

Alzheimer Society

MANITOBA

Dementia Care & Brain Health



Community Changes Everything.

Annual Report

2022-2023

alzheimer.mb.ca

What We Do

ABOUT THE ALZHEIMER SOCIETY OF MANITOBA

Beginning as a grassroots movement almost 40 years ago, the Alzheimer Society of Manitoba formed to fill a gap in services identified by care partners. The Society has grown to become the leading resource in the province for families impacted by dementia. Today, more than 18,400 Manitobans live with dementia.

Through its programs and services, the Society connects people diagnosed with dementia and their care partners to a community of support so they don't feel alone.

No matter where someone is in their journey with dementia, the Society's staff and volunteers are here to provide meaningful support and information to help them make informed decisions about the future.

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

The Society's First Link® Client Support program provides services such as one-on-one counselling, family education and support groups for people living 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 Manitobans.

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 living 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

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The Alzheimer Society of Manitoba Board of Directors (L-R): Geoff Garland (Vice-chair), Wendy Schettler (CEO), Ray Bisson (Chair), Gail Little, Gerrit Theule, Reed Winstone, Robert Wrublowsky, Mandana Modirrousta, Neil Carlson and Roxanne Chopee. Missing: Aileen Najduch and Sylvia Rothney.

MESSAGE FROM THE CEO

This past year was a significant turning point for the Alzheimer Society of Manitoba. We made huge progress toward our dream – to expand our cornerstone First Link® Client Support program so we can better meet the needs of families living with dementia in a timely way.

The community responded quickly when we identified a gap in services and the need for funding. Because of their generous support, we have been able to shorten wait times, increase connections with clients and offer new support groups to meet the unique needs of families as they move through the challenges of dementia.

The expansion of our First Link® Client Support program couldn't have come at a more important time – new statistics

published this year show us that the number of Manitobans living with dementia is expected to more than double by 2050. More than ever before, we need to listen to families, identify their needs and make sure the right supports are there for them, now and in the future.

As I settle into my retirement from the Society, I feel fortunate to have had the opportunity to meet so many amazing and inspiring people along the way. It was my goal as a young professional to one day lead the Alzheimer Society as CEO, and I'm proud of the work this organization has accomplished and of all our staff, volunteers and supporters. I look forward to watching the Society continue to grow in its next chapter.

- Wendy Schettler, CEO

MESSAGE FROM THE BOARD CHAIR

The Alzheimer Society of Manitoba strives to offer consistent, high-quality programs, resources and supports for all Manitobans affected by dementia. I'm happy to say that this past year has shown remarkable growth for the Society and the work we do.

The shift back to in-person events for both the Gala and Walk brought a sense of community support and togetherness. It was a relief to feel this after years of navigating virtual events. We missed that face-to-face connection and are grateful to have these in-person opportunities once again.

While guiding the Society through such a transformative year, Wendy Schettler also announced her retirement. Wendy's commitment to building a strong organization for Manitobans affected by dementia has shaped her career throughout her 22-year history with the Society, with the last 10 years as CEO, and we thank Wendy for her incredible leadership.

We are delighted to now welcome Erin Crawford, our current program director, as incoming CEO. With growing numbers of people living with dementia, the Society will continue to be the source for trusted and reliable information and support for families on a dementia journey.



Wendy Schettler (CEO), Ray Bisson (Chair) and Erin Crawford (incoming CEO).

- Ray Bisson, Board Chair

Support Changes Everything



Awareness Month 2023

The Alzheimer Society is your **First Link**® to a community of support, resources, expertise and a wealth of knowledge to help you in your dementia journey.

Throughout January 2023, we shared stories from families living with dementia who have discovered that support from the Alzheimer Society can change everything.

We asked Manitobans to take a moment to learn what it's like to live with dementia. The following three stories come from two care partners and one individual living with dementia. They share their experiences to help lift the stigma surrounding dementia so more people can understand what it's really like.

Marcel & Ida Hebert with their two children, Shannon & Adam



MARCEL HEBERT CARE PARTNER

"My wife Ida and I have been married for 30 years, and we have two grown children. Ida has always been an outgoing and charismatic person, so my family and I became concerned when she suddenly became reclusive, started missing work and began – out of the blue – to discuss her desire to retire.

"We scheduled an appointment with our doctor, which led to a diagnosis of frontotemporal dementia. That was March 2019. Ida was only 55.

"At our doctor's suggestion, I called the Alzheimer Society's First Link® Client Support program. Making that call connected us to the support we needed. I was amazed at the help and reassurance I received in that phone call and I felt relieved to find someone I could talk to who understood what we were going through."

"Reach out to the Alzheimer Society. They'll help you plan ahead and anticipate things you haven't even thought about yet."

KATHERINE TWADDLE CARE PARTNER

"When my mother was diagnosed with dementia, things didn't change overnight. It was gradual, but it took time to adjust to the changes as they came, and our relationship continued to evolve as I began caring for her.

"These days we are managing well, but the early days were incredibly challenging. I don't know what I would have done without the Alzheimer Society. The support I received through their First Link® Client Support program has meant the world to me.

"I began attending support groups and through these, I found my people. I connected with so many others going through similar situations. The groups and education sessions give you the tools you need to start walking this journey."



"I never miss a support group – that's how much help they give me."

JABBAR SAVMARI LIVES WITH DEMENTIA

"After getting a diagnosis, the doctor referred me to the Alzheimer Society's First Link® Client Support program. I received a call from one of their staff members who had great information to help guide me through my next steps. She was so gentle and understanding.

"I had many fears and emotions after hearing I had dementia. I was scared to tell people I have dementia because I was nervous about what they might think.

"I want people to understand that I'm still Jabbar, this disease doesn't change who I am."

"Community is so important for me. My family isn't here in Canada, which makes it tough and is sometimes isolating. My church community and the Alzheimer Society have become my family. I'm not alone because they support me."



Community Changes Everything

How We Help

SUPPORT FOR PEOPLE LIVING WITH DEMENTIA AND THEIR FAMILIES

During 2022-2023, the Alzheimer Society added five new First Link® Client Support positions so staff could connect with care partners and people living with dementia more frequently and provide ongoing support. Thanks to generous donors like the Jessiman Foundation and increased government funding, we can now call and connect with clients more often. We have also increased our support group offerings to address more of the unique and complex needs care partners have.

The Society continues to offer in-person and virtual support groups and programming – a positive takeaway from the changes we adapted to during the pandemic, as it allows Manitobans to easily access support and services.



Jill & Keith Kennedy



Christine Williams
with her mom

"The early planning the Society's First Link® Client Support staff suggested came in more handy than I could have ever expected. I can't tell you the number of times I got out those legal papers. Those papers were everything – they were our voice."

- Christine Williams, First Link® client

FIRST LINK CLIENT SUPPORT

The Alzheimer Society's First Link® Client Support program connects clients to information, support services and education as early as possible and throughout their dementia journey.

We had 14,761 total client contacts throughout 2022-2023 (including follow-ups with existing clients), a 28% increase from last year and a 60% increase from 2020-2021.

In 2022-2023, there were 1,587 new clients, an increase of 10% from 2021-2022. Overall, our First Link® Client Support staff were able to follow up with clients more often which resulted in clients receiving the right resources when they needed it.

SUPPORT GROUPS

Support Groups for People Living with Dementia were offered both in-person and virtually with 48 total participants, a 20% increase from 2021-2022. Those attending expressed an appreciation for the social connections and friendships, also indicating they think of these groups as their extended family.

Thirty-one **Support Groups for Care Partners** were offered throughout Manitoba, including five specialized groups: support groups for young onset dementia, ambiguous loss, post ambiguous loss, spouses of people living with dementia in long-term care and a men's coffee talk group. There were a total of 412 participants, a 34% increase from 2021-2022.

INCLUSIVITY COMMITMENT

The Alzheimer Society is an inclusive space for people of different abilities, religions, cultures and the 2SLGBTQ+ community. We value an environment where everyone is respected, differences are embraced and all have access to supports they need.

As an organization dedicated to supporting people living with dementia and their families, we are committed to continuing to create a safe space for everyone in all of our programming.



Dementia-Friendly Community Programs

MINDS IN MOTION®

Minds in Motion® brings people living with dementia and their care partners together through light fitness, engaging activities and coffee conversations.

Our 2022 sessions brought a return to in-person sessions, with a mix of provincial and regional sites, including one virtual session. There were a total of 364 participants, with 86 participants in Spring 2022, 162 in Fall 2022 and 116 in Winter 2023.

Participants expressed they felt excited to be back in-person and grateful for the opportunity to connect and engage with others in similar situations.

The Alzheimer Society's dementia-friendly community programs provide people living with dementia and their care partners accessible and supportive environments to stay active and engaged.

"We both enjoy Minds in Motion®. The social time is fun, the chair yoga is invigorating and the games are great. We have lots of laughs which creates good memories and makes us want to go back again."

- Jill Kennedy, Community Programs participant (see photo on pg. 6)

COMMUNITY PARTNERED PROGRAMS DISCOVER. EXPLORE. GET INVOLVED.

Through the Society's partnerships with community organizations, people living with dementia have opportunities to get out and participate in engaging and stimulating activities with their family members and friends.

Since returning to in-person programming in Fall 2022, we have seen a huge increase from 2020-2021, when registrations had dropped to just 20 people. There were a total of 108 participants this year.

The Society looks forward to partnering with more organizations to continue growing these programs. Our current community partners include Winnipeg Art Gallery, Assiniboine Park Zoo, FortWhyte Alive, the Manitoba Museum and Canadian Mennonite University.



Journeys Through the Zoo
Assiniboine Park Zoo



How We Help

EDUCATION FOR CAREGIVERS AND FAMILY MEMBERS

"The most important thing I learned at Care4u was to be sure to take care of yourself as a care partner."

"I left feeling that I am not alone."

- Family Education Participants and Survey Respondents

CARE4U® CONFERENCE



The 2022 Care4u® conference for family and friends caring for people living with dementia delivered a half day of education virtually to 177 attendees. Evaluations of the

conference showed that 90% of those in attendance found the information on navigating the health care system helpful in their current care giving situation. As well, 73% found the information on alternative approaches to caring for someone living with dementia useful in their current care giving situation.

FAMILY EDUCATION SESSIONS

During 2022-2023, there were 25 Family Education sessions with 987 participants, a 58% increase from last year. Family Education topics included: mealtime & swallowing issues, conversations about driving, medications as we age, the importance of healthcare decisions and financial matters.

Evaluations after each session revealed that 90% learned new information relevant to their care giving situation, and 89% learned practical information that they intended to try in their day-to-day lives.

Family Education 2022-2023
sponsored by:



ADVOCACY SENIOR STRATEGY

The Alzheimer Society has been active in advocating for inclusion of people living with dementia and their care partners across government programs. We consulted with our clients and brought forward their priorities as part of the provincial government's Seniors Strategy.

The major themes that the Society identified as priorities – improved home care, dementia-friendly communities, better system navigation, more financial support for caregivers and improved seniors housing options – speak to the challenges our clients face and we will continue to advocate for meaningful implementation of these priorities.

"We will continue to advocate for people living with dementia and their care partners. The challenges they experience are not insurmountable if we are committed to their support. We will continue to be a voice for our clients and for all Manitobans on a dementia journey, striving to make the path easier as the number of people walking it in the coming years grows."

- Erin Crawford,
Program Director & incoming CEO, Alzheimer Society of Manitoba



Erin Crawford,
Program Director & incoming CEO

EDUCATION FOR HEALTHCARE PROFESSIONALS

DEMENTIA CARE PROFESSIONAL DEVELOPMENT SERIES



This educational series, which started in April 2022 and finished March 2023, focused on the foundation for successful and meaningful dementia care that will benefit the person living with dementia, their families and the healthcare system as a whole. The Dementia Care series makes education and training

accessible to staff by offering sessions virtually and on-demand.

Overall, Dementia Care offered 16 hours of education to 339 healthcare and community service providers.

Dementia Care 2022-2023
sponsored by:



ALL SENIORS CARE
LIVING CENTRES™

PROFESSIONAL EDUCATION SESSIONS

Our professional education programming includes presentations and training to healthcare students and staff working in community and long-term care settings. This education helps build a community of professionals who are equipped with person-centred strategies. Overall, there was a 15% increase in participation in 2022-2023 for professional education compared to the previous year. This year provided a total of 63 presentations and 252 hours of education to 1,460 attendees.

EDUCATION FOR THE PUBLIC

AWARENESS PRESENTATIONS

In 2022-2023, the Society held 78 public awareness sessions, to a total of 2,115 attendees.

IN THE NEWS

In 2022-2023, 39 personal stories were shared in the eNewsletter, a 56% increase from last year. The eNews was sent to an average of 16,133 people each month. The average open rate is 56% and click through rate is 4.38%, significantly higher than the industry standard in the category of health which is 21.49% and 2.69% respectively.

The spring and fall print newsletter included 15 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 16 stories.

WEBSITE AND SOCIAL MEDIA

The Alzheimer Society's website features personal stories from the eNewsletter, videos, quotes and testimonials. In 2022-2023 there were 125,370 website visits, including 79,588 new users.

As well, we shared 43 storytelling posts on Facebook, and have a total of 6,986 page likes. On Instagram, we shared 40 personal stories to 1,492 followers.

JANUARY AWARENESS

The 2023 Alzheimer's Awareness Month campaign informed Manitobans that the Society is their First Link® to a community of support, resources, expertise and knowledge to help them on their dementia journey.

During the campaign, we created four video shorts highlighting the benefits of our First Link® Client Support program. On Facebook alone, these videos reached 31,933 views. YouTube also attracted 11,534 views – a 74% increase from last year.

MEDIA

The Alzheimer Society saw a rise in media coverage during 2022-2023, with 3,907 media hits, representing a 9% increase from last year. Many of these were personal stories that included how the Society helped support families through difficult times.

MEDIA SPONSORS

99.9 Bounce Radio

Global TV

103.1 Virgin Radio

Winnipeg Free Press

PRINT SPONSOR

City Press

How We Help: Spotlight on Research

Research Funding

Research helps move us forward. One of the Alzheimer Society of Manitoba's goals is to support researchers as they work toward progressing our knowledge of dementia, its causes, how to help treat symptoms and ultimately, to find a cure. The Society provides funding to researchers who investigate options for care, treatment alternatives and the effects of the disease on families through the Alzheimer Society Research Program (ASRP) and the Graduate Student Fellowship Research Program.

GRADUATE STUDENT FELLOWSHIP PROGRAM

The Alzheimer Society of Manitoba understands the importance of stimulating graduate student interest in dementia. The Society 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: **Jarrad Perron** and **Pranav Mishra**.



JARRAD PERRON DEMENTIA PREDICTION MODEL

Jarrad's Biomedical Engineering Ph.D. thesis focuses on researching how neuroimaging data can be used to predict the onset of dementia.

Using his expertise in neuroimaging, Jarrad aims to

create a model that can predict if someone living with mild cognitive impairment will later develop dementia.

Jarrad says neuroimaging is his method of choice for predicting dementia since it is relatively common, inexpensive and completely noninvasive. Neuroimaging data (images/maps of the brain) along with clinical and behavioural data will give doctors the information needed to identify dementia earlier and more reliably than clinical evaluation alone.

PRANAV MISHRA ESTROGEN HORMONE & DEMENTIA PREVENTION

Pranav Mishra loves being in an academic environment and working alongside other researchers passionate about learning and discovery. He is currently working on his Ph.D. in the department of Pharmacology.

He came to Canada in 2020 to begin his Ph.D., and his thesis explores estrogen's effect on inflammation and energy metabolism in the brain. Estrogen plays an essential role in the formation of memories. Falling levels of estrogen can lead to an increase in inflammation and a decrease in energy metabolism in the brain, which are both consistent with dementia diagnoses. Pranav's current experiments focus on using estrogen to raise energy levels in brain cells.

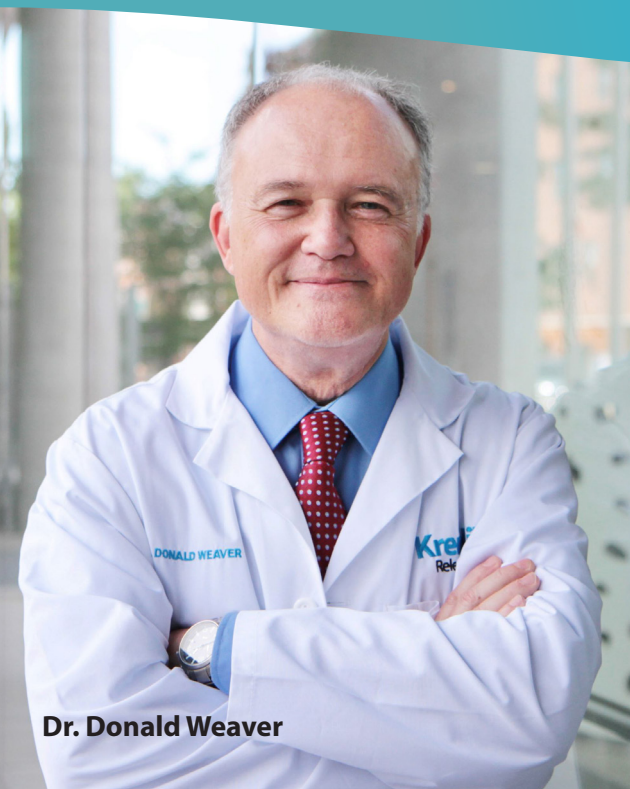


ALZHEIMER SOCIETY RESEARCH PROGRAM (ASRP)

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: *cause, therapy, epidemiology, translational, care, risk, treatment and diagnosis.*

This year, the Alzheimer Society of Manitoba contributed \$137,426 to help fund 31 researchers who applied to the ASRP.



Dr. Donald Weaver

BEYOND THE HEADLINES: UNCOVERING DEMENTIA MYTHS

What is the reality behind the headlines?

The "Uncovering Dementia Myths" research forum held on September 21, 2022 taught 273 attendees more about the common myths surrounding dementia.

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. Dr. Weaver uncovered topics such as post-COVID brain fog, cannabis as treatment, Alzheimer's disease as an autoimmune disease, an update on Aducanumb and more.



THE LANDMARK STUDY REPORT #1 NAVIGATING THE PATH FORWARD FOR DEMENTIA IN CANADA

On September 6, 2022, the Alzheimer Society of Canada launched the first in a series of three reports known as The Landmark Study. These reports represent the first significant update on Canada's dementia landscape and projections on the future since 2010.

The first report, titled "Navigating the Path Forward for Dementia in Canada" includes forecasts on the number of people in Canada expected to be living with dementia over the next three decades. This includes a national breakdown, as well as forecasts for each province.

The study also looks at the impact of Canada's ageing population on care partners, who will be facing increasing demands on their time.

Thanks to this report, we have been able to provide an up to date and accurate picture of the impact of dementia in Manitoba.

18,400 +
Manitobans have Alzheimer's
disease or another dementia.

By 2050,
this number is expected to
reach more than 39,100.

The Landmark Study



Event Highlights

HOLIDAY MATCHING GIFT CAMPAIGN

David Greenwood, Neil Carlson, Elden Wittmier and one anonymous donor matched holiday donations up to \$45,000 in 2022. The campaign raised a total of \$125,304, which includes a contribution of \$80,302 from 731 donors and \$45,000 from our generous matching donors.

For this campaign, Marcel Hebert generously shared the story of his wife Ida's young onset dementia diagnosis and talks about how the supports he received through the First Link® Client Support program and support groups helped him and his family navigate through a very difficult time.

We showed this video again during Gala in February 2023 to help convey the impact of our donor's support and what their gifts mean to families like Marcel's.



"Meeting other people who are going through this process has provided me not only a lot of strength but provided me guidance and it's allowed me to reach where I am today."

- Marcel Hebert

DONOR'S CHOICE

Every year, a number of small communities have the opportunity to fundraise and donate to their choice of both local and non-local charities. The Society would like to thank the following communities for support through community giving campaigns. Your gifts mean 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

**Harding Kenton Lenore
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**



GALA & AUCTION

EVENT SPONSORS:



In February 2023, the Alzheimer Society held its first in-person Gala since 2019 and it was a celebration worth the long wait. "Under the Big Top" was complete with acrobats, stilt walkers, balloon pops, and dinner. Our Gala sponsors, donors, supporters and guests enjoyed a night to remember.

**TOGETHER, WE
RAISED \$272,588!**

2023 GALA COMMITTEE MEMBERS

(Pictured above, from L-R): Wendy Schettler (CEO), Helen Halliday, Lisa Bagan, Laura Bishop (Committee Chair), Doug Darling, Kim Terwin, Allison Woodward (Events Manager), Kim Nott, Liz Roth. Missing: Jayson Chale.

THIRD PARTY EVENTS

Throughout the year, many people and organizations in the community host their own events in support of the Alzheimer Society and the work we do. We are honoured for all the the community support we've gotten in 2022-2023. The following event is just one highlight from the past year.

THE WINNIPEG 10&10

The Winnipeg 10&10 is presented by The Running Room in support of the Alzheimer Society of Manitoba. The 2022 10&10 took place on Sunday, September 11, and offered 5 km, 10 km, 10 mile and 30 km running events. There was also a virtual event option where racers could run/walk anytime between September 9 - October 17.

Event participants were able to make donations or pledges when they registered. This event raised \$1,360.41 and had a total of 282 participants.



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

Alzheimer Society
MANITOBA
Dementia Care & Brain Health

SAYING "YES!" TO LOVE & COMMUNITY

Derrick Paulson chose the 2022 IG Wealth Management Walk for Alzheimer's to ask a very important question to his partner, Cybel.

Giving back to the community is something both Derrick and Cybel deeply value. "So many families are affected by dementia and that hits close to home. We know that this can happen to anyone, including our own family," Derrick says. "It's so important to have support and resources available."

The Walk, already a fundraiser the couple felt passionate about, became even more of a special occasion when Derrick got down on one knee. And of course, Cybel was delighted to say yes!



Derrick & Cybel

Communities Connecting

IG WEALTH MANAGEMENT WALK FOR ALZHEIMER'S

There was excitement in the air on Saturday, May 28 at St. Vital Park, and it was for good reason: the Alzheimer Society held its first in-person IG Wealth Management Walk for Alzheimer's since 2019 and it was a great success! To see families and friends

getting together again was a welcome sight.

Featured here are a few of the participants who took part in helping the Society raise \$307,000 in support of individuals and families affected by dementia.



Florence Zawislak

WALKING FOR GRANDMA

Many years ago, Florence Zawislak was a nurse at St. Boniface Hospital. She was also the third woman in Manitoba to get a pilot's license. She now has Alzheimer's disease, but she still keeps her pilot's license in her wallet today to show visitors.

Three generations of the Zawislak family – Florence's son, granddaughter and great granddaughter – completed the 5 km walk for her in May 2022 at the IG Wealth Management Walk for Alzheimer's.

Florence's son, James Zawislak, made sure to support his daughter and granddaughter by joining the Walk and helping fundraise. James loved being able to do something special for his mom alongside his family.

WALKING TO RAISE AWARENESS

The 2022 Walk was the first one Jessica Denisiuk participated in, and she knew she wanted to make it a special experience, not only to show support for her mom living with dementia but for her dad's strength as a care partner.

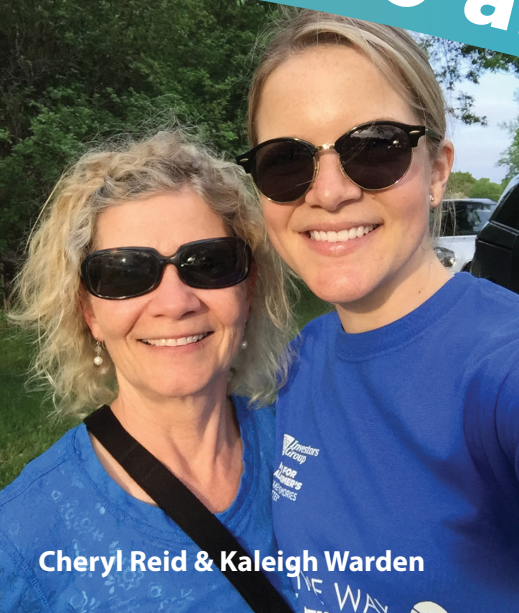


Team Blanchard

Jessica took to her social media accounts, making posts about the Walk, adding a link in her Instagram profile so others could easily donate and calling on others to join her Walk team. Her social media posts were successful – she was able to pull together a team of 25 people and Team Blanchard joined the Walk!

"Everybody knows someone affected by dementia and it's something that needs to be spoken about more openly," says Jessica. "I wanted to share the Walk on social media to help spread awareness about dementia."

Who are you walking for?



Cheryl Reid & Kaleigh Warden

HARRY'S GIRLS

Participating in the Walk is a way for Cheryl Reid and Kaleigh Warden to honour and celebrate the life of a very special man.

"Harry's Girls" – their team name in honour of Cheryl's father, Harry Reid – has walked for close to 20 years in the IG Wealth Management

Walk for Alzheimer's. They have raised thousands of dollars for the Society in the process.

Their commitment is even more touching given that they weren't connected with the Society when Harry was alive and living with the disease. It's become their passion to help an organization that provides crucial programs and supports to families, as well as funds research.



Pat Pollock

Celebrating Our Volunteers

PAT POLLOCK MINDS IN MOTION® VOLUNTEER

Pat has been volunteering with the Minds in Motion® group in Brandon since Fall 2022. Pat had previously attended the program with her husband Larry, who enjoyed the weekly activities, games and friendly faces. After Larry passed away, their Minds in Motion® group continued to be a support and solace for Pat. When she heard they were looking for volunteers, she was happy to step in.

"The first year after Larry's diagnosis was an isolating time for us, so I can often understand and relate to what other couples might be experiencing. It feels good to give some of my time each week knowing it can make a world of difference for others."

- Pat

SHEREE SINGER IG WEALTH MANAGEMENT WALK FOR ALZHEIMER'S VOLUNTEER

Sheree's been a volunteer with the Walk for around 20 years. She says her participation in the Walk started as "a real family event." Her whole family was very involved with the Walk over the years – they even had the opportunity to be the ribbon cutters!

Sheree's parents have both passed away, her dad from Alzheimer's. Her oldest sister now lives with Alzheimer's. The Walk is close to Sheree's heart, not only for the personal connection she has to dementia, but for the memories she has of her family coming together to support a great cause.

"It's amazing to see how much the Walk has grown every year. But every time I come back, I see familiar faces, the same people year after year. It brings me a feeling of true camaraderie."

- Sheree



Sheree Singer

VOLUNTEER PIN RECIPIENTS

Thank you to all of our volunteers who dedicate their time and energy in helping us support families impacted by dementia.

20 YEARS

John Giavedoni
Cindy Singer

10 YEARS

Arla Winstone
Justin Albo
Brendan Albo
Arden Winstone
Claire Giavedoni
Gwendolyn Penner
Jacqueline Williams
Sarah Schettler

5 YEARS

Robert Wrublowsky
Katherine Chimney
Adebusola Adekoya
Brad McIntosh
Sheila McIntosh
Isabella Krowelski
Max Krowelski
Wayne Krowelski

Emily Slater
Laura Bishop
Gail Little
Suzette Charles
Susan Waters
Suzanne Lavallee
Terry Khan

DISTINGUISHED MEMBER AWARD: *BRAD MCINTOSH*



Brad McIntosh

Brad McIntosh has been a dedicated volunteer and spokesperson with the Alzheimer Society of Manitoba since 2018. Brad's willingness to share his family's experience with dementia helps to break the stigma still associated with a dementia diagnosis for many people.

Over the years Brad has shared his story in the Society's education sessions, eNews, newsletter and Winnipeg Free Press insert. He has also been a spokesperson for external media including the Winnipeg Free Press, Canstar publications, Global TV, CTV, CJOB and CBC.

As a spokesperson, Brad urges others to reach out to the Society

and has been instrumental in connecting Manitobans with our community of support.

Brad also raises his hand for many volunteer positions. He's been involved with the annual Gala since 2018, helping with everything from registration to our silent auction and balloon pops. He and his family have also been participating in the IG Wealth Management Walk for Alzheimer's since 2017 as Team Mac Attack.

Brad remains a spokesperson for the Society and continues to be a friendly, relatable voice helping others feel less alone in their journey.

OUTSTANDING VOLUNTEER FUNDRAISER: *THE JESSIMAN FAMILY*



Dana & Peter Jessiman

This year's recipient of the Outstanding Volunteer Fundraiser Award invested their time and interest to lead our largest campaign to date and help Manitobans living with dementia.

"Dementia has touched our family, just like so many others," says Dana Jessiman. "We are immensely grateful to everyone at the Alzheimer Society for the help we received as a family and for all the great work they do for people across the province."

The Jessiman family contributed their time to learn more about our cause, the work we do and what matters to our clients. They engaged with our

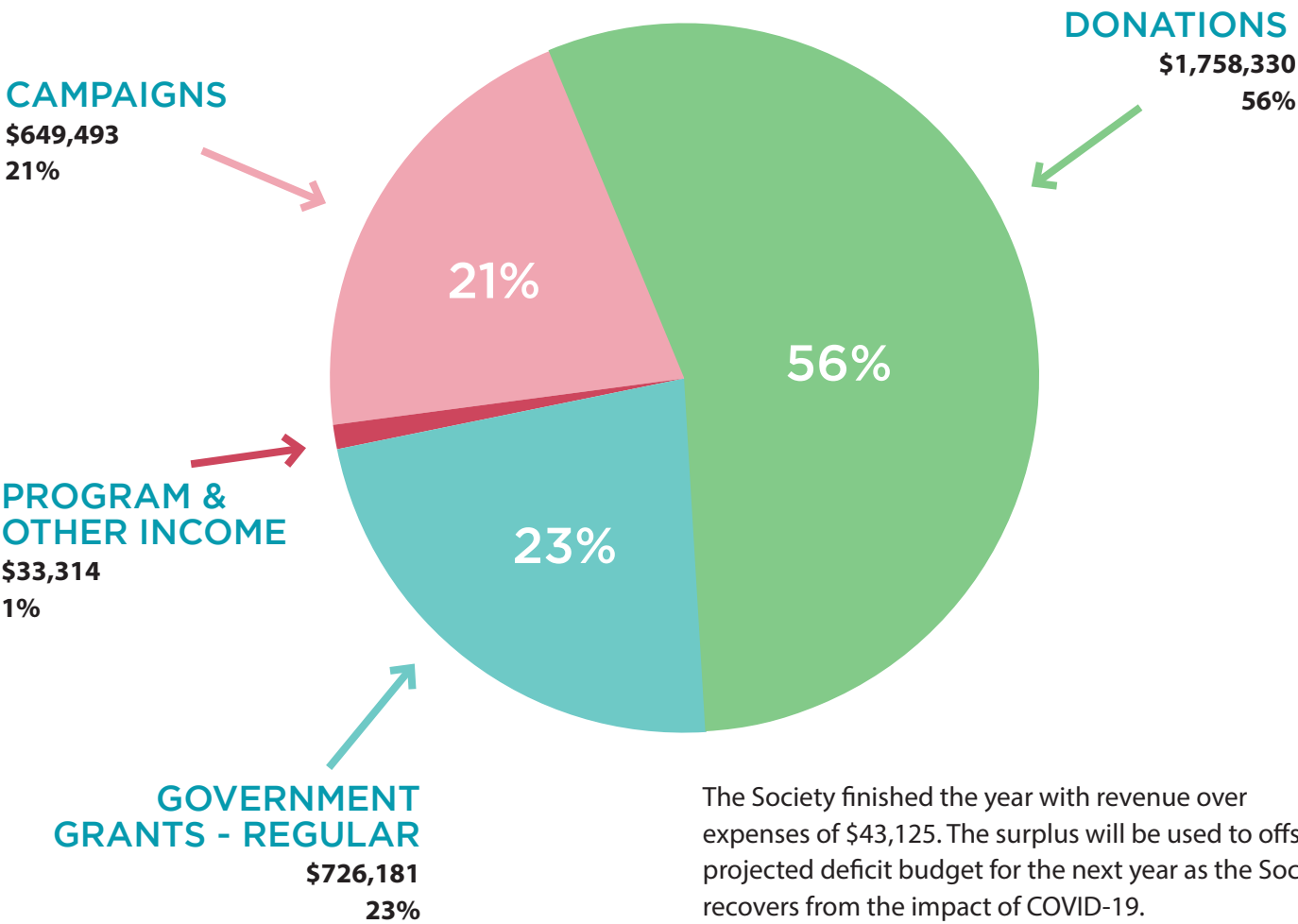
team to double the impact of their leadership gift through the creation of a matching gift campaign that, in short order, captured the imagination and generosity of other donors.

Thanks to the Jessimans, we've been able to fund a much-needed growth spurt for our First Link® Client Support program, including an increase in staff, so we can connect with clients earlier and more frequently to offer them the right resources at the right time.

Learn more about what the Jessiman family has done for our First Link® Client Support program on page 20.

Financial Report

REVENUE BREAKDOWN 2022-2023
\$3,167,318



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

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 living 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 healthcare staff.

REVENUE DEVELOPMENT

Costs related to fundraising initiatives and events, direct mail campaigns, administration of online donations and planned giving programs.

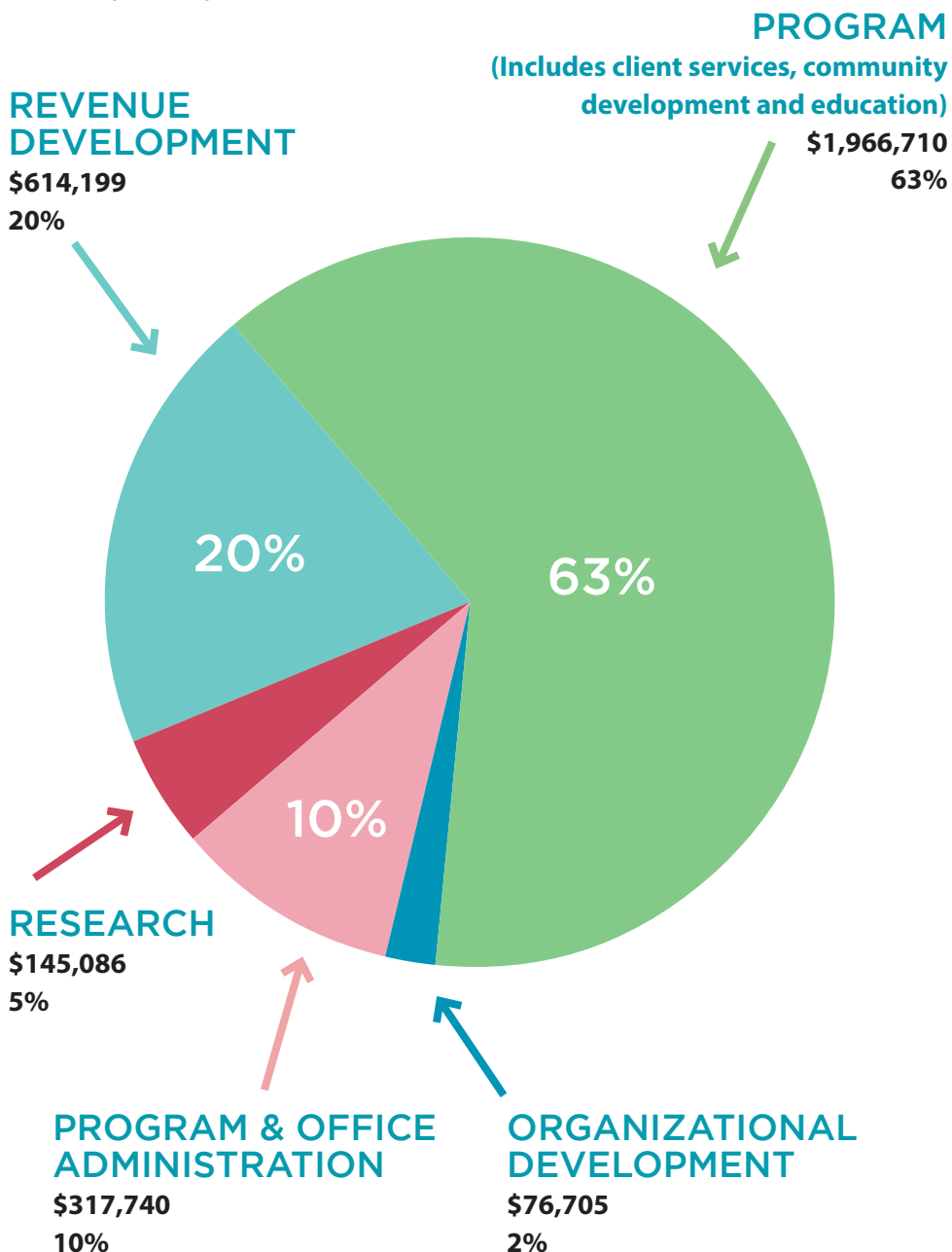
PROGRAM & OFFICE ADMINISTRATION

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 BREAKDOWN 2022-2023

\$3,120,440





Gifts That Keep on Giving

NEW FUNDING TO EXPAND FIRST LINK® CLIENT SUPPORT PROGRAM



L - R: Wendy Schettler, Dana Jessiman, Scott Johnston (Minister of Seniors and Long-Term Care), Peter Jessiman

On September 6, 2022 the Alzheimer Society of Manitoba held a press conference to announce a multi-year commitment for our First Link® Client Support program from the Jessiman Foundation, a group of loyal and generous donors and the Manitoba government

During the pandemic the Society identified an increasing gap: the need for support had grown beyond what our existing First Link® Client Support staff could provide. An earnest search began for a multi-year commitment from donors to fund this much-needed growth. To our delight, the Jessiman family generously stepped up to champion our one-million-dollar campaign with a \$500,00 gift over four years.

The Jessiman family challenged the community to join them in their support of the Alzheimer Society's First Link® Client Support program, and in a matter of months, their gift was matched.

When the Alzheimer Society of Manitoba approached the provincial government to partner on this important initiative – they answered the call with an additional funding commitment of \$1,300,000 over the next four years.

Spurred by the Jessiman's gift, this government funding allowed the Society to continue the growth of the First Link® Client Support program by increasing staff to better match the need for support.

The Society has now been able to connect more frequently with clients, reduce wait times between check-in calls and increase support group offerings.



Peter & Dana Jessiman

"We are beyond excited to receive these generous gift from both the Jessiman Foundation and the provincial government for our First Link® Client Support program. It means families impacted by dementia can continue to have a place to turn when they need information and support."

- Wendy Schettler,
CEO, Alzheimer Society of Manitoba

Thank You To Our Donors

\$20,000+

Brynjolfur Kristin Brynjolfsson Fund - The Winnipeg Foundation
Dyck Family Foundation*
David Forgan*
IG Wealth Management
The Jessiman Foundation*
John & Nancy Kelleher*
Helene & Demetrios Kontzamanis*
Province of Manitoba
Manitoba Hydro Employees
New Horizons for Seniors
Pinnacle - Dale Driedger & Wade Miller*
The Shindleman Family*
Spletzer Family Foundation*
The Winnipeg Foundation*

\$15,000+

Edison Properties & Bergen Gardens*
David Greenwood
Sheila K Skinner Memorial Fund - The Winnipeg Foundation

\$10,000+

All Seniors Care
Brightwater Senior Living
Carlson Commercial Industrial Services, Neil & Marilyn Carlson
Cartier International, Brian & Lois Klaponski
Derksen Plumbing & Heating
Healthpartners
MGEU All Charities Campaign
Margaret Morgan
Brent & Wendy Murray
Servco Canada
Shirley Edith Sherwood Fund - The Winnipeg Foundation
Linda van den Broek
Elden & Diane Wittmier*
Harold and Inez Young Foundation

\$5,000+

Advance Electronics
Earl & Cheryl Barish*
Zita and Mark Bernstein Family Foundation
Ray Bisson & Stephanie Murgaski*
Bockstael Construction, John & Monique Bockstael
Hugh & Margaret Campbell Charitable Fund
Canada Life
CIBC Mellon
Peggy and Alex Colonello Fund - The Winnipeg Foundation
Jay & Shelli Cumbers
Allan & Diane Davis
East Side Ventilation
FWS Group
Brian & Ruth Hastings*
Ian & Rochelle Laing Family Foundation*
LV Control Manufacturing & Employees*
Manitoba Liquor & Lotteries
Pendeshuk Family Fund - Dennis & Doris Estate -
The Winnipeg Foundation
PKF Lawyers
RBC Convention Centre
Red River Co-op
Kenneth B. Smith Fund - The Winnipeg Foundation
Stephen Spitzer and Olive Spitzer Fund -
The Winnipeg Foundation
Roberta Stewart Vinet Research Fund -
The Winnipeg Foundation
Watson Workshop
City of Winnipeg Employee Charitable Fund
WISL*
WRE Development*

***First Link® campaign donor**

**This list reflects gifts received
in the fiscal year ending March 31, 2023.**

GIFTS IN WILL

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

Estate of Rosemarie Irene Johnston
Estate of Eldeen Stark
Estate of Edna Robb

Estate of Nancy Anne Frank
Estate of Susan Hunter
Estate of Marion Mary Murphy

Estate of Ruth McLeod
Estate of Sandra Frank
Estate of Jeanette Gowen

Thank You To Our Donors

\$2,500+

Ainsworth Inc*
 Alsip's Building Products
 & Services*
 Assante Wealth Management
 BDO Canada LLP
 Canada ICI Capital Corp*
 Canada Summer Jobs
 Jack & Rhonda Driedger
 Edna & Russ Edwards
 EY Canada
 Firewood Manitoba
 G3 Canada
 Helen Halliday
 Charles Henaire &
 Monique Gauthier*
 Homestead Manitoba
 Jessica Phillips-Hunt &
 Daniel Hunt*
 John Joseph King Foundation
 Kinsmen Club of Winnipeg
 Deri Latimer
 Lazy Bear Expeditions &
 Tours Churchill Canada
 LifeSmart Medical
 Bonnie MacKay
 Manitoba Hydro
 McAdam Foundation
 MMP Architects,
 Robert Wrublowsky*
 Treena Nault
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 Don & Shirley Phillips*
 Heather Richardson
 Hiroshi Shimizu
 John & Beverley Schubert
 Edward Shuel
 Dan Sitar*
 Sleight Foundation
 K Sleva Contracting
 Joyce & Richard Tesarski
 Bob Thompson*
 Tripwire Media Group
 Wescan Construction Services
 WestJet
 WOW Hospitality Concepts

\$1,000+

Access Credit Union
 Advance Crane
 Betty, Jack & Sheila Andrich
 Foundation
 Antex Western
 James & Peggy Astley
 Grant Baccus
 Bayshore Home Health
 Bayview Construction
 Bell MTS Volunteers
 Brenda-Lee Bestelechman
 David Blatz
 BrookGlobal
 Michael Buhr
 Kerry Burtnyk
 Barry & Charisse Campbell
 Cargill Limited
 Stan Casar - Manulife
 Securities Inc*
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 Barbara Williams
 CN Employees
 Daniel & Myrna Collens
 Community Electric
 Compass Contractor*
 Stephan Comte
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 Coughlin & Associates
 Donald Courcelles
 Jack Craven
 Erin Crawford
 Credit Union Central
 of Manitoba
 Crosier Kilgour & Partners
 DASCH
 Duxton Windows & Doors
 Evident IT
 Mel Fages*
 Lorette Beaudry Ferland &
 Gilles Ferland
 Fillmore Riley LLP
 Filles de la Croix
 Louise Fultz
 Arthur J Gallagher Canada

Geoff Garland*
 Margaret Goodon
 Haskett Growers
 John & Heather Helston
 Stan Hiebert
 Gabrielle Isaac
 Bruce and Catherine Jones
 Kevin & Katie Kaiser
 Garth Kehler
 Kevin Kehler
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 Barbara & David King
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 Randy Leech*
 Desmond Leen
 LIDS
 Deborah Linney
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 Gail & Doug Little
 Glenn & Natalie Marr
 Master Roofing (Ed Gallos)*
 Greg Mason
 Florence May
 Lori Mazinke
 Susanne McDonald
 Justin McIntosh
 Bruce & Eleanor McMillan
 Keith & Olga McNamee
 Family Foundation - Strategic
 Charitable Giving Foundation
 Laura Meade & Scotty Muir
 Richard Milgrom
 Dave Mills*
 Missionnaires Oblates de
 St Boniface
 MNP LLP
 Judy Moon
 Ernest I Morris, David
 Maier & Antzi Silverberg
 Memorial Fund
 Svjetlana Muhurdarevic
 Barbara Mulla

Judy Murray
 Joy & Georges Nadeau
 Aileen Najduch
 Kevin Neiles & Tracy Koga
 Glenda & Tim Oldham
 Kirk Penner
 Douglas Petrick &
 Karen Hammarstrand
 Plant Vitamins
 Qualico
 RBC Royal Bank
 Cheryl Reid
 Elizabeth Rhynold
 Julius & Fran Schellenberg
 Wendy Schettler
 Thomas Sill Foundation
 Arnold and Edna Single
 Family Foundation
 John & Heidi Skazedonig
 Bill & Kim Sprague
 Gary & Gwen Steiman*
 Tall Grass Prairie Bread
 TD Commercial Banking
 Jim & Janice Tennant
 Terracon Development Ltd
 Carolyn Townsend
 Shanna & Derek Trinke
 Tammy Tubman
 Marian Ulyatt
 United Rentals
 University Medical Group
 Christine Van Cauwenberghe
 Kristel van Ineveld &
 David Strang
 Tom Van Tighem
 Veron Consultants Inc
 Victaulic Company of Canada
 Wawanesa Insurance
 Company
 Paul Werbowsky
 Winnipeg Airports Authority
 Winnipeg Goldeyes
 Reed & Arla Winstone*
 Dr Kevin Wolfe
 Margaret Wollner

**This list reflects gifts received
 in the fiscal year ending March 31, 2023.**

***First Link® campaign donor**

Gifts That Keep on Giving

EVERY GIFT MAKES A DIFFERENCE

"The support I received through the Society's helpline and the monthly support group meetings kept me going during my journey of the long goodbye with my husband.

Besides listening to one another at the support group, the staff also taught us about dementia and how to support our loved one. We cried together and laughed together. I don't know what I would have done without this support.

I had always thought that only people who had substantial financial means would give monthly to an organization like

the Alzheimer Society. When I received a letter from them saying even a small gift each month makes a difference, that's when I decided to start giving a monthly gift!

My gift is in appreciation for all that the Society has done and continues to do to help others travel on this challenging path."

- Barbara (new monthly donor in 2022)



Kimberley Nott

BRIGHTWATER SENIOR LIVING: RESEARCH FORUM SPONSOR

"We are excited to have once again sponsored the Alzheimer Society's 2022 webinar. Brightwater Senior Living is dedicated to providing residents and families with memory care options. We know first-hand the importance of education required to provide quality of care for those with dementia and Alzheimer's disease. We are happy to have the opportunity to partner with this valued and important educational programming."

**Kimberley Nott, RN, Tactical Area Director,
Brightwater Senior Living**

ALL SENIORS CARE: DEMENTIA CARE PROFESSIONAL DEVELOPMENT SERIES SPONSOR

"We are proud to continue sponsoring the Alzheimer Society's Dementia Care Professional Development Series. This training helps Manitobans in this industry provide the best possible care for people living with dementia, so their families can feel comfortable and trust us with their care. It's so important for all seniors to live in a safe environment that focuses on person-centred care – a place where they can live, thrive and grow. Every year, more and more people are impacted by dementia so there is a greater need to train our care partners who will contribute to the best quality of life for seniors across the province."

**Bruce Lillie, National Director of Marketing
All Seniors Care Living Centres Inc.**



Bruce Lillie

Alzheimer Society

MANITOBA

Dementia Care & Brain Health

PROVINCIAL - WINNIPEG

10-120 Donald St. R3C 4G2

Tel: 204-943-6622

Email: alzmb@alzheimer.mb.ca

INTERLAKE / EASTERN - SELKIRK

Tel: 204-268-4752

Email: alzne@alzheimer.mb.ca

SOUTH CENTRAL - WINKLER

Tel: 204-325-5634

Email: alzsc@alzheimer.mb.ca

NORTH CENTRAL - PORTAGE LA PRAIRIE

Tel: 204-239-4898

Email: alznc@alzheimer.mb.ca

WESTMAN - BRANDON

Tel: 204-729-8320

Email: alzwm@alzheimer.mb.ca

SOUTH EASTMAN - STEINBACH

Tel: 204-326-5771

Email: alzse@alzheimer.mb.ca

PARKLAND - DAUPHIN

Tel: 204-638-4483

Email: alzprk@alzheimer.mb.ca

1-800-378-6699

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