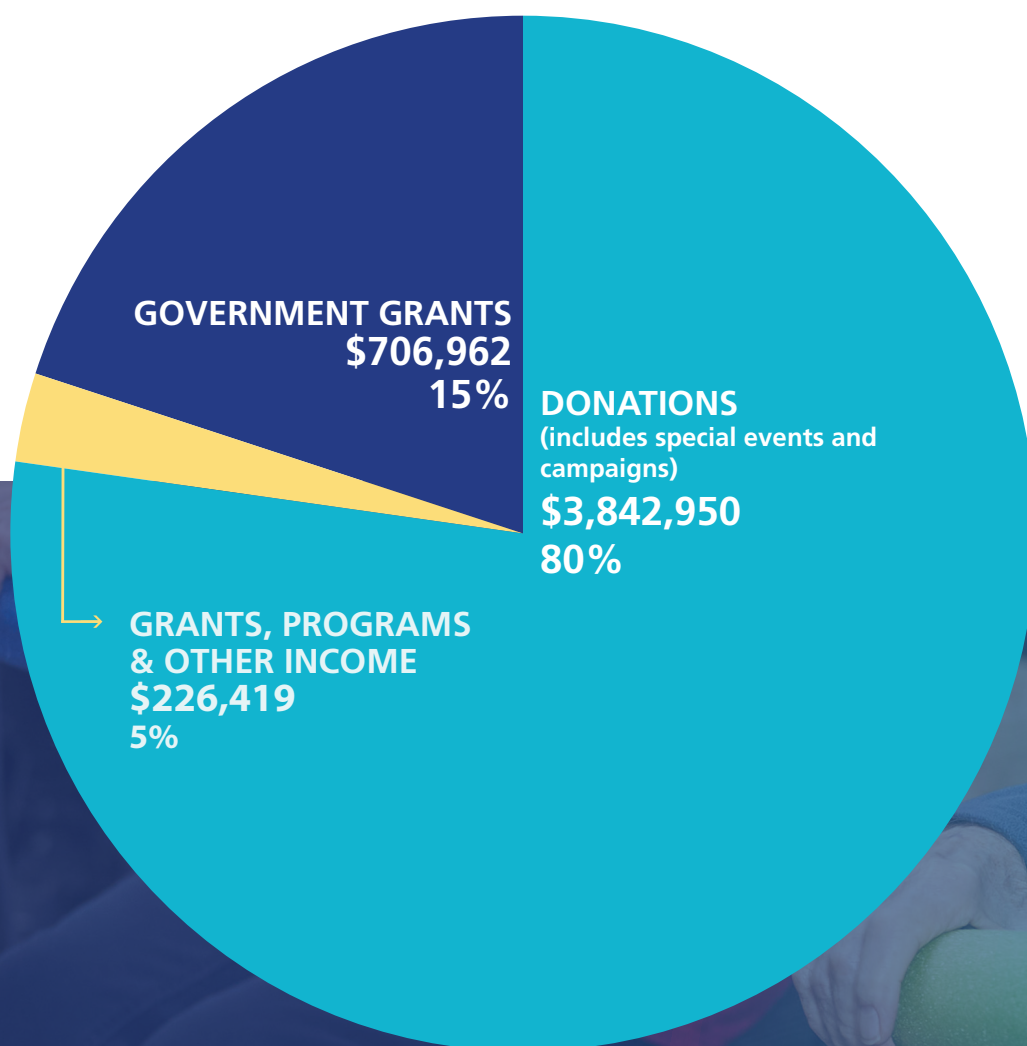


FINANCIAL REPORT

Revenue Breakdown 2024-2025

\$4,776,331



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

From left to right: Roxanne Chopee, Shelley Morris, Ray Bisson – Past Chair, Reed Winstone – Secretary Treasurer, Gerrit Theule – Vice Chair, Geoff Garland – Chair, Michael Sokolyk, Gail Little, Erin Crawford – CEO. Missing: Helen Halliday, Andrew Hodgson, Mandana Modirrousta, Aileen Najdudch.



THE HEART OF OUR CAUSE

Every experience with dementia is different. Some people are just beginning to ask questions, others are caring for a family member or friend, navigating an ever-changing rhythm of daily life.

No matter what path someone finds themselves on, the Alzheimer Society is here to help them find their way.

People connect with us looking for guidance, understanding or simply someone to talk to. We offer support that's both practical and compassionate that helps individuals and families prepare for what's ahead while finding ways to cope with what's happening now.

This kind of support makes a real difference. It helps people feel less alone. It gives them space to talk openly, learn from others and feel seen for what they're going through. It also

helps them build confidence to face the road ahead.

The most powerful moments often come from the connections people make. Whether it's through a support group, a phone call or a simple conversation, being understood by someone who truly gets it can change everything.

For more than 40 years, we've walked alongside families in every corner of the province. What's never changed is our commitment to meeting people where they're at, listening without judgment and offering support that is honest, respectful and kind.

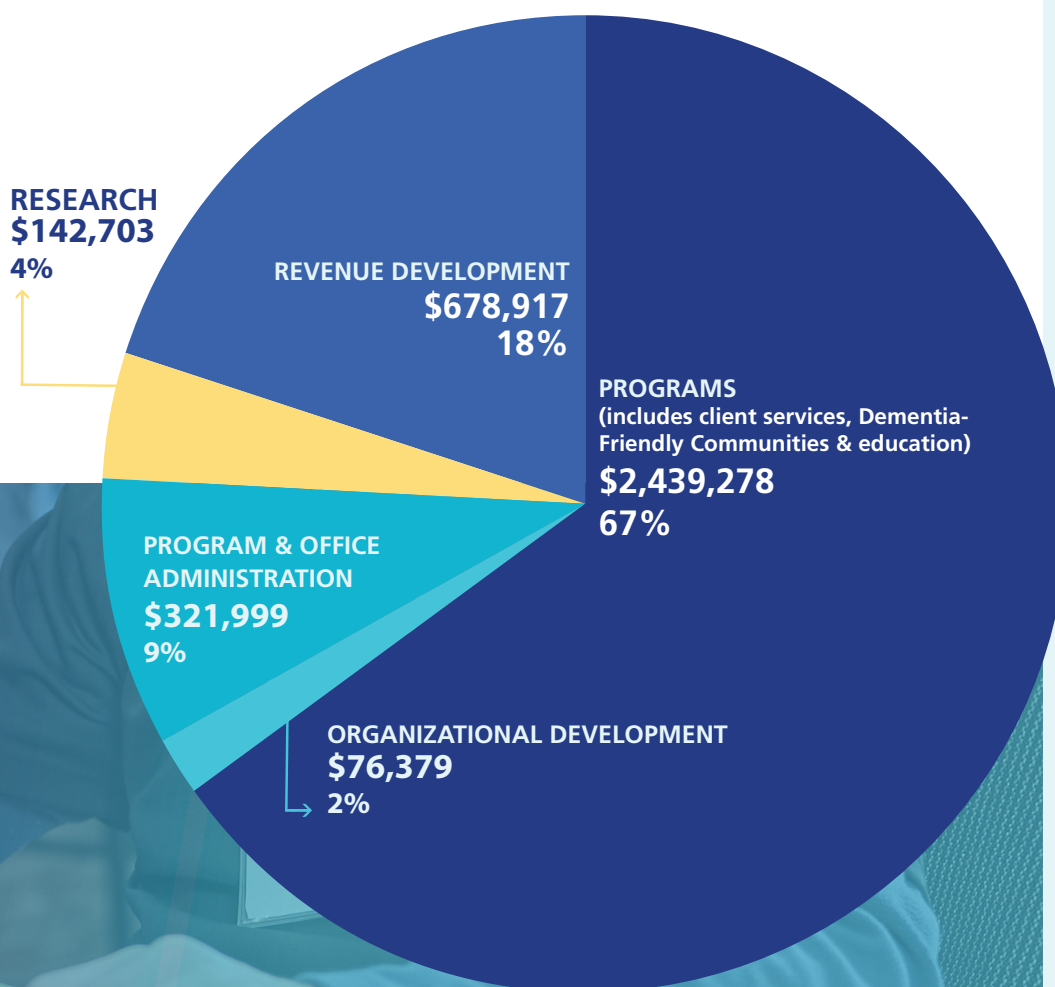
This remains the heart of our cause. To be here when someone doesn't know what to do next. To help them find what they need. And to remind them that even in the most uncertain moments, they are not alone.

"We are thankful to our incredible dementia community who have helped us grow to be recognized as the leading source of dementia care support in Manitoba," says Geoff Garland, Board Chair.

EXPENSES DEFINED

Expense Breakdown 2024-2025

\$3,659,276



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.

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.

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.

Research

Costs related to funding for provincial and national research initiatives.