



Alzheimer *Society*

MANITOBA

Dementia Care & Brain Health



Annual Report 2018-2019



Help for Today. Hope for Tomorrow...[®]

Message

from the CEO & Board Chair

Wendy Schettler, CEO,
and Brenda Martinussen,
Board Chair

Every day at the Alzheimer Society, people with dementia and their caregivers tell us their stories. We know how important it is to listen with open ears.

The telling of their unique stories – about the good days and the bad days, the challenges and the acceptance, the joy and the sadness – is an important part of the dementia journey. Talking out loud about the changes they experience in their day-to-day lives can be an opportunity to look at things with fresh eyes, to see things from a different angle.

These stories can help listeners and readers by giving them the opportunity to learn from others and, hopefully, not feel so alone. The stories teach us that, although the journey with dementia is different for everyone, there are often common themes and experiences that unite us all.

We'd like to thank all those who have told us their stories – people like Kerri Pleskach, whose father was diagnosed with early onset Alzheimer's disease. Kerri described her and her family's experiences in a video and lent her voice for our January Awareness Campaign.

We also talked to Brad McIntosh, who told us that his love for his mother helps him to do his best to stand by her as her dementia progresses. We spoke with Lisa Maslyk and Gary Quinton, who shared their stories this year. Lisa's late father had Alzheimer's disease, and she reminisced about the grand adventures she had with him when she was a child. Gary lives with dementia, and he talked about the support he feels when participating in Art to Inspire, a program he attends with his wife, Judy.

These are just a few of the people who open-heartedly gave us snapshots of their lives through their stories. By sharing, they reminded the community that dementia isn't only about a disease or statistics – it's about people, about families, about all of us.

If you would like to tell us your story, let us know. We will listen.



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What We Do

ABOUT THE ALZHEIMER SOCIETY OF MANITOBA

Beginning as a grass roots movement over 35 years ago, the Alzheimer Society of Manitoba has grown to become the leading resource in the province for people living with dementia and their families.

Through its programs and services, the Society helps people with dementia feel safe, accepted, respected and supported to thrive throughout their journey. Staff and volunteers work hard to ensure that families have meaningful support when they need it along with information that will help them to make informed decisions about the future.

The Society helps to link families to services, such as: 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; the Minds in Motion® program; research funding and more. The organization is also a prominent voice in advocating for change within all levels of government.

There are over 23,000 Manitobans living with dementia. The Society encourages everyone to become more dementia friendly by actively engaging with people with dementia and welcoming them into all aspects of community life.

The Alzheimer Society of Manitoba Board of Directors (L-R):

Stan Casar
Ray Bisson
Jessica Phillips-Hunt
Rob Kennedy
Brenda Martinussen (Chair)
Sylvia Rothney
Geoff Garland
Dean Giles
Wendy Schettler (CEO)

Missing from the photo are:

Neil Carlson
Donald Dybka (Past Chair)
Loreley Fehr
Robert Wrublowsky

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 include:

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



MARY COOK, CAREGIVER

My mom knew the names of all the trees – white pine, tamarack, black spruce. When she became affected by dementia and couldn't describe the trees anymore, it was sad. On some days, though, those memories would come back, and those were precious moments.

We found a permanent placement for Mom that was about 16 kilometres from my home, and I was able to visit often. I learned how to comfort her after I attended some education sessions hosted by the Alzheimer Society. I would put my forehead on her forehead so she would feel a connection with me. One time, she even called me "Mary."

"I loved my mom to the end, and I still miss her."

GAVIN SCOTT, CAREGIVER

My wife, Beverly, was still teaching grade two when she first realized something was wrong. She'd be taking her class of seven-year-olds to the gym and she'd forget where she was going. But Beverly was clever – she found a way around it. She'd say, "Who was listening? Who knows where we are going?"

Today, Beverly is in a care setting. Even though the journey has been painful for my son, daughter and me, I know that I have accomplished a lot with Beverly, and it brings me meaning and purpose to be her caregiver.

"Beverly and I have a mantra: 'Live. Laugh. Love.' Even though she has dementia now, we still live by those words."

I live with dementia. Let me help you understand.

The Alzheimer Society gratefully acknowledges the four people featured here who shared their stories during January Awareness Month 2019. Heartfelt and full of hope, these stories let the world know that, with a little help from the Alzheimer Society, the dementia journey can be travelled with dignity and understanding.



KERRI PLESKACH, CAREGIVER

My dad, Terry, was diagnosed with early onset Alzheimer's disease two years ago at age 63. My mom, sisters and I visit him as much as we can in his care home. He may not know our names anymore, but we are familiar faces and he's still our dad.

Pieces of Dad are still there inside of him, like his laugh. He also makes a joke every once in a while, which puts a smile on our faces. We are losing who he was, but we will never stop visiting him, as he needs us now.

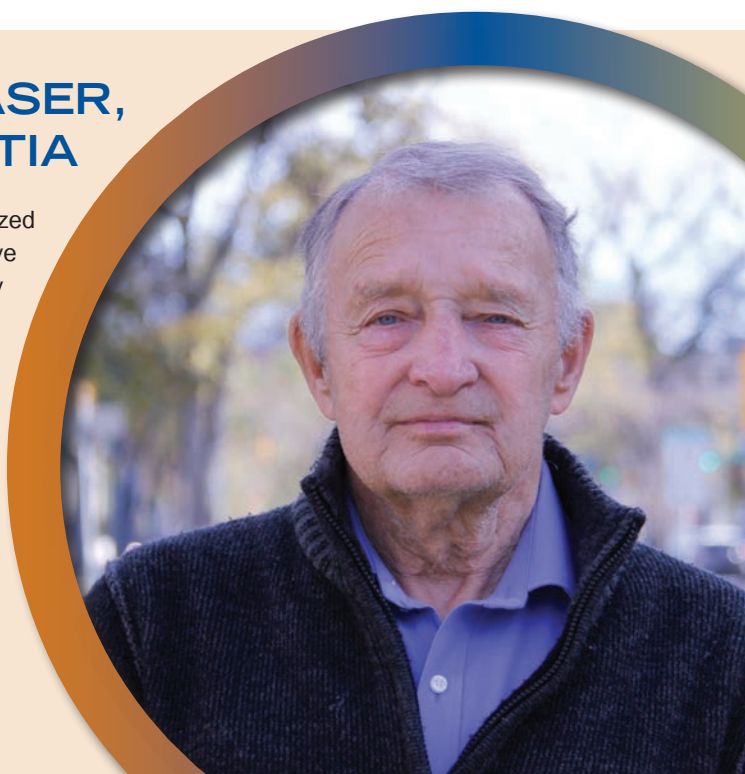
"Dad was always there for my mom, my two sisters and me. Now, we are there for him."

GLEN FRASER, LIVES WITH DEMENTIA

After I had an aneurysm a few years ago, my wife, Elaine, recognized that something was changing in me, but she thought I just had "selective listening." In retrospect, we now know it was signs of memory loss – I was diagnosed with early onset dementia in November 2016.

I know there is nothing to be ashamed of, and I know I can live with it. Elaine and I deal with problems as they come up. You have to get to that point, and it helps that the people around me are understanding.

**"It's important to understand
that getting dementia is
nobody's fault."**



How We Help

SUPPORT FOR PEOPLE WITH DEMENTIA AND THEIR FAMILIES

The dementia journey has many twists and turns, and the needs of those affected are different at every stage. That's why the Alzheimer Society provides a variety of programs and services – so people receive the kind of support they need, when they need it.

Support Groups

Support Groups for People with Dementia enable participants to help each other through the sharing of experiences. Four weekly groups of this kind were offered over the past year.

With help from their facilitator, **Caregiver Support Group** members provide each other with emotional support and understanding. Individuals across Manitoba were able to take part in 39 of these groups during 2018-19.

Two **Ambiguous Loss Support Groups** for care partners took place in 2018-19. This group helps caregivers to acknowledge and process the difficult emotions that are often part of the dementia journey.



“My husband Karl was an electrician and he used to make dozens of decisions daily. Now, he is not nearly as decisive as before, and it's challenging for me. The members of the Ambiguous Loss Group are helping me to learn how to accept Karl as he is now and to be prepared when things change again.”

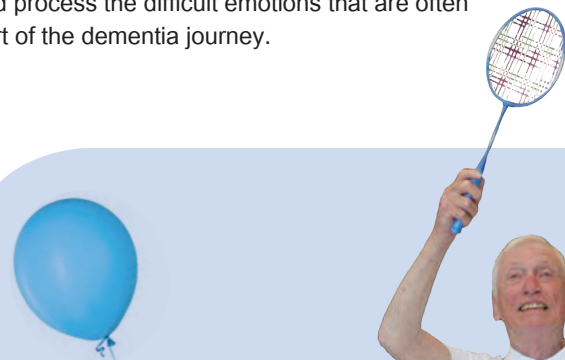
– **Kim Nielsen, Participant,**
Ambiguous Loss Support Group

Client Support

Almost 10,000 connections were made to support clients this year. A total of 1,585 new clients reached out to use **First Link®** – a 7% increase. Staff members provide ongoing support to those who connect with the Society using **First Link**.

Minds in Motion®

The **Minds in Motion** program promotes physical, social and brain stimulating activities for people with dementia and their care partners. This year, 579 participants took part in 30 eight-week sessions. Fifteen trained physical activity program leaders and 48 trained volunteers assisted in program delivery.



“Through participation in Minds in Motion, both Don and I get cognitive and physical exercise, and I get the benefit of being able to socialize with other caregivers. I really appreciate the conversations with other people who are in a similar position.”

– **Nancy MacDonald,**
Participant in Minds in Motion with Husband, Don

PARTNERED COMMUNITY PROGRAMS

Through community partnerships, the Society provided three innovative programs that encourage people with dementia to participate together with their care partners. These unique opportunities were developed by the Society and its partners with the goal of providing an inclusive environment for participants.



Art to Inspire

The Art to Inspire program offered three six-week sessions this year. This program is designed to creatively engage people living with dementia and their care partners with visual art. Sessions, held in the Gallery, are led by specially trained art educators and artists. Participants can enjoy conversations, works of art and art-making in a supportive setting. Each session explores a different theme and engages participants in a variety of ways to celebrate present-moment awareness and meaningful creative expression.

– Developed in partnership by the Winnipeg Art Gallery, the Alzheimer Society of Manitoba and University of Manitoba College of Rehabilitation Sciences.

“During Art to Inspire, I open up a blank sheet with no fear of failure or criticism.”

– **Gary Quinton,**
Art to Inspire Participant and Person with Alzheimer's Disease

“I appreciate the variety of projects in the art-making sessions. I also enjoy sharing my ideas about each piece of art viewed in the galleries, and I value hearing others' insights and thoughts.”

– **Judy Quinton,**
Art to Inspire Participant and Wife of Gary Quinton



Sharing Dance

The second pilot of the Sharing Dance Program offered three eight-week sessions in the Westman region during 2018-19. The program aims to make dance accessible for people living with dementia and their care partners. Instructors led the groups either in person or through live-streaming to help enhance physical well-being. The program provides opportunities for socialization as well as self-expression while accommodating the changes 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.*

Vivace Voices Choir

Vivace Voices held two 10-week sessions during 2018-19. This community choir is for people with dementia 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.*





EDUCATION FOR CAREGIVERS AND FAMILY MEMBERS

“My dad has dementia, and I used to get upset when he reacted in an angry way. But after attending Telehealth education sessions offered in my community of Peguis First Nation, I learned new ways to communicate with him. Now, I talk quietly to him and stand in front of him so he can clearly see and feel my presence. I touch his hand gently – it calms him.”

– Arlene Sinclair, Telehealth Participant and Daughter of Father with Dementia

LWD Workshops

Four Living with Dementia: First Steps workshops were held with a total attendance of 176 people. The sessions, led by specialists, provide intensive “how-to” for families facing a diagnosis of dementia.

Telehealth

Telehealth offered five education sessions to 34 sites. Telehealth offers education via video technology, which proves to be an efficient way to reach caregivers across the province.

Care4u®

Care4u family conference was a great success with 325 attendees. Caregivers connect with local and national dementia care professionals to learn about the latest care techniques, community resources and research initiatives.

Monthly Family Education

Thirty-four Family Education sessions were offered to 993 people in 2018-19. These education opportunities empower families with new skills to help face the daily realities of living with and caring for a person with dementia.

EDUCATION FOR THE PUBLIC

Public Awareness

Public awareness presentations reached 2,368 Manitobans through presentations about dementia, the warning signs of dementia, brain health and being a supportive community for people with dementia and their caregivers.

January Awareness

The 2019 January Awareness campaign was in the second year of a three-year anti-stigma campaign. We continued challenging misconceptions about dementia by turning the conversation over to the experts – the people who are living it every day.

Public Reach

The eNewsletter was distributed monthly, with an average of 21,622 people receiving stories about families living with dementia, caregiver tips, updates on research and more! The Society’s Facebook page grew to 5,272 likes. Media exposures totalled 3,025 hits with more substantive stories than ever before.

Kerri’s Story

At this year’s Care4u® family conference, the Society premiered a powerful video featuring Kerri Pleskach’s heartfelt story about her dad’s diagnosis and how the Alzheimer Society helped her family navigate difficult times. The video was integrated into the Society’s programs and widely shared on social media platforms, receiving 21,828 views on Facebook and 1,505 YouTube views. Seven other provincial Alzheimer Societies and five chapters within Ontario customized and used the video.





How We Help

EDUCATION FOR HEALTH CARE PROFESSIONALS

P.I.E.C.E.S.™

The 32-hour P.I.E.C.E.S. training module was received by 217 frontline registered personal care home staff to help them provide informed, compassionate care for people with dementia.

Virtual Dementia Tours

Virtual Dementia Tours continue to be an excellent learning tool to help people better understand the experience of living with dementia. This unique, hands-on experience was offered to 90 individuals this past year.

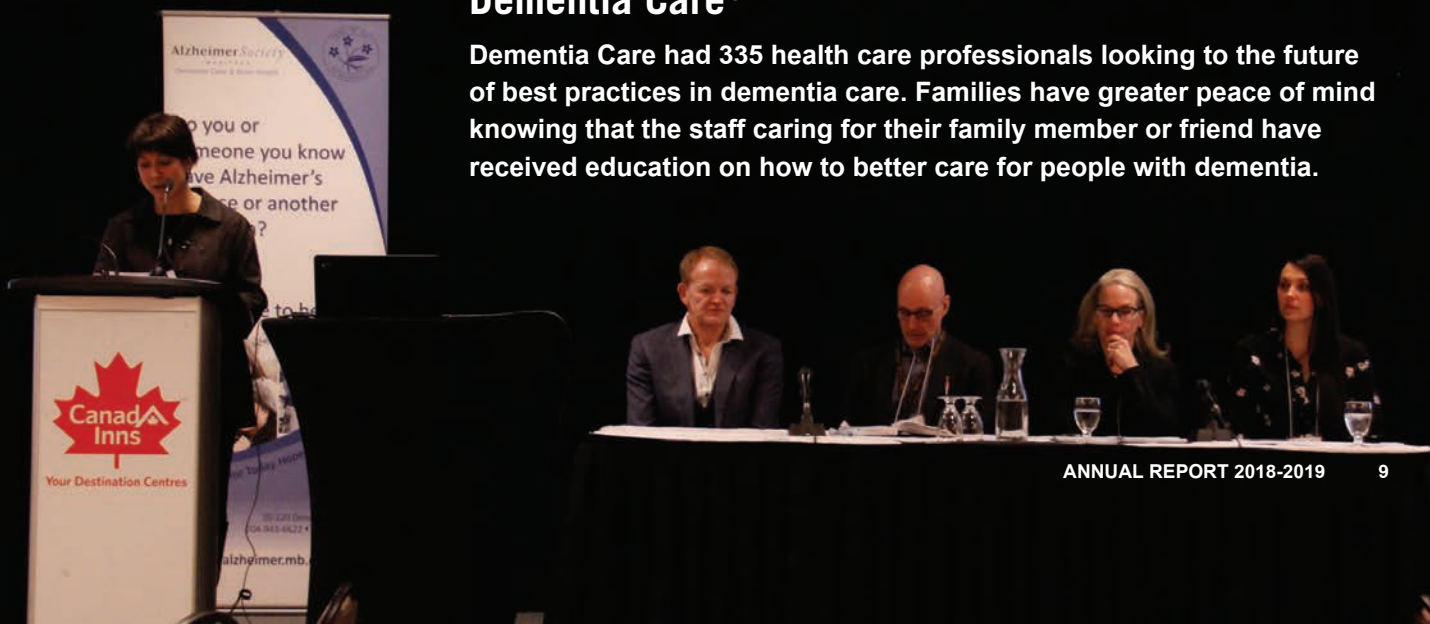
Pre-professional Education

Pre-professional education was provided to 1,108 students, inclusive of nursing students, social work students, pharmacy students and students in health care aide/unit clerk programs. These sessions create an awareness and understanding for a strong and educated future workforce.



Dementia Care®

Dementia Care had 335 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.



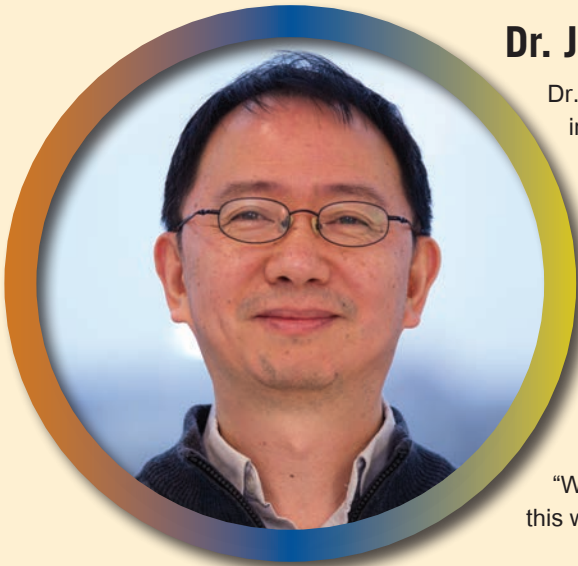
The Importance of Research Funding

Research is the key to finding care options, treatment alternatives and, ultimately, the cause and cure for dementia. Researchers in Manitoba and across the country are working hard to find answers in all of these important areas of investigation, and the Alzheimer Society supports their efforts.

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. Twenty-nine researchers shared \$2.9 million awarded in 2018-19. The Alzheimer Society of Manitoba contributed \$132,747 to the program.

Two University of Manitoba-based researchers have received funding from the program to further their work into discovering how to slow or even stop the progression of Alzheimer's disease. Dr. Jun-Feng Wang and Dr. Michael F. Jackson received \$149,000 and \$150,000 respectively to continue their neuroscience research at the Kleysen Institute for Advanced Medicine at the University of Manitoba's College of Medicine.



Dr. Jun-Feng Wang

Dr. Wang is focusing on a protein called Txnip, which contributes to inflammation and brain damage in Alzheimer's disease. If it can be established as a basis for early treatment, then the next step will be to explore a variety of drugs and treatment options. Some of these could be effective in slowing the progress of Alzheimer's and/or easing the symptoms for those living with the disease.

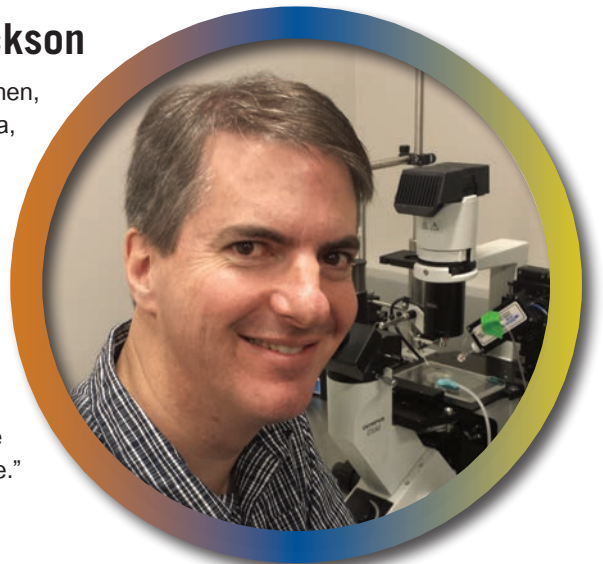
Dr. Wang, who graduated from medical school in China and came to Canada in 1995, has spent many years studying depression and bipolar disease. There are lots of biomedical connections between those illnesses and Alzheimer's disease, and so it was a natural progression to gradually expand his research into the field, he says.

"With an aging population and an increasing number of people affected, this work is becoming urgent."

Dr. Michael F. Jackson

Dr. Jackson and his research partner, Dr. Tiina M. Kauppinen, are researching how brain immune cells, called microglia, contribute to memory loss in Alzheimer's disease. By identifying potential approaches for using the beneficial functions of microglia while preventing their harmful actions, the researchers' work provides hope that new therapies can be developed that are able to stop or prevent Alzheimer's disease progression.

Driven by "the riddles of how the brain works," Dr. Jackson is also motivated to research Alzheimer's disease because his own father was diagnosed with it. "It drove home to me how devastating the disease can be."



How We Help: Spotlight on Research

GRADUATE STUDENT FELLOWSHIP RESEARCH PROGRAM

The Alzheimer Society of Manitoba understands the importance of stimulating graduate student interest in dementia. To that end, it provides \$8,000 in funding to researchers under the Graduate Student Fellowship. The awards are provided in two areas: biomedical and psychosocial. Congratulations to Deanne O'Rourke, who received funding in 2018-19.

Deanne O'Rourke

A clinical nurse specialist working in Winnipeg, Deanne is a doctoral candidate in the College of Nursing at the University of Manitoba. The Graduate Student Fellowship Award is helping to fund her study, which involves video feedback training for Health care aides (HCAs).

HCAs play a major role in providing hands-on care to people with dementia living in long-term care. Deanne's study focuses on teaching language-based dementia communication skills, along with person-centred communication. Appropriate dementia communication involves phrasing statements or questions in a specific way for clarity. Person-centred communication is more relational, focusing on understanding and relating to the person as an individual, as well as seeing things from their perspective.

Through video feedback teaching methods, Deanne's study aims to maximize person-centred care by looking at the day-to-day interactions staff are already having with residents and seeing how this time can be enhanced.



MANITOBA DEMENTIA RESEARCH CHAIR

Dr. Ben Albeni is the Manitoba Dementia Research Chair (MDRC). 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 this position.

Dr. Albeni is a leading researcher working in the area of chronic brain disorders, including Alzheimer's disease. He is now in his fourth year of the five-year appointment.

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.



Event Highlights

ANYTHING FOR ALZHEIMER'S

This year over \$94,000 was raised through the Anything for Alzheimer's program. Here is just a taste of the many creative ways in which people supported the Society:

Mona Lisa Grape Stomp

Joe and Alfina Grande, owners of Mona Lisa Ristorante Italiano, hosted a Grape Stomp at the Caboto Centre in September on behalf of the Alzheimer Society. The event raised over \$32,000 for the Society from ticket sales, donations, a 50-50 raffle, a silent auction and a live auction. The night included an actual stomping of real grapes!

Chasing the Rainbow

Two young sisters, Tessa and Alia Elias, along with brother and sister Sam and Maria Bergen, organized Chase the Rainbow, a 30-minute run held near Winkler during which runners were pelted with homemade coloured powder. Participants made donations in memory of their neighbour, Bill Enns, who had dementia and passed away last year. Almost \$700 was raised for the Society.

Carman Ukrainian Dinner

The annual Carman Ukrainian Dinner attracted 300 people who came to celebrate the event's 15th anniversary and to raise the largest amount yet for the Society – over \$12,000! Participants enjoyed food, prizes and dancing to the music of the band, Rewind. Event originator Bob Kowalchuk continues to organize the dinner in honour of his late mother, who had Alzheimer's disease.

Cycling for Alzheimer's

Fred Enns cycled 1,000 kilometres to raise money for the Alzheimer Society. Fred's ride through southern Manitoba included every town where the Society has a regional office before heading home to Winnipeg. He raised almost \$3,300 and helped to bring awareness along the way.



A Little Help from our Friends

A NIGHT IN CROATIA GALA

Almost 900 people helped raise \$316,500 through sponsorships, balloon pops, raffle ticket sales, two silent auctions and a live auction at the Annual Gala held in February. New this year was a mission-based live auction item: people made bids to send a person with early to mid-stage dementia and their care partner to a Minds-in-Motion® session. This new initiative raised \$14,710!

From left above: Sisters Kerri Pleskach, Cristy Law and Tara Liske delivered a moving reflection of how they and their mother, Jan (far right), coped when their dad, Terry Law, was diagnosed with dementia.



MOTORCYCLE POKER DERBY

In August, 76 motorcyclists turned out for the 23rd annual Motorcycle Poker Derby in Brandon, bringing in over \$10,000. Top fundraiser was long-time participant Brent Burton, who raised over \$2,000. The Christian Light Riders served an amazing breakfast, as well as their signature BBQ supper.

TRIVIA CHALLENGE

The 10th annual Alzheimer Society Trivia Challenge, presented by the Club Regent Casino & Event Centre in October, was enjoyed by 23 teams who raised over \$26,000 in total. Enigma Escapes upped the ante with a new mind-bending activity at the end of the evening.



GIVING TUESDAY: MATCHING GIFT CAMPAIGN

Neil Carlson and Sean Lawton gave this year's matching gift of \$10,000. The gift incentive was raised to \$15,000 with a surprise addition from Elden Wittmier. Almost 680 supporters helped the Society double its \$30,000 goal with a total of \$63,606 raised (including the \$15,000 gift).



IG WEALTH MANAGEMENT

WALK FOR ALZHEIMER'S

Making Memories Matter

**OVER \$333,000 WAS RAISED
THROUGH 50 WALKS PROVINCE-WIDE!**

STACY'S MOM HAS GOT IT GOING ON



Who knew that when American rock band Fountains of Wayne released its hit song, "Stacy's Mom," in 2003, it would inspire participants in the IG Wealth Management Walk for Alzheimer's in Steinbach in 2018.

The song was a perfect fit as a team name when Stacy Thiessen signed up for the Walk. She grew up using the song to tease her mom, Susan, who was diagnosed with a rare form of Alzheimer's disease in 2017.

Stacy and her team of over 50 family members and friends came out to support Susan and the Alzheimer Society, more than doubling the number of people in the Steinbach Walk. They raised \$4,400 for the Society. Team members of Stacy's Mom has Got It Going On plan to continue participating in years to come in support of the Society.

GRANDPA LYLE: SMALL IN STATURE, LARGE IN HEART

Vanessa Romans and her family wanted to find a meaningful way to honour her grandfather, Lyle Romans, who passed away in 2015 after living with Alzheimer's disease for seven years. So, they signed up for the Alzheimer Society's annual Walk. It was a fitting choice because "Grandpa Lyle" was known as "The Great Walker."

Vanessa and her mom, Sonja, picked up where Grandpa Lyle left off when they joined hundreds of other participants in the IG Wealth Management Walk for Alzheimer's last spring. They're planning to do this mother-daughter outing again in 2019, with lots of family members there for support.

"Participating in the Walk is a wonderful and moving experience. We get to meet new people who are all remembering the good times – just like we are," says Vanessa.



IG WEALTH MANAGEMENT WALK FOR ALZHEIMER'S

"I walk for IG Wealth Management not only because I'm an employee, but also because my father had Lewy body dementia. The Alzheimer Society was there for us – they helped my family understand the disease and taught us how to communicate with Dad."

– Robert Dupuis, IG Wealth Management

Hats Off to Our Walkers!



Celebrating Volunteers

OUTSTANDING VOLUNTEER FUNDRAISER: RAY BISSON



Ray Bisson is an Alzheimer Society board member, a team captain at the annual Walk event, and he has shared his personal story as a monthly donor in the Society's publications. As well, he has personally recruited dozens of new volunteers and supporters, and the annual Gala has flourished under his leadership.

In addition to lending his reputation and considerable community influence to the Society's cause, Ray is unique because he actually *enjoys* making cold calls. He has devoted countless hours to increasing outreach as a valued and trusted member of the Society team, asking for assignments and delivering results. This refreshing attitude demonstrates a true champion, team player and leader.

For his efforts and dedication, Ray is the 2018-19 recipient of the Outstanding Volunteer Fundraising Award – an honour for which he is most deserving.

DISTINGUISHED MEMBER AWARD: THE ST. MALO QUILTERS

When the members of the St. Malo Quilters gather, it's a win-win situation: the nine women find the quilting therapeutic, and the beautiful quilts they sew bring comfort and happiness to care home residents living with dementia.

In recognition, honour and celebration of this group, who crafted more than 3,000 quilts in the last three years for the Society's Touch Quilt Project, the St. Malo Quilters received the 2018-19 Distinguished Member Award. Through their initiative and dedication, the group has single-handedly filled all of the personal care homes in the Society's South Eastman region, plus many more care homes across Manitoba.

Their quilts are designed to provide a sensory experience and are created using a variety of materials and adornments, such as recycled buttons, zippers and even pictures. With all the intricacy involved, each quilt can take up to seven hours to complete.

For the quilters, it's a labour of love; they have family members of their own who are living with dementia, and they know how much their quilts are enjoyed by those who receive them.

“Through the Society’s Dementia Friendly Communities initiative, the 204 Neighbourhood Watch group learned how to interact with people with dementia so we can help build relationships and include them in community activities.

The Society’s annual Walk is a way for us to extend our support for these vulnerable people. We are happy to volunteer by marshalling and motivating the walkers – we want to help everyone enjoy the moment!”

– Leila Castro, Founder of the 204 Neighbourhood Watch



204 NEIGHBOURHOOD WATCH

PIN RECIPIENTS for Years of Volunteering

Elizabeth Siemens – 30 years

Cindy Singer – 15 years

Valerie Blahut – 10 years



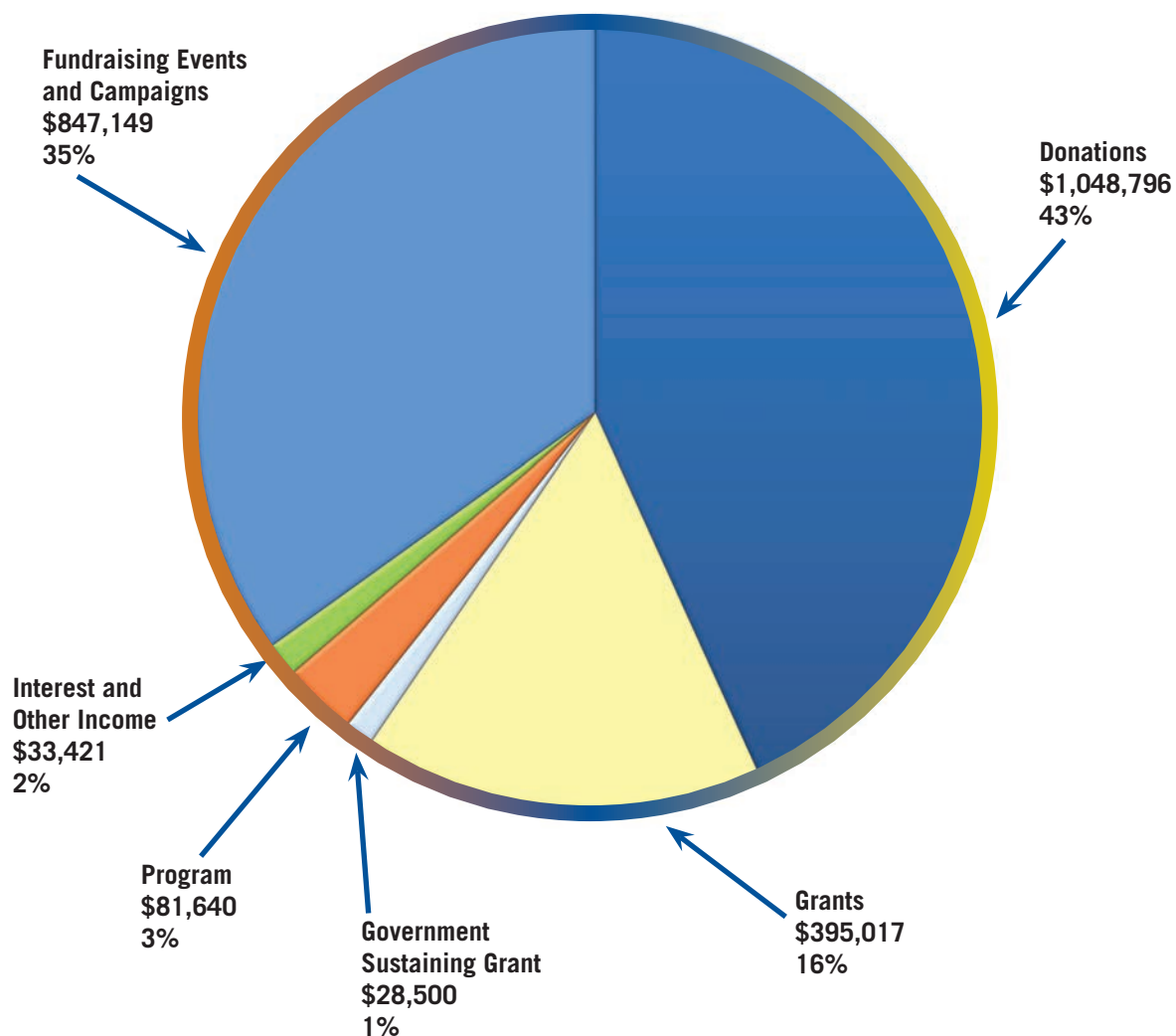
In Appreciation of our Volunteers!

The Alzheimer Society of Manitoba appreciates every single one of its volunteers for the time and energy they spend supporting the organization. Volunteers come with a variety of different interests and skills, and they all delve into their tasks with devotion – whether it be fundraising, filing, photography or finding resources needed to make an event successful.

Thank You!

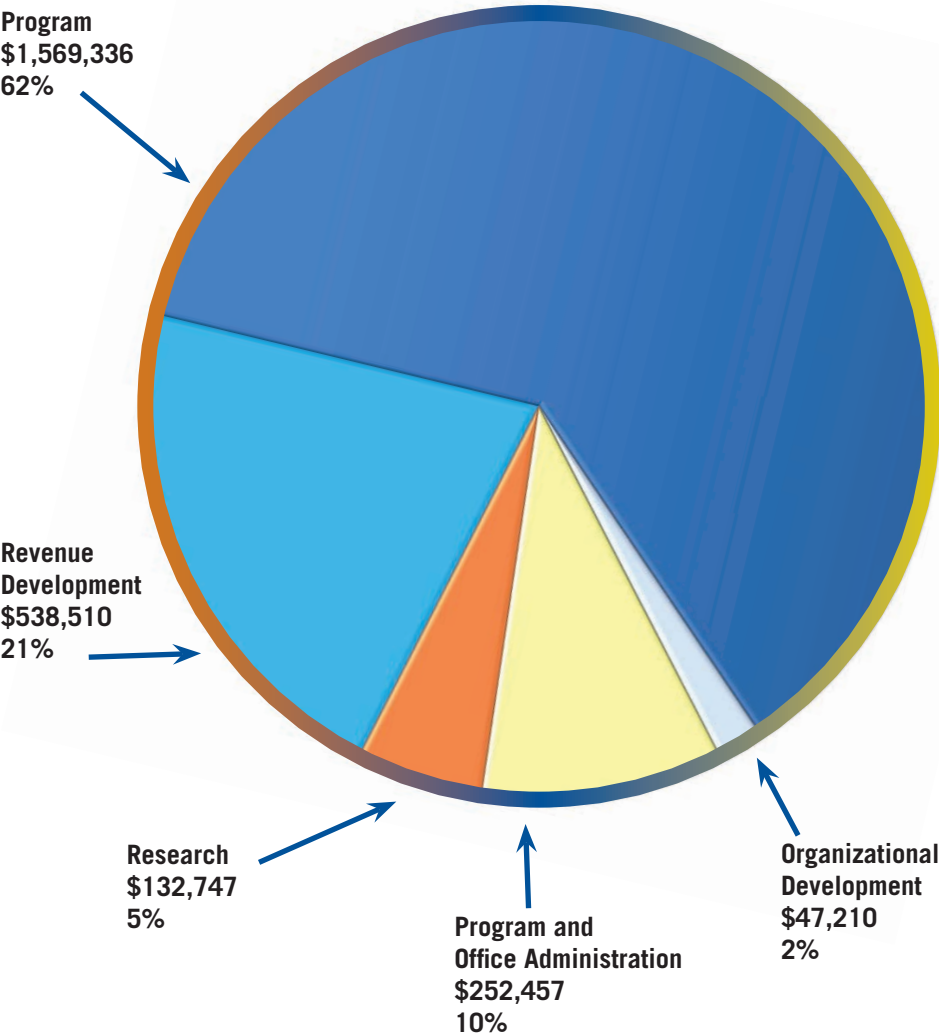
Financial Report

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

Supporters and Donors



There are many reasons why individuals and organizations support the Alzheimer Society of Manitoba!

"I am still inspired by a quote I heard at a presentation a few years back: 'If you learn to listen for clues as to how I feel instead of what I say, you will be able to understand me much better.' In our work at All Seniors Care, this quote reminds us of how important it is for our staff, as caregivers, to listen carefully to people with dementia."

– *Tricia Charles,*
Vice President of Operations, All Seniors Care Living Centres,
Supporter of the Alzheimer Society

Dementia Friendly Communities



OVER THE RAINBOW

The Rainbow Resource Centre in Winnipeg is taking active steps to understand dementia and how it impacts the LGBT2SQ+ community. This grassroots organization has received a presentation from the Alzheimer Society to obtain resources and information.

For its part, the Society is committed to developing a mutually beneficial relationship with the Rainbow Resource Centre. To that end, Rainbow's Ellie Caslake, Older Adult Program Coordinator, presented to the Society to help staff understand the challenges faced by members of this community as they grow older.

The Society's Dementia Friendly Community initiative works to support people with dementia in the places they work, live and play by providing educational presentations to groups in community organizations and businesses. The goal is to reduce stigma and allow people living with dementia to feel supported by their community.

A GIFT IN HIS WILL

When Rob Kennedy's parents, Marg and Pete Kennedy, began to experience memory loss, Rob and his siblings turned to the Alzheimer Society. They wanted to better understand how to respond to the changes they were witnessing in their parents.

Rob was so grateful for the help that, 13 years after his parents died, he still shows his appreciation. He is in his fourth year on the Society's Board of Directors and is currently the vice-chair. He is also a team captain in the annual IG Wealth Management Walk for Alzheimer's.

Rob is a long time monthly donor to the Society, and he recently increased his generosity – he and his wife decided to donate through their will in memory of his mother.

"It was information provided by the Society that helped my family when we needed it most. We attended workshops and spent a lot of time on the website. The information we received was essential because dementia is a disease that affects the whole family unit."

– Rob Kennedy, Charitable Bequest Donor



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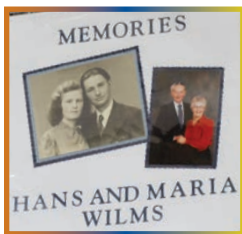
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Gifts That Keep On Giving



HERTA CASWILL: MONTHLY DONOR



When Herta Caswill was choosing which charities to support financially, it was an easy decision to include the Alzheimer Society of Manitoba. Her father died from the disease.

A retired teacher, Herta has donated regularly to the Society for two decades. She feels blessed that she can afford to make charitable donations,

but she laughs as she remembers how she used to write a cheque, put it in a stamped envelope, and then forget to mail it. "Now with automatic payments, you don't have to remember to mail it. They invented it for me!" she jokes.

She reviews the amount she gives each year, and when she can, will increase it. She points out that automatic donations also make it easier for her to do her annual budget.

Herta's father, John Wilms, was 63 in 1987 when he started showing signs of Alzheimer's disease. Herta's late mother, Maria, cared for him at home for as long as possible. When John went to a care home in August 1993, Maria stayed with him every night until he fell asleep. He passed away in 1994 at the age of 70. Maria was 84 when she died in 2008.

"I'm happy to be a monthly donor to an organization that helps families who are going through the same experiences my family went through."

– Herta Caswill, Monthly Donor

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