



# ANNUAL REPORT

2023 - 2024

**40**  
YEARS

Alzheimer  
*Society*  
MANITOBA  
Dementia Care  
& Brain Health



**Community changes everything.**

# A Look Back at the Past...



The Alzheimer Society was created by family caregivers over 40 years ago.

In 1983, a small group of care partners held a public meeting in Winnipeg to share information about dementia. They hoped 25 or 50 people would attend, but over 350 showed up!

From there, they formed an Alzheimer Society chapter in Manitoba. Our founding members were united by the idea that they could make a difference for Manitobans needing clarity and support while facing the challenges of dementia.



## This Remains the Heart of Our Cause

The words '*you have dementia*' are difficult to hear. In Manitoba, about nine people a day must absorb that news and it affects more than just one person – it impacts care partners, spouses, kids, family and friends in ways not everyone can even begin to understand. The Society does understand and is here to listen.

There are so many examples of kindness and generosity from those who have overcome hardships after finding connections through our support groups, community programs and events. The stories we hear from clients are hopeful, inspiring and teeming with love.

Our wonderfully diverse communities have come together to show how much they care. More and more businesses and individuals are reaching out from across the province to learn about dementia-friendly initiatives and how they can make small changes to support their friends and neighbours affected by dementia.

Our loyal donors continue to step up to support families. Manitoba researchers work hard to find ways to improve quality of life and develop treatments we all hope transpire.

There is hope on the horizon for the dementia community and we're here as a beacon of support through every shift and turn.

**We are thankful to our incredible supporters who have helped us grow the Society to be recognized as the leading source of dementia care support in Manitoba.**

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Alzheimer Society of Manitoba's Board of Directors 2023 - 2024

# Dementia in Manitoba

**9 people**  **a day**

develop dementia in Manitoba.

**19,600+**

Manitobans currently live with dementia.

**39,100+**

are estimated to live with dementia in Manitoba by 2050.



**62%** 

of Manitobans have or have had a **family member or close friend** diagnosed with dementia.

**7** Alzheimer Society locations in Manitoba.

- Winnipeg
- Selkirk (Interlake/Eastern)
- Portage la Prairie (North Central)
- Dauphin (Parkland)
- Winkler (South Central)
- Steinbach (South Eastman)
- Brandon (Westman)

## Board Members (Left to right)

- Erin Crawford - CEO
- Ray Bisson – Past Chair
- Geoff Garland – Chair
- Aileen Najduch
- Roxanne Chopee
- Michael Sokolyk
- Reed Winstone – Secretary Treasurer
- Gerrit Theule – Vice Chair
- Mandana Modirrousta
- Robert Wrublowsky

### Missing:

- Helen Halliday
- Gail Little
- Shelley Morris

## 1983 ORIGINS

The Society starts as a volunteer-run organization offering support groups, a monthly newsletter and small lending library.

## 1984 OFFICE OPENS

A grant is received to set up an office. The Society's first staff member is hired.

## 1988 GALA FUNDRAISER

The first fundraiser is held, a Gala event with special guest Shirley Jones (yes, the mom from The Partridge Family TV show).

# Community Connecting: First Link® Client Support

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.

Through our First Link® Client Support program, individuals and families have access to one-to-one counselling, support groups, education and information about navigating dementia. Whether you're experiencing early or later signs of dementia, we are here to help.



Gary & Brenda Elbers

“Some days it feels like you step off a stair and other days like you step off a cliff. In all these situations, I call and talk to someone at the Society. They've helped me figure out how to care for and cope with dementia and still have a relationship with my wife.

**Gary Elbers, care partner**



Joyce Sewell

“My gratefulness to the Society will never end. They've made my life livable because I saw only the dark side of dementia before coming to them. Now I see the laughter, the strength in community and the good in others who can accept you for who you are.

**Joyce Sewell, lives with dementia**

## 1993

### THE MEMORY WALK

The first provincial Memory Walk event is held at Assiniboine Park. Six senior housing facilities also host their own Walks.

## 1994

### SUPPORT GROUP FOR PEOPLE LIVING WITH DEMENTIA

A support group for people living with dementia is established – the first in Canada and second in the world.

# A Place for Families to Turn

A dementia diagnosis is scary. The Alzheimer Society is here to listen, whether you're worried about changes in memory or behaviours, or struggling to navigate the emotions that come as someone close to you progresses through the disease.

We are here to connect you with the right resources and information when you need them.

## Connecting With Others Who Understand: Support Groups

Nothing can replace the understanding and validation that comes from a group of people experiencing similar circumstances.

*'I've been there, I hear you,'* means so much more coming from someone who is going through the complexities and challenges of dementia themselves.

Our support groups for people living with dementia and our groups for care partners offer connection, friendship and an extended family to those navigating dementia. They are safe, welcoming and non-judgmental spaces to share thoughts, receive guidance and be surrounded by others who understand.



Marianne Nolin

“Calling the Society was a game-changer. It was through those conversations with staff and by understanding what dementia is and how it can affect caregivers, that I was able to put things in perspective. That was huge.

**Marianne Nolin, care partner**



**4,951**

total clients



**14,779**

total client contacts



**910**

total attendance - support groups for people living with dementia

**1,432**

total attendance - support groups for care partners

**802**

total attendance - specialized support groups

**2002**

### PROVINCIAL STRATEGY

The Society participates in Manitoba's first strategy for Alzheimer's disease and related dementias.

**2008**

### DEMENTIA EDUCATION

A dementia education program is launched, offered to staff working in long-term care facilities.

# An Accepting Community

The Leaf at Assiniboine Park

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.

## Dementia-Friendly Programming

We partner with local community organizations to offer dementia-friendly programs for people living with dementia and their care partners. These programs provide a safe environment for participants to feel accepted, respected and supported – all while having fun and learning something new.

We had an exciting new partnership in 2023-24 with The Leaf at Assiniboine Park. We were also happy to bring back some familiar favourites.



**132**

community program participants

### Community Partners (2023 - 2024)

Assiniboine Park Zoo

Canadian Mennonite University

FortWhyte Alive

Manitoba Museum

The Leaf at Assiniboine Park

Winnipeg Art Gallery



Maureen & Ron Monson  
at The Leaf

## Maureen & Ron Monson

“We’re so happy these programs are available. They wouldn’t have been on our radar if we hadn’t connected with the staff at the Society. If you’re looking for fun activities to do together, these programs are well worth a try!”



# Fun, Fitness & Friendship: Minds in Motion®

Minds *in* Motion

Minds in Motion® is a light fitness and activity program designed for people with early to moderate signs of dementia to attend with a care partner, family member or friend. This weekly program includes a gentle chair fitness class, engaging activities and coffee conversations.

Participating in Minds in Motion gives you the chance to connect and engage with others in an inclusive setting. This program is a place to come together and enjoy some fun and movement.



**474**

total Minds in Motion participants

**32**

total Minds in Motion sessions offered

## Jackie & Simone Bartlette

For sisters Jackie and Simone, the Alzheimer Society is a place to go for good conversation, fun activities and the opportunity to express their feelings with full acceptance from others.

They especially enjoy Minds in Motion. Jackie, Simone’s care partner, says she looks forward to attending the weekly program with her sister. **“Minds in Motion gives Simone encouragement and helps her feel a sense of ability – that she can still be independent,” Jackie says.**

To Simone, Minds in Motion makes her feel like she's part of a community. **“Minds in Motion is something I got really comfortable with,” says Simone. “We’re all equal there and we work as a team. There’s a sense of comradery among all of us.”**



Simone & Jackie Bartlette



# Understanding Life With Dementia

## Building a Community of Empowered Care Partners



Our 2023 Care4u conference, "Building a Community of Empowered Care Partners," aimed to help family and friends caring for people living with dementia feel empowered in their caregiving roles, while prioritizing their well-being.

We had an amazing turn out on Saturday, October 28 at Canad Inns Destination Centre Polo Park, with a variety of exhibitors, speakers and health professionals sharing their knowledge and hands-on resources.



Janet Fritsch with her mom, Mabel

“We’re all learning as we go, and we all make mistakes. Care4u helped us make better, more informed choices as caregivers. I picked up things from Care4u that helped me make my mom feel valued. This gave her a lot of trust in me.”

**Janet Fritsch, care partner**



**350**

total Care4u attendees

**20+**

exhibitors

### Presentations explored:

- caregiving strategies when abilities change
- different types of dementia
- complex legal situations
- transitioning into long-term care
- ambiguous loss
- medications

### Event Sponsor:



**brightwater**

## 2011

### CARE4U FAMILY CONFERENCE

The first Care4u Family Conference is offered for family and friends caring for someone living with dementia. The all-day seminar offers the latest in community resources and care techniques.

## 2012

### FIRST LINK® CLIENT SUPPORT

The Society's helpline model is adopted nationally and becomes First Link® – with a new focus on assisting health-care professionals to link families with information, support and education.

# Learning Together: Family Education



**1,480**  
participants

**35**  
Family Education  
sessions

Throughout the year, we offer a variety of online and in-person education sessions for care partners, friends and family of people living with dementia to help grow their understanding of the disease and prepare for what's ahead. Participants learned about a variety of topics including the **progression of dementia, legal and financial matters, navigating long-term care, navigating grief and reducing dementia risk.**

## Family Education: Next Steps Sponsors



At Johnston Group, we try to put people first so that, together, we can all work and live in thriving communities.

We're proud to support the Alzheimer Society of Manitoba and the wonderful work they do helping Manitobans affected by dementia receive the help they need today and in the future.

Photo: Adam Hanson, Vice President of Finance  
& Matt Johnston Director, Strategic Initiatives, Health & Wellness



## Payworks



At Payworks, we're committed to paying it forward in the communities where our employees live, work and raise their families.

Alzheimer's impacts Manitobans of all ages and walks of life, and we thank the Alzheimer Society of Manitoba for their dedication to providing care for today and hope for the future.



## The Complex World of Dementia Care



Dementia Care 2023-24 unpacked the unique challenges and intricacies involved in caring for people living with dementia while exploring practical approaches relevant in day-to-day situations.

With topics ranging from cultural sensitivities to the importance of inclusiveness, these online and in-person sessions empowered health-care professionals to offer respect, compassion and empathy to those living with dementia.



**271**  
participants

**13 sessions**  
of education offered

Event Sponsor:



# A Place For Everyone

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.



# A Voice For People Living With Dementia

The Society is active in advocating for people living with dementia and their care partners across government programs. In preparation for the October 2023 provincial election, we ignited a conversation with our clients and election candidates about the needs of people living with dementia in Manitoba.

From this, we identified five priority areas to address for the fall election, and continue to advocate in hopes that our government will take action to help families living with dementia.

## Our Government Priorities



Improved housing options for seniors, including those living with dementia.



Additional financial supports for care partners.



Improved home care supports.



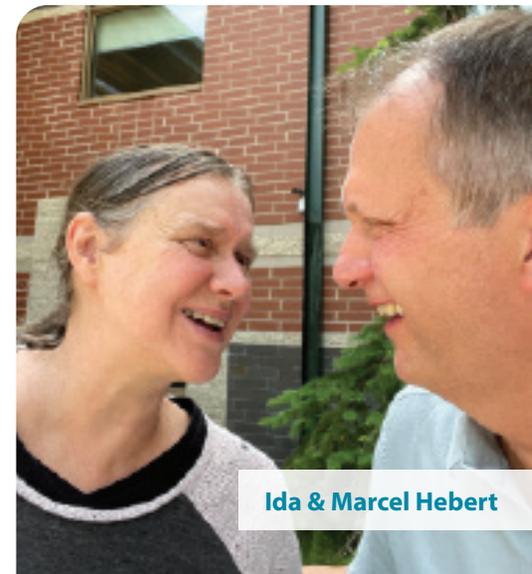
Strategies for building more dementia-friendly communities.



Improved supports to navigate the health-care system.

“It’s very challenging to get the care you need right now. For myself, for most people, the number one priority is to keep loved ones at home for as long as possible. But there were a lot of barriers when it came to us getting help through home care.

**Marcel Hebert, care partner**



Ida & Marcel Hebert

# The Many Faces of Dementia in Canada: Landmark Study Vol. 2

"The Many Faces of Dementia in Canada" is the second in a series of three reports that make up the Landmark Study – a microsimulation study developed by the Alzheimer Society of Canada to better understand dementia and its prevalence in Canada over the next 30 years.

Released in January 2024, this volume unpacks the diversity behind dementia, showing who will likely develop dementia over the next few decades. This is one of the first studies that seeks to better understand the many faces of dementia so that no one is left behind and we can serve their specific needs and those in their circle of care.

**Understanding the unique needs and experiences of diverse communities is a key step in improving the quality of life for people living with dementia and their caregivers.**

Key findings from the Landmark Study Vol. 2

**+273%**

is the expected increase we'll see in the number of Indigenous People living with dementia in Canada by 2050.

**62%**

of people living with dementia in Canada are female.

**40,000**

people under the age of 65 could live with dementia in Canada by 2050, an almost 50% increase from 2020.



## 2015

### MINDS IN MOTION®

Minds in Motion® is the first recreation program introduced in Manitoba aimed specifically at people living with dementia.

## 2016

### DEMENTIA-FRIENDLY COMMUNITIES (DFC)

The DFC initiative is launched, with a goal to ensure people living with dementia have opportunities to participate and be included in all aspects of community.

# Paving the Way for Our Future

## Research helps move us forward.

Every year, we provide funding to dementia researchers locally and across Canada who are doing innovative work in dementia care options, treatment alternatives and the effects of dementia on families.

The Graduate Student Research Program, and Alzheimer Society Research Program (ASRP), gave local researchers opportunities to pave the way for new treatments and care in dementia – giving our community hope for the future.

## Graduate Student Research Awards

We encourage students to undertake research projects by providing **\$8,000** in annual funding for the Graduate Student Fellowship Research Program, in partnership with the University of Manitoba. There were two graduate students awarded in 2023-24, Rashmita Chatterjee and Aneet Saran. Both recipients received \$4,000 in funding.



Rashmita Chatterjee



I'm really grateful for the funding I received from the Alzheimer Society. Receiving this funding is validating and shows others that the work we're doing is worthwhile and can make a difference.

### Rashmita Chatterjee

VIRTUAL REALITY AS A NAVIGATION & MOBILITY REHABILITATION TOOL



Aneet Saran with her grandmother



I'm the primary caregiver of my grandparents and realized there was limited research out there on healthy older adults – even less so for those living with dementia. There's a big need for more research and resources to help aging adults.

### Aneet Saran

USING MOTOR IMAGING TO IMPROVE MUSCLE STRENGTH & MOVEMENT

# From Ideas to Impact: Alzheimer Society Research Program (ASRP)

The ASRP 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*. The ASRP is funded by generous donors and funding partners, including a partnership with Research Manitoba.

The Alzheimer Society of Manitoba contributed \$102,978 to help fund the 44 researchers across Canada who received the ASRP.

**The 2023 recipients included two Manitoba researchers.**



**Dr. Eftekhar Eftekharpour**

**EXPERIMENTAL  
ANTIOXIDANT DRUG  
TREATMENT FOR  
DEMENTIA**



**Dr. Tiina Kauppinen**

**NOVEL DRUG TO SLOW  
OR PREVENT DEMENTIA  
PROGRESSION**

## What's New in Dementia Research? Research Forum 2023

On World Alzheimer's Day 2023, we held our free, public education event, "What's New in Dementia Research? Ask the Expert!" World-renowned researcher and neurologist Dr. Donald Weaver was back again this year to answer questions about the causes, risk factors and treatment of dementia.



**230**  
total attendees



**Erin Crawford, Alzheimer Society of Manitoba CEO  
& Dr. Donald Weaver, Director & Senior Scientist, Krembil Brain Institute**



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

Alzheimer Society

Karen Braun & granddaughter  
ready to Walk!

## Over 30 Years Walking for Dementia

Starting in 1993, the IG Wealth Management Walk for Alzheimer's is the Society's largest annual fundraiser and a favourite way for many Manitobans to get out into the community to show support for people living with dementia, their care partners, families and friends.

Karen Braun has been supporting the Alzheimer Society for over 30 years, which became important for her after her grandmother, Susanna Friesen, passed away from Alzheimer's disease in 1989. She joined Winkler's first Walk a few years later, and by 1996, her hometown of Altona established an annual Walk – she's been walking ever since.

Karen has been the top Walk fundraiser for many years, putting in a great amount of effort every Walk season to collect donations. She knows how far donations to the Society go and that every little bit helps tremendously.

**“I began participating in the Walk a few years after my grandmother passed away in her memory and as a tribute to her. Now I walk for both her and my father, Abe, who passed away from vascular dementia in 2011. It's a special way to honour them.**

**Karen Braun, walker**

## Community Making a Difference

The atmosphere buzzed with excitement as more than 1,000 Walkers flooded into Assiniboine Park on Saturday, May 27 for the 2023 IG Wealth Management Walk for Alzheimer's. It was incredible to see so many people and teams come together to support and fundraise for people impacted by dementia.

And of course, there was a lot of music, cheering and laughter filling the park throughout the day.

Featured here are a few of the participants who took part in helping the Society raise funds for people living with dementia across Manitoba.



**\$279,078**  
total funds raised

# Making a Difference Through Steps & Stitches

Having seen the variety of ways dementia can impact families, Donna Mostowy is passionate about raising awareness and funds for everyone affected by the disease, and her community supports her right back.

Donna is a member of a quilting group called the Riverside Quilters, who always sponsor her in the IG Wealth Management Walk for Alzheimer's. The group gathers at the Gordon Howard Centre in Selkirk every week – the same building that houses the Alzheimer Society's Interlake/Eastern office.



Donna Mostowy & her son at the 2023 Selkirk Walk

It's wonderful to see the response from the community as we walk with our banner and signs. People wave or honk their horns – it's amazing to feel that support.

**Donna Mostowy, walker**

# Coming Together to Show We Care

The IG Wealth Management Walk for Alzheimer's is a special day for Laura Bishop. Not only is it the biggest fundraiser of the year for the Alzheimer Society of Manitoba, an organization she's been volunteering with for many years, but it's also an opportunity to come together with her colleagues and show support for families living with dementia across the province.

Laura is an Executive Consultant at IG Wealth Management and has been a Walk Champion for over six years. She's also had the exciting role of Ribbon Cutter for the past three years, kicking off the Winnipeg Walk for cheering participants.

Laura Bishop at the 2023 Winnipeg Walk



Laura cutting the ribbon at the start of the 2023 Winnipeg Walk

I love the feeling I get from the Walk, the atmosphere is electric. There are tears, laughter and open conversations about dementia, which helps us all connect on a more personal level.

**Laura Bishop, IG Wealth Management Walk Champion**

# Grateful to Our Volunteers

Our volunteers are a huge part of the work we do at the Society. We are so thankful to each and every person who gives their time, efforts and energy to help people living with dementia in Manitoba. From running our programs and support groups, to helping make our events so memorable, our volunteers are really at the heart of our organization. We couldn't do it without you!



**110**  
total volunteers  
in 2023-2024



## Sharyn Gusdal

### Care Partner Support Group Volunteer Facilitator

Sharyn began volunteering with the Alzheimer Society in Brandon around 2010 while living with her mom Lavina, who had an Alzheimer's diagnosis.

After her mom passed away in 2019, Sharyn moved back to Winnipeg and in fall 2022, began volunteering with the Society as a care partner support group facilitator. "The Society in Brandon was a lifeline for me and my mom in many ways," Sharyn says. "Volunteering with the Society keeps me close to her in a sense."

Sharyn is passionate about dementia education, research and advocacy and volunteering is a way for her to give back to the community and help others through her personal experiences.

**"It means a lot to me to see care partners leave those group meetings feeling better than when they came in. It's fulfilling – to lighten their hearts or minds and come away from group knowing they're more empowered as care partners."**



## Claire Giavedoni

### 15-year Gala & Walk Volunteer

As of 2023-24, Claire has been volunteering with the Society for 15 years! Her bright smile, positive spirit and willingness to lend a hand make her a wonderful contribution to our team.

**"Volunteering for the Alzheimer Society of Manitoba for the last 15 years has allowed me to give back to a cause close to my heart,"** Claire says.

Claire has volunteered at our Gala and IG Wealth Management Walk for Alzheimer's events, but says her favourite event to volunteer at is the Winnipeg Walk. She's helped out in many different roles over the years, and was one of our photographers at the 2023 Walk.

# Distinguished Member Award: Janice Duynisveld

Janice is truly an outstanding volunteer and key member of the Minds in Motion® team. Janice is a go-getter, wrapped up in a warm presence. Her support, flexibility, calm demeanour in the fast-paced program environment and willingness to be a leader make her a valued member of our team.

Janice not only has a strong work ethic on site and dedication to the program, but the connections she has fostered with participants truly make an impact.

Thank you Janice for your dedication and amazing work with the Minds in Motion program. You are deserving of this award and recognition!



# Outstanding Volunteer Fundraiser: Wendy Barker



Wendy Barker has been a dedicated fundraiser for the Society for over a decade. She's been participating in the Society's annual IG Wealth Management Walk for Alzheimer's since 2012 and is team captain of the Bee's Knees. Together, her and the Bee's Knees have raised over \$14,000 to date in support of people living with dementia.

Wendy is also a long-time volunteer with our Minds in Motion® program. Her mother lived with dementia, as did several close family members and friends. She has shared her experiences as a care partner as a spokesperson for the Society and is a generous donor who has also shared her story about giving and her plan to include a donation in her will.

Thank you Wendy for your continuous generosity and willingness to put in time and effort to raise funds for people living with dementia. We are so happy to celebrate you!

## 2017

### IMAGINE CANADA

The Society is accredited under Imagine Canada's National Standard's Program.

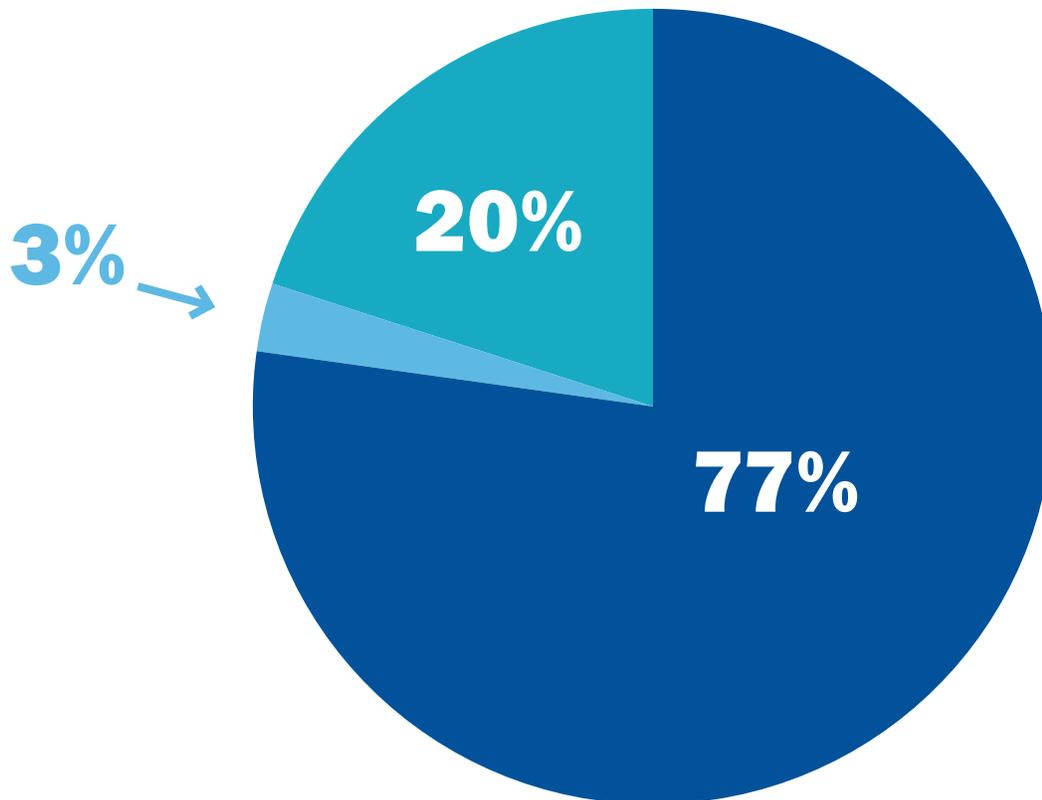
## 2019

### INCLUSIVITY TRAINING

The Society makes a commitment to equity, diversity and inclusion and staff begin inclusivity training.

# Financial Report

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



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

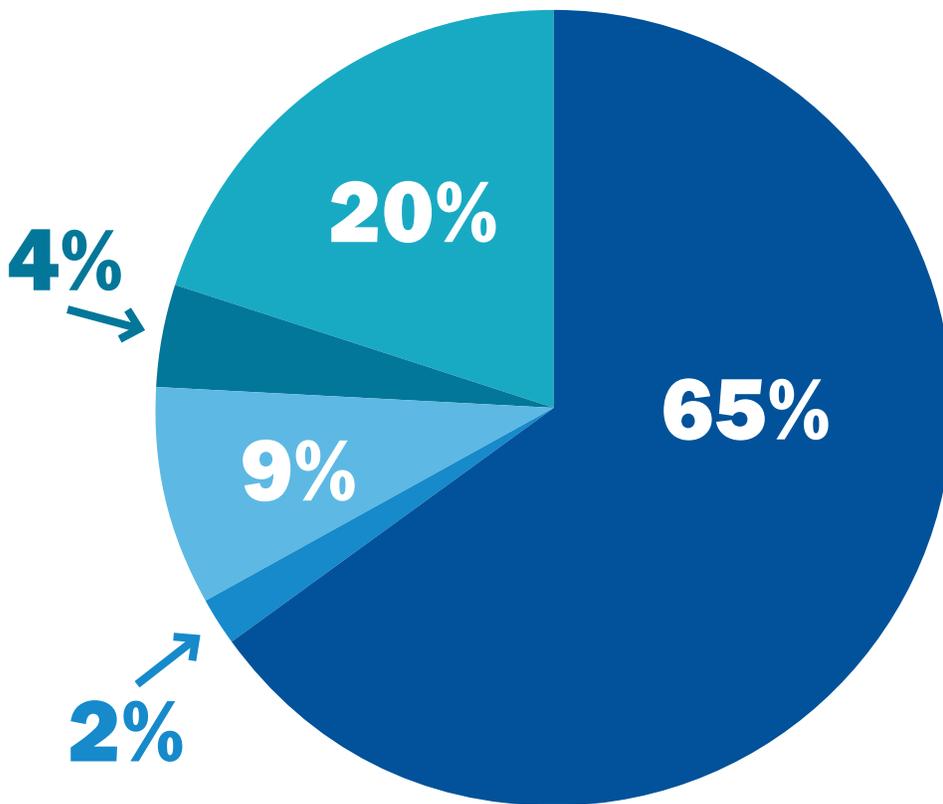
**■ GRANTS, PROGRAMS AND OTHER INCOME**  
**\$86,817**  
3%

**■ 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)

# Gifts That Keep On Giving

 **77%**  
of our annual revenue  
comes from donors like you

## Sheila & Bruce Monthly Donors

The Society has connected Sheila and Bruce Anderson with a lot of helpful resources and information over the years and gives them the opportunity to meet others living with dementia.

“Being able to talk to people in the same position as you is so helpful because we all understand what dementia is really like,” Sheila says. “The Society is a place you know you can turn to for support.”

Sheila and Bruce are now regular monthly donors. Sheila says she learned about the benefits of monthly donations through her position as chair of her church’s financial committee.



Sheila & Bruce Anderson

“Consistency is so beneficial for community organizations. You can make a huge difference by donating, and monthly gifts are a great way to contribute and give the Society your ongoing support.”

**Sheila Anderson, care partner & monthly donor**

## Ron's Gift

Sometimes, someone you’ve never even met can make a huge difference in your life. Ron Jackson is one of these people – and his generosity made a difference for thousands of Manitobans affected by dementia.

In late 2019, Ron passed away suddenly at age 74. His Will left generous gifts to several charities, including the Alzheimer Society of Manitoba.

Ron was a cattle rancher from Langruth. He loved to fish, hunt, garden and bake – he always brought a freshly baked cake to a close neighbour on their birthday. Although he and his trusted dog lived on their own, he was very close to his friends, neighbours and family.



Ron Jackson

“Our mother had Alzheimer’s – she and Ron were very close. That’s why we think he left a gift to the Society. It was hard for him to see her facing dementia and the changes it caused. But she always knew Ron when he came to visit and asked how his garden was doing.”

**Barbara Emberly, Ron's sister**



# Ken's Story

After Ken's wife Brenda was diagnosed with young onset dementia, he and his family realized he needed guidance. Through the First Link® Client Support program, Ken was connected to the Alzheimer Society where he was met with a community of support, through care partner support groups, our Care4u conference, and information on preparing for the future.

We shared Ken's story through video and highlighted it during our 2023-2024 awareness campaigns, including our Holiday Matching Gift campaign and the 2024 Gala. Ken's story showed our clients, donors and supporters that dementia isn't easy, but there is hope in community.

“With the help of the Alzheimer Society, my children and I focus on giving Brenda the best care we can. We visit Brenda nearly every day. She was the glue that held us together – now we're giving back all the love and strength she's given to us.

**Ken Krulicki, care partner**

## Holiday Matching Gift Campaign

Thanks to the support of our donors, we reached our 2023 Holiday Match!

We had \$25,000 in matching gifts this year from two generous donors.

**1,229** donations      **\$148,317** raised



The Alzheimer Society's "Welcome to the Chocolate Factory" gala was a great success with over 800 Manitobans delighting in this Willy Wonka themed event.

We'd like to thank our Gala committee, guests, volunteers, sponsors and auction donors for their amazing support.

Together we raised **\$165,027**

## 2020

### NAVIGATING THE PANDEMIC

The Society navigates the COVID-19 pandemic and there is an increase in online program offerings, including family education sessions, support groups and Minds in Motion®.

## 2022

### FIRST LINK® FUNDING

The Society receives a multi-year commitment for our First Link® Client Support program from the Jessiman Foundation, our long-time donors and the Manitoba Government.



**Alzheimer  
Society**  
MANITOBA  
Dementia Care  
& Brain Health

**Thank you for supporting the  
Alzheimer Society of Manitoba –  
you make the work we do possible.**

### PROVINCIAL – WINNIPEG

10-120 Donald St. R3C 4G2 • 204-943-6622 • [alzmb@alzheimer.mb.ca](mailto:alzmb@alzheimer.mb.ca)

### INTERLAKE / EASTERN – SELKIRK

204-268-4752  
[alzne@alzheimer.mb.ca](mailto:alzne@alzheimer.mb.ca)

### NORTH CENTRAL – PORTAGE LA PRAIRIE

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