

The background features a large, stylized purple flower with a yellow center on the left side. The right side of the cover is dominated by a large, curved orange shape. The top right corner has a dark blue background where the title is located. The overall design is clean and modern.

2021-22

ANNUAL REPORT

Alzheimer Society
BRITISH COLUMBIA

Increasing accessibility and extending our reach

Here are some of the highlights of our 2021-22 year:



We offered English-language support on the First Link® Dementia Helpline into the evening, while also offering support in Mandarin, Cantonese and Punjabi.

In 2021-22, we received 4,836 contacts (inclusive of phone calls and emails) to our English, Cantonese, Mandarin and Punjabi-language Helplines, 23 per cent more than last year.

- Of these contacts, 1,767 were new callers, an increase of 64 per cent over last year.
- Of all our contacts, 244 callers requested culturally-specific support, a number up nearly 16 per cent over the previous year.



We invested more than \$1 million in quality-of-life and biomedical research.



We united communities across the province through virtual events such as the second-annual online *IG Wealth Management Walk for Alzheimer's* and the Cantonese-language *Telethon for Alzheimer's*.



We supported the families of people living with dementia living in long-term care and advocated to change policy and practice affecting them.



With the relaunch of in-person programming, in addition to online options, we provided more ways for people to access support in the way that works for them. We welcomed 7,591 participants to our hybrid programming and, of these, 372 participants took part in person.



We collaborated with people with lived experience to share their stories and create awareness.

We acknowledge that the Alzheimer Society of B.C. operates on traditional, unceded territories of Indigenous peoples around the province. Our provincial office is located on the territories of the šxʷməθkʷəy̓əməʔl təməxʷ (Musqueam), Skwxwú7mesh-ulh Temíxw (Squamish) and səlilwətaʔl təməxʷ (Tsleil-Waututh), with regional resource centres located on traditional territories in all regions of

B.C. Our vision for a dementia-friendly province – where people living with dementia and their caregivers are welcomed, included and supported – will only be possible through ensuring that everyone has access to support that is culturally safe, barrier-free and free from Indigenous-specific and all types of racism.

Creating change

The idea of creating change grounds our strategic planning – and our 2021-22 strategic plan is no exception.

This report is organized to highlight our efforts in four key areas:

Changing the conversation about dementia



Changing the experience of people affected by dementia



Changing practice and policy



Changing the future for people affected by dementia



A message from our Board Chair and CEO

Fiscal 2021-22 was the second full year of the COVID-19 pandemic, marked by successive waves of the virus as well as wide-scale vaccination efforts. This year, we embraced hybrid work principles and ways of connecting with our community through our programming and our fundraising initiatives. We also focused on integrating a commitment to equity, diversity and inclusion throughout our organization.

People living with dementia and their families continued to be affected by the conditions of the pandemic. We sought to hear their perspectives, draw attention to the issues they encountered and advocate for change.

This year, we actioned our one-year strategic plan covering 2021-22. We also completed a robust community consultation process, asking people connected to us as well as those not yet connected to us about their experience of, and needs related to, dementia and their thoughts on the future of dementia care in B.C. These insights informed the one-year strategic plan for 2022-23 and will inform the three-year strategic plan to follow.

We continue our work to ensure people on the dementia journey feel seen, supported and connected to the programs and services that empower them to manage the disease and live their fullest lives, no matter where they are in B.C.

We do not do this work alone. A sincere thank you to the people affected by dementia who work alongside us, as well as the clients, donors, volunteers, partners and other community supporters who were with us along the way.



Jen Lyle
Chief Executive Officer



Amy McCallion
Volunteer Board Chair



Changing the conversation: Amplifying voices, addressing stigma

Together alongside people with lived experience, we worked to address stigma and enhance public awareness of dementia’s impact, the Society’s work and the role that community members can play in creating a caring, inclusive province for people affected by dementia.

“You don’t look like you have Alzheimer’s disease. I hear this from a lot of people and I have to chuckle. What does Alzheimer’s look like? Alzheimer’s looks like you and me. It looks like everybody.”

– Donna, person living with dementia, White Rock

“The Chinese community is starting to learn more about the disease and more people are becoming open about their experiences with it. The more we talk about it, the more people are comfortable reaching out for help.”

– Brenda, care partner, Vancouver



We amplify the voices of people with lived experience to enhance public awareness. This year, we invited two people living with dementia to act as co-chairs on a project to develop a new framework for how people with lived experience can inform all aspects of our work.



At our annual dementia-friendly Legislature Luncheon on September 21, World Alzheimer’s Day, we met online with MLAs from across the province. At this non-partisan event, which explored the theme of resilience, provincial legislators heard directly from people with lived experience – and also shared their own connections to dementia.



We launched year two of a three-year public awareness campaign called “Don’t change” in January for Alzheimer’s Awareness Month. The campaign aimed to break down stigma and encourage British Columbians to continue to include people living with dementia in their lives following a diagnosis.

DON'T CHANGE

Even if they do.

Alzheimer Society
BRITISH COLUMBIA



We continued our work with polling firm Leger to get a better understanding of attitudes toward dementia in the general public, as well as within Chinese and South Asian communities. Six-in-10 British Columbians have a personal connection to dementia, whether through their personal or professional life, while 7-in-10 respondents agree people living with dementia experience stigma.



January is Alzheimer's
Awareness Month

dontchange.ca

DON'T STOP PLAYING MAHJONG.

—Pui Wah, Richmond



November's Cantonese-language *Telethon for Alzheimer's*, broadcast nationwide on Fairchild TV, was an excellent opportunity to grow dementia awareness in the Chinese community.



Changing the experience: Increasing accessibility, fostering connections

We offered online and in-person program options to make it easier for people anywhere in B.C. to access dementia information and education in the way that works best for them. We re-engaged our support volunteers and offered online and in-person opportunities.

“It’s amazing the relief you get from hearing and talking to people who understand what you’re going through because they’re going through exactly the same thing.”

– Sam, care partner, Quesnel

“It’s a wonderful feeling to feel like you’ve made someone’s life a little more bearable, both for themselves and for the person experiencing dementia, by helping to facilitate a support group or deliver an educational workshop.”

– Sharon, volunteer, Nanaimo



Minds in Motion®, our social and fitness program for people living with dementia and a care partner, offered both online and in-person sessions. We provided programming to 375 unique hybrid programming participants, including 89 unique in-person participants. They connected from 44 communities across B.C.



We continued to offer online support groups while we re-introduced in-person options. Across all formats, we welcomed 767 unique individuals to 55 caregiver support groups and nine early-stage support groups, including two Coffee & Chat groups. Clients joined us online, by phone and in person from 100 communities across B.C.



We made 15,616 support calls to 9,647 people. Across the full suite of First Link® programs and services, our client interactions (support calls, emails and program interactions) returned to pre-COVID levels.



We increased the number of education workshops and in-language materials available to people in the Chinese and South Asian communities and offered programming for the LGBTQ2S+ community, while we continue to explore ways to ensure our programming is as accessible and relevant to as many British Columbians as possible.

Feeling connected, feeling equipped

When reflecting on their experience in either a **support group** or **Minds in Motion®**, more than 90 per cent of participants reported they benefited from attending their group or session, while a similar number reported they felt more connected to people in the same situation after attending.

Meanwhile, amongst people who attended our **dementia education sessions**, more than 95 per cent of participants reported they had learned strategies to either help manage caring for someone living with dementia or help manage living with dementia themselves.



Changing practice and policy: Responding to the needs of people affected by dementia

We worked to inform and shape policies, programs and services for people affected by dementia. We advocated to ensure our province is responsive to their needs and that their voices are heard and respected in communities that wrap around them.

“Dementia makes you a teacher – you have to teach other people as much as you have to learn.”

– Granville, person living with dementia, Sinclair Mills

“People living in long-term care often feel alone and may not understand why their loved ones aren’t coming around to visit. Prolonged periods of isolation are negatively affecting people’s symptoms, and in some cases, causing a further decline in their condition.”

– Naomi, care partner, Kelowna



We called attention to the impact of pandemic-related long-term care visitation restrictions and advocated for everyone in long-term care to have a designated essential visitor. We launched a survey to invite all British Columbians affected by this issue to share their experiences.



We built our network with potential health-care partners and saw increased referrals. We received 2,627 new referrals from 543 health-care providers, including 216 referrals for culturally-specific support. Our referral numbers have now returned to what they were before the pandemic.



We provided dementia education to students studying and staff working in the continuing care sector (long-term care, home and community care).



With partners, including Island Health, we piloted a new model of dementia support in B.C., with the opening of two primary care collaborative memory clinics, called MINT Clinics. There, a multidisciplinary, interprofessional team of health-care providers – including our program staff – provides care for people affected by dementia.



The Dementia-Friendly Canada working group, led by the Alzheimer Society of B.C., launched new materials, including an online course for professionals in the recreation, library, retail, restaurant and public transportation sectors who want to create more dementia-friendly organizations.

Increasing confidence, changing practice

Of participants from the continuing care sector who took our dementia education for health-care providers, almost 85 per cent reported feeling more confident in providing care to people living with dementia, while a similar percentage of participants from a separate cohort indicated they believed they would make changes at work or in their daily lives as a result of the education.

Meanwhile, 76 per cent of people who took the Dementia-Friendly Canada training reported feeling more confidence in interacting with people living with dementia.



Changing the future: Making lives better today, transforming tomorrow

We continued our commitment to funding research, partnering with leaders in the field of dementia research and sharing what we learn with British Columbians. Donor support allowed us to invest a total of more than \$1 million in dementia research in 2021-22.

“We are conducting community engaged research that has the potential for real impact on policy and practice in developing supportive environments for people living with dementia in both community and care settings. Along with colleagues with similar orientation, we are engaged in participatory research with community partners, older adults and care partners in B.C.”

– Dr. Habib Chaudhury, Chair and Professor in the Department of Gerontology, SFU



We invested more than \$600,000 into the Alzheimer Society Research Program (ASRP), a partnership with Alzheimer Societies across Canada.



We shared the latest in dementia research with the public, including through interactive events, such as our “Research ready” webinar series and the Breakfast to Remember research event with Drs. Mari DeMarco, Stuart MacDonald and Julie Robillard.



We continued our work with the Health Design Lab at Emily Carr University of Art and Design and people with lived experience to design dementia-friendly resources for researchers and research participants.



Meet the B.C. researchers of the Alzheimer Society Research Program

In 2021, four B.C. researchers, all based at UBC, continued their work in the areas of risk and prevention, cause, developing treatments, and diagnosis and detection.

Dr. Liisa Galea is studying how biological sex differences may affect cognitive decline. Dr. Douglas Allan is looking at how to slow the spread of tau protein through the brain. Dr. Ken Harder is exploring a treatment to target amyloid beta deposits and inflammation in the brain. Dr. Myeong Jin Ju (pictured above) is exploring diagnosing Alzheimer's disease using retinal imaging.

Contributions made to the ASRP in 2021-22 helped fund awards for additional B.C.-based researchers whose work we look forward to sharing in the year ahead.



We funded a three-year fellowship for both a PhD candidate and a post-doctoral researcher from SFU to work with Dr. Habib Chaudhury (pictured at right) on research projects within the two broad areas of dementia-friendly communities and person-centred relational care in long-term care.





Changing the future: Raising vital funds for people affected by dementia

The funds we received from events and community donors, including individuals, corporations, foundations and legacy donors, as well as our events, provided more than \$8,600,000 towards our mission.

“An honouree once told me that attending the Walk was the first time they truly realized they weren’t alone on the journey – that moment still inspires me.”

– Leanne, volunteer, Vancouver

“Dementia touches us all. There are few diseases that affect caregivers as much as those living with the disease. We need to provide immediate support as well as fund research to find a cure. We are proud to donate and bring greater awareness to this very worthwhile cause.”

– Michael and Wendy, donors, Vancouver



The nationwide *IG Wealth Management Walk for Alzheimer’s* was held virtually for the second year in May 2021, bringing together people across the province and across the country to raise funds and awareness.



Our committed supporters ran and walked in the virtual *Scotiabank Vancouver Half-Marathon & 5K*, held a range of their own events as part of *Anything for Alzheimer’s*, and gave generously through the *Forget-Me-Not Golf Tournament*.



The second-annual Cantonese-language *Telethon for Alzheimer’s* was broadcast nationwide on Fairchild Television. The program featured interviews with researchers, people affected by the disease and Society staff.



Keynote speaker, neuroscientist and best-selling author Dr. Lisa Genova (pictured above) gave a dynamic presentation at the online *Breakfast to Remember*, our event for business and community leaders, held in March 2022.



For the hybrid *Climb for Alzheimer's*, people walked and hiked in communities around B.C. while a dedicated group of climbers did the Grouse Grind® in North Vancouver.

Top fundraiser Malik Dillon (pictured at right with wife Gerryann) climbed to support others like Gerryann, who was diagnosed with young onset dementia.



In honour of their grandmother Marilyn VanDongen, Jasmin Falk-Hurst and Taylor Minten, who live in Kamloops, raised more than \$10,000 for the *IG Wealth Management Walk for Alzheimer's* by selling lemonade.



Financial

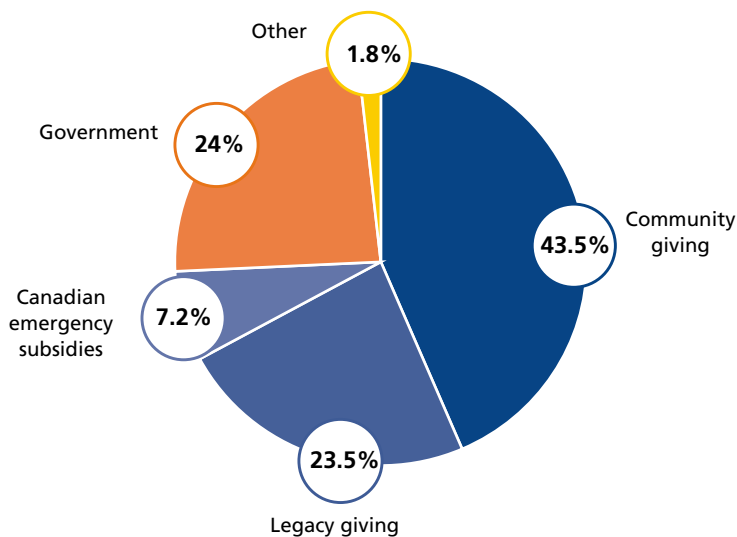
Once again, generous donors lent their strong support, providing 67 per cent of our funding between community and legacy giving. The reduction of face-to-face service delivery caused by the pandemic and pivot to a hybrid model reduced our expenses.

The Canadian Emergency Subsidies further supported the Society, and we continue to be in a sound financial condition to deliver on our mission and maximize our community impact through

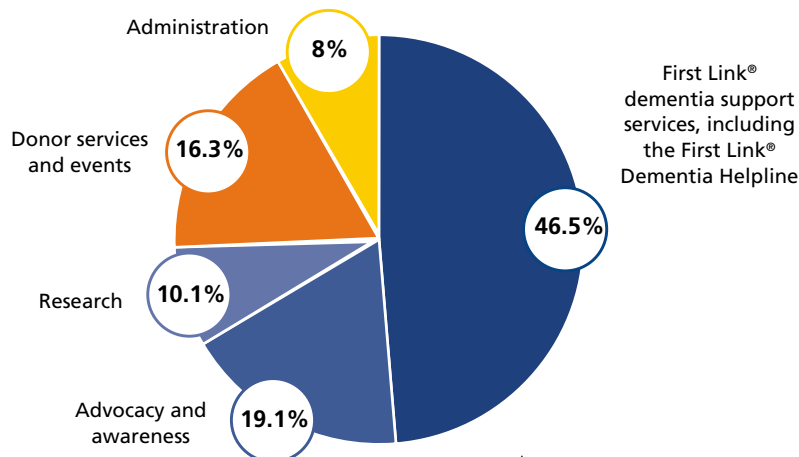
delivering programs both virtually and in-person to better meet the needs of all British Columbians affected by dementia.

The Society is grateful to the many British Columbians who chose to donate to support people affected by dementia this year. Your belief in our mission and trust in our financial stewardship helped us extend our community of care around people affected by dementia in new ways and ensure that nobody has to walk the dementia journey alone.

How we received our funds – \$12,821,706*



How we used funds to move our mission – \$10,859,547*



*\$1,962,159 represents an increase in net assets

Visit www.alzheimerbc.org to see the full, audited financial statements.

Board of Directors

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Karen Thompson – Director, Portfolio Manager, Odium Brown Ltd.

Joann Wong Bittle – Principal, JT Management Inc.



“The Society has educated me and empowered me to care for mom... Even when I was too tired to follow up or connect, you and the team continued to reach out to me. You did not give up on me. I did not give up on my mom.”

– Anonymous care partner

Leaving a legacy for change

Circle of Hope members are our valued donors who have made an incredible investment for the future of dementia care by leaving a gift in their will, or other type of planned gift, to the Alzheimer Society of B.C. At a time when the number of people affected by dementia is on the rise, the generosity and vision of our Circle of Hope donors contributes to our ongoing sustainability, with each legacy gift having an impact for generations to come.

From funding research and innovation to ensuring that no one ever has to walk the dementia journey alone by supporting our programs and services, our legacy donors are affecting the future. For more information about how you can join our Circle of Hope and be a part of changing the future for people affected by dementia, please visit alzbc.org/lasting-legacy or call 604-742-4926 or 604-742-4906.

First Link® Dementia Helpline

English	1-800-936-6033
Cantonese or Mandarin	1-833-674-5007
Punjabi	1-833-674-5003

Toll-free and open Monday to Friday, 9 a.m. to 8 p.m. in English, and from 9 a.m. to 4 p.m. in Cantonese, Mandarin and Punjabi.

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