



# DONOR IMPACT REPORT 2022-2023

Alzheimer *Society*

CANADA

# CHANGING TO KEEP CURRENT, CHANGING FOR THE FUTURE

There are many schools of thought on the nature of change. The reality is that life is constantly about movement. We look back to learn and move forward. Another reality is that change can be uncomfortable, even as we recognize that it is necessary.

One such change we at the Alzheimer Society of Canada have made is the hiring of Christopher Barry as our Chief Executive Officer. I want to welcome Christopher and thank Kevin Noel for his steady leadership as Interim CEO as he makes plans for his next adventures. May the road rise to meet you both on your respective journeys.

With this new structure in place, and a renewed strategy from the Board to support Christopher in his role, I expect that we will be talking about how change was good for the organization in years to come.

Amidst these changes and others, there are also constants with the Alzheimer Society of Canada. Our mandate, to provide support in myriad ways to those with Alzheimer's disease and dementia, their care partners, families and loved ones, remains steadfast. Throughout it all, we must always bear in mind who we are, what we do and why we do it.

## Alzheimer Society of Canada – Who We Are

Since our founding in 1978, the Alzheimer Society of Canada has been dedicated in helping to improve the lives of those living with Alzheimer's disease and dementias; advocating for greater understanding for those with lived experience and their care partners; and pursuing leading-edge research with the goal of understanding dementias. While much has changed in the last 45 years, our core purpose has remained unswerving – to better help those living with cognitive decline.

## This is how we work towards that goal:

### Advocacy

Words matter. Actions matter. There was a time when describing the dementia and Alzheimer's experience found us using language that would be considered in poor taste today. There was a time when a person living with dementia had their agency stripped from them, when they had no say in their welfare or how they wanted to be treated. As our understanding of Alzheimer's disease and related dementias has progressed, so has our awareness that our words and actions matter.

We advocate on both the micro- and macro-level. When we speak, we do so in clear, succinct terms, whether to governments, healthcare organizations, or the media. Our words matter and they bring value to those we serve.

### Lived Experience

The Alzheimer Society of Canada exists to support people and their families living with Alzheimer's and other dementias. While early diagnosis and treatment is vitally important, it is equally important to listen to the experience of those who have had the dementia experience. Their journeys can help inform us as to what opportunities for improvement exist. The same is true with their care partners, who are witness to the progression of Alzheimer's disease and who also have lived experience in being an advocate when the person living with dementia is no longer able to do so.

### Research

The Alzheimer Society of Canada supports research that shows promise in helping us to understand how Alzheimer's disease and dementia, progress, how they vary from person to person, from ethnic group to ethnic group, from gender to gender, and how some groups get left behind. We also support researchers examining various protocols, ranging from pharmaceutical therapies to psychological interventions, from social interactions to the implementation of new technologies to help people living with dementia and their care partners.

Finally, the Alzheimer Society of Canada also supports researchers through a rigorous peer review process. As an organization that supports evidence-based research, we are diligent about rejecting findings that do not meet a high bar for proof-based on accepted scientific research methodologies.

As our understanding of Alzheimer's disease and related dementias has progressed, so has our awareness that our words and actions matter.

I want to thank you for joining us on our transformational journey. As with every expedition, there are occasionally unexpected twists and turns. From those, we learn and adapt. As we ready ourselves for a long run, I have nothing but the highest of hopes and expectations for us as we embark on this new journey.

With my warmest regards,



Christine Penney, RN, MPA, PhD  
Board Chair  
Alzheimer Society of Canada





## ALZHEIMER SOCIETY OF CANADA

Our goal is a world without Alzheimer's disease and other dementias. We do this by providing thought leadership and advocating for best practices, funding leading researchers across a variety of disciplines, and providing support for those living with dementia, their care partners, and their families.

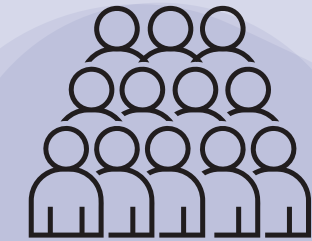
**Our mission** is to alleviate the personal and social consequences of Alzheimer's disease and other dementias and to promote the search for causes, treatment and a cure.



## ADVOCACY

Donors are at the heart of what we do. They enable the Alzheimer Society of Canada to continuously make a positive impact on the lives of those living with dementia and Alzheimer's disease, their care partners and those in the medical research community.

Donations extend beyond financial support to include the donation of time, expertise, and personal experiences. We value the insights of experts, care partners and individuals living with dementia, who share their perspectives to enhance our collective understanding of the diverse effects and realities experienced by those with dementia.



**1 MILLION PEOPLE**  
in Canada will be living with dementia by 2030, nearly twice the current number



**EVERY 4 MINUTES**  
someone in the world is diagnosed with dementia

# SUPPORTING DIVERSE COMMUNITIES

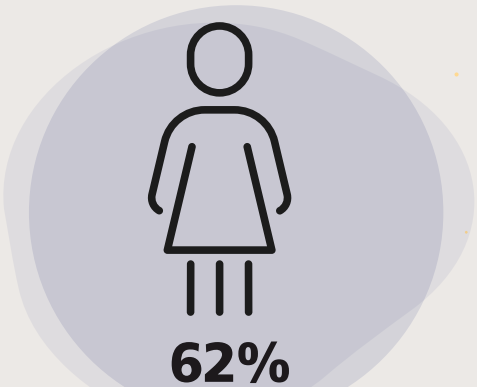
Even when expected, a diagnosis of dementia or Alzheimer’s disease is still devastating. But such a diagnosis can be received differently depending on many factors, including who the person is and their life experiences. We know that different communities have different traditions when it comes to chronic and life-limiting illnesses. The Alzheimer Society of Canada recognizes those differences and works to be inclusive through its Diversity, Equity, Inclusion and Belonging efforts, helping us to ensure everyone with a diagnosis is treated with dignity that focuses on honouring that person’s traditions and beliefs, while ensuring appropriate care.

The unfortunate reality throughout the history of medical care is that patients were generally assumed to be the same. Their life experiences were not considered for the most part. The standard was assumed to be a Caucasian male. We now know that such assumptions have created gaps in medical knowledge, which we are making efforts to close. People of colour, indigenous populations, members of the Asian communities, and people who are LGBTQSAA+ have different experiences and unique needs when it comes to medical care, particularly when their diagnosis means so much of their agency is taken from them.

Alzheimer Society of Canada research has identified several research gaps in how we service the diverse communities that make up the Canadian experience and how it relates to dementia and Alzheimer’s disease, people living with a diagnosis, their care partners and family members. As the demographics of the Canadian population have changed over the decades, our healthcare system has struggled to keep up, leaving many Canadians on the outside looking in. Closing that gap means first acknowledging that it exists and that a changing population requires a flexible mindset that does not focus on a one-size-fits-all solution.



is the average cost of bringing a dementia-treating drug from lab to market



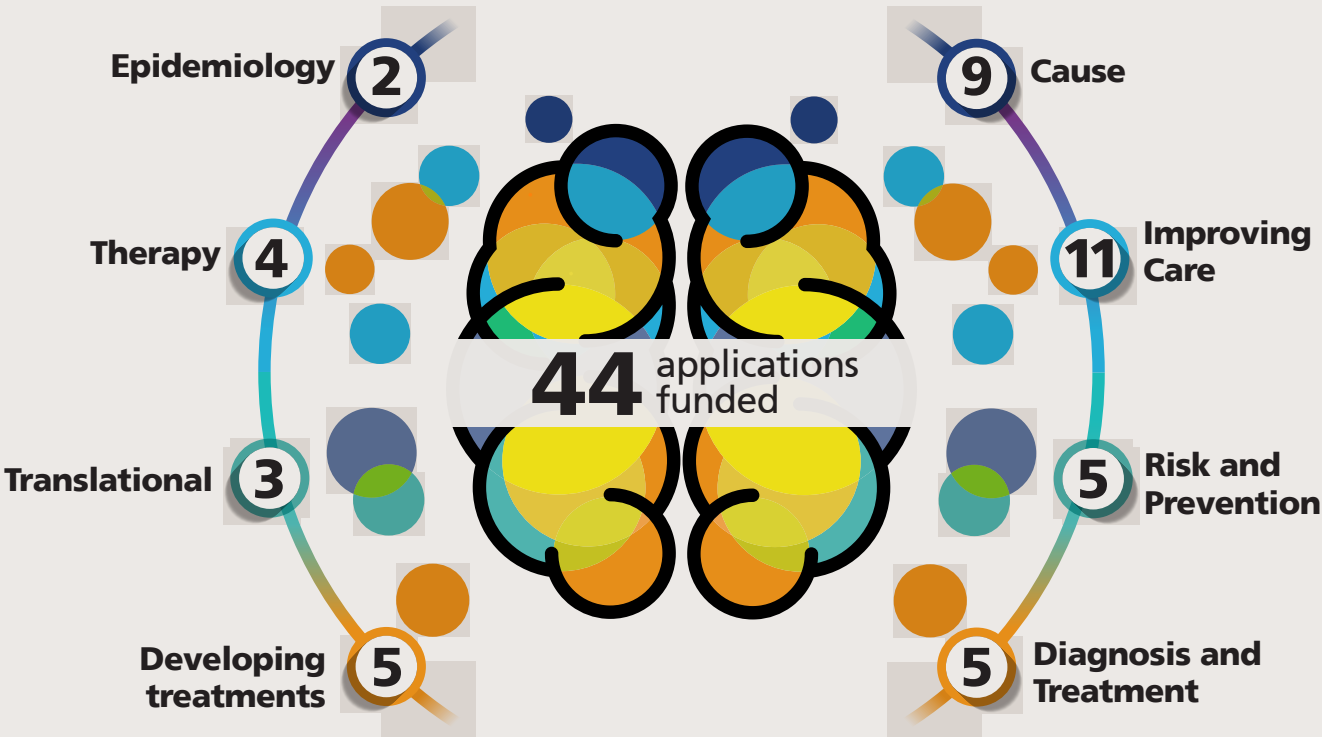
of people impacted by a dementia diagnosis are disproportionately women

# RESEARCH PROJECTS FUNDED

Every year, the Alzheimer Society of Canada supports the Alzheimer Society Research Program, funding academic researchers across Canada who are dedicated to making a substantial impact on dementia and Alzheimer’s disease care and treatment. In 2023, the Alzheimer Society of Canada announced funding for 44 researchers through the Alzheimer’s Society Research Program totaling nearly \$6 million in grants, nearly doubling the 2022 program funding.



TOTAL FUNDING AMOUNT  
**\$5,989,000**

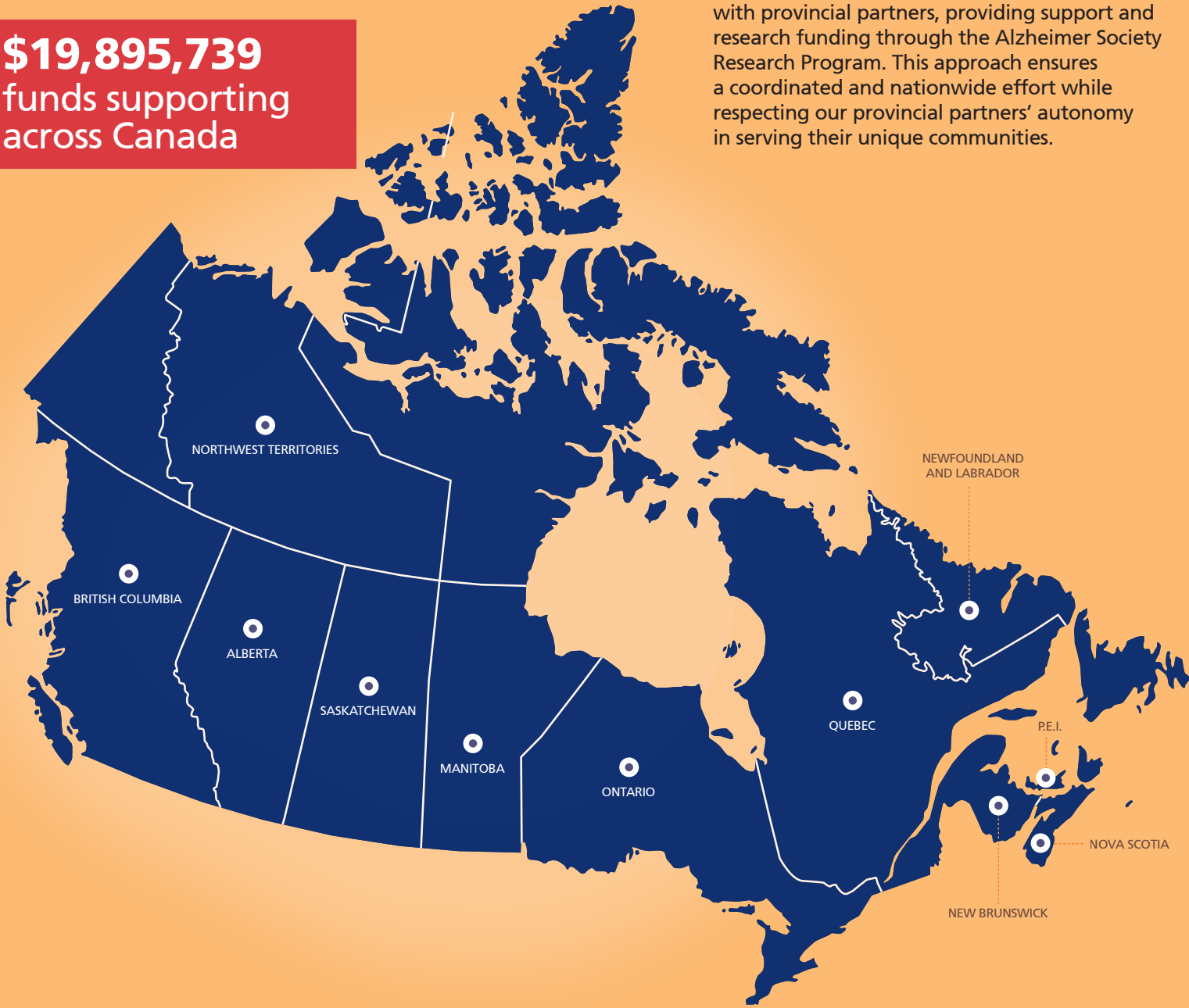




PROGRAMS  
AND SERVICES

\$19,895,739  
funds supporting  
across Canada

The Alzheimer Society of Canada collaborates with provincial partners, providing support and research funding through the Alzheimer Society Research Program. This approach ensures a coordinated and nationwide effort while respecting our provincial partners' autonomy in serving their unique communities.



**THANK YOU** to our national title sponsor, IG Wealth Management, who has supported our Walk for the 5th consecutive year.

**IG WEALTH  
MANAGEMENT**  
**WALK FOR  
ALZHEIMER'S**



**\$5.7M**  
funds raised

**325**  
Walks across Canada



**\$150,000**  
in additional community support

**20,000**  
participants helped fundraise





# LEAVE A LEGACY THAT OUTLIVES

Legacy gifts allow you to pledge future support for a cause that is important to you. These gifts can take various forms, including cash, securities, real estate, personal property, or a percentage of one's residual estate. They give you the opportunity to plant a seed that will grow and impact the lives of people living with dementia. It is a way for people to ensure that their values and beliefs live on, even after they are gone.

## THIS YEAR, WE RAISED \$4,600,000 IN LEGACY GIFTS

Expressing our gratitude to IG Wealth, our most significant supporter!



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# THANK YOU TO OUR GENEROUS SUPPORTERS!

As we look forward to the coming year, we reflect on our partnerships and achievements in 2022. Our heartfelt appreciation goes out to all who have shown unwavering commitment. Thank you all for your commitment!

This list recognizes those who supported the Alzheimer Society of Canada between April 1, 2021 and March 31, 2022

**DONORS** we are grateful to our donors who gave \$1,000 or more to improve the lives of people in Canada living with dementia and those who care for them.

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Victor and Patricia Zaleschuk  
Harry Zarek  
Kathy and Greg Zimmer

\*Denotes donors whose giving includes an estate gift.





## HOW WE FUND

The Alzheimer Society of Canada, in collaboration with provincial partners, funds research, advocacy and support programs through multi-faceted advancement programs. These include direct fundraising appeals, individual donations, bequests and other planned gifts, gifts-in-kind, corporate donations, and community events like the IG Walk for Alzheimer's.



# FINANCIAL REPORTING

## Alzheimer Society of Canada/Société Alzheimer du Canada Statement of Revenue and Expenses

| For the year ended March 31                                                                       | 2023                          | 2022                          |
|---------------------------------------------------------------------------------------------------|-------------------------------|-------------------------------|
| <strong>Revenue</strong>                                                                          |                               |                               |
| Support from the public                                                                           |                               |                               |
| Individual giving and direct marketing                                                            | \$ 13,590,971                 | \$ 13,847,075                 |
| Bequests                                                                                          | 4,638,730                     | 6,109,764                     |
| Corporate and foundation giving                                                                   | 2,095,093                     | 2,038,915                     |
| Total support from the public                                                                     | 20,324,794                    | 21,995,754                    |
| Government                                                                                        | 658,027                       | 243,240                       |
| Partner charities (Note 10)                                                                       | 11,582,660                    | 12,015,284                    |
| Investment and other income (Note 3c)                                                             | 548,471                       | 500,143                       |
| Government subsidy (Note 17)                                                                      | -                             | 206,064                       |
| <strong>Total revenue</strong>                                                                    | <strong>33,113,952</strong>   | <strong>34,960,485</strong>   |
| <strong>Expenses</strong>                                                                         |                               |                               |
| Programs                                                                                          |                               |                               |
| Services                                                                                          | 3,030,934                     | 2,652,332                     |
| Research                                                                                          | 4,600,050                     | 3,839,250                     |
| Partner charities (Note 10)                                                                       | 16,206,778                    | 21,249,869                    |
| Government health programs                                                                        | 658,027                       | 243,240                       |
| Total program expenses                                                                            | 24,495,789                    | 27,984,691                    |
| Support                                                                                           |                               |                               |
| Fundraising                                                                                       | 6,982,628                     | 6,058,090                     |
| Administration (Note 14)                                                                          | 1,382,965                     | 1,260,401                     |
| Total support expenses                                                                            | 8,365,593                     | 7,318,491                     |
| <strong>Total expenses</strong>                                                                   | <strong>32,861,382</strong>   | <strong>35,303,182</strong>   |
| <strong>Excess (deficiency) of revenue over expenses before unrealized investment losses</strong> | <strong>252,570</strong>      | <strong>(342,697)</strong>    |
| Unrealized investment losses (Note 3d)                                                            | (544,911)                     | (42,829)                      |
| <strong>Deficiency of revenue over expenses</strong>                                              | <strong>\$ (292,341)</strong> | <strong>\$ (385,526)</strong> |



### Alzheimer Society of Canada

20 Eglinton Avenue West, 16th floor  
Toronto, Ontario, M4R 1K8  
416-488-8772 | Toll Free: 1-800-616-8816  
donorserve@alzheimer.ca  
alzheimer.ca

Charitable registration number: 11878 4925 RR0001



## OUR VALUES

### 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.

### 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.

### 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.

### 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.