

A world without
dementia could be
your gift of a lifetime.



Alzheimer *Society*

Canada is facing a dementia crisis...

Dear friend,

I've been with the Alzheimer Society for more than 30 years, working directly with loyal supporters like you, and I'm reminded every day of the incredible capacity for kindness and generosity people have. With every gift you give, large or small, you're making a real difference in the lives of people affected by dementia, their caregivers and their families.

But as I'm sure you know, Canada is facing a dementia crisis. By 2034, one million Canadians will be living with dementia, and the number of people thrust into the role of caregiver will skyrocket. Now more than ever, we need your help to expand our programs to reach more Canadians and move research forward to find a cure.

Sincerely,

Dana Lecours

Dana Lecours
Donor Relations & Stewardship
Alzheimer Society of Canada



...unless we stop it.

**EVERY
3 SECONDS**

someone is
diagnosed with
dementia

1 MILLION

Canadians will be living
with dementia by 2034,
nearly doubling the
current number

1 IN 3

Canadians will become
a caregiver to someone
living with dementia
by 2031

A gift in your Will is a gift of hope for the future.

You can help change lives for generations to come by including the Alzheimer Society in your Will. It's a meaningful way to support the fight against dementia and ensure the important work you believe in continues. It's also a way to make sure help is always there for families affected by dementia, and that researchers keep searching until a cure is found.

By remembering the Alzheimer Society in your Will, you can help create a world without dementia, which would change the future for families all across Canada.

“ I want to help find a cure for dementia. ”

In the last 8 years of her 48-year marriage, Caroline was a caregiver to her husband Laurence who had Lewy body dementia, a form of dementia that causes hallucinations. “He eventually disappeared into his own little world,” says Caroline. “It was very lonely in the end.”

Having lost both her husband and mom to dementia, Caroline decided to leave a gift to the Alzheimer Society in her Will. She's passionate about helping to find a cure and discover ways to prevent dementia. “I would urge anyone to think about putting something in your Will that is really meaningful to you.”

*Caroline and
her husband
Laurence*



A lasting gift to those you love.

We know that your family comes first and you'll want to ensure they are supported. Many of our donors choose to give a percentage of the residual of their estate. This means, after your family is taken care of, a designated portion of your remaining assets would be gifted to the Alzheimer Society.

You may find that being clear about your wishes now and how you want to be remembered gives your family peace of mind. Also, knowing that you supported the fight for a world without dementia is something of which your family can be proud.

In lieu of flowers.

Linda Janes decided to include the Alzheimer Society in her Will because dementia has taken the lives of so many of her family members. At each funeral she has requested donations to the Alzheimer Society in lieu of flowers. "The Alzheimer Society is doing better all the time, and we all need to be a part of it," she says. "I feel good knowing that my money will make an impact long after I'm gone."



This could be the most impactful gift you ever make.

Your generous gift will help fund important research that could turn the tide on dementia and make sure support is available for every Canadian affected by this ruthless disease.

Your gift of a lifetime will help the Alzheimer Society:

- Expand our programs and services to support more people living with dementia, caregivers and their families.
- Invest in innovative research looking for ways to prevent, treat and one day cure dementia.
- Improve the quality of life for people living with this disease.
- Stand up for the rights of people affected by dementia.
- Reduce the fear and stigma surrounding Alzheimer's disease and all dementias.
- Create awareness about the contributing factors of dementia to help Canadians reduce their risk.

A world without
“dementia would mean my husband and I could grow old together.”

ONLY 20%
of families affected by dementia are currently being reached by our programs due to lack of funding

ONLY 30%
of research proposals we receive annually can move forward due to lack of funding

0 PEOPLE
will survive dementia, until a cure is found

Choose the type of gift that's right for you.

A gift in your Will

- **Specific** bequest — a specific sum of money.
- **Residual** bequest — a percentage of whatever remains of your estate after gifts to your family are made and any other bequests and expenses are paid.
- **Contingent** bequest — payable to the Alzheimer Society after the death of your spouse and/or children.

A gift of securities

You can donate stocks, mutual funds or other types of marketable securities. There is no capital gains tax and you'll receive a receipt for the full amount of your gift.

A gift of life insurance

You can make the Alzheimer Society of Canada the beneficiary of a policy you already own or you can buy a new policy to donate.

RRSP or RRIF

You can leave some or all of the funds in your Registered Retirement Savings Plan (RRSP) or Registered Retirement Income Fund (RRIF) to the Alzheimer Society. It's a great way to save on taxes!

For more information, visit alzheimer.ca/GiftInYourWill



“ I've seen the devastating effects dementia has on families. ”

For Jane Soper Kennedy, who manages her father's charitable trust, supporting the Alzheimer Society is both meaningful and personal. “When my aunt was diagnosed with Alzheimer's, it touched our family directly,” she says. “I am honoured and privileged to continue our family legacy of giving back.”

Sample “gift in Will” wording.

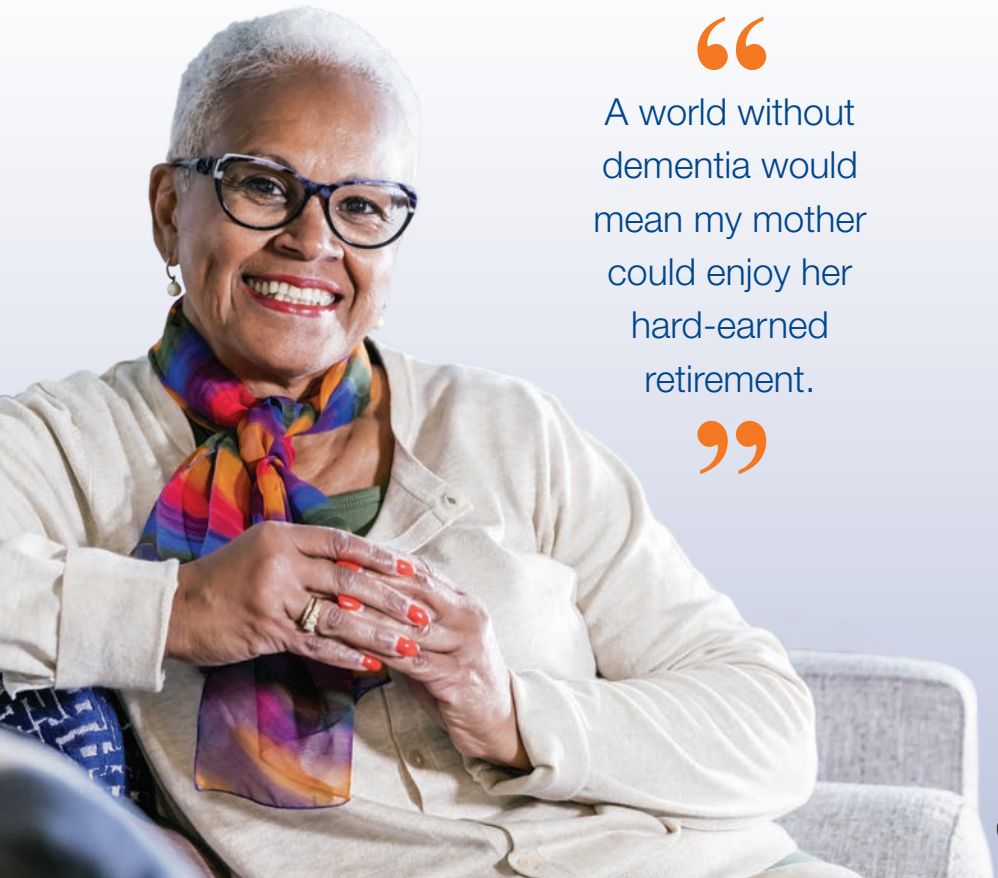
Depending on the type of gift you choose to leave — specific, residual, contingent, securities or life insurance — different wording will be required.

Here are a couple of examples for a gift in Will bequest:

- My estate trustees shall pay the sum of \$..... to the Alzheimer Society of Canada.
- My estate trustees shall pay% of the residue of my estate to the Alzheimer Society of Canada.

The Alzheimer Society recommends that you speak with a legal professional to ensure that the wording in your Will is clear and results in your wishes being fulfilled without confusion or conflict. Your advisor will need to know the following information:

- Legal Name: Alzheimer Society of Canada
- Charitable Registration Number: 11878 4925 RR0001



“

A world without dementia would mean my mother could enjoy her hard-earned retirement.

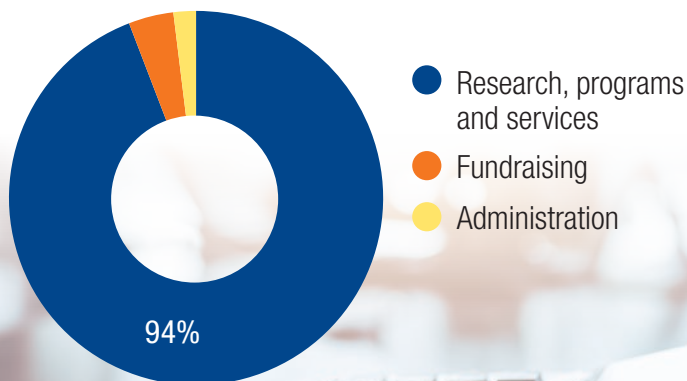
”

Here are some additional benefits to consider.

Leaving a gift to the Alzheimer Society in your Will ensures a cause you feel strongly about will continue to receive support, even after you're gone. In addition to making a lasting impact for future generations, a gift in your Will has many practical benefits for you and your family.

- **It's simple:** Leaving a gift in your Will is easy to arrange.
- **It's flexible:** A gift in your Will can be made no matter how old you are or how much you have to give.
- **It has tax advantages:** A gift in your Will is a highly effective way to reduce taxes on your estate after death.
- **It's personal:** You can make a general gift, or choose to designate it to research or programs and services.
- **It's comforting:** Being specific about your wishes can give your family peace of mind.

You can trust the Alzheimer Society to handle your gift efficiently and wisely.



“ I support the Alzheimer Society because I believe in their mission...”

As a donor, I want to help raise awareness about dementia, and help remove the stigma associated with the disease. Low levels of public understanding contribute to the fear, stigma and social exclusion associated with living with dementia. I also hope my gift will help support dementia-friendly communities, which aim to empower people and increase their social inclusion.

It's important to remember that the person living with dementia is not *giving* you a hard time. The person living with dementia is *having* a hard time. Please join me in helping them by supporting the Alzheimer Society of Canada.

- Kori, dedicated advocate, caregiver and donor



46%

of Canadians admit they would feel ashamed or embarrassed if they had dementia

87%

of caregivers wish that more people understood the realities of caring for someone with dementia

56%

of Canadians are concerned about being affected by Alzheimer's disease



“ I left a bequest in my Will to ensure that progress toward better treatments and a cure will continue. I’m so hopeful that a breakthrough will come. ”

- Pauline, dedicated supporter

Frequently asked questions

Q Will a gift in my Will to the Alzheimer Society take away from my family?

A You can support your family, as well as support programs and research by designating a portion of the residual of your estate. This means, after your family is taken care of, a percentage of the remaining assets will be gifted to the Alzheimer Society.

Q Who can help me leave a gift in my Will?

A A lawyer, financial advisor or accountant will have the expertise to explain your options and guide you through the process.

Q Do I need to leave a large gift?

A Any gift — large or small — is greatly appreciated. You can specify a certain amount or you can designate a portion of your estate. Even a small percentage can have a significant impact.

Q How will the Alzheimer Society manage my gift?

A Your gift is valuable and we will handle it efficiently and wisely. You can designate your donation to go towards dementia research or to programs and services aimed at improving the lives of people affected by dementia.

“ A world without dementia
would mean my grandpa could
dance at my wedding. ”



Give the gift of hope for the future by including the Alzheimer Society in your Will.

If you have any questions or would like
additional information, please contact:

Dana Lecours

Donor Relations & Stewardship

Call: 1-800-616-8816 ext. 2951

Email: plangiving@alzheimer.ca

Visit: alzheimer.ca/GiftInYourWill



Alzheimer *Society*