

Hope. Courage. Progress.



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Letter from Board Chair and Interim CEO



Canadians living with dementia face daily challenges, yet remain full of hope and courage. They expect us to champion their issues with government. They expect our 157 partner Societies to deliver quality programs and services. They rely on us to support the search for causes and cures through the research we fund. They count on us to be the definitive source for reliable information at every stage of the disease. We measure progress by improvements in the quality of life for those affected. As the only nationwide health charity supporting the cause of Alzheimer's disease and other dementias, we also provide a consistent and strong voice for those we represent.

This year, both the messages and the sense of urgency in our Rising Tide report continued to resonate with the public, helped by the extensive interest of the media in our cause. We have seen real progress in our public policy initiatives, thanks to full-time national representation in

Ottawa through our new Director of Public Policy and Government Affairs.

Work on an integrated web portal is progressing. Once fully implemented, the portal will link Societies throughout Canada, presenting a unified Internet presence. This common gateway will ensure access to current information, evidence-based advice, and research results, and help users stay informed about national issues, and services available in their province and community.

Our partnerships with like-minded organizations such as Neurological Health Charities Canada and the Canadian Institutes of Health Research (CIHR) have extended our reach. A recent agreement will further the Alzheimer Society's work with CIHR's Institute of Aging, and the Public Health Agency of Canada's funding of the National Population Health Study of Neurological Conditions addresses more than 15 projects directly related to Alzheimer's disease. These partnerships allow us to leverage the Alzheimer Society Research Program's excellent reputation through collaboration.

Our partner Societies joined ASC in welcoming over 1,100 delegates from 65 countries to the 26th Alzheimer's Disease International annual conference in Toronto. How gratifying to assemble so many of the world's brightest Alzheimer minds in Canada, to share their knowledge, insights, and hopes for the future.

We owe each volunteer, caregiver, family member, and our staff a debt of gratitude. To you we offer our heartfelt thanks for your unstinting contributions, dedication, and courage.

Richard Nakoneczny

Debbie Benczkowski

Vision

A world without Alzheimer's disease and other dementias

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, as well as promotes research and leads the search for a cure.

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* Resigned

Hope.

"You matter because you are you and you matter to the last moment of your life. We will do all we can to help you, not only to die peacefully but to live until you die."

*Dame Cicely Saunders, 1976.
Founder, modern hospice movement*

Education

The Alzheimer Society of Canada (ASC) supports people at every stage of the disease, from helping healthy people stay healthy to providing support at the end of life.

EARLY STAGE:

First Link® support

ASC is working with Societies across the country to broaden the reach of First Link®, a successful program that quickly connects people diagnosed with Alzheimer's and other dementias to their local Alzheimer Society and the appropriate community resources.

Physician's Corner

Physician's Corner is a web-based resource for healthcare professionals to help them provide early diagnosis and support to people living with Alzheimer's disease.

Importance of Early Diagnosis brochure

Three quarters of dementia cases remain undiagnosed in Canada. This brochure is designed specifically for physicians, to help them recognize the signs of cognitive impairment, encourage early diagnosis, and support ongoing treatment.

MIDDLE STAGE:

"Day-to-day" Series – Communication

As the foundation for all our "Day-to-Day" series, this new information sheet describes how communication is affected between people with dementia and their caregivers. It gives communication tips for each stage of the disease, for both people with dementia and those caring for them.

Down Syndrome and dementia

A new Down syndrome and dementia document gives information about the warning signs and assessment of dementia in people with Down syndrome, as well as special considerations when supporting a person with Down syndrome as the disease progresses.

LATE STAGE AND END OF LIFE:

Guidelines for Care: Person-centred care of people with dementia living in care homes framework

The goal of this initiative is to improve the quality of care of people with dementia in care homes, through a person-centred philosophy.

The first outcome of this work is *Guidelines for Care: Person-centred care of people with dementia living in care homes*, which serves as a foundation to improve the culture of care in long-term care homes for residents, their families and staff.

Did you know?

Responding to public requests for information

ASC education staff responded to approximately 1,000 email requests for information in English and French over the past year. Our goal in answering these inquiries is to provide reliable information about the many challenges of living with dementia and to connect individuals and families to their local Alzheimer Society for ongoing support.

*Enjoy the video,
"The power of music for
people with dementia"
for a reminder of the
courageous people we
serve and those who work
with them in communities
across Canada every day.
www.alzheimer.ca*



Courage.

"Despite having only .5% of the world population, Canada produces 5% of the world's new knowledge in Alzheimer's disease and other dementias, and over the past four years, 15% of the most influential publications."

– CIHR February 2011

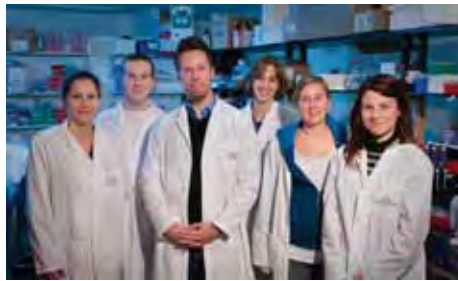
Research

The world of Alzheimer's research has never been so active, judging by the number of international conferences devoted to dementia studies, and the record numbers of new investigators undertaking research in this field.

We are proud of the number of awards the Alzheimer Society Research Program (ASRP) makes annually, to enable promising new researchers to successfully compete for grants in the field of Alzheimer's disease, its causes and cure.

As the leading non-government source of funds for research in Alzheimer's disease and other dementias in Canada, the ASRP has contributed approximately \$32 million to research since its inception 21 years ago. In 2010, the Society and its partners funded 30 new grants and

training awards, amounting to \$2.9 million. We are proud to be well on our way to funding an increased number of trainees and new investigators.



All the new exciting areas of Alzheimer's research are being actively pursued by Canadian researchers, including research that shows the therapeutic promise of behavioral strategies (cognitive rehabilitation). Many of these studies are supported through the ASRP.

At this year's Alzheimer's Disease International conference, held in Toronto, audiences were thrilled to learn of many advances in Alzheimer's research, including the increasing evidence that modest exercise, healthy eating and increased socialization can significantly slow the disease progression and reduce one's chances of getting the disease in the first place.

Our support has led Canadian researchers to make major advances, including discoveries related to genetic causes of the disease. The Society places equal importance on biomedical research that provides insights into Alzheimer's disease and other dementias, and on quality of life research that leads to improvements in care.

Progress.

Public Policy

- Testified twice to the House of Commons Subcommittee on Neurological Disease about the pressing need to plan for the rising tide of Canadians affected by Alzheimer's disease
- Held more than 20 meetings with key decision-makers
- Announced funding with the Minister of Health for dementia research funded through the Canadian Institutes of Health Research
- Helped develop a private member's bill by Etobicoke MP Kirsty Duncan to create a National Alzheimer Office at the Public Health Agency of Canada
- Supported the Finance Committee Chair James Rajotte's motion in the House of Commons to raise awareness of Alzheimer's disease
- Consulted with Michael Ignatieff on the Liberal Party of Canada's home care announcement in October 2010
- Participated in budget 2011 announcement of \$100 million for brain research

The aim of our public affairs activities in 2010–11 was to give parliamentarians and bureaucrats a better understanding of the issues that matter to people with dementia, their caregivers and physicians, and inform discussions about public policy direction in the government departments.

We held meetings with the Minister of Health, opposition critics, senior federal bureaucrats and politicians from all parties. We also celebrated legislative milestones that are key to advancing our public policy objectives: the introduction of a private member's bill, motions and budgetary measures.

To increase Canadians' awareness and ownership of our public policy goals, and to increase our efforts in Ottawa, the Alzheimer Society employed an innovative social mobilization process in 2010–11. The 2011 web-based "Canada's Dementia Crisis" campaign, based on the theme "Dementia by the Numbers,"

used grassroots tactics at the community level. During the 2011 federal election, supporters sent 2,500 letters to candidates requesting a national brain strategy and a plan to support Canadians living with Alzheimer's disease and other dementias.

As an active participant in policy debates, the Alzheimer Society continues to engage key decision-makers to ensure that Alzheimer's disease and other dementias are top of mind with health policy-makers.

"During this parliamentary session, I'm committed to reintroducing my bill calling for a dementia plan for Canada. All parties must work together to make this critical legislation a reality. Canadians living with dementia deserve no less."

Kirsty Duncan, MP – Etobicoke North

" Finding a cure for Alzheimer's is an immensely difficult but rewarding task. Too often, people expect problems like this to be addressed in Europe or the USA. We think it can happen in Canada. "

– Donald F. Weaver, MD, PhD, FRCP, Dalhousie University

Leaders of Hope

We thank the many businesses, employee groups, foundations, government agencies and individuals that contribute so generously to the Alzheimer Society.

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* In Memoriam

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" Alzheimer's disease is likely going to be the single entity that will cripple healthcare systems around the world in the next several decades. As such, we must all agitate to increase funding for Alzheimer's disease immediately since it is the real threat on the horizon for our aging societies. "

– Dr. Ronald Petersen, Director, Mayo Clinic Alzheimer's Disease Research Center



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. Through the vision of these donors we can invest in critical research for a cure and enhance the quality of life for people with dementia.

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Alzheimer Society of Canada

Statement of Financial Position

Year Ended March 31, 2011

	2011	2010
ASSETS		
Current assets	4,238,824	4,571,504
Long term investments	4,983,907	4,562,434
Capital assets	192,833	259,984
	\$ 9,415,564	\$ 9,393,922
LIABILITIES AND NET ASSETS		
Liabilities	3,867,324	3,853,144
Net assets	5,548,240	5,540,778
	\$ 9,415,564	\$ 9,393,922

Statement of Operations

	2011	2010
REVENUE		
Public support	\$ 8,804,179	\$ 8,078,403
Bequests and memoriams	1,961,420	2,050,589
Investment income	444,129	824,536
Corporate and foundations	375,433	332,803
Other	42,862	49,741
Government	0	5,942
	11,628,023	11,342,014
EXPENDITURES		
Research program	3,203,007	2,931,404
Public education	2,254,389	1,848,103
Fundraising	3,651,857	3,662,216
General and administrative	640,121	1,035,464
Board and committee	199,787	226,977
	\$ 9,949,161	\$ 9,704,164

Excess of revenue over

expenditures before partner transfers **1,678,862** 1,637,850

Partner transfers

Revenue flowed to partners **(6,658,846)** (6,346,649)
Partner assessments **4,966,862** 4,609,707
(1,691,984) (1,736,942)

Deficiency of

revenue over expenditures **\$ (13,122)** \$ (99,092)

Cover image courtesy of www.dementia.stir.ac.uk, © Tony Marsh



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