



National Philanthropy Day®

The Alzheimer Society of Saskatchewan is a proud participant of the Association of Fundraising Professional's (AFP) National Philanthropy Day® initiative. With nearly 75% of our revenue coming from fundraising effort, we rely on the generosity of individuals, corporations and community organizations to provide our core services.

National Philanthropy Day,® we are recognizing two outstanding supporters whose contributions allow us to provide Help for Today...Hope for Tomorrow.

Melva Hnidy

Melva and her husband Mitch connected with the Alzheimer Society in 1999 after Mitch developed Alzheimer's disease. Since then, she has advocated for the Alzheimer Society through her gift of time and financial support to ensure that people with dementia, their family and caregivers have the support they need. Melva encourages everyone to remember these words from Winston Churchill: "We make a living by what we get. We make a life by what we give." Thank you Melva for your generosity and philanthropic leadership!



Brandt Group of Companies

The Brandt Group of Companies made fundraising history in the province of Saskatchewan, hosting an event that raised more than \$1 million in one evening to support the Alzheimer Society of Saskatchewan (\$962,541) and Football Saskatchewan (\$100,000). The Brandt Group of Companies was a major sponsor of the event, which took place on July 18, 2014. The company contributed \$257,900 as well as hosted the event. The event consisted of an auction, dinner and performances by top country acts including George Canyon and Blue Rodeo. The truly unique item at the auction was a custom Saskatchewan Roughrider themed 1968 Shelby GT500 Mustang convertible. The tribute car alone raised approximately \$200,000. A portion of the proceeds from the event will be matched by the Saskatchewan Health Research Foundation (\$500,000) to fund a \$1 million research chair in Alzheimer's disease and related dementia, and the remainder will provide essential support to the over 18,000 people living with dementia in our province. Brandt's contribution to the event was made as part of its Thanks a Billion program. Since the program began, Brandt has donated more than \$9.5 million dollars, which includes donations to more than 246 charitable initiatives in 112 communities.



