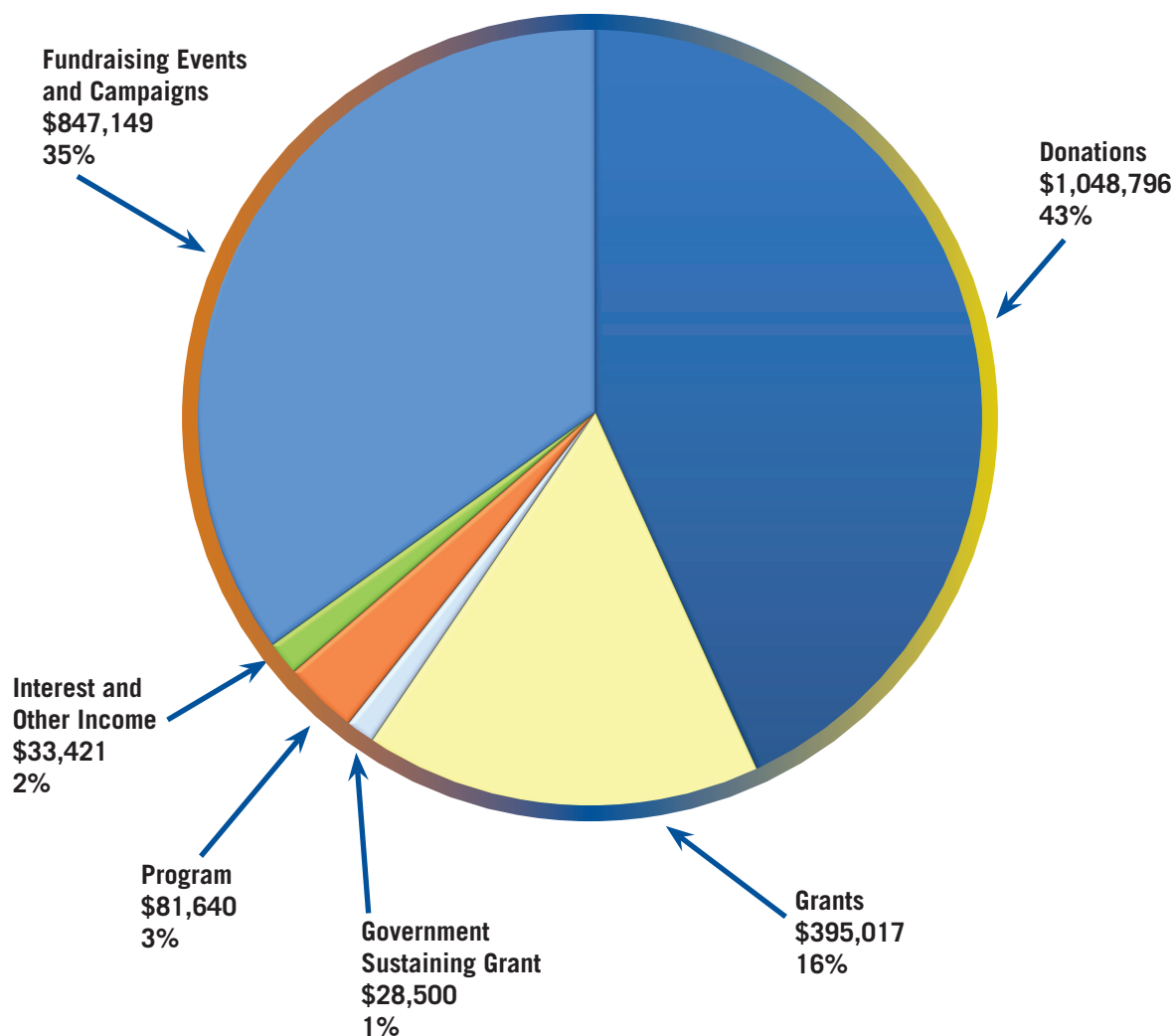


# Financial Report

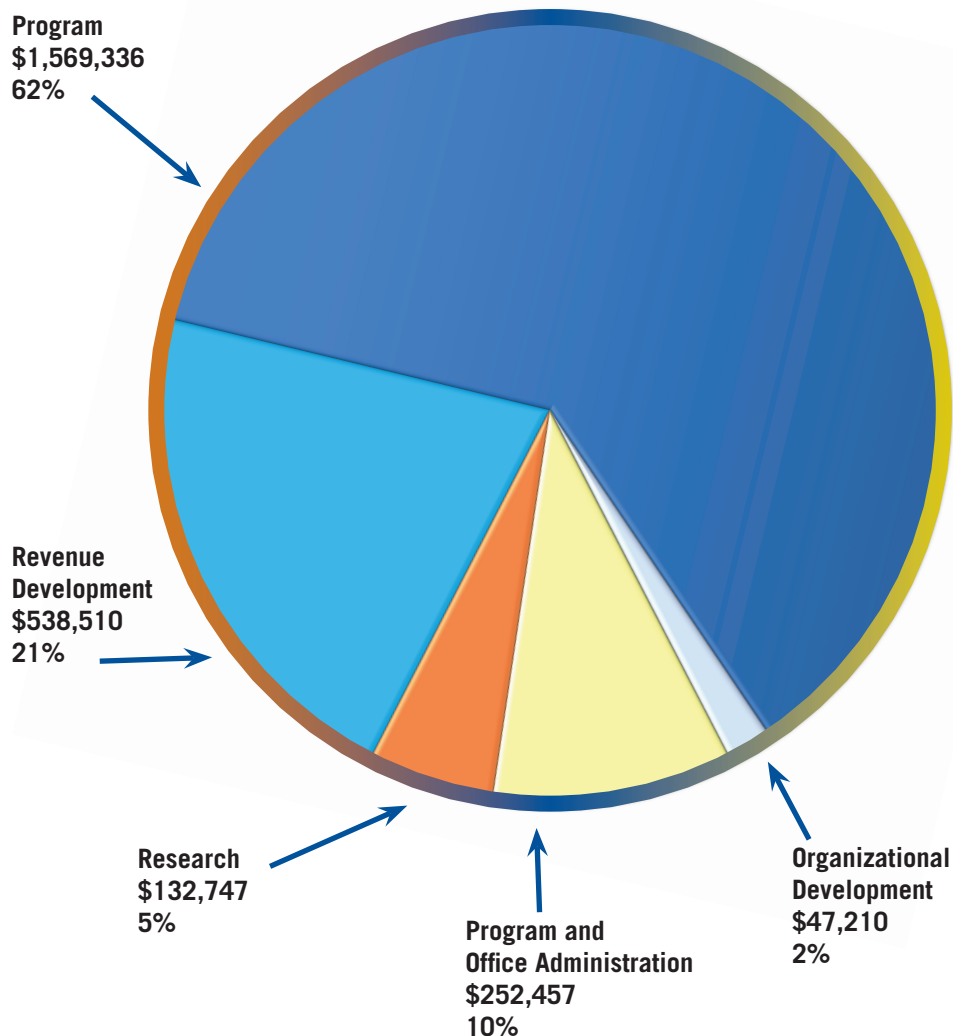
## REVENUE BREAKDOWN 2018-19 \$2,434,523





## EXPENSE BREAKDOWN 2018-19

**\$2,540,260**



## 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)