

# 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

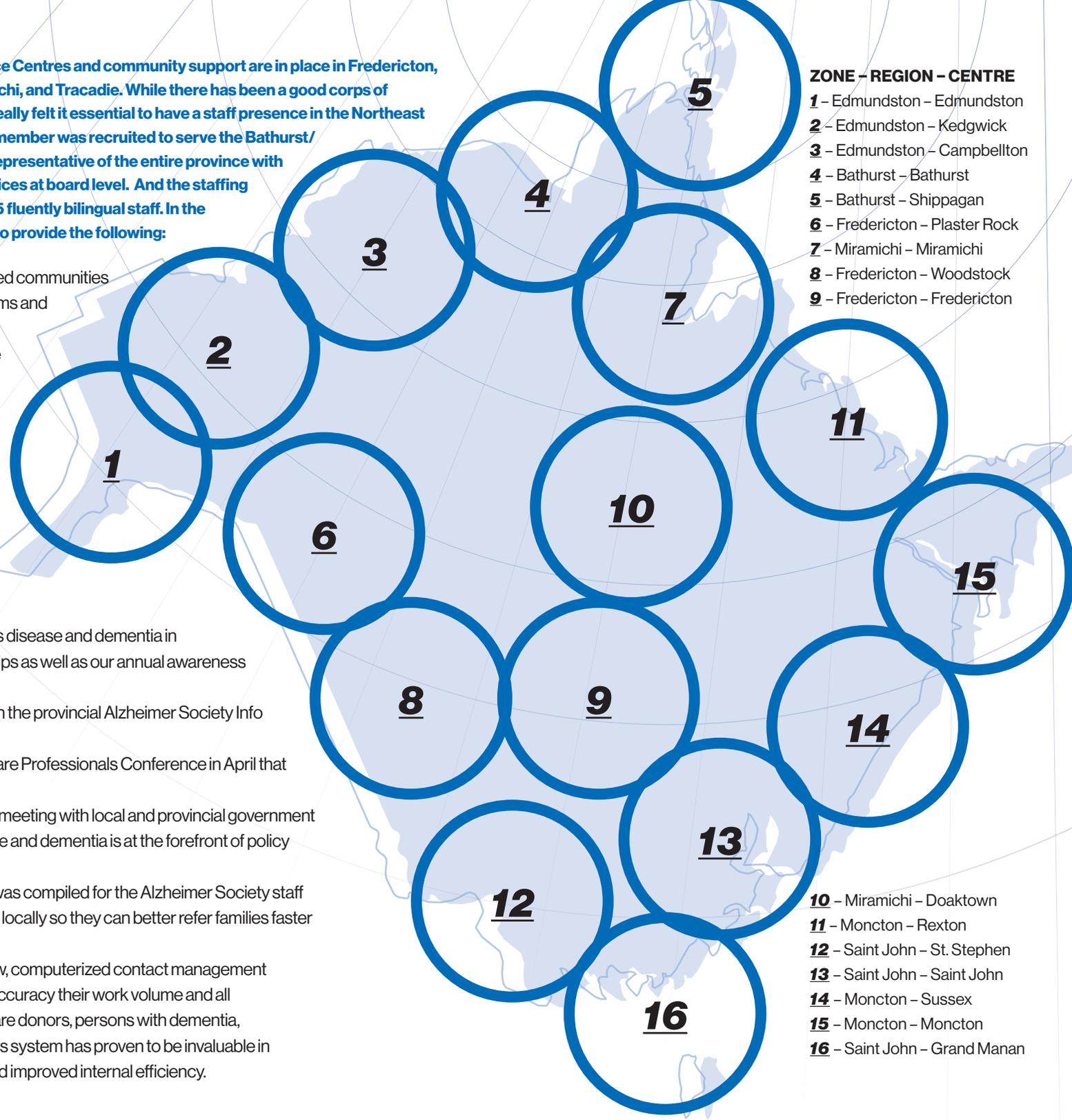
**Robert Simpson**, Nackawic

**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:**

	<b><u>2016</u></b>	<b><u>2015</u></b>
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](http://www.alzheimer.ca/nb)

**WEBSITE:** [www.alzheimer.ca/nb](http://www.alzheimer.ca/nb)

**WALK FOR ALZHEIMER'S:** [www.walkforalzheimers.ca](http://www.walkforalzheimers.ca)

**FOR MORE INFORMATION,** please visit our website at [www.alzheimer.ca/nb](http://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](mailto:info@alzheimernb.ca)  
Website: [www.alzheimer.ca/nb](http://www.alzheimer.ca/nb)