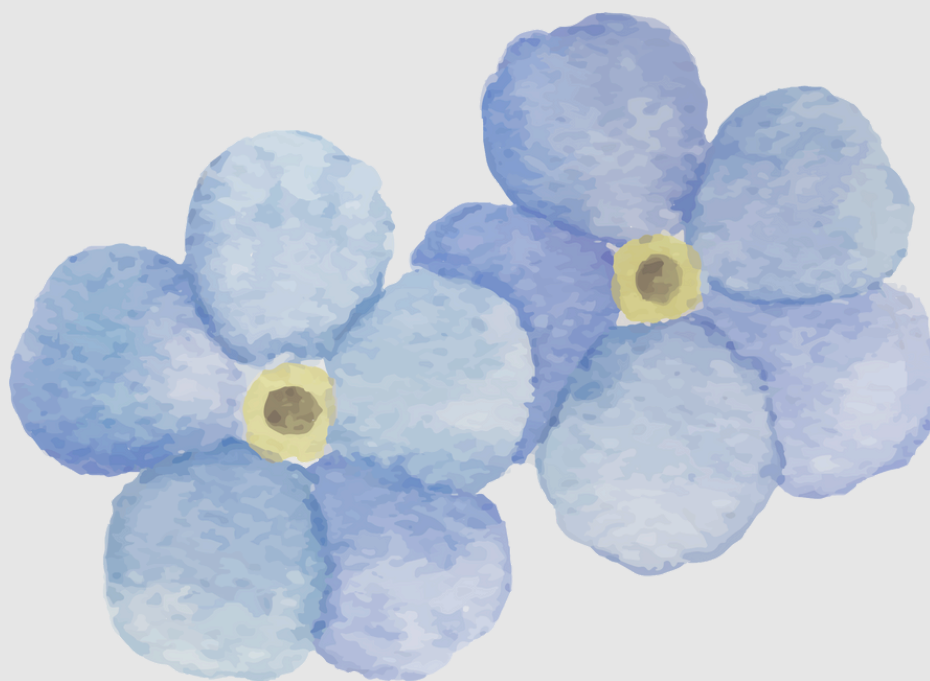
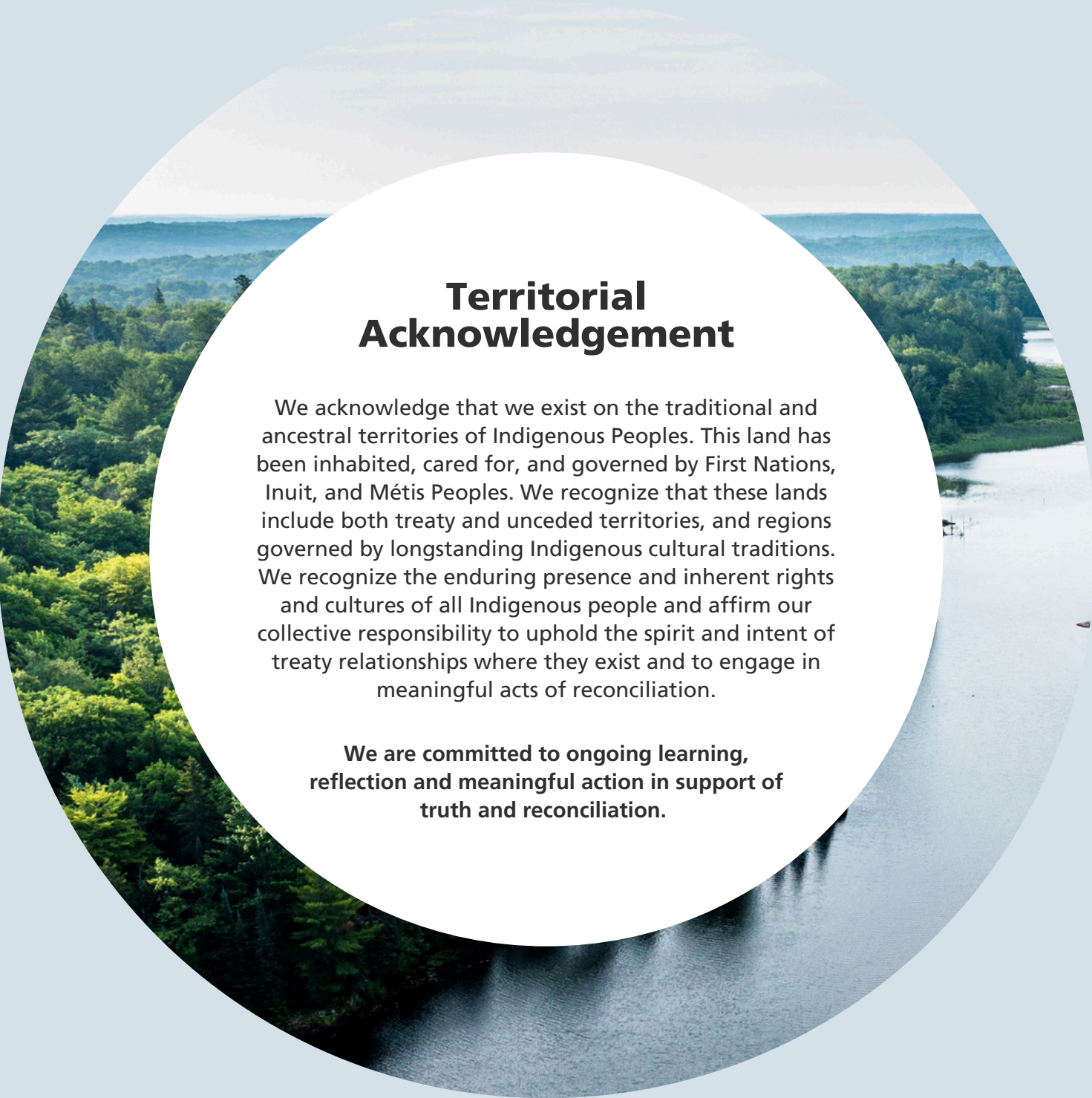


a
HOPEFUL
time

ANNUAL REPORT 2024-2025



Alzheimer*Society*
CANADA



Territorial Acknowledgement

We acknowledge that we exist on the traditional and ancestral territories of Indigenous Peoples. This land has been inhabited, cared for, and governed by First Nations, Inuit, and Métis Peoples. We recognize that these lands include both treaty and unceded territories, and regions governed by longstanding Indigenous cultural traditions. We recognize the enduring presence and inherent rights and cultures of all Indigenous people and affirm our collective responsibility to uphold the spirit and intent of treaty relationships where they exist and to engage in meaningful acts of reconciliation.

We are committed to ongoing learning, reflection and meaningful action in support of truth and reconciliation.

FROM OUR LEADERS

Hope through COLLECTIVE IMPACT

The Alzheimer Society of Canada is an inherently hopeful organization. Our mission is one of hope and our people - staff, volunteers, researchers, donors, community partners, and individuals with lived experience - embody it.

Hope is not something we chance across or will into being - we create it.

Through the strength of collective action, we drive impact. When communities, governments, and organizations collaborate and form strong partnerships to ensure accessible and compassionate dementia care, that's the work of the collective. And from this comes hope.

As part of a tri-level federation of Alzheimer Societies across Canada (local, provincial, and national), we are united by the vision of a world without Alzheimer's disease and other dementias. That vision is the promise of hope and the reminder that we exist because we believe in a future where no one faces dementia alone.

Every day, our federation guides collective impact towards this vision in different, but connected ways: funding research, advocating for change, delivering educational tools to communities, and tangibly supporting people affected by dementia.

Through collective impact, we shape a care landscape that fills critical gaps in Canada's health systems.

And in 2024 and 2025, we saw what hope through collective impact looks like.

We amplified the voices of people affected by dementia, sharing their stories to build awareness. We walked alongside communities coast-to-coast for our annual Walk for Alzheimer's in partnership with IG Wealth Management. And through our Alzheimer Society Research Program, we supported 37 research projects, each one bringing us a step closer to new understanding.

The conversation around dementia grows. It reflects the scale of the challenge, yes, but also the strength of our shared resolve. Collective impact compounds over time.

We are not tired. We are more motivated than ever to see this vision through. To everyone who has partnered with us, thank you. Your lived experience, time, and resources are not only the foundation for collective impact, but the ground on which our hope stands.



Ray Bisson
Chair



Christina Scicluna
CEO



VISION, MISSION AND VALUES

Our Vision

A world without Alzheimer’s disease and other dementias.

Our Mission

To alleviate the personal and social consequences of Alzheimer’s disease and other dementias and to promote the search for causes, treatments and a cure.

Our Values

C

Collaboration

We work together and with partners to fulfill our mission and achieve our goals, to ensure Canadians receive personal and responsive services throughout their dementia journey.

A

Accountability

We measure our performance and follow a process of continuous improvement. We are wholly accountable for our actions and must account to our stakeholders for our use of the financial and human resources available to us.

R

Respect

We set for ourselves the highest standards of honesty, trustworthiness and professional integrity in all aspects of our organization and carry out our work with the utmost respect for the dignity and the rights of the people we serve.

E

Excellence

We strive to engage stakeholders in meaningful ways. To inform, listen and be attentive to those we work with: people living with dementia, families, community partners, donors, volunteers and staff members.

BOARD OF DIRECTORS

Ray Bisson, Chair

Manitoba

Candace Chartier

at large

Genevieve (Gig) Dooling

Newfoundland & Labrador

Mark Gillis

Nova Scotia

Dan Kohl

Saskatchewan

Brenda Martinussen

Manitoba

Doug Milne

at large

Lynn Murray

Prince Edward Island

Farhad Sethna

at large

Robert Piasentin, Vice Chair

British Columbia

Luc Pinard

Quebec

Farhad Sethna

at large

Shelley Shillington

New Brunswick

Dr. Vanita Varma

Ontario

Dr. Roger Wong

at large

Darcy Yamada, Treasurer

Alberta & Northwest Territories



BUILDING HOPE NATIONWIDE

The Alzheimer Society of Canada is part of a tri-level network of Alzheimer Societies – national, provincial and local.

Present in almost 100 communities nationwide, Alzheimer Societies provide immediate support through programs for people living with dementia and caregivers, while also building hope for the future by funding research, advocating for policy change and raising public awareness.

150,000+
Total number of client service interactions across Canada

BRITISH COLUMBIA AND YUKON

Welcomed **4,288** in-person and virtual participants to dementia support programs, a 4% increase from the previous year.

ALBERTA AND NORTHWEST TERRITORIES

Launched a **Forget-Me-Not Memory Garden** in Edmonton. This one-of-a-kind tribute initiative uses take-home kits, combining gardening with personal memory to honour those affected by dementia.

SASKATCHEWAN

Supported over **3,300** clients from 360 communities across the province.

MANITOBA

6,681 clients served through First Link®.

ONTARIO

The Dementia Friendly Communities (DFC) initiative provided over **1,700 education sessions** to more than **38,000 people** and partnered with **129 organizations**.

QUEBEC

Supported **5,644** people living with dementia, and **15,674** caregivers this year.

NEWFOUNDLAND AND LABRADOR

Launched **First Link® Learning Series**: a 15-week overview of dementia, coping strategies, and understanding of community support services.

PRINCE EDWARD ISLAND

696 people attended caregiver support groups.

NOVA SCOTIA

9,846 attendees at public education events or information tables.

NEW BRUNSWICK

Provided more than **\$150,000** worth of free therapy.

A HOPEFUL TIME

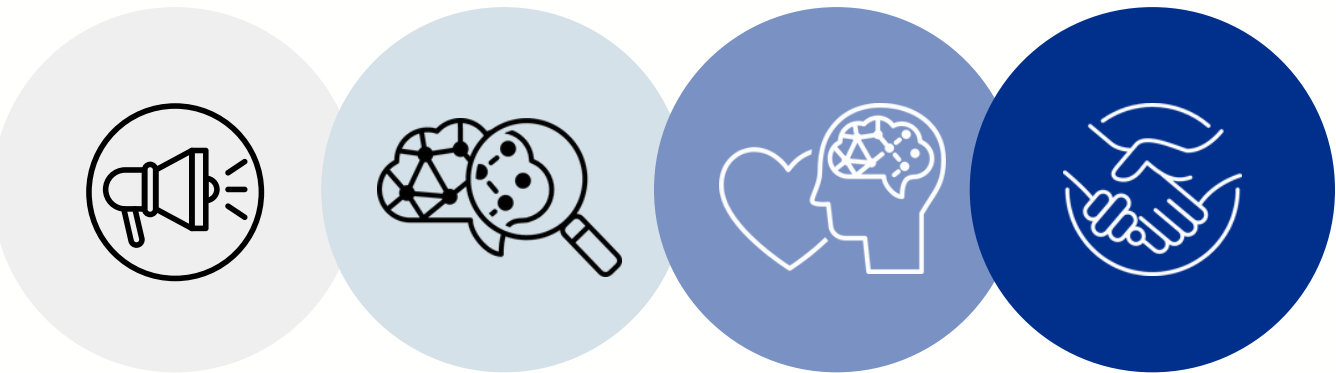
Creating hope through collective impact is the result of strong partnerships and a commitment to collaboration. This year, we are proud to highlight the efforts that moved us even closer to our vision of a world without Alzheimer’s disease and other dementias.

Voices of Hope

People with lived experience guide our work, shaping research, education and advocacy across Canada. We are proud to partner with individuals from diverse cultures, communities and backgrounds as part of the Advisory Group of People with Lived Experience of Dementia.

The Alzheimer Society Research Program

The Alzheimer Society Research Program (ASRP) received 150 applications, with 37 projects selected for funding, amounting to more than \$5.1 million invested in advancing dementia research. The Alzheimer Society Research Portal has attracted more than 800 participants for clinical and observational studies since its 2022 launch.



Compassionate Conversations

We partnered with physicians, care partners and people living with dementia to create the National Dementia Guidelines for compassionate, clear and culturally sensitive communication. As part of this work, we also identified underserved communities and co-created video resources that highlight the unique experiences of dementia from the perspectives of Black and Chinese communities.

Community Partnerships

From the IG Wealth Management Walk for Alzheimer’s to the nationwide First Link® referral program, community partnerships across Canada played a vital role in building hope through the collective. More than just raising money, these efforts create awareness, normalize conversation around Alzheimer’s disease and other dementias, and reflect the spirit of a society that looks out for one another. We are equally proud and humbled by the compassion and drive shown by participants and organizers alike. Thank you.



Amplifying
VOICES OF HOPE

Understanding the stories and lived experiences of people living with Alzheimer’s disease and other forms of dementia, whether to inform our own efforts or educate others, goes a long way. The strength of our collective action and impact improves when people have shared understanding, which supports our core value of collaboration.

Advisory Group of People with Lived Experience

Over 70 individuals with diverse backgrounds and personal experiences serve as members of our Advisory Group of People with Lived Experience of Dementia. They guide our work, shaping research, education and advocacy across Canada. Their lived experiences continuously inform our understanding of dementia and how we might better support people who are impacted.

Members of the Advisory Group help in the following ways:

- Contribute to, and participate in, research funded by the Alzheimer Society
- Review public communication and education materials to ensure they are clear
- Lead and participate in educational webinars and research conferences
- Share their experiences within fundraising and outreach efforts so others can find help
- Co-develop nationwide resources, programs and campaigns

“Advocating has helped. Before, I was burnt out and angry. I was mad at the system and ready to quit my job. Now, my voice matters because the right people are listening.”

Jana Schulz is a social worker and women’s regional representative of Region 4, Métis Nation British Columbia. Here, she shares about her dad, who is living with Alzheimer’s disease.



Amplifying VOICES OF HOPE



The Dementia-Friendly Canada Initiative

Dementia-Friendly Canada is a national initiative led by the Alzheimer Society of British Columbia and supported by Alzheimer Societies nationwide. It aims to raise awareness and provide shared resources and training to help communities become more inclusive and supportive for people living with dementia.

Provincial and regional efforts focus on practical implementation at the local level. This work comes to life as Dementia-Friendly Communities, where municipalities, organizations and community groups adapt dementia-friendly practices to reflect social and physical environment considerations. The program includes effective communication techniques, recommendations for optimizing spaces and specific policies organizations can adopt for employees and the public.

As the number of people living with dementia is projected to increase, building dementia-friendly communities becomes a crucial step toward ensuring that everyone, regardless of age, gender, culture, religion or condition, can live with dignity and participate fully in community life.

Learn about how you can participate at alzheimer.ca/dfc



"As my mom's dementia progressed, my caregiving role became all-consuming, and I wasn't prepared. Dementia-Friendly Canada gave me a way to use my voice and make a difference"

- Fe K., lived experience advisor

"Dementia-Friendly Communities is grounded in lived experience. We deserve to remain meaningfully engaged in our communities."

- Naomi M., lived experience advisor



A close-up, vertical view of a microscope's objective lens and stage, with a glass slide in place. The lighting is soft and focused on the lens, creating a sense of scientific precision and discovery.

Alzheimer Society RESEARCH PROGRAM

The Alzheimer Society Research Program (ASRP) empowers Canada’s brightest minds to turn bold ideas into life-changing outcomes. The program has two goals:

- Encourage researchers to explore radical new ways to advance knowledge of dementia.
- Improve the quality of life for people living with dementia, their families and caregivers.

In 2024 alone, we received 150 applications for ASRP funding and we awarded 37 projects, totaling over \$5.1 million in research support. ASRP signals the important work happening coast-to-coast and represents our shared commitment to improving the lives of people living with dementia.

From early-stage PhD candidates to established researchers testing new ideas, we fund projects across two streams:

- **Biomedical & Discovery Research:**
Understanding the science behind dementia and identifying targets to stop or cure it.
- **Quality of Life Research:**
Exploring what it means to live with dementia and how to improve care, services and day-to-day experiences.

Learn about the projects funded this year:
alzheimer.ca/fundingresults

Like everything we do, this work is about understanding the brain and people.

Our program would not be what it is today without the strength of our partnerships.

This past year alone, our collaborators, including Brain Canada Foundation, the Canadian Institute of Health Research – Institute of Aging, Fonds de recherche du Québec, Research Manitoba and the Saskatchewan Health Research Foundation contributed over \$1.6 million to support our shared goals.

But the support doesn’t stop there. Our peer review process is powered by 59 scientific reviewers and 27 citizen reviewers, people with lived experience, who bring expertise and humanity to every decision.

2024-2025 funding breakdown:

- 14** Proof of Concept Grants
- 9** New Investigator Grants
- 6** Postdoctoral Awards
- 8** Doctoral Awards

“I want caregivers to feel seen and people living with dementia to feel safe knowing a community is working to make their lives better.”

- Catherine K., Citizen Reviewer

How RESEARCH FUNDS FLOW

1 Funding partners

Funds are pooled together to create the annual ASRP budget. This past year, \$1.6 million was contributed from Alzheimer Society Federation partners, donors and partner organizations to support our shared goals.



3 Peer and citizen review process

- All research applications are evaluated by experts from across Canada through a peer review process. Included are academics, investigators, scientists and other experts in dementia research.
- Citizen Reviewers are individuals living with dementia, caregivers and client service staff who offer unique perspectives on the needs of people living with dementia and care partners.

2 Call for proposals

Applications open in early September. Researchers across Canada submit applications to four funding opportunities:

AWARDS



Doctoral Awards



Postdoctoral Fellowship

GRANTS



New Investigator Operating Grants



Proof of Concept Grants

4 Scoring and selection

Each application is scored on a scale of 0-4.9 through a panel deliberation. Applications scoring 3.5 or higher are eligible for funding.

5 Funding announced

Applicants are notified in the spring whether or not their project is being funded.

6 Grants begin

Funds are released and grants officially begin in July.

7 Research in progress

Researchers conduct their studies and programs.

8 RESEARCH PRIORITIES

CARE

CAUSE

DIAGNOSIS

EPIDEMIOLOGY

RISK

THERAPY

TRANSLATIONAL RESEARCH

TREATMENT

8 Results and public knowledge sharing

The real-world impact and outcomes of ASRP-funded research are shared. Past examples include:



New discoveries in dementia biology and care



Foundations for larger national or international studies



Early-stage innovations moving toward clinical trials

From the RESEARCHERS

Since 1989, the Alzheimer Society has invested over \$83 million to dementia research in Canada. That includes more than 750 grants and awards across 101 institutions.



Dr. Frédéric Calon

Professor, Faculty of Pharmacy, Université Laval

"Research is like a garden filled with hundreds of plants —each contributes in its own way to the harvest."

Dr. Pia Kontos

Senior Scientist, UHN KITE Research Institute

"Humility, curiosity, empathy, and an unwavering commitment to social justice are important mindsets for advancing dementia science."



Dr. Jillian Stobart

Associate Professor, College of Pharmacy, University of Manitoba

"As a new researcher, I am full of ideas for how to tackle Alzheimer's. Without support, our work could not move forward and I am so grateful to the supporters who make it possible."



Dr. Connie Schumacher

Associate Professor, Brock University

"Supporting dementia research has taught me that every story is unique - never assume, always listen with openness."



Dr. Reggie Taylor

Adjunct Research Professor, The University of Ottawa
Institute of Mental Health Research

"Research improves our understanding and will contribute to the effort of scientists around the world to prevent and combat it."

Dr. Krista Lanctôt

Senior Scientist, Sunnybrook Research Institute

"Caregivers often share frustration and sadness about their loved one's lack of engagement in everyday activities. Our hope is to find an effective, affordable, and available treatment to improve their quality of life."



Cross-Canada RESEARCH COLLABORATION



“On behalf of the Research, Knowledge Translation and Exchange Committee (RKC), we sincerely thank all who partner with the Alzheimer Society of Canada (ASC). Your support is invaluable as we work together toward a world free of dementia. Through our advisory role, we provide guidance on policy, strategy, priorities, program effectiveness and funding to strengthen ASC’s dementia research and knowledge exchange, a mandate we are committed to and proud to uphold.”

Dr. Roger Y.M. Wong, CM, BMSc, MD, FRCPC, FACP, FCAHS, FCGS
Chair, RKC Committee, Alzheimer Society of Canada
VP, Medicine and Academic Affairs, Vancouver Coastal Health Authority

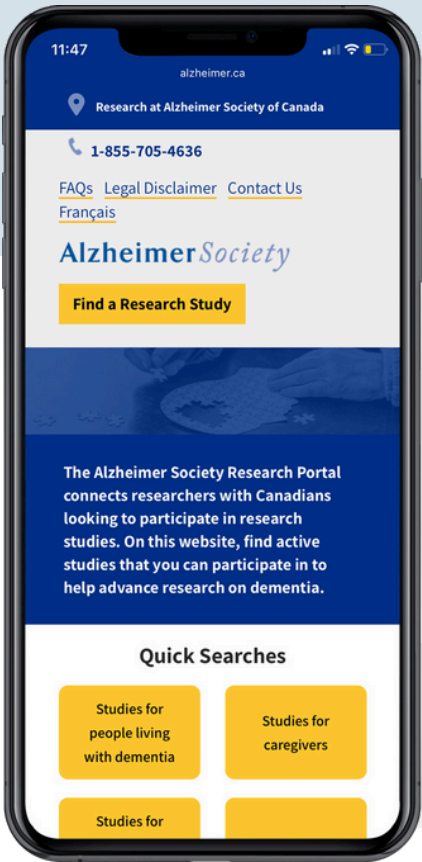
Gratitude for our Funding Partners

The ASRP would not be what it is without the generous support from our partners and community donations that come directly to us. You have provided the tools to create hope and move with confidence towards the vision of a world without Alzheimer’s disease and other dementias.



Our Partnership with CCNA

The Canadian Consortium on Neurodegeneration in Aging (CCNA) is an innovative research network that facilitates collaboration across all areas of research on dementia. This includes neural mechanisms of the disease, clinical research, quality of life for people living with dementia and their care partners, brain health and dementia risk reduction. Over the past eight years, through funding from Alzheimer Society of Canada, CCNA has successfully networked hundreds of Canadian researchers and trainees, engaged people with lived experience of dementia in research, mobilized scientific findings to non-academic audiences, and trained the next generation of Canadian dementia researchers.



Opening Doors to Dementia Research

In 2022, the Alzheimer Society made it easier than ever to play a part in advancing research that changes lives. Our fully digital Research Portal connects dementia research efforts all across Canada. Since the launch, more than 800 participants have stepped forward to participate in clinical and observational studies.

**View the Portal and browse actively
recruiting studies and trials at:**
alzheimer.ca/find-studies

IG Wealth Management WALK FOR ALZHEIMER'S

In 2024, the IG Wealth Management Walk for Alzheimer's raised an incredible \$6.8 million, growing nearly 10% from the prior year. Canada's Peer-to-Peer Professional Forum ranked the program in the Top 10 of its 2024 list.

For those who walked in memory or in support of people living with dementia, your presence honoured their experience.

Because of you, we can continue to fund vital programs and services for people living with dementia.

Funds raised through the IG Wealth Management Walk for Alzheimer's directly support local programs delivered by Alzheimer Societies across Canada.



Why do we walk?

We walk so that our communities can access education, programs, and vital services. We walk because every step brings us closer to a future where no one faces dementia alone.



Alzheimer Society

When people rally around a cause, incredible things happen. Our community partnerships build awareness, normalize conversation around Alzheimer's disease and other dementias, and reflect the spirit of a society that looks out for one another.



\$50 million 

funds raised to-date from the annual Walk for Alzheimer's

25,814 

people participated in community Walks across Canada in 2024

Walk with us next year:
walkforalzheimers.ca

The Impact of COMMUNITY PARTNERSHIPS

A Walk in a Box with Extendicare

Thanks to Extendicare, ParaMed and SGP for hosting Walk in a Box events across Canada and walking alongside us with their residents, staff and families. We are grateful for community champions like you, who bring the Walk to life in creative ways. Your dedication helps build a stronger, more connected movement.



Extendicare Port Hope supporting the Walk by participating in daily walks, step challenges and various events, joining forces to support the IG Wealth Management Walk for Alzheimer’s.

A Generous Boost for Giving Tuesday

In 2024, the Aune Foundation donated \$250,000 to the Alzheimer Society of Canada, resulting in our most powerful Giving Tuesday campaign to date. Their support allowed us to triple the impact of every donation, amplifying the direct support of programs and services nationwide.



Extendicare Golf Tournament

Extendicare’s 12th annual golf tournament brought together 144 golfers and raised \$150,000, contributing to over \$1.4 million in support of people living with dementia and families.



NHLPA 2025 Donor Campaign

We are grateful to the NHLPA for serving as our matching donor during Canada’s Alzheimer’s Awareness Month in January 2025. Their support is a prime example of how impact happens as a collective.



The Impact of COMMUNITY PARTNERSHIPS

Community Fundraising

In 2024 we launched a community fundraising hub, empowering schools, families and community groups to organize local, personalized fundraising events in support of our mission. Across the country, do-it-yourself fundraisers adopted the platform eagerly, raising anywhere from hundreds to hundreds of thousands of dollars. All while engaging their communities along the way.

Start or support a local fundraiser at alzheimersocietycanada.crowdchange.ca

Make it or Break it

What began as Rick’s dream to bike across Canada turned into a family fundraiser for Alzheimer’s. Pedaling coast to coast to raise money for Alzheimer’s, the Dunlop family met countless people touched by the disease - sharing stories, tears, and support. Their journey is a powerful reminder of how deeply Alzheimer’s affects lives and how strong community fundraising can be.



Care that meets people where they are

Community-based support is essential for people living with dementia and care partners. First Link, launched in 2002, is a national referral program that ensures newly diagnosed people living in Canada can access help quickly, removing barriers and connecting them to education, resources and support when it matters most. Available in every province, First Link helps improve quality of life for both individuals with dementia and their care partners by linking them to the right services as early as possible and throughout the progression of dementia.

Connecting with First Link helps Canadians:

- Access one-on-one or group support
- Connect with local healthcare providers and community services
- Meet others in similar situations and share experiences
- Receive guidance for planning ahead

Learn more at:
alzheimer.ca/firstlink

Through the Age Well at Home program, **\$1.9 million** has supported provincial Alzheimer Societies to increase access to the First Link® program.

This year, The Alzheimer Society’s First Link program was selected by Employment and Social Development of Canada as part of their Age Well at Home project. It helps scale up programs that support older people living in Canada and fosters living well at home for longer.

Provincial Alzheimer Societies received funding to drive adoption of the First Link program, which increased support available to seniors, including new staff, improving training resources and creating promotion campaigns. Scaling up First Link has helped Societies across the country reach remote areas, establish better relationships within the community, and increase their level of personalized and timely support.

“Having access to support when a client needs it can increase confidence and the ability of seniors to remain living at home. Knowing that the Alzheimer Society staff are available to take your call when you need to speak to someone aids in client confidence.”

- First Link Support Staff

Fostering COMPASSIONATE CONVERSATIONS

Empathy is essential for matters involving patient-physician disclosures, discussing treatment and lifestyle strategies, and general wellbeing. Hope thrives amid compassion, and we're proud of the resources we've developed to improve dementia conversations.

National Dementia Guidelines

Half of people living with dementia and their caregivers worldwide say diagnosis conversations often fall short. To change that, the Alzheimer Society of Canada partnered with physicians, care partners, researchers, community organizations and people affected by dementia to create the National Dementia Guidelines program, which has practical tools for compassionate, clear and culturally sensitive communication.

Learn more at alzheimer.ca/NDG

Centering Cultural Communities

Through our work on the National Dementia Guidelines, we developed video resources to highlight the unique perspective of Black and Chinese communities and their lived experiences with dementia. These communities are traditionally underserved (as identified in our Landmark 2 Study: The Many Faces of Dementia in Canada), and their stories tend to reach fewer people. By co-creating the video series with members of these communities, we aim to amplify their voices and provide culturally inclusive recommendations, alongside general-purpose information and education.

Dr. Agnes Chinelo

"Respecting and understanding people's culture, values, and concerns is essential when disclosing a dementia diagnosis."



Wen Jean

"Dementia was considered a disease in the Chinese community. It's a taboo subject that people aren't very willing to open up and talk about"



The Impact of GIVING

Donations power everything we do at the Alzheimer Society of Canada. They provide the resources and tools we need to drive the collective impact that brings hope to people living with dementia and their care partners. Donations fund groundbreaking research and local programs and services that improve quality of life and strengthen our communities. We are grateful to the thousands of individuals, families, corporate partners and foundations who so generously support us.

The following list recognizes individuals, foundations, companies and organizations that have generously donated \$5,000 or more to the Alzheimer Society of Canada, and who have provided consent to be acknowledged.

1493378 Ontario Ltd.
Alastair & Diana Gillespie Foundation
Alex Grenzebach
Alistair G. Brown Foundation
Alois Schoen
Anita Fernandes
Archibald and Lavina Knight Fund
Arnold, Allie and Sandra Wilson Foundation
Assiff Law Office
ATCO EPIC - Employees Participating in Communities
Barbara Eva
Basil F. McDonald
Bill Saul
Bob Collier Foundation
Bobleonidas.com Inc.
Brad Bossert
Brandt Corporate Services Inc.
Brienne Gardner
Bruce Allen
Carol Bedford
CIBC CN Employees' and Pensioners' Community Fund
Congregation De Soeurs Maristes
David Barrett
Deloitte Foundation Canada
Diane Carswell
Donald Clements
Donna Leslie
Duffy's Fund
E. J. Knight
E.S. Fox Limited
Enterprise Holdings Foundation

Fernand Lucier Fondation
Lorraine et Jean Turmel
Geoffrey Sem
Gerald L. Walker
Glenn and Michele Wilson Foundation
Graham Family Fund
Graham Jones
Guy Verschelden
H Philip MacLennan
Harold Giles
HealthPartners
Heather Hyland
Helen J. Ormiston
Helen Reid
Helene Marcogliese
Hilbert Rumph
Hobbes & Mortimer Foundation
Hubert Fullgraf
IG Wealth Management
Irene Riopelle
Jade Bear Charitable Fund
Jamie Standing
Jan Gibson
Jane E. Reid
Jane Toward
Joann Evans
Joanne Simpkin
Jodi Huenemoeder
Johanne Kasha
John (Jack) Pym
John Blackstock

John E. Geeling
John Hollingsworth
John Kerwin
Jonathan Beach
Jordan Daiter
Joseph R. Lowe
Judith McCabe
Judith Weeks
June Dewar
Kearns & Larouche Fund
Kirsten Kennedy
Laurie Lapalme
Ledcor Industries Inc.
Leila Chorley
Leon's Furniture Ltd.
Lillian and Ron Houg Charitable Foundation
Line Audet
Lois Whetham
Loren Kousaie
Lorraine Carey
Luc Vanneste
Lyse Letendre
M. Camil Gagné
MAJIC Foundation
Marie McGuire
Marjorie & Henry Hadland Fund
Mark Schindler
Mary Mondoux
Maxie Bluestein
McCaw Holdings Limited
McEachern Family Foundation
Michel Baby
Michele Power
Moneybroker Canada Inc.
Mortson Charitable Fund
Nancy Dorey
Nicol Family Foundation
Noreen Devine
Norrep Foundation
Oatley Vigmond LLP
Pamela Houwing
Pamela Vanneste
Paul Baroni
Pauline Verschelden

Peter Gilgan Foundation
Popkin Family Charitable Account
Ralph Fenik
Rebecca Detje
Renton Family Foundation
Robert G. Weiser
Robert Goodall
Robert Kidd
Robert Ogilvie
Robert Sherrin
Rocky Mountain Charitable Giving Fund
Roland Laird
Ronald Lister
Ronald Warner
Roy Hintsa
Sandra Swift
Sandy Moore
Sanjeev Puniani
Seasons Retirement Communities
Sera Sutera
Sharon Beamish
Simona Zipursky
Susan Archibald
Taylor Farms Ltd.
Teresa Presser
The Arnley Wright Foundation
The Barber Family Charitable Foundation
The David Hearn Foundation
The Holger & Claudette Kluge Family Foundation
The Levante Foundation
The Philip Smith Foundation
The Slight Family Foundation
The Warren Y. Soper Charitable Trust
Thomas and Dawn Douthwaite Gifting Fund
Toula Reppas
Trisura Guarantee Insurance Company
United Way East Ontario
United Way Greater Toronto
Victor Tucker
Wayne & Isabel Fox Family Foundation
William and Odná McCarlie Foundation
William E. Barnett
William Hunter
Yvon Therrien

Leaving a LEGACY

Legacy gifts can help contribute toward our vision of a world without dementia. Leaving a planned gift to the Alzheimer Society of Canada in your will is a powerful way to create a lasting impact. Your legacy can support vital programs, advocacy, education and research – shaping a brighter future for people impacted by dementia.

Supporting the Supporters: The Sauls’ Legacy for Caregiver Well-Being

In witnessing the toll Alzheimer’s disease took on their family, Linda and Bill Saul became early supporters of the Alzheimer Society of Canada. Their legacy gift continues to fund caregiver-focused research, helping improve quality of life and leaving a lasting impact on families affected by dementia.



We want to express gratitude and appreciation to our wonderful legacy donors this past year. Your generosity brings supports those who are affected by Alzheimer’s disease and other dementias.

The Estate of:

Aileen McMullen
Alexander Beaton
Alexandra MacKenzie MacLeod Chapman
Allan A. Grunder
Allan John McQueen
Allan Stein
Andre Mathieu
Beverley Michaud Alter Ego Trust
Beverly Ann Forgette
Cara Bernice Chipman
Catherine Gerard
Charles Denton
Dondale Craig
Thomas Davison
Dawn Shewchuk
Dorothy Amos
Dorothy Beryl Baris
Erika Knipfel
Ernest Bradshaw
Gloria Knee
Graham Bazley
Grant Allen
Ivan Elkan
Jacqueline Mary McKee
J. B. Aune
Joanne Hardwick
John Robert Peel
Joseph Buchshriber
Kenneth Ross McClymont
Kirstie Elizabeth Laird
Laura Louise Wickett

Lorraine Boyce
Louise Ferragne
Mabel Irene Moss
Magdalene Phillipp
Margaret Terol
Marie Lucille Anna Sabino
Marjorie Jane Perry
Mary Kathleen McGurran
Mary MacLachlan
Maurice Langlois
Michael John Devlin
Mildred Laura Lou Carberry
Paul Lionel Pearse
Pauline Hébert Lacerte
Pierrette Bourgon Stewart
Real Séguin
Rintoul Trust
Robert Marshall
Ronald John Faye
Shirley E. Brown
Shirley Williams
Struan Robertson
Sylvia J. Moric
Terry Clifford Uptigrove
The Ryckman Trust
Thomas C.M. Logan
Warren Bruce Garrard
William Perdue
William Stanley Edwards
Willis Eder

STATEMENT OF ASC REVENUE & EXPENSES

For the year ended March 31	2025	2024
REVENUE		
Support from the public		
Individual giving and direct marketing	\$ 12,564,651	\$ 13,385,939
Bequests	2,964,096	4,250,181
Corporate and foundation giving	3,185,649	2,033,199
Total support from the public	18,714,396	19,669,319
Government	806,271	1,181,338
Partner charities (Note 10)	10,889,226	11,292,715
Other restricted revenue (Note 16)	986,943	2,278,682
Investment and other income (Note 3c)	1,008,750	828,520
Total revenue	32,405,586	35,250,574
EXPENSES		
Programs		
Services	3,634,329	3,369,038
Research	5,495,598	7,053,489
Partner charities (Note 10)	14,734,259	15,454,344
Government health programs	986,041	1,181,338
Total program expenses	24,850,227	27,058,209
Support		
Fundraising	5,810,043	6,754,753
Administration (Note 14)	3,006,609	2,910,444
Total support expenses	8,816,652	9,665,197
Total expenses	33,666,879	36,723,406
Deficiency of revenue over expenses before unrealized investment gains	(1,261,293)	(1,472,832)
Unrealized investment gains (Note 3d)	345,168	424,001
Deficiency of revenue over expenses	\$ (916,125)	\$ (1,048,831)



Sustaining Hope

Today, we are more hopeful than ever. Next year, we aim to say the same thing. And the next year, and the next, until our vision of a world without dementia is no longer our hope, but a reality manifested.

Until then, the mission is to alleviate the personal and social consequences of Alzheimer's disease and other dementias, promote the search for causes and treatments, and walk the road to find a cure. We're going to continue connecting the dots, amplifying the voices of people with lived experience, and turning lab results into real-world change.

We will not – we cannot – do it alone.

The collective strength, action and impact of our network, governments, organizations and communities will sustain hope and move us all forward. To all who walk this road with us: thank you for your efforts, resources, donations, and support.

Thank you for joining us in this hopeful time.

*And it's not over. For my grandmother, for yours,
and for everyone in Canada who needs us.*

Christina Scicluna
CEO, Alzheimer Society of Canada

the **Bridge Ahead**

Each connection we make, each voice we amplify, and each breakthrough we discover strengthens the bridge toward a hopeful tomorrow.

Learn more at alzheimer.ca



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