

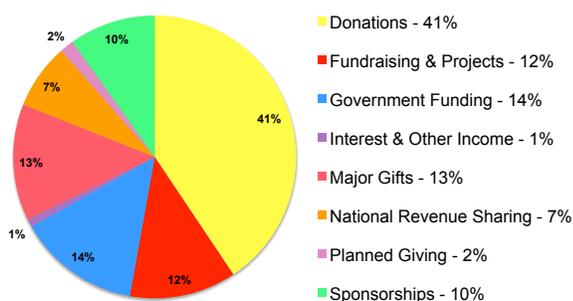
2014-2015 Annual Report

KEY HIGHLIGHTS & ACHIEVEMENTS

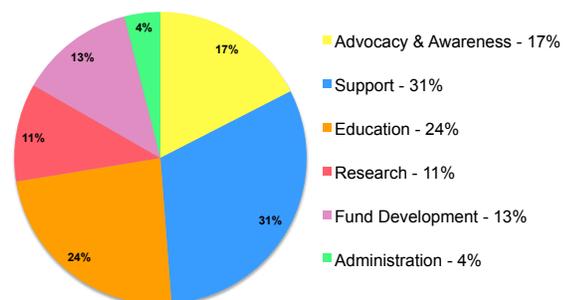
- Had our best year ever, raising nearly \$3 million.
- The Brandt Group of Companies made fundraising history in the province of Saskatchewan, hosting an event that raised more than \$1 million in one evening to support the Alzheimer Society of Saskatchewan and Football Saskatchewan.
- Resource Centres in the Cypress, Prairie North, Prince Albert Parkland and Sun Country Health Regions are fully functional, offering all Alzheimer Society core services.
- Engaged with health care professionals, sharing information about dementia, the Alzheimer Society and the benefits of referring their clients through the First Link® program. This resulted in a 30% increase in First Link direct referrals, including a 27% increase in referrals from physicians and specialists.
- Healthy Brain Public Forum, focused on Sleep and Dementia, was attended by 350 people at 32 Telehealth locations.
- Renewed our commitment to fund the Research Chair in Alzheimer's Disease and Related Dementia for an additional five years. We made the public announcement in March at the University of Saskatchewan.
- Expanded our Facebook fans from 1,179 to 3,355, a 185% increase.
- Over 30,000 people visited our website, the most visited pages being 'about dementia' and 'the warning signs.'
- The Alzheimer Society of Saskatchewan appeared in 119 new stories throughout provincial media outlets.
- Received over \$356,000 from major gift donors, bringing our Major Gift Campaign to over \$1 million.
- Held our first Saskatoon Spring Gala, raising \$113,000, while our Regina Fall Gala raised over \$171,000.

FINANCIALS

How we raise our money



How we spend our money



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Fax: 306-949-3069 | Email: info@alzheimer.sk.ca
www.alzheimer.ca/sk
Facebook: [facebook.com/AlzheimerSK](https://www.facebook.com/AlzheimerSK)
Twitter: [@alzheimerSK](https://twitter.com/alzheimerSK)

A MESSAGE FROM THE BOARD PRESIDENT AND CEO

Building on the Extraordinary

2014-2015 was the most successful year in the history of the Alzheimer Society of Saskatchewan. We thank our donors, sponsors, board members, volunteers and staff, all of whom helped make this an extraordinary year.

Our Proud Moments

We are serving more people living with dementia and their caregivers across Saskatchewan than ever. The Alzheimer Society now has six Alzheimer Society Resource Centres across the province, providing essential support, information and referral services through our First Link® program.

Last year, the Alzheimer Society of Saskatchewan raised nearly \$3 million – the highest amount in the history of our organization. A large part of our success is due to an event hosted by Shaun and Gayleen Semple and sponsored by the Brandt Group of Companies. The evening was made possible by Premier Brad Wall's vision and determination to memorialize his grandfather and all people living with dementia in Saskatchewan. Together, fundraising history was made in our province, with just under \$1 million (\$962,451) raised in one evening in support of the Alzheimer Society.

The Quest for a Cure is a top priority – the Alzheimer Society of Saskatchewan has committed an additional \$1 million to research in partnership with the Saskatchewan Health Research Foundation to support Dr. Darrell Mousseau, Research Chair in Alzheimer's Disease and Related Dementia.

Awareness of Alzheimer's disease and dementia is growing across Saskatchewan. We are reaching out to more people to increase their awareness about Alzheimer's disease and related dementias, the role of the Alzheimer Society and how we can help them, as well as how people can help us by volunteering or donating.

As we celebrate this extraordinary year, we are mindful of the challenges that lie ahead. Next year 4,384 more people in Saskatchewan will develop a dementia. Half of them likely will not receive a formal diagnosis. The challenge to provide respectful and compassionate care to people with dementia remains top of mind. We need a Provincial Dementia Strategy – and most importantly, we need a cure.

We believe that we can address these challenges, but none of this can happen without your support.

Thank you,



Ron Kruzeniski
Board President



Joanne Bracken
Chief Executive Officer

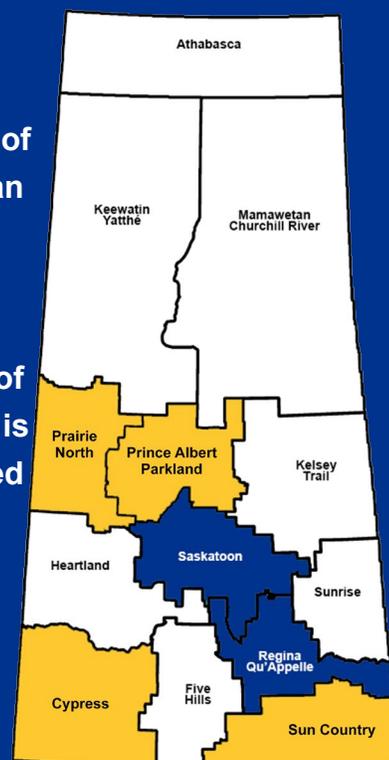
DEMENTIA IN SASKATCHEWAN



18,884
people are living
with dementia

4,384 the number of
new cases of dementia in
adults 65+ in 2015

While the
Government of
Saskatchewan
funds 4
Resource
Centres,
the majority of
the province is
still supported
by donor
dollars



Our cost to raise a dollar is
\$0.08, well below CRA's
standard of \$.35!

9 million

the number of unpaid caregiving
hours informal caregivers provide to
those with dementia every year