

Annual Report: 2023-2024

Société Alzheimer Society

NEW BRUNSWICK / NOUVEAU-BRUNSWICK

Lighting Our Future Path

A Message from our Director & President

Regardless of where you live, the image of a lighthouse is a powerful one. In a storm, the lighthouse guides ships safely ashore. Lighthouses are beacons, providing a pathway of light and protection from jagged rocks and shoreline.

Just as lighthouses help to guide ships safely in the storm, the Alzheimer Society is a beacon of light and hope for the 3,000 families we support through our work. Our staff and volunteers help families navigate a complicated journey, and support them at every point along the way. We chose the analogy and image of a lighthouse for our annual report this year because it symbolizes a dependable constant that stands true regardless of the storm that rages around them.

Over the last few years, we have made investments to help us recover from the pandemic, and many of these investments are making a marked impact. We have grown our Program and Services team and enhanced our volunteer program to better support those we serve. In addition, we have taken what we have learned about the fragility of fundraising events through the pandemic and made investments in a new sustainability model to ensure reliable funding sources, enabling us to remain a dependable presence.

Our investments have been intentional and focused on meeting the needs of people living with dementia and their community of care.

If you have been a part of these efforts over the past year in any way—by volunteering with us, donating or fundraising for us, referring to us, or even just following our newsletter and by getting more informed on dementia—we thank you. Your support helps us be the pathway of light for many New Brunswickers experiencing the storm of dementia.



Chandra MacBean
Executive Director



Elizabeth Eldridge
President

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Tyler Belyea, Fredericton, NB

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Adam Thornton, Miramichi, NB

Chandra MacBean, Charters Settlement, NB



Continued Investments in Sustainability

Sustainability has taken on new meaning in a post-pandemic environment. For our organization, it has meant intentional investments into many areas of our work to ensure we continue to grow and shift to meet the ever-changing needs of the families we serve. We strive to be prepared for the increasing number of families accessing our services and ensure our offerings meet their needs in a meaningful way.

One of the key investments we made this year was the "Engaging Communities Survey," designed to give us a better understanding of the needs of the communities and the families that we serve. This survey has provided insights into dementia priorities, areas for improvement in existing programs, and a focus for future program development and advocacy efforts.

We are proud of the work that a small but mighty team within our staff undertook to respond to growing challenges with clients experiencing complex mental health

challenges, burnout, and crises. Collaborating with other organizations and partners, this team developed policies and protocols to ensure our staff are prepared and trained to respond effectively to these situations.

Our Brand and Philanthropy team is helping us invest in sustainability through thoughtful and intentional stewardship activities. The purpose of this work is to ensure we are communicating regularly and effectively with our supporters, maintaining transparency and authenticity. We want our supporters to understand the impact of every dollar donated, and to know our dreams for the future as well as the challenges we face in order to get there.



Emilienne Blanchard
Volunteer in the Chaleur Region

Investments in Volunteers

In many ways, volunteers are the heartbeat of the Alzheimer Society, helping us to accomplish big things with limited resources. They play an essential role in implementing our programs and fundraisers, giving generously of their time and resources in service of others.

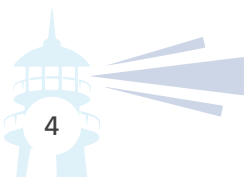
In 2023, we invested in our volunteers to ensure they are well-supported in their vital work. Here are some of the supports we introduced:

- We hired a full time Volunteer Coordinator to lead the orientation and stewardship of volunteers, ensuring they are supported every step of the way.
- We updated training modules and resources to equip volunteers with the necessary skills for their roles.
- We created a platform to facilitate resource sharing and streamline communication with our volunteers.

We were excited to see an influx of new volunteers in 2023, growing our network from 65 to 95 volunteers.

Meet our Volunteer Coordinator, Bernice Leblanc

Based in Tracadie, NB, Bernice leads the recruitment, orientation, training, and retention of all volunteers, including program and fundraising volunteers. She manages all aspects of the volunteer program, from administrative support to committees, to evaluating the success of the program. Bernice is a consistent and constant resource for our volunteers, supporting them throughout their volunteering journey.



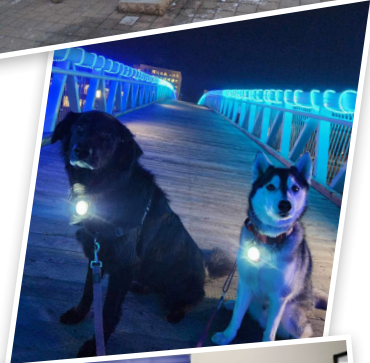
Advocacy & Awareness

There have been many ways this past year that we have amplified the voices of those we serve to improve the experience of New Brunswickers living with dementia.

MINT Memory Clinic: After almost 10 years of advocating for this model, we were thrilled to be a part of the first MINT Memory Clinic in New Brunswick. MINT Memory Clinics use an integrated, team-based model that helps to build capacity, improve wait times for treatment and diagnosis, and improves access to memory care. Located in the Miramichi hospital, the Alzheimer Society has a team member on the care team to ensure that both the person with dementia and their care partners have access to supports from diagnosis. There are also three additional clinics in development in the Moncton area.

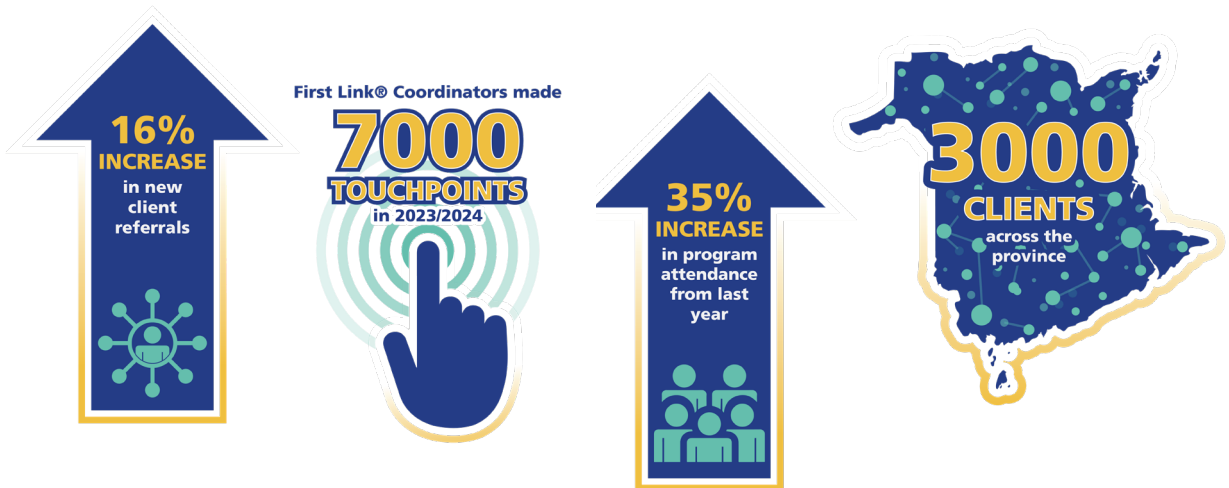
Long Term Care Inquiry: When the Seniors' Advocate launched a review of long-term care in New Brunswick, our Executive Director was asked to join the Advisory Committee. Following public and stakeholder consultations, comprehensive recommendations were drafted and included in the report titled, "What We all Want: A Review and an Urgent Proposal for Change in New Brunswick's Long-Term Care System." We continue to advocate for these recommendations to be implemented by our government.

Awareness: Public awareness is a key focus of our work. Each January, we address key issues in the dementia journey such as diagnosis, stigma, caregiving, and support needs. This year we invited the public to help raise awareness through our "Light it up in Blue" campaign. Individuals, organizations and businesses displayed blue lights to spread awareness and to shine a light on the dark shadow of dementia.



First Link® Program

Our First Link® program continues to provide support to people living with dementia and their families. First Link Coordinators provide confidential and timely support by providing information, connecting people to community resources, and facilitating programming. Feedback from individuals and families utilizing our First Link® program indicates that they have an increased feeling of support and confidence in managing dementia symptoms and a greater awareness of available community services.



Group Therapy for Care Partners

Beginning in the fall of 2023, the Alzheimer Society of New Brunswick ran three six-week group counselling pilot programs. Facilitated by a licensed counselling therapist, participants explored the experience of being a care partner and the personal impacts of supporting someone living with dementia during the sessions. Topics covered included grief, acceptance, how to manage realistic expectations, and included new coping skills and mindfulness tools to manage emotions and support their resilience.



Programs for People Living with Dementia

We listened to our clients and recognized the need for programs tailored to people living with dementia. Here are some highlights from our programs for people living with dementia:

Minds in Motion®

We committed to making Minds in Motion®—a physical activity and mental and social stimulation program—a core program following a successful pilot in 2022. To ensure the sustainability, the exercise component is now led by the ASNB's Community Engagement Coordinator, who is a certified fitness instructor. We were thrilled to see a 36% increase in attendance from the previous year.



Coffee & Chat

We launched Coffee & Chat, a monthly social program where people living with dementia connect virtually in a welcoming, stigma-free and inclusive environment facilitated by ASNB staff. We were pleased to welcome 38 attendees.



Dementia-Friendly Communities

After winning iA Financial Group's philanthropic contest in 2022 and receiving a prize of \$105,000, we were excited to hire a Dementia-Friendly Communities Coordinator and invest in initiatives to help build dementia-friendly communities. A dementia-friendly community is one where people living with dementia and their care partners are welcomed, included, supported and cherished. In the first year, our Dementia-Friendly Communities Coordinator focused on fostering relationships with other organizations and delivering educational presentations.

Highlights:

- Non-Profit Organizations Educated: 5
- Presentations Delivered: 10
- Community Events Attended: 8 (hosted information booths)
- People Reached: approximately 450, raising awareness and support for creating dementia-friendly communities



Landmark Study - The Many Faces of Dementia in Canada

Over the next 30 years, we anticipate the number of people living with dementia in New Brunswick will nearly double.

By 2050, an estimated 22,300 New Brunswickers will live with dementia. The impact is and will continue to be felt across all borders, sectors and cultures.

Studies show that colonization and stress from racism can affect brain health. Addressing these factors is important in preventing or delaying the onset of dementia.

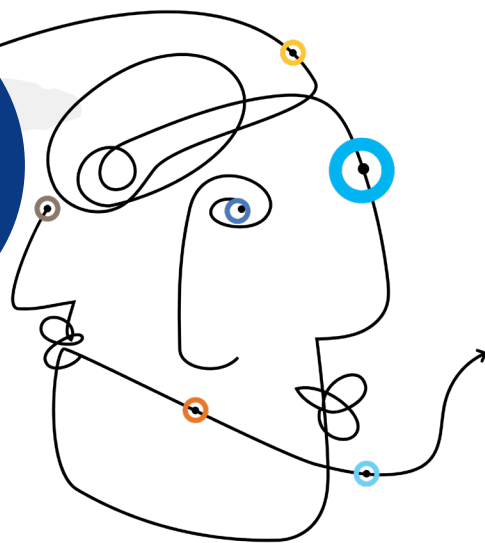
By 2050, the number of Indigenous people living with dementia in NB is expected to triple.

As the number of people living with dementia increases, understanding the impact on our nation's future is crucial. The Many Faces of Dementia in Canada is the second of three reports from the Alzheimer Society of Canada's Landmark Study, which employs a microsimulation model predicting dementia trends over the next 30 years.

The second report, released in January 2024, delves into the impact of dementia, examining significant variations in dementia risk, prevalence, clinical presentation, and health outcomes across diverse demographic groups. Considerations include Indigenous peoples, ethnic origins, sex (gender data was unavailable), and age (including young onset dementia).

With the rapid rise of our aging population in Canada, 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're able to address the diverse needs of individuals living with dementia and those in their circle of care.

Women are doubly affected, accounting for almost two out of every three dementia cases as well as more than 50% of caregivers.



IG Wealth Management Walk for Alzheimer's

Last year marked the 20th anniversary of the IG Wealth Management Walk for Alzheimer's in New Brunswick. Our biggest annual fundraiser grew even more as we added a new location in Atholville. We were honoured to gather in 6 communities across the province to celebrate and honour people affected by dementia. Together, we raised \$206,232.44 for our programs and services.

We are growing and formalizing our "Walk in a Box" initiative, a concept that provides people with more flexibility in how they participate in the Walk. This self-contained event kit includes everything needed to host a fundraising event in one's community. It's a great option for long-term care homes, community groups and individuals who can't attend a nearby Walk. Last year there were 7 "Walk in a Box" events.



Anything for Alzheimer's

2023 was a fantastic year of anniversaries! The continued support from our annual third-party fundraisers has been remarkable. Jerry Lewis hosted his 6th Night of Music for Alzheimer's, Jim Landry completed his 6th annual Forget-Me-Not Tour on his bicycle, and Mitchell Realty hosted their 6th Shred Event. We also want to recognize the longstanding support from Estey's Fish & Chips, who have been raising funds for us since 1998. All together, our Anything for Alzheimer's campaign raised over \$35,000 last year!



In 2023, 16.5% of our revenue was raised through our fundraising campaigns. Thank you!

Winner of the Pauline Spatz Award - Liz Flogeras

The 7th annual Pauline Spatz Leadership Award was presented to Liz Flogeras of Quispamsis, NB. Liz is a wife, mother, powerhouse volunteer and community leader. She supports her community in a number of ways, including volunteering at Shannex and at her local church.

At Shannex's Embassy Hall, Liz co-created the Family Peer Support Group, contributes to the NB Enhanced Care Resident and Family Council, and collaborates with the Office of the Seniors' Advocate. She also maintains a flower garden, distributes homemade treats, and fosters a sense of community among residents.

Through her church, Liz organizes numerous initiatives, including clothing and blanket drives for northern communities, fundraising

for shipping costs, and delivering quilts to those in need.

Liz lives a life of service, whether it be for her immediate family, her work family, her Embassy Hall community or her church community. Her passion and leadership make a profound difference.



Winner of 5 Smooth Stones Award - Nicole Ricketts

We are thrilled to announce that Nicole Ricketts is the 2023 recipient of the 5 Smooth Stones Leadership Award, a peer-nominated award for ASNB staff who demonstrate leadership, passion, and dedication.

Nicole joined the ASNB in 2018 with dedication and a passion for non-profit work. Starting in the Community Outreach Coordinator position, she built strong connections with healthcare providers

and people directly impacted by dementia throughout New Brunswick. In 2019, she proposed offering formal counselling for our clients. This idea grew into Canada's first Acceptance and Commitment Therapy program for family caregivers of people living with dementia, developed while she earned her Master of Arts in Counselling Psychology.

Her colleagues commend her for launching the tele-counselling and psychotherapy program during the pandemic. Nicole is known for her friendly, encouraging nature, always welcoming feedback and supporting her team.

Congratulations, Nicole, on being the recipient of the 5 Smooth Stones Leadership Award! We are proud of your achievements and grateful for your extraordinary service to our community.



Alzheimer Society of New Brunswick

Financial Report

Revenues	2024	2023
Memorials and bequests	\$104,847	\$128,881
Public support	\$457,794	\$411,975
Investment income	\$104,247	\$16,094
Government wage and other grants	-	\$1,670
Project funding	\$689,835	\$417,785
	\$1,356,723	\$976,405

Expenses	2024	2023
Administration	\$128,382	\$115,238
Amortization	\$2,762	\$2,030
Board of directors	\$8,988	\$12,554
Fund development	\$221,488	\$148,224
Service delivery	\$948,380	\$747,879
	\$1,310,000	\$1,025,925

Excess (Deficiency) of Revenues over Expenses from Operations

\$46,723 \$(49,520)

Other Income

Alzheimer's Society of Canada revenue	\$64,608	\$170,337
Alzheimer's Society of Canada assessments	\$(178,098)	\$(134,358)
	\$(113,490)	\$35,979

Deficiency of Revenue over Expenses

\$(66,767) \$(13,541)



Connect with Us

For more information on programs and services, volunteer opportunities, or ways you can donate, please contact the resource centre nearest you!



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