



# Nobody walks alone

*Alzheimer Society*  
BRITISH COLUMBIA

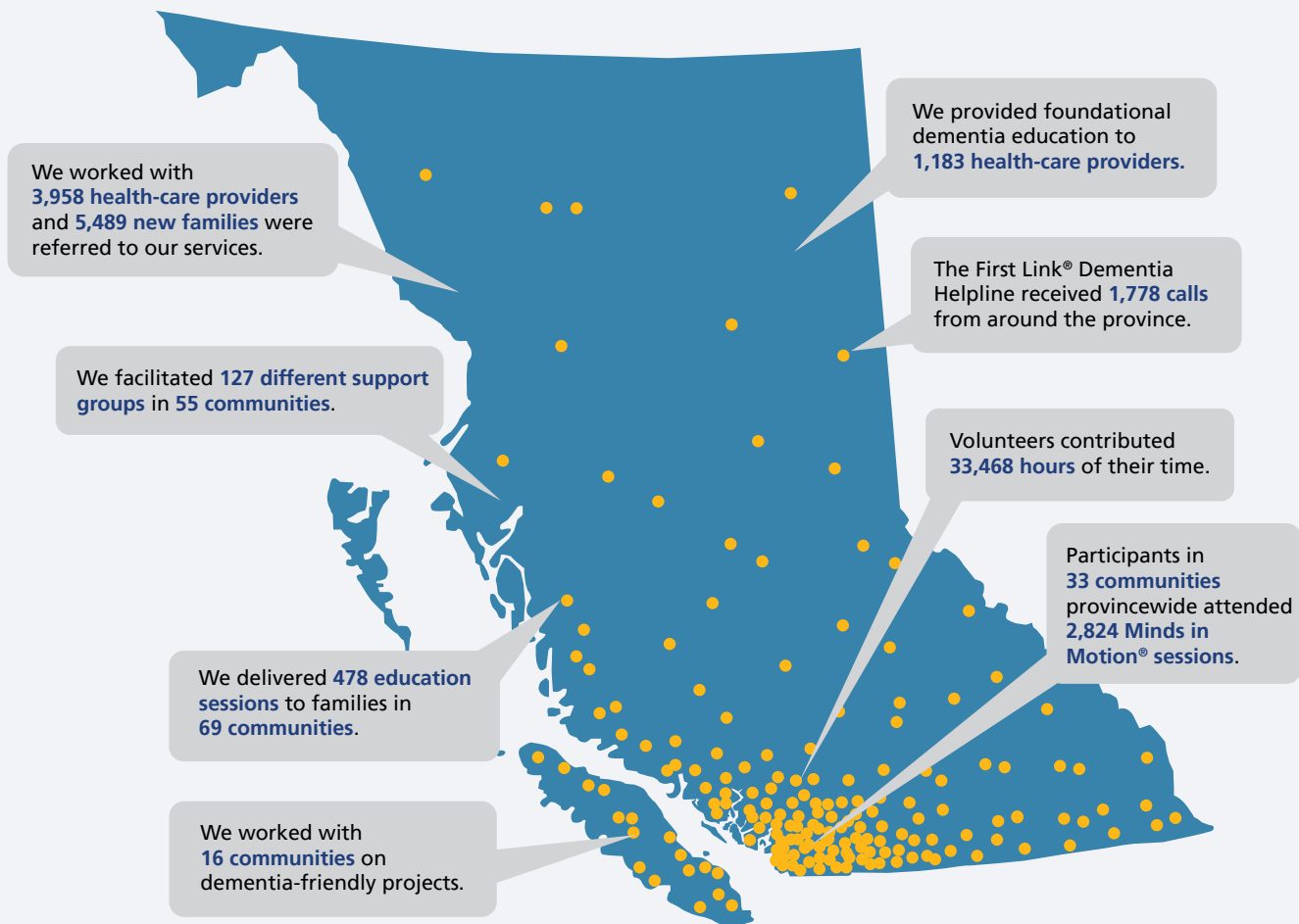
The Alzheimer Society of B.C. is the only provinciewide charity dedicated to helping anyone concerned with or facing dementia have the confidence and skills to maintain quality of life as much as possible.

In order to better reflect the changing world around us and the shifting nature of dementia in B.C., the Alzheimer Society of B.C. has evolved its vision and mission statements:

**Our vision:** Our vision is a world without Alzheimer's disease and other dementias, and that world begins with a more dementia-friendly society, where people affected by dementia are acknowledged, supported and included.

**Our mission:** We ensure people affected by dementia are not alone, by educating and mobilizing a broader community of care around them, and supporting valuable research into the disease and people living with it.

## Our impact in 2017-18



**Over 15,900 people living with dementia and their caregivers are actively engaged with the Society through First Link®.**

This image, shown in full on the cover, is Ted Harrison's painting *Walking Alone*. It reflects his personal connection to dementia and was generously donated to the Society.

# Nobody walks alone

## A message from the Volunteer Board Chair and CEO

According to a survey done this year, 61 per cent of Canadians who have personal experience with dementia often feel ignored or dismissed. We all have a role to play to address this. We can all ensure people affected by dementia feel acknowledged, supported and included.

In 2017-18, we worked to create change in the following ways:

- **Changing the conversation about dementia**, to foster a deeper awareness and understanding of the people affected by it, to reduce the stigma and sense of futility associated with the disease, and to encourage people to take concrete action to make their communities dementia friendly.
- **Changing the experience of people affected by dementia**, so that anyone affected can be connected to First Link® dementia support to access the information, education and support they need to have the confidence and skills to live as well as possible.
- **Changing the practice of working with and caring for people affected by dementia**, by educating staff and volunteers in municipalities, businesses and health-care settings so they have the skills to include and support everyone affected by dementia in their work.
- **Changing the policy related to dementia**, by championing the voices of people affected by dementia to ensure they are heard at the municipal and provincial levels to influence decision makers.
- **Changing the future for people affected by dementia**, by supporting research to seek the cause and cure for dementia and to gain insight to improve care and quality of life, as well as connecting research to more people and resources.

We are so proud of the work we have accomplished that is detailed in this report. It's going to take a movement of engaged, committed people to make progress and achieve our vision. We thank our incredible fundraisers, donors, volunteers, community partners and all staff for being part of this movement.



A handwritten signature in black ink.

Christine Penney  
Volunteer Board Chair



A handwritten signature in black ink.

Maria Howard  
Chief Executive Officer



# This past year, we:



## Built awareness

For Alzheimer's Awareness Month in January, we joined Alzheimer Societies across Canada in a powerful stigma reduction campaign entitled "I live with dementia. Let me help you understand."

- ◀ The City of Prince George raised the flag in support of Alzheimer's Awareness Month.



## Helped shape strategy

Our community members took part in local consultations, held in conjunction with the Public Health Agency of Canada and the Alzheimer Society of Canada, to provide input into the national dementia strategy.



- ◀ B.C. Minister of Health, the Honourable Adrian Dix, stands with caregiver advocate Lorna McRae as she speaks at the luncheon.

## Advocated for change

In March, all B.C. Members of the Legislative Assembly were invited to take part in a non-partisan luncheon to hear the voices of people affected by dementia, co-hosted by the Alzheimer Society of B.C. and the B.C. Ministry of Health.



## Addressed stigma

We learned that 57 per cent of Canadians polled believed that people living with dementia are likely to be frequently taken advantage of, while 46 per cent say they would feel uncomfortable disclosing their diagnosis to family members.

- ◀ Mario Gregorio, one of the awareness campaign spokespeople.

## Planned for our future

Late in the year, we began work on a new strategic plan for 2018-21. We're setting our sights on creating a dementia-friendly province, where people affected by dementia are supported and included.



## Earned top honours

In June, we were accredited under Imagine Canada's national Standards Program, joining a growing community of more than 220 charitable organizations dedicated to operational excellence.



Read on to learn more about the activities we are proudest of this year.





## Investors Group Walk for Alzheimer's

### Uniting communities to show nobody on the dementia journey walks alone

On Sunday, May 7, 2017 thousands of British Columbians in 22 communities across the province participated in the *Investors Group Walk for Alzheimer's*. They were joined by other Alzheimer Societies across the country as part of a nationwide movement to raise funds and awareness for dementia.

Participants walked to remember people who have passed away and to honour British Columbians who are living with the disease, while raising funds to help provide information, education and research for a cure. Together, we raised over \$750,000!

Each event was dedicated to an honouree – a group or individual who has been affected by dementia, or who has valuably contributed to the lives of people who have. The Vancouver event honoured Spirit of the West frontman, John Mann, who announced his dementia diagnosis in 2014, and his wife, actress and playwright Jill Daum. Jill explained why the two decided to share their story: “Even though it may be awkward and uncomfortable for some people, we’re still going to stay out in the world. We’re not going to silently disappear.”

**We would like to thank the fundraisers, participants and donors who joined us. Additional heartfelt thanks to all our generous sponsors, especially our title sponsor, Investors Group: we couldn't do this without you. Together, we make memories matter.**



Vancouver 2017 *Investors Group Walk for Alzheimer's* honourees, Spirit of the West frontman, John Mann and his wife, actress and playwright Jill Daum.





Sue Sami (front left) and her family, pictured here at the 2017 *Climb for Alzheimer's*, encourage other South Asian families to access culturally-specific dementia support.

## First Link® dementia support

### Strengthening supports for South Asian and Chinese communities

Ten years ago, Sue Sami and her seven siblings, like many families of people living with dementia, determined that they wanted to keep their father out of long-term care for as long as possible. With each sibling supporting their mother, who was his primary caregiver, on a different day of the week, it was a personal commitment they were able to uphold for the majority of their father's journey with Alzheimer's disease. When their father finally moved into a care home, they took shifts at his bedside to ensure he was never alone.

"We did it as a family, but we were lucky," says Sue. "Not everyone has siblings to help."

Since they connected last year, the family has sprung into action to support the Alzheimer Society of B.C. Their volunteerism began when Sue, a financial coach at the time, met a client who mentioned participating in the 2016 *Investors Group Walk for Alzheimer's* in Burnaby. "It was like everything froze around me," Sue says. "I knew I had to get involved." Two weeks later, 17 members of the family walked to honour their patriarch – and raise funds and awareness. The family continues to break down the stigma of dementia – stigma that is especially prevalent in South Asian communities.

"We're a typical Indian family. We thought we could do this on our own, but there's nothing wrong with asking for help," Sue says.

**In 2017-18 we launched the South Asian Dementia Helpline (1-833-674-5003), so individuals and families within South Asian communities throughout the province can receive language- and culturally-specific support. We have also continued to grow our resources for Chinese communities by increasing phone support and access to First Link® formal referrals and increasing staffing at Chinese Resource Centres in Vancouver and Richmond.**



Language- and culturally-specific support is offered at Chinese Resource Centres in Vancouver and Richmond.

## Keeping isolated caregivers connected across the province



Julia Trottier and her caregiver live in Smithers and stay connected through support calls.

Julia Trottier, a mother of four, avid researcher, reflexologist, dedicated employee and church devotee, lived a life of service to her family and community. When she stopped going to church and began neglecting her domestic tasks, her family knew something was wrong. Julia was diagnosed with young onset Alzheimer's disease. Julia now lives with her daughter Maria, a full-time caregiver to her mother and three children.

Maria and her mom Julia were referred to First Link®. Living in Smithers, Maria stays connected to the Alzheimer Society of B.C. via outreach support calls from Support and Education Coordinator Laurie De Croos. Laurie's check-in calls, Maria says, are the only support she's able to access given her limited time as a caregiver in a remote location, as well as her own health challenges.

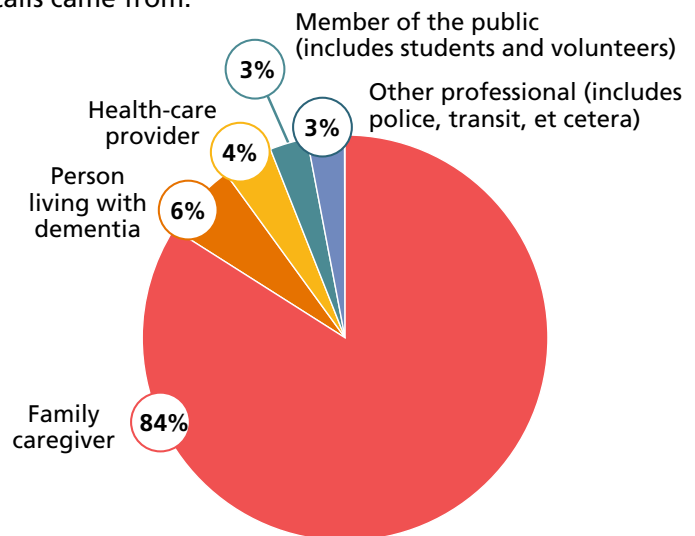
"I've never had an organization actually contact me," Maria says. "If it wasn't for their calls I wouldn't get that support at all. If I need strategies about how to adapt to the changes the disease brings, I know all I have to do is phone."

## About First Link® dementia support

First Link® dementia support connects people living with Alzheimer's disease or other dementias, their caregivers and their families to support and learning at any stage of the journey. First Link® services are available throughout the province via referral from a health-care provider, online or over the phone. Programs and services include:

- Individual support by telephone, and support groups for caregivers and people in the early stages of dementia.
- Minds in Motion®, a fitness and social program for people in the early stages of the disease and a care partner.
- Workshops, education series and interactive online learning sessions as well as information and referrals to other community and health-care services.

In 2017-18, the First Link® Dementia Helpline received **1,778 calls**, up **20 per cent** from the year before. Those calls came from:



An average of **12,094 families and health-care providers** received each issue of the First Link® bulletin, a quarterly listing of the education events happening in their own communities.

**Connect to First Link®** through a referral from your health-care provider, by visiting one of the Society's resource centres, or by calling the First Link® Dementia Helpline at 1-800-936-6033.





## Health-care provider education

### Building confidence through foundational education

A woman grows agitated as a health-care assistant tries to prepare her for her bath. The assistant bathes the woman in her t-shirt and she does so happily. A man accuses a janitor of stealing his gold watch – the one he didn't realize had fallen off his bedside table. The janitor returns the fallen timepiece without so much as mentioning the accusations and soon the two are joking as usual. Around every corner within care homes and home support agencies, there are situations that test the patience of people living with dementia and their health-care providers. Each one brings with it the opportunity for health-care providers to make both of their lives easier. The Alzheimer Society of B.C.'s foundational education is here to help equip health-care providers with the tools they need at each turn.

Our workshop, “Building a Strong Foundation for Dementia Care,” offers everyone who works with people living with dementia confidence and strategies to provide the most person-centred care possible, regardless of job title. From nurses and care aides to dietary staff, landscapers, maintenance workers, receptionists and janitors, the people who interact one-to-one with people affected by dementia every day are gaining a greater understanding and learning how to best communicate and make meaningful connections.

“Our entire building grasped the philosophy of the training and now we're living it,” says Shannon Johnson, Director of Care for Royal City Manor, where more than 100 staff members have taken the course. “It's important that staff have tools in their toolbox. If we want them to meet the needs of the residents, we need to give them the education to do that.” Now a champion of the Society's workshop, Shannon has been inspiring her colleagues in care home management across the Lower Mainland to invest in it.



Shannon Johnson is Director of Care at Royal City Manor.

**“If I could go to a mountain top and tell everyone to do [the Society's workshop], I would. It's an investment in your teams and your staff, but it's an even bigger investment in your residents and your families.” – Shannon Johnson**

**Learn more about our resources for health-care providers under the [We can help](#) section of our website.**





# Dementia-Friendly Communities

## Helping municipalities build a more inclusive province

In a public library, a man approaches the sole librarian on staff, frantic to locate his wife. In a rural neighbourhood, a senior falls attempting to bring his garbage to the street in front of a city sanitation worker. In a rec centre, a once-active woman feels the frustration of falling behind in her favourite exercise class and is no longer able to attend.

City staff play an integral role in supporting people living with dementia in their communities – from library staff trained to recognize and support someone who is lost, sanitation staff ready to adapt their routine to accommodate people of different abilities and city hall staff who feel confident enough in their role to follow up on clues that people in their community may be experiencing changes.

As a part of our Dementia-Friendly Communities initiative in Burnaby, New Westminster, the North Shore and Richmond, Mariam Larson, a consultant on dementia-friendly action plans, spends her time liaising between people affected by dementia and the people who work with them daily. These are people like the tax department employees in Burnaby who went into the community to check in on a person living with dementia who had stopped paying property taxes. They ultimately saved her from foreclosure on her home.

“City staff cross paths with people living with dementia every day,” Mariam says. “They want to provide the services and the care that’s needed and sometimes they’re not sure what they can do within the parameters of their job.”

Mariam shapes focus groups of municipal staff, representatives from local health authorities and people living with dementia, including members of the Society-facilitated advisory groups of people living with dementia and caregivers, as well as other stakeholders in the community. She guides the creation of action plans that serve as a blueprint for more inclusive, supportive and accessible communities, including aspects of education, training and the built environment, such as clear and easy-to-understand signage, across the Lower Mainland.



Mariam Larson is a consultant on dementia-friendly communities.

**“We break down stigma and the out-of-date assumption that when people develop dementia they automatically go into care and can’t be a part of the community. That’s definitely not the case.” – Mariam Larson**



## Research

### Changing the future for people affected by dementia

Dr. Mari DeMarco slips in and out of bustling bloodwork labs backstage at St. Paul's Hospital. On the other side of the curtain are the people most directly affected by her diagnostic work. These are our friends, family members and colleagues whose treatment hinges on early test results. Working at one of the busiest hospitals in the province, Dr. DeMarco is bridging the gap between the dementia research we read about in the news and the practical application affecting people in our communities.

Within the bloodwork lab, a sorting area for biofluid samples, vials of blood stand in densely-packed refrigeration units. Some will follow Dr. DeMarco to a separate lab and mass spectrometer – the machine at the core of her Alzheimer Society of B.C.-funded research to develop dementia diagnostic tests. The spectrometer is revolutionary for its ability to isolate predictors of Alzheimer's disease by measuring compounds by molecular weight.

"It's basically just a very expensive bathroom scale," Dr. DeMarco laughs, in reference to the extreme accuracy, reliability and cutting-edge nature of the device.

Because of their groundbreaking work with the spectrometer, Dr. DeMarco and her team regularly field questions from top international researchers. Her belief in collaboration and information-sharing around the globe is key to transforming the experience of people living with dementia in B.C. and beyond.

"It's so important to have a more confident diagnosis earlier. People need to know what they're facing, so they know they can access supports and resources such as First Link®," says Dr. DeMarco, who experienced first-hand the effect of dementia after a close family member was diagnosed with Alzheimer's disease.

**"Diagnosis is a crucial first step in staying informed and planning for the future."  
– Dr. Mari DeMarco**

Despite the needs of people living with dementia, research in diagnostics often faces funding challenges when up against some of the more experimental studies in search of a cure. This, amid the frustrations of people living with dementia who frequently endure years of worsening symptoms before receiving a diagnosis and support.

**Research donations help scientists like Dr. DeMarco change the future for people affected by dementia.**



# The Alzheimer Society Research Program

The Alzheimer Society of B.C. is a proud contributor to the Alzheimer Society Research Program (ASRP), a collaborative initiative between Alzheimer Societies across Canada, partners and generous donors. Since its inception in 1989, the ASRP has funded over \$53 million in grants and awards, supporting vital biomedical and quality of life research aimed at finding ways to prevent, diagnose and treat dementia as well as improve the lives of people living with dementia and their caregivers.

The program funds dementia research driven by basic science, with a focus on:



## Biomedical research

- understanding the brain
- diagnosis
- prevention
- treatment and cures



## Quality of life research

- risk factors
- physical support
- caregiving

To date, 54 projects in British Columbia have received over \$4 million in funding. In 2017-18, four B.C. researchers were awarded funding through the ASRP:

### Teresa Liu-Ambrose

*University of British Columbia – Quality of Life, Regular Grant*



Everyone needs a good night's sleep, but for people living with dementia, better sleep can translate to better cognition and physical health. Teresa Liu-Ambrose is studying ways to improve sleep quality in older adults with Mild Cognitive Impairment, an intervention that could be used as a non-pharmacological treatment.

### Da Ma

*Simon Fraser University – Biomedical, Postdoctoral Award*



An affordable and accurate diagnostic tool enabling earlier detection of Alzheimer's disease could be within sight. Da Ma is developing an imaging system to diagnose Alzheimer's disease by looking at the back of the eye to detect levels of the protein tau.

### Lillian Hung

*Simon Fraser University – Quality of Life, Postdoctoral Award*



Can iPads and videos help improve safety and quality of dementia care in a hospital setting? Lillian Hung is exploring practical ways to enact person- and family-centred care through technology.

### Tomiko Yoneda

*University of Victoria – Quality of Life, Doctoral Award*



Tomiko Yoneda, a former First Link® Dementia Helpline volunteer, understands how dementia affects families – and she's applying that knowledge to improve early screening assessments and treatments for dementia. Her study investigates changes in personality and cognition over time.

"Staying in the hospital can be stressful and frightening. My study has shown a familiar face and reassuring voice of a trusted loved one can offer comfort."

– Lillian Hung



## Volunteering

### Propelling our mission to support people affected by dementia

With more than 750 volunteers from all over British Columbia, many of our volunteers are in action at any given time. The last two weeks of March – the very end of our fiscal year – provide a great snapshot. During this time, more than 200 volunteers:

- Facilitated 56 support groups for caregivers and people living with dementia, and assisted in 56 sessions of Minds in Motion®, a fitness and social program for people living with dementia and a care partner.
- Mailed 750 copies of our quarterly newsletters and prepared materials for 25 new support group facilitators.
- Modelled for an on-location photoshoot for a toolkit on dementia-friendly workplaces.
- Answered phones, confirmed workshop and other program registrations and welcomed visitors who stopped by our resource centres across B.C. – and organized materials to keep those resource centres well stocked.
- Invited more than 700 previous *Investors Group Walk for Alzheimer's* participants to the 2018 event, handed out 1,000 pledge forms to Skytrain commuters and built a database of potential event organizers for the associated Walk in a Box fundraiser.

### Governor General recognizes support group facilitator



Volunteer Marg Monro was honoured for her contributions.

In March, Marg Monro, founder of Salt Spring Island's Caregiver Support Group, was honoured with a Governor General's Sovereign's Medal for Volunteers by Governor General Julie Payette following more than 26 years of service. Marg, a geriatric nurse, founded the group after recognizing the signs of dementia in her mother and moving to the Island to support her father in his caregiving.

"I thought I'd never let anyone go down that lonely road again without any supports," says Marg.



## Volunteer awards



Every year we recognize outstanding volunteers who represent our core values of compassion, integrity, respect, leadership and teamwork. Below are our 2017 recipients.

### KENT JACOBSEN — AWARD OF HOPE

Recipients are living with dementia and have demonstrated courage, leadership and support for others.



*"People don't realize what dementia is and who it affects. You can live quite a normal life as long as you have people to help you."* Kent is a member of the B.C. Leadership Group of People Living with Dementia and an advocate for dementia-friendly communities. He's also a golfing fan, hockey enthusiast and former tugboat captain who shares his personal story to break down stigma.

### MARG RODGERS — AWARD OF LEADERSHIP

Recipients are agents of long-term change who have shown leadership and vision.

*"Eighty per cent of any task is emotion – managing motivation, fear and hope."* Marg has served as the Kamloops Investors Group Walk for Alzheimer's volunteer committee chair since 2006. Her leadership has shaped how the events are organized across the province, and built the Kamloops Walk into one of the biggest in B.C.



### PAUL BLANCHET — AWARD OF MERIT

Recipients have shown commitment to the cause, empathy towards caregiver needs and humour in the face of obstacles.



*"We can spend time being negative or positive. Being negative is a waste of life and that is a choice. Being positive is a choice not to waste life."* Paul is a key member of the B.C. Leadership Group of Caregivers. When Paul's wife Linda was diagnosed with young onset dementia, he and his family met this challenge with action and became outspoken advocates for other people affected by the disease. Paul meets with families, community groups, politicians and media to break stigma and further the Society's mission.

### PAULINE TADEY — AWARD OF COMMUNITY SERVICE

Recipients have demonstrated community leadership through their grassroots volunteer work in rural municipalities.

*"I became invested in helping because I was hearing the pain on the calls."* Pauline was a staple of the Penticton Resource Centre from 2002, when she started as an office and support call volunteer and quickly added event coordination to a long list of contributions to the cause. Pauline passed away from long-term lung disease shortly after receiving the Award of Community Service. We celebrate her compassion and determination to make a difference in the lives of people affected by dementia.





## Meet the Lenarduzzis

### Turning a painful dementia journey into powerful support for other families

When the Lenarduzzis ran in the *Scotiabank Vancouver Half-Marathon & 5k* for the Alzheimer Society of B.C., they did it to raise funds and bring awareness to a cause close to their hearts. The run is just one example of the family's unfaltering dedication to improving the lives of people living with dementia.

Team Lenarduzzi – including Vancouver Whitecaps FC President Bob Lenarduzzi, his wife Deanne Lenarduzzi, their daughter, media personality Sunny Lenarduzzi and their son Ryan Lenarduzzi – ran to support the Alzheimer Society of B.C. in honour of close family members affected by dementia.

They ran in memory of Deanne's father Denny Veitch, a larger-than-life man who, despite losing his arm as a child, became a professional rugby player, Vancouver Whitecaps' general manager and unofficial tennis coach to his grandchildren. They also ran in memory of Bob's mother Clelia Lenarduzzi, the family matriarch who shared her joy for cooking her native Italian cuisine with friends and loved ones. Clelia was also diagnosed with dementia while Denny was in the late stages of his journey with Alzheimer's disease. The family turned their painful experience with dementia into a commitment to fundraising and fighting stigma. They haven't looked back.

"Alzheimer's disease and other dementias affect so many families," Bob says. "I have always felt it is important to share my personal experiences to help raise crucial awareness about its impact."

Bob has supported the Society in a myriad of ways, including through the *Breakfast to Remember* fundraisers in Vancouver and Victoria, where he surprised and delighted guests with an impromptu auction of Whitecaps box seats. Sunny – a video, social media and brand strategist named one of the 50 Must-Follow Women Entrepreneurs in 2017 by *The Huffington Post* – is outspoken about the need to support families affected by dementia. Sunny uses her influence to address stigma and honour her grandparents, "Papa" Denny and "Noni" Clelia, both of whom were close mentors throughout her life.

"I'm able to use the confidence my Papa taught me and the compassion my Noni taught me to advocate for people affected by dementia." – Sunny Lenarduzzi





## Mary's legacy

Andy and Cheryl Szocs restored a church in honour of his mother, who lived with dementia.

### By planning a future gift to the Society, Circle of Hope donors allow us to continue our work

Five years into her dementia journey, Mary Szocs travelled to her hometown, the Hungarian village of Kecsked, where she sang, danced and celebrated with 300 locals before a dazzling new altar in a beautifully-restored church. Mary lived in long-term care in Vancouver at the time of the trip in 2006. It connected Mary, one of 10 siblings, to her extended family – and them to the idea that a person is able to inspire their community incredibly, well after a diagnosis of dementia.

“People tend to forget about the value of people affected by Alzheimer’s,” says Mary’s son Andy, who orchestrated the church restoration and family reunion. “They’re still here and they can contribute. Mom wasn’t a celebrity. She was an incredible, loving, caring individual who represented so many more people living with dementia.”

Andy wanted to honour his mother’s life, values and generosity while she was still alive in a way she could personally appreciate. Andy and his wife Cheryl also paid tribute to her in a way that will honour her life and support British Columbians living with dementia long into the future: they both remembered the Alzheimer Society of B.C. in their wills.

“People have to realize that giving is a wonderful thing, but it’s a huge responsibility. I want to give to an organization where I can make the most impact. It rewards you.”

– Andy Szocs

Andy, a former businessperson, made the decision based on his deep connection to people affected by dementia, and his knowledge of the Society’s financial and organizational successes.

“I worked hard for my money and I wanted to pick a charity that is professional and well-organized like the Alzheimer Society of B.C.,” he says. “They not only have heart and feeling, they have strong business acumen, which is why I choose to invest in them.”

**To learn more about becoming a legacy donor like the Szocs, visit the [Create a lasting legacy page of our website](#).**

# Signature events

Each year, volunteers, participants and honoured guests participate in our events to help build a community of care for the approximately 70,000 people in B.C. living with dementia as well as their families. These dedicated fundraisers help us move towards a future without dementia by boosting awareness to break stigma, raising funds for critical programs and services, and enabling research into the causes and possible cures. Here are the highlights from 2017-18:



## Forget Me Not Golf Tournament May 18, 2017

The annual *Forget Me Not Golf Tournament* presented by Canaccord Genuity took place at the Northview Golf & Country Club.

## Climb for Alzheimer's September 24, 2017



At the sixth-annual *Climb for Alzheimer's*, organized by a committee of passionate volunteers, 253 participants hiked the Grouse Grind® or did the accessible Summit Stroll.

## Breakfast to Remember – Vancouver March 7, 2018

Business and community leaders gathered to share their vision for a world without Alzheimer's disease and other dementias at the seventh-annual *Breakfast to Remember*, hosted by Global TV's Dawna Friesen and featuring talks from dementia researcher Dr. Robin Hsiung and business leader Jason McLean.



## Breakfast to Remember – Victoria February 22, 2018



At Victoria's fifth-annual *Breakfast to Remember*, presented by Trillium Boutique Senior Living, guests heard from soccer legend Bob Lenarduzzi and *Times Colonist* columnist Jack Knox.

## Investors Group Walk for Alzheimer's First Sunday in May (May 7, 2017)

In 22 communities across B.C., thousands of people participated in the 2017 *Investors Group Walk for Alzheimer's*. They walked to remember people who have passed away and to honour people affected by dementia living in their communities.





## Coffee Break® Mid-September to mid-October



Friends, families and co-workers came together in communities across Canada to raise a cup of coffee in support of people affected by dementia.

## Scotiabank Vancouver Half-Marathon & 5k June 25, 2017

With the sun shining, runners, walkers, Society employees and friends laced up their runners to raise funds for the Society as a part of the Charity Challenge at the *Scotiabank Half-Marathon & 5k*.



## Anything for Alzheimer's – Independent fundraisers across B.C.



From cycling in Alaska to creating unique bracelets and donating old cars, committed fundraisers did a variety of things to help make a difference in the lives of people affected by dementia. *Anything for Alzheimer's* makes it easy to fundraise by taking your own idea and making it a success.

## Our incredible event supporters ignite the movement towards a dementia-friendly society

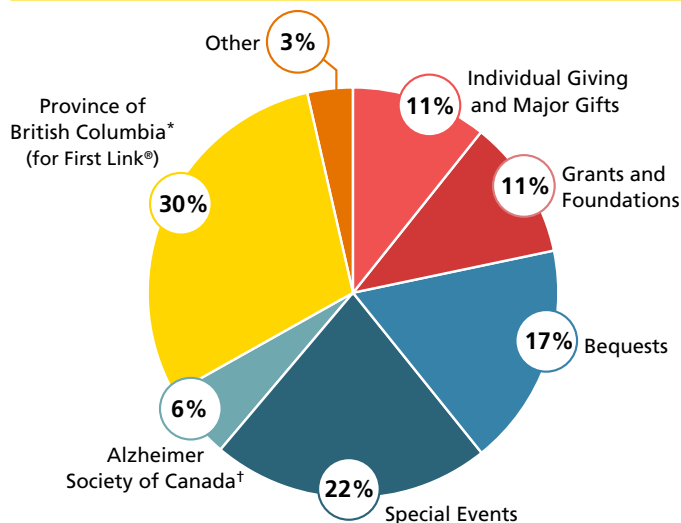


Delia Visscher, seen here with her running partners at the *Scotiabank Vancouver Half-Marathon & 5k*, runs to honour her late husband Jans Visscher who lived with dementia. Delia raised \$3,342 in 2017, bringing her total funds raised through the event to more than \$22,000 to date. In addition to her incredible fundraising through the run, for which she is now in the 86-90 age category, Delia is also a committed donor to the Society.

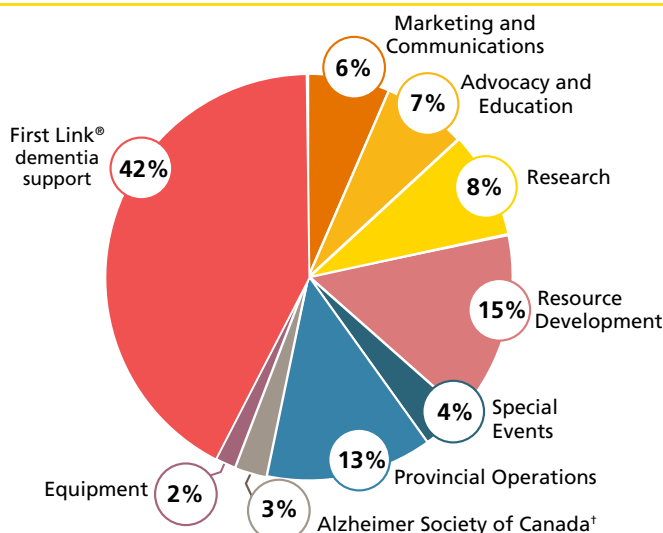
# Financial

When you support us, you're investing in our vision of a world without dementia. Your financial support helps ensure people living with dementia are not alone by mobilizing a community of care around them, providing programs and services, and enabling research – a mission we approach with accountability and transparency.

## How we received our funds – \$9,684,821



## How we invested our funds to support our mission – \$9,212,834‡



\*"Province of British Columbia" reflects Ministry of Health funding for First Link® dementia support.

†We are part of a federation of 10 provincially-focused organizations. The Alzheimer Society of Canada is the leading health organization for people affected by Alzheimer's disease and other dementias in Canada. Both revenues and expenditures are generated in association with this federated model.

‡\$471,987 represents an increase in net assets.

Visit [www.alzheimerbc.org](http://www.alzheimerbc.org) to see the full, audited financial statements.

# Board of Directors

## 2017-18

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

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# Questions or concerns about dementia or memory loss?



## The First Link® Dementia Helpline is for anyone who:

- is interested in dementia
- is concerned about their memory
- has been diagnosed with dementia
- works with people living with dementia
- just wants to know more

## First Link®

YOUR LINK TO DEMENTIA SUPPORT

Provincewide: 1-800-936-6033

Lower Mainland: 604-681-8651

Hours: Monday to Friday, 9 a.m. to 4 p.m.

## Commitment to privacy

The Alzheimer Society of B.C. is committed to protecting the privacy of people who connect with us and to making sure that we are up to date with relevant legislation and best practice. Over the last year we continued to provide training for Society staff and volunteers to ensure we continually meet privacy standards in all of our activities, from the delivery of support services, to working with our valued donors, to holding fundraising events. For more information, visit [www.alzheimerbc.org/privacy](http://www.alzheimerbc.org/privacy) or contact our Privacy Officer at [privacy@alzheimerbc.org](mailto:privacy@alzheimerbc.org).

## Front cover images

Left: Volunteers walk to honour people affected by dementia at the *Investors Group Walk for Alzheimer's* in Vancouver.

Middle: Myrna Norman, a member of the Alzheimer Society of B.C.'s Leadership Group of People Living with Dementia, shares her story for a national Alzheimer's Awareness Month campaign.

Right: Minds in Motion® Coordinator Sonia Furstrand works with a participant during a session of the fitness and social program for people in the early stages of dementia.

# AlzheimerSociety

BRITISH COLUMBIA

300 – 828 West 8th Avenue

Vancouver, BC V5Z 1E2

PHONE: 604-681-6530


TOLL FREE: 1-800-667-3742

FAX: 604-669-6907

WEBSITE: [www.alzheimerbc.org](http://www.alzheimerbc.org)

EMAIL: [info@alzheimerbc.org](mailto:info@alzheimerbc.org)

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