

ANNUAL REPORT 2013–2014

Message from CEO and President



Mimi Lowi-Young
CEO

Thank you to all the Alzheimer Society of Canada's (ASC) donors, supporters, and volunteers. Your support allows us to concentrate on the pillars of our mission which are research, knowledge sharing, advocacy and awareness-building.

ASC speaks with one strong voice for the 747,000 Canadians living with dementia, and the many family caregivers who support them. In 2013-14, we focussed on pursuing a national dementia plan and we helped propel the conversation about dementia to a higher level.

- The 2013 Speech from the Throne mentioned a commitment to dementia, the first time a specific disease was highlighted in a Speech from the Throne.
- We worked with all parties in Parliament and participated in budget roundtables and were pleased to see the House of Commons Finance Committee fall report recommended support for a national dementia plan in budget 2014.
- ASC was invited, on behalf of Canadians affected by dementia, to attend the G8 Summit on Dementia in London, England, where Health Ministers from G8 countries, discussed how they can better coordinate efforts and formulate an international approach to deal with dementia. One of the noteworthy commitments agreed to at the Summit was to identify a cure or a disease-modifying therapy for dementia by 2025.
- We continued to collaborate with international colleagues to build on the reinvigorated international commitment to fight dementia.

This year, we invested over \$4.4 million into our [Alzheimer Society Research Program](#) (ASRP), a significant increase that was made possible by the Mother Parkers Remembers

special fundraising campaign throughout 2012-13 which raised over one million dollars for research. We continue to fund research projects to find the causes, treatments, cures and improved care of dementia. To learn more about the ASRP please refer to our upcoming report on research.

We also saw a distinct increase in bequests and memoriams and we are grateful to the Canadians across the country who remember ASC in their wills. Our corporate partners have also remained loyal. Bulk Barn has supported our Coffee Break® program for more than a decade and this year their support reached a record of \$338,646. We also received a substantial anonymous corporate donation.

At ASC, we develop written and web-based materials to support our partner Alzheimer Societies across Canada as they inform, educate and support hundreds of thousands of Canadians. This year, we launched groundbreaking materials about how best to support people [living with dementia in long-term care](#) homes and their families as well as helping families understand and live with their feelings of [loss and grief](#) throughout the disease course.

Our awareness campaign in January, promoting the importance of early diagnosis, reached millions of Canadians through media coverage, our www.earlydiagnosis.ca website, social media channels, printed materials and public service messages on TV, radio and in magazines.

It has been a successful year thanks to our individual and corporate donors, volunteers and staff. We continue to work with our provincial partners, government officials, researchers, Canadians living with dementia and other health-care organizations to advocate, to fund research and to share our knowledge about Alzheimer's disease and other dementias to help improve the lives of Canadians.



John O'Keefe
President, Board of
Directors

LEADERS OF HOPE

The Alzheimer Society of Canada thanks the many businesses, employee groups, foundations, government agencies and individuals that contributed so generously in 2013/2014. Thousands of others have contributed to Alzheimer Societies in their province or community.

INDIVIDUAL DONORS \$100,000 +

Murray & Deborah Chant*
Les & Marijane Dakens*
Alan & Glynis MacGibbon*
The Rudolph P. Bratty Family
Foundation*
Pauline Spatz*

\$50,000 – \$99,999

John Byrne, Megan Tate &
Family*
Cynthia Devine & Peter
Sucharda*

\$10,000 – \$49,999

The Alastair & Diana Gillespie
Foundation
Philip Heinrichs
Denise Herbert
Mary Jane Kelley
Claire Larochelle
Tim Penner
Alois Schoen
A. Doreen Steele
Robert R. Young

\$5,000 – \$9,999

Lloyd & Marie Barbara
William & Karen Barnett
Debbie Benczkowski*
Zena Blake-Knox
John A. & Mary Crocker
Kathy Dewling*
Steve Dustin
Lisa Foster
Marc C. Henderson
Cindy Lefebvre
Brian Livingston
Mark Lyons
Sidney William May
Basil McDonald
Allan Mills
Michael Morin
Lorne Peters
Carol Sauvé
Evelyn Sawchuk
John Shillington
Donald Stewart
William Vella
Willa Woods
Harry Wynne

\$1,000 – \$4,999

Susan Aberman
Helen Anderson
Stuart Anderson
Carol Ann & William Anglin
Christine A. Babcock
Darren Baccus
Jan Bacher
William Backlund
Vickie Baracos
Johnston Robin Barr
Deborah Barrett
Paul Bastedo
Leslie A. Beck
William Bennett
Harold Bent
Robert Bird
Cynthia Blumenthal
G. Bowerman

M. Boyle
Jocelyn N. Braithwaite
Carole Brawn
Ruth Brayer
Lianne Britnell
Leo & Vivian Broks
Linda Broughton
Winifred Brown
Mel Bruce
Garth Bruce
Lester Bulhoes
Malcolm Burford
Steven & Charlene Butler
Jason Calabrese
Mary P. Cameron
Bruce D. Cappel
Diane Carter
Paul Caston
Helen Chan
Berty Ho Wo Cheong
Eung Bong Choe
Janis Christensen
D. James Christie
Gordon Clark
Patricia Cochrane
J. Brian Colburn
Doris Coleman
June Cooley
Robert Cordell
Elizabeth P. Coulter
Randolph Cousins
Madeline Cowan
Russel Cox
Jane Cronin
Mark Cullen
B. Kathleen Curtis
Peter Cybulski
Fredrick Daniels
Jeff Dawson
André Desmarais
Julie Desmeules
Dan & Jill Devlin
Leon W. & Nancy Doty
Helen Douglas
Emily Douglas
N. Louise Dryver
Howard Dudley
Solange Duhamel
André Duval
Ross Edgett
Jane Eibner
Colin & Lila Eicher
John & Dinah Emery
Robert & Marianne Eng
Joe Essaye
Elvin Falkenham
Neil Fennell
Michael Fiorino
Stuart Foster
Geoff Francis
Robert Franklin
Colin B. Fraser
Richard Fraser
Pat & Frank Friesen
Marie Frossard
Harvey & Leah Fruitman
Evelyn Galbraith
David Galloway
David E. Gauley
Iain A. & Ortrude Gibbons
Barbara Gillies
Sandra Glaze
Peter Goldberg
Barbara Goldring
Janet E. Gordon
John Gordon
Howard & Angela Gorman
L. George & Marion Gould

Michael Grace
Doris Graham
Heather Gregersen
Elizabeth D. Hamilton
B.J. Hamilton
Richard & Patricia Harriman
Isabel Harrison
Vern Haverstock
Kris Hawley
Arden Haynes
Marilyn Heddle
Rob Hems
Glynis Henry
Thomas Hicks
Diane Higgins
Phyllis Hoare
Robert Hole
Marion V. Holmes
Teresa Horne
Donna Howell
Roy James
Fikreta & Ralph Jayasekera
Charles H. Jenkins
Isabel Johnson
Maxine L. Johnson
Leonard Kaplow
Martin & Sandra Karp
Adrian A. Karpluk
Heather Kennedy
Yvonne Kerr
John Kilgour
Julian Kirk-Elleker
Linda Klein
Holger & Claudette Kluge
Nathalie Kostka
G. V. & Elisabeth Kristjanson
Pierre Laberge
Anne Laflamme
Dorothy Laidlaw
Nelle Lakien
Colleen Landgraaf
Roger M Laporte
John & Leona Larson
Donald Latham
Keith C. Laur
Paul Lavoie
S. Leclaire
Michael A. Van Leeuwen
Jane Lennox-King
Cris Leonard
Francine Létourneau
Cindy Shun Ling Leung
Sigrid Lewicki
Peter Leyen
Peter K. F. Lo
Annette Longpre
Ing-Shang Look-Yee
Manfred Lupke
R. Theodore Lutz
May Lynch
Susanne Macdonald
R.D. MacKenzie
C. K. MacLaurin
Evelyn Mary MacLean
Muriel MacLeod
Heather MacNeil
Romolo Magarelli
John & Susan Mandrusiak
Ivan Mark
John Marriott
Rex Marshall
Tony Masella
Stanley Mason
Josie Mazzaroto
Kenneth W. McArthur
Margaret R. McCallum
Peter McCawley
Maria Z. I. McDougall

Mary Anne McDowell
J. Peter & Catherine McGeer
Faye McGillivray
Hugh McIlvena
Dennis McIntyre
Jocelyne Mckenna
Janet McLean
Sid McMurray
Gary & Joyce McMurray
Jane McNicol
Henry S. Mews
Margaret Middleton
William Miles
Jeff Mills
Susan Mingie
Marcelle Mitchell
F. Grant Moffat
Margaret A. Moignard
Elaine & Hank Mollema
Jack & Betty Morrish
Ian & Maureen Morrison
Thomas Moryto
Mary Mowbray
Brendan Mulroy
Jack & Kathy Mundy
Jean Murphy
Randy Hughes & Nancy Main
James C. Nesbitt
David Nichols
Brian Oberback
Yaejung Oh
Marion O'Keefe
Patricia O'Malley
Mark O'Neil
Bill Oosterholt
Alain Ouimet
Peter Pagnan
Gérard Pain
Mona Paolini
Betty Papa
Mary Pasquale
Rustom Patel
Scott Pattinson
Ian & Michelle Pearce
Ronald Pearlman
Paulette Pellerin
Allen Penney
Susan Peschken
James & Jeanne Pettit
Shirley Piers
Darrell Podowski
Gilles Provencher
Alan & Louise Redway
Axel & Dawn Rehkatsch
Diane Relyea
Martin & Carol Rodgers
Joan Rodgers
Joanne F. & Edward J. Rogusky
Margaret Roland
Barbara Rooney
Paul Roy
David W. Saslove
Bill & Linda Saul
Bernadette Schmaltz
Peter Scholefield
Mary Schulz
Frank A. Scott
Margaret Scott
Shannon F. Seabrook
Bruce H. & Bernice Sells
Richard Shepherd
Ellen F. Shields
Gupreet Sidhu
G. David Simpson
Corey I. Simpson
Thomas C. Singer
Timothy Smith
Roger & Lorna Smith

Judy Sokoloski
Joan Souch
James Stanford
Thomas A. R. Stanley
David G. Steer
Sandra & James Steeves
Barbara Stevenson
Donald A. Stewart
James & Doreen Stewart
Lena Stickle
David Stren
Joan Strothard
Robert Sutherland
Martin Tauber
Liberio Tavares
Elizabeth Taylor
Mavis Thom
Sharon Thomas
Jeremy & Stephanie Thompson
Darrin Thompson
Don & Diane Tobin
Suzanne Tobin
R. John Todd
Lori Tomczak
Linda M. Uniat
Dirk Vanheek
Shirley Y. Viertelhausen
George Vinal
Lilianne Walker
Patrick Walsh
Linda Warren
John C. Watson
Louise R. Watt
David Welstead
George R. & Lois J. Whetham
Joan F. White
Karen Wiebe
Bryan Wilcock
Peter Wilcox
J. D. Wilcox
Glenys Wilkings
Richard Williams
Blair & Crystal Willie
Nancy Williston
F. Wilton
Christopher J. Woodward
David & Debbie Wright
Robert Wright
Gary & April Yamasaki

BEQUESTS OF \$5,000+

Harvey Affleck
Patricia Aitken
Reginald Allman
Laura Aziz
Richard Aziz
Rose Balint
Norman Leslie Bardell
Audrey Jacqueline Boyce
Ernest Bradshaw
Broadley Joint Spousal Trust
Isabel Dorothy Broadley
Helen Lorraine Buckley
Eleanor G. Chapman
Jean Ellen Chivers
Maren Petersen Christensen
Toby Danchig
Anna J. Goedhart
Margaret Mary Harris
Dorothy Gladys Hart
Roland R. Herbert
Clifford Carr Hodgson
Joseph Robert Hurteau
Yvette Kelly
Sadee Kershner

* Multi-year pledge

Patricia Anne MacPherson
William Meiklejohn
L. Marion Mitchell Alter Ego
Trust
Mary Jean Neal
Alice Ogden
Antonia Veronica Protsack
Elizabeth Robertson Quinn
Julie A. Rankin
Gerald Pascal Redmond
Olga Pauline Roberts
Willy Ruchti
Lois Savoie
Leo Scherman
Paul Crewe Simpson
Sybil Phoebe Spurgin
Mary Barr Sunter
Thomas Taylor
Marion Ilene Tripp
Peter Vogt
Robert Wilson

ENDOWMENTS

R. John & Agnes M. Adams
E.H. Mackay Adams
May Blake
Bette De Jersey
Jack Jefferson Family & Friends

Griffith & Christina Lloyd
Arthur Malott Memorial
T. & M. Mersereau
Dr. & Mrs. Albert Spatz
Mary A. Stevens
Jean-Guy St. Yves
Victor Tucker
Joy Wickett

CORPORATE, FOUNDATION AND FAMILY CHAMPIONS

American Express Canada Inc.
Ann & Roger Phillips
Foundation
Aqueduct Foundation – The
Hazel & Fred Dearsley Fund
Barber Family Foundation
Brookfield Financial Real Estate
Group Limited

Canadian Bridge Federation
Cenovus Energy Inc.
CN Employees' and Pensioners'
Community Fund
Coffee Time Donuts
Incorporated
Firefly Foundation
Fondation Bergeron-Jette
Hoffman-La Roche Ltd.
Macquarie Group Foundation
McKerroll Family Fund at
the Toronto Community
Foundation
Michael Albert Garron
Foundation
Nickle Family Foundation
OPG Employees' & Pensioners'
Charity Trust
Philip Smith Foundation
Reddon Family Fund at the
Burlington Community
Foundation
Scentsy Canada Enterprises
Sears Employees Charitable
Fund
Shaw Communications Inc.
Tenaquip Foundation
The Barrett Family Foundation
Victoria Foundation

PREMIERE PROGRAM CHAMPIONS

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

COFFEE BREAK CHAMPIONS

Bulk Barn Foods Limited
Kent Building Supplies
Mother Parkers Tea & Coffee
Inc.

GOLF TOURNAMENT

Christine Buckingham McCain –
Presenting Sponsor
BMW Toronto
Canadian Pacific Railway
CN
Diane & Gerry Throop
Extencicare (Canada) Inc.
Green Shield Canada

Isberg Charitable Trust
Jennifer & Lou Pagnuttii
Les and Marijane Dakens
Michael H. McCain
OPGI Management LP
Paul & Penny Thomas
Ray Chyc
Richard Lan
Robert Aziz
Ron Lalonde
SML Contracting Ltd.
Steve Tiller
The Boston Consulting Group
Inc.
The Data Group of Companies
Traces Sciences International

IN-KIND CONTRIBUTIONS

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



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 (24)
David and Joanna Aune
Gloria Back
Katherine Bier
J.D. Caughlin
M.J. Charpentier
Annica deTrey
Earl DesLaurier
S.M. Devine
Toby Fouks
Bob & Dana Golden
Bob & Sue Hastings
Paula Jakeman
Jack & Nancy Jefferson
Thomas B. Knox
Carl Krause
Rosemary Lear
Florence Lee
Gary Lyseng
Phyllis Marchment
Elizabeth J. McGowan

Patricia Mitchell
Jean Moore
Sakie Nariwa
E. Paget
Rose Pascal
Robert Rankin
Elizabeth Rennie
Sandy Riley
Philip Seth
M. Spark
Gail Steiger
Walter S. Stewart
David Street
Andy & Cheryl Szocs
John J. Tam
Laurie Tetarenko
Alan G. Thompson
Mrs. N. Elizabeth Trethewey
Mark Zuberbuhler

MANITOBA

Cal & Ben Shell

NEW BRUNSWICK

Audrey Coleman
Mary Ruth Hawkins
Pauline & Albert Spatz
Wilma van der Torre

NEWFOUNDLAND AND LABRADOR

Marlene Burton
Christopher English in memory
of Basil, Kathleen and
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
R.N. Bose
Jean-Guy Bourgeois
Russ Buchanan
John Campbell
Pauline de Champlain

Jennifer Childs in memory of
Poppa Childs
Les & Marijane Dakens
Karen Del Degam
Brian Collins & Amanda Demers
Alison Denton in memory of
Roland Sablick
Kathy Dewling
Les Ficzere in memory of Roza
Ficzere
Donald Hodges
Maria & Jack Hudolin
Bettie-Jane de Jersey
William Johnson
Kit Julian
Holger Kluge
Sandra G. Knight
Hanna & Ben Levy
Nancy MacArthur
Charles & Peggy MacDonald
Al & Marilyn MacLean
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
Jeff Renaud

Helen Rotenberg in memory of
her sisters
Steve & Susan Rudin
Linda & Bill Saul
E. Savage
Lois Martin & William Seeley
Ruth & David Smorodinski
Jean E. Sonnenfeld
Jean Spero
Ken Stead
Linda Stebbins
Laraine & Richard Tapak
Bill Twaddle
Ernest & Mavis Underwood
Rick Vader
Bep Vanderkooy
Jean Anne Verity
Jan Vicars
Heather E. Watt
Kathy Wright

QUEBEC

Cheryl Babcock
Jeanine Trudeau

SASKATCHEWAN

Gerald Naylen

Statement of Financial Position

As at March 31, 2014

	2014	2013
ASSETS		
Current assets	\$ 5,084,735	\$ 4,478,660
Long term investments	6,393,980	5,568,456
Capital assets	94,690	171,447
	11,573,405	10,218,563
LIABILITIES AND NET ASSETS		
Liabilities	4,012,634	4,355,800
Net assets	7,560,771	5,862,763
	11,573,405	10,218,563

Statement of Operations

Year Ended March 31, 2014

Revenue		
Public support	\$ 8,781,034	\$ 9,077,022
Bequests and memoriams	3,468,991	2,636,909
Corporate and foundations	2,216,730	573,236
Investment income	817,096	510,199
Other	82,416	59,427
	15,366,267	12,856,793
Expenditures		
Research program	4,422,447	3,707,329
Public education	2,767,414	2,862,609
Fundraising	4,584,222	3,913,635
General and administrative	516,951	407,470
Board and committee	51,555	143,480
	12,342,589	11,034,523
Excess of revenue over expenditures before partner transfers	3,023,678	1,822,270
Partner transfers		
Revenue flowed to partners	(7,959,312)	(7,260,343)
Partner assessments	6,623,321	6,631,050
	(1,335,991)	(629,293)
Surplus (Deficiency) of revenue over expenditures	\$ 1,687,687	\$ 1,192,977

Board Members

President: John L. O'Keefe, *Halifax, NS*

Past President:

Leslie A. Beck, *Montreal, QC*

1st Vice-president:

Vacant

Secretary & Director-at-Large:

Kathy Dewling, *Hamilton, ON*

Treasurer & Co-opted Director:

Ron Noble, *Toronto, ON*

Co-opted Directors:

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

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

Directors-at-Large:

Heather MacNeil, *Mississauga, ON*

Director representing British Columbia:

Harry Diemer, *Victoria, BC*

Director representing Alberta and

Northwest Territories:

Donna Neumann, *Calgary, AB*

Director representing Saskatchewan:

Linsay Martens, *Saskatoon, SK* (until Feb. 2014)

Diane Lemon, *Regina SK* (commencing Mar. 2014)

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:

Marjorie Sullivan, *Halifax, NS*

Director representing Prince Edward Island:

Elva Myers, *Mount Stewart, PEI*

Director representing Newfoundland &

Labrador:

Al Hawkins, *Grand Falls-Windsor, NL*

Honorary Director:

Dale Goldhawk, *Pickering, ON*



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
CANADA