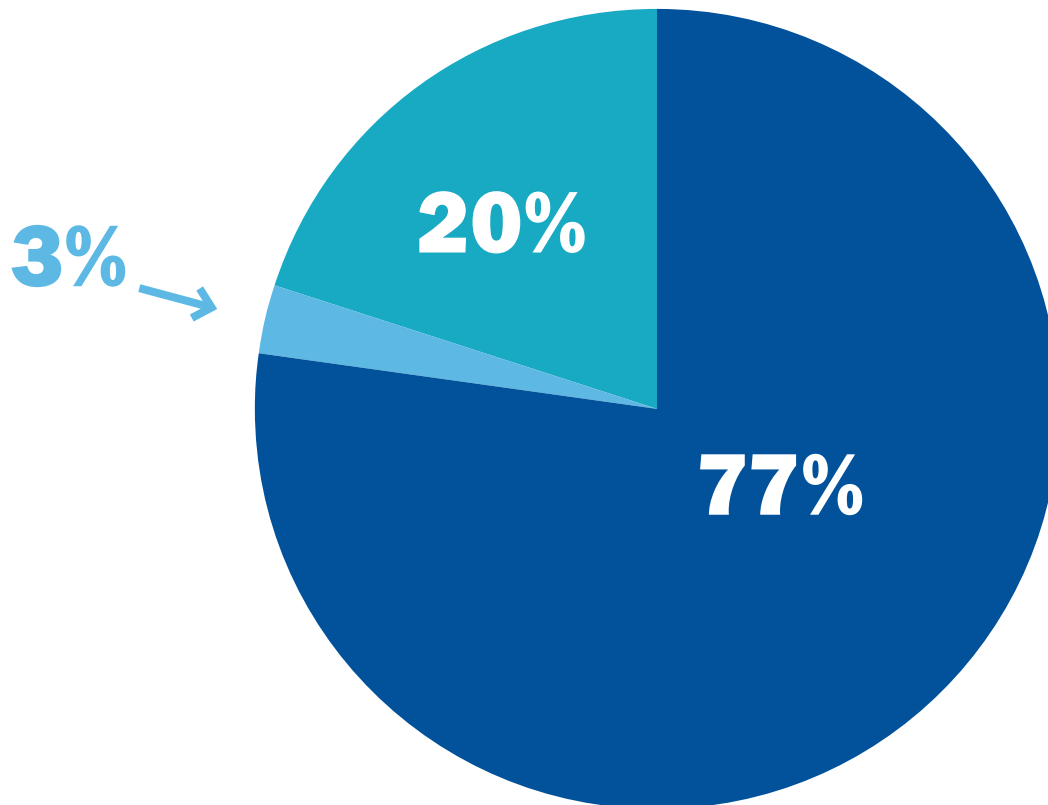


# Financial Report

## Revenue Breakdown 2023-2024 \$3,400,739



**■ DONATIONS**  
(includes special events and campaigns)  
**\$2,625,922**  
77%

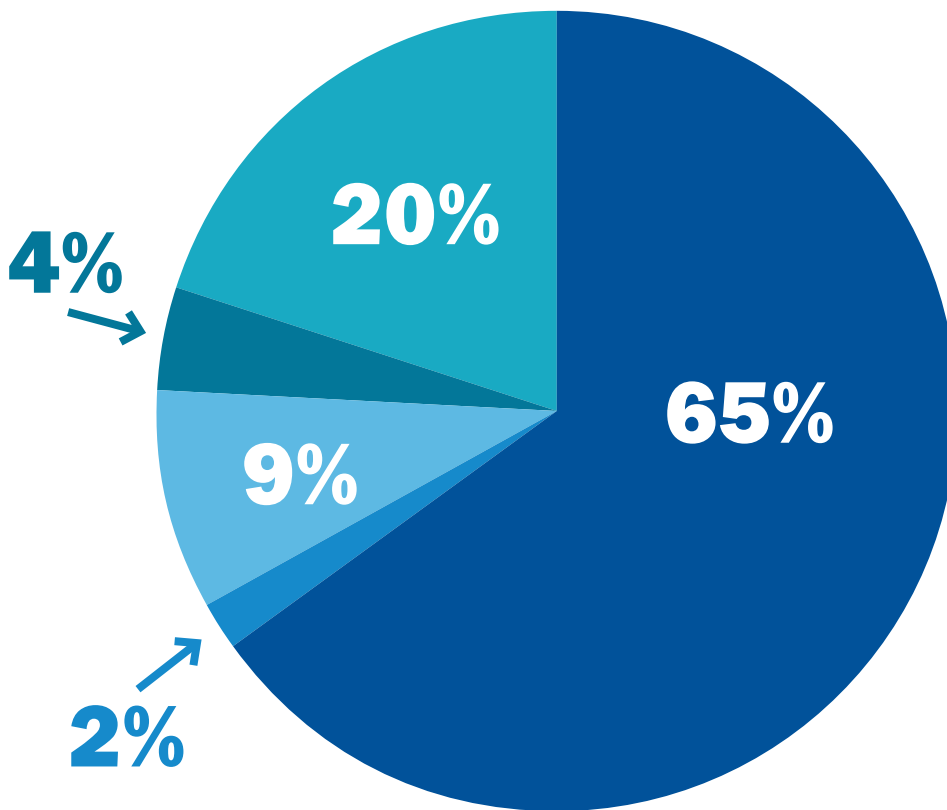
**■ GRANTS, PROGRAMS AND OTHER INCOME**  
**\$86,817**  
3%

**■ GOVERNMENT GRANTS**  
**\$688,000**  
20%

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 2023-2024

## \$3,181,236



**PROGRAM**  
(includes client services, dementia-friendly communities and education)  
**\$2,068,739**  
65%

**REVENUE DEVELOPMENT**  
**\$642,266**  
20%

**PROGRAM & OFFICE ADMINISTRATION**  
**\$297,524**  
9%

**RESEARCH**  
**\$111,494**  
4%

**ORGANIZATIONAL DEVELOPMENT**  
**\$61,499**  
2%

## 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.

**Dementia-Friendly Communities** – 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 and expenses related to management of finance and administration.

The Alzheimer Society of Manitoba's audited financial statements are available at [alzheimer.mb.ca](http://alzheimer.mb.ca)