.E.S.**™ training module was received by 221 frontline registered personal care home staff. This education helps participants to provide informed, compassionate care for people with dementia.

**Virtual Dementia Tours** continue to be an excellent learning tool, creating understanding about and empathy for people with dementia. This unique, interactive training experience was offered to 301 individuals this past year.

**Pre-professional education** was provided to 1,344 students, including nursing students, social work students, pharmacy students and students in health care aide/unit clerk programs. This education helps build an informed future workforce.



How We Help

Education for the Public



**January Awareness 2018** challenged misconceptions so the stigma surrounding dementia can be reduced. The **#ilivewithdementia** campaign proved that a diagnosis doesn't signal the end of a life. It's true that individuals and families must adjust to changes that occur as the disease progresses, but the important thing is that people can still live their lives, pursue their dreams and show their love for family and friends.

**Public Awareness efforts** reached 2,531 Manitobans through presentations about dementia, the warning signs of dementia, brain health and being a supportive community for people with dementia and their caregivers.

The **eNewsletter** was distributed each month, with an average of 21,366 email addresses receiving each issue. **Facebook** page likes grew to 4,645. **Media exposures** totalled 2,788 hits, with more substantive stories than ever before.

The **March 2018 Probe survey** showed an increased public awareness about delaying or preventing dementia, with 70% of respondents saying they believe there are ways one can reduce the risk of developing dementia. Activities they believe would reduce their risk factors include: choose a healthy lifestyle (44%), challenge your brain (42%) and be socially active (14%).

Education for People with Dementia and Their Families

**Care4u®** Family Conference was a great success with 269 attendees. Care partners connected with specialists to learn about community resources, self-care tips and strategies to better support someone with dementia.

Four **Living with Dementia: First Steps** were held with a total attendance of 248 people. The sessions provide a better understanding of dementia from a medical, family and individual perspective.

Nine **Living with Dementia: Next Steps** sessions were offered to 284 people in Winnipeg. These education opportunities empower families with new skills to help face the daily realities of living with and caring for a person with dementia.

**Telehealth** is a vital means of providing education and information about dementia to audiences all across the province. Using cost-effective video technology, the Society offered five education sessions to 41 sites around Manitoba during 2017-2018.



Sherry Asham of Peguis Health Services in the Interlake region of the province has been hosting Telehealth in her community for three years. She says the education sessions help family members understand the disease and let them know they are not alone. Health care workers also attend sessions to learn how to interact, engage and communicate with people with dementia and their families.

Sherry recalls one participant who commented that her family had almost given up on their dad. However, after attending one of the sessions and learning new ways to communicate, the family was able to connect with him again.



Marlene Bear, Judy Stevenson, Mary Cook, Sherry Asham, Arlene Spence and Tracy Spence.

*"The dementia workshop opened my eyes to what it is like to have dementia. It was excellent to meet other people, obtain knowledge, hear testimonials and share my experiences. We need more of these workshops in our community."*

*- Marlene Bear (above, far left), Telehealth Participant and Daughter of Mother with Dementia*



# How We Help: Spotlight on Research



## Dr. Ben Albeni: Manitoba Dementia Research Chair

**D**r. Ben Albeni is a leading researcher working in the area of chronic brain disorders, including Alzheimer's disease. He comes from a place of personal experience: his mother had dementia. He's aware of how vitally important it is to look for better treatments and a cure.

He is doing just that and more as Manitoba Dementia Research Chair (MDRC). Now in his third year of the five-year appointment, he is encouraging an increase in dementia research and capacity in Manitoba through partnering with researchers, biomedical engineers, psychologists, doctors and chemists.

Dr. Aida Adlimoghaddam, member of Dr. Albeni's research team.



In doing so, a stronger and more cohesive dementia research community is emerging that will directly benefit Manitobans impacted by the disease.

Dr. Albeni is pushing the envelope when it comes to his own laboratory research. He and his associates have published numerous journal articles, including two recent studies on Alzheimer's disease and one on memory. For example, working with mice, his team has shown that a compound in the brain called creatine can enhance memory, a finding that could inform future therapeutic strategies in the prevention of the disease.

Dr. Albeni will continue to partner with others working in the field over the next three years to advance dementia research.

*Through a partnership established in 2015 between the Alzheimer Society of Manitoba and Research Manitoba, \$500,000 is made available over a five-year period to fund the Manitoba Dementia Research Chair.*

*The MDRC strives to increase dementia research and research capacity in Manitoba, increase dementia expertise in the province, and foster a stronger and more cohesive dementia research community. This stimulation of new knowledge is expected to directly benefit Manitobans impacted by dementia.*

*The Alzheimer Society's contribution to the MDRC was generously donated by Wescan Electrical Mechanical Services.*

## Research Funding

**O**ne of the goals of the Alzheimer Society of Manitoba is to support researchers as they strive to unlock the mysteries of the causes of dementia and to find a cure. Between these ultimate aims, the Society also supports those who investigate options for care, treatment alternatives and the effects of the disease on families.

### Alzheimer Society Research Program (ASRP)

Alzheimer Societies across Canada and their generous donors support the ASRP, which funds emerging and established investigators working in the biomedical and quality-of-life fields. Since the program was established in 1989, it has invested over \$53 million in research, making strides to keep pace with the increasing prevalence and impact of dementia.

The Alzheimer Society of Manitoba contributed \$72,383 to the program this year.

### Graduate Student Fellowship Research Program

The Alzheimer Society of Manitoba encourages students to undertake research projects by providing \$8,000 in annual funding for its Graduate Student Fellowship Research Program.



### Graduate Student Isaac Oppong: Access to Primary Health Care

Isaac Oppong is a Master's student in Disability Studies at the University of Manitoba. He is studying the experiences of people with dementia and their families when accessing primary health care.

What types of services are available for them? What challenges do they encounter in accessing these services? What do families perceive as beneficial to addressing these difficulties?

Using a qualitative research design, Isaac is conducting interviews with a maximum of eight families who have provided at least two years of caregiving support to relatives living with dementia in Manitoba. This will give credibility to the results as the families will be able to supply accurate, up-to-date information on their experiences.

Isaac will report on specific issues that people with dementia face when accessing primary health services based on the information he collects. By identifying the gaps, future policy and practice regarding access to services can be addressed and improvements eventually made.

The Alzheimer Society is pleased to support Isaac's important study through its Graduate Student Fellowship grant of \$4,000.





# Event Highlights

## Help From Our Friends All Year Round!

### Motorcycle Poker Derby

The 22nd annual Motorcycle Poker Derby in Brandon was a huge success, raising over \$21,000 as 97 motorcyclists rode in support of the Alzheimer Society in August. This year's top fundraiser was first time participant Darrel Nelson, who raised over \$4,000. A huge shout out to the Christian Light Riders volunteers who helped organize the event and put on a delicious breakfast and BBQ supper.

### Trivia Challenge

Winnipeg's ninth annual Alzheimer Society Trivia Challenge presented by Club Regent & Event Centre took place in October and raised over \$28,500. A record number of 28 teams came out to challenge their collective knowledge on several cerebral subjects.

The Westman office held its first trivia event in Brandon at the Clarion Hotel and Suites in March. Sixty participants came out, raising over \$1,900. Thanks to Jamie Harrison from 94.7 STAR FM who helped create a fun atmosphere with lots of laughs.

### Giving Tuesday: Matching Gift Campaign

The "Light the Way" holiday matching gift campaign kicked off on Tuesday, November 28. This year's \$10,000 match was graciously donated by Neil Carlson and his family. We once again had an overwhelming response from 344 supporters who helped us raise over \$39,000, including the Carlson's gift.

### Anything for Alzheimer's

Many individuals and organizations found creative ways to support the Society through our Anything for Alzheimer's program. This year, over \$60,000 was raised through these grass-roots efforts.

### Carman Ukrainian Dinner

The community of Carman held its famous Ukrainian dinner and raised almost \$10,000 in support of the Society. Guests of the dinner had the special treat of listening and dancing to the band Rewind. Thanks to Bob Kowalchuk and Harvey Kehler for organizing this great cultural event.

### Delahunt Golf Tournament - Treherne

The Delahunt Golf & Country Club in Treherne sold out its first annual golf tournament, and the Alzheimer Society was grateful to be the charity of choice. Proceeds from the tournament, which included breakfast, hole prizes, a silent auction and a delicious steak dinner, came to over \$6,000.

### Catalyst Credit Union Manitoba MudRun at Dauphin's Countryfest Site

The Society was happy to be the Catalyst Credit Union's charity of choice for their annual MudRun held in August. Over 1,000 participants pushed their physical limits as they climbed over walls, crawled through mud-filled pits and swung themselves over and into pools of dirty water. Our MudRun Warriors also took on the fundraising challenge and raised almost \$20,000 as part of their effort.



### A Night in Tuscany Gala

This year the gala travelled to Tuscany, Italy. More than \$280,000 was raised at the event. The fun included entertainment, balloon pops, a raffle, silent auction tables and a live auction. The evening was enjoyed by almost 900 guests.

Wendy Schettler took off her CEO hat to deliver a heart-wrenching reflection of her experiences caring for her dad, David Waters, who passed away last year after a long battle with dementia.

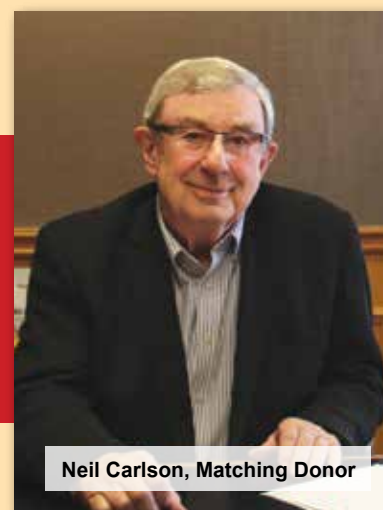
Wescan Electrical Mechanical Services balloon pop volunteers, Gary and Karen Kingsland.



Brandon Motorcycle Poker Derby



Brandon Trivia Challenge



Neil Carlson, Matching Donor



Manitoba Mudrun, Dauphin



Winnipeg Trivia Challenge



# Making Memories Matter

## INVESTORS GROUP WALK FOR ALZHEIMER'S: Bringing Friends and Families Together for a Great Cause!

*"Investors Group is proud to support the Alzheimer Society's outstanding efforts to improve the quality of life for families living with dementia in Manitoba. Through our clients, we see first-hand the emotional and financial challenges this critical health issue presents for families. Our employees and financial advisors look forward to participating to help make Walk events a success all across the country."*

*- Jeff Carney, President and CEO of Investors Group and IGM Financial*



Joan's Jiggers members  
Kathy Hintz, Julie Devrieze,  
Shane Hintz and Derna Hintz.



**OVER \$310,000 WAS  
RAISED THROUGH  
60 COMMUNITY WALKS  
PROVINCE-WIDE!**



Shane Hintz, Brayden, Julie Devrieze,  
Kathy Hintz, Derna Hintz and Maddy walk  
for the matriarchs of the family.

### A Family's Motivation to Walk

Shane Hintz laces up his sneakers each year and walks for his grandmother, Joan, who lived with dementia until she passed away in 2014.

He and his wife, Derna, whose grandmother also lived with dementia, have been participating in the Brandon or Winnipeg Walk for Alzheimer's since 2010. His two aunts, Julie and Kathy, became team members five years ago, followed by Shane's two kids, and since then, many more family members have joined. They have dubbed themselves "Joan's Jiggers."

"Our Grandma was very compassionate and loving. She worked hard for her family and would do anything for anyone," says Shane of his grandma. "She is one of the main reasons I am who I am today."

The Walk brings Shane's family together to remember this special lady. And every year, they take home new memories.

A favourite memory for Shane's wife, Derna, was seeing Shane receive a special award on behalf of the team. In 2017-2018, Joan's Jiggers raised more than \$7,000, earning the team the "Friends and Family Extra Mile Award" presented by the Alzheimer Society.

For Shane, being able to walk with his wife and kids and seeing them participate in a good cause means a lot. "It's really special to have them grow up and understand how wonderful their great grandmothers were," he says.



## Our Walk Volunteers

*"I've been a volunteer in the Walk for six years and I've done different jobs, but my favourite is the kids' tent because I get to interact with the children and put a smile on their face. I participate to give back to the community and also to get volunteering experience."*

*- Jenel Licardo, Grade 11 Student and Walk Volunteer*



*"This was my first year volunteering at the kids' tent with my friend. It was an enjoyable experience, and I'm happy to help raise awareness about the disease. The feeling I get when I'm at the Walk is that the people participating feel united in the fight against dementia."*

*- Vinzi Vega, Grade 11 Student and Walk Volunteer*

*"It's important to volunteer so we can support the people that have dementia. It's also a lot of fun."*

*- Isabella Krowelski, Grade 5 Student and Walk Volunteer*



## Pin Recipients for Years of Volunteering

### 10 YEARS

Gloria Odway  
Marianne Leskiw  
Carol de Baets  
Judy Johanson

### 5 YEARS

Brendan Albo  
Justin Albo  
Gwendolyn Penner  
Sarah Schettler  
Josh Schettler

**Thank you to each and every volunteer who dedicates their time and energy to help in the work we do. Whether volunteering at one of our events, coordinating the Touch Quilt Project, leading a support group or being a spokesperson, we depend on your assistance so we can support families impacted by dementia. We couldn't do it without you!**

### Outstanding Volunteer Fundraiser: **Karen Braun Believes in the Cause**



When it comes to fundraising for the Alzheimer Society, Karen Braun says she's "a lifer." Her determination comes from the fact that both her grandmother and her father lived with the disease. When her father was diagnosed in 2007, Karen and her family received substantial assistance through workshops and support groups offered in her region.

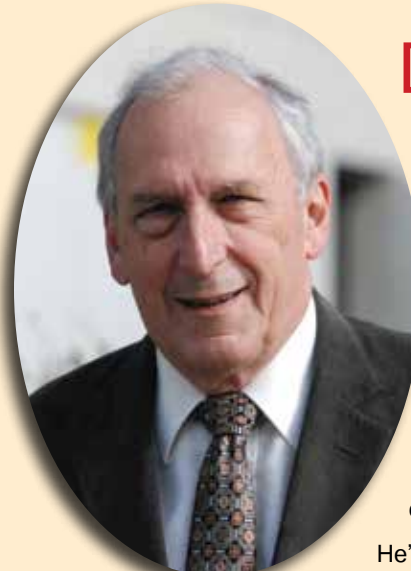
Karen is the kind of person who wants to give back. She's been organizing and participating in the Altona Walk for Alzheimer's for the last 25 years in honour of her grandmother – and now her father – and that commitment includes raising donations from friends and neighbours in her community. "Lots of people give regularly, but I tap on a few new shoulders each year," she says. "Even if they don't donate, they'll become aware of the Society."

These diligent efforts earned Karen the Society's Top Regional Fundraiser Award three times and the Top Provincial Fundraiser Award twice.

Karen supports the Society in other ways. She gives through individual donations and has held Coffee Break events. While her dad has since passed away, Karen still attends support groups and speaks at workshops so she can help others who are going through a similar experience.

As a tribute to her hard work at fundraising and her dedication to the Society, Karen was awarded as this year's Outstanding Volunteer Fundraiser.

### Distinguished Member Award: **Dan Sitar Dedicates Time and Expertise**



Dan Sitar, retired pharmacist, professor and researcher, has plenty of family experience with dementia: his grandmother and father were affected, as were his mother-in-law and father-in-law. During the time these family members were living with the disease, Dan saw the impact of the burden on caregivers.

This experience, and the fact that Dan was a researcher in the area of neurodegenerative disorders, led him to become involved with the Alzheimer Society. His volunteerism began back in the early 1990s when he served on the Society's Research Committee. "This committee was instrumental in getting active dementia research going in Manitoba, and it's been growing ever since," he says.

Dan's commitment didn't end there. From 2011 to 2017, he was an Alzheimer Society Board Member, serving for one term as Secretary Treasurer. He also served on the Audit Committee, for which he was Chair for one term. Over the years, he has lent his expertise on an ongoing basis as a speaker at the Society's Dementia Care Conference (for professional caregivers), its Care4u Family Conference and at Teleconference education sessions.

He's been an advocate, a governor, an educator, a participant in events and a major donor of significant gifts. Deep appreciation is extended to Dan for his many contributions to the work of the Society. It's easy to see that he is a deserving recipient of this year's Distinguished Member Award.

## Celebrating Volunteers



Alzheimer Society of Manitoba volunteers  
Terry Klan (left) and Marianne Leskiw.

*"I have been volunteering with the Alzheimer Society at their Gala and Walk for about 10 years. I started when a Society staff member who lives nearby recruited me and several other people from our neighbourhood. I volunteer because I believe the Society is doing great work for families who are affected by dementia."*

– Marianne Leskiw, Volunteer



# Financial Report

This financial information has been extracted from the Annual Financial Statements reported on by our auditing firm, MNP LLP.

## Expenses Defined

### Organizational Development

Costs related to the governance of the Society, including board meetings, board recruitment and training, strategic planning and the Annual Report. It also includes general staff training.

### Research

Costs related to funding for provincial and national research initiatives.

### Program

**Client Services** – Costs related to the delivery of information, support, education and advocacy for people with dementia and the family and friends who care for them.

**Community Development** – Costs related to the delivery of programming that increases community awareness of dementia and the Society’s reach to Manitobans.

**Education** – Costs related to the purchase of resource materials and the development, delivery and evaluation of workshops, seminars and conferences for health care staff.

### Revenue Development

Costs related to fundraising initiatives and events, direct mail campaigns, administration of online donations and planned giving programs.

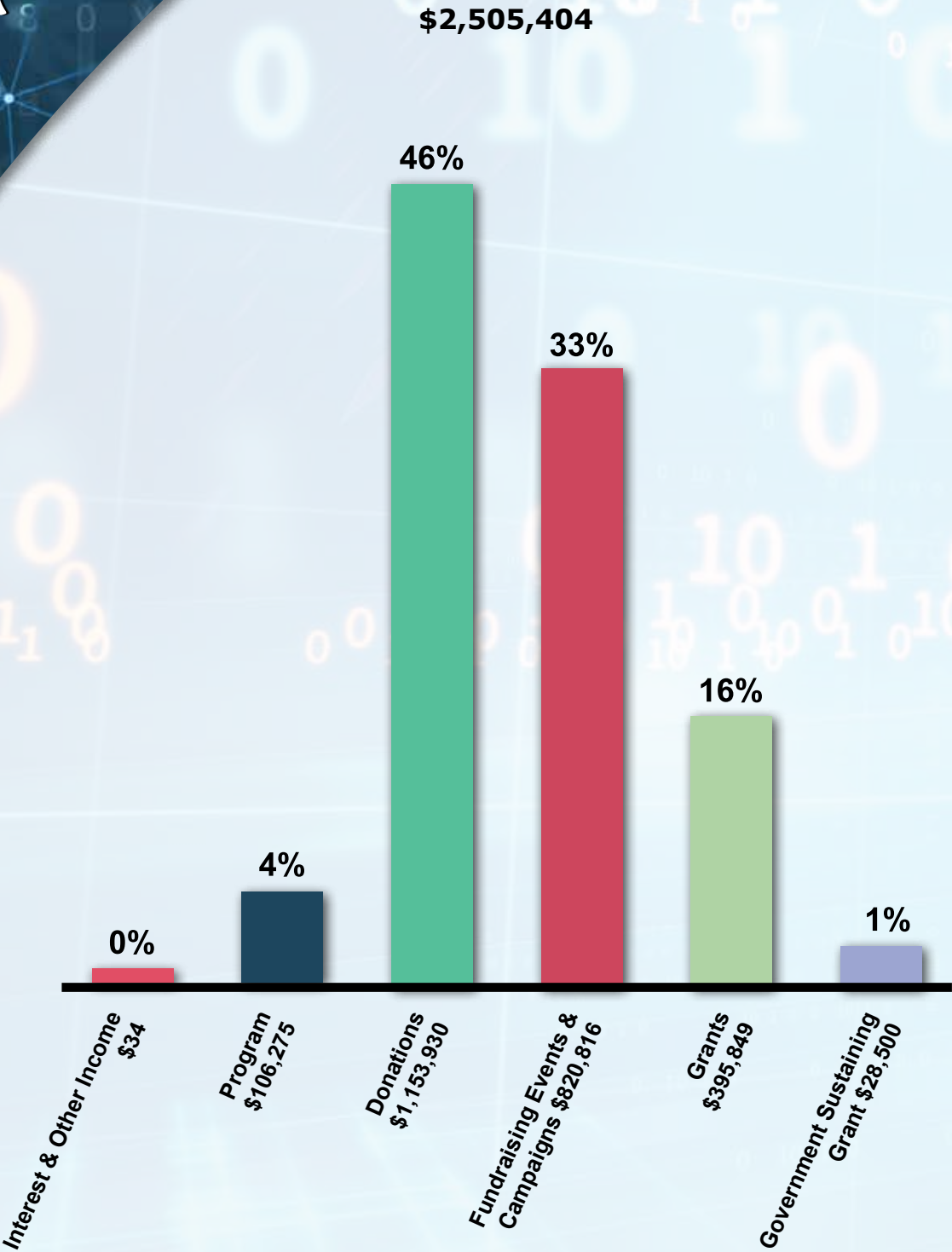
### Program and Office Administration

Costs related to the infrastructure support of the programs and services of the Alzheimer Society, including the administrative staff support to program and fund development, expenses related to management of finance and administration, and database system support and maintenance.

The Alzheimer Society of Manitoba’s audited financial statements are available at:  
[alzheimer.mb.ca](http://alzheimer.mb.ca)

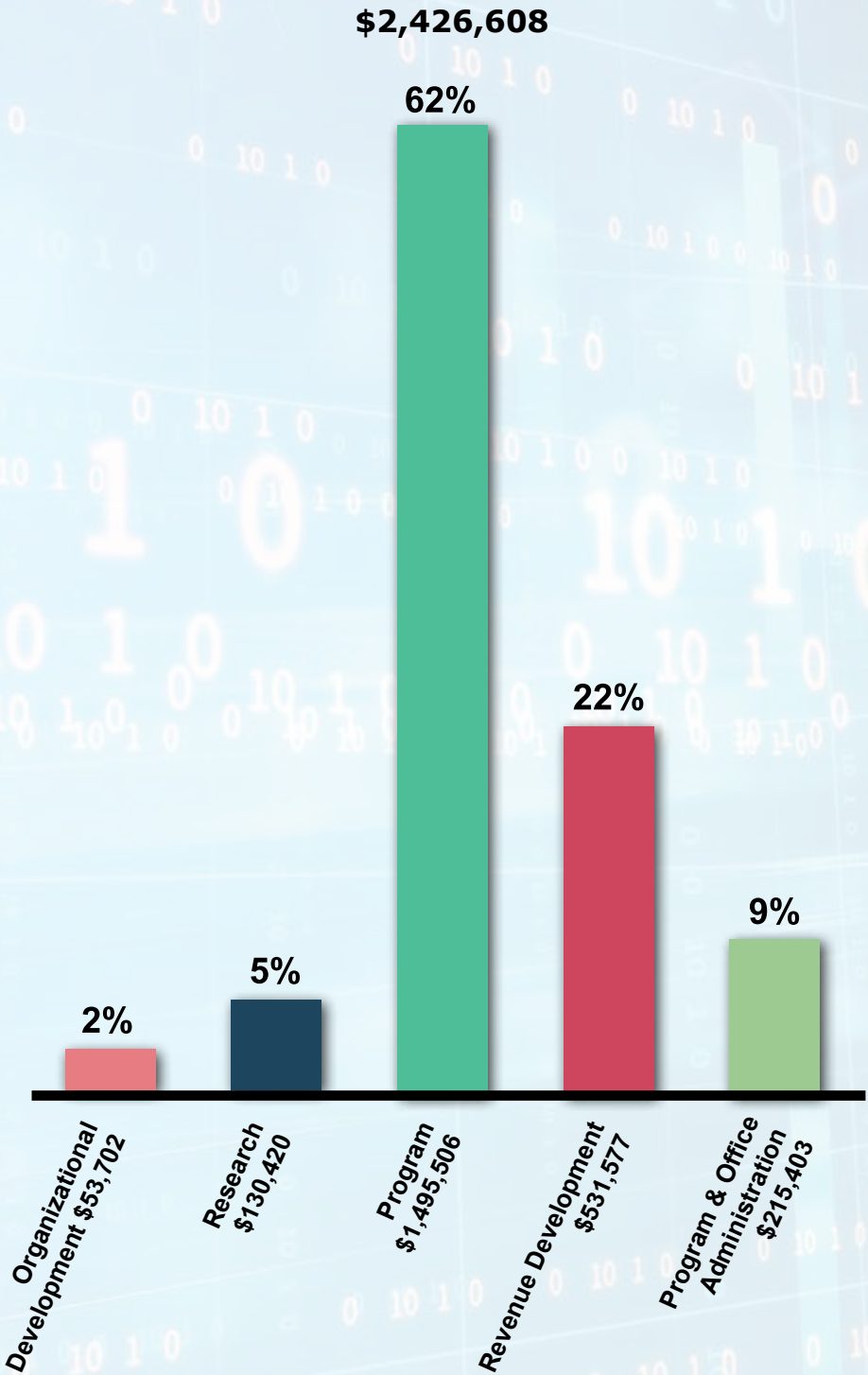
Revenue Breakdown 2017-18

\$2,505,404



Expense Breakdown 2017-18

\$2,426,608







## JOHN INGLIS: Coming to the Rescue

John Inglis was a kind stranger who appeared at exactly the right moment for someone in need. He was on his way to work when he noticed an older woman near the entryway of a condominium. She was standing in a puddle of shallow water.

Suspecting that the lady was lost, he tried – without success – to find out where she lived. However, she offered her name: Sheila Devine.

John waited with Sheila until the police arrived, and while doing so, was able to contact her daughter, Beth Devine. Once the police came, they were able to get Sheila to her nearby retirement complex in short order.

Sheila now wears a MedicAlert® Safely Home® Bracelet to help if this situation happens again.

John is a perfect example of how a dementia friendly community grows – one person at a time.

## Dementia Friendly Communities

The Alzheimer Society's Dementia Friendly Communities (DFC) Program is growing by leaps and bounds. Our DFC staff are busy providing education sessions to organizations, including businesses, government agencies, churches and community groups.

Participants at the sessions learn that a dementia friendly community is one that includes and supports individuals with dementia and their care partners in the places they live, work and play. We want people impacted by the disease to feel welcomed by their community wherever

they are: at post offices, retail outlets, using transportation or enjoying hobbies out in the community.

With this training, staff at businesses such as Pharmasave (below) are better able to interact with individuals with dementia. And, as the concept of dementia friendly communities spreads, its reach will touch individual community members like John Inglis (above), who helped an older woman in need.

Join us in our goal to make all communities dementia friendly!

The Alzheimer Society thanks the Winnipeg Foundation for supporting the Dementia Friendly Communities project.

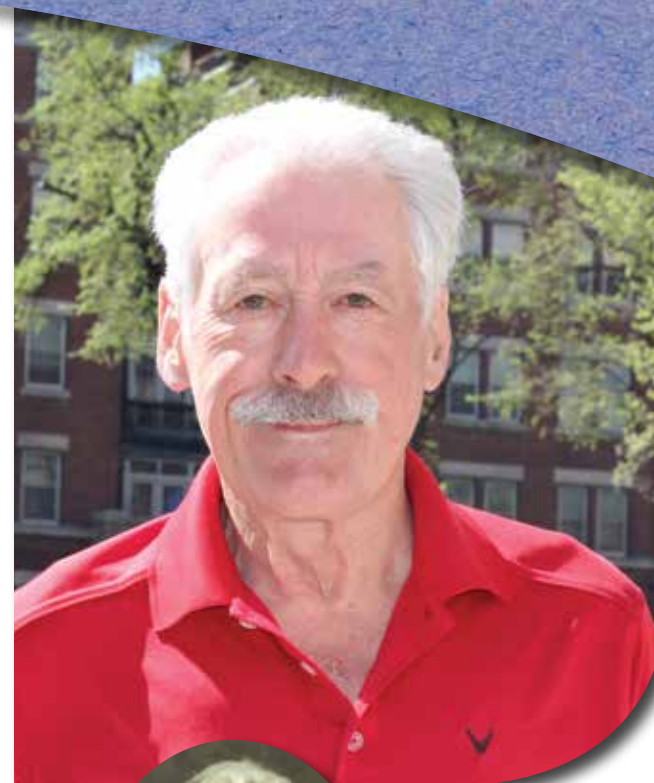
## PHARMASAVE: Learning About Dementia

*"At Pharmasave, we do more than dispense medications – our pharmacists help their clients achieve the best health outcomes by providing quality services. Supporting the Alzheimer Society's public education events allows us to strengthen relationships with our communities, but more importantly, provide families with an opportunity to become educated on dementia. Also, each Pharmasave location is fortunate enough to participate in Dementia Friendly Communities training where pharmacy staff members are learning how to interact with and understand the needs of clients with dementia."*

*– Jeff Grant, Director of Pharmacy Operations at Pharmasave Drugs (Central) Ltd*



Kris Peterson and Ryan Buffy, Pharmasave, Winnipeg



## Generous Donor Reaches Milestone

David Greenwood's generous financial support to the Alzheimer Society over the past 25 years reached an impressive milestone in 2017-18: it exceeded the \$100,000 mark. A retired provincial and federal government statistician and long-time investor, David gives the Society donations of publicly traded shares.

He chose the Society as a recipient of his charitable giving as a tribute to his mother, Betty, who was diagnosed with dementia in the early 1990s. Unaware at the time of the kinds of programs and services the Society could provide, David's father looked after her full time, getting only short reprieves by a caregiver.

David made his first donation the same year his mother died at age 79. Since then, he has learned more about the Society and is impressed with the scope of services offered. He's gratified to know that his donations are spent to support others with dementia and their families.



*"I'll give until it hurts because it hurts more when you lose someone you love. I give for my mother and for anyone else's mother who is diagnosed with dementia."*

*– David Greenwood, Donor*

## Thank You To Our Donors

### \$40,000+

Brynjolfur Kristin Brynjolfsson Fund  
(The Winnipeg Foundation)  
The Adrian & Maylene Cancilla Foundation  
(Gift Funds Canada)  
Investors Group  
The Shindleman Family  
Wescan Electrical Mechanical Services  
The Winnipeg Foundation

### \$20,000+

Estate of Werner Glowatzki  
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Charitable Donations  
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Estate of Ruth Ellen Roberts  
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### \$10,000+

All Seniors Care Living Centres  
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### \$5,000+

Advance Electronics  
All-Fab Building Components  
Brightwater Senior Living of Tuxedo  
Carman Ukrainian Dinner  
City Press  
Club Regent Casino & Event Centre  
Delahunt Golf & Country Club  
Derksen Plumbing & Heating

DMS Industrial Constructors  
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Bob & Deborah Toews  
Philippe Turenne  
Estate of Dorothy May Wood  
WRE Development  
Elizabeth Zandstra

*Gifts That Keep on Giving*



# Gifts That Keep on Giving

## Elizabeth Zandstra Names Alzheimer Society as "Fifth Child"

Elizabeth Zandstra and her husband, John, playfully nicknamed the Alzheimer Society as their "fifth child." They have four children, but they are splitting their estate five ways so they can give to charities.

The Alzheimer Society is among them, and it's a cause that hits particularly close to home. About six years ago, John was diagnosed with vascular dementia. Elizabeth took full advantage of the Society's programs and services while she cared for him at home, as well as after his transition to a nearby care home.

Elizabeth's accountant advised her that giving to a charity out of their estate while she was still living would have considerable tax benefits and give her the opportunity to see firsthand the good her donations would do. Knowing that John would agree to the plan, she followed the advice. She and John have always modelled to their children the value of generosity, and the creation of a "fifth child" through their estate continues that tradition.

*"We are not in the world  
to hold it all to ourselves."  
- Elizabeth Zandstra, Donor*

## Thank You To Our Donors

### \$2,000+

365 Technologies  
Anchor Construction  
Aboriginal Peoples Television Network  
Ag Growth International  
Altona/Gretna & District United Way  
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Veron Consultants  
Virden Donor's Choice  
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Winnipeg Building & Decorating

### \$1,000+

Air Movement Services  
Akman Construction  
Altona Farm Service  
Alzheimer Marathon Bridge Club  
ANAF #283  
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Assante Financial Management  
James B. Astley  
Jim Becker  
Ray Bisson  
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# Alzheimer Society

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*Dementia Care & Brain Health*

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