

2015-2016 ANNUAL REPORT

OUR VISION

We see communities where no one suffers from dementia – we have taken a stand against the disease, defied its predicted path, and *defeated its dark shadow*

Soci t 
Alzheimer
Society

NEW BRUNSWICK /
NOUVEAU BRUNSWICK

EXECUTIVE MESSAGE



If I could pick only one word to describe the past few months at ASNBS it would be “change”. We are at a time where many of the baby boomer generation are either experiencing dementia by caring for a parent(s) or may even be battling the disease themselves. And so change both describes what more and more aging people go through as they face this challenge as well as what the Alzheimer Society does to meet the ever growing needs. If you or a family member have ever experienced that diagnosis you may well know the panic and the questions that quickly come with the unknown. That is where our experienced staff come in. They continue to change, upgrade their skills, and design programs to reach out to all members of the communities in New Brunswick either through the successful Memory Cafe’s, conference for caregiver professionals, or simply being available with an understanding heart and the knowledge to direct our first time callers to the proper places for help. We will continue to fight the dark shadow and stigma of Alzheimer’s disease until our vision becomes reality where “we see communities where no one suffers from dementia” and our challenge to “be the light” has succeeded!

– **Kevin Brewer**, President, Board of Directors



This has been a unique and wonderful year for this organization. At a time when the incidence of Alzheimer Disease is growing rapidly attributable to the changing demographics, our staff did invest much energy in developing programs that will help the organization respond in a positive way to this growth in volume. We also recognized that we needed to strengthen the organization in order to be able to afford the leadership required for the future so steps were taken to strengthen the board and improve systems. We were fortunate to be able to recruit four terrific new board members who brought much experience in the health and social service system and improved the linguistic and cultural profile a great deal.

– **Ken McGeorge**, Acting Executive Director

Board of Directors:

Kevin Brewer,
Fredericton, President

Ashley King,
Fredericton,
Vice President

Christine Davies,
Saint John, Treasurer

Daphne Noonan, Past President,
Fredericton

David Chambers, Sackville

Elizabeth Eldridge,
St. George

Anna Florczynski,
Saint John

Michel Haché, Inkerman

Becky Lyons Standing,
Miramichi

Renée Roy, Dieppe

André Savoie,
St-Quentin

Shelley Shillington,
Saint John

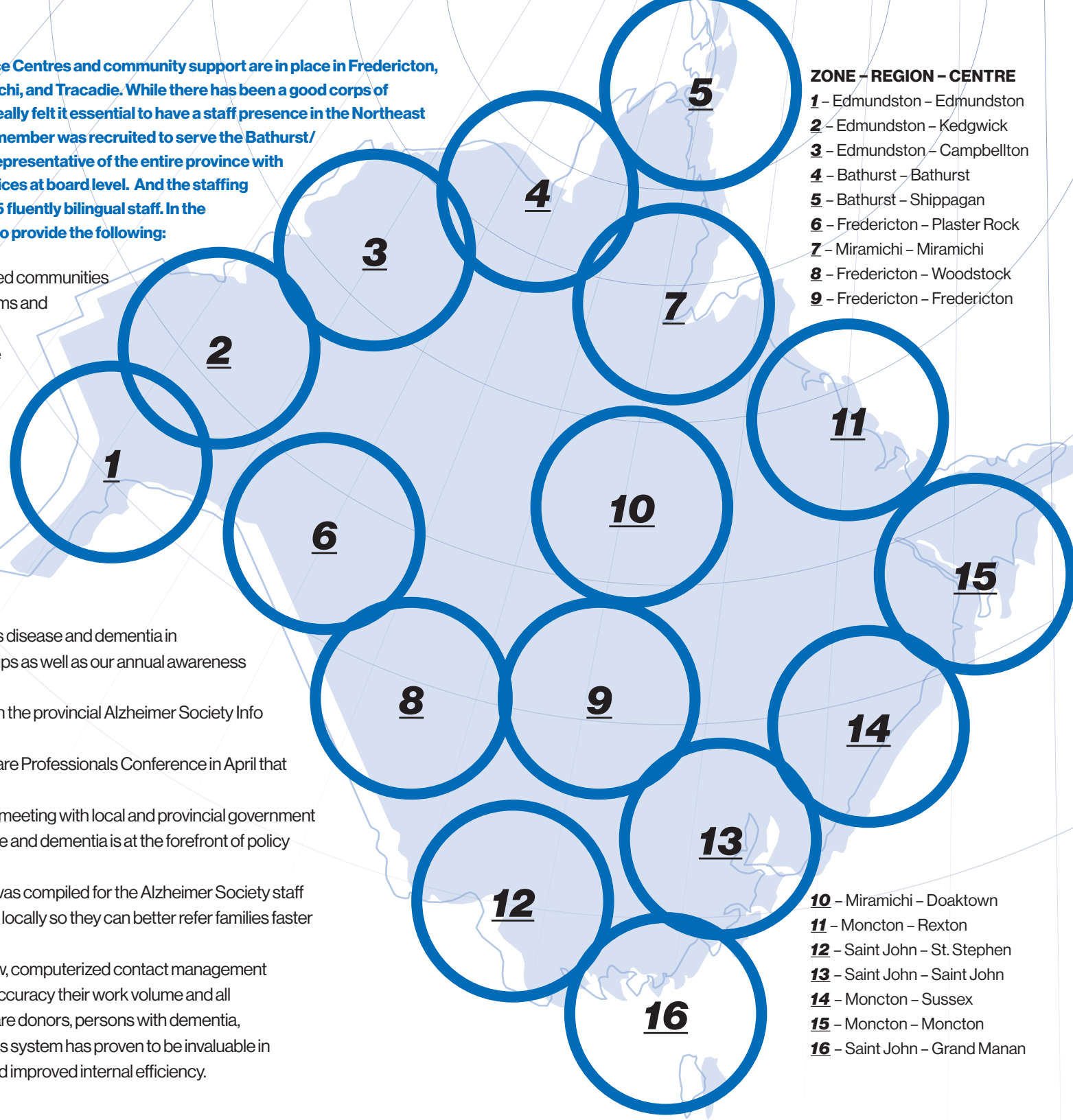
Robert Simpson, Nackawic

Adam Thornton, Nerepis

Phil Francis,
Honorary Member, Saint John

FIRST LINK Resource Centres and community support are in place in Fredericton, Saint John, Moncton, Edmundston, Miramichi, and Tracadie. While there has been a good corps of volunteers in the Acadian Peninsula, we really felt it essential to have a staff presence in the Northeast portion of the province so a fulltime staff member was recruited to serve the Bathurst/ Acadian Peninsula area and we are now representative of the entire province with both French and English having strong voices at board level. And the staffing strategy has enabled the engagement of 5 fluently bilingual staff. In the 2015-2016 fiscal year we have been able to provide the following:

- Have six regional staff members in targeted communities across New Brunswick delivering programs and support in both official languages
- Have 5 local Alzheimer Society Resource Centres with bilingual information and materials available for families and health care professionals
- Developed 56 referral partner relationships that have referred 334 new families to the Alzheimer Society which allows those families to receive the early intervention services needed to better prepare for their journey with Alzheimer's disease and dementia
- Heightened the awareness of Alzheimer's disease and dementia in New Brunswick through these partnerships as well as our annual awareness campaign in January titled "We're Here"
- Provided individual family support through the provincial Alzheimer Society Info Line to 673 clients
- Hosted the 2nd annual bilingual Health Care Professionals Conference in April that saw over 140 people in attendance
- The Alzheimer Society has been actively meeting with local and provincial government officials to ensure that Alzheimer's disease and dementia is at the forefront of policy decision makers.
- A comprehensive community database was compiled for the Alzheimer Society staff to have full knowledge of what is available locally so they can better refer families faster and more appropriately than ever before.
- The implementation of e-Tapestry is a new, computerized contact management system that enables staff to record with accuracy their work volume and all interactions with all clients whether they are donors, persons with dementia, caregivers and policy makers. Already this system has proven to be invaluable in enabling improved response to clients and improved internal efficiency.



ZONE - REGION - CENTRE

- 1** - Edmundston - Edmundston
- 2** - Edmundston - Kedgwick
- 3** - Edmundston - Campbellton
- 4** - Bathurst - Bathurst
- 5** - Bathurst - Shippagan
- 6** - Fredericton - Plaster Rock
- 7** - Miramichi - Miramichi
- 8** - Fredericton - Woodstock
- 9** - Fredericton - Fredericton
- 10** - Miramichi - Doaktown
- 11** - Moncton - Rexton
- 12** - Saint John - St. Stephen
- 13** - Saint John - Saint John
- 14** - Moncton - Sussex
- 15** - Moncton - Moncton
- 16** - Saint John - Grand Manan

FUND DEVELOPMENT

The Alzheimer Society of New Brunswick

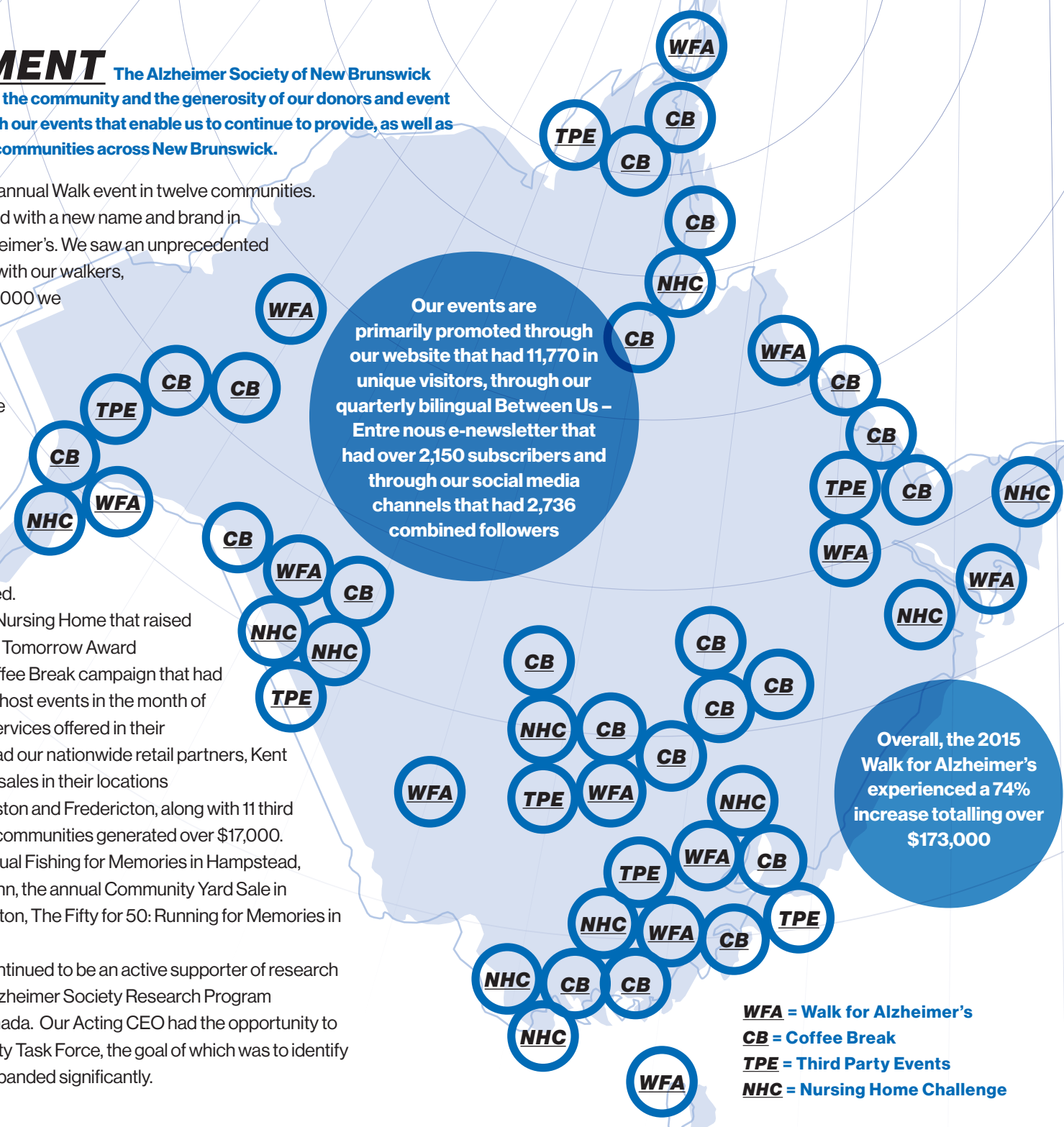
primarily relies on the support we receive from the community and the generosity of our donors and event fundraisers. We continue to see growth through our events that enable us to continue to provide, as well as expand, the programs and services offered in communities across New Brunswick.

- On Sunday, May 31, 2015 we hosted our 12th annual Walk event in twelve communities. The previous Walk for Memories was replaced with a new name and brand in 2015 under the new nationwide Walk for Alzheimer's. We saw an unprecedented growth with the event that clearly resonated with our walkers, volunteers and sponsors. Along with the \$25,000 we received from the gift matching opportunity with the J. T. Clark Family Foundation which motivated our walkers like never before.
- We experienced an increase of 112 new online registrations from the previous year and saw 579 people register at the events, these registrations also increased their averaged donations collected by nearly 60% each
- We saw an increase in the annual Nursing Home Challenge totalling over \$14,300 with 14 facilities who participated. The winner of the challenge was Pine Grove Nursing Home that raised \$4,724 who was presented with the Hope for Tomorrow Award
- In September, we hosted the 20th annual Coffee Break campaign that had 95 individuals, businesses and organizations host events in the month of September in support of the programs and services offered in their communities raising over \$21,400. We also had our nationwide retail partners, Kent and Bulk Barn, that raised \$19,000 in cut-out sales in their locations
- The Door-to-Door campaign held in Edmundston and Fredericton, along with 11 third party events that were hosted in a number of communities generated over \$17,000. Some high profile events included the 4th annual Fishing for Memories in Hampstead, the annual Dinner Theatre Auction in Saint John, the annual Community Yard Sale in partnership with the Home Depot in Fredericton, The Fifty for 50: Running for Memories in Moncton, to name just a few
- As a result of our fundraising initiatives, NB continued to be an active supporter of research and contributes significantly to the national Alzheimer Society Research Program administered by the Alzheimer Society of Canada. Our Acting CEO had the opportunity to participate in a national Research Sustainability Task Force, the goal of which was to identify how the national research program can be expanded significantly.

Our events are primarily promoted through our website that had 11,770 in unique visitors, through our quarterly bilingual Between Us – Entre nous e-newsletter that had over 2,150 subscribers and through our social media channels that had 2,736 combined followers

Overall, the 2015 Walk for Alzheimer's experienced a 74% increase totalling over \$173,000

WFA = Walk for Alzheimer's
CB = Coffee Break
TPE = Third Party Events
NHC = Nursing Home Challenge



FINANCIAL REPORT

Statement of Operation for the year ended March 31st, 2016
For the Annual General Report

REVENUES:

	<u>2016</u>	<u>2015</u>
Memorials and Bequests	116,075	138,455
Public Support	261,007	182,688
Investment Income	6,034	13,513
Education	10	52,440
Government Employment Programs	10,862	27,375
Government Project Funding - First Link	272,043	66,234
	666,031	480,705

EXPENSES:

Administration	75,624	51,860
Amortization	1,616	1,961
Board of Directors	12,775	10,500
Fundraising	113,030	120,468
Service Delivery	491,812	332,957
	694,857	517,746

EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FROM OPERATIONS

	-28,826	-37,041
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Alzheimer Society of Canada Transfers

ASC Revenue	156,703	200,307
ASC Assessments	-101,744	-103,214
	54,959	97,093

EXCESS OF REVENUE OVER EXPENSES

	26,133	60,052
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HOW YOU CAN HELP

By supporting the Alzheimer Society of New Brunswick, you enable us to expand our reach and help even more people touched by dementia.



**JOIN OR
SPONSOR THE
WALK FOR
ALZHEIMER'S OR
HOST A COFFEE
BREAK**



**Plan your own
event – organize
a fundraising
event to support
the Alzheimer
Society**



**Volunteer
to help us
with events,
programs
and much
more**



**Make a gift –
donate by
mail, phone
or online**



**LEAVE A
LEGACY – CONTINUE
YOUR TRADITION
OF GIVING WITH
A BEQUEST IN
YOUR WILL**

FACEBOOK: [Alzheimer Society of New Brunswick](#)

MEMORY CAFÉ FACEBOOK: [ASNBCafeSANB](#)

YOUTUBE: [Alzheimer Society of New Brunswick](#)

LINKEDIN: [Alzheimer Society of NB](#)

TWITTER: [@AlzheimerNB](#)

NEWSLETTER: www.alzheimer.ca/nb

WEBSITE: www.alzheimer.ca/nb

WALK FOR ALZHEIMER'S: www.walkforalzheimers.ca

FOR MORE INFORMATION, please visit our website at www.alzheimer.ca/nb, or by calling us at 506-459-4280, or 1-800-664-8411.

DEMENTIA BY THE NUMBERS

**8.5
million**

**CARE HOURS WERE PROVIDED
BY CAREGIVERS OF PERSONS
WITH DEMENTIA IN NEW
BRUNSWICK THIS YEAR**

**There are
currently
16,900
New Brunswickers
living
with dementia**

**In 2016,
3,780
new people
will develop
dementia**

**IN 2016,
ON AVERAGE OF
9 PEOPLE
PER DAY
WILL DEVELOP
DEMENTIA IN
NEW BRUNSWICK**

**Since 2008
dementia has
cost New
Brunswickers
NEARLY
9 BILLION
DOLLARS**

**PEOPLE WITH
DEMENTIA COMPRISE
OVER 2%
OF NEW BRUNSWICK'S
TOTAL POPULATION**

CONTACT

**Edmundston
Resource Centre**
296 Rue Victoria or PO Box 82
Edmundston, NB E3V 3K7
Phone: (506) 735-4248
edmundston@alzheimernb.ca
Serving: Greater
Edmundston, Kedgwick
and Campbellton-
Dalhousie areas

Community Resource
Phone: (506) 395-3830
hduguay@alzheimernb.ca
Serving: Greater Bathurst
and Acadian
Peninsula areas

**Miramichi
Resource Centre**
1745 Water Street
Miramichi, NB E1N 1B2
Phone: (506) 773-7093
miramichi@alzheimernb.ca
Serving: Greater Miramichi
and Doaktown areas

Moncton Resource Centre
1070 St George Blvd., Unit 2B
Moncton, NB E1E 4K7
Phone: (506) 858-8380
moncton@alzheimernb.ca
Serving: Greater
Moncton, Sussex and
Southeastern areas

**Fredericton
Resource Centre**
320 Maple St., Suite 100
Fredericton, NB E3A 3R4
Phone: (506) 459-4280
fredericton@alzheimernb.ca
Serving: Greater
Fredericton, Woodstock
and Victoria-Carleton
County areas

**Saint John
Resource Centre**
Seniors Resource Centre,
Loch Lomond Villa
185 Loch Lomond Road
Saint John, NB E2J 3S3
Phone: (506) 634-8722
saintjohn@alzheimernb.ca
Serving: Greater Saint John,
Fundy Islands and Charlotte
County areas

Alzheimer Society of New Brunswick

320 Maple St., Suite 100,
Fredericton, NB E3A 3R4

Phone: (506) 459-4280 /
Toll Free: 1 (800) 664-8411 /
Fax: (506) 452-0313

Email: info@alzheimernb.ca
Website: www.alzheimer.ca/nb