Alzheimer Society MANITOBA Dementia Care & Brain Health

G MANAG

AnnualReport 2020-2021



What We Do

ABOUT THE ALZHEIMER SOCIETY OF MANITOBA

Beginning as a grass roots movement over 37 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 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.

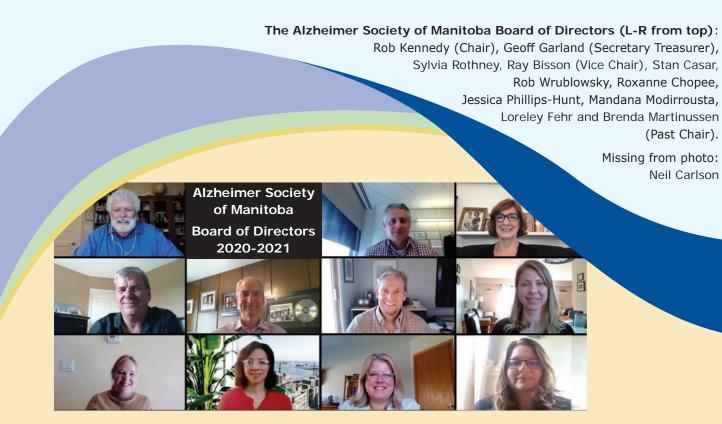
WHAT IS DEMENTIA?

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**

There is no doubt about it: this year of COVID-19 has been challenging for everyone.

One of the toughest things we've had to endure is the necessity to restrict our visits with friends and family members who live in different households. Everyone misses those face-to-face gatherings and the hugs that go with them.

But people affected by dementia don't just miss these personal connections, they depend on them. Those looking after a family member at home need social interactions to break the isolation and maintain their own health. If a family member lives in a personal care home, limits on visiting make it more difficult for the caregiver to be their voice when needed.

The Alzheimer Society recognizes that, for these reasons and more, the pandemic is devastating for families living with dementia. In the face of the COVID-19 restrictions, we found ways to work around this.

One of our responses was to increase our ability to be a listening ear. As our program staff couldn't meet face-to-face with people, we expanded their availability through phone and email. Those in need took us up on the offer: there was a 55% increase in connections with families over the past year.

We quickly changed program delivery as we pivoted from in-person meetings to online programming. With help from us, participants embraced new technology so they wouldn't miss a beat in our virtual education seminars, support groups and our popular Minds in Motion[®] program. Check pages 6 to 9 to read about these programs, along with some thoughts from participants.

Our loyal donors realized we needed help, and they stepped up to the plate. Their generosity came at the right time; virtual events simply do not raise as many dollars as in-person gatherings, and on top of that, we had to increase our services to meet the changing needs of our clients during the pandemic.

Time will tell what the final impact of the pandemic will be. Thank you to our supporters for being there for us as we continue to be here for people with dementia.

Wendy Schettler R.K... Wendy Schettler, Rob Kennedy,

Wendy Schettler, CEO

Board Chair

Table of Contents

I Live with Dementia4-5	IG Wealth Management Walk for Alzheimer's 14-15
How We Help6-9	Celebrating Our Volunteers 16-17
Spotlight on Research 10-11	Financial Report 18-19
Event Highlights: How You Help 12-13	Donors and Supporters 20-23

Ilive with dementia. Let me tell you more.

TANNIS EHINGER, CAREGIVER

When Mom was alive, I'd visit her regularly. She passed away in June 2018. Not having her here is a lot different and more difficult. Not being able to go see and talk to her has been a big adjustment.

Even though Mom couldn't communicate, I'd give

her updates on my life – she was my go-to person. In my eyes, she was still the mom I always went to. It's hard to put into words... it was a feeling that I hadn't fully lost her.

Mom was talented, caring and compassionate. I do my best to emulate her qualities for my three little girls. Mom may have left us, but she will always be in my heart. I will hold on to all of my special memories of her.

"SometimesI'mvulnerableandIletmytearsflow;Ithinkit'simportantformykidstounderstandmygrief."

GARY QUINTON, LIVES WITH DEMENTIA

I've lived with Alzheimer's disease for about eight years now, but I feel like I'm doing pretty darn well. My memory is a lot shorter than it was, and my logic isn't as straightforward anymore, but my wife Judy and I work together and things turn out well.

I ride my bike for 30 to 60 minutes every other day. I walk our dog and I go for walks with Judy. I read the paper and do puzzles, I always have a book to read and I watch the news twice a day. When I am at a loss for something to do, Judy always has suggestions.

> In winter, I'm the shoveller for the city sidewalks on our block. I enjoy the exercise!

"Whenever I feel mopey or edgy and I want to feel good, I get on my bike."

TARA LISKE, CAREGIVER

When the pandemic is over and things are back to "normal," our family is planning to have a big party, and the man of honour will be my dad, Terry Law.

Dad won't understand what the celebration is all about – he was diagnosed with Alzheimer's disease in 2016. Now, he doesn't recognize his family, but that won't stop us all from getting together to be by his side again.

Dad lives in a personal care home in Beausejour where my mom lives, but before that, he was in Selkirk. Visiting has always been difficult during the pandemic, and my two sisters, my mom and I are looking forward to seeing him more, in person.

But right now, we are thankful that he is safe and well cared for.

"We make sure we talk about Dad to the grandkids. They ask about him all the time."

NANCY SCOTT, CAREGIVER

My husband Randy and I talked about a bucket list when he was first diagnosed with dementia, but he's always said that all he wants to do is spend more time with family and friends.

Most of his family lives in Vancouver, so we flew there in September. I weighed the risks of COVID-19 against the fact that his disease is progressing, as I wanted him to see family and friends while he still has his abilities.

Prior to going I got him to wear a mask every day so he got used to it. In Vancouver, we stayed in a hotel instead of with family so Randy could maintain his routines and have a place to decompress.

I think I'm well suited to be in the position of caregiver to Randy. I am a nurse, I'm a patient person, and I witnessed my father being a devoted caregiver to my mother, who had Huntington's.

"Hecan'tchangethewayhe'sthinkingorbehaving, but I can change the way I respond."



Society staff Joyce Klassen (right) and Sam Holland get into the groove of working from their home offices.

How We Help

SUPPORT FOR PEOPLE WITH DEMENTIA AND THEIR FAMILIES



Turning on a Dime: The Shift to Virtual Support

During this year of pandemic, it was necessary for the Alzheimer Society to adapt and pivot – and do so quickly – to maintain its services for people with dementia and their families. Staff members worked from home, but that didn't stop them from forging ahead using virtual technology to conduct online education programs, virtual support groups and Minds in Motion[®] classes. As well, in the absence of in-person meetings, extra effort was put forth to connect with people by phone and email. All in all, the Society persevered with determination to be there for those in need.

"One of the reasons we were able to keep Momliving a thome was the help we received from the Alzheimer Society, such as the Caregiver Support Groups. It was great being with people who understood."

– Sharyn Gusdal, Caregiver for Mother, Lavina Gusdal

Client Support

The Alzheimer Society's First Link[®] program provides ongoing support to clients. With the pandemic, outreach expanded by 55%. This occurred because of the redeployment of program staff, who made extra efforts to call and check in on isolated clients. Of these, 1,634 were new client contacts. The year closed with 4,870 open client files.

Support Groups

Before the pandemic, weekly **Support Groups for People with Dementia** were held in-person on an ongoing basis. The delivery of these groups was modified, and in fall 2020, the switch to virtual was made. In total, 42 individuals with dementia took advantage of the online groups, creating a sense of community and family among themselves during a time of significant isolation and challenge. Participants expressed satisfaction with all aspects of the groups.

Support Groups for Care Partners were also offered virtually. Participants from all over the province were able to pick dates and times to suit their schedules for one of 18 groups, including one specifically focussed on care partners for people with young onset dementia. In total 240 people participated, including 135 people who attended for the first time.

Gerry Oliver's husband, Ralph, who has dementia, movedtoapersonalcarehome in 2019. When the pandemic hit, everythingseemedoverwhelming,but Gerry said the Regional Coordinator at the Alzheimer Society's Westman office went above and beyond in his support. She expressed gratitude for the compassion and empathy she received in her time of need.



"Thank you for doing the online version of Minds in Motion.Timreallyengages and thrives on this type of interaction."

> – Glenda Oldham, Caregiver for Husband, Tim.

Mindsin Motion[®]

Minds in Motion connects people with early to moderate signs of dementia and their partners through fitness, fun and friendship. These sessions were almost entirely virtual in 2020-2021. In total, 51 sessions occurred, with 176 returning and new participants getting involved. Of those surveyed, 100% said they would register again and would recommend virtual Minds in Motion to others.

COMMUNITYPARTNEREDPROGRAMS: DISCOVER. EXPLORE. GET INVOLVED.

The Society partners with community organizations to offer dementia friendly programs that encourage continued participation in community activities after a diagnosis of dementia. Areas of programming include arts, music, culture and nature.

Participation in these programs had been increasing each year, and the Society expected interest to keep growing. However, the pandemic all but halted



these programs in 2020-2021. It was possible to offer one session of the Manitoba Museum's *Now and Then: A Journey in Time* and one session of the Assiniboine Zoo's *Journey Through the Zoo* in the fall. In total, 20 Manitobans took part.



In the first months of the pandemic (spring 2020), the Society investigated using Facebook Live as a way to deliver programs and education. Although other online platforms proved to be preferable, the foray into this online medium revealed the willingness of participants to use diverse methods to connect with Alzheimer Society programs. Participants enjoyed nine singalongs with a total of 191 attendees, seven fitness events with 106 attendees and six O&A education sessions with a total of 137 attendees. The reach for these sessions, including post-event views, was 3,433.



Dr. Mandana Modirrousta



Katy Jacobs, Music Therapist



Chris Waugh, Westman Region Coordinator

HowWeHelp

EDUCATION FOR CAREGIVERS AND FAMILY MEMBERS

Online Family Education

The Alzheimer Society provided 22 online education seminars and workshops for 536 care partners of individuals affected by dementia. A wide variety of topics were covered, such as aphasia, medication safety, driving, end-of-life care and many more. The vast majority of participants indicated that the sessions were helpful and practical for their caregiving situations. "Eye contact and touch are critical for Mom. So when I finally got to see her in her room, I hugged her right away, and there were tears."

Roxanne Chopee,
Caregiver and Participant in
Virtual Family Education Sessions



Roxanne Chopee (R) with mom Linda



Jenelle Fender (L) with sister Stacy (R) and mom Susan.

Jenelle Fender's mom, Susan, was diagnosedwithyoungonsetdementia at age 55. The family reached out to the Society for help with the unique challengesofthisdisease.Jenelle was grateful that they were able to find resourcesin their area of the province.



Care4u[®] Family Conference

The annual Care4u Family Conference pivoted to a virtual format this year. A total of 223 attendees had the opportunity to hear sessions delivered by world-renowned dementia care expert Teepa Snow, as well as local geriatric psychiatrist Barry Campbell.

TEEPA SNOW

"AtCare4u,llearneddifferentapproachesfor helpingmymomwithherneeds,depending onhermood.Theroleplayingwedid was incredible!"

> – Participant, Care4u Family Conference

EDUCATION FOR HEALTH CARE PROFESSIONALS

Dementia Care®

Annually, the Society offers Dementia Care[®], a conference for health care professionals. This year, they were busy on the frontlines facing the realities of the pandemic. In listening to their needs, a decision was made to deliver a new format of the conference for the upcoming year. Society staff began planning *Dementia Care: Caring During COVID-19 and Beyond*, sponsored by All Seniors Care. This online series will invite attendees to 11 monthly virtual sessions in 11 months led by experts and covering topics of interest to professional care providers.

Student Education

Educating students about effective techniques in dementia care is an important way to support best practices for future health care professionals. Delivered primarily through online modules, 187 hours of education were provided to 429 students who were training in the health care field.

ADVOCACY

In 2020-2021, the Society advocated on pandemic-affected areas of concern, as expressed by families, addressing such topics as long term care, home care and community programs. Issues touched on include visitation in personal care homes and the ability of caregivers to accompany a person with dementia into health care settings. To date, the Society's lobbying efforts have met with some success, but they remain a priority going forward.

EDUCATION FOR THE PUBLIC

January Awareness

The 2021 January Awareness campaign expanded on the previous three-year anti-stigma campaign. Four spokespeople told their stories using the tagline: *I live with dementia. Let me tell you more.* The campaign was a success, with over 400 mentions in the media throughout the month of January, including two articles in the Winnipeg Free Press, a CJOB panel discussion, two CBC radio interviews and appearances on CTV, Global and Shaw.

Public Reach

The eNewsletter was distributed each month, with an average of 22,200 people receiving stories about families living with dementia, caregiver tips, updates on research and more. Spring and fall print newsletters were mailed to 10,000 homes and distributed to 208,000 readers as a Winnipeg Free Press insert.

The Alzheimer Society's website received 93,526 visits in 2020-2021, including 63,051 new users. Social media also attracted 6,161 Facebook page likes, 1,348 Instagram followers and 2,675 Twitter followers.

How We Help: SpotlightonResearch

Research is key to finding answers to important questions about dementia, including care options, causes and cure. The Alzheimer Society of Manitoba does its part to support research in various ways.

ALZHEIMER SOCIETY RESEARCH PROGRAM (ASRP)

The Alzheimer Society Research Program (ASRP) is one of Canada's most innovative hubs for dementia research, helping the best and brightest minds in the field spark their work from ideas to impact. Alzheimer Societies across Canada and their generous donors support the ASRP to help fund emerging and established investigators working in the eight different priority areas, as shown in the chart below.

This year, the Alzheimer Society of Manitoba contributed \$139,150 towards a total of \$2,428,831 in total funding for 21 applications.

Winnipeg Researcher Receives ASRP Funding

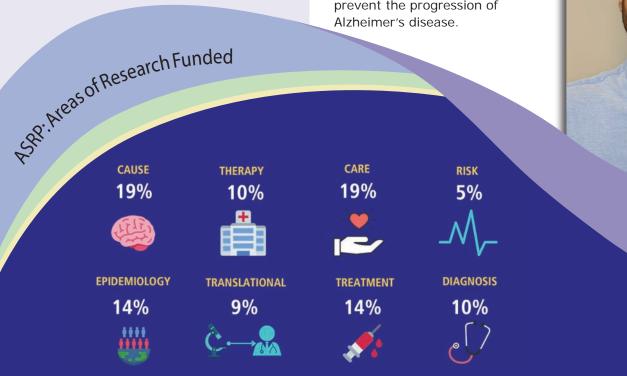
Chetan Patil, a PhD student in the Neuroscience Research Program at the University of Manitoba, is researching a way to prevent memory loss. His work has earned him a Discovery Doctoral Award from the 2020 Alzheimer Society Research Program (ASRP).

His focus is on the relationship between pannexin1 channels in the brain and amyloid beta, a brain protein that can build up and eventually destroy brain cells, leading to Alzheimer's disease.

Pannexin1 channels are present on the neurons in the brain and act like closed doors. If they open, a signal is relayed to the immune cells – the defence force of the brain – which then interacts with the neurons, leading to their eventual loss from the brain. Chetan is studying whether the accumulation of amyloid beta causes the pannexin1 channel "door" to always be open.

His research may show that a novel peptide he has developed could inhibit the harmful functions of pannexin1 channels and prevent the death of neurons caused by amyloid beta. If successful, his research could delay or even prevent the progression of Alzheimer's disease





GRADUATE STUDENT FELLOWSHIP RESEARCH PROGRAM

Courtney Addison

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 this year's recipients: Chetan Patil, who also received an ASRP award (see previous page), and Courtney Addison, featured here.

Graduate Student's Research Taps into Musical Memories

Courtney Addison, a graduate student in the Faculty of Kinesiology and Recreation Management at the University of Manitoba, is investigating how music may unlock memories about movement, which can then be applied to tasks of daily living. For her efforts, she received funding through the Alzheimer Society of Manitoba's Graduate Student Fellowship program.

Courtney is motivated by memories of her grandfather, who had Alzheimer's disease. She recalls how the music of Frank Sinatra always calmed him when he was upset.

It's already known that music can soothe someone with Alzheimer's disease. Courtney is expanding on that knowledge, exploring whether music chosen by the study participant – not the researcher – will result in improved performance of tasks, such as brushing teeth or putting on socks.

Using a computer tablet, Courtney is leading her participants – 20 people with mild to moderate Alzheimer's disease and their caregivers, along with 20 age and gender matched control participants – in a series of

tasks performed to the rhythm of the music.

She hopes to show that long term memories connected with music will improve movement.



PUBLIC AWARENESS AND ATTITUDES TOWARDS DEMENTIA

The Alzheimer Society of Manitoba worked with a leading public opinion research firm to assess opinions of Manitobans on dementia and dementiarelated services, including those provided by the Society. Here are some of the findings:

- 91% agree the Society provides a safe place to talk about issues.
- 91% are satisfied with the workshops and conferences offered by the Society.

- 87% agree the Society does a good job providing information about dementia.
- 86% agree the Society connects families with help and support.
- 85% agree the Society performs well in funding research into causes of dementia, treatments and quality of life.
- 81% said the presentations helped them to better understand palliative approaches to care.
- 81% said they learned about resources that will help them plan for the future.

GALA

The Alzheimer Society Gala went virtual with a one-hour live stream hosted by Ace Burpee and Gala committee member Doug Darling. The banter between Ace, Doug, feature sponsors and committee members was a delight. Linda van den Broek told the impactful story of her mother's and mother-in-law's journeys with dementia and how the Society helped her family along the way.

The Gala Committee went above and beyond when asked to pivot the event - which hosts up to 1,000 people annually - to a virtual platform, including online bidding for silent and live auctions. Instead of a gourmet dinner this year, 700 guests received goodie bags containing charcuterie items, two cans of craft beer and a custom cookie, all locally made. The bags were delivered throughout Winnipeg and surrounding areas by 25 enthusiastic volunteers who were happy to help, despite the winter weather.

The event exceeded expectations by raising a net revenue of \$123,447. The "fund a need" live auction garnered 101 donations totalling \$34,670 - more than double previous years.

Event Highlights

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absolutely

crackers

12 ALZHEIMER SOCIETY OF MANITOBA

Your Support!

ANYTHING FOR ALZHEIMER'S

Third party events were almost non-existent in the traditional sense last year. Manitobans, however, are anything but traditional when it comes to supporting the Alzheimer Society. This year people across the province raised over \$20,000 by using their creativity to help support Manitobans living with dementia.

> Here are just a few ways people stepped up to support the Society:

Home Is Where the Music Is

Julie Husband and her husband, Tony Cyre, took to their porch as part of an "O Canada" challenge in support of front-line pandemic workers. Their performance turned into eight weekly, hour-long concerts for up to 30 neighbours. Seeing an opportunity, Julie and Tony opened a guitar case to raise money in support of several charities, including the Alzheimer Society.

Jewelry, Pottery and Masks

If you can't go out, what do you do? Shop online! Every year **Hilary Druxman** donates proceeds from the sales of her hand-crafted Forget Me Not necklace designed specifically in support of families living with dementia. The beautiful sterling silver necklace is a timeless piece that helps remind us how precious our loved ones are and that they are always with us.

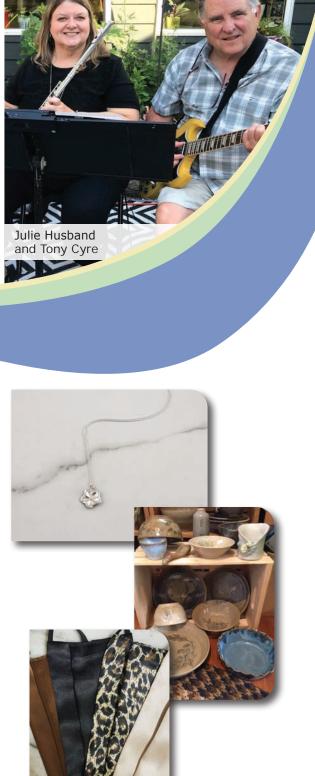
Verna Mowat has supported the Alzheimer Society since 1989 by hosting coffee breaks and selling her beautiful pottered crocus pins. Last year, in honour of Manitoba's 150 birthday, she added crocuses onto other items of pottery. Verna gifted the proceeds from her expanded collection to the Society again last year.

Liane Dube and Greg Grande are both personally impacted by dementia and wanted to do something to help during the pandemic. Liane started making custom masks and, with Greg's help, sold them to friends and family, donating the proceeds to the Society.

You Can Bank On It

Cambrian Credit Union held their annual coffee break in September. De Luca's and Evident IT teamed together to bring De Luca's gourmet coffee cart to Cambrian's head office on Broadway, while the other branches held coin collections. Together they raised \$3,216 for the Society, including a dollar for dollar match from the organization.

In honour of World Alzheimer's Month last September, Fusion Credit Union held a jeans day, with 180 staff paying \$2 to wear their jeans. As part of their commitment to employee and member wellness, Fusion also matched the amount raised for a total of \$432.







Alzheimer Society

WITH A SHILE O FOR GRANDPA LYLE AlzheimerSocie

Society supporters couldn't come together for the 2020 IG Wealth Management Walk for Alzheimer's, but that didn't stop 543 participants from walking virtually and raising \$237,491. This total includes incredible support from the Society's partners at IG Wealth Management. The company not only sponsored the National Walk, but it also matched, dollar for dollar, any requests by staff who donated \$50 or more.

The National Walk was re-imagined as a virtual event across the country. Participants registered and posted photos and videos of their walk on social media during May. These stories were strung together into a national live stream event on May 30.

IG Wealth Management's Winnipeg Team Champions – Marty Minshull, Ken Nolin, Laura Bishop, Ray Padua, Bill Sprague, Kira Conrad and Sarah Pinheiro – contributed \$59,148 in pledges raised by staff alone.

A special shout out goes to executive assistants Madison Martin and Cindy Schlag for their help in coordinating the Southwest and North Central teams.

Mother and daughter team Sonja and Vanessa Romans. "My grandmother lived with dementia for the last eight years of her life. With help from the Alzheimer Society, our entire family was able to better understand this complicated disease so we could continue a meaningful relationship with her. We walk as a family each year to ensure that other families receive the same help navigating their unique dementia journeys."

> Kira Conrad, Manager, Sponsorship and Community Engagement, IG Wealth Management



"Dementia doesn't just affect the person who is diagnosed – it affects the family as well. My Lola (grandma) had dementia, and it was devastating to all of us that she could no longer remember who we were. I walk to help the Alzheimer Society of Manitoba provide programs so that families can find the strength and understanding to care for loved ones affected by this disease."

Ray Padua, Financial Consultant, IG Wealth Management

SMALL WALK, BIG IMPACT

Shannon Kinnaird and her family never miss the IG Wealth Management Walk for Alzheimer's in Oak Lake, Manitoba. And that's saying something, considering her boys were in strollers when the Walk began over 30 years ago. The Kinnaird family walks for Shannon's dad, Lyman Smith, who had young onset dementia. While social distancing measures prevented the family from getting together with friends for their annual walk and barbeque, they fundraised as hard as ever and participated in the 2020 Online Walk.



Celebrating Volunteers

OUTSTANDING VOLUNTEER FUNDRAISER: NEIL CARLSON

Neil Carlson has been a dedicated

member of the Society's Gala Committee since 2014, managing a portfolio of up to 30 Gala sponsorship and auction prize prospects. He has not only attracted new Gala sponsors, but he has increased those sponsors' commitments over time.

Neil has also been instrumental in growing the Society's annual holiday appeal. He agreed to be featured as the matching gift donor for the appeal, signing on himself and motivating another influential donor to sign on. That led to two more people jumping on board as matching donors.

The result? With Neil's leadership, the holiday matching gift campaign went from \$10,000 to \$70,000 in matching funds in four years. He has pledged to continue being a matching gift donor until 2022. The campaign has raised almost \$300,000 since Neil's initial involvement.

For his efforts, Neil is this year's Outstanding Volunteer Fundraiser, an honour he richly deserves.

DISTINGUISHED MEMBER AWARD: JACQUIE WILLIAMS

Jacquie Williams has been a volunteer facilitator with the Care Partner Support Group in Selkirk for many years. But this year's Distinguished Member Award recipient had a chance to show her creativity in a new way when COVID-19 turned the world on its head. Working with Samantha Holland, the Society's Interlake-Eastern Regional Coordinator, Jacquie helped launch the very first virtual version of the support group. She now works with Samantha to co-facilitate the online group.

Jacquie supports countless individuals and families impacted by dementia, approaching each meeting with care and compassion and building a family-like atmosphere for participants.

Her warmth and wisdom has contributed to the growing number of regular online participants each month. She always knows just what to say, and she consistently provides creative care strategies founded in years of professional experience.

Other groups across Manitoba soon followed Jacquie's lead and went virtual, a move much appreciated by the families who need support.

Bob Kowalchuk

Bob is from Carman, Manitoba, and has volunteered in the Society's South Central region for over 15 years.

"I knew I wanted to volunteer during retirement, and with my mother's dementia diagnosis, becoming involved with the Alzheimer Society was a great fit. The Society helped my family learn about dementia through workshops, and it was comforting to know they were there to support us. Building on the connection with other families over the years and advocating for the Society has been rewarding."



Wendy Barker

Wendy is a Minds in Motion[®] volunteer who has been with the Society for over five years. Her help with this unique program keeps participants coming back for more!

"I was thankful for the guidance the Azheimer Society gave our family so we could safely care

for my mother, who had dementia. I decided I could return the help... and I thought Minds in Motion was a perfect fit for me. I have loved every hour I have spent with the program - it's very rewarding to do something that helps people with dementia and their caregivers.

THE VALUE OF ONE, THF POWFR OF MANY

The Society appreciates the efforts of the featured volunteers on this page, as well those of many more individuals and groups who have given their time, energy and skill over the years.

During 2020-2021, volunteers generously gave the Society 1,443 hours of their time.



Cindy Singer

Cindy is a dedicated Society volunteer of over 17 years. In February, she supported the 2021 Gala by driving in -40°C temperatures to make deliveries to Gala attendees. Brrr!

"I'm inspired to volunteer with the Alzheimer Society because of the support they have given

my family and me over the years. This is my way of giving back. I consider many of the former and current employees my friends, and I will continue to support them in any way I can."

Pin Recipients for Years of Volunteering

5 YEARS

Stan Casar (6 years)

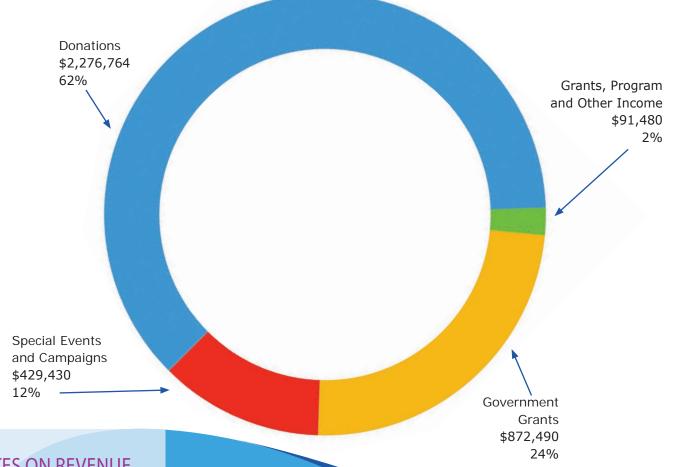
15 YEARS

Heather Glaser

Tara Daoust Rob Kennedy (6 years) Brenda Martinussen (7 years) Jessica Phillips-Hunt Kelly Schettler **Dave Waters**

Financial Report

REVENUE BREAKDOWN 2020-2021 \$3,670,164



NOTES ON REVENUE

The Society received \$501,230 of Canada Emergency Wage Subsidy from the Government of Canada as part of Canada's COVID-19 Economic Response Plan to support Canadians and protect jobs during the global pandemic.

Donations were higher than expected due to an increase in bequests.

The Society finished the year with revenue over expenses of \$1,258,516. The surplus will be used to offset a projected deficit budget for the next two years as the Society recovers from the impacts of COVID-19.

EXPENSES DEFINED

OrganizationalDevelopment

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

EXPENSE BREAKDOWN2020-2021 \$2,465,963

Program \$1,591,686 64%

Revenue Development \$398,135 16%

Research \$147,150 6%

> Program and Office Administration \$289,055 12%

Organizational Development \$48,937 2%

Supporters and Donors

Many individuals and organizations support the Alzheimer Society of Manitoba. These pages provide some insight into the many reasons why they give. The Society is grateful to receive their support!

DONORS PROVIDE MATCHING FUNDS

Thanks to the generosity of the Society's supporters, its holiday matching gift campaign raised \$106,540. That total includes \$71,540 from 870 donors, along with \$35,000 given by Neil Carlson, David Greenwood, Sean Lawton, Elden Wittmier and an anonymous donor.



Neil Carlson



David Greenwood



Sean Lawton



Elden Wittmier

LOVE FOR TWO LADIES SPURS DONATIONS

Linda van den Broek's mother and mother-in-law both have dementia and live in the same personal care home. Linda reached out to the Society and was so grateful for the help she and her husband, Jeff, received that she makes it her mission to donate generously to the Society each year. During 2020-2021, Linda also helped in several other ways. She was featured in two videos: one was presented to the 2021 virtual Gala audience and the other accompanied the holiday gift drive. As well, she graciously told her story in the fall 2020 direct mail campaign and in several Society publications during the year.

"Everyone is struggling during this pandemic, and charities are, too. It is understandable that people may not be able to afford to give right now. But if you are able, I urge you to give to the Alzheimer Society – its staff are available to provide help and support via phone and technology.Yourdonationsareneeded so they can continue their important work."

Donor

Linda van den Broek (middle) with mother-in-law Doreen Seaford (left) and mother Evelyn Shanley.

Gifts that Keep on Giving

"Red River Co-op aims to support local causes that are important to our members. That's why we've pledged to match funds our members raise for the annual IG Wealth Management Walk for Alzheimer's. We think it's important to support individuals and families affected by dementia in the communities we serve."

> Kelly Romas, Director of Marketing, Red River Cooperative Ltd.



"Supporting the AlzheimerSocietyisimportant to Edison Properties because of our own

personal connection to those affected by dementia. Our hope is that our contributions will result in positive out comes for those affected by cognitive challenges, including family members. Through our sponsorship of virtual education events, which are a part of the Society's family education programming, we are helping families and caregivers receive the support they need to navigate this difficult and challenging journey."

- Frank Koch-Schulte, Vice President, Edison Properties

THANK YOU TO OUR SUPPORTERS

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Supporters and Donors

SCIENTIST HAS REASONS TO GIVE

Over the years, Dan Sitar has found many ways to support the Alzheimer Society of Manitoba.

As someone who witnessed how dementia affected several family members, and as a scientist who studied brain diseases and researched drug therapies for older people, he had a lot of motivation to do his part.

Dan has made presentations about advancements in treatment at Alzheimer Society conferences. He has also served on the provincial Society's research committee and was a Board member from 2011 to 2017.

Supporting the work of the Society by making generous financial donations, most recently in the form of giving shares, is another way he has chosen to support the work of the organization.

He points out the advantages to donors who give shares: they get a tax break and a tax receipt. He knows not everyone is lucky enough to have shares that can be donated, but for him, it just makes sense.



Meanwhile, he is keeping a close eye on advancements in Alzheimer's research and hopes that someday it will bring breakthroughs that will slow down the progress of the disease.

"We are proud to continue to support the Alzheimer Society because we know the organization provides invaluable services and programs to its clients, caregivers and families who have been impacted by dementia."

-Manny Atwal, President & CEO, Manitoba Liquor and Lotteries



"Supporting the Alzheimer Society's Gala is a way for us to honour the memory of our incredible Mom. Helping to raise awareness is very important to Advance and my family."

- Rob Olinyk, President, Advance Electronics

Gifts that Keep on Giving

BEQUEST HONOURS WIFE OF 70+ YEARS

Fred and Dot Jensen had a long and happy marriage. And perhaps, in the last decade of their 70-year-long life together, their union was made even stronger when Fred began to look after his wife following her diagnosis of Alzheimer's disease.

For a number of years, he cared for Dot in their St. Vital home. Then, after a fall in 2011, a reluctant Fred made arrangements to move

Dot to a personal care home. At this time, he started attending one of the Society's support groups, which he found helpful.

By the time the couple's 70th wedding anniversary arrived in June 2017, Dot's health was deteriorating. Their daughter, Cindy Litke, called the anniversary a "milestone event, but not much of a celebration." Less than a year later, Dot passed away.

On February 4, 2020, just a few weeks short of his 92nd birthday, Fred lost his battle with advanced prostate cancer. He had continued to live a full and independent life until a few months before his death.

Fred was known for his generous spirit and his support of many local organizations over his lifetime. Still, says Cindy, "It was interesting that he suffered from prostate cancer yet chose to give his most substantial bequest to the Alzheimer Society of Manitoba."

She knew it was her father's way of honouring the woman to whom he had committed his life.



Cindy Litke, Daughter of Fred Jensen

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ANNUAL REPORT 2020-2021 23

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