



# Annual Report 2019-2020

Alzheimer *Society*  
MANITOBA  
*Dementia Care & Brain Health*





**The Alzheimer Society of Manitoba Board of Directors (L-R from top):** Wendy Schettler (CEO), Geoff Garland (Secretary Treasurer), Loreley Fehr, Sylvia Rothney, Ray Bisson (Vice Chair), Brenda Martinussen (Past Chair), Jessica Phillips-Hunt, Rob Kennedy (Chair), Mandana Modirrousta. Missing from the photo are: Stan Casar, Dean Giles, Neil Carlson, Robert Wrublowsky.

# What We Do

## ABOUT THE ALZHEIMER SOCIETY OF MANITOBA

When people living with dementia need help, they turn to the Alzheimer Society of Manitoba. A small organization with a big heart, the Society began as a grassroots movement almost 40 years ago. Since then, it has grown to be the leading resource in the province for dementia education, programming, support and advocacy.

The Society aims to help people with dementia feel safe, accepted, respected and supported throughout their journey with dementia. It is a place for families to turn when they need help to manage their day-to-day lives and to plan for the future. The Society strives to give people with dementia and their families a voice so their experiences are shared, stigma is reduced and understanding in the community is increased.

Dedicated, knowledgeable and empathetic staff and volunteers provide a myriad of programs and services, and they link people to community resources as needed. Programs include: 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; community-partnered programs, such as the Minds in Motion® program and Art to Inspire; 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.

## 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

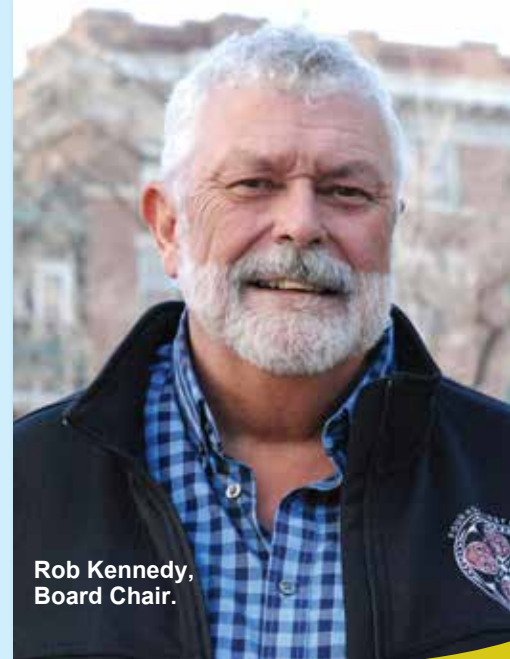


# Message

## from the CEO & Board Chair



Wendy Schettler, CEO



Rob Kennedy,  
Board Chair.

We prepared our 2019-2020 Annual Report as the whole world was contending with the global pandemic. In mid-March in Manitoba, to prevent the spread of COVID-19, stores and community programs postponed operations and personal care homes closed to the public. At the Alzheimer Society, we followed suit, but immediately started brainstorming ways to keep in touch remotely with our clients and their families so we could support them in the best way possible in this difficult time.

While the pandemic may still be at the top of our minds, we wanted to think back to pre-COVID times (50 weeks of them!) and celebrate our accomplishments of the year. There are many!

We raised the concerns of families affected by dementia during two elections, both federal and provincial. We asked the federal government to fully fund a National Dementia Strategy so that those affected won't have to worry about accessing the services and supports they need. We brought the voices of Manitobans forward in the provincial election, and we were successful in receiving an important one-time provincial government grant that helped us to deliver services during the difficult time of the pandemic. On page 10, you'll read about our successes, as well as the issues we raised and how they affect the lives of three Manitoba families.

Everything we do, we do through the voices of people impacted by dementia. Their stories and range of experiences inform all of our programs, services, advocacy efforts, communication strategies and fundraising initiatives. This year we heard more stories than ever before, and we offered a new platform for people to speak for themselves. On page 9, you'll learn about a blog on our website written by Dorothy Giesbrecht, who cared for her husband during his time with dementia.

We are always working to ensure that Manitobans with dementia can participate in society and be accepted in the places where they work and play. Our Dementia Friendly Communities initiative saw a new Manitoba Museum program, Now and Then: A Journey in Time, get up and running, while other community programs, such as Minds in Motion®, saw increased participation. Read about these and numerous other programs, services, seminars and conferences on pages 6 to 9.

That brings us to what 2020-2021 will bring. As we move into the next stages of these extraordinary pandemic circumstances, we remain acutely aware that people with dementia and their families are deeply affected. We have learned how to connect using technology, and we will continue to hone our abilities to do so.

Someday soon we'll be able to fully open our doors again. Until then, we're still here, and we pledge to provide support in meaningful ways, regardless of these uncertain times.



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Wendy Schettler, CEO

Rob Kennedy, Board Chair



# I live with dementia.

## NANCY SCOTT, CAREGIVER

My husband Randy was only 53 when we first noticed signs that he may have dementia. That was well over a year ago, and during that time we went through the difficult process of getting a diagnosis. Today, his dementia has progressed, but we are managing reasonably well.

I understand that Randy has had to give up a lot of control, so I try to give control back to him whenever I can. I give him the chance to make choices about small things, like choosing a parking spot.

I know things will continue to change, and we will have to make further adaptations to the way we do things. Sometimes I feel stretched, as I can't leave him alone for long, so we decided to pay for some help.

Through it all, the key is to be flexible and to reach out for help from friends, family and the Alzheimer Society.

**“Let the person with dementia take the lead. Know what upsets them or causes stress, and avoid those situations.”**

## BRAD MCINTOSH, CAREGIVER

My mom has Alzheimer's disease. I work full time and feel very fortunate to have a supportive boss who's aware that I'm a caregiver. Thank goodness for that, because I often need to duck out to go to the care home where my mom lives and help calm her if she's upset.

On occasion, she has become verbally abusive or accused people of stealing from her. This isn't my mom. Growing up, she never yelled at us kids.

I'd be lost if I hadn't reached out to the Alzheimer Society. They taught me about the changes going on in her brain and that it's not her fault. I have learned so much and feel more equipped to handle what lies ahead.

**“It hasn't been easy, but she's my mom and I'll do anything to help her.”**



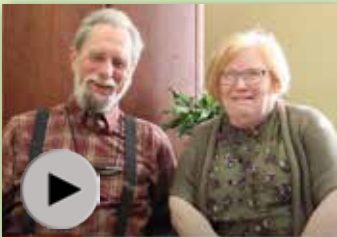


# Let me help you understand.



## BRUCE ANDERSON, LIVES WITH DEMENTIA

**“I’m the same person I always was. I like to say, ‘I’m still kicking, just not as high.’”**



I was diagnosed with dementia over two years ago, but dementia doesn’t define the way I live and approach my life. I continue to do things for myself and am still active in the community. My wife Sheila and I go to yoga and various other activities throughout the week. We live our lives the way we always have, adapting to changes as they come our way.

My memory has never been great, but it’s worse now. Sometimes it makes me upset when I can’t do some of the things I used to be able to do, but I’ve learned to find different approaches, and that helps. It’s not always easy, but we’re finding our way through.

## VANESSA ROMANS, CAREGIVER

My “Grandpa Lyle” was my best friend and confidant. I spent endless hours with him watching Inspector Clouseau movies and eating puffy cheezies.

My family and I started to worry about him when he would forget where he was going on his walks. Eventually, after a long-awaited diagnosis of Alzheimer’s disease, we knew the safest place for him was long-term care, where he wouldn’t get lost or be alone.

It was difficult watching the disease progress – I felt helpless. It was a tough and challenging time in my life, but we appreciated the time we spent with him and we tried to lift his spirits.

My Grandpa Lyle passed away in 2015, and I still miss him to this day.

**“At my wedding, I plan to carry a bouquet of forget me not flowers in my grandpa’s honour.”**







# How We Help

## SUPPORT FOR PEOPLE WITH DEMENTIA AND THEIR FAMILIES

"It's great to interact with other people during Minds in Motion – it makes me feel less isolated. I like to have the opportunity to talk to other caregivers who are in a similar situation."

– Joel Reid, *Minds in Motion* participant with husband Ron.

There are many stages of the dementia journey, and every person and their family has different needs at each stage. In response, the Alzheimer Society provides a variety of programs and services, giving people the kind of support they need, when they need it.

### Minds in Motion®

The **Minds in Motion** program offers physical, social and brain challenging activities for people with dementia and their care partners. This year, 562 participants took part in 35 eight-week sessions at 15 sites.

### Support Groups

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

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

### Client Support

The Alzheimer Society's **First Link®** program provided ongoing support to clients, with 4,276 actively engaged at year's end. New clients continued to reach out to the Society, with 1,547 receiving support over the past year.

"I attend my support group every week. It's been a lifesaver for me. In my calendar, I circle the day in orange pen and crisscross off the other days until I get there. It feels good to talk with others in a similar situation – it reminds me that I'm not in this alone."

– Tanis Rummery, *Client Support Group Participant*



## COMMUNITY PARTNERED PROGRAMS

Over 200 people participated in three dementia-friendly programs developed by the Alzheimer Society in partnership with community organizations. These programs encourage people with dementia and their care partners to continue participating in community activities after a dementia diagnosis.

### Art to Inspire

Art to Inspire is designed to creatively engage people living with dementia and their care partners with visual art. Held in the Winnipeg Art Gallery and led by art educators and artists, participants made, viewed and discussed art in a supportive setting. Each session explored a different theme and engaged participants in a variety of ways, promoting meaningful creative expression. There were three six-week sessions of Art to Inspire offered this year.

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

**“Art to Inspire has quickly become a cherished part of our week. The exploring of exhibits and the discussions are so respectfully and sensitively attuned to the rhythm of folks with cognitive challenge.”**

**– Reena Kreindler, Participant in Art to Inspire with Partner, Lloyd.**



### Now and Then: A Journey in Time

Thirty-two participants joined staff and volunteers at the Manitoba Museum for the newly launched Now and Then: A Journey in Time. This program is a dementia-friendly series that lets Manitobans with early to moderate dementia and their care partners explore the Museum's many collections.

This year, six lively sessions were led by a Museum learning facilitator, during which participants explored old memories and created new ones through object handling, multi-sensory activities and stimulating discussions. Each session highlighted one of the Museum's distinct galleries, from the animals of the Arctic to the far reaches of ancient Egypt, and many more.

*– Developed in partnership by the Manitoba Museum and the Alzheimer Society of Manitoba.*

### Vivace Voices Choir

Vivace Voices held two 10-week sessions during 2019-20. Vivace Voices is a community music therapy choir for persons with dementia and their care partners. Both persons are equal participants as singers in the choir.

Vivace Voices 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.*

**“One of our participants, who is a caregiver, said that since becoming involved with Vivace Voices, her husband is now singing in the shower. She hasn't heard him do that for years!”**

**– Heitha Forsyth, Leader, Vivace Voices**







## EDUCATION FOR CAREGIVERS AND FAMILY MEMBERS

“At Care4u, we learned how to take care of ourselves as well as Grandma. We found out what resources were out there and what tools we could use when we became frustrated, because dementia isn’t always easy.”

– Ashley Andrews, Care4u Family Conference Participant

### Monthly Family Education

Thirty-seven Family Education sessions were offered to 1,310 people in 2019-20. These education opportunities empower families with new skills to help face the daily realities of living with and caring for a person with dementia.

### Living with Dementia Workshops

Twelve Living with Dementia: First Steps workshops were held, with a total attendance of 253 people. The sessions provide a better understanding of Alzheimer’s disease from a medical, family and individual perspective.

### Telehealth

Telehealth offered five education sessions to 34 sites via video technology for those who otherwise couldn’t access in-person events.

### Care4u®

The 2019 Care4u family conference attracted 285 attendees. Caregivers connected with specialists to learn about community resources, self-care tips and strategies to better support someone with dementia.

## EDUCATION FOR HEALTH CARE PROFESSIONALS

Educating health care professionals about effective techniques in dementia care is an important way to support best practice care for people with dementia. Using different methods, such as experiential exercises, student practicums, education sessions and an annual conference, Society staff share care protocols with participants, who then put them into practice in their day-to-day work.

In 2019-2020, 1,953 health care professionals improved their dementia care skills through the Society’s education initiatives.

“Many people think that dementia is just memory loss, but there’s a lot more to it than that. The Alzheimer Society’s presentations helped our front-line staff to look for the reasons for certain behaviours, such as confusion or anger, so they can help calm and redirect the person.”

– Rya Janzen, General Manager, Homestead Manitoba

### Dementia Care®

Dementia Care 2019 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.



Alzheimer Society CEO Wendy Schettler with speakers Edward (Ted) St. Godard and Genevieve Thompson.



## EDUCATION FOR THE PUBLIC

### World Alzheimer's Month

The Alzheimer Society painted the town blue on September 21, World Alzheimer's Day, to show support for families living with dementia. Manitobans were asked to wear blue and to light up their businesses, organizations and homes in blue. Several landmarks in Manitoba and across Canada came on board, including the Centennial Concert Hall, Manitoba Museum, Winnipeg Art Gallery and Niagara Falls. World Alzheimer's Month sends a strong message to governments and policy makers, alerting them that dementia is a serious health issue that has overwhelming implications on services and health systems everywhere.

## How We Help

### Public Awareness

Public awareness presentations reached 1,249 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 2020 January Awareness campaign was the final year of a three-year anti-stigma campaign that continued to challenge misconceptions about dementia by turning the conversation over to the experts – the people who are living it every day. The truth is, living with Alzheimer's or another form of dementia is unique to every individual and their families. The #livewithdementia campaign showed that people impacted by dementia can still live their lives, pursue their dreams and show their love for family and friends.



Dr. Saskia Sivananthan

### Spotlight on Research Night

Over 200 people came to the St. Boniface Research Centre last September to hear Dr. Saskia Sivananthan speak about the latest in dementia research, new findings and what this means for the future of dementia. This presentation by the Chief Research and Knowledge Translation Officer at the Alzheimer Society of Canada was enlightening: 96% reported a better understanding of research on brain health and dementia, and 80% reported a better understanding of research on treatment options.

### Public Reach

The eNewsletter was distributed each month, with an average of 21,622 people receiving stories about families living with dementia, caregiver tips, updates on research and more. The spring and fall print newsletters were mailed to 10,000 homes and distributed to 208,000 readers as a Winnipeg Free Press insert.

Alzheimer Society social media platforms are reaching more people than ever before, with 6,021 Facebook likes, 1,183 Instagram followers and 2,667 Twitter followers.

Media exposures totalled 3,217 hits, with an increase in personal stories that motivate, engage and compel the public to care about dementia.

The website averaged 10,119 sessions per month, an increase of 15% from last year. This includes 6,603 new visitors per month.



### Dorothy's Blog

Dorothy Giesbrecht gave the Society a gift this year: she agreed to share her journey as a caregiver for her husband, John, who lived with dementia for six years. The Society published her story as a blog on its website during Alzheimer's Awareness Month in January. It is a poignant description of Dorothy's experiences as a caregiver as she walked with John through the progression of the disease.

[Click here to read Dorothy's Blog.](#)

# How We Help

## ADVOCACY: A SOURCE OF EMPOWERMENT

Both federal and provincial elections were held in the Fall of 2019. The Alzheimer Society asked Manitobans to **raise their voices** for: increased support for families to access information and resources through the First Link® program; increased support for professional education as a means of improving quality care for persons with dementia; and improved access to quality home care.

Alzheimer Society staff and volunteers reached out to federal and provincial candidates, and **their voices were heard**. The provincial government provided the Society with a one-time \$300,000 grant – a significant increase in provincial support for the First Link® program and family education programs, helping to support their stability. While the federal government had already committed \$50 million to a National Dementia Strategy, the Society advocated for a fully funded strategy to ensure the needs of Canadians with dementia can be adequately met.



## WHAT ADVOCACY MEANS FOR PEOPLE WITH DEMENTIA AND THEIR FAMILIES



### First Link®

Kerri Pleskach depends on support provided by the Alzheimer Society to ease the challenges of navigating a diagnosis of dementia, which she and her family were faced with when her father became affected.

The Society asked the Province of Manitoba to fully fund the First Link program so that families like Kerri's can have access to information, support and education as early as possible and throughout the progression of the disease.



### Home Care

Sylvia de Vlaming wants to see improved home care services and support so she can better manage working while caring for her husband, Don, who lives at home.

The Society asked the Province of Manitoba to substantially increase Home Care's capacity so that people like the de Vlamings, who remain in the family home, have options for viable, adequate and accessible care in their place of residence.



### Staff Training

Gavin Scott knows the importance of dementia education for health care professionals. His wife, Beverly, lives with the disease and is currently residing in a personal care home.

The Society asked the Province of Manitoba to commit to ongoing investment in education for health care professionals – including personal care home staff – so that Gavin, and others who have family members in care, receive compassion and respect from staff.



# How We Help: Spotlight on Research



## FINAL YEAR FOR MANITOBA DEMENTIA RESEARCH CHAIR

Dr. Benedict C. Albeni has had a good, long run, and he's got a lot to show for it.

The neuroscientist completed his five-year appointment as Manitoba Dementia Research Chair (MDRC) in 2020. This \$500,000 initiative aimed to champion research in the area of dementia and dementia care in Manitoba while expanding research expertise and encouraging unity within the Manitoba research community and beyond.

Principal Investigator at St. Boniface Hospital and Professor of Pharmacology and Therapeutics at the University of Manitoba, Dr. Albeni is a leading researcher working in the area of chronic brain disorders, including Alzheimer's disease. The funding helped him to continue with and expand his own laboratory and clinical research work, which involves disease prevention on a molecular level.

He has been so prolific in his work over the last ten years that Expertscape.com rated him in the top one percent of published authors worldwide in Alzheimer's disease and memory.

In addition to focussing on his own areas of expertise, Dr. Albeni has facilitated other multidisciplinary research teams to study dementia and dementia care issues.

The MDRC initiative was established in 2015 through a partnership between Research Manitoba and the Alzheimer Society of Manitoba. The Society's contribution was generously donated by Wescan Electrical Mechanical Services.

He has also addressed current issues in a variety of ways. Over the course of his position as MDRC, he has:

- reviewed grants for dementia unit renovation
- written articles on ethnic disparities in dementia
- chaired public panels
- published reviews on the economic burden of dementia in various jurisdictions
- helped to organize numerous conferences at home and around the world

Dr. Albeni credits the Research Chair position with providing him with these opportunities to connect with people, collaborate and advance dementia research and policy.

**"Wescan Electrical Mechanical Services made a commitment to fund research on behalf of the Society because we have seen first-hand how this awful disease affects families and friends. It's been our great pleasure to have been part of this initiative."**

*– Terry and Debra Henry*



## 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 researchers shared \$2.1 million awarded in 2019-20. The Alzheimer Society of Manitoba contributed \$73,695 to the program.

# Event Highlights

It was "The Roaring Twenties" for the Alzheimer Society on February 13 at the RBC Convention Centre Winnipeg. With 950 attending, the 2020 Gala raised a record-breaking \$192,000 in net revenue. Entertainment from the Winnipeg Jazz Orchestra and the Saturday Swingout dancers accompanied fabulous auctions and a raffle. A new auction, "Help People with Dementia," raised \$18,610 to assist in covering the costs of helping families.

Don Dyck, whose late wife, Gloria, had dementia, gave a poignant speech about how the Society helped them to navigate the ups and downs of living with the disease. Don also shared a moving video in which their journey was documented.

## 2020 GALA: THE ROARING TWENTIES



Speaker Don Dyck attended The Roaring Twenties Gala with family members (L-R): Jonathan Dyck, Tammy Dyck, Don Dyck, Donna McLeod, Caleb Suderman and Emily Suderman.



About the Gala



Don Dyck's Story

## TRIVIA CHALLENGE



The Alzheimer Society Trivia Challenge presented by Canad Inns raised \$10,922. A change in venue to The Met encouraged 20 teams to put their powers of knowledge to the test at the 11th annual event held in October.

## MOTORCYCLE POKER DERBY



Almost 100 enthusiasts took part in the 24th annual Motorcycle Poker Derby last August, raising \$12,048. Participants and volunteers enjoyed breakfast and supper served by The Christian Light Riders. The Brandon community also rallied its support by providing raffle prizes, giveaways and music for everyone's enjoyment.

## MATCHING GIFT CAMPAIGN



Neil Carlson, Sean Lawton and Elden Wittmier came together to give this year's matching gift of \$15,000. An anonymous donor added another \$5,000 to bring the matching gift amount to an unprecedented \$20,000. A total of \$83,340 was raised from 735 supporters.





The Dust Rhinos

## ANYTHING FOR ALZHEIMER'S

Over \$71,000 was raised through our Anything for Alzheimer's program in 2019-2020. Here is sample of the creative ideas people had to help support the Society:

### Home Is Where the Music Is

This year house concerts came to the stage to raise over \$2,000 for the Society.

Darren Anderson and Craig Lawrence organized a concert by the Dust Rhinos to honour John Mann, former front-man for Spirit of the West. John passed away in 2019 after seven years with dementia.

Another concert featured bands Celtic Country and Joyful Sound. They joined together at the John Black Memorial United Church for an evening of music, raising the roof with their aptly titled event, "In the Key of Happiness."

## A Little Help from our Friends

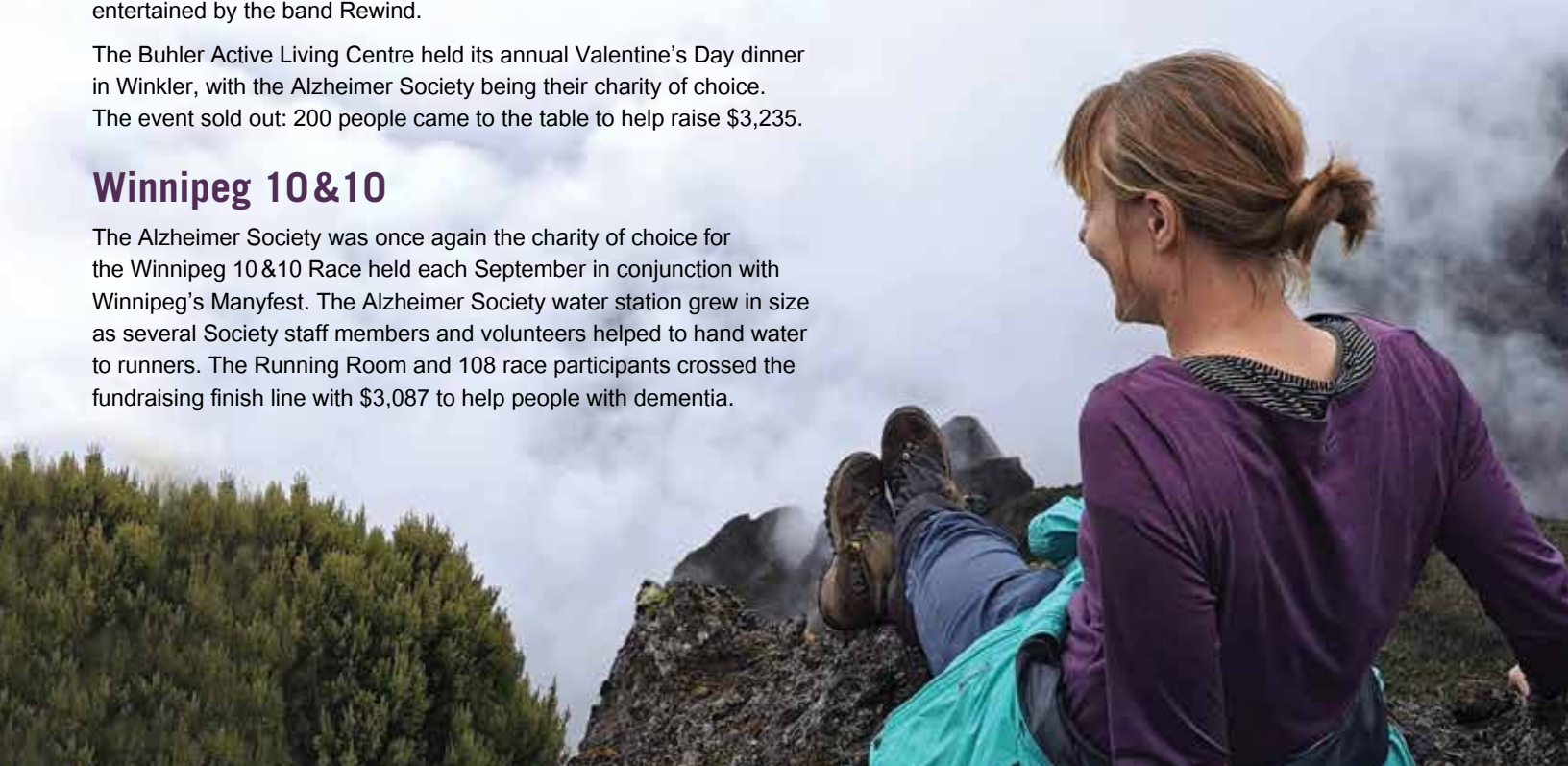
### Community Dinners

For 16 years the annual Carman Ukrainian Dinner for the Alzheimer Society of Manitoba has been serving up an evening of fabulous food, fun and fundraising. This year the dinner raised \$9,176. Over 250 people enjoyed homemade Ukrainian food and were entertained by the band Rewind.

The Buhler Active Living Centre held its annual Valentine's Day dinner in Winkler, with the Alzheimer Society being their charity of choice. The event sold out: 200 people came to the table to help raise \$3,235.

### Winnipeg 10&10

The Alzheimer Society was once again the charity of choice for the Winnipeg 10&10 Race held each September in conjunction with Winnipeg's Manyfest. The Alzheimer Society water station grew in size as several Society staff members and volunteers helped to hand water to runners. The Running Room and 108 race participants crossed the fundraising finish line with \$3,087 to help people with dementia.



### Taking Fundraising to Great Heights

Connie Gabrielle moved mountains to support the Alzheimer Society, and then she climbed one – Mount Kilimanjaro. Connie found some creative ways to raise a momentous \$14,748 in donations associated with her climb. Just some of the activities she organized included a designated driver service, a recycling drive, a one-kilometre and a five-kilometre run with a partner brewery, and a variety of volunteer-for-donation activities, such as barbecuing and cleaning tables at a small wedding. Connie dedicated her January 2020 climb to her dad, Don Gonty, who had early onset dementia and passed away in September 2019.



**IG** WEALTH  
MANAGEMENT  
**WALK FOR  
ALZHEIMER'S**



**THE 2019 IG WEALTH MANAGEMENT  
WALK FOR ALZHEIMER'S RAISED OVER \$355,000  
THROUGH 50 WALKS PROVINCE-WIDE!**





## TEAM THOMASCHEWSKI:

### RIDING THE WALK



## Why Teams Walk

Melissa Lee knows what it's like to have family members with dementia: both of her grandparents, Cordy and Anton Thomaschewski, were diagnosed with Alzheimer's disease. While Grandma Cordy passed away in 2017, Grandpa Anton lives in a care facility and still likes to joke around with family members when they visit.

Anton's big, extended family of four children and their families always look forward to participating in the IG Wealth Management Walk for Alzheimer's. At the 2019 Walk, they rented a four-person bike. "Grandpa loved being on that thing – he rode the Walk!" says Melissa. "He thought it was so fun being on that bike and having all of his family walking or riding with him."

Melissa and her family support the Walk because they are well aware of how important it is to have somewhere to turn for information and resources about dementia. They also love participating because they enjoy the sense of community it creates. "Everyone who comes to the Walk is dealing with dementia in some way, and we all support each other," she says.



## TEAM MAGIAN: HONOURING PARENTS' MEMORIES



Victor and Stephanie Magian came to Canada from England in the fifties and had 58 wonderful years together. Their children, Tony and Steve Magian, along with twin sisters Alyson and Yvonne, have many great memories of their parents. Victor was a surgeon and Stephanie a trained pianist.

In their later years, Victor had Alzheimer's disease and Stephanie had dementia, with Victor being diagnosed first. "Mom did yeoman service caring for Dad until he died in 2013," says Steve. Later, she was diagnosed, and she passed away in 2019.

The siblings live with the comforting knowledge that, at the end of their lives, their parents may not have been aware of their surroundings, but "they always knew we were family," says Tony.

To honour their memories, Team Magian took part in the IG Wealth Management Walk for Alzheimer's for the first time in 2019. Three generations, including grandchildren and great grandchildren, met at Assiniboine Park to participate. Both Tony and Steve know that their parents would be delighted that the entire family chose to support the Alzheimer Society through their participation in this annual event.



# Celebrating Volunteers

The Alzheimer Society of Manitoba understands and appreciates the efforts of its volunteers. Not only do they share their skills, but they give of their time and energy to support a cause they believe in. Volunteers help the Society in myriad ways, and they do so with devotion. They help with events, programs, office tasks, photography, fundraising and more. Their contributions are invaluable.

***Thank you to the featured volunteers on this page, as well as to the innumerable individuals and groups who have given their time, energy and skill to the Society over the years.***

## A Family That Volunteers Together, Stays Together

Arla, Reed and daughter Arden are a family of volunteers who are always willing to help any way they can. Each brings their own skill and reason for volunteering.

All three family members are regular volunteers at fundraising events, and each has offered services individually in various ways: Arla with the Minds in Motion program, Reed with past door to door campaigns and Arden as an office volunteer.

Both Arla's and Reed's fathers had dementia, and the couple saw the impact on their parents. Arden saw the hole dementia created in her family when her grandfathers were affected.

The Society is grateful to have this family on its side!



***From top: Arla, Reed and Arden.***



### Bringing Joy to Minds in Motion®

Joan is one of the Society's Minds in Motion volunteers in the Interlake/Eastern region. She has been bringing joy to the program's participants on a weekly basis for several sessions. Her wonderful personality helps participants feel at ease and comfortable, right from day one. She also jumps in to help the

Society's Interlake/Eastern Region Coordinator whenever there is a need for an extra set of hands.

Joan volunteers because she wants to give back; the Society was a huge support for her when her mother had dementia.

Joan's dedication, support and uplifting spirit are enthusiastically appreciated by the Society.

### Positive Attitude, Infectious Energy

Gwendolyn has put in countless hours of volunteering with the Alzheimer Society in many capacities. She is always quick to respond with an enthusiastic "yes" for any of the Society's volunteer needs.

Gwendolyn helps out because she sees that staff and volunteers make a difference in the lives of people living with dementia through the positive things they do. She sees volunteering as a learning experience; when she spends time with the Society's community, she discovers new ways of showing acceptance, respect and support for people affected by dementia.

The Society is thankful for Gwendolyn's positive attitude, infectious energy and hard work.







**Team IG Wealth Management in 2019**



**2019 IG Wealth Management Walk for Alzheimer's Team Champions (left to right):  
Marty Minshull, Ken Nolin, Laura Bishop, Ray Padua, Bill Sprague.**

## IG WEALTH MANAGEMENT: 2019-2020 OUTSTANDING VOLUNTEER FUNDRAISER

IG Wealth Management is the national title sponsor of the IG Wealth Management Walk for Alzheimer's. This event is the Society's biggest annual fundraiser, but also its biggest opportunity to come together as a community for people with dementia.

In 2019, IG Wealth Management burst attendance records at the Winnipeg Walk with a huge team of 346 people coming out to celebrate together. Their three teams collectively raised \$40,452 to help people with dementia, representing 25% of the event's total participant revenue.

As a group and as individuals, each of these volunteers has gone above and beyond expectations to create new opportunities for the Alzheimer Society of Manitoba and to help people with dementia. IG Wealth Management has truly become an important part of the Society's family and is fully deserving of the 2019-2020 Outstanding Volunteer Fundraiser Award. Congratulations!

**Thank You!**

### PIN RECIPIENTS for Years of Volunteering

#### 5 YEARS

Dean Giles  
Josephine Orcullo  
Loreley Fehr

#### 10 YEARS

Andrea Frost  
Pat Myron  
Lynn Silver  
Jacqueline Williams  
Debbie Hildebrand  
Janice Hebb

#### 15 YEARS

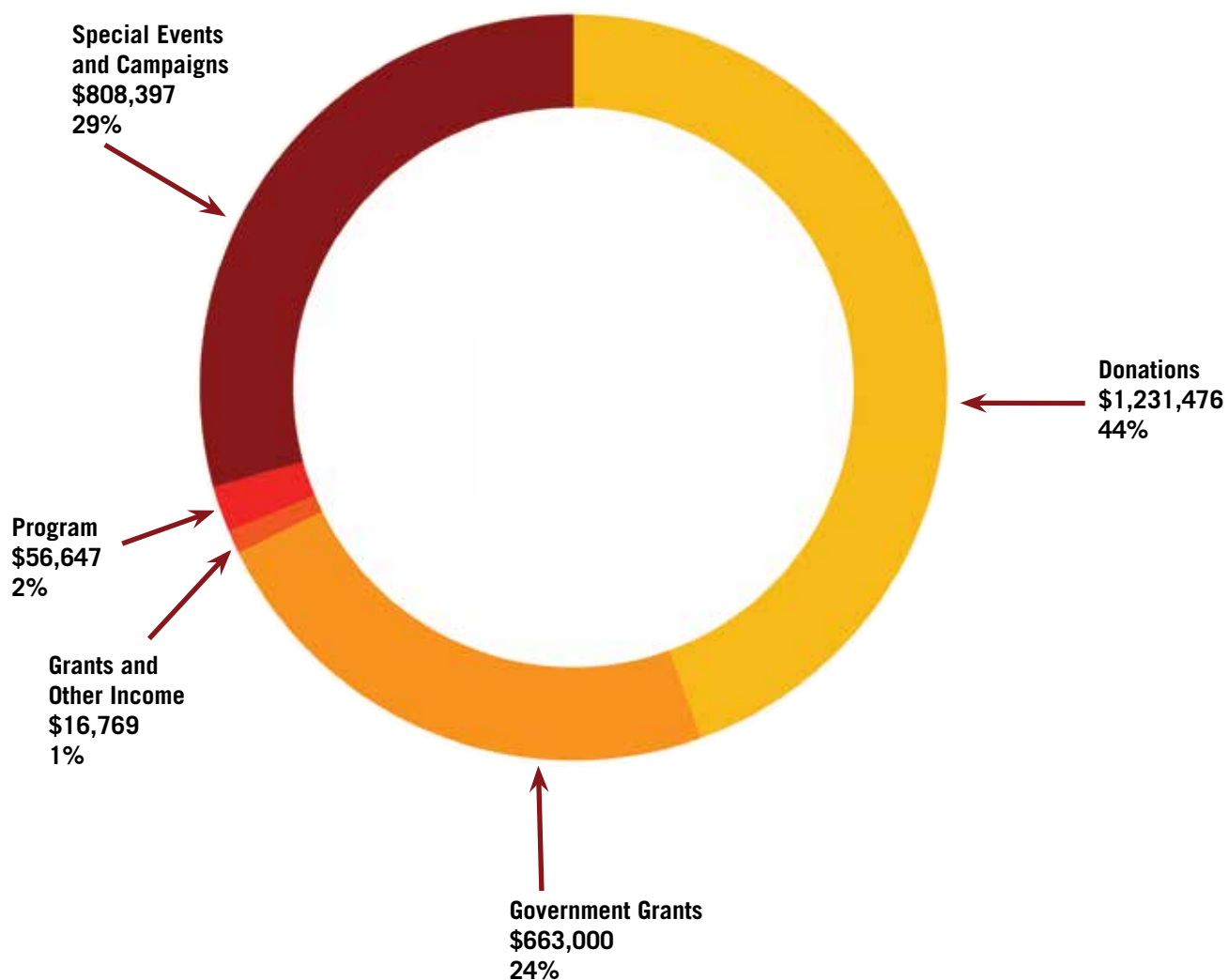
Terry Cousins

#### 30 YEARS

Leona Nickel  
Barry Campbell

# Financial Report

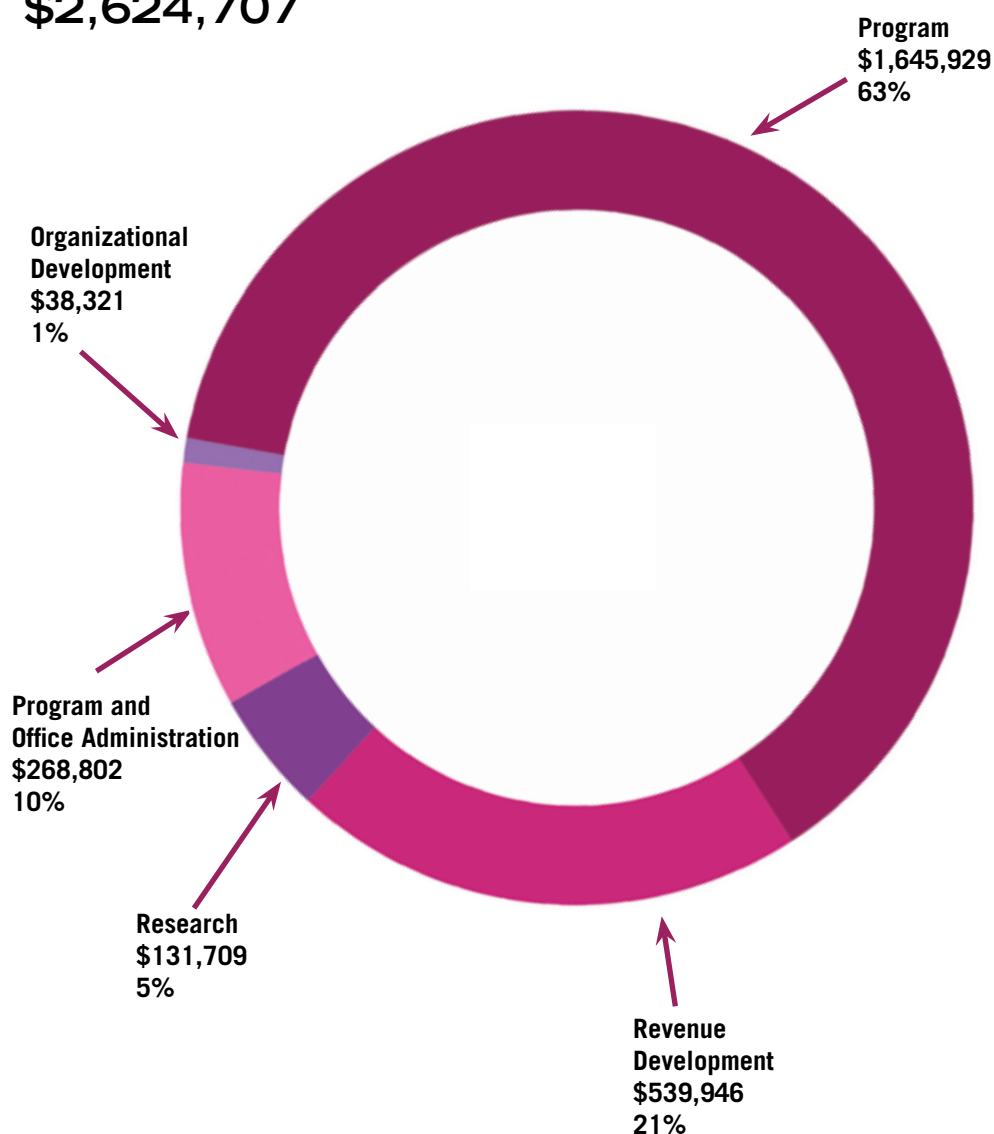
## REVENUE BREAKDOWN 2019-20 \$2,776,289





## EXPENSE BREAKDOWN 2019-20

**\$2,624,707**



## 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)



# Supporters and Donors

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

"We started supporting the Alzheimer Society because of our personal connections, and the cause is important to all of our staff, too. We've become more engaged and remain involved because we recognize good management and appreciate good people. Wendy and her team truly care about people with dementia and work really hard to stretch every donor dollar for meaningful results."

– **Brad Mason, Servco Canada,**  
Co-sponsors of the Alzheimer Society Gala with The Derksen Group

## THANK YOU TO OUR DONORS

### \$50,000+

Estate of Marlene Dickson  
IG Wealth Management  
Wescan Electrical Mechanical Services

### \$20,000+

Brynjolfur Kristin Brynjolfsson Fund  
(The Winnipeg Foundation)  
Estate of Nellie Jean Capp  
Estate of Kathleen Dyck  
Estate of Martha Evans  
HealthPartners  
Manitoba Hydro Employees  
Charitable Donations  
MGEA All Charities Campaign  
Qualico  
The Shindleman Family  
Sheila K Skinner Memorial Fund  
(The Winnipeg Foundation)  
Stephen Spitzer and Olive Spitzer Fund  
(The Winnipeg Foundation)

### \$10,000+

Advance Electronics  
All Seniors Care Living Centres  
Estate of Ella Binns  
Carman Ukrainian Dinner  
Donald Dyck  
Edison Properties  
Connie Gabrielle  
David Greenwood  
Steve K. Hudson  
Estate of Irene Nyznik  
Pendeshuk Family Fund –  
Dennis & Doris Estates  
(The Winnipeg Foundation)

### \$5,000+

Ray Bisson & Stephanie Murgaski  
Bockstael Contruction,  
John & Monique Bockstael  
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Carlson Commercial Industrial Services,  
Neil & Marilyn Carlson  
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Donna lafolla  
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(The Winnipeg Foundation)  
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Linda van den Broek  
Raymond Vaclair Projects  
Roberta Stewart Vinet Research Fund  
(The Winnipeg Foundation)  
Elden L. Wittmier  
WRE Development



# Gifts That Keep On Giving

## PAST PRESIDENT CONTINUES TO GIVE

Harold Mawhinney can say that, thanks to the Alzheimer Society of Manitoba, he met Shirley Jones, the American actress best remembered as the mother in the wholesome 1970s sitcom, *The Partridge Family*.

What's the connection?

Harold was President of the Society's Board of Directors from 1988 to 1991, and in that capacity he was involved in planning the annual fundraising galas. As President, he had the enviable job of chaperoning the guests of honour who appeared at the galas, including Ms Jones, who also starred in the 1985 movie, *There Were Times Dear*, which was about living with dementia.

It was a lot of fun, he says, and the galas were good fundraisers.

But for the past 32 years, Harold and his wife Judy have known that the annual gala and other fundraisers don't come close to covering the entire cost of the Society's many programs and services. So, from the time Harold joined the Board in the 1980s, the couple have been strong supporters.

Their loyal financial support began when they became annual donors, and then in 2017 they switched to a monthly giving plan. The automatic monthly payment option was convenient and affordable for the couple.

Another poignant motivation to donate to the Society comes from the fact that Judy's father died from the disease. Says Harold, who retired 22 years ago from his position as Senior Vice-president of the computer division of Investors Group (now IG Wealth Management): "It isn't hard to get a sense of how tough the disease is, but thanks to the Alzheimer Society, families can be helped."

That, he says, is why he'd encourage others to follow the couple's lead and give generously.



**"It isn't hard to get a sense of how tough the disease is, but thanks to the Alzheimer Society, families can be helped."**

**– Harold Mawhinney,  
Monthly Donor**

# THANK YOU TO OUR DONORS

## \$1,000+

365 Technologies	Comforts of Home-Care	John Joseph King Foundation	EH Price
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Alzheimer Marathon Bridge	Toni de Laroque	Jacqueline Laurendeau	Mark & Sharon Reimer
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Darren Anderson	Diamond Athletic Medical Supplies	Deborah J. Linney	Right At Home
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Carman MCC Community	Homestead Manitoba	Parr Metal Fabricators	Virten Donor's Choice
Assistance Centre	Daniel Hunt & Jessica Phillips-Hunt	Partners for Home	Virten Oilmen's Golf Tournament
Stan & Stephanie Casar	Hylife Foundation	PCL Constructors Canada	Wawanese Mutual Insurance
Riley Ceurr	IBM Employees Charitable Fund	Pembina Manitou Community	Western Industrial Services
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		of Carpenters, Drywallers	K Wolfe Medical Corporation
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			Wolseley Canada
			WOW Hospitality Concepts
			Agatha Wren





# Gifts That Keep On Giving

## MUSIC OF MINDS IN MOTION® HITS HIGH NOTE FOR LOCAL COUPLE

Earl Barish considers his birthday a time to give, not to get. So when he turned 75 last year, he decided to look for a meaningful cause that he and his wife, Cheryl, could support.

His thoughts turned to the people he knows who have had experience with dementia. In their honour, he and Cheryl chose to investigate the Alzheimer Society of Manitoba's Minds in Motion program. Arrangements were made for the couple to attend a session so they could see for themselves how the program worked.

Designed for people with dementia and their care partners to attend together, Minds in Motion offers physical, social and brain challenging activities, including a musical component in which participants can sing and play instruments under the leadership of a musical therapist.

The experience influenced the couple's decision to provide two years of support to the music therapy segment of the program, which is offered once during the eight-week session and is a highlight for participants. They made the donation through the Earl and Cheryl Barish Charitable Foundation, established by the couple this year.

The Barish family philosophy of giving is to pay it forward, explaining Earl's decision to give instead of get on his birthday. And it's simply music to their ears that the gift also honours their family and friends.

**"We both have a love of music, and we are aware of how helpful music and art can be. We saw this in action at Minds in Motion."**

**– Earl Barish,  
Minds in Motion Supporter  
with wife, Cheryl**

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# Alzheimer Society

MANITOBA

*Dementia Care & Brain Health*

## PROVINCIAL – WINNIPEG

10-120 Donald St. R3C 4G2  
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Email: [alzmb@alzheimer.mb.ca](mailto:alzmb@alzheimer.mb.ca)

1-800-378-6699  
[alzheimer.mb.ca](http://alzheimer.mb.ca)

## INTERLAKE / EASTERN – SELKIRK

384 Eveline St. R1A 1N3  
Tel: 204-268-4752  
Email: [alzne@alzheimer.mb.ca](mailto:alzne@alzheimer.mb.ca)

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Email: [alznc@alzheimer.mb.ca](mailto:alznc@alzheimer.mb.ca)

## PARKLAND – DAUPHIN

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## SOUTH CENTRAL – WINKLER

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Email: [alzsc@alzheimer.mb.ca](mailto:alzsc@alzheimer.mb.ca)

## SOUTH EASTMAN – STEINBACH

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Email: [alzse@alzheimer.mb.ca](mailto:alzse@alzheimer.mb.ca)

## WESTMAN – BRANDON

Unit 4B-457 9th St. R7A 1K2  
Tel: 204-729-8320  
Email: [alzwm@alzheimer.mb.ca](mailto:alzwm@alzheimer.mb.ca)



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**Strong Charities. Strong Communities.**