



**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

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## **The Alzheimer Society of B.C. achieves accreditation from Imagine Canada's Standards Program**

**Vancouver, B.C.** — The Alzheimer Society of B.C. today announces that it has been accredited under Imagine Canada's national Standards Program. With this achievement, the Society joins a growing community of more than 220 charitable organizations dedicated to operational excellence.

The Standards Program is a nation-wide set of shared standards for charities and non-profit organizations, designed to strengthen practices in five fundamental areas: board governance; financial accountability and transparency; fundraising; staff management; and volunteer involvement.

The Alzheimer Society of B.C.'s ultimate vision is for a world without dementia – but before there's a cure, there's care. "Our immediate vision is for a world in which people with dementia, their caregivers and their families are welcomed and supported – a dementia-friendly society," says Maria Howard, the Society's Chief Executive Officer. "The Standards Program reflects the kind of foundation that the Society needs to have in order to make our vision a reality."

The goals of Imagine Canada's Standards Program are to increase the transparency of charities and non-profit organizations, and to build public confidence in individual organizations and the sector as a whole.

"It's no small feat for an organization to earn Standards Program accreditation," says Bruce MacDonald, President and CEO of Imagine Canada. "It's a rigorous, peer-reviewed process that is meant to build public trust and confidence in the charitable sector. These organizations take accountability and operational transparency very seriously. We're glad to have them on board."

"The Alzheimer Society of B.C. is dedicated to helping British Columbians affected by dementia live well on the journey," says Howard. "Imagine Canada's accreditation is an important mark of confidence in our ability to provide that support."

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### **About Dementia**

Dementia is a term that describes a general group of brain disorders. Symptoms include the loss of memory, impaired judgment, and changes in behaviour and personality. Dementia is progressive, degenerative and eventually terminal. Alzheimer's disease is the most common form of dementia accounting for almost two-thirds of dementias in Canada today.

### **About the Alzheimer Society of B.C.**

Families across British Columbia are affected by Alzheimer's disease or other dementias. The Alzheimer Society of B.C.'s ultimate vision is a world without dementia; that vision begins with a world where people living with the disease are welcomed, acknowledged and included. Working in communities throughout the province, the Society supports, educates and advocates for people with dementia, as well as enabling research into the disease. As part of a national federation, the Society is a leading authority on the disease in Canada.



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