

ANNUAL REPORT 2012 – 2013



Alzheimer Society
CANADA

Our vision

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.

Leading the charge for a brighter future

Mimi Lowi-Young
CEO



Today, there are 747,000 Canadians living with Alzheimer's disease and other dementias and that number will continue to rise as our population ages. By 2031, there will be 1.4 million Canadians living with dementia and even more people required to provide good quality care for them. We know the pressure on family caregivers is overwhelming. They already spend 444 million unpaid hours per year caring for someone with the dementia. We also know our health-care system is unprepared to manage the growing needs of Canadian families and individuals living with this disease. But we can change the course of this disease if we drastically shift our approach.

Leslie A. Beck
President,
Board of Directors



The Alzheimer Society of Canada, with our provincial and local Alzheimer Society partners across the country, is committed to advancing the cause and speaking with one strong voice for all Canadians affected by dementia. We also work with a myriad of others including dementia experts, government officials, health-care providers and researchers. Our partnerships make us stronger and more hopeful that real change is possible.

In 2012-2013, we continued to invest in our Alzheimer Society Research Program to accelerate improvements in early diagnosis, treatment, care and ultimately a cure. We collaborated with politicians and community and health-care leaders to advocate for legislative change and to make dementia a national health priority. We acknowledged it is time to talk more openly and honestly about dementia so we launched an awareness campaign to address stigma. At the Alzheimer Society of Canada, we understand the courage it takes for someone to say, "I have Alzheimer's disease."

We are proud of our accomplishments. This annual report highlights our efforts to change the face of this disease. It is a collective story, just as it is a collective fight – one that belongs to all of our partners, donors, sponsors, advocates, volunteers and staff who share our mission. Thank you for all your support. We cannot do it alone.

A handwritten signature in black ink, appearing to be "Mimi Lowi-Young".

A handwritten signature in black ink, appearing to be "Leslie A. Beck".

Board Members

President: Leslie A. Beck, *Montreal, QC*

Past President:

Richard Nakoneczny, *Winnipeg, MB*

1st Vice-president:

John L. O’Keefe, *Halifax, NS*

Secretary & Director-at-Large:

Kathy Dewling, *Hamilton, ON*

Treasurer & Co-opted Director:

Hachem Halabi, *St-Laurent, QC*

Co-opted Directors:

Dr. B. Lynn Beattie, *Vancouver, BC*

Jim Mann, *Surrey, BC*, (diagnosed with Alzheimer’s disease in 2007)

Directors-at-Large:

Paul Thomas, *Mississauga, ON*

Heather MacNeil, *Mississauga, ON*

Director representing British Columbia:

Sharon Craver*, *Vancouver, BC*

Harry Diemer, *Victoria, BC*

Director representing Alberta and Northwest Territories:

Donna Neumann, *Calgary, AB*

Director representing Saskatchewan:

Linsay Martens, *Saskatoon, SK*

Director representing Manitoba:

Pearl Soltys, *Winnipeg, MB*

Director representing Ontario:

Vic Prendergast, *Brantford, ON*

Director representing Quebec:

Réal Leahey, *Montreal, QC*

Director representing New Brunswick:

Daphne Noonan, *Fredericton, NB*

Director representing Nova Scotia:

Jeanne Desveaux*, *Halifax, NS*

Marjorie Sullivan, *Halifax, NS*

Director representing Prince Edward Island:

Dr. Jackalina Van Kampen*,

Charlottetown, PEI

Andy Vos, *Stratford, PEI*

Director representing Newfoundland & Labrador:

Al Hawkins, *Grand Falls-Windsor, NL*

Honorary Director:

Dale Goldhawk, *Pickering, ON*

* replaced mid year

The Alzheimer Society of Canada thanks the following companies for supporting the programs featured in this year’s annual report.



“ It made sense that the money go to the Alzheimer Society because of their strong commitment to research. Our father, who lived with this devastating disease, would have been proud to know that this money will provide more opportunities for finding a cure. ”

– Michael Higgins
Co-CEO Mother Parkers Tea & Coffee Inc.



A million reasons to celebrate research

In 2012, one of Canada's long-standing brands, Mother Parkers Tea & Coffee Inc. celebrated 100 years in business. To commemorate the anniversary and the legacy of their father Paul Sr., the founder, his sons Michael and Paul Higgins Jr. launched the *Mother Parkers Remembers* campaign and put their family's historic rail car, the *Pacific*, back into service. They partnered with the Alzheimer Society of Canada to help raise awareness of the need for more research into finding a cure for the disease. As the *Pacific* made her journey to cities across Canada, donations poured in from Mother Parkers' loyal customers and suppliers, employees, friends and family, totaling over one million dollars.

Proceeds from the campaign benefit the Alzheimer Society Research Program (ASRP). Research funded by the ASRP continues to make discoveries on topics such as genetic mechanisms, risk factors, early detection

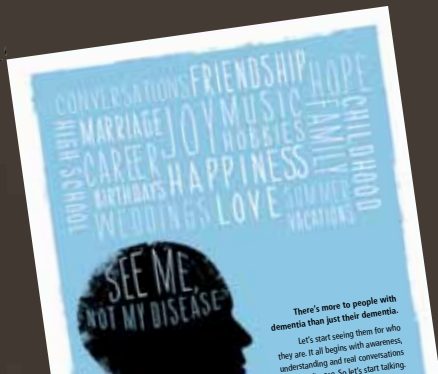
and new treatments – including non-pharmacological methods to slow the disease progression and improve quality of life. Each year the Society funds those applications that have the greatest scientific merit, as determined by experts from across Canada and the United States. However, with our current resources, only 50 per cent of the most promising research projects are supported. Clearly, we have a tremendous opportunity – if only we could support all the fundable and potentially groundbreaking projects that could bring us closer to a future without Alzheimer's disease. To make this possible, we need more friends to follow the lead of the Higgins family.

"A million dollars is a powerful gift of hope," says Mimi Lowi-Young, CEO Alzheimer Society of Canada. "It could one day lead to the breakthrough we so desperately need."

ASC thanks **Mother Parkers Tea & Coffee Inc.** for championing the Alzheimer Society Research Program.

Taking the stigma out of dementia

A diagnosis of Alzheimer's disease was the last thing Elizabeth Allen expected. What made the news even more devastating was the reaction of those around her. One of the hardest challenges faced by anyone after being diagnosed with Alzheimer's or dementia is the fear of social stigma. Losing friends and feeling isolated is hurtful to those with the disease. Stigma also prevents people from seeking a diagnosis, disclosing it and reaching out for help. Elizabeth, a retired corporate computer instructor, was one of many spokespeople who put a human face to this disease during our awareness campaign in January, *See me, not my disease*. Let's talk about dementia. Elizabeth wrote and read the following open letter on CBC national radio. She hopes others will be inspired to learn more about dementia and speak up.



Dear brother, sister, son, daughter, friend,

I have Alzheimer's disease. I know you don't know what to say, or what you should do. I don't have all the answers – but I hope this letter will help.

First of all, please don't offer me platitudes. "You're fine," people will tell me. "Don't worry. Forgetting where you put your keys is just a natural part of aging." I'm sure you're trying to cheer me up, but that's not a fair acknowledgment when I've just confided in you that I have an incurable disease, and that my brain is dying.

As soon as people know I have Alzheimer's they think I don't understand or I have nothing to say. Don't dismiss me. Include me in your conversations and ask me questions like you mean them: "What were some of your symptoms?" "Are you taking any medication? Is it helping?" or "How are you doing?" In other words, let's have an open and honest conversation. Ask me questions as you would if my diagnosis were cancer or any other illness. I'm still me.

Alzheimer's is a progressive disease. There are many stages in the journey between diagnosis and the person you may visualize at the later stages. I'm the same person I was before you knew about my diagnosis. See me as the person I am now, and not who you think I'll be in the future.

And we're not all the same. Accept each of us in each phase of our unique journey and enjoy us for all the things that we can still do. Let me feel useful. Let me make mistakes until I come to terms with the fact that I'm not as perfect as I used to be.

Don't run away from this disease. If you're having trouble accepting me as I am, learn as much as you can about the disease. The Alzheimer Society was there for me and they are there for you with the information and support you need. And this is very important ... if you have concerns about your own health, see your doctor NOW. Early diagnosis and medication can make a world of difference to your well-being. And if you do have Alzheimer's, learn to ask for help. It makes life so much easier for you, your family and your friends.

You can help me and many others like me in our journey by seeing us for who we are.

My name is Elizabeth Allen and I have Alzheimer's disease.



Improving the experience in
long-term care

Today, 57 per cent of seniors living in a residential care home have a diagnosis of Alzheimer's disease or other dementia,¹ and 70 per cent of all individuals diagnosed with dementia will die in a long-term care home.² As more Canadians develop dementia, the compelling need to provide high-quality care in long-term care settings will increase.

Since 2008, the Alzheimer Society of Canada (ASC) has been working with others who, like us, want to improve the experiences of people with dementia in long-term care homes. We call this our "Culture Change Initiative". Culture change requires re-thinking all aspects of how care is delivered through a person-centred approach. Person-centred care recognizes that individuals have unique values, personal history and personality and that each person has the right to dignity, respect, and to participate fully in their environment.

Support of a person-centred approach in programs and practices by staff, management and owners of long-term care homes leads to better outcomes and enhances the quality of life and quality of care for

people with dementia and their families. Health-care providers can learn from family, friends and other care staff about the person's needs, interests, likes and dislikes. What gives her joy and comfort? What makes life meaningful and fun? What makes him smile or laugh?

What can long-term care homes do differently to give each person with dementia the best day possible? In 2012-13, ASC conducted research in six long-term care homes across Canada, which were selected because they provide aspects of person-centred care to their residents with dementia. ASC's research report will highlight essential elements of person-centred care, advice on how to implement these elements and some lessons learned.

We will share these findings widely in 2013-14 to encourage a different conversation about long-term care for people with dementia. "Our goal is to work with others to make person-centred care the norm rather than the exception in long-term care homes across Canada" explains Mimi Lowi-Young.

¹ Canadian Institute for Health Information, *Caring for Seniors with Alzheimer's Disease and Other Forms of Dementia*, August 2010.

² Mitchell S, Teno J, Miller S, Mor V: *A national study of the location of death for older persons with dementia*. JAGS 2005, 53:299-305.

The Alzheimer Society works right across Canada to offer help and support to thousands affected by Alzheimer's disease and other dementias. We also promote public education and awareness to ensure people know where to turn for help. But we can't do it alone; our corporate and industry partners are integral to the work we do to extend our reach, raise our voice and make a greater impact.



Extending our reach through corporate partners

“We are grateful for organizations that show leadership and engage employees and customers to rally support and ultimately raise funds that provide a brighter future for people living with dementia,” says Mimi Lowi-Young.

Here are a few recent examples of how our partners are championing our cause in communities across Canada:

In the fall of 2012, Revera Inc. held their biggest ever fundraising drive, giving more than \$100,000 to Alzheimer’s disease education and community support. Across Canada, 250 Revera homes held *Celebrating Memories* events in recognition of World Alzheimer’s Day in September. Events included everything from bake sales to clothing drives to garage sales. “Giving back to the communities in which we live and work has always been important at Revera,” says Jeff Lozon, President and CEO of Revera Inc. “This year, through *Celebrating Memories*, we harnessed the power of our collective efforts and are very proud of the contribution we have made to this important cause.”

In October, Bulk Barn Limited presented the Alzheimer Society of Canada with a cheque for \$275,201, the largest one-year donation that the company has made since the start of their involvement eight years ago in the Coffee Break® fundraiser hosted by Alzheimer Societies across Canada each year. The campaign’s success is owed in great part to the fact that for the first time on World Alzheimer’s Day, Bulk Barn’s corporate office and their franchises participated in a “dollar match” program to help celebrate their 25th Anniversary. For every \$1 donated by a customer to a local Alzheimer Society, both the corporate office and franchise each contributed \$1, tripling the donation to the Society.

The Alzheimer Society is a proud member of HealthPartners, and is pleased to be among Canada’s 16 leading national health charities, reaching employees through workplace giving campaigns. This year the Society received \$859,486 in generous donations.

ASC thanks **Bulk Barn, Health Partners and Revera** for their support.

LEADERS OF HOPE

The Alzheimer Society of Canada thanks the many businesses, employee groups, foundations, government agencies and individuals that contributed so generously in 2012/2013. Thousands of others have contributed to Alzheimer Societies in their province or community.

INDIVIDUAL DONORS \$100,000+

Anonymous*
Les & Marijane Dakens*
Paul Higgins Jr. & Michael Higgins
Alan & Glynis MacGibbon*
The Rudolph P. Bratty Family Foundation*
Pauline Spatz*

\$50,000 - \$99,999

John Byrne & Megan Tate & Family*
Cynthia Devine & Peter Sucharda*
George Fierheller*

\$10,000 - \$49,999

Robert K. & Francine Barrett
Jocelyn N. Braithwaite
Pauline Broughton
Philip Heinrichs
Steve Larmer
Ronald G. Rogers
Alois Schoen
Dianne Throop
Willa Woods
Robert Young

\$5,000 - \$9,999

William & Karen Barnett
Murray Belzberg
Debbie Benczkowski*
Lianne Britnell
Ray Chyc
Kathy Dewling*
Phil Evershed
Lisa Foster
Andrea Grimm*
Richard & Lois Haskayne
Richard Lan

Brian Livingston
Griffith Lloyd
Michael H. McCain
Basil McDonald
Barbara Nider
Terry Poole
Dave Ross
Marjorie Anne Sauder
Paul Thomas
Catherine Tootill

\$1,000 - \$4,999

David Abday
Susan Aberman & Louis Dzialowski
Randy Aiken
Stuart Anderson
Jon Archibald
André Arsenault
Tom & Martha-Lynn Astle
Christine Babcock
William Backlund
Ralph Barford
John & Olive Barr
Johnston Robin Barr
Paul Bastedo
Leslie A. Beck
Hans Beretta
Steven Bonsma
Marguerite Bourgeois
Natalie Boutin
Elizabeth Bowen
Pat & Tracy Brennan
Leo & Vivian Broks
Linda Broughton
Kathryn Brownlie
Mel Bruce
Jacques Brunelle
Michel Brusset
John H. Brydon
John W. Buchanan
Malcolm Burford
Robin Burns
Steven & Charlene Butler

Tom Button
Arthur Cain
Claude Cameron
Mary P. Cameron
Lorna Cameron
Bruce D. Cappel
Robert C. Carrier
Diane Carter
Paul & Gerri Charette
Walter E. Charron
D. James Christie
Adèle Cifelli
Gordon Clark
Cameron And Nancy Cleveland
Patricia Cochrane
George & Tami Cope
Gary Couling
Madeline Cowan
Russel Cox
Peter Cybulski
Fredrick Daniels
Jordan Davis
Gordon Davis
André De Bellefeuille
Julie Desmeules
Dan Devlin
Leon W. & Nancy Doty
Emily Douglas
N. Louise Dryver
Howard Dudley
Solange Duhamel
Mary E. Duncan
Ann Dunlop
Steve Dustin
André Duval
Roger Eamer
James E. Ellis
John & Dinah Emery
Robert & Marianne Eng
Delbert Enns
Joe Essaye
Klaus & Rose Feikes
Michael Fiorino

Marie Frossard
Harvey & Leah Fruitman
Roy & Elizabeth Fussell
Evelyn Galbraith
James P Keith Gartley
Theresa Gaudette
David Gauley
Paul Gibbons
Barbara Gillies
Kevin Glass
Peter Goldberg
John Gordon
Janet Gordon
Michael Grace
Cheryl Greenwood
Maria Gregorio-Rybinski
P. Harvey Griggs
Ben Gwynne
Andrea Hall
B. Hamilton
Isabel Harrison
Kris Hawley
Arden Haynes
Marilyn Heddle
Glynis Henry
John Hissink
Phyllis Hoare
Robert Hole
David Hornby
Margaret Horne
Richard Horodyski
Alison Howard
A. J. Jacek
Ann Dunclop
Leticia Jack
Pâquerette Jacob
Nelly W. Janse
Jill Jaques
Maxine L. Johnson
Christopher Jorgensen
Dona Justice
Leonard Kaplow
Adrian A. Karpluk
Thomas R. Kelly
Heather Kennedy

Robert Kerr
Linda Klein
Alex Klymk
S. Jean Koetsier-Adams
Pierre Laberge
Anne Laflamme
Gisèle Laframboise
Dorothy Laidlaw
Glen Lainchbury
Annette Langdon
Raymond Langlois
Roger M. Laporte
Ron & Lynne Lauber
S. Leclaire
Abe Leventhal
Sigrid Lewicki
Manfred Lupke
John Macdonald
M. MacKay
Gwendolyn MacKenzie
R.D. MacKenzie
Donald Maclean
Randy Hughes & Nancy Main
Jonathan W. Hunter & Nita Major
John & Susan Mandrusiak
Jay Marin
Stanley J. Mason
Carolyn A. Mason
Peter Mateer
Sidney William (Bill) May
Michael Mayerd
Thomas W. Mayne
Kenneth W. McArthur
Margaret McCallum
Peter McCawley
Maria McDougall
Mary Anne McDowell
J. Peter & Catherine McGeer
Beth McLaughlin
Janet McLean
Maureen McVicar

Clayton Menchions
Brian Mennie
Alexander Meyer
Margaret Middleton
F. G. Milligan
Susan Mingie
Marcelle Mitchell
David T.C. Moore
Jack & Betty Morrish
Ian And Maureen Morrison
Jack & Kathy Mundy
Jean Murphy
Bill Murray
Joan Nicholson
Thérèse Nobert
Angela Noble
Paul Normand
Brian Oberback
Patricia O'Malley
Martin O'Meara
Mary O'Neil
Alain Ouimet
Jennifer Pagnutti
Mary Pasquale
Rustum Patel
Andy Patterson
Yvette Payette
Ian & Michelle Pearce
Ronald Pearlman
Alison Peel
Lorne Peters
James & Jeanne Pettit
Shirley Piers
Rachael Pinsky
Margaret Porter
Stéphanie Raymond-Carrier
Alan & Louise Redway
Silvana Reyes Ayllon
Alida Ridings
Martin & Carol Rodgers
Joan Rodgers
Joanne F. & Edward J. Rogusky

* Multi-year pledge

CIRCLE OF HOPE

We honour, recognize and thank donors who have made a provision for a future gift to the Alzheimer Society via their will, gifts of life insurance, annuities, charitable trusts or endowment funds.

ALBERTA

Alison Jenner
Herbert & Laddie Martin
Lucella C. Ross
Al & Daisy Schoen
Elwyn Starr

BRITISH COLUMBIA

Anonymous (23)
David & Joanna Aune
Gloria Back
Katherine Bier
J.D. Caughlin
Arlo Clark
Anicca & Trey
Earl DesLaurier
S.M. Devine
Toby Fouks
Bob & Dana Golden
Bob & Sue Hastings
Paula Jakeman
Jack & Nancy Jefferson
Anna Krause
Rosemary Lear
Jack & Judy Love
Gary Lyseng
Phyllis Marchment
Betty McGowan
Patricia Mitchell
Sakie Nariwa
Barbara Nightingale
Rose Pascal
Luce Prud'homme
Robert Rankin
Sandy Riley
Philip Seth
Gail Steiger
David & Nancy Street
Andy & Cheryl Szocs
Helen Wilson
Mark Zuberbuhler

MANITOBA

Cal & Ben Shell

NEW BRUNSWICK

Audrey Coleman
Mary Ruth Hawkins
Pauline Spatz
Wilma van der Torre

NEWFOUNDLAND & LABRADOR

Marlene Burton
Christopher English
in memory of Basil,
Kathleen & Margaret
Victor Tucker

NOVA SCOTIA

Ellen Agger
Andrew Cornford-
Matheson
James D. Grant
Fiona Kirkpatrick Parsons

ONTARIO

Brent Allen in honour of
Mary Bernice Allen
Anne-Marie Ambert
Wilhemina Bakkenes
M. Ballantyne
Deborah Barker
Sally Bennett Politidis
M. Blakely
Robert Rankin
Jean-Guy Bourgeois
Russ Buchanan
Jennifer Childs in memory
of Poppa Childs
Brian Collins
Les Dakens
Pauline de Champlain
Bettie-Jane de Jersey
Karen Del Degán

Alison Denton in memory
of Roland Sablick
Kathy Dewling
Les Ficzero in memory of
Roza Ficzero
Donald Hodges
Maria & Jack Hudolin
William Johnson
Kit Julian
Holger Kluge
Sandra G. Knight
Hanna & Ben Levy
Nancy MacArthur
Charles & Peggy
MacDonald
Al & Marilyn MacLean
Lois Martin
Sage C. McRae in honour
of Betty McRae
Craig Mellish
Wilmer Minke in honour
of Shirley R. Minke
Vaughan Minor
Kim Morgan
Douglas & Joan Napier
Lillian B. Rae
Jeff Renaud
Helen Rotenberg in
memory of her sisters
Steve & Susan Rudin
Linda & Bill Saul
E. Savage
Ruth & David Smorodinski
Jean E. Sonnenfeld
Jean Spero
Ken Stead
Linda Stebbins
Laraine & Richard Tapak
Bill Twaddle
Ernest & Mavis
Underwood
Rick Vader
Bep Vanderkooy

Margaret Roland
Neil & Deborah Rosta
John Rozee
Shirleyan Rozniak
Michaël Samuelson
Bill & Linda Saul
Brigid Sawyer
Bernadette Schmalz
Gabrielle Schmidt
Lloyd & Marianne
Schneider
Margaret Scott
Frank A. Scott
Kevin Screen
Shannon F. Seabrook
Harold Seegmiller
Lesley A. Serkoak
Ellen F. Shields
Greg Shin
Corey I. Simpson
Ernie Skinner
Birgit Smith
Edith Diana Smith
Roger Smith
Erik Snucins
Judy Sokoloski
Jane Somerton
James Stanford
David G. Steer
Sandra & James Steeves
Gail Steiger
James & Doreen Stewart
Pentti Suokas
Robert Sutherland
Scott Taylor
Elizabeth Taylor
Janet & Larry Theall
Sharon Thomas
Jeremy & Stephanie
Thompson
John & Ann Toering
William Topham
Prashant Topiwala
Cairns Torbet
Marie-Paule Tremblay

Art Trojan
David Turnbull
Linda M. Uniat
Kathryn Upham
Michael A. Van Leeuwen
Dirk Vanheek
William Vella
Andrea Venneri Heayn
Linda Vickers
Rob Villeneuve
George Vinall
Louise R. Watt
Phyllis L. Weston
George R. & Lois J.
Whetham
Joan F. White
Philip Whittall
Geoffrey & Eileen Wilson
Richard B. Wilson
Christopher J. Woodward
Robert Wright
David & Debbie Wright
Lisa Zaretsky
Simon Zuckerman

BEQUESTS OF \$5,000+

Douglas Harrison
Armstrong
Joan Baines
Ernest Bradshaw
Helen Lorraine Buckley
Kenneth Renfrew Daines
Mary M. Devereaux
Barbara Ann Foster
Doris Howard Francis
Gabor Bela Furst
Carl Donald Geldart
David Gelman
Mary Gower-Rees
Harriet & Robert Wilson
Charitable Remainder
Trust
Dorothy Mabel Hart

Jeanne Houle
Agnes Ivanore
Sadee Kershner
William G. Kitchener
Inge Kramer
Alma Regina MacDonald
Patricia Anne MacPherson
Eva Mitchell
Leila Marion Mitchell
Alter Ego Trust
Ursula Helene Murdoch
Helen Elizabeth Nadiger
William Fraser Napier
Alice Ogden
Jacqueline Pilon
Marguerite Marion
Reeves
Robert Grant Smith
Selma Sophie (Sally)
Smith
Ronald Eugene Snow
Gordon Frederick Spittal
Diane Marie Stevens
Thomas Leonard Stubbs
Marion Ilene Tripp
Robert Wilson
Mary L. Wright

ENDOWMENTS

R. John & Agnes M.
Adams
E.H. Mackay Adams
May Blake
Betty De Jersey
Jack Jefferson Family &
Friends
Griffith & Christina Lloyd
Arthur Malott Memorial
T. & M. Mersereau
Alois Schoen
Dr. & Mrs. Albert Spatz
Mary A. Stevens
Jean-Guy St. Yves
Victor Tucker
Joy Wickett

Circle of Hope continued

Jean Anne Verity
Jan Vicars
Heather E. Watt
Kathy Wright

QUEBEC

Cheryl Babcock
Jeanine Trudeau

SASKATCHEWAN

Gerald Naylen

Corporate, Foundation and Family Champions

Agrium Inc.
Ann & Roger Phillips
Foundation
Fondation Bergeron-Jetté
BlueTree Advisors II Inc.
Brian and Susan Thomas
Foundation
BMO Capital Markets
BMW Toronto
Boston Consulting Group
Inc.
Canada Bread Company,
Limited
Canadian Pacific Railway
Cenovus Employee
Foundation
Charles & Grace Thomson
Designated Fund
Christine Buckingham
McCain
CN Employees' and
Pensioners' Community
Fund

DATA Group of
Companies
Eisai
Ernst & Young LLP
Faithful Friends
Foundation
Godfrey Family
Foundation
Green Shield Canada
Home Trust Company
Isberg Charitable Trust
KingSett Capital Inc.
OPG Employees' &
Pensioners' Charity Trust
Roche Canada
TD Securities
Victoria Foundation
Freedom International
Brokerage Company
Leon's Furniture Ltd
Manrex Limited
Mercer Canada Ltd.
Michael Albert Garron
Foundation
Percy and Lois Cole
Fund at The Calgary
Foundation
Reddon Family Fund
at the Burlington
Community Foundation
Shaw Communications
Inc.
Smithcom Limited
The Alexander & Bernice
De Maio Foundation
Fund a Fund held within
the Oakville Community
Gallery
The Duguid Family Fund
William & Odna McCarlie
Foundation

National Funding Partners & Program Sponsors

PREMIERE PROGRAM CHAMPIONS

Burnbrae Farms Limited
CN
Extencicare (Canada) Inc.
Health Partners
KPMG
Pfizer Canada Inc.
Revera
Rx&D
Rx&D Health and
Research Foundation

COFFEE BREAK CHAMPIONS

Bulk Barn Foods
Kent Building Supplies
Mother Parkers Tea &
Coffee

In-Kind Contributions

7 Communications
Jenkins & Newman
Barristers & Solicitors
Kenneth J. Cohen
Law Professional
Corporation in
association with Gasee,
Cohen & Youngman
Barristers and Solicitors

MOTHER PARKERS REMEMBERS 100TH ANNIVERSARY CAMPAIGN

We thank all those corporations, foundations and individuals who gave so generously to the *Mother Parkers Remembers* campaign

Corporate Champions

A. Holliday & Company
Inc.
A. Lassonde Inc.
Atlantic Packaging
Products Ltd.
Bay Valley Foods
Can Corporation of
America
CanFab Packaging Inc.
Cavalier Group of
Companies
Chubb Insurance
Company of Canada
Clarke Transport Inc.
Danny Murphy Hotels and
Resorts
Direct Plastics
Ernst & Young LLP
Executive Coffee
Fre-Co Systems USA
Freightworld Logistics
Gateway Newstands
Gima S.P.A
Highland Farms Inc.
Insight Beverages
Lantic Sugar
Lighthouse Nine Group
McBurl Corp.
McDonald's Restaurants
of Canada Ltd.
Miller Thompson LLP
Mosaic Logistics
Mother Parkers Employee
Fundraising
Mother Parkers Fort
Worth Employee
Fundraising
Mother Parker's Tea &
Coffee
Permanent Search Group
Inc.
Pizza Pizza Ltd.
Port Jersey Logistics
PriceWaterhouse
Coopers LLP
Probat Werke
Rail Travel Tours
RBC
RBC Foundation
Ritchfam Holdings Ltd.
Ritchie's Wholesale Ltd.
Roach, Howard, Smith &
Barton, Inc.
Rothfos Corporation
Sarong S.P.A
Scotiabank Commercial
Banking
Second Cup
Smithcom
Sobeys Executive Offices
Sonoco Products
Tannis Food Distributors
TDL Group
The Jim Pattison Fdn
The Magnes Group Inc.
Thomas, Large & Singer
Inc.
Tim Hortons
Timco Logistics Systems
Inc.
Trans-Herbe Inc.
Tripar Transportation
Twin City Refreshments

Leaders of Hope

Ainsley Burns
Alan Grebinski
Alice Court
Allan Schnurr
Andrew Pringle
Anne-Marie Kugler-Yuen
Anthony Catania
Arthur & Sandra Irving
Bari Atkinson
Bernice Blomme
Brian & Annabel Slight
Brian Skinner
Bruce Banfield
Bruce McCartney
Carla McGee
Carole Stirling
Cassie Black
Charles Scott
Christine Pinto
Colleen Higgins
Curtis Feltner
Dan Arnold
David & Suzanne Bain
Dave Coslovich
David Carlton
David Edmison
David Glenn & Margaret
Fountain
David Higgins
David MacDougall
David Rusty James
Deetricha Younger
Denise Tobin
Dennis Paynter
Dipti Desai
Douglas Haw
Dwight Powell
Edward J.C & Patricia
Bayly
Elizabeth & Randall
Brittain
Eric Gagnon
Fleur Blanchard
Frances Anne Black
Frank & Marie Cella
G. Douglas McLeod
Gaetan Lussier
Gavin Wells
Geoffrey Bell
Glenna Sims-Bonk
Grant Sedore
Gustav & Ann Schickedanz

* Multi-year pledge

We gratefully appreciate the generosity of our donors. We make every effort to ensure that donors' names are correctly listed. If there are any errors or omissions, please accept our sincere apologies and please notify us at 1-800-616-8816 or info@alzheimers.ca

Statement of Financial Position

As at March 31, 2013

Heather O'Connor	Paul Barnicke
Ian Pickard	Paul Higgins Jr.
Ian & Jennifer Tramble	Paul Higgins III
Isabelle Lagerweij	Paul & Evelyn Higgins
J. Greg West	Fund at the Toronto
Jack H. Scott	Community Foundation
James O'Connell	Peel Steven
James Raymond Cowling	Peter Doyle
James Hawkins	Peter Newell
James Phillips	Peter Scandrett
James Scandrett	Peter Singer
Janet Armstrong	Puneet Varmani
Janet Briggs	Rick Kennedy
Janis Luchini	Robert Bedard
Jean Noble	Ron Warr
John Krebsz	Ronald Salisbury
John & Andrea Murphy	Sandra Campbell
John Phillips	Shannon Eaton
John Salter	Shannon Greer
John Stevens	Sheila & Danny Petsinis
Julie Bigras	Shelagh Wilson
Kevin MacDonald	Stephen Kaszas
Kevin Quigley	Swraj Prashar
Kim Smithson	Thomas Kelly Harber
Kim Trolio	Todd Moore
Latham Burns	Tom Prychitka
Linda & Steve Lowden	Tonia Salvaterra
Fund at the Toronto	Tony Ruzzo
Community Foundation	Wilfred & Joyce Kilbourne
Lisa Balfour Bowen	William Skitch
M. Bernard & Mildred Syron	
Mark Moland	
Marni Woods	
Martin Thrasher	
Mary Ellen Brophy	
Michael Higgins	
Michael Robin	
Michael Welsh	
Paddy Ann Burns	
Pam & Gerry Gilbert	
Pamela Hillman	
Patrick Bowlen	

Special Contributors

Alan Loch
Henry Eeuwes
CN
VIA
Ontario Northland Railroad
David Walmsley
John Gagliano
Drake Sadler
Patrick Amiot

ASSETS

Current assets
Long-term investments
Capital assets

	2013	2012
ASSETS		
Current assets	\$ 4,478,660	\$ 3,415,388
Long-term investments	5,568,456	5,129,445
Capital assets	171,447	268,493
	10,218,563	8,813,326
LIABILITIES AND NET ASSETS		
Liabilities	4,355,800	4,153,604
Net assets	5,862,763	4,659,722
	10,218,563	8,813,326

Statement of Operations

Year ended March 31, 2013

REVENUE

Public support
Bequests and memoriams
Corporate and foundations
Investment income
Other

Public support	\$ 9,077,022	\$ 9,060,208
Bequests and memoriams	2,636,909	2,921,416
Corporate and foundations	573,236	465,947
Investment income	510,199	218,095
Other	59,427	52,133
	12,856,793	12,717,799

Expenditures

Research program
Public education
Fundraising
General and administrative
Board and committee

Research program	3,707,329	3,873,414
Public education	2,862,609	2,690,633
Fundraising	3,913,635	3,997,542
General and administrative	407,470	512,558
Board and committee	143,480	196,104
	11,034,523	11,270,251

Excess of revenue over expenditures before partner transfers

	1,822,270	1,447,548
--	------------------	------------------

Partner transfers

Revenue flowed to partners
Partner assessments

Revenue flowed to partners	(7,260,343)	(7,940,902)
Partner assessments	6,631,050	5,594,059
	(629,293)	(2,346,843)

Surplus (Deficiency) of revenue over expenditures

	\$ 1,192,977	\$ (899,295)
--	---------------------	---------------------

Dale Goldhawk, Honorary Director of the Alzheimer Society of Canada Board of Directors, and Debbie Benczkowski, Chief Operating Officer, represented Canada at the annual Alzheimer's Disease International (ADI) conference in Taipei last April. As a co-founding member of ADI, the Society works with other world Alzheimer organizations, campaigning for policy change and improved care for people affected by dementia.



Advocating for change through partnership

The Alzheimer Society is the national voice for the 747,000 Canadians living with dementia. We raise awareness about the issues and concerns that matter most to them. We work with politicians, policy makers and other community and health-care organizations to advocate for change in legislation, policies and programs at all levels of government.

Key highlights of our recent work include:

- Influenced the Canadian Medical Association (CMA) to call on the House of Commons Finance Committee to establish a national dementia strategy. The CMA also unanimously passed a motion at their 2012 annual general meeting in support of our call for a strategy.
- Presented to the House of Commons Health Committee hearings on neurological conditions, and contributed to the study on the impact of chronic diseases on Canada's aging population.
- Successfully encouraged the Council of the Federations Health Care Innovation Working Group to incorporate dementia-related issues into their mandate.
- Contributed to the 2012 World Health Organization report, *Dementia: a public health priority*, calling on governments to implement national dementia plans.
- Partnered with the Mental Health Commission of Canada to review the impact of dementia on Canadian society.
- Continued to work with the Neurological Health Charities of Canada to influence legislative change for people with dementia and their caregivers.
- Continued to partner with the Canadian Institutes for Health Research on research projects of mutual and strategic importance.
- Gained endorsement of our anti-stigma campaign from the College of Family Physicians of Canada.

In 2013-14, we will be recommending that the Federal Government create and fund an arms-length, not-for-profit organization to establish an integrated national strategic plan to address Alzheimer's disease and dementia.

Alzheimer Society of Canada

20 Eglinton Avenue West, 16th Floor

Toronto, Ontario M4R 1K8

Tel: 416-488-8772

1-800-616-8816

Fax: 416-322-6656

www.alzheimer.ca

info@alzheimer.ca

www.facebook.com/AlzheimerSociety

www.twitter.com/AlzSociety

www.alzheimersocietyblog.ca

Charitable registration number: 11878 4925 RR0001

Alzheimer *Society*
C A N A D A