Help for today
Hope for tomorrow...

2009 - 2010 ANNUAL REPORT

Alzheimer Society
SASKATCHEWAN

Message from the President of the Board and Executive Director

In January, the Alzheimer Society released the Rising Tide report on the impact of dementia in Canada. It painted a very stark picture of what the future will look like if we do nothing to stop this disease.

Today, one Canadian develops Alzheimer's disease or a related dementia every five minutes. If we do nothing, by 2038 one person will develop this disease every two minutes. That's more than a quarter of a million new cases of dementia every year, and the total number of Canadians living with Alzheimer's disease will rise from approximately half a million to almost 1.2 million people.

The economic burden of dementia – the direct health, lost opportunity and indirect caregiver costs – is also expected to rise from $15 billion per year to $153 billion each year.

By 2038, the cumulative incidence of dementia in Canada will be more than five and a half million people, with the economic cost of this disease reaching a total of $872 billion. With one of the oldest populations in the country, Saskatchewan will be particularly hard hit.

Already, every single day, 10 people in this province develop Alzheimer's disease or a related dementia. Within a generation, this number doubles to 20 people every 24 hours. In fact, if nothing changes, more than 28,000 people – over two percent of Saskatchewan's population – will be living with dementia in 30 years time.

In addition to drawing attention to these frightening statistics, the Rising Tide report presents potential solutions that will help to mitigate the impact of dementia:

- by lowering the risk for and delaying the onset of the disease,
- by supporting caregivers, and
- by helping families navigate the health care system.

The Alzheimer Society is calling for a comprehensive National Dementia Strategy to address an issue that threatens to cripple our health care system and dramatically impact individuals, families, businesses and communities. One of the key components of that strategy is an accelerated investment in all areas of dementia research.

In a significant move to address this challenge and achieve our vision of a world without Alzheimer's disease, the Society partnered with the Saskatchewan Health Research Foundation to dramatically increase funding for dementia research in this province.

The Society will be contributing $100,000 per year for five years to this important initiative – an amount that will be matched by our partners at the Saskatchewan Health Research Foundation.

The Saskatchewan Research Chair in Alzheimer's Disease and Related Dementia represents a strong commitment to the *"Hope for tomorrow"* side of the Society's mission.

In 2009-2010 the Society also made great strides in fulfilling our *"Help for today"* commitment. We expanded our First Link program to Swift Current and the surrounding Cypress Health Region, and used Telehealth technology to deliver the Learning Series to caregivers and family members living outside of Regina and Saskatoon.

Despite the economic challenges this year presented, the Alzheimer Society of Saskatchewan's financial performance remains strong and we continued to grow to meet the increasing demand for service.

As a charitable organization, the Society relies almost exclusively on our donors for funding. We sincerely appreciate the contributions of our many supporters who believe no one should have to travel the dementia journey alone and that research to stop these diseases is vital.

Sandra Weekley, President

Joanne Bracken, Executive Director

2009-2010 Alzheimer Society of Saskatchewan Board of Directors (Back row, left to right): Janice Hurd, Lynn Wrishko, Ruth Lea, Karen Fuchs, Edie Laidlaw (National Representative) Lee Durdin (Front row, left to right) Sandra Weekley (President), Diane Lemon, Anita Schmitz. Missing from photo: Tim Huber.

Support & Education Highlights

Since its inception in 1982, the Alzheimer Society of Saskatchewan has provided information and support to individuals living with Alzheimer's disease or a related dementia, family members, friends and other caregivers. We accomplish this in many ways, including:

- Support and Information Groups for Caregivers
- Support Groups for People with Early Memory Loss
- Information, referral and support on an individual basis through our offices in Regina and Saskatoon, and our toll free number
- Educational programs
- Community presentations
- Printed material on a wide variety of issues and concerns
- The Society's website - www.alzheimer.sk.ca

First Link®

First Link is an innovative health care initiative that improves the quality of life for people living with Alzheimer's disease and related dementias and their families by identifying and reaching out to them as early as possible in the disease process to provide comprehensive and coordinated services. First Link enables physicians, specialists and other health care and community service providers to directly refer individuals and their families to the Alzheimer Society for services that meet their immediate and ongoing needs.

In July 2009, the Society received $50,000 from the province for the expansion of the First Link program to additional urban and rural centres. Swift Current and the surrounding area was targeted as it has a large population age 65 and over, an established support group, and several health care professionals who have a strong connection to the Society.

In 2009-2010, 72 people were directly referred to the Alzheimer Society through First Link. This is the same number as were referred during the previous three fiscal years combined. In addition, 33 people contacted the Society without a direct written referral, but on the advice of a referral source, and 410 individuals contacted the Society on their own initiative. Including ongoing service provision to existing individual and family contacts, a total of 876 people were provided with information support and referral services during the year.

Learning Series

Twenty-one Learning Series sessions, including several delivered throughout the province using Telehealth technology, were provided to a total of 395 attendees during the year.

Kaleidoscope of Care Annual Provincial Conference: Remodeling the Dementia Landscape

The Society's annual conference for professional caregivers held on September 29th and 30th in Saskatoon attracted 200 participants each day. Keynote speakers were Dr. Lilian Thorpe and Liz Letwiniuk, RN, who spoke about *"Anxiety, Depression and Psychosis in Alzheimer's Disease and Related Dementias"* and Dr. Gloria Gutman whose address was entitled *"Dementia and its Care: Trends for Aging Canadians."*
We thank our sponsors: Pfizer, Novartis, Lundbeck pharmaceuticals, and Saskatoon's own Phenomenome Discoveries.

Community Presentations – Understanding Alzheimer's disease

Through 108 community presentations, the Society reached over 2500 people this year. Targeted groups included service clubs, senior's groups, and five and ten year Coffee Break hosts who were encouraged to offer community presentations in conjunction with their Coffee Break fundraisers throughout September and October.

Heads Up for Healthier Brains Public Forums

More than 500 people attended each of the Heads Up for Healthier Brains forums that were held March 9, 2009 in Saskatoon and March 10, 2009 in Regina. The forums featured brain fitness consultant Guy Pilch and a lively question and answer session with Guy and forum moderator Dr. Andrew Kirk, Professor and Head of Neurology at the Royal University Hospital in Saskatoon. We thank Fries Tallman Lumber for their generous sponsorship of the forums.

Research

Research to find the causes, better treatments and ultimately, a cure for Alzheimer's disease continues to be a high priority for the Society. In 2009-2010, the Society contributed $133,591 to support a number of initiatives.

Saskatchewan Research Chair in Alzheimer's Disease and Related Dementia

In April, University of Saskatchewan researcher Darrell Mousseau was awarded the Saskatchewan Research Chair worth $1 million over the next five years to study a link between Alzheimer's disease and depression. The Chair is a partnership among the Saskatchewan Health Research Foundation, the Alzheimer Society of Saskatchewan, and the University of Saskatchewan. The two funding partners each provide $100,000 per year for five years, while the U of S provides the infrastructure and support for the Chair.

Mousseau, a professor in the College of Medicine's Department of Psychiatry, together with his team has found that an enzyme that plays an important role in depression can severely weaken brain cells and may trigger the processes that lead to Alzheimer's disease. The team will also look at the role of anti-depressants in this process. The next steps will be to find a way to detect the disease in its very early stages and develop treatments to slow or even prevent it.

The Saskatchewan Research Chair program is intended to attract, support and retain top-quality human health research leaders who will help to build capacity and increase knowledge sharing in their area of expertise.

Alzheimer Society of Canada National Research Program

The Alzheimer Society of Saskatchewan contributed $110,895 toward the Alzheimer Society National Research Program in 2009-2010. This program promotes excellence in Alzheimer research and supports projects that significantly advance scientific and clinical knowledge, and improve the quality of life for people living with the disease and their caregivers.

Graduate Fellowship

The Alzheimer Society continued to support the research of Kun Chen at the University of Saskatchewan. Under the supervision of Dr. Peter Yu, Mr. Chen is examining the role of a protein found on the surface of the brain's membrane that is responsible for removing excess amyloid from the brain, and whether improper functioning of this protein causes amyloid to accumulate and aggregate, leading to Alzheimer's disease.

Young Investigator Grant

In partnership with the Alzheimer Society of Canada and the Canadian Institutes of Health Research, the Alzheimer Society of Saskatchewan supported the work of the Canada Research Chair in Stem Cell Neurobiology Dr. Karl Fernandes and his team at the Université de Montréal. Their research tested the idea that Alzheimer's disease causes changes to the brain's neural stem cell system. damage that occurs in Alzheimer's disease.

Post Doctoral Fellowship

The Alzheimer Society of Saskatchewan's Post Doctoral Fellowship supports the work of former Saskatchewan resident Dr. Dallas Seitz, who is completing a fellowship in Clinical Epidemiology at the Baycrest Centre in Toronto under the supervision of Dr. Paula Rochon, one of the world's leading researchers on medication safety in vulnerable older adults.

Honouring our Volunteers

Marlene Rodie (right) of Regina receives the Lifetime Membership Award from Board member Edie Laidlaw

Trudy Retzlaff (right) from Kyle, receives the Volunteerism Award from Board member Janice Hurd

The Alzheimer Society of Saskatchewan was established by a small committed group of volunteers, and volunteers still play a key role in the organization's ability to provide help and hope to people affected by Alzheimer's disease. We thank:

- Volunteer Support and Information Group Facilitators who provide community-based support to family caregivers
- Board and Committee members who provide leadership and direction
- Volunteer Educators who deliver a variety of presentations throughout the province
- Fund Raising Event volunteers who plan and carry out fund raising events
- Forget-Me-Not Walkers, Door to Door Canvassers and Coffee Break Hosts who raise funds to support the Society
- Office volunteers who help stuff envelopes, organize mailings and send out information packages.

In 2009-2010, the Society honoured the exceptional volunteers pictured on this page.

Evelyn Hopkins (right) of Regina, receives the Outstanding Philanthropist Award from Board member Ruth Lea

Dale Griesser (centre) and Richard Jankowski (r), Regina, accept the Corporate Excellence Award from Board member Diane Lemon

Special Events

Throughout the year, special events help the Alzheimer Society accomplish a number of goals. The funds raised at these events support programs and services that make life better for people who are living with dementia or whose lives are affected by Alzheimer's disease or a related dementia, as well as research into causes, better treatments and a cure. Special events are also an opportunity to raise awareness about the disease and to tell stories of help and hope. The Society thanks our sponsors, volunteers, event participants and donors.

FORGET-ME-NOT WALK

The 2010 Forget-Me-Not Walks in Regina, Saskatoon, Prince Albert and Yorkton 340 walkers who raised almost $92,000.

VIA Rail
Kal Tire
SGI
Victoria Square Compounding Pharmacy
Investors Group
My Pharmacy
Nurse Next Door - Home HealthCare Services

COFFEE BREAK R

Our nationwide Coffee Break fund raiser was a huge success again this year, raising $67,064 at Coffee Break events in homes, businesses, offices and community centres, as well as at our public events in Regina and Saskatoon.

Bulk Barn
Giant Tiger
Medicine Shoppe Pharmacies
Ambassador Coffee
Regina Market Square
Saskatoon Farmers Market
Pacrim Hotels

FALL GALA

The 2009 Fall Gala was our most successful Gala to date, raising over $100,000.

Fries Tallman Lumber Ltd. (Presenting Sponsor)
Alliance Pipeline
Avanti Office Products
Avison Young
Bronco Plumbing Ltd.
Canadian Mortgage Strategies and Investments
Casino Regina
City of Regina, Community Services Department
College of Nursing, University of Saskatchewan
Conexus
The Co-operators
Crown Investments Corporation of Saskatchewan
Dundee Development Corporation
EVRAZ
Flame Fabricators
Gates and Company
Granite Developments
Great West Life - London Life - Canada Life
Greystone Managed Investments Inc.
Impact Printers
Fred Weekley, Investors Group
Kelturn Drywall Ltd.
Knight Archer Insurance
Kramer Ltd.
Lexcom Systems Group Inc.
Lynch Property Services Inc.
Meyers Norris Penny LLP
NewWest Enterprise Property Group
PCL Construction Management Inc.
Precise Parklink (West) Ltd.
Radiology Associates of Regina
Regina Qu'Appelle Health Region - Restorative & Continuing Care
Registered Psychiatric Nurses Association of Saskatchewan
Rita Stevenson-Ellis, C.A.
Royalty Developments
SaskEnergy
Dr. Jacquie Shumiatcher
Shaheen Financial Inc./ Extreme Pita
Site Management Services (Regina) Inc.
South Albert Tire and Auto Ltd.
Speers Funeral Home
Traveland Leisure Centre
Virtus Group
Wellington West Capital

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Generous Donors are our Foundation

Saskatchewan Communities and Saskatchewan People

Alzheimer's disease and other dementias touch the lives of thousands of people in our province. The Alzheimer Society of Saskatchewan receives support from those who believe in our mission – to alleviate the personal and social consequences of Alzheimer's disease and related dementia and to promote the search for a cause and a cure – and share our vision of a world without these disorders. Income from individual donors is the foundation of our support. We would not be able to help those who require our programs and services without the generous support of Saskatchewan residents.

In 2009-2010, the Alzheimer Society received $67,711 from the Donor's Choice program, a community-wide canvass that takes place in communities throughout the province to benefit many charities.

Our own Door-to-Door campaigns in Regina, Saskatoon, Swift Current and Moose Jaw in the fall of 2009 raised $119,141 to support the work of the Society.

We also received $90,753 in general donations, and $80,661 from memorial donations.

Forget-Me-Not Partners

The Forget-Me-Not Partners monthly giving program gives donors the option of making convenient automatic monthly donations to the Society directly from their bank or credit card accounts. The Alzheimer Society of Saskatchewan thanks our 2008-2009 Forget-Me-Not Partners:

Lorens Anderson
Joanne Bracken
Marnell Cornish
Bruce Davis
Kathleen Defoe
Natasha Ellis
Karen Fuchs
Michelle Gavigan
Kristina Gebhard
Victoria Gebhard
Linda Hall
Tim Huber
Janice Hurd
Cal Issacson
Edie Laidlaw
Ruth Lea
Noreen Main
Patricia Marken
Ken and Helen Murray
Vern Ratzlaff
Anita Schmitz
William Sheard
Kay Shields
Leona Sorsdahl
Carole Warner
Sandra Weekley
Tracy Williams
Lynn Wrishko

A Legacy of Help and Hope

Many people choose to further the work of their favourite charities in their financial and estate plans. Gifts through wills, life insurance, securities and other vehicles can leave a legacy of help and hope to those who are affected by Alzheimer's disease while providing tax benefits or income security.

The Circle of Hope is the Alzheimer Society's special recognition program that honours and recognizes donors who have made a future gift to the Society. Saskatchewan Circle of Hope Members:

Michael G. Egnatoff,
Gerald Naylen

The following people made a gift to the Alzheimer Society of Saskatchewan through their estate in 2009-2010:

Bertha Augusta Kohli
Bertha Windecker
George Zielbauer
Harry Richard Smith
Ian E. Abercrombie
Jeanne Cooke
Joe McClughan
Mabel Samiroden
Muriel Evelyn Finlayson
Roland Linkert
Jessie Magee

A Community of Help and Hope

The Alzheimer Society of Saskatchewan works in partnership with many organizations to provide help and hope to people with dementia. In addition to those who sponsor events, there are many community groups and businesses that provide financial support to our organization. We are deeply grateful for the generousity of all our donors, however, only gifts of $250 or more are recognized below.

EMPLOYEE FUNDS AND THIRD PARTY EVENTS

Anne Kowbel
BMO Employee Charitable Foundation
Conexus Credit Union
Debbie Stevenson
EnCana Cares Foundation
Joey's Only Seafood Restaurant
Perspective Art Group
Regina Qu'Appelle Health Region - SWADD
Sask Poultry Council
SaskTel
Telus Corporation
The Sandbox in the City
University of Saskatchewan

FOUNDATIONS AND GRANTS

BMO Employee Charitable Foundation
Deloitte & Touche Foundation Canada
Donald and Claire Kramer Trust Fund
EnCana Cares Foundation
Gerard and Helen Shearer Foundation
GlaxoSmithKline Foundation
Government of Saskatchewan
Investors Group
Kutz Family Foundation Corporation
Lola Stroud Charitable Fund
Minto Foundation Inc.
RBC Foundation
Saskatchewan Health, Community Care Branch
Saskatchewan Health Research Foundation
Saskatchewan Liquor and Gaming Authority
Saskatoon Community Foundation
SaskTel
SaskTel TelCare Employees Charitable Trust
TelCare North Battleford
TelCare Prince Albert
TelCare Regina
TelCare Saskatoon
TelCare Swift Current
The Tree of Life Foundation

SERVICE CLUBS AND COMMUNITY ORGANIZATIONS

Broadview Senior's Happy Hour Club
Fraternal Order of Eagles, Auxiliary #3395
Harry Allen Life Member Club SaskTel Pioneers
North Battleford Lions Club
Rebekah Assembly of Sask IOOF
Royal Canadian Legion #56
Silton Community Club
Victoria Club Charity
Wawota & District Lions Club

Community Appeals

Abbey and District Combined Appeal
Abernethy and District Donors Choice
Alameda and District Donors Choice
Arborfield and District United Appeal
Arcola Donors Choice
Aylsham Donors Choice
Balcarres and District Donors Choice
Beechy and District Combined Appeal
Biggar and District Donors Choice
Birch Hills and District Combined Appeal
Bredenbury and District Combined Appeal
Donors Choice
Broadview and District Donors Choice
Brock and District Donors Choice
Canwood and District Donors Choice
Carlyle and District Donors Choice
Carrot River Donors Choice
Central Butte Donors Choice
Chaplin and District Donors Choice
Churchbridge and District Donors Choice
Craik and District Donors Choice
Creelman and District Donors Choice
Cupar and District Donors Choice
Cut Knife Donors Choice
Davidson and District Donors Choice
Denzil Donors Choice
Dilke and District Donors Choice
Dinsmore and District Donation Drive
Drake Donors Choice
Duck Lake and District Donors Choice
Eastend and District Donors Choice
Eatonia Donors Choice
Elbow and District Donors Choice
Esterhazy and District Donors Choice
Eston United Way
Fillmore and District Donors Choice
Foam Lake and District Donors Choice
Francis Donors Choice
Gainsborough Donors Choice
Gerald and District Donors Choice
Glentworth Donors Choice
Govan and District Donors Choice
Grenfell and District Donors Choice
Gull Lake and District Donors Choice
Hudson Bay Donors Choice
Imperial and District Combined Appeal
Indian Head Donors Choice
Invermay Crossroads Municipal Committee
Kinistino and District Appeal
Kipling and District Donors Choice Appeal
Laird-Carlton and District Combined Appeal
Lampman and District Donors Choice
Lancer-Portreeve and District Donors Choice
Langenburg and District Donors Choice
Lanigan Donors Choice
Lashburn and District Combined Appeal
Donors Choice
Leader and District Donors Choice Organization
Lemberg and District Donors Choice
Lockwood Donors Choice
Macrorie and District Donors Choice
Maple Creek and District Donors Choice
Maryfield and District Donors Choice
Melfort and District Donors Choice
Melville and District Donors Choice
Meota and District Combined Donors Choice
Mervin and District Donors Choice
Milden Combined Appeal Donors Choice
Milestone Donors Choice
Montmartre and District Donors Choice
Muenster and District Donors Choice
Naicam and District Donors Choice
Nipawin and District Donors Choice
Pennant and District Donors Choice
Perdue and District Donors Choice
Ponteix and Area Donors Choice
Porcupine and District Donors Choice
Raymore and District Donors Choice
Riverhurst and District Donors Choice
Rosetown and District Combined Donors Choice
Rouleau Donors Choice Combined Appeal
Rural Municipality of Hart Butte No. 11
Saltcoats and District Donors Choice
Sasman Donors Choice
Shell Lake Donors Choice
Shellbrook and District Donors Choice
Simpson and District Combined Appeal
Spy Hill and District Donors Choice
St. Brieux Donors Choice
Star City and District Donors Choice
Stoughton and District Donors Choice
Strasbourg and District Combined Appeal
Strongfield and District Donors Choice
Sturgis and District Donors Choice
Tantallon and District Donors Choice
Tessier and District Donors Choice
Torquay and District Donors Choice
Tugaske and District Donors Choice
United Way / Centraide Ottawa
United Way of Greater Toronto
United Way of Regina
United Way of Saskatoon
United Way of Saskatoon
Unity and District Donors Choice
Watrous and District Donors Choice
Watson and District Donors Choice
Wawota and District Donors Choice
Weyburn and District United Way
Whitewood Donors Choice
Windthorst and District Donors Choice
Wiseton Donors Choice
Wood River Donors Choice

Financial Highlights 2009 – 2010

Despite the worldwide economic downturn, the Alzheimer Society of Sasktachewan once again raised over $1 million in revenue. This year, our bequest revenue was significantly lower than the previous year, but was partially offset by growth in fundraising and special projects, sponsorships and revenue received through our partnership with the Alzheimer Society of Canada.

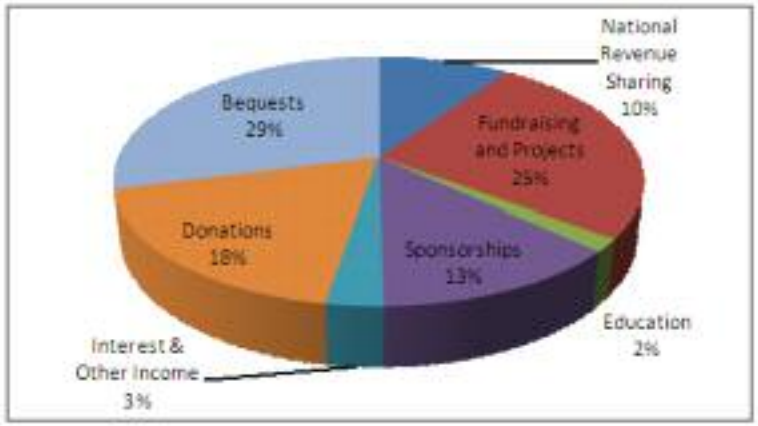
Alzheimer Society events and activities including the Forget-Me-Not Walk, Door-to-Door Campaign, Fall Gala and Coffee Break continue to grow, raising revenues and increasing awareness for the Society. We also made considerable progress during the year on developing our major gifts program.

Sixty-nine per cent of the Society's expenses support our mission driven core services: support, education, awareness, advocacy and research. We continue to invest in providing programs and services to residents affected by Alzheimer's disease or a related dementia across the province.

In addition to funding help for today, the Society is committed to providing hope for tomorrow by increasing the amount we are investing to fund Alzheimer research in the province of Saskatchewan and across Canada.

The Alzheimer Society of Saskatchewan works hard to ensure that the funds donated to the Society to support our mission driven activities are well spent. We believe that transparency and accountability are essential to our success. With this in mind, we are a member of Imagine Canada and our board has adopted the Imagine Canada's Ethical Fundraising & Financial Accountability Code. This Code establishes a set of standards for management and financial reporting by charitable organizations. By adhering to these standards, we comply with generally accepted practices for soliciting and managing donor dollars, and provide supporters with transparency and the greatest impact possible for their investment in us.

How We Raise Our Money



How We Spend Our Money

Financial Overview

The following are excerpts from the audited financial statements of the Alzheimer Society of Saskatchewan for the year ended March 31, 2009. The complete audited financial statements are available upon request.

Summarized Statement of Revenue and Expenditures

Revenue	**2010**	**2009**
National Revenue Sharing	125,708	68,102
Education	21,406	16,462
Fundraising and Projects	334,124	293,008
Sponsorships	169,422	143,733
Interest and Other Income	37,409	33,298
Donations	239,125	241,572
Bequests	380,049	883,325
	1,307,243	1,679,500
Expenditures		
Administration	121,492	115,004
Federation Assessment	59,268	2,808
Board	27,264	17,632
Education	189,199	177,189
Fund Development	282,323	285,490
Public Awareness / Advocacy	264,614	253,546
Research	133,591	123,827
Support	215,251	156,331
	1,293,002	1,131,574
Net Revenue (Expenditures) for the Year	**14,241**	**547,673**

Alzheimer Society
SASKATCHEWAN

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