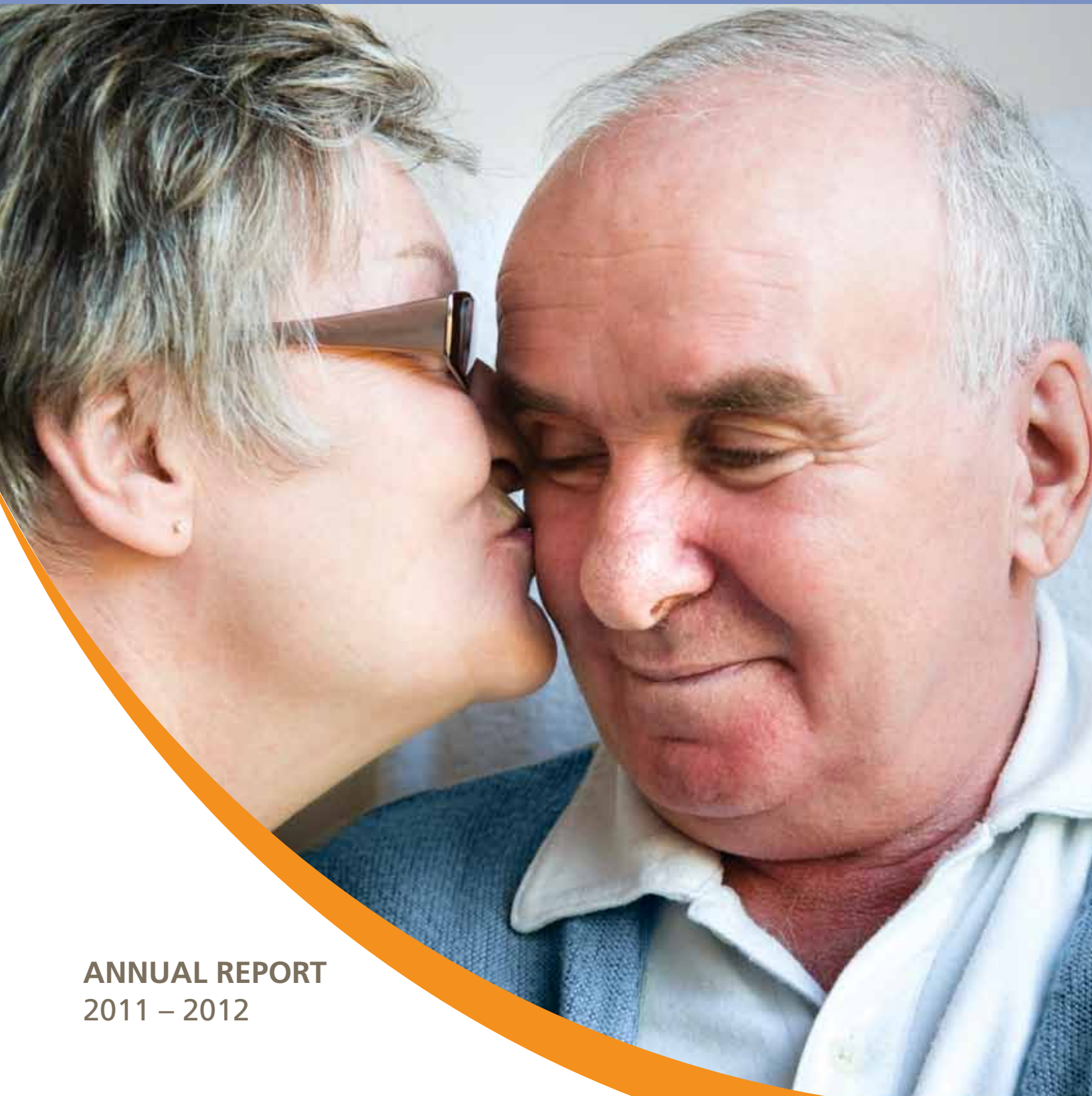


Let's face it.



ANNUAL REPORT
2011 – 2012

Our vision

Our vision is a world without Alzheimer's disease and other dementias.

Our mission

The Alzheimer Society of Canada identifies, develops and facilitates national priorities that enable its members to effectively alleviate the personal and social consequences of Alzheimer's disease and other dementias, promotes research and leads the search for a cure.

Board of Directors

The Alzheimer Society of Canada's Board of Directors consists of individuals from across Canada, including a representative appointed by each provincial Alzheimer Society.

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Cover photo features Jennifer and Tom Hall who generously shared their story and participated in the 2012 Let's face it Awareness campaign.



Letter from Board Chair and CEO

Consider this: around the world, a new case of dementia occurs every four seconds. The global impact of dementia is on the rise, with 7.7 million new cases each year. This rapidly increasing prevalence is directly impacting Canadians. Families living with Alzheimer's and other dementias face significant challenges. Alzheimer Society Canada is determined to advance the cause and provide a strong and consistent voice for those we represent.

Our accomplishments in 2011-12 are the result of partnering with our network of Alzheimer Societies across Canada who are active in more than 150 communities. People living with dementia count on having access to information, support services and education to give them **Help for Today**. Our new website launched and has been a key source of information and a gateway to find help right across Canada. As one of the founding members of Alzheimer Disease International (ADI) we continue to work closely with over 75 member Alzheimer Societies around the world. We support the search for the causes and cures, which we know gives Canadians a powerful sense of **Hope for Tomorrow...**® In fact, ASC is the largest nationwide health charity dedicated to dementia research. Our Alzheimer Society Research Program invested a record \$3,571,000 in new grants and training awards.

We made considerable progress this year in raising awareness of Alzheimer's disease. The media count on us as the definitive source for information. This year, our awareness campaign message about the importance of early diagnosis was far-reaching. We continue to engage decision makers with the ultimate goal of having them champion a national dementia plan. We capitalize on our partnerships with government agencies and organizations such as the Neurological Health Charities Canada, Canadian Institutes of Health Research and Health Charities Coalition of Canada. Together we can change the face of dementia.

Our work would not be possible without the thousands of supporters across Canada. We are touched by messages from countless families who are coping as best they can with a devastating illness. We receive personal letters from donors who tell us how much they value the work we do. Messages like these are a powerful reminder to our dedicated staff and volunteers; their commitment is unwavering. Thanks to each of you: people with the disease, caregivers, volunteers, donors and staff members. With your support we are on the path to a world without Alzheimer's disease and other dementias.

Leslie A. Beck

Naguib Gouda

Let's face it ...

Information, support services and education offer Help for Today

Our goal is to ensure that people with dementia and their family members will have access to information, support services and education to improve their quality of life throughout the course of dementia no matter where they live in Canada.

We approach our work from a 'person-centred' perspective. We focus on individuals, their strengths and abilities rather than the losses they experience as a result of their condition. We appreciate that people are unique, with their own values, history and personalities.

Highlights from our work in 2011-12 include:

1. First Link® The Alzheimer Society builds relationships with health care providers in the community to encourage a referral to the Society to help people living with dementia access information, support and education as early in the disease course as possible. In 2011-12, ASC obtained grants to expand the program. First Link now officially exists in six provinces. We are proud that the College of Family Physicians of Canada has officially endorsed our materials that support a 'dignified diagnosis'.

2. Sharing information: We work hard to ensure that the information we provide – whether in print or electronic format – is current, based on research and accurate. In 2011-12, we refreshed 21 pieces of literature in both English and French and created a comprehensive new "Personal Care" piece in both languages.

We partner with the Canadian Dementia Resource and Knowledge Exchange (CDRAKE) to deliver webinars on various topics of interest to health and community care providers as well as people living with dementia and their families. This year

we offered 14 webinars with 3038 sites participating. The person with dementia and the family and friends who support them are at the core of all that we do. This year, we responded to approximately 500 requests with information and referrals to local Alzheimer Societies.

3. Safely Home® and living safely: Safely Home assists police in finding a person with dementia who is lost and returning them safely to their home. It is a nationwide program developed and managed by the Alzheimer Society of Canada in partnership with the Royal Canadian Mounted Police.

We are now partnering with the Canadian Association of Occupational Therapists to help Occupational Therapists across Canada strengthen their skills in working with people living with dementia.

4. Creating 'culture change' toward person-centred care: ASC has been working with a variety of stakeholders to improve the experiences of people living with dementia in long term care homes (nursing homes). We have developed plans to find and share strategies from homes that have been enjoying some success in this area. Our intent is to work with others to make person-centred care in long term care the norm rather than the exception in Canada.

5. Partnerships: This year, we strengthened our partnerships with many like-minded organizations, such as the Canadian Association of Gerontology, the Canadian Coalition of Seniors' Mental Health and the Neurological Health Charities of Canada. We are always honoured to be invited to discuss our work at national and international conferences, including the annual Alzheimer Disease International conference that took place in London, UK in March, 2012.

"The Alzheimer Society, whether it's in your community, the province or Canada, has wonderful resources, education, support, the shoulder to lean on. It's all there. We were given all of that; we still get that every day, and we are able to go out and enjoy our lives without Alzheimer's being in the way."

Linda Finkbeiner

The ASRP focuses on two research streams:

Quality of Life is concerned with aspects of the disease relating to behavioural and cognitive changes, environmental support and caregiving issues. **Biomedical** is research into basic biological mechanisms related to brain changes associated with the disease and into the identification of therapeutic agents to combat the disease.



Let's face it...

Investing in research offers *Hope for Tomorrow...*[®]

Launched in 1989, the Alzheimer Society Research Program (ASRP) is a collaboration of the Alzheimer Societies in Canada and their generous donors. Supporting research – both financially and philosophically – is at the core of our vision of a world without Alzheimer's disease and other dementias.

We take great pride in supporting our Canadian researchers who not only rank among the best and brightest in the world, but have consistently broken new ground in dementia research. Currently, the ASRP provides awards to doctoral and postdoctoral researchers and provides grants to established researchers and to young investigators to help launch and nurture their careers.

The ASRP is the leading non-government source of funding for research on Alzheimer's disease and other dementias in Canada. Since its inception, the ASRP has invested \$35.5 million in research, contributing to critical discoveries and breakthroughs. In 2011, the Society funded 47 new grants and training awards,

amounting to \$3.5 million. The funded research included 31 biomedical and 16 quality of life research projects.

All the ASRP applications are reviewed by peer review panels, which bring together North American experts to evaluate the proposed research and recommend which are most worthy of funding. However, there is simply not enough budget for all of the promising research proposals. ASC wants to close the gap on the many qualified grants and awards that go unfunded each year. Our goal is to dramatically increase our investment so we can fund many more of the promising Canadian researchers and research projects.

Research findings could dramatically improve how we treat the disease and lead to new prevention strategies and ultimately, a cure. Findings will also have a tremendous impact on quality of life and care of Canadians now living with dementia and those who may be at risk for the disease.

"Without earlier funding by ASRP, we would not have been able to keep one of our primary research lines open at all, during a time of reduced research funding. The current grant from ASRP has allowed us to make a breakthrough in the relationship between diabetes, insulin, and brain health."

Gordon Glazner, Biomedical Research grant, University of Manitoba, MB

Let's face it ...

We need to build awareness

We know Canadians affected by dementia face daily challenges, and we know they cannot and should not face them alone. Information is power, which is why we work hard to ensure that Canadians are armed with information that is clear, relevant and helpful at all stages of the disease.

In December 2011, Alzheimer Society Canada was proud to launch a new web portal at www.alzheimer.ca, primarily to provide information and support to Canadians living with Alzheimer's disease and other dementias and their families and caregivers. This common gateway ensures access to current information, trustworthy resources, evidence-based advice and research results and, importantly, connects visitors to our partner Alzheimer Societies all across Canada.

One of our goals is to increase public awareness of Alzheimer's disease in order to reduce stigma and promote risk reduction and

early diagnosis. Since 1995, the Alzheimer Society Canada has developed annual awareness campaigns to raise the profile of the disease and the role that Alzheimer Societies across Canada play. In January 2012, with materials endorsed by the College of Family Physicians of Canada, we released a compelling campaign around the importance of seeking an early diagnosis. Our market research indicated that close to 50 per cent of Canadians diagnosed with dementia lived a year or more with their symptoms before seeing a family doctor. We know that a delayed diagnosis results in a huge treatment gap and prevents people from getting valuable information about medications, support and better disease management. Using the theme *Let's face it*, we created media materials as well as a series of videos and a Public Service Announcement featuring Canadians with the disease and their families, to tell their story. The campaign garnered substantial media coverage, led to a surge in website traffic and engaged many people via social media platforms.

We need a national dementia plan

The need for a national dementia plan has never been more apparent or more urgent than at the present time. Alzheimer's disease and other dementias will continue to impact more Canadians and constitute a significant health and social problem with a potentially catastrophic economic impact.

The role of ASC's Public Affairs program is to raise awareness among decision makers, lead public policy change across Canada and promote citizen engagement. To do this, we engage key decision makers including bureaucrats, Members of Parliament and the federal government and government agencies to ensure that Alzheimer's disease and other dementias are top of mind with health policy makers.

Since the release of *Rising Tide: The Impact of Dementia on Canadian Society* (2010), we have observed a growing interest in our cause from federal and provincial decision makers. In fall 2011, the House of Commons debated several private members bills calling for more resources for dementia and other neurological conditions, and committees of both the Senate and the House of Commons produced reports impacting people with dementia.

Highlights from our work in 2011-12 include:

- presented before the House of Commons International Trade Committee and the House of Commons Health Committee
- supported the work of the House of Commons Health Committee study on neurological conditions;
- participated in the Senate review of the Canada Health Accord;
- sent a series of letters to federal and provincial governments emphasizing the importance of including dementia in the Canada Health Accord discussions;
- represented ASC at several national and international symposiums;
- hosted the Alzheimer Society public policy forum in Ottawa where representatives from Alzheimer Societies across Canada met to discuss the components of a national dementia plan.

Let's face it...

Your donations make a huge difference

Thanks to your generosity and leadership, The Alzheimer Society of Canada had a tremendous year, engaging thousands of Canadians and raising over \$13 million. Thanks to your support, we can celebrate the following fundraising successes in 2011-12:

- A growing group of leadership donors generously sustained our research program and front-line services across the country, with significant, often multi-year donations.
- The annual Alzheimer Charity Golf Tournament capped another successful year, raising over \$70,000 for Alzheimer research. The tournament also celebrated inaugural lead sponsor CN for their 4 years of support.
- The Alzheimer Society Coffee Break – “The Great Canadian Coffee Conversation” launches every fall as we approach World Alzheimer's Day on September 21st. Through the creative efforts of our retail partners, Bulk Barn, Giant Tiger, Kent Building Supplies, in-kind donations from Mother Parkers Tea and Coffee and our thousands of community hosts, over \$1.2 million was raised to create awareness and funds for education, programs and services.

- Scotiabank Pro-Am for Alzheimer's – Through a special collaboration with Baycrest Foundation, the ASC and its provincial partners in association with the NHL were on the ice in spring to “stick it to Alzheimer's disease”.
- Premiere Program Champions like Pfizer and Rx+D are critical to the progress and sustainability of our education, support and outreach initiatives. This year we were pleased to welcome KPMG and Extendicare with their respective \$250,000 five-year gift commitments to support the Annual Awareness Campaign and the Culture Change Initiative.

There are many ways to be a part of the Alzheimer Society family, through our Annual Campaigns, Forget Me Not Partner monthly giving program and Circle of Hope. We thank you for your commitment and for making this year so successful. We ask you to continue to give generously and courageously.

Our donors demonstrate how one person, one family, one company or organization can transform the face of Alzheimer's disease through heart-felt philanthropy. Together we are making progress.

“ When a day of friendship on the golf course turns into help and hope for thousands of people living with dementia we couldn't be prouder to be a part of the Alzheimer Society family and among champions for research.”

Co-Chairs, Les Dakens and Paul Thomas

Leaders of Hope

We thank the many businesses, employee groups, foundations, government agencies and individuals that contributed so generously in 2011/2012 to the Alzheimer Society of Canada. Thousands of others have contributed to Alzheimer Societies in their province or community.

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* Multi-year pledge



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Statement of Financial Position

As at March 31, 2012

	2012	2011
ASSETS		
Current assets	\$ 3,415,388	\$ 4,238,824
Long term investments	5,129,445	4,983,907
Capital assets	268,493	192,833
	8,813,326	9,415,564
LIABILITIES AND NET ASSETS		
Liabilities	4,153,604	3,867,324
Net assets	4,659,722	5,548,240
	8,813,326	9,415,564
Statement of Operations		
Year ended March 31, 2012		
REVENUE		
Public support	\$ 9,370,213	\$ 8,804,179
Bequests and memoriams	2,921,416	1,961,420
Corporate and foundations	465,947	375,433
Investment income	218,095	444,129
Other	52,133	42,862
	13,027,804	11,628,023
Expenditures		
Research program	3,873,414	3,203,007
Public education	2,690,633	2,254,389
Fundraising	3,997,542	3,651,857
General and administrative	512,558	640,121
Board and committee	196,104	199,787
	11,270,251	9,949,161
Excess of revenue over expenditures before partner transfers	1,757,553	1,678,862
Partner transfers		
Revenue flowed to partners	(7,940,902)	(6,658,846)
Partner assessments	5,284,054	4,966,862
	(2,656,848)	(1,691,984)
Deficiency of revenue over expenditures	\$ (899,295)	\$ (13,122)

Alzheimer Society
CANADA

Alzheimer Society of Canada

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