



COMMUNITY *changes everything*

Alzheimer
Society
MANITOBA
Dementia Care
& Brain Health

2024-2025 ANNUAL REPORT



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.



Alzheimer Society of Manitoba's
Board of Directors 2024 - 2025



Erin Crawford, CEO
& Geoff Garland, Board Chair

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.



Gary Elbers

Gary Elbers | Giving Hope

"To anyone facing dementia – reach out to the Alzheimer Society. You don't have to go through it alone. They have the information, tips, education sessions and support groups that can help you no matter what challenges you may be experiencing.

Before connecting with the Alzheimer Society, I felt like I was drowning in a sea of uncertainty. Their caring staff gave me hope when I felt utterly lost, helping me to better understand dementia and deal with what was happening around me. I consider the Society part of my family – that's how big of an impact they've had on our lives."



Denise Jacobs

Denise Jacobs | Navigating The Unknown

The staff at the Alzheimer Society are very kind, understanding, supportive and welcoming. They are there to listen when I need to call somebody. They remind me that it's okay to be happy and take time away from the demands of everyday life to do something I love, like my quilting. And then if I'm happier, I'm a better caregiver, a better support person and a better spouse.

It's a long and unpredictable journey. Being involved with the Alzheimer Society has given me this guide book – a place I can turn to for support, resources or just a bit of reassurance when things get hard. If I need something, I can look in the book, and I expect to find the page that I need to help me through the difficult moments.

20,300+

Manitobans **currently** live with dementia.

39,100+

are estimated to live with dementia in Manitoba by **2050**.

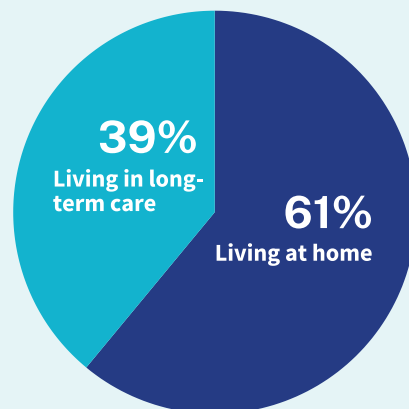


9 people per day are diagnosed with dementia in Manitoba.

62%

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

Most older adults living with dementia in Canada live at home – **and require support while there.**



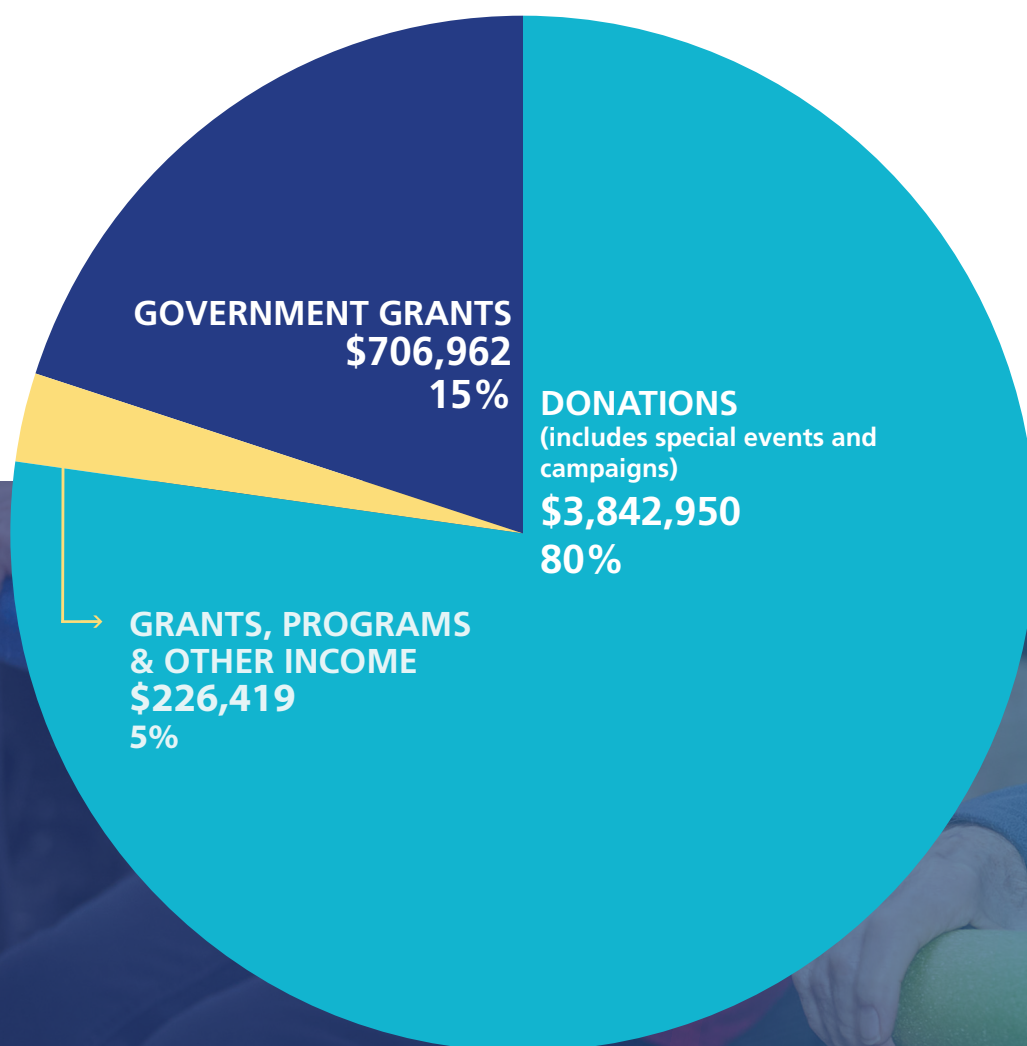
87%

of Canadian seniors living in long-term care had some form of cognitive impairment (including dementia and other conditions such as stroke or trauma).

FINANCIAL REPORT

Revenue Breakdown 2024-2025

\$4,776,331

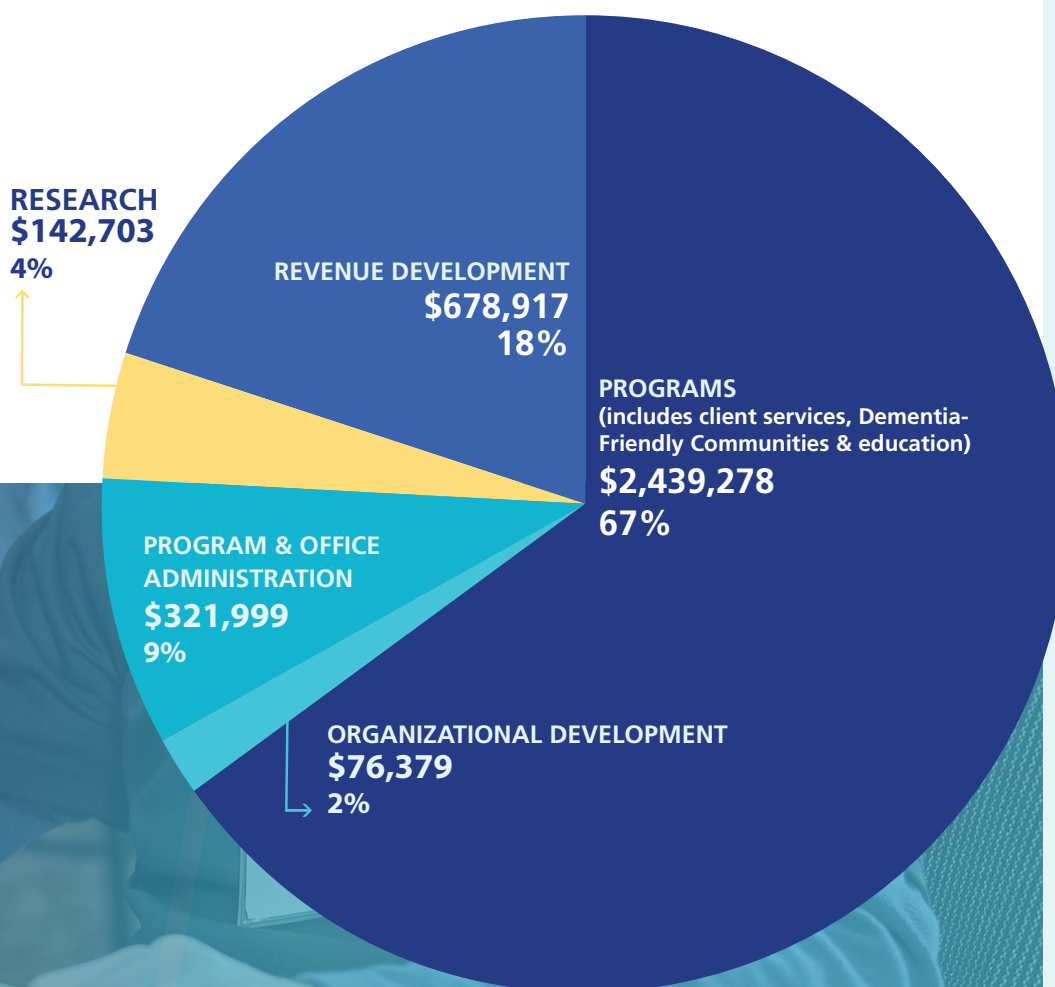


This financial information has been extracted from the Annual Financial Statements reported on by the Alzheimer Society of Manitoba's auditing firm, MNP LLP.

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.

OUR STORIES



Cathy Watson | Learning New Strategies

Cathy Watson's husband Gray lives with Lewy Body Dementia. They have attended Minds in Motion® and Tales Along the Trail, two of several community programs the Society offers, which have given the couple opportunities to do things together. Cathy also attended the Society's Care4u Family Conference for the first time in the fall of 2023.

"This conference is all about learning new strategies for handling the day-to-day things you go through while caring for someone living with dementia, which becomes more and more important as time goes on and more challenges come your way," says Cathy.

Curtis McRae | Support Groups For Young-Onset

Many people don't realize that younger adults can also be diagnosed with dementia. Right now in Canada, about 28,000 people living with dementia are under the age of 65. Nancy and Curtis McRae know firsthand why more awareness is needed surrounding young-onset dementia. Nancy was diagnosed with frontotemporal dementia in September 2022 – she was only 50 years old.

"It's been a tough road for us. Nancy had to stop working and over the course of just one year, she lost her entire vocabulary," says Curtis. "No one can be fully prepared when managing an ever-changing disease, but the Society's support groups really open your eyes to what might be coming next and, most importantly, possible solutions for the challenges you may face."



Marion Murphy | Leaving A Legacy

Marion Murphy left a lasting legacy by leaving a gift in her will, but she was also an important part of the Alzheimer Society community. A retired teacher, Marion began volunteering for the Alzheimer Society of Manitoba in 1995 after she saw a request for volunteer fundraisers in the paper.

"Even though I don't meet the people who have Alzheimer's or their families, it makes me feel better, knowing that I am helping others," Marion told the Alzheimer Society back in 2009. "I think that we all need to be advocates for people living with Alzheimer's disease. We need to make it more well-known that there is help available."

BY THE NUMBERS

Thanks to the funding from the First Link campaign and government, the Society has increased its capacity to connect more frequently with clients, reduced wait times between check-in calls and increased support group offerings.

7 Alzheimer Society locations in Manitoba.

16,996
client interactions

2,322
attendance in our support groups for care partners

1,130
attendance in our support groups for people living with dementia



6,681
clients served



17,729
average eNewsletter recipients per month



1,296
participants in our Family Education session

Sherry Asham | Dementia Resources In Peguis First Nations

At the Society, we're working on growing our understanding of the unique impact dementia has on Indigenous communities so that our services can better meet their needs. Understanding and recognizing how our values, traditions and culture can impact the dementia journey is crucial to being able to provide the best care and quality of life.

"Having the Alzheimer Society come to Peguis for presentations is great, everyone wants to attend. The ability to get support through Zoom, like the Society's education workshops, is another helpful resource for family members affected by dementia," says Sherry Asham, Community Health Representative at Peguis Health Centre.



Sherry Asham
& Wilma Murdock

THANK YOU TO OUR PROGRAM SPONSORS & SUPPORTERS

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Johnston Group
Payworks

Care4u Sponsors

Brightwater Senior Living
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Right at Home
Victoria Lifeline

Foundations Gifts

Dr. Alfred E. Deacon Medical
Research Foundation
Dyck Family Foundation
Jewish Foundation of Manitoba
Petro-Canada CareMakers Foundation
The Jessiman Foundation
The Winnipeg Foundation

+273%

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

Alzheimer Society

MANITOBA

Dementia Care & Brain Health

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

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