



*Soci t  Alzheimer Society*

NEW BRUNSWICK /  
NOUVEAU BRUNSWICK

**Annual Report | 2018-2019**



## A Message From Our Director and Board President

In the purest sense, change-makers are tenacious about the greater good. They use a deep-rooted sense of empathy for others, identify a specific problem or opportunity to tackle, and give themselves permission to do something about it. When the ASNB team reflected on the past year, the words that came to mind were change-makers. In communities around our province, our volunteers have been change-makers, as have our passionate staff.

But it doesn't stop there. Change-makers are relentless. In the face of adversity, they lean in, and stay the course. They fight for what they believe in, and they do so with courage and tenacity.

It might feel like a stretch to use such strong, battle associated language when speaking about the work of a non-profit organization, but amidst times of such great struggle in communities around the province, it is a battle. The ASNB is proud to amplify the voices and experiences of those impacted by dementia, to invest in our communities, and to provide a beacon of hope to families who do not know where else to turn. When someone walks into one of our 6 Regional Resource Centres, they are warmly met with

compassion, and should they so choose, have an ally who will walk alongside them for their entire journey with dementia.

The pages that follow will highlight some of the many things that the ASNB would like to take the time to celebrate with our volunteers, stakeholders, partners and donors, for without you, none of what we do would be possible. Thank you to each of you and to our dedicated team of staff – you are true change-makers!



*Chandra MacBean - Executive Director*



*Ashley King - Board President*

## Board of Directors

Ashley King, Fredericton, NB – President  
Shelley Shillington, Saint John, NB – Vice President  
Ron Durelle, Maquapit Lake, NB – Treasurer  
Chandra MacBean, Charters Settlement, NB – Staff  
Michel Haché, Inkerman, NB  
Renée M. Roy, Dieppe, NB

Elizabeth Eldridge, St. George, NB  
André Noël Savoie, Saumarez, NB  
Debra Ward, Fredericton, NB  
Adam Thornton, Nerepis, NB  
Becky Lyons Standing, Miramichi, NB  
Guylaine Boudreau, Dieppe, NB

# Dementia Strategy Consultations

## Impacting Change through Advocacy

**We impact change** as Canada's population is aging. There is a demographic shift that has impacted all areas of our communities. Given that New-Brunswick is one of the fastest aging provinces in the country, we are experiencing many of those shifts earlier than other provinces. In September 2017, the Aging Council's Report "We are all in this together: An Aging Strategy for New-Brunswick", one of the 77 recommendations accepted included the creation of a Dementia Strategy and Action Plan.

The ASNB designed and delivered five engagements sessions with people living with dementia and their caregivers around the province, with the belief that individuals directly impacted by Alzheimer's or a related disease have powerful insights, experiences and stories. The consultations took place in Moncton, Saint John, Edmundston, Tracadie and Miramichi, with a total of 39 attendees. Their stories and voices were part of the report submitted to the Dementia Strategy and Action Plan Project team.



## The "5 Smooth Stones" Leadership Award



**We impact change** and accomplish incredible work because of the energy, passion, time and dedication of our incredible staff. In June 2018, we introduced the 5 Smooth Stones Award to recognize the efforts and successes of our staff. Selected by their peers, the recipients of this award must demonstrate a commitment to improving the lives of the families we serve, as well as passion, leadership and vision –championing our cause missions.

The first recipient of the 5 Smooth Stones Leadership Award, and ASNB change-maker is Angela Meisner. Twelve years ago Angela walked in our doors as a summer student and today she is our Manager of Finances and Donations. To state that Angela encompasses our vision is an understatement, not only is she hardworking and committed to our cause, she also inspires the whole team with a perfect combination of realism and kindness; qualities of a great leader. To know her is to understand her undeniable passion for her work and those we serve.

## Pauline Spatz Leadership Award

**We impact change** with the help of people like Ms Valérie DuBocquet, (born Légère) from Paquetville in the Acadian Peninsula. When she met Charles DuBocquet, it was the beginning of a beautiful love story but they chose to postpone their wedding to take care of their parents both living with dementia. It took 20 years before she could marry her Charles and as a couple they started making music together and giving some of the profits to charities like the ASNB. Her loving husband is no longer accompanying her but she continues to raise money for us by selling bookmarks, scarfs, and cd's which raised \$6,000. She also organizes tea break where she reads stories. Ms DuBocquet will always be a true champion to us and a source of inspiration: a true change-maker.



## 1,000km Memory Ride

### From PEI to France in support of the Alzheimer Society

**We impact change** with the help of supporters and ambassadors like Jim Landry. When dementia drifted into his life with the diagnosis of his mother, Jim decided to give a precious gift to all those who were facing that journey: a 1,000 m bicycle ride from the Atlantic Coast to France to raise funds and awareness.

Jim's solo journey began on Thursday, September 2018 in Borden-Carleton, PEI where he made a few stops to pay a special tribute to veterans. With the support of Landscape NB/PEI, he set up tree planting memorials, and on September 26, National Tree Day, Jim was planting one of his trees while a local veteran was watching through a window and saluting him. A very special moment he will never forget. Jim flew to Belgium where his journey to Vimy began, and had the chance to attend a very special ceremony: the Vimy Oak Centennial Park, where he was able to plant more trees, including one with the students of a local school.

A real change-maker, Jim raised awareness from Canada to Europe and his first 1000km Memory Ride raised \$5,094.40, with all donations going to the ASNB and ASPEI.



## New Journey After Loss

**We impact change** when families come to us for support, they are often met with an unexpected community, and lasting friendships. When a loved one with dementia passes away, the need for this support and community does not go away.

This year, in Fredericton, we piloted a new program called “New Journey After Loss.” The idea for this program came directly from several caregivers who had lost their loved ones to dementia, and still wanted to be connected to the support network that they came to hold so dearly. The concept was really about helping men and women explore life after Alzheimer’s disease and

related dementias, and started with the creation of an exciting “bucket list” of things the group members wanted to try and learn together.

This list includes learning such things as how to meditate and be more mindful, cooking classes, and a wonderful meal together at a restaurant. The program focuses on helping those who have lived the journey with dementia to engage in new activities they may not try on their own, with the support of those around them who truly understand.

## Enhancing Care Conference

**We impact change** with our annual Enhancing Care Conference which provides an opportunity for health care professionals on the frontline of dementia care to learn hands-on tips and approaches to care through a person-centred lens.

In April 2018, our 4th conference took place in Moncton, NB and featured a full day of presentations, workshops and breakout sessions. Our keynote speaker, Jim Kinsey, Planetree Senior Consultation Services Specialist kicked the day off with a powerful and memorable address. A total of 195 delegates attended the event, making this our largest conference to date!

*Jim Kinsey, Keynote Speaker*



## Programs

### Alzheimer Journey

**We impact change** through our education series – Alzheimer Journey – which guides families on their dementia journey. Segmented into three parts, this series is designed for all stages of the disease from early to late and end of life, and features different topics to help clients prepare for the corresponding stage of the journey. Since its launch, we have received an overwhelmingly positive response to this program. All three parts of the series were offered in various communities across the province and in 2018, we grew our locations for these series from 7 to 12. A total of 313 people attended this program throughout the continuum of the series.



### Memory Café

**We impact change** through our community-oriented Memory Cafés, this social activity brings together people living with dementia, their families, friends and caregivers. This monthly program has evolved tremendously over the past few years and the number of locations has grown rapidly since the launch of the initial 4 in 2015. In 2018, we were able to offer 92 Memory Café events with a total of 857 participants, and new locations in Beresford and Riverview.



### Caregiver Support Network

**We impact change** through our Caregiver Support Network by facilitating an event for family caregivers around the province to meet on a monthly basis. This program is an opportunity for caregivers to meet with others and seek support from their peers. In 2018 we grew our number of participants from 235 to 265. We had a total of 709 people attending the 89 sessions around the province.

**PARTICIPANTS FROM 235-265** +35

## Financial Report

Revenues	2019	2018
Memorials & Bequests	\$112,284	\$130,265
Public Support	\$370,963	\$281,219
Investment Income	\$14,910	\$17,189
Education	\$1,266	\$340
Government Employee Programs	\$33,167	\$36,797
Project Funding - First Link	\$323,975	\$272,166
	\$856,565	\$737,976



Expenses	2019	2018
Amortization	\$1,606	\$686
Administration	\$77,159	\$72,011
Board of Directors	\$17,292	\$21,140
Fund Development	\$157,258	\$185,547
Service Delivery	\$670,492	\$550,400
	\$923,807	\$829,784
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FROM OPERATIONS	(67,242)	(91,808)
OTHER INCOME		
Alzheimer Society of Canada Revenue*	179,054	251,296
Alzheimer Society of Canada Assessments*	(108,725)	(99,589)
	70,329	151,707
EXCESS OF REVENUE OVER EXPENSES	\$3,087	\$59,899



\* These revenues and assessments are in accordance with the Federation agreement signed in 2009.



## Resource Centres

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

### Fredericton

320 Maple St., Suite 100  
Fredericton, NB E3A 3R4  
Phone: (506) 459-4280  
Fax: (506) 452-0313  
tburns@alzheimernb.ca

### Moncton

1070 St George Blvd., Unit 2B  
Moncton, NB E1E 4K7  
Phone: (506) 858-8380  
Fax: (506) 855-7691  
jrichard@alzheimernb.ca

### Edmundston

296 rue Victoria  
Edmundston, NB E3V 3K7  
Phone: (506) 735-4248  
Fax : (506) 735-8982  
vlagace@alzheimernb.ca

### Saint John

Senior Wellness Centre, Loch Lomond Villa  
221 Ellerdale Street  
Saint John, NB E2J 2M1  
Phone: (506) 634-8722  
Fax : (506) 648-9404  
mharris@alzheimernb.ca

### Miramichi

1745 Water Street  
Miramichi, NB E1N 1B2  
Phone: (506) 773-7093  
Fax : (506) 773-7093  
info@alzheimernb.ca

### Tracadie

399-203 rue du Couvent,  
Tracadie-Sheila, NB E1X 1E1  
Phone: (506) 600-7000  
Fax : (506) 600-7001  
hduguay@alzheimernb.ca