



Alzheimer Society
MANITOBA
Dementia Care & Brain Health



Annual Report 2021-2022

Community Changes Everything
Support Changes Everything
Knowledge Changes Everything

Why do we exist?



About the Alzheimer Society of Manitoba

The Alzheimer Society of Manitoba is honoured to be here for the 23,000 families in Manitoba experiencing the changes and uncertainty that a dementia diagnosis brings. It all began 38 years ago when a grassroots movement filled a gap in services identified by caregivers. Today, the Society has grown to be the leading resource for families living with the disease.

Through its programs and services, the Society strives to enhance the quality of life of those affected by dementia. It helps people no matter where they are in their journey, from the first signs of cognitive changes in themselves or someone else, to getting a diagnosis, to planning for long-term care. The Society is the source of connection to resources and to a community of people who can relate to the joys and challenges of living in the moment while navigating a progressive disease.

By championing dementia-friendly communities, the Society aims to bring dignity, inclusion, respect and acceptance into the lives of people with dementia and their care partners. Through education and training opportunities, along with recreation programs co-facilitated with community partners, people get the encouragement they need to stay engaged in the places where they live, work and play.

The Society is a lifeline for people at times of transition and struggle. It offers the First Link® supportive counselling program, caregiver and professional education, and support groups for people with dementia and their care partners. It also funds research and advocates for change within all levels of government, becoming a source of hope for all those affected by dementia.

What is Dementia?

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

Types of Dementia

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

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



Ray Bisson, Board Chair and Wendy Schettler, CEO

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The Alzheimer Society of Manitoba Board of Directors (L-R): Stan Casar, Ray Bisson (Chair), Jessica Phillips-Hunt, Sylvia Rothney, Gail Little, Rob Kennedy (Past Chair), Wendy Schettler (CEO), Neil Carlson and Robert Wrublowsky. Missing from photo are: Geoff Garland (Vice-chair), Reed Winstone, Mandana Modirrousta and Roxanne Chopee.

Message from the CEO and Board Chair



As the second year of the pandemic drew to a close and we reflected upon its impacts, we were struck by how difficult this time has been for people with dementia and their families. Though resilient, our clients are reeling from the impacts of isolation, stress and the absence of traditional support systems. The Alzheimer Society has been there through it all, but the strain on them showed in the nature of our conversations with clients.

We juggled staff assignments so we could provide more support to people via telephone and email communication. The result of this course of action was a 25% increase in connections with families affected by dementia.

This significant increase in contacts confirmed what staff members knew from speaking with clients: the need for one-on-one counselling services is great. And it's not surprising: more than 23,000 Manitobans are living with dementia, and 62% are impacted by the disease because they have a family member or close friend with the disease.

The pandemic put a spotlight on the importance of staying connected with one another, whether virtually or in-person. As families reported higher stress levels, the need for us to support them increased, and we continued to deliver everything from support groups to educational forums to Minds in Motion® sessions using a virtual format.

We discovered that many people appreciated the experience of online programs and services – especially those who were unable to participate in person for various reasons. What the pandemic taught us is that virtual programming isn't just something to offer during an emergency. We need to continue with this format so people can access a range of services, no matter where they live or what their (or the world's!) circumstances are.

We know, too, that there are people who are still struggling and waiting to feel safe connecting again in-person. Until they do, we'll be here – on the phone and online – creating community, building confidence, and ensuring that families affected by dementia feel the support that comes from an understanding ear.

The Society must move into the future in a strong position as we emerge from the pandemic and open up in-person programs alongside our online services. With help from our donors, it is imperative that we grow our First Link® program, which is a key resource for families and often their first point of contact. Turn to page 21 to find out what our Champion donors are doing to help us with this goal, which we plan to accomplish without impacting other areas of programming.

Families tell us that they are lucky to have the Alzheimer Society because we make a difference. We pledge to continue to be there for them, and we thank our donors for helping us to do just that.

Wendy Schettler, CEO

Ray Bisson, Board Chair

Community Changes Everything

The Alzheimer Society is the First Link[®] to a community of support, knowledge and people who care.

The four individuals featured here joined a community of supporters and experts committed to helping them thrive, from diagnosis to the later stages of the disease. They discovered that they didn't have to be alone on an island of uncertainty; instead, they reached out to the Society and found themselves linked up with caring friends and professionals in a place where they belong.



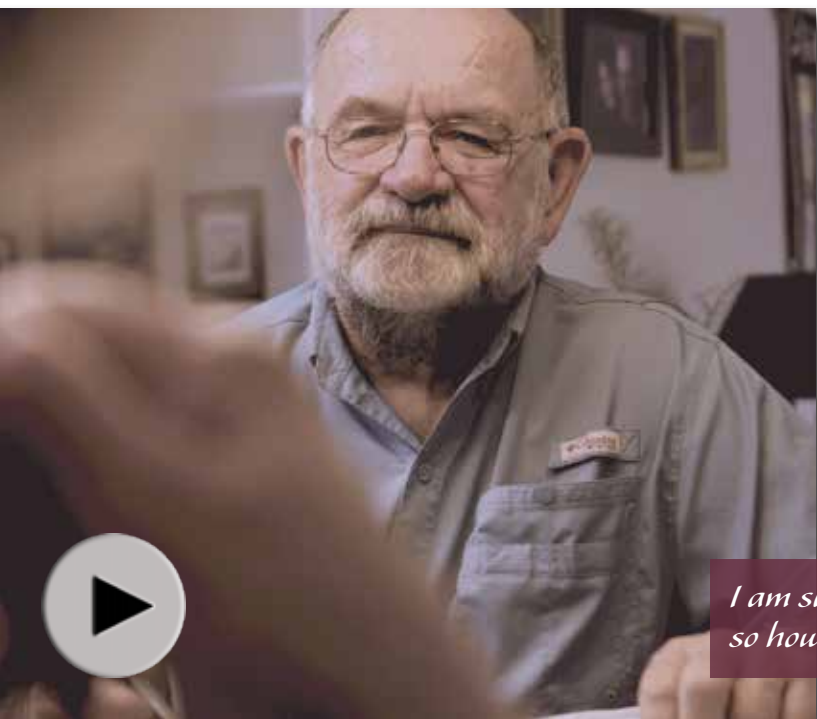
JOYCE SEWELL, Lives with Dementia

Joyce Sewell knew something was happening with her brain. She went to her doctor and learned that she had mild cognitive impairment.

Soon after, Joyce reached out to the Alzheimer Society and discovered that there are steps she can take to make living with the disease easier. She also decided to attend a support group for people with dementia, and she felt empowered by the sharing that occurred amongst members.

Joyce believes the Society is a wonderful resource for knowledge, community and support.

There are things we can do to make our minds work better.



DAVE JACOBS, Lives with Dementia

Dave Jacobs has dementia. At first, he found the diagnosis difficult to accept, and he wanted to find out if there was something that could help him.

He discovered that “something” in one of the Alzheimer Society's support groups for people with dementia. The group, he says, “opened my mind” to not only looking for help, but expecting help – and not being afraid to ask for it.

At the Alzheimer Society, Dave found himself surrounded by a community of support.

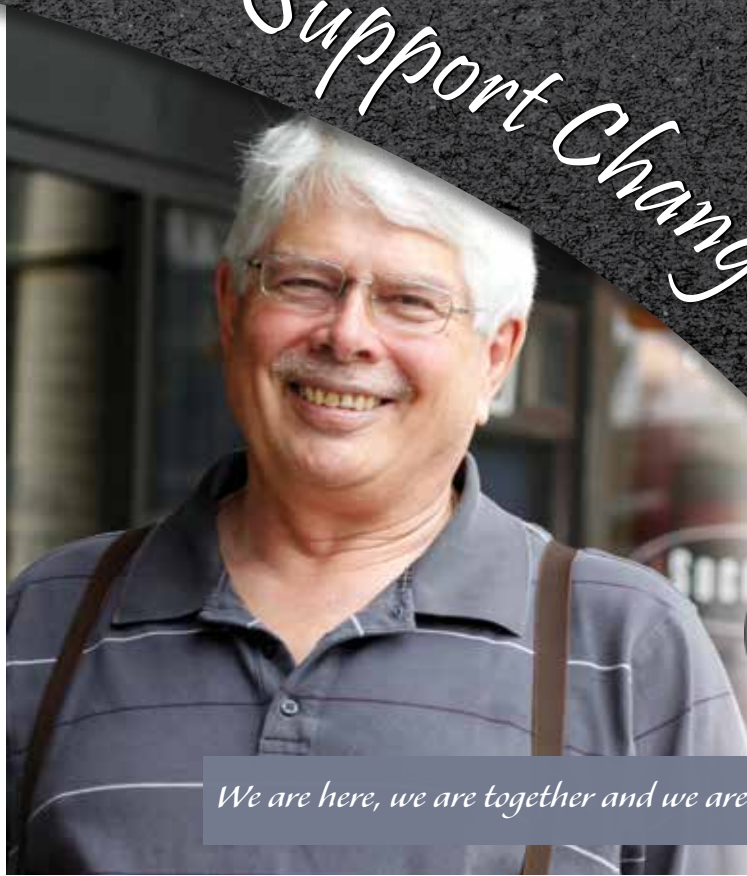
I am surrounded by people who want to help me, so how can I go wrong?

**LUC LEMOINE,
Lives with
Dementia**

Luc Lemoine was diagnosed with dementia a few years ago. At the time, he was shocked and afraid; he had no idea what the future would bring.

His outlook changed when he started going to a support group for people with dementia at the Alzheimer Society. He was surprised to find happy group members joking around with each other as they talked about how life can still be fulfilling and enjoyable after a diagnosis.

Luc considers his support group to be a "magic" community of support and knowledge.



We are here, we are together and we are having a ball!

Support Changes Everything



GARY QUINTON, Lives with Dementia

Gary Quinton has lived with Alzheimer's disease for over six years. The diagnosis shook him; he thought people would shy away from him when they found out.

After joining a support group offered by the Alzheimer Society, Gary found the opposite to be true. His co-group members supported him and made him realize he could just be himself. His negative thoughts disappeared.

Gary knew he'd come to the right place for support and knowledge.

The support group is a safe place, an enduring place and a magnetic place.



Knowledge Changes Everything

How We Help

"What stands out for me are the check-ins I received. The coordinator would contact me and say, 'How are you' or 'just checking in.' She'd remind me she was available and ready to help."

*– Jordan Adamchuk,
Family Member and First Link® user.*



Jordy Adamchuk (2nd from right) with brothers Dylan and Garrett (left and right) and dad, Gary.

Support for People with Dementia and Their Families

During 2021-2022, for the second year, the delivery of programs and services at the Alzheimer Society was significantly impacted by the pandemic. As Covid-19 restrictions surged and waned, the Society responded by being flexible, bringing in-person programming back when possible and continuing with virtual sessions as needed.

The Society's staff continued to support clients through another difficult year. Some version of every single program was offered to those who sought them, and the Society continued to be the First Link® for families newly diagnosed or transitioning through the disease.

Overall, the Society and its staff continued to focus on helping people with dementia and their families plan for the future and anticipate and meet the challenges of the disease.



"I thought I could handle the fact that my wife, Brenda, had dementia, but I

soon became overwhelmed as the disease rapidly progressed. She began wandering, got lost driving and her cooking became unsafe. Eventually, I contacted the Alzheimer Society, joined a support group and began to educate myself."

*– Gary Elbers,
Caregiver Support Group Member*

Client Support

The Alzheimer Society's **First Link®** program provides ongoing support to clients. Total client contacts, including follow-ups with existing clients, increased 25% over last year and 96% over 2019-2020, when the pandemic began.

Isolation, along with the lack of familiar programs and supports during the pandemic, continued to impact families this year, with stress levels among care givers higher than in past years. However, the availability of the First Link program offered a lifeline to those struggling with the stress of caregiving during Covid.

Support Groups

Support Groups for People with Dementia have continued to provide an opportunity for support, information and social connection throughout the pandemic. Participants embraced the virtual format, and the total registration was 138 in 2021-2022. Those attending expressed satisfaction with the social connections and friendships made.

Twenty-four total combined **Caregiver Support Groups** were available across Manitoba, including one focusing on young onset dementia, four on ambiguous loss and one addressing post ambiguous loss. These groups were offered virtually, along with limited in-person opportunities being reintroduced when pandemic restrictions allowed. In total, 308 people participated during 2021-2022.

DEMENTIA-FRIENDLY COMMUNITY PROGRAMMING

Dementia-friendly community programs continued to be challenged by changing public health guidance this year, but our dedicated volunteers and an increased number of eager participants showed up to enjoy these important programs. Offered virtually and in-person, connections were made across the province with neighbours and fellow community members, ensuring that people with dementia and their care partners had ways to stay active and engaged.

Minds in Motion®

With varying Covid protocols occurring during 2021-2022, the **Minds in Motion®** program jumped back and forth between virtual and in-person sessions as was deemed necessary for the safety of the seniors involved. In total, the Society ran 14 series with 207 participants, up from 158 participants last year. The program connects people with early to moderate signs of dementia and their care partners through fitness, fun and friendship.

"When Dad was at Minds in Motion, he started to actively participate again. He probably could have stayed there all day he enjoyed it so much!"

– Roberta Stout, Family Member and Minds in Motion® Participant



Participant Bob Stout at a Minds in Motion® session.

Community Partnered Programs: **DISCOVER. EXPLORE. GET INVOLVED.**

The Society partners with community organizations to offer **Dementia-friendly Programs** that encourage continued participation in community activities after a dementia diagnosis. Before the pandemic, these programs were exceeding growth expectations.

During 2021-2022, except for a few weeks in the fall, it was necessary to suspend operations due to Covid-19 regulations. The Society looks forward to seeing these programs open up again and hopes to find new organizations interested in participating.

Partnered community organizations include Winnipeg Art Gallery, Assiniboine Park Zoo, FortWhyte Alive and Manitoba Museum.



"The Journeys Through the Zoo program is engaging and interesting. Not only do we get a chance to see the animals, but the leaders teach us about conservation as well."

– Survey Respondent, Journeys Through the Zoo

"We believe that nature should be accessible to everyone, so we are excited to provide an opportunity for those living with dementia and their care partners to experience the calming effects of being outside."

*– Barret Miller,
Tales Along the Trail Naturalist-Educator,
FortWhyte Alive*



Education for People with Dementia and Their Families

The 2021 Care4u® conference for family and friend care partners delivered a half day of education virtually to 157 attendees. Evaluations of the conference showed that 89% of those in attendance learned strategies for managing tough issues that can help them in providing care. As well, 84% increased their understanding of grief and ways to manage it. Another 77% learned practical information that can help in health, legal and financial planning.

During 2021-2022, **Family Education sessions** reached 623 participants through 20 care partner workshops. Evaluations after each session revealed that 91% learned new information relevant to their caregiving situation, and 87% learned practical information that they intended to try in their day-to-day lives.

"As a result of my participation at the family education sessions, I have learned to be patient with Mom when she is having a difficult time with her memory loss and to find bright moments in our time together. Dementia is a difficult journey, and we are all living with it."

- Family Education Participant and Survey Respondent

Dementia Care Professional Development Series

This educational series, designed specifically for health care professionals, delivered important training at a time when the system was strained from Covid-19. The series ensured that staff members who support people with dementia were able to keep their skills fresh. The sessions brought key information to 369 people during 2021-2022.

"Dementia education is very useful for me because I'm working with seniors. The sessions give me a deeper understanding of the disease and help me to understand what someone with dementia is going through."

- Mylene Paris, Dementia Care Professional Development Series Participant



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, education was provided to 398 students who were training in the health care field.

Advocacy

The Society hears from clients about issues affecting them, and where there is a policy solution, it is brought forward to government. This year, as the Society continued to hear from clients about challenges in accessing quality, consistent home care and long term care, lobbying for improvements in these areas was a priority.

In particular, people with dementia and their caregivers voiced their concerns about:

- decisions concerning inter-facility transfers
- the importance of having a caregiver present at appointments
- the need for improved visitation in personal care homes
- the need for improved long term care standards

"We speak with thousands of Manitobans impacted by dementia each year. We have continued to hear their voices throughout the pandemic, and will continue to do so beyond. We can speak with clarity on behalf of these families, and we are in a unique position to share with government the priorities they have voiced over the past several months."

*- Erin Crawford,
Program Director, Alzheimer Society of Manitoba*



How We Help

Education for the Public

Throughout the year, the Alzheimer Society shares personal stories from families affected by dementia so others know they are not alone. When someone can see themselves reflected in another's story, the impact can be powerful, inviting them to connect with the Society for support. To those who have willingly shared their stories: thank you for giving a voice to those affected by dementia.

In the News



In 2021-2022, 25 personal stories were shared in the eNewsletter and sent to an average of 21,459 people each month. The spring and fall print newsletter included 10 stories, and each edition was mailed to 10,000 homes. The Society's Winnipeg Free Press insert, distributed to 208,000 readers twice during the year, presented 15 stories.

Website and Social Media

The Society's website included personal stories from the eNewsletter, videos, quotes and testimonials. In 2021-2022 there were 92,300 visits to the website, including 86,164 new users. The website is often the first point of contact for many families who are newly diagnosed. As well, 68 storytelling posts were shared on Facebook, with 6,794 people who "liked" the page, and 31 personal stories were told on Instagram for 1,420 followers.

January Awareness: Community, Support and Knowledge Change Everything!

The 2022 Alzheimer's Awareness Month campaign let Manitobans know that the Society is their First Link® to a community of support, resources and a wealth of knowledge to help them in their dementia journey.

For the campaign, four video shorts were created highlighting members of one of the Society's support groups for people with dementia. On Facebook alone, these videos attracted 30,398 views. YouTube garnered 6,641 views.

Media

There were more stories related to dementia and the Alzheimer Society than ever before in 2021-2022, with 3,586 media hits, representing a 20% increase from last year. Many of these were personal stories that included how the Society helped support these families through difficult times.



How We Help: Spotlight on Research

Supporting Research

Supporting people with dementia and their families is the mission of the Alzheimer Society. One of the many ways this can be accomplished is by taking steps to ensure researchers are supported and their findings are disseminated.

The Society does this in many ways, including providing funding for researchers, hosting forums on dementia research findings and by promoting participation in various research studies in Manitoba and across the country.

Participating in Research

Researchers looking into different aspects of dementia need volunteers to participate in their studies. It's an important undertaking: the knowledge gained through research studies helps improve the quality of care for people with dementia and contributes to finding methods of preventing, diagnosing and treating the disease.

The Society advocates for researchers by promoting their studies in its newsletters and on social media. For example, during 2021-2022, calls for participants were made for studies looking into home care services, visitation shelters at Manitoba personal care homes, risk factors for getting lost, nutrition at end of life...and many more.

Digging Deeper: *What's Behind the Headlines in Dementia Research?*

*Blood Test Diagnosis Closer to Reality...
Healthy Heart Prevents Dementia...
Alzheimer's Drug Controversy Continues...*

What is the reality behind these headlines? Participants in the "Digging Deeper" research forum held on September 21, 2021 discovered more about the science behind news headlines. Presented by the Society and sponsored by Brightwater Winnipeg, the forum featured award-winning scientist Dr. Donald Weaver, Director and Senior Scientist at the Krembil Research Institute, University Health Network, who explored a variety of dementia research findings.



Research Funding

One of the goals of the Alzheimer Society of Manitoba is to support researchers as they strive to unlock the mysteries of the causes of dementia and to find a cure. Between these ultimate aims, the Society provides funding to those who investigate options for care, treatment alternatives and the effects of the disease on families through the following programs:

Alzheimer Society Research Program (ASRP)

Alzheimer Societies across Canada and their generous donors support the ASRP, one of the country's most innovative research hubs. The program helps the best and brightest minds in the field spark their work from ideas to impact. It funds emerging and established investigators working in eight different priority areas (as shown in the chart at right).

Since the program was established in 1989, the ASRP has invested over \$67 million in grants and awards, making strides to keep pace with the increasing prevalence and impact of dementia.

This year, the Alzheimer Society of Manitoba contributed \$119,319 to help fund 25 researchers (out of 182 applicants) who applied to the ASRP.

ASRP: Areas of Research Funded



Graduate Student Fellowship Research Program

The Alzheimer Society of Manitoba encourages students to undertake research projects by providing \$8,000 in annual funding for its Graduate Student Fellowship Research Program. Congratulations to this year's recipients: Olya Myhalatyuk and Maria Anabel Uehara.

Olya Myhalatyuk: *The Role of Microglia*



Olya Myhalatyuk, an international student from western Ukraine, arrived in Winnipeg in 2019 to work on her masters in the department of Pharmacology and Therapeutics at the University of Manitoba.

Her research focuses on the relationship between the three hallmarks of Alzheimer's disease: the accumulation of amyloid beta protein, neurofibrillary tangles, and neuroinflammation

in the brain. She wants to find out what role microglia – the immune cells in the central nervous system that survey and protect the brain environment from pathogens – plays in the development of the disease.

In Alzheimer's disease, microglia can get activated and switch their beneficiary functions to detrimental ones. Olya will look at how the amyloid beta protein, known as AB plaque, can trigger inflammatory processes in microglia through activation of N-methyl-D-aspartate (NMDA) receptors in the brain, causing microglia to lose their protective role. That can lead to a disruption of connections between neurons, contribute to the neuronal damage and exacerbate the progression of the disease.

Maria Anabel Uehara: *Brain Stimulation Research*



In her research, Maria Anabel Uehara is trying to find out if electrical stimulation of the brain could result in long term improvements in cognition for people with Alzheimer's disease.

A graduate student in biomedical engineering at the University of Manitoba, Anabel is continuing research she began in a pilot study in 2019. Her work looked at the effect of transcranial alternating current stimulation (tACS) on cognitive function in older adults with dementia.

Initial results showed pairing tACs with brain games had a more lasting effect on cognitive ability than performing brain games without tACS.

In her research, she intends to show which combination will make the most significant difference: just receiving tACS; just completing brain games; doing brain games and receiving tACS together; or simultaneously receiving tACS with additional electrical random noise signal and performing brain games.

The earlier study was conducted in a lab at Riverview Health Centre and involved 17 participants. Anabel expects to return to Riverview to do her follow-up study.

Event Highlights

Help From Our Friends All Year!

Through an initiative called “Anything for Alzheimer’s,” supporters of the Alzheimer Society are encouraged to use their imagination to find ways to raise funds to help people with dementia. Although pandemic restrictions prevented many events over the past year, supporters still stepped up to the plate. Here are a couple of examples of these grassroots efforts:



Young Man Honours Grandfather with Donation

Twenty-one-year-old Gursangeet Singh Chana donated his birthday money – over \$3,000 – to the Alzheimer Society of Manitoba to honour his grandfather, Gurnaib Singh, who has Alzheimer’s disease. Gursangeet has special memories of time spent with the family patriarch, who would take him to the park in their St. Vital neighbourhood as a child and chauffeur him and his younger twin sisters to school.

Gursangeet and his family hope his donation will help to support families like theirs who may need to access the Society for help when they need it.

Cambrian Credit Union Hosts Another Successful Coffee Break Event

“Cambrian is a proud longtime supporter of the Alzheimer Society of Manitoba. Each year, we host a Coffee Break fundraiser in their honour where Cambrian staff donate to the organization. In 2021, Cambrian was pleased to present the Society with a donation of \$3,898.52 raised from another successful Coffee Break event.”

- Theresa Simba, Corporate Communications & Community Engagement, Cambrian Credit Union

Donor’s Choice Communities

The Society would like to thank the following communities for their support through their community giving campaigns. Their friendship means a lot!

- Birtle Donor’s Choice
- Boissevain & Morton Donor’s Choice
- Deloraine & Area Donor’s Choice
- Elgin & Area Donor’s Choice
- Elkhorn Donor’s Choice
- Foxwarren Donor’s Choice
- Glenboro & Area Donor’s Choice
- Hamiota Donor’s Choice
- Hartney District Donor’s Choice
- Holland & Area Donor’s Choice
- Isabella Charities Appeal
- Killarney & Area Donor’s Choice
- Melita Donor’s Choice
- Miniota Arrow River Donor’s Choice
- Oak Lake & Area Donor’s Choice
- Pembina Manitou Community Canvass Inc
- Pilot Mound & District Community Canvass
- Reston & District United Appeal Inc
- Roblin & District Donor’s Choice
- Shoal Lake Donor’s Choice
- Souris District Donor’s Choice
- Starbuck All Charities Inc
- Treherne & Area Donor’s Choice
- Virden Donor’s Choice
- Wawanesa & Area Donor’s Choice



How You Help

Online Gala Auction a Success

The Alzheimer Society had hoped to hold an in-person Gala in February 2022, but planners had to switch gears at the last minute to change the event to an online auction. Supporters came through in spades! Many donated back their in-person Gala tickets and participated in the auction, which took place from February 10 to 12. Together, \$138,422 was raised to help people with dementia.



2022 Gala Committee

Chair

Laura Bishop (left)

Committee Members

Lisa Bagan, Ray Bisson, Jayson Chale, Ramona Coey, Doug Darling, Kim Nott, Bill Pigden, Tony Russo-Introito and Kim Terwin



Gala Auction Donors Help People Like Dave and Denise



The Society shared a video of Dave and Denise Jacob's story to show auction donors how their support helps families navigate the challenges of dementia. In it, Denise describes how her initial frustration and anger morphed into a desire to find solutions, resulting in the decision to contact the Alzheimer Society. Dave is now a member of a support group for people with dementia. Denise is confident that her husband is getting support, which in turn, puts her mind at rest. Dave noted, "The Society has been an excellent resource. I am surrounded by people who want to help me."

Communities Connecting

IG WEALTH MANAGEMENT WALK FOR ALZHEIMER'S: Communities Connecting

Alzheimer Societies across Canada connected with their communities in new and creative ways for the 2021 IG Wealth Management Walk for Alzheimer's. During May, walkers were challenged to form teams, raise money and walk their own way throughout the month.

Participants shared their videos of walking, running, dancing, gardening – and much more!

On May 30, the Society shared the innovative ways people participated in a national livestream video. Featured below are a few of the experiences of Manitoba teams and individuals who took part, helping the Society to raise \$319,654 in support of individuals and families affected by dementia.

WALKING THEIR WAY IN MAY: STORIES FROM 2021



When Heather Lamontagne took part in the 2021 Walk, her late husband, Brian, was at the forefront of her mind. Brian had Parkinson's-related dementia, and Heather wanted to honour him by participating.

Tim Rowan and his wife, Nancy (both IG Wealth Management employees), walked five kilometres every day during May 2021 to raise money for the Alzheimer Society. They walked in memory of Tim's late father, who had Alzheimer's disease.



Courtney Addison supported the Society during the 2021 Walk by posting seven dance and four workout videos on her Instagram page. It was her way to honour her late grandfather, who was affected by dementia.





Walking Their Way in May

Last May, IG Wealth Management consultant Cameron Rennie, his wife, Kristy, and their young sons headed to their favourite hiking trails in the Whiteshell, all the while enjoying family time and raising money for the Alzheimer Society. They walked in honour of Cameron's mom, Norma, who was diagnosed with Alzheimer's disease a few years ago.



Volunteer Recognition

30 YEARS

Reed Winstone

20 YEARS

John Giavedoni

15 YEARS

Carol de Baets

10 YEARS

Janice Hebb

5 YEARS

Ray Bisson

Sylvia L. Rothney

Geoffrey Garland

Neil Carlson

Rachael Mierke

Thanks to each and every volunteer who dedicates their time and energy to help in the work of the Alzheimer Society of Manitoba. Whether volunteering at an event, coordinating the Touch Quilt Project, leading a support group or being a spokesperson, the Society depends on the assistance of volunteers in supporting families impacted by dementia.

Distinguished Member Award: **David Greenwood**



David Greenwood has contributed as a leadership donor, spokesperson, trusted advisor and friend to the Alzheimer Society for 29 years.

David made his first gift the year his mother, Betty, died with dementia at age 79. By 2018, he had exceeded the milestone of \$100,000 in personal contributions, and today his generosity has topped \$150,000.

What is less measurable than philanthropic achievements are the characteristics and loyal service that prompted his nomination for this year's Distinguished Member Award. A long-time investor and statistician, David asks probing questions about the work of the Alzheimer Society. Staff not only look forward to his visits, but they prepare and study in anticipation of his questions. He truly has

the ability to develop long-term relationships based on mutual respect and common values.

David generously shares his family's experience with dementia in the Society's publications. He is also happy to discuss the benefits of different types of giving, including gifts of shares. Since 2020, he has participated as a prominent lead donor in the Society's annual matching gift campaign.

David jokes that he has enjoyed giving the Society a hard time over the years, but true friends take the time to ask tough questions. He also has the gift of being a careful and discerning listener. For these qualities, and for his years of dedicated support and service, David is deserving of the Distinguished Member Award, and we are proud to have earned his trust.

Outstanding Volunteer Fundraiser: **Laura Bishop**



This year's recipient of the Outstanding Volunteer Fundraiser Award has proven her dedication to the Society many times over.

Laura Bishop is a regular participant in the IG Wealth Management Walk for Alzheimer's, and for the past few years has been a Walk champion. A consultant with IG, she motivates her colleagues – in creative and technologically savvy ways – to get involved in raising money and walking. She was so successful that the amount her team raises has increased substantially every year since 2018, including two pandemic years when virtual walk events were held.

When Laura took on the leadership of the Society's Gala, little did she know that the onset of Covid-19 would require a change of plans for both the 2020 and 2021 events.

But Laura stepped up and helped to re-invent every aspect of the Gala so it could be produced virtually. In doing so, many of the event's participants remained engaged in supporting important programs clients rely on.

Laura's generosity of time, her passion for events, her considerable experience in event and relationship management, her unflappable way of handling a Zoom meeting, her huge smile and her ironic sense of humour truly held the Gala Committee together during a difficult time for non-profit organizations.

And Laura is not done yet; she continues as a Walk champion and says she is going to stay in the role of Gala Chair for at least as long as it takes to be able to attend one in-person again. Thank you, Laura!

Celebrating Volunteers



Helen Law, Minds in Motion® Volunteer

"A former co-worker and dear friend introduced me to the Alzheimer Society's Minds in Motion program. She was a volunteer and told me it was 'right up your alley.' She was right. I started volunteering four years ago and enjoy every minute of it. I assist with all the components of the program, meeting and chatting with everyone. Minds in Motion is so rewarding and the need is so great. I feel ever so privileged to be able to be a part of it. I always come home with more than what I started with after each session."

- Helen Law



Tracker, Unmasked

Justin Albo (centre) is the face behind Tracker, the IG Wealth Management Walk for Alzheimer's mascot. He and his brother, Brendan Albo (left) and his wife, Emily Slater (right), join him to help out every year.



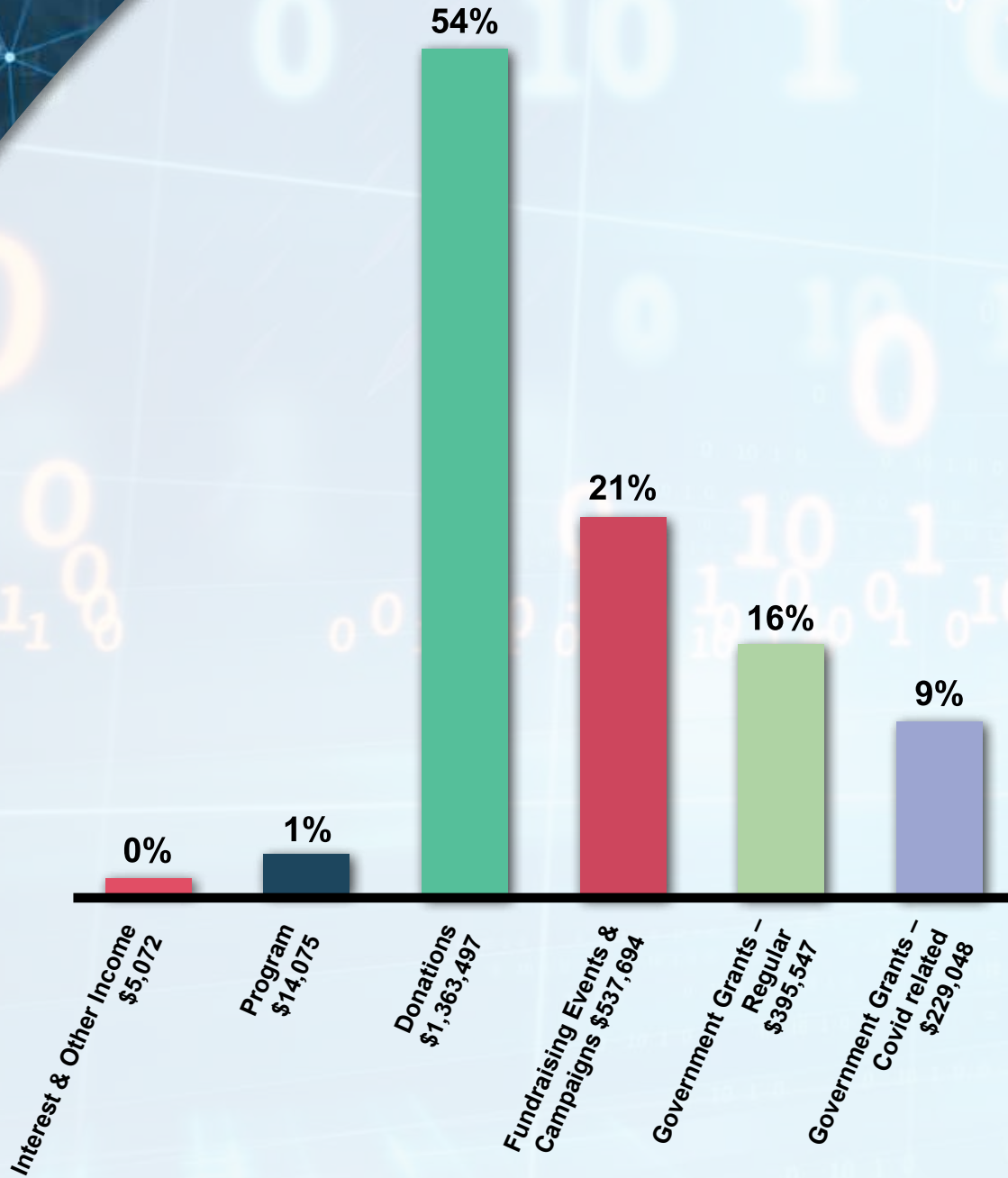
"It is my honour to be Tracker, the lovable mascot. For the past nine years, I've visited with participants and volunteers at the Walk, giving high fives and posing for funny photos. I enjoy volunteering because I like helping my family, friends and the community."

- Justin Albo (aka Tracker)

Financial Report

Revenue Breakdown 2021-2022

\$2,544,933



Notes on Revenue

The Society received \$229,048 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.

The Society finished the year with revenue over expenses of \$54,683. The surplus will be used to offset a projected deficit budget for the next two years as the Society recovers from the impact of Covid-19.

This financial information has been extracted from the Annual Financial Statements reported on by the Alzheimer Society of Manitoba's auditing firm, MNP LLP.

Expense Breakdown 2021-2022

\$2,469,121



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

Generous Donor Leaves Gift in Will

Dave Mills knows all about making sound investments – he worked in the business for 50 years. Recently, he decided to make what some might call an “investment” of a different sort: he is leaving a gift in his will for the Alzheimer Society of Manitoba.

Dave is very much aware that people with dementia and their families need help to manage their situations. His mother, who died in 1993, was affected by the disease.

In recent years, Dave became a main caregiver for his late wife, Dorothy, who had dementia. For five years, the pair managed in their own home, with Dave making sure Dorothy was safe and cared for. Three years ago, Dorothy moved to a care home, and Dave visited daily until her passing.

A dedicated donor, Dave has given to the Alzheimer Society annually for many years. His decision to also name the Society in his will strengthens his commitment to invest in the organization so it can continue to provide services for those in need – today and into the future.



Dave's favourite moments with Dorothy were when she sang songs for him. He finds it fascinating that the brain somehow retains the memory for music: all her life, Dorothy sang just for the fun of it.



BRIGHTWATER SENIOR LIVING OF TUXEDO: Research Forum Sponsor

“We are honoured to have had the opportunity to sponsor the Alzheimer Society's 2021 webinar that helped provide attendees with an understanding of ‘What's Behind the Headlines’ in dementia research. Our organization is dedicated to supporting families in the community, and we are happy to assist with this important educational programming.”

*- Kimberley Nott, RN, Tactical Area Director,
Brightwater Senior Living of Tuxedo*

BIOPEN: Care4u Conference Sponsor

“We are proud to have partnered with the Alzheimer Society of Manitoba to honour the important role caregivers, families and friends play in the lives of those affected by dementia. As pioneers in neuroscience, we are committed to furthering Alzheimer's disease research and treatment to help address the unmet needs of this devastating condition. At Biogen, we care deeply and are devoted to doing what we can to advocate for patients and find ways to support our community through innovative research.”

- Chris Smith, Stakeholder Relations Lead, Western Canada, Biogen Canada



Gifts That Keep on Giving



Our Champions

During the pandemic, the Society identified an increasing gap: the demand for help had simply out-run the growth in donation revenue required to increase program staff.

An earnest search began for champions to make a multi-year commitment and increase giving to fund a much-needed growth spurt.

The following donors are the Society's champions in this on-going campaign. Heart-felt thanks is extended for being there when the need was the greatest.

The Jessiman Foundation
 Pinnacle – Dale Driedger & Wade Miller
 The Spletzer Family Foundation
 The Shindleman Family
 Suzanne Leclair
 David Forgan
 John & Nancy Kelleher
 LV Controls Manufacturing and Employees
 Ian & Rochelle Laing Family Foundation

Edison Properties
 Bob Thompson
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 Jessica Phillips-Hunt & Daniel Hunt
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 David Christianson & Vera Steinberger
 Mel Fages
 Reed & Arla Winstone

MMP Architects – Robert Wrublowsky
 Randy Leech
 Dan Sitar
 Western Industrial Services
 Geoff Garland
 Dave Mills
 Don & Shirley Phillips
 Alzheimer Board &
 Employee Giving Campaign
 Anonymous

YOU CAN HELP US TO MEET OUR GOAL!

The Jessiman Family generously stepped up to champion our \$2.14 million campaign with a \$500,000 gift over four years.

A multi-year commitment is important because it gives us revenue we can count on for longer term program plans while saving resources in annual fundraising costs.

WE NEED CHAMPIONS AT EVERY LEVEL!
 HERE'S HOW YOUR GIFT HELPS:

JESSIMAN FAMILY GIFT	\$500,000
One donor pledges \$50,000 annually for the next 4 years	\$200,000
One donor pledges \$25,000 annually for the next 4 years	\$100,000
Two donors pledge \$10,000 annually for the next 4 years	\$80,000
Five donors pledge \$5,000 annually for the next 4 years	\$100,000
10 donors pledge \$2,000 annually for the next 4 years	\$80,000
20 donors pledge \$1,000 annually for the next 4 years	\$80,000
	\$1,140,000
Additional private & public funding (grants & partnerships)	\$1,000,000
TOTAL REQUIRED TO FUND GROWTH	\$2,140,000

Gifts That Keep on Giving

Donor Grateful for Support Received from the Society

George Bouchard, with several family members by his side, recently honoured his wife, Patricia, and his sister, Stella Labossiere, by placing two leaves engraved with their names on the Alzheimer Society's beautiful bronze Tree of Memories located in the foyer at the Provincial office in downtown Winnipeg.

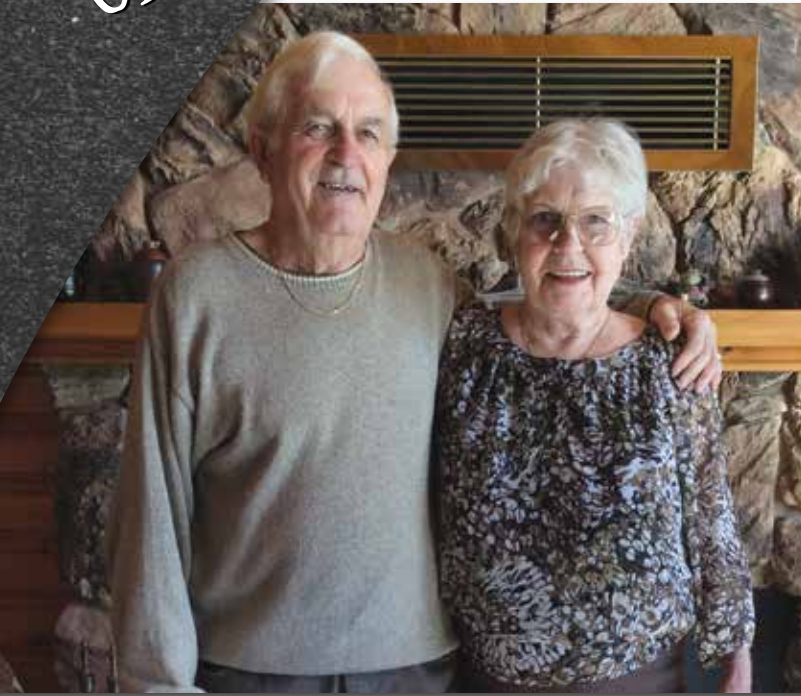
It has been two years since the death of Patricia, who had Alzheimer's disease. Despite his grief, George realizes that he has much to be thankful for. Patricia was aware of her disease and accepted it, living with a lot of joy when sharing time with her family.

George lives with all the happy memories of their 62 years together. He was very proud of Patricia, who was strong when challenged with the health issues she faced during her life. He was happy when their two daughters were born and excited when, several years later, they added a baby boy to the family. Patricia was a dedicated mother and homemaker, a great decorator and a bit of a perfectionist. Until the very end, Patricia had George straightening and moving pictures.

It is these memories, and the educational and personal support received along the way from the Alzheimer Society, that motivated George to give back. He has been a generous and loyal donor since 2017.

"The help I received from the Alzheimer Society of Manitoba had a great impact on my family and me, and I plan to support this organization for the rest of my life."

- George Bouchard, Monthly Donor



Thank You for Your Grants and Sponsorship

Sponsors

All Seniors Care
Biogen
Brightwater Senior Living
Derksen Plumbing & Heating
Edison Properties
IG Wealth Management
Red River Co op
Servco Canada

Grants

Province of Manitoba
The Winnipeg Foundation
New Horizons for Seniors Grant,
Government of Canada
Building Sustainable Communities Grant,
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Thank You To Our Donors

\$20,000+

Brynjolfur Kristin Brynjolfsson Fund
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Sheila K Skinner Memorial Fund
(The Winnipeg Foundation)

\$15,000+

Rick Ehlers
David Greenwood
MGEU All Charities Campaign

\$10,000+

Carlson Commercial Industrial
Services, Neil & Marilyn Carlson
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Brent & Wendy Murray
Linda van den Broek
Roberta Stewart Vinet Research Fund
(The Winnipeg Foundation)

\$5,000+

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Ray Bisson & Stephanie Murgaski
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Hugh & Margaret Campbell
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\$2,500+

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Joyce Sykes
Bob Thompson
Wescan Construction Services
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\$1,000+

10 G Foundation – Dancho Fund
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Paul Werbowski
Reed & Arla Winstone
Dr. Kevin Wolfe
Margaret Wollner
Anonymous

Gifts in Will

We are grateful to the thoughtful donors who left a gift in their will to help people with dementia.

Estate of Nellie Jean Capp
Estate of Marlene Dickson
Estate of Irene Frances Fifi
Estate of Robert Gordon Fox
Estate of Florence Clara Gould
Estate of William Harder
Estate of Rosemarie Irene Johnston

Estate of Katherine R Painting
Estate of Donald Leslie Palmer
Estate of Alice Irene Panchyshak
Estate of Kenneth Rivest
Estate of Isabelle St. Godard
Estate of Norma Kathleen Wakefield
Anonymous

*This list reflects gifts received
in the fiscal year ending March 31, 2022.*

Alzheimer Society

MANITOBA

Dementia Care & Brain Health



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