



**2018-19**  
ANNUAL REPORT

*Alzheimer Society*  
BRITISH COLUMBIA



# A message from the CEO and Volunteer Board Chair

Dementia affects families throughout the province of B.C. Currently, an estimated 70,000 British Columbians are living with dementia and within a generation that number will more than double. There's a role for all of us in supporting people facing dementia within our communities. British Columbians agree that there is a role for all of us, but there's a gap between their desire to help and their knowledge to act. The Alzheimer Society of B.C. is working to change the way we collectively think about dementia, talk about it and act on it.

We are so proud to share some of the progress we've made on this work over the last year.

We are supporting people affected by dementia today, while undertaking advocacy and investing in research to change the future of the disease. Thank you to our fundraisers, donors, volunteers, community partners and staff who make this critical work possible.

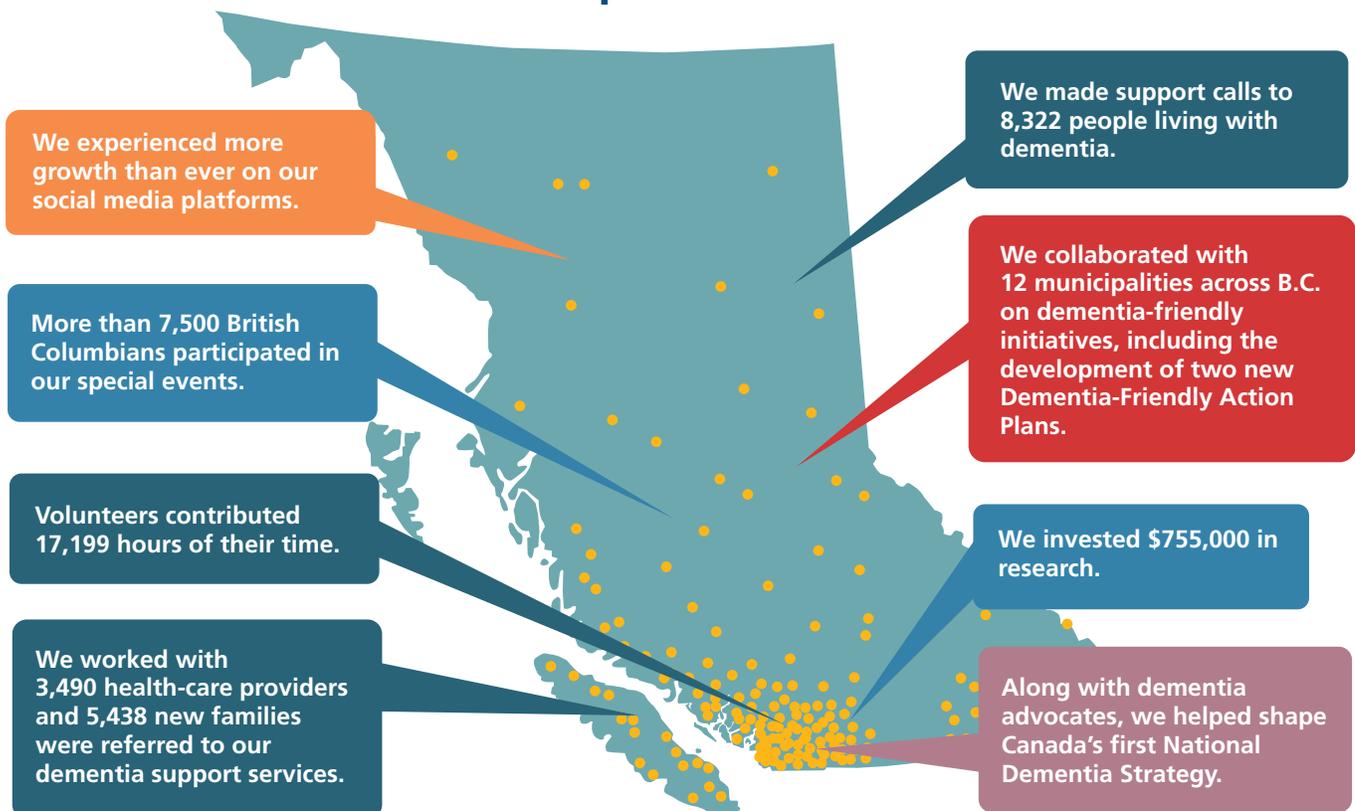


**Maria Howard**  
Chief Executive Officer



**Robert Piasentin**  
Volunteer Board Chair

## Our impact in 2018-19



# Creating change

Our vision is a world without Alzheimer’s disease and other dementias and that world begins with a more dementia-friendly society, where people affected by dementia are acknowledged, supported and included.

We want to help build a province where we speak openly about dementia, share knowledge and amplify the voices of people with lived experience. In order to pursue our vision, we are creating change:



**Changing the conversation about dementia**, to build awareness and understanding, to reduce the stigma and to encourage people to take concrete action.



**Changing the policy related to dementia**, by championing the voices of people affected by dementia.



**Changing the experience of people affected by dementia**, by connecting them to the information, education and support they need.



**Changing the future for people affected by dementia**, by supporting biomedical and quality of life research, connecting research to more people and developing the resources needed to ensure our work continues.



**Changing the practice of working with and caring for people affected by dementia**, by educating staff and volunteers in municipalities, businesses and health-care settings.

**“When I talked to the Alzheimer Society of B.C., it felt like a door was opening. I wasn’t alone anymore.”**

– Family caregiver





## Changing the conversation: Igniting a movement locally, nationally and beyond

Sarah King, national Alzheimer's Awareness Month spokesperson (centre), stands with friends Esther Sarlo and Bill Chalmers, who support her on her journey living with dementia.



**A recent poll of British Columbians showed that most respondents would like to help someone living with dementia if they needed assistance.** However, the same poll showed that 59 per cent of people surveyed would not feel confident doing so.

In 2018-19 we were at the centre of a movement to create change. This movement is built on the generosity of people affected by dementia who allowed us to share their personal experiences, and all those who listened. The momentum gained through engagement within our resource centres and on social, broadcast and print media platforms underlines the incredible impact of sharing stories that spark conversations, break stigma and inspire the public to take action for people facing dementia.

This past year, we changed the conversation on dementia in the following ways:



We experienced more meaningful social media engagement than ever from a wide range of supporters, including researchers, advocates and members of the public from all walks of life.



We told the stories of people living with dementia during the powerful Alzheimer's Awareness Month campaign entitled "Yes. I live with dementia. Let me help you understand."



We advanced discussions with local, national and international partners in dementia education, health-care and research at conferences such as Alzheimer's Disease International's 33rd conference in Chicago, St. Paul's Foundation Geriatric Services Conference and Island Health's "Five Days in May" health research event.



We facilitated conversations with leaders and people with lived experience from South Asian, Chinese and Indigenous communities during our first multicultural event to develop support tailored towards these underserved groups.



## Changing the policy: Championing the voices of people living with dementia

In March, we filled the halls of the Legislature in Victoria with music when Members of the Legislative Assembly (MLAs) attended a luncheon we co-hosted with the Ministry of Health. There, they spoke with people living with dementia about the importance of building inclusive communities and enjoyed a performance from Voices in Motion, a Society-supported choir of people living with dementia, their care partners and high school students which is the subject of research into the benefits of social engagement at the University of Victoria.



# Changing the experience: Providing critical support and education

**In 2018-19 more people affected by dementia in communities across the province received the support they need, when they need it.** Whether newly diagnosed or caring for someone in the later stages of dementia, people accessing First Link<sup>®</sup> dementia support have an ongoing connection to our programs and services. We continued to grow language- and culturally-specific dementia support to increase access for traditionally underserved communities, including Mandarin-, Cantonese- and Punjabi-speaking families, and worked in

collaboration with Indigenous communities to develop specific dementia support that meets their needs.

First Link<sup>®</sup> dementia support can be accessed by a referral from a health-care provider, over the phone via the First Link<sup>®</sup> Dementia Helpline, at one of our resource centres or online. A referral to First Link<sup>®</sup> means that people living with dementia receive the information they need early in their journey to help them live the best lives possible.

This past year, we changed the experience of people affected by dementia in the following ways:



We responded to 1,943 calls on the First Link<sup>®</sup> Dementia Helpline, a province-wide phone line offering support and information in English, Cantonese, Mandarin and Punjabi. Calls to the Helpline increased by nearly 10 per cent in 2018-19.



We welcomed 1,781 people to 115 support groups in 52 communities province wide.



We facilitated 35 weekly Minds in Motion<sup>®</sup> programs, a social and fitness program for people living with dementia and their care partners. These sessions were attended by 1,143 participants.



We connected with 2,163 new First Link<sup>®</sup> clients who were referred to us from 620 health-care providers.



We worked with researchers at the University of British Columbia on a First Link<sup>®</sup> evaluation survey to assess the strengths of our programs and services and identify areas of improvement.



We expanded our education resources and delivered 445 education sessions to 3,162 people in 88 communities.

We expanded access to our provincial First Link® Dementia Helpline by recruiting more volunteers to provide support and information, while working to increase access to the Helpline for the broader community of people who want to learn more about the disease. Our volunteers, including 151 support group facilitators and 119 Minds in Motion® program assistants, play a critical role in helping provide direct support to people affected by dementia. Together, Helpline, support group and Minds in Motion® volunteers gave 9,428 hours of their time in 2018-19.

**“Caregivers just need someone to talk to. You can feel like you’re the only one going through it when you’re caring for someone living with dementia.”**

– Christy MacLean, a caregiver and volunteer on the First Link® Dementia Helpline





## Changing the practice: Sharing knowledge and skills to create more supportive workplaces and communities

Arvie Bourgeault's husband lived with dementia and Myrna Norman (right) is a member of the Society's advisory group of people living with dementia. The two advocates are helping build dementia-friendly communities by sharing their experiences with caregivers during presentations at care homes.



**In 2018-19, through our work with local governments and health-care providers, we helped create inclusive workplaces and communities for people affected by dementia.** We worked with municipalities to develop action plans that promote changes in the built and social environments to meet the unique needs and abilities of people affected by dementia. We also strengthened relationships with health-care providers and other frontline staff whose knowledge of the disease has a direct impact on people living with it in their care.

This past year, we changed the practice of supporting and caring for people affected by dementia in the following ways:



We partnered with Vancouver International Airport to provide Dementia Friends education to approximately 70 Green Coat volunteers, the team of volunteers dedicated to supporting travellers.



We supported approximately 550 municipal employees who completed our Dementia-Friendly Cities workshops.



We provided “Making Your Workplace Dementia Friendly” guides for legal, financial, recreation and housing professionals, while developing resources for the library, food services and retail sectors.



We delivered foundational dementia education, in partnership with SafeCare BC, to more than 150 health-care providers.



In partnership with SafeCare BC, we brought together families and continuing care providers to produce “Dementia Care Teams,” a video aimed at fostering understanding and sharing practical advice between the two groups.



## The big impact of small acts in dementia-friendly communities

Dementia-friendly communities are about more than just action plans; they're places where staff have the confidence to put those plans into action.

Last year we provided a Dementia-Friendly Cities “Train-the-Trainer” session to one of our partner municipalities. One of the trainers then provided Dementia-Friendly Cities education to employees of the local aquatics centre. Later, two lifeguards used their training to identify a person who appeared confused and start a conversation with him. The person explained that he was living with dementia and required some assistance locating the steps in and out of the pool, but once in the pool, he was able to safely swim lengths.

With just a little assistance, this person was able to continue doing an activity he loved within his community.



## Changing the future: Leading the way in dementia research

**“Co-research with people living with dementia is for many researchers a new area; however, the outcomes can be more robust. It’s worth taking the time to listen to the voice of lived experience.”**

– Jim Mann, person living with dementia and co-researcher





**In 2018-19, we worked to change the future of dementia as a research investor and a driver of change.** In addition to funding research, we built relationships with local researchers, connected researchers to community members interested in participating in research, participated in advisory committees for dementia research projects and took a leading role in sharing research findings with the public.

We are committed to moving dementia research forward and have made important progress through diverse activities and partnerships, such as:



**The Alzheimer Society Research Program (ASRP):** In 2018-19 we contributed \$600,000 to this program, a partnership with Alzheimer Societies across Canada which, since 1989, has funded over \$59.8 million in grants and awards nationally, including \$6.5 million to research projects here in B.C.



**The Ralph Fisher and Alzheimer Society of B.C. Professorship in Alzheimer Disease Research:** Dr. Robin Hsiung, who has held this professorship position since 2017, researches biomarkers and clinical assessment tools at UBC.



**New B.C. Fellow in Clinical Dementia:** In 2018, Dr. Clark Funnell was the inaugural recipient of this funding for his work with UBC's neurology team to identify novel biomarkers and generate innovative therapies for the disease.



**Bridging research and community:** We collaborated with researchers and people affected by dementia to spread awareness about current projects and share important findings. We built new partnerships focused on ensuring the voices of people living with dementia are meaningfully included in the research landscape.

Through these partnerships and initiatives, this year we invested a total of \$755,000 towards dementia research.

## Defining dementia-friendly research

The Alzheimer Society of B.C. is committed to defining and promoting “dementia-friendly research” – an approach to conducting research which meaningfully engages and partners with people living with dementia and care partners as study participants, advisors and co-researchers.

In October 2018 the Society, in partnership with the UBC Centre for Personhood on Dementia, hosted a seminar in advance of the Canadian Association on Gerontology's annual conference. The session brought together researchers, people living with dementia, care partners, students, health leaders and other key stakeholders to begin defining what this model for research might look like.



# Changing the future: Engaging people and communities through fundraising

**Thanks to our generous donors, we raised over \$8,727,000 to support programs and services for people affected by Alzheimer's disease and other dementias, as well as to provide educational resources and to fund research.** Every year, volunteers, donors and honoured guests participate in our fundraising events by gathering pledges to take on new physical challenges, encouraging family and friends to support the Society's signature events and sharing personal stories in their

communities. Our monthly donors ensured we have consistent funding throughout the year, while our corporate and community partners, including individuals and foundations, generously supported our mission in helping to move the needle on dementia. Our legacy giving program, where people generously support us through gifts in their wills, helped ensure we can change the future for people affected by Alzheimer's disease and other dementias.

Here is how we engaged our communities in fundraising in 2018-19:



We raised more than \$2,264,000 thanks to more than 7,500 participants at our signature events, including:

- *IG Wealth Management Walk for Alzheimer's*
- *Climb for Alzheimer's*
- *Breakfast to Remember Vancouver*
- *Breakfast to Remember Victoria*
- *Forget Me Not Golf Tournament*
- *Coffee Break<sup>®</sup>*
- *Scotiabank Vancouver Half-Marathon & 5k*
- *Charity Dinner for Alzheimer's*



We worked with 184 independent fundraisers who raised more than \$279,000 through our *Anything for Alzheimer's* program.



In addition to funds we received for events, our community donors, including individuals, corporations, foundations and legacy donors, provided over \$6,183,000 in support.



## Walking together for people affected by dementia

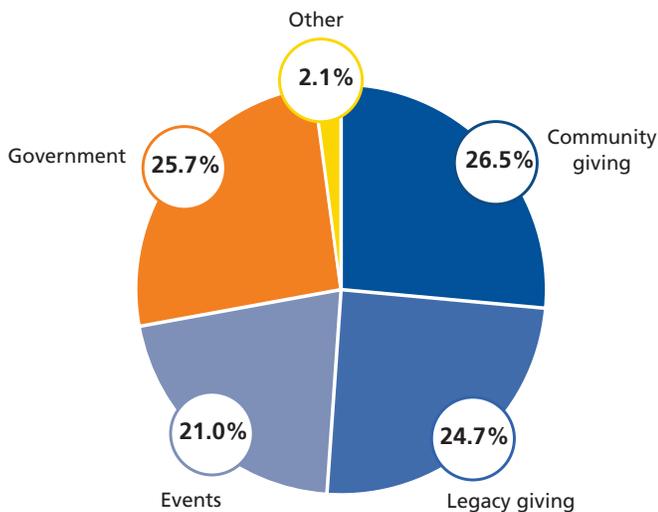
The first Sunday in May, British Columbians walk to remember those who have passed away and to honour people affected by dementia in their communities at the *IG Wealth Management Walk for Alzheimer's*. In 2018-19, the volunteer-led event reached an incredible milestone by generating more than \$1 million in donations to provide support and education for people affected by dementia and to show them that they don't ever walk alone.

- Over \$1 million raised
- 22 communities held *IG Wealth Management Walk for Alzheimer's* events
- 57 "Walk in a Box," independently-organized walks, were held across the province
- More than 5,000 participants took part
- More than 250 teams raised funds together
- More than 680 volunteers made it possible

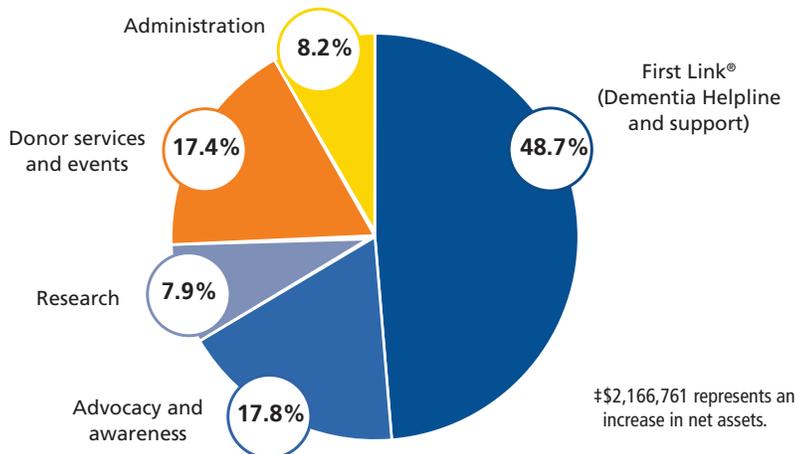
# Financial

In 2018-19, we received more than \$8,727,000 in support from the community. When you support us, you are supporting the only provincial charity dedicated to helping anyone concerned with or facing dementia have the confidence and skills to maintain quality of life as much as possible. By investing in our vision of a world without dementia, you are providing vital programs and services, enabling research and participating in the conversation needed to change the future of the disease. We are committed to stewarding your investment with accountability and transparency.

## How we received our funds – \$12,099,923



## How we invested our funds to support our mission – \$9,933,162<sup>‡</sup>



Visit [www.alzheimerbc.org](http://www.alzheimerbc.org) to see the full, audited financial statements.

## 2018-19 Board of Directors

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**Tony Yue**, PhD, University of British Columbia, retired Investment Analyst



**“I see the road ahead more clearly now, and I’m not afraid to walk it.”**

– Family caregiver

## **Leaving a legacy for change**

Circle of Hope members are our valued donors who have made an incredible investment for the future of dementia care by leaving a gift in their will, or other type of planned gift, to the Alzheimer Society of B.C. At a time when the number of people affected by dementia is on the rise, the generosity and vision of our Circle of Hope donors contributes to our ongoing sustainability, with each legacy gift having an impact for generations to come.

From funding research and innovation to ensuring that no one ever has to walk the dementia journey alone by supporting our programs and services, our legacy donors are affecting the future. For more information about how you can join our Circle of Hope and be a part of changing the future for people affected by dementia, please visit our “Create a lasting legacy” webpage on [www.alzheimerbc.org](http://www.alzheimerbc.org) or call 1-800-667-3742.

## First Link® Dementia Helpline

English 1-800-936-6033

Cantonese or Mandarin 1-833-674-5007

Punjabi 1-833-674-5003

Toll-free and open Monday to Friday, 9 a.m. to 4 p.m.

## Alzheimer Society BRITISH COLUMBIA

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TOLL FREE: 1-800-667-3742

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