

*Soci t  Alzheimer Society*

NEW BRUNSWICK / NOUVEAU-BRUNSWICK



Annual Report **2020-2021**

**FORGING NEW PATHS**

# A MESSAGE FROM OUR DIRECTOR AND PRESIDENT

One of the most difficult aspects of the pandemic for many has been how it has impacted almost every aspect of our lives in ways we never could have anticipated. These restrictions, although necessary, impacted some of the things we take for granted, like time with friends and family, a gentle touch, and a loving embrace. They also required organizations like ours, most of whom had their plans and strategies laid out for the next year, to completely re-evaluate how to continue to play our critical role safely.

Those impacted by dementia do not just miss these connections, but depend on them. For people impacted by dementia, connections do not just bring them joy, but rather are a necessary component of their quality of life, as well as allowing them to access the care they require and to provide respite and day-to-day support. The risk of transmitting COVID-19 meant that support systems that were allowing families to care for persons living with dementia at home were cut off and the resulting isolation was palpable. For those in long term care, they were cut off completely from visiting with family members who participate in their care, and act as their voice when needed.

Now, as we ease into green, we reflect on all we have accomplished together despite living through a global crisis. As we reflect, we offer our gratitude to the incredible staff and volunteers who, even as they experienced the pandemic personally and navigated working from home, still were there for the families we serve with the compassion and commitment we have come to be known for. We also offer our heartfelt gratitude to our donors and fundraisers who saw the need, and even in the uncertain economic environment, supported and invested in our organization. Your ongoing support brought hope and light to each of us. We will take the insights we learned, with a deep appreciation for all who make our work in the community possible.



**Chandra MacBean**  
Executive Director



**Shelley Shillington**  
President

## BOARD OF DIRECTORS

Shelley Shillington, Saint John, NB—President

Adam Thornton, Nerepis, NB—Vice President

Dave Lavigne, New Maryland, NB—Treasurer

Holly Hill, Rothesay, NB—Secretary

Michel Haché, Inkerman, NB

André Savoie, Saumarez, NB

Debra Ward, Fredericton, NB

Renée M. Roy, Dieppe, NB

Becky Lyons-Standring, Miramichi, NB

Guyline Boudreau, Dieppe, NB

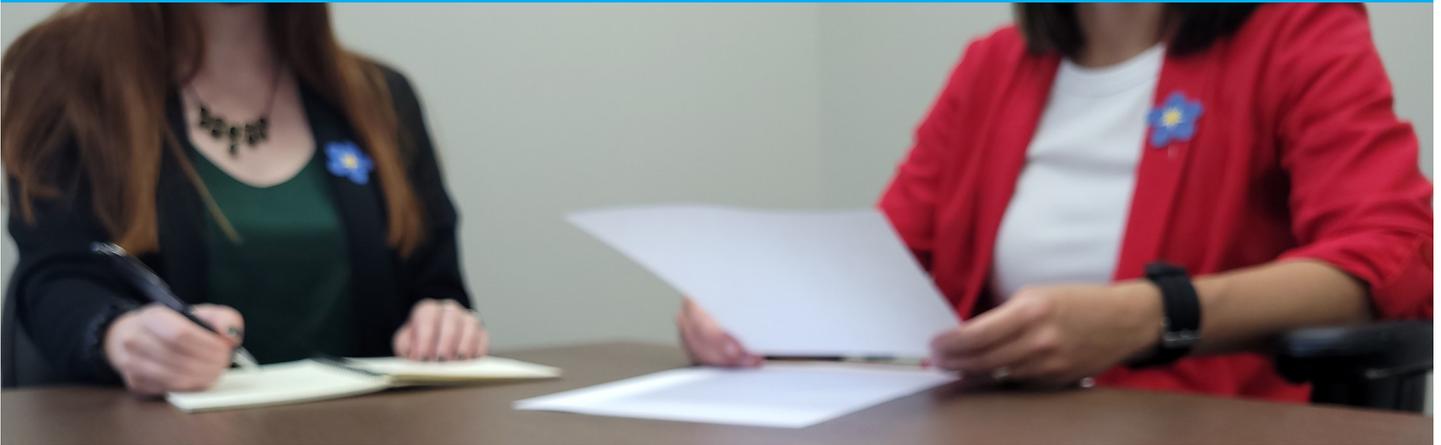
Tyler Belyea, Fredericton, NB

Elizabeth Eldridge, St. George, NB

Sherrill Perry, Mascarene, NB

Chandra MacBean, Charters Settlement, NB

# ADVOCACY



Each of us learned something from the unprecedented experience of the COVID-19 pandemic. Across the country, the gaps in the system that impact people living with dementia were magnified, and as a result, the pandemic had a disproportionate impact on them.

When we closed our offices, we immediately connected with the families we serve to do wellness checks and to ensure they had access to information and support. We listened to the challenges they were facing and made it our priority to address the gaps and work to find solutions. We heard about the struggle to participate in the care of family members in long-term care and in hospital and the lack of access to community supports for those who care for a person living with dementia at home.

We brought these challenges forward to partners and joined committees as subject experts so we could work together to find solutions to these problems. We told policy makers and clinicians what we were hearing from clients and collaborated to identify ways we could improve communication, create pathways to services that were safe and accessible, and advocate for the people we serve.

As new information on the coronavirus became available, we shared provided updates to clients and other community partners. We witnessed changes to policy, process, and communications that reflected the challenges we had shared with decision-makers.

The stories we heard were often hard to bear, knowing there was little we could do to ease the rapidly evolving situation. Although the impact of the pandemic on the families we serve has brought new issues to light, it has mostly made those we already knew were there more acute. We have made a commitment to take what the pandemic has shone a spotlight on and ensure we make these issues and gaps impossible to ignore. We will honour the experiences that were shared with us to impact change and create an advocacy framework that keeps the voices of persons living with dementia on the public agenda.

# NAVIGATING THE PANDEMIC

## Virtual Caregiver Support Networks



Transitioned caregiver support groups online. This was an incredible success and helped to overcome barriers such as accessibility and the need for care for a person living with dementia because people participated from their home.

## Connecting with Clients



Early in the pandemic, staff reached out to all active clients beyond scheduled routine calls to offer additional support, see how they were managing, and to learn what their needs were.

## Videos on Demand



Developed ten *Dementia@Home* education videos and eight *Keeping Busy with ASNB* recreation and leisure videos, covering various topics in both English and French on our YouTube channel.

OUR PLANNED ROUTE →

FINDING OUR NEW WAY

KEEPING EVERYONE SAFE

CONNECTING WITH CLIENTS

## Counselling



Launched free, short-term counselling and psychotherapy for caregivers, friends and family of people living with dementia as a pilot-program. We've learned that phone calls, video and texting allow us to reach more clients than we would have via in-person sessions.



## Fall Learning Series



Offered weekly virtual educational sessions in English and French. Topics included Understanding Behaviours, Adult Services and Wealth Planning for Aging Canadians.

## IG Wealth Management Walk for Alzheimer's



The first virtual nation-wide IG Wealth Management Walk for Alzheimer's welcomed 287 participants and raised \$171,071.80! Our campaign was recognized by Peer-to-Peer Fundraising Canada as one of the top 10 peer-to-peer fundraising campaigns in the country.

## Gentle Persuasive Approaches



Research study to test first of its kind dementia care course for family and friend caregivers of people living with dementia, led by the ASNB and in partnership with Horizon Health and the Healthy Seniors Pilot Program.

## Anything for Alzheimer's



Our annual Anything for Alzheimer's campaign was a great success, raising \$35,098.92. Funds were raised by selling forget-me-not patterned socks and masks, and through third-party fundraisers such as book sales, craft sales, biking, running and more!

## Support and Education Forum



Launched a private Facebook group to provide a safe space for caregivers of people living with dementia to share, ask questions, and connect with others on the dementia journey. Group gained 144 members in the first year.

**A NEW WAY FORWARD**



## REDUCING DEMENTIA STIGMA



Stigma is one of the greatest barriers that prevents people with dementia from living fully with dignity and respect. In fact, 46% of Canadians admit they would feel ashamed or embarrassed if they had dementia.

Last year we ran two campaigns with the goal of reducing stigma by spreading awareness of the disease and the supports available to those on the dementia journey.

During World Alzheimer's Month in September, we organized a rock painting and hiding challenge. As people visited parks and trails around the province, they had the chance to discover a forget-me-not rock, which directed them to our social media to learn more about Alzheimer's and dementia.

In total, we had volunteers, families, nursing homes, university students and library staff painting and hiding rocks in over 15 communities across the province.

The second campaign was our annual January Awareness Campaign. The theme was "the sooner you talk about dementia, the more we can help." Our goal was to raise awareness of the services we offer and to let the public know it is never too early to reach out for information and support.

The campaign focused on digital ads, media coverage and community outreach, and reached over 113,000 people online. We were pleased to see members of the community engage with this campaign.

When surveyed in 2020, **57%** of people living with dementia said they experienced social rejection or avoidance, **53%** reported being excluded from their own treatment decisions, and **61%** reported being ignored or dismissed in social situations.

# CULTURE OF KINDNESS

*“Together we can change the world, just one random act of kindness at a time.”*

– Ron Hall



## Little Boxes of Love

The Alzheimer Society partnered with Professor Durkee-Lloyd and passionate Gerontology students at St. Thomas University to create the *Little Boxes of Love* project, a project meant to show an act of kindness to care partners and let them know they are not alone.

The goal was to create a small care package to be delivered to care partners while visiting their loved ones in long-term care and offer an important reminder to practice self-care.

Fifty boxes were assembled, packed with a hand-written note, and delivered to several nursing homes in the Fredericton area. The boxes were then offered to care partners visiting a family member living with dementia. Caregivers often struggle in silence and through this initiative we wanted to show them that we care.

## World Kindness Day

Because 2020 was a difficult and isolating year for so many, our team around the province set out to spread some cheer on November 13, World Kindness Day. It was important to our team to maintain connections with our stakeholders and let them know how much we appreciate them and that we were still thinking about them, even though we couldn't be physically together.

Members of our team worked together to reach out to volunteers, fundraisers, sponsors, and partners. In total, we performed 10 acts of kindness, offering words of appreciation, cards, and a few sweet treats.

Thank you to all those who supported our Society during a difficult year. We sincerely could not do the work we do without you.

*“The dementia journey is made easier by being open about your disease. Always be willing to talk about the challenges and the available help out there by sharing your highs, lows, struggles, and victories with others. Your story may bring hope to someone starting this journey themselves.”*

– Dale Morehouse, Awareness Ambassador living with dementia

## LEADERSHIP AWARDS

### Pauline Spatz Leadership Award

The recipient of the 2020 Pauline Spatz Leadership Award is dedicated volunteer, Paulette Noël of Sainte-Rose, NB!

In 2016, her life changed forever when her 31-year-old daughter, Marie-Claude, was diagnosed with frontotemporal dementia. Since this time, Paulette has become determined to make her community a better, more inclusive place for people living with dementia and their care partners.

Paulette is dedicated to spreading awareness of the disease and the services available for those on the dementia journey. She is a fierce advocate for people living with dementia and is committed to amplifying their voices as a way to honour the memory of her dear Marie-Claude, who left us much too soon in March of 2020. She never misses the opportunity to tell her heartfelt story and share words of encouragement with other caregivers.

Believing whole-heartedly in the mission of the Alzheimer Society, Paulette organized the first book sale for a non-profit organization in the Acadian Peninsula in 2019 to raise much needed funds for the Society. It has since become an annual event, raising over \$8,000 to date!

Her impact has been tremendous; her commitment, passion and kindness are outstanding. Paulette truly inspires anyone who has the opportunity to meet her.



### 5 Smooth Stones Leadership Award

The 2020 recipient of the 5 Smooth Stones Leadership Award, an award to recognize the efforts and successes of our staff, is Rebecca Porter, First Link Support for the Saint John Area.



Rebecca demonstrates leadership through her exceptional compassion towards those living with dementia, her passion for the cause, and her strong initiative within the ASNB team. She is a source of sunshine to those around her, and approaches all situations with positivity and optimism.

A natural-born educator, Rebecca excels at providing clients of the ASNB with hands-on tools and practical advice. Rebecca is also committed to reducing the stigma surrounding dementia, and since receiving a diagnosis of Mild Cognitive Impairment in 2019, she has decided to speak openly about her diagnosis in hopes of spreading awareness and understanding. Congratulations, Rebecca!

## LOOKING FORWARD: OUR JOURNEY CONTINUES

Despite being an incredibly difficult year, the pandemic has allowed us to take pause and renew our focus on what matters most. In the midst of seemingly insurmountable challenges, the ASNB has taken the opportunity to understand what is most important to the people we serve. As we ease into a new normal, our staff and volunteers are focused on investing our resources in the programs and services that will have the greatest impact on those in our province affected by dementia.

### Investing in the needs of our communities

Prior to the pandemic, we offered several programs that were well attended in some communities, but struggled to sustain them in others. With funding from the Dept. of Post-Secondary Education Training and Labour, we set out to understand why this was. We reached out to municipalities, volunteers, and clients to learn about the challenges they face. This work helped us better understand the unique needs of people living in different communities around the province, which will help us prioritize and optimize our program offerings and ensure they are truly benefitting our clients.

### Connections

COVID-19 exposed a health care system that has been pushed to its limits, the importance of spending time with those we love, and the power of working together. For people impacted by dementia, connections do not just bring them joy, they are necessary to their quality of life and allow them to access the care they require to provide respite and day-to-day support. Ultimately, we will not fully understand the long term impacts of the pandemic for some time, but in the meantime, we will continue to shine a light on the gaps that have been exposed and amplify the voices of those we serve.

### Removing barriers

Almost overnight, the pandemic not only made it possible to offer virtual programs, but it became essential to do so. We learned virtual programs are a great option for some people as they can remove barriers and ease access. This has opened up a whole new world for us that can potentially increase access to services for many more New Brunswickers.

### Inclusivity

The social, racial, and cultural inequities that so many face every day came to light in ways impossible to ignore this past year. This dark collective time in history demands a different path forward. We fully acknowledge and take responsibility for the past, and will honour it by continuing to learn so that we can enhance our awareness and understanding in all our work.

## WHERE WE ARE IN 2020



### Serving over **2,400 clients** from **365 communities**

Linking people living with dementia and their families to a community of learning, information and support.



**494** clients referred  
**265** by healthcare providers  
**229** self-referrals



**1,318** hours  
spent with clients



**3,411** touch points  
with clients



**17** educational  
presentations



**18** monthly support  
group sessions with **126** participants

*"I find it very helpful to have a place to share my journey knowing that I will not be judged. "[The Caregiver Support Network] has been a lifeline for me." – Client*

# FINANCIAL REPORT

## REVENUES

	2021	2020
Memorials and Bequests	\$134,559	\$272,100
Public Support	\$415,379	\$324,077
Investment Income	\$52,489	\$4,717
Education	-	\$262
Government Employment Programs	\$192,858	\$47,833
Project Funding—First Link	\$534,994	\$343,950
	\$1,329,994	\$992,939



## EXPENSES

Amortization	\$3,126	\$2,411
Administration	\$107,129	\$86,519
Board of Directors	\$7,159	\$7,822
Fundraising	\$125,134	\$181,807
Service Delivery	\$770,915	\$746,864
	\$1,013,464	\$1,025,423



## DEFICIENCY OF REVENUE OVER EXPENSES FROM OPERATIONS

(316,531) (32,484)

## OTHER INCOME

Alzheimer Society of Canada Revenue	\$255,672	\$239,191
Alzheimer Society of Canada Assessments	(199,220)	(104,563)
	\$56,452	\$134,628

## EXCESS OF REVENUE OVER EXPENSES

\$372,983 \$102,144

The pandemic has had a dramatic impact on our revenue, especially on that of our events. To mitigate the risk to our revenue streams, we were able to cut our expenses, and knowing we would continue to see this impact on our revenues in the following fiscal year, we applied for emergency COVID-19 funding. Although this decisive action resulted in a surplus in the 2020-2021 fiscal year, we entered the 2021-2022 fiscal year in a deficit budget position.

# RESOURCE CENTRES

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

## Edmundston

296 Victoria Street  
Edmundston, NB E3V 2H9  
Phone: (506) 735-4248  
smartin@alzheimernb.ca

## Fredericton

320 Maple Street, Suite 100  
Fredericton, NB E3A 3R4  
Phone: (506) 459-4280  
amcnair@alzheimernb.ca

## Moncton

1070 St. George Blvd, Unit 2B  
Moncton, NB E1E 4K7  
Phone: (506) 858-8380  
aking@alzheimernb.ca

## Saint John

221 Ellerdale Street  
Saint John, NB E2J 2M1  
Phone: (506) 634-8722  
mharris@alzheimernb.ca

## Tracadie

203-399 rue du Couvent  
Tracadie-Sheila, NB E1X 1E1  
Phone: (506) 600-7000  
hduguay@alzheimernb.ca

