ANNUAL REPORT 2017-2018

Alzheimer *Society*
MONTREAL

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The Alzheimer Society of Montreal wishes to note that its board members are volunteers. We are most grateful to them.

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* On maternity leave since November 2017

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Westmount Activity Centre
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Lachine Activity Centre
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Photo on the cover
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Alzheimer Society
MONTREAL

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MISSION

The Alzheimer Society of Montreal is committed to alleviating the social and personal consequences of Alzheimer's disease and related disorders, as well as promoting research into their causes and cure.

Published in English and in French, the Alzheimer Society of Montreal's annual report is distributed to all members, partners and related organizations. Anyone interested in dementia may request a copy or consult the Society's website.

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MESSAGE FROM THE CHAIRMAN

For some years now, non-profit organizations have had to face a harsh reality, namely the stagnation of funding sources coupled with the growing number of causes competing for the same donation dollars.

The Alzheimer Society of Montreal has also been affected by this phenomenon and has had to react to ensure its long-term viability and to be able to respond to the tsunami of Alzheimer's cases that are expected in less than a generation.

The Society has therefore shifted its focus to marketing, sales and communications aimed at directly promoting its mission: offering services and support directly to people living with Alzheimer's, their caregivers and families.

As a first step, we rolled out a brand new online marketing strategy, and we are planning a redesign of the Society's website to more effectively connect with our clients and potential donors.

The Society has also decided to outsource to specialized firms, the organization of its traditional fundraising activities—the Walk for Alzheimer's and the Celebrity Golf Tournament and Cycle-Tour, as well as its latest event, the MEMO networking evening, a reinvented and very promising formula, whose first edition was a resounding success. Lastly, because it is imperative that we look for new major donor partners, the

Robert Beaudoin on the right, with the honorary co-presidents of the MEMO evening - Marc Boucher, President, Hydro-Québec TransÉnergie and François Touchette, Vice President and Managing Director, National Client Group – Canada, Banque Nationale

Society is actively taking part in a provincial campaign in close collaboration with the Federation of Quebec Alzheimer Societies.

The Society also implemented an internal reorganization aimed at making better use of its human and financial resources, which will allow us to carry out projects capable of responding to the increasing demand and the future diversification of our services.

Happily, as far as programs and services are concerned, the Society is ready. Our efforts over the last few years have borne fruit, and we have a solid team in place.

Over the course of my mandate, I will devote all my energy to promoting the Society. I would like to take this opportunity to thank the outgoing chairman, Nora Kelner, who has left me a house in order.

Chairman of the Board of Directors,

Robert Beaudoin, M.Sc. Comm.

MESSAGE FROM THE EXECUTIVE DIRECTOR

This is the Alzheimer Society of Montreal's 38th annual report. In it, we take stock of the year's achievements and progress, the dedication of our volunteers and employees, and the generosity of our partners and donors. It allows us to express our appreciation for the partnerships that have evolved over the years, which have proven essential to an active and successful community life.

Last year saw a reorganization, which is now drawing to a close and which created its share of uncertainty. Any organizational shift, even if required, always generates some anxiety, and everyone at the Society was affected in some way. A change of guard in the board of directors, a realignment of roles and responsibilities of staff, the elimination or non-replacement of certain positions and even the appointment of new staff can destabilize an organization. Nevertheless, the desired results of increased efficiency will have been worth it, and both the Society's future and the clients it wishes to serve will only benefit from this new momentum.

Over the next few years, the Society will face many issues and challenges. Among them, the pursuit of increased and recurring funding to ensure its long-term survival will be a priority. Once this hurdle has been cleared, the Society will be able to concentrate on its mission and better meet the needs of Montrealers. Measuring the impact and effects of its actions will also be important. The Society of the future must understand its community, adapt to its environment and develop according to the priorities of the day.

This final transitional year will wrap up at the end of 2018, with my retirement and the arrival of a new Executive Director. Furthermore, the Society's Programs and Services will be losing one of its long-time stalwarts, as April Hayward will precede me by a few months to embark on a new adventure. Her contribution to the Society has been immeasurable, and she will be sorely missed by many. But these departures must be seen as an opportunity for the Society to rejuvenate itself and look forward to an undoubtedly demanding, but certainly promising future.

Gérald Hubert, Executive Director

During my 25 years at the Society, I have met some wonderful people and shared a wealth of experience with them, all of which have made me a better person. Indeed, my achievements were possible thanks to everyone who guided, worked with and supported me in every situation. I thank each of them for believing in me and for making it possible for me to grow in such a rewarding job.

Every volunteer with whom I came in contact, on the board of directors and while involved with the Society's many activities, deserves my deepest appreciation and respect. Thank you for giving so much. I would like all of my colleagues, both present and past, without exception, to know that they are a part of the Society's biggest success stories and that they certainly constitute a large part of mine. I thank them for their support, encouragement and inspiration.

People with Alzheimer's and their caregivers, each with their own particular situation, were always my main source of motivation. A sincere thank you to each of them. Lastly, I offer my heartfelt thanks to the partners and donors for supporting the Society in so many different ways, and without whom it could not survive.

In closing, I have one wish: that the new Chairman of the Board of Directors and the new Executive Director, both extremely motivated, be surrounded by as exceptional a team as I was. Thank you again and know that the Society will forever remain in my heart.

Executive Director

Gérald Hubert

BIG NEWS

The new Assistant Executive Director, who has been with the Alzheimer Society of Montreal for 10 months, sees big challenges ahead of her. But she brings big values, big convictions and big ambitions to the task.

Camille Isaacs-Morell followed her heart and her values when she left the world of business to join a charitable organization. Given that her father lived with dementia, the Alzheimer Society of Montreal was a perfect fit. A former maths teacher, he couldn't even remember how to multiply by 10… Yet, the true essence of this gentleman, his social skills and his kindness remained. This was when she came to her first realization: a failing memory does not erase personality.

On top of that, Camille's mother, who believed she was the only one who could help the husband whom she adored, ultimately realized that, even while her love was essential to him, he needed professional care. A second realization: caregivers are not expected to be superheroes, even if in practice, that's what they are. They're simply human beings who need support.

As the Assistant Executive Director and future Executive Director, and with her values and convictions, Camille has big aspirations: on one hand, to continue the tradition of the Society to never lose sight of the humanity of the person seeking its support, while on the other, to create a community synergy with the goal of increasing the organization's human and financial resources to keep pace with the soaring increase in the need for its services.

Camille Isaacs-Morell, Assistant Executive Director, right, with Nora Kelner, Past Chairman of the Board of Directors, paying tribute to Bernie Goulem, volunteer and artist at the exhibition Myths and Mortals, autumn 2017

Camille Isaacs-Morell is decidedly big news…

A RESPONSIVE SOCIETY

The Programs and Services department of the Alzheimer Society of Montreal faced a year of tremendous challenges. The Society's ongoing reorganization has not been without consequence for the team, with impacts being felt in the areas of communications and available financial resources. In spite of these difficult circumstances, the Society was able to maintain the services it offers and also strengthened its position in the community.

Founded in 1981, the Alzheimer Society of Montreal continues to model its actions based on the needs of the population and on the most recent research findings. Moreover, it remains deeply committed to a person-centred approach.

Over the years, it has created a solid multidisciplinary team (see organizational chart on page 33) dedicated to developing and implementing programs to support people living with Alzheimer's and caregivers through every stage of the illness, and to help health providers gain a better understanding of the disease and how to deal with its effects.

The first contact with our head office can be made in person, by phone or via email. A person with the disease and their caregiver may be invited to take part in peer information and support groups well as other Society programs, and may be referred to the counsellor responsible for their territory.

The caregiving role can be both gratifying and demanding. The Society offers stimulation programs, which, while benefiting the person with the disease, also provide respite for caregivers. The stimulation activities take the form of in-home sessions, day programs, art therapy workshops and others, offered on a weekly and monthly basis.

NEW: E-SUPPORT FOR CAREGIVERS

It is no longer unusual to know someone with Alzheimer's disease, and the phenomenon is expected to intensify as the population ages. To address this, the Society has launched scores of information initiatives, including conferences, the Documentation Centre and Alzheimer Cafés. As well, it offers specific Alzheimer-related care training to health providers.

Richard Steele and Jordan Fish are on the frontline of the Alzheimer Society of Montreal

In addition, in this electronic age, the Society has joined the Huddol social network dedicated to caregivers, which lets them join groups to exchange with other caregivers and interact with health professionals. This makes it possible for the Society to provide support to caregivers who cannot come to us or for whom our traditional services are less suited to their needs. The result is increased accessibility to information and support.

In addition, the Society promotes the national MedicAlert® Safely Home® program, which is a partnership between the Alzheimer Society of Canada and MedicAlert, designed to help identify a person who is lost and assist in their safe return home.

Thanks to the financial support of L'Appui Montréal, we were able to create a new territory, the Centre-West, as part of the territory development plan for the Counselling Network,

which takes into account the characteristics and needs of each community, our priority actions and our available human resources.

The other good news is that two major partners, the Institut universitaire de gériatrie de Montréal and the CLSC René-Cassin, have allowed the Society to open two service points on their premises, a testament to the credibility the Society has built over the years. This action has helped us streamline our methods and develop a fruitful cooperation with these organizations.

We are now using the assessment and intervention tools that were harmonized last year in accordance with current professional standards, and they are proving very useful as they allow us to improve our professional practices, harmonize our programs and better support our clients through individualized intervention plans.

The Society is proudly committed to the spirit of collaboration and is taking part in the second phase of the Quebec Alzheimer Plan, developed as a direct result of the acclaimed Bergman Report and aimed at creating a safety net in which all community stakeholders play a part. Its goal is to ensure that no one slips through the cracks and, for example, ends up in a hospital emergency room. The Alzheimer Society of Montreal's role in this undertaking is indispensable, but it will find itself under increasing pressure as the number of Alzheimer's cases rises.

Raffaela Cavaliere, Coordinator of Respite and Stimulation Services, with April Hayward, at a press conference organized by L'Appui

Looking ahead

In tandem with the ongoing major restructuring, we will be redefining our services, each person's role and the Society's collaborative model. Upon completion of this complex self-assessment exercise, we will produce a guidelines and procedures manual that will respond to the needs of both our staff and our volunteers, with new job descriptions, some of which have already been drafted, and recommendations that will be included in our strategic plan.

To better understand needs and be even more effective, we must improve our data collection tools. Among other things, this would facilitate the job of reporting to the Society's funding agencies and allow us to focus more of our energy on our services. However, this is a costly exercise that requires the services of consultants and the purchase of expensive software.

Lastly, we hope that the current spirit of cooperation that complements the Society's work will continue to galvanize the community and that we will be able to establish more partnerships with family medicine groups (FMG), among others.

Director of Programs and Services

April Hayward

INTAKE AND REFERRALS SERVICES

One of the Alzheimer Society of Montreal's mandates is to respond to questions that arise upon receiving a devastating diagnosis of Alzheimer's disease or other dementia and to refer people to the best resources available. This falls under the responsibility of an experienced social worker, who is extremely familiar with both the health network and the reality of older adults. Along with Reception, the Intake and Referrals service acts as a welcome committee for the Society.

Someone wanting to make contact with the Society—usually a caregiver, who might have heard about our organization from someone else or through the media—phones, writes or comes in person to our offices, although, increasingly, they are being referred to the Society directly by a health professional, ideally at the time of diagnosis, or through the *First Link*® program.

ONE CONSULTATION, A RELATIONSHIP OF TRUST

The main advantage of the first consultation is to allow the counsellor to take the time to create a real connection with the person—who often feels quite vulnerable at this stage—and establish a genuine bond of trust with them to help ease their feeling of helplessness. Should that person later have to make another request, they will be assigned the same counsellor. This way, they don't have to repeat their story to someone else and are dealing with an individual they already trust.

Once the nature of the request has been identified, the person will be referred to the appropriate internal and external resources, but they will also be advised to regularly meet with their doctor for monitoring and follow-up, use the services offered by their local CLSC and other neighbourhood organizations, and take part in the Society's activities for support and information. Pertinent documentation is given to the person or mailed to them later.

The Society wants Montrealers who are suffering in silence to know that the Intake and Referrals services are there for them. A simple call, an email or a visit to our offices is all it takes.

Jordan Fish, Counsellor, Intake and Referrals, listens and responds to inquries and connects the clients to the services offered by the Society

STANDARDIZATION EXERCISES

Again this year, the counsellor participated in a committee to develop a new assessment and intervention form designed to create a clearer portrait of each case for stakeholders. The committee's goal is to standardize the way information is collected and to facilitate the follow-up process. The assessment portion of the form has been completed and is already being used, and the section dealing with intervention is close to completion and should be implemented soon.

The counsellor also participates in the review of the guidelines and procedures for the Programs and Services staff, a mammoth undertaking that will continue throughout the coming year.

INTAKE AND REFERRALS — A FEW FIGURES

CONTACT PROFILES			
Caregivers	1,310	Students	16
People with the disease	66	Community organizations	65
General public	193	Private organizations	42
Professionals - health and social services	105	Other	10
GENDER			
Women	1,305	Men	384
LANGUAGE			
French	1,053	Other	1
English	754		
TYPE OF CONTACT			
Telephone	1,431	Email	209
In person	133	First Link®	82

Looking ahead

The Intake and Referrals service is starting to feel the real impact of the Quebec Alzheimer Plan, which stipulates, among other things, that the health network refer people with the disease and caregivers to regional Alzheimer societies for information on the disease and to obtain referrals to the various resources available. As a result, there has been a marked increase in the number of requests from the network, which offers the tiniest glimpse of what we can expect to face once the impending tsunami of Alzheimer's cases hits our city.

To continue to be able to offer dedicated services, Intake and Referrals is soon going to need a larger team. If the budget does not allow us to hire more staff, one option is to use volunteers, although this is not necessarily the best solution, as it requires an investment of time, energy and even money.

SUPPORT FOR PEOPLE LIVING WITH ALZHEIMER'S

We sometimes forget that a person living with Alzheimer's has a right to a quality of life. In the early stages of the disease, they need to take some time to accept the situation. They need a welcoming place where they can participate in creative and fulfilling activities, socialize or just relax without the disease being the centre of attention. They must feel cared about and confident enough to be themselves without worrying about being judged.

The Alzheimer Society of Montreal offers a support and information group for people in the early stages of the disease, which encourages participants to express themselves and exchange ideas with their peers, find support and socialize.

Two 8-week support groups are offered twice a year to discuss topics such as brain function, memory and medications, coping strategies, relationships, adjusting to change, community resources and healthy lifestyle practices.

FLEXIBLE ACTIVITIES

To provide regular activities that could become part of a part of a regular routine for people living with the disease, a weekly group named the Monday Meet-Ups was created. This group offers a variety of enjoyable pastimes adapted to the needs of participants. Participants also engage in social stimulation activities, such as yoga, zootherapy and aromatherapy.

The key word is "adaptability." Activities are pre-planned or spontaneous, depending on the situation, and are tailored to the group or to an individual who may prefer to do something, such as a jigsaw puzzle, by themselves. If they wish, participants in the morning art therapy workshops can eat lunch at the Society and then take part in the Monday Meet-Ups in the afternoon, for a full day of stimulating and social interaction in a family atmosphere.

Annual picnic for clients and their relatives in Sir George-Étienne Cartier Park

PRIVATE MEETINGS

If need be, the person with Alzheimer's may request a private meeting, without their caregiver, to discuss their concerns. We do our best to respond to their questions and needs. For example, someone with mild symptoms who has just left their job may want to undertake some volunteer activities to maintain their social skills while continuing to feel useful.

This year, a total of **21 CONSULTATIONS** and follow-ups were conducted. In all, **9 PEOPLE** took part in the two 8-week support groups, and **20 JOINED** the Monday Meet-Ups. The annual barbecue drew **40 PEOPLE**, and **9 PEOPLE** attended the Halloween lunch.

The Westmount Public Library again asked the Society to help run their Tales & Travels series, a five-week program in which people living with Alzheimer's and their caregivers

explore a country through books, videos and photographs. The Pointe-Claire Public Library also decided to offer this activity. Thanks to its great success, this initiative will continue in the fall.

NEW

So many beautiful creations came out of our Christmas craft workshops that we held a Christmas market, where decorative pieces that participants and their caregivers wished to donate were sold. The exhibitors were very proud of their creations, even if the weather kept many visitors away that day. Everyone is looking forward to next year's market!

PROJECTS

We are continuing to explore the possibility of combining the forces of the art therapy program and our support services for people living with Alzheimer's to set up an intergenerational activity in collaboration with a neighbourhood school. After meeting each other, students and/or people living with the disease could make a drawing or a painting to remember their time together. This project is still under consideration.

The Society still cherishes the idea of creating a permanent drop-in space, which people can use whenever they want. However, we will have to wait until the basement at the permanent activity centre is finished.

Testimonials

"When I go to the Alzheimer Society of Montreal, my best therapy is when I make people laugh and have a conversation with them. The coffee could be better, but I don't mind, because spending time at the Society makes me feel good."

"My memory may be bad, but my life isn't."

— Person living with Alzheimer's

Alzheimer Cafés: happy moments and pleasant memories

Zoo therapy session

Aromatherapy session

ART THERAPY

A diagnosis of Alzheimer's or other dementia certainly doesn't spell the end of all possibilities. Skills and abilities, along with the capacity to acquire new ones, can remain for years. Sometimes, even, doors open up to a whole new world...

To be their best, a person with dementia needs to become engaged in projects, express themselves, make their own choices, use their initiative, socialize, take interest in others, receive attention, live in the moment, use humour, develop their independence, have fulfilling experiences and feel a sense of pride; they need stimulation.

Art therapy is an activity that harnesses the creative process of making art to promote feelings of well-being but also to encourage the social participation of the person living with the disease. It involves the whole person, engaging emotional, sensorial, cognitive and social functioning. Art therapy helps an individual feel empowered, be involved, preserve their identity and engage in social interchange. It keeps feelings of failure at bay and builds self-esteem. Even if the participant's interactions with the art therapist and the other participants are soon forgotten, these moments of connection are nevertheless meaningful and therefore of enormous benefit.

The Alzheimer Society of Montreal currently offers **4 TWO-HOUR WORKSHOPS PER WEEK**, attended by approximately **20 PEOPLE WITH ALZHEIMER'S**, some of whom come to create art several times a week.

Claude Archand, art therapy participant with his painting

Painting by Elizabeth K. created during the art therapy workshops for persons with the disease. This painting is on one of the Society's greeting cards.

TWO BENEFITS IN ONE

Although it is the art therapist who guides the inspiration of each of the budding artists, the art therapist considers the caregiver a trusted ally who understands the value of art therapy and diligently brings the participant along to the workshop. A collateral benefit of this partnership is that the caregiver is able to take advantage of a few hours' respite with the assurance that their loved one is happy and being well cared for in a respectful and enjoyable environment where they will connect with others.

EXHIBITION AND CARDS

The incredibly varied artwork by art therapy program participants are displayed each year at the vernissage held during the Society's Annual General Meeting. The event is very popular and always a great success.

This year, we added greeting cards with the work of participants from the art therapy workshops. The goal was to showcase the creativity of people living with the disease, raise awareness about dementia and, ultimately, promote the Society's services. The first batch was printed in the fall, and everyone who attended A Night to Remember and the MEMO Evening events received a set of five cards. They will also be handed out at the next golf tournament, and some copies are being sold to finance the project.

Creating a work of art is a rewarding activity for clients

Looking ahead

The positive effects on the health and well-being of people with the disease and their caregivers indicate that the art therapy program is on the right track and should not only be maintained but also expanded.

An art therapy workshop should be created for people with Alzheimer's in neighbourhoods that are far away from the Society's head office, as well as for those in the more advanced stages of the disease who need more personalized activities tailored to their individual needs.

Let's not forget that caregivers also need the opportunity to express themselves, to recharge their batteries and socialize.

As part of the support services we offer individuals with Alzheimer's, we could establish an intergenerational program, consisting of an artistic mediation project that would benefit both young people and older adults alike.

MUSEUM OUTINGS

Committed to playing an active role in the community, the Society has enjoyed a partnership with the Montreal Museum of Fine Arts for several years. The museum promotes the creation of links between art, culture and people living with Alzheimer's through cultural mediation activities. Accordingly, one Friday per month, the Art Links program offers individuals with dementia and their caregivers the chance to visit the museum and take part in a workshop, allowing them to enjoy new experiences. **AMONG THE 50 OR SO PEOPLE SIGNED UP FOR THE PROGRAM, ABOUT 15 PEOPLE TAKE PART IN THIS ACTIVITY EVERY MONTH.**

BEYOND THE SOCIETY'S WALLS

To reach a larger audience, the Society's art therapist hosted two Alzheimer Cafés at the Ahuntsic Library (February 20) and the CLSC Verdun (March 29). In addition, she participated in a roundtable discussion at the SARPAD Volunteer Centre (March 26), which focused on the humanization of elder care and the challenges resulting from loss of independence.

RESPITE AND STIMULATION

A lot can be done to slow the progression of Alzheimer's disease and other dementias. Nevertheless, its progression is inevitable and is sometimes long. The disease can drain the most informed, best-equipped and well-intentioned caregiver. At the same time, it is important to know that even individuals in the later stages of the disease can benefit from certain types of stimulation.

The Alzheimer Society of Montreal created its Respite and Stimulation services to offer caregivers a few hours of relief. These services allow them to rest or attend to other obligations with peace of mind, knowing that their family member or loved one is in the hands of a professional in a stimulating and safe environment.

QUALIFIED PROFESSIONALS

The Society has a multidisciplinary team made up of qualified professionals or trainees enrolled in special care counselling, recreation leadership training, therapeutic recreation, gerontology, art therapy and zootherapy programs. We select our personnel based on their understanding and ability to implement and uphold the Society's care model, needs assessment methods, best practices and values. The team is led by an experienced coordinator who keeps abreast of the latest research and provides ongoing mentoring.

FOR CLIENTS WHO CAN COME TO US

The Society runs three activity centres, in Ahuntsic, Lachine and Westmount, which are open from 10 a.m. to 3 p.m. on Saturdays. The flexible admission criteria allow people in both moderate and more advanced stages of the disease to participate. The staff-to-client ratio is 1:3, and each centre can accommodate from 12 to 15 participants. Services are offered 44 weeks per year in our activity centers. Last year, **64 FAMILIES** benefited from **7,095 HOURS** of respite. It is important to note that this weekly **5-HOUR** block of time is often the only break available to a caregiver, despite the weight of the burden on them in the later stages of the disease, since the health network only provides services for individuals in the early stages.

The Society's three activity centers provide our clients with stimulating activities

At the centres, people living with dementia get the chance to be themselves, without being judged, in an environment adapted to their needs. The staff members are there exclusively for them and provide responsive care that creates positive feelings for everyone. Their approach is to get to know the individual first, so as to be able to adapt their interactions with them, take any difficult moments in stride and reassure the person. Above all, they bring true compassion and dedication to the work they do.

We regularly update the waiting list for the activity centres, which gives us a more accurate overview of the needs of our clientele and allows us to refer families to available programs, if needed.

AND FOR THOSE WHO CAN'T

For those who find it difficult to travel to an activity centre or who are looking for a more specialized approach, the In-Home Respite and Stimulation program provides the person living with Alzheimer's the opportunity to engage in a range of activities that are stimulating, focused on the here and now,

Stimulation activities provide participants with a strong sense of accomplishment

and developed by qualified professionals. Even if the individual may not remember the activity, it will be imprinted in their emotional memory for a certain length of time, bringing them a feeling of well-being. A further benefit is that the in-home activity specialist is available to offer the caregiver tips on coping with delicate situations or to discuss any matters of concern.

The in-home respite and stimulation services are provided in weekly blocks of 2 to 4 hours. In all, this year the program provided approximately **135 HOURS** of direct intervention to a total of **59 FAMILIES** every week.

Looking ahead

We are putting all our energy into maintaining the support we provide to people living with Alzheimer's and their caregivers through our Respite and Stimulation program. In the longer term, once renovations to the Society's basement have been completed, we hope to be able to implement projects such as the creation of a respite drop-in centre.

With the expected surge in the rates of Alzheimer's disease over the next few years, the need for specialized services is bound to grow. A fourth activity centre could serve the population in the Centre-South and even from across Montréal every day of the week! This would allow us to broaden the range of activities we offer.

Testimonials

"For many years, my wife eagerly awaited her visits from an art therapist from the Alzheimer Society of Montreal's respite program. The two of them came from different backgrounds, but the special moments they shared were full of creativity, empathy and love. Whether it was art or scrabble or something else, this "work" stimulated my dear partner and helped preserve a surprising degree of mental acuity. I thank all of you, ladies, for having offered Françoise such moments of happiness. I am deeply grateful."

"Your caring services are as precious to the people you help as to their helpers. Twice a year, I stay with my mother to ease the burden on my sister and brother-in-law. I can testify to the enormous amount of good that in-home stimulation brought my mother in the early stages of the disease and the respite that lets the family maintain their sanity and health. We all look forward to these moments of downtime."

– Caregivers

Testimonials

"My husband and I benefit from the in-home services offered by the Alzheimer Society of Montreal. A few hours a week, a specially trained person comes and keeps my husband company. She helps him cook, goes for walks with him, talks to him about his memories and, especially, allows him to retain his dignity. These few hours are like a truce on the big battlefield in our lives, which is the effect of Alzheimer's disease. Without the in-home respite and stimulation program funded by L'Appui Montréal, I would most likely be forced to send my husband to a day centre, which would considerably reduce his quality of life."

"I'm writing to let you know how much your help is valued and appreciated. My husband, who suffers from early-onset Alzheimer's, lost all his self-esteem as he noted his intellectual and physical capacities fading day by day. Thanks to L'Appui Montréal, he was able to feel useful and appreciated by doing some volunteer work at the SPCA."

"Pride in having accomplished something made all the difference for my husband and our family. This feeling had a real impact on his mood, and consequently on our family, because he has lots of stories to tell his young teenager and me, and now he tells them with a sparkle in his eye..."

– Caregivers

"Thank you for the help you brought my mother over the last three years. I especially want to thank Jessica and Tristan for coming out to her home when she could no longer take the metro and bus by herself. Thank you for your contagious good mood, which did my mother a world of good. You were a ray of sunshine and we will always remember you. Thank you for spreading happiness, like Amélie Poulain does in the movie. Continue your great work, it's so important!"

– Caregiver

Counselling Network
Alzheimer Society
MONTREAL

COUNSELLING NETWORK

Because people living with Alzheimer's disease or other dementia very often go through it in a state of isolation, we found it necessary to reach out to caregivers, to establish closer contact with them and also with potential partners in the community.

The island of Montréal is a large, multicultural territory. With the goal of raising its visibility across the island and with financial support of L'Appui Montréal, the Alzheimer Society of Montreal created the Counselling Network.

ONE COMMUNITY, ONE ISLAND

Currently, 5 counsellors are assigned to the 5 territories on the island of Montreal, which have been identified by the CIUSSS (Centre intégré universitaire de santé et de services sociaux). In addition to its head office, the Society has 5 satelite offices and 11 service points.

ROOTED IN THE COMMUNITY

The Counselling Network is currently led by a part-time Coordinator who is filling in for the permanent staff member during her maternity leave. She oversees clinical supervision and ensures that reliable, professional and specialized accompaniment services are provided for caregivers. Among her other duties, she is taking part in L'Appui Montréal's mobilization meetings and in the development of the Quebec Alzheimer Plan, in collaboration with the Montréal CIUSSS and the various community stakeholders.

Trained to identify, advise and support caregivers looking after someone living with dementia, at whatever stage of the disease, the Counselling Network team members are rooted in their community. They support the caregiver throughout the process by offering a range of services: needs assessment, consultations, information, helpful tips and referrals to existing resources. Those who call on the Counselling Network's services do so on a regular or one-time basis, in person, by phone or via email.

This year, a total of **810 CAREGIVERS** reached out to the Counselling Network: **700** were referred to a counsellor. Of these, **467** benefited from active follow-up, for a total of 1,800 hours of direct intervention. **318 CAREGIVERS** received services in French, **136** in English, **8** in **ITALIAN** and **5** in **SPANISH**.

Counselling Network (L to R): Jordan Fish, Intake and Referrals – Liliana Ponce de León, West of Montréal – Christiane Proulx, Centre-West of Montréal – Marie Christine Le Bourdais, coordinator – Jacques Couture, North of Montréal – Jacinthe Duval, Centre-South of Montréal and Generosa DeCubellis, East-Montréal.

Cafés Alzheimer Cafés

ALZHEIMER CAFÉS: SOCIAL GATHERINGS

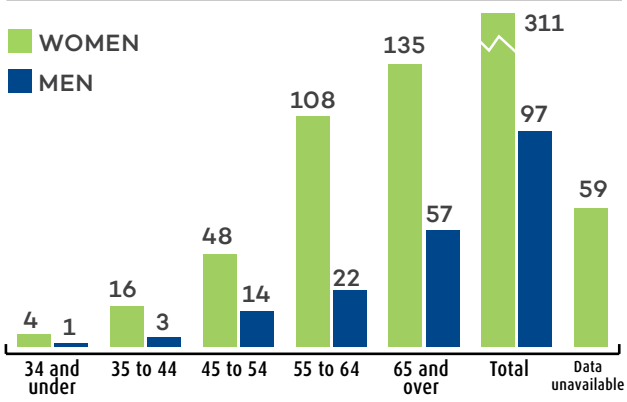
We organize regular Alzheimer Cafés across the city to give caregivers the opportunity to socialize in an atmosphere that is both enjoyable and useful; at these gatherings they can get information and meet other people over a cup of coffee, take part in interesting activities and learn more about a host of dementia-related topics.

During the year, the **67 ALZHEIMER CAFÉS**–**43** in **FRENCH** and **24** in **ENGLISH**–welcomed **849 PARTICIPANTS**.

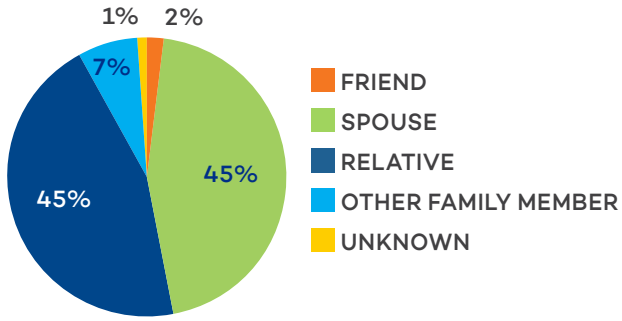
A CHANGING PORTRAIT

As the following tables indicate, women aged 65 and over make up the bulk of caregivers looking after a spouse or a parent. However, this portrait is evolving, because as more and more women are working later in life, men and younger people are increasingly taking on the role of caregiver.

AGE OF CAREGIVERS BY GENDER



RELATIONSHIP TO THE PERSON LIVING WITH DEMENTIA



ONE COMMUNITY, FIVE TERRITORIES

The **WEST OF MONTRÉAL** territory organized 10 Alzheimer Cafés, which welcomed 130 participants, made 4 presentations to various organizations, hosted 1 monthly support group and opened 1 service point at the CLSC René-Cassin along with 1 satellite office at the Institut universitaire de gériatrie de Montréal. As well, the counsellor provided assistance to 54 caregivers.

The counsellor for the **CENTRE-SOUTH OF MONTRÉAL** organized 12 Alzheimer Cafés, which welcomed 121 participants, made 7 presentations to various organizations and hosted 2 monthly support groups in the fall and in the winter.

She sat on the committees of the Réseau d'action pour les aidants de Jeanne-Mance (RAAJ), of the Programme de soutien aux organismes communautaires (PSOC) in Verdun, and of the Alliances 3e âge Grand Plateau and its subcommittee on the Forum des aînés. In addition, the counsellor took part in the RAAJ's caregiver recognition evening as well as an awareness event organized by the Hôpital Notre-Dame–CIUSSS and the Alliances 3e âge Grand Plateau's Forum des aînés on the needs of seniors, which was a great success, drawing 40 participants.

The counsellor for the **EAST OF MONTRÉAL** organized 9 Alzheimer Cafés, which welcomed 264 participants, hosted bereavement support groups and mediation groups, made 3 presentations to various organizations and ran 4 monthly support groups, which were held occasionally according to a non-standard schedule.

Looking ahead

The harmonization of practices will continue over the coming year, especially as we start using our new guidelines and procedures manual and by ensuring closer clinical supervision.

All our efforts will be concentrated on fostering the development of each territory, maintaining partnerships and raising the visibility of the Society with health professionals and family medicine groups so that newly diagnosed cases are systematically referred to us through the First Link tool.

Furthermore, the counsellor took part in the *Salon des aînés de la Pointe-de-l'Île* as well as the caregiver recognition event hosted by Le temps d'une pause.

An interesting fact to note is that more and more consultations are being requested by first-generation members of Italian families, who mainly speak Italian, and by the second-generation children who are now working adults. The East of Montréal counsellor goes to the Society's head office to conduct consultations with Italian speakers from all Montréal territories.

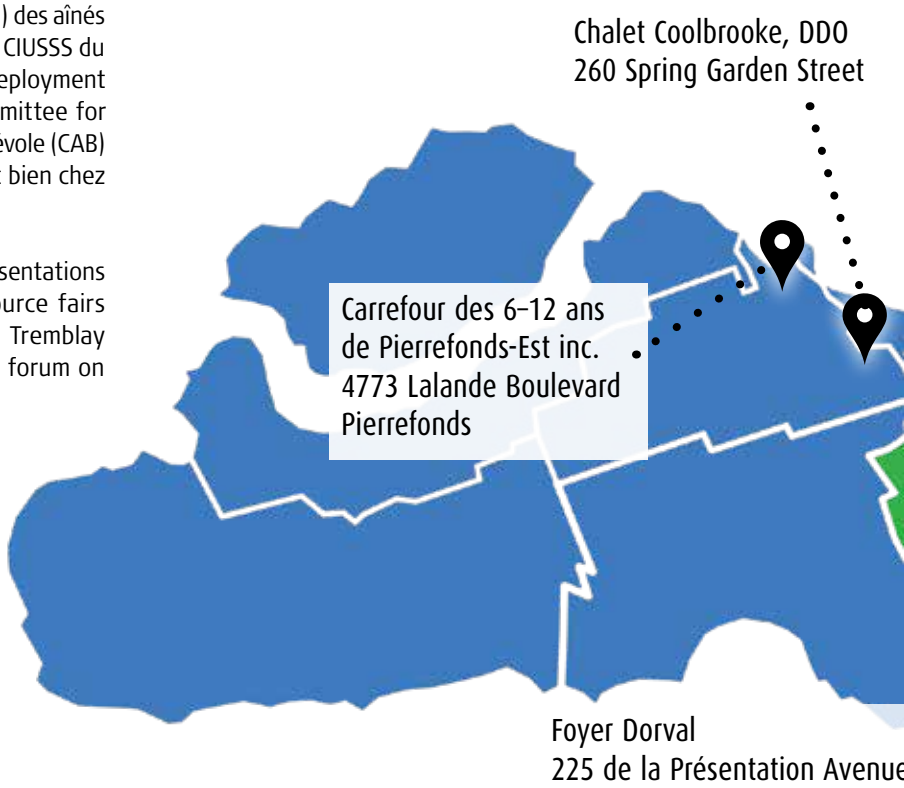
The counsellor for the **NORTH OF MONTRÉAL** organized 22 Alzheimer Cafés, which welcomed 192 participants, held 1 teleconference on the topic of male caregivers, hosted 1 monthly support group and helped set up 2 mediation groups.

He also sat on the seniors' steering committees of Ville Saint-Laurent, of Abus-Maltraitance-Isolement (AMI) des aînés of Villeray, of Montréal-Nord and of Ahuntsic, the CIUSSS du Nord-de-l'île-de-Montréal's committee for the deployment of the Quebec Alzheimer Plan, the planning committee for National Caregiver's Week, the Centre d'action bénévole (CAB) de Montréal-Nord's forum on aging and Tellement bien chez soi's board of directors.

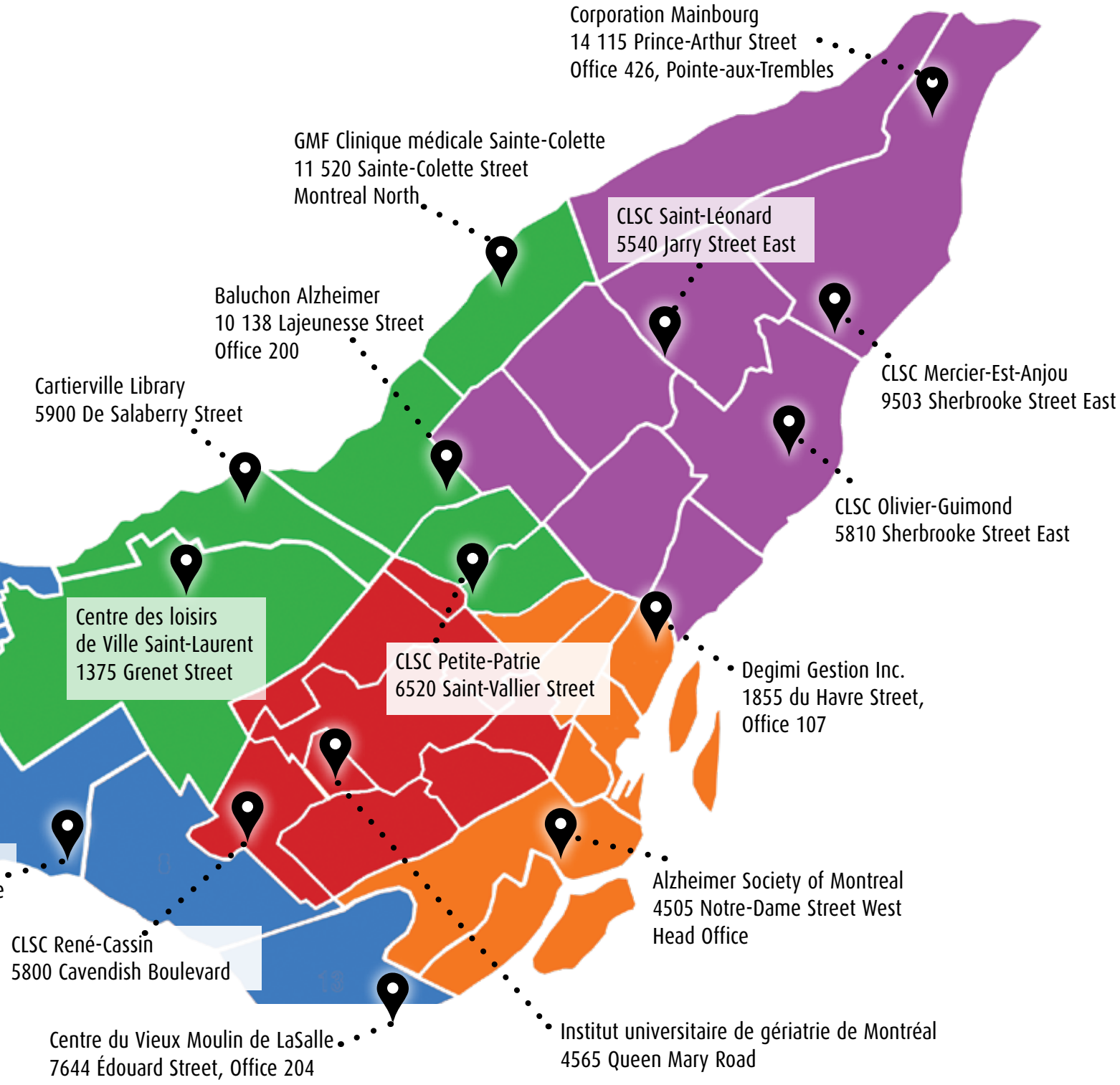
Lastly, the North of Montréal counsellor gave presentations on the Society's services at the caregiver resource fairs of the CLSC d'Ahuntsic and the Berthiaume-Du Tremblay Day Centre, the citizen engagement fair and the forum on aging, the Villeray seniors' fair, the health fair organized by the Association des médecins haïtiens à l'étranger, the home support workers' resource fair, Entraide Alzheimer Montréal-Nord, Molson Park in Villeray, the Centre d'appui aux communautés immigrantes and Le temps d'une pause.

The counsellor for the **WEST OF MONTRÉAL** organized 14 Alzheimer Cafés, which welcomed 142 participants, and participated in the Table de concertation des aînés de l'Ouest-de-l'Île, the Table des 50 ans et plus Dorval-Lachine and the Table de Quartier Sud de l'Ouest-de-L'île.

She also held numerous development activities with partners in the territory. Of note is that there is no waiting list for consultations in this territory.



SERVICE POINTS



SUPPORT FOR CAREGIVERS

It's fair to say that the quality of life of an individual living with Alzheimer's nearly always depends on a caregiver. Caring for someone with the disease is a little like taking on a new career you didn't necessarily choose, requiring a crash course to prepare for and an extraordinary level of commitment.

Fortunately, the Alzheimer Society of Montreal is there to lend a hand with its programs that inform and support caregivers.

INFORMATION

The 8-week support groups provide basic information on Alzheimer's and other dementias. They offer caregivers an introduction to the disease and the various forms it can take, while helping them gain a better understanding of the person living with the disease and how best to care for them. This helps caregivers cope more easily. Moreover, the meetings familiarize caregivers with the resources available and provide them with answers to questions of a practical nature.

In all, the **15 EIGHT-WEEK INFORMATION GROUPS**—**9** in **FRENCH** and **6** in **ENGLISH**—drew **57** and **51 PARTICIPANTS** respectively.

Caregivers can also attend teleconferences provided through the Huddol platform (formerly The Caregiver Network), in the comfort of their own home. These teleconferences provide caregivers with practical information, help them break their isolation and encourage them to communicate with other caregivers across Canada. This year, the Society contributed to **12 TELECONFERENCES**.

HELP

Once caregivers have completed the basic training, they can join a monthly support group for ongoing peer support and information. These groups also offer a reassuring environment where participants can share their emotions if the need arises. Each session focuses on topics that reflect the current realities of participants.

The groups have a very positive effect; they break people's isolation and provide a sense of belonging. They are proof of the adage "strength through unity."

A caregiver support group

The **10 MONTHLY SUPPORT GROUPS**—**6** in **FRENCH** and **4** in **ENGLISH**—were attended by **64** and **45 PARTICIPANTS** respectively.

HEALING

When caregivers lose a loved one who had lived with Alzheimer's disease, after having ignored their own needs for so long, they continue to need support to help them cope with their grief. The bereavement support group for caregivers is based on the program offered at Maison Monbourquette but adapted to the reality of a caregiver, which is somewhat different to other forms of bereavement.

In fact, a grieving caregiver has already gone through several stages of ambiguous loss, that is, a sense of loss that begins with the diagnosis and continues as the disease progresses, which significantly changes the nature of the grieving process.

The group is open to caregivers three to six months following the person's death, which allows the initial intense response to subside. Participants appreciate being able to communicate on the same level and experiencing the same emotions as others

without feeling that any issue is taboo. The 10-week session focuses on various aspects of the topic of bereavement, from its history and heritage to the hidden faces of mourning.

This year, **5 PEOPLE** attended the bereavement support group.

MEDITATION

A few times a year, on Wednesday afternoons, a volunteer facilitator who practises meditation leads a meditation group for caregivers. The sessions are an opportunity for participants to practise managing emotional stress, an essential skill for caregivers.

This year, the group gained in popularity and attracted no less than **26 PARTICIPANTS**.

Testimonial

"I want to let you know how much I appreciate the monthly meetings for caregivers. What a fantastic initiative. I always really look forward to Wednesday afternoons. It's so important for people going through this to get together. They can talk freely about their situation and their emotional states without feeling judged, and the other participants treat them with understanding and compassion. This is so important, especially for those caregivers who still live with someone who has Alzheimer's.

Huguette is a wonderful listener. She always gives excellent advice; she's positive and has a knack for coming up with ideas and approaches to deal with situations that aren't at all easy.

I am and always will be devoted to these groups because I feel good in the company of all these people. Thank you, and continue your great work! I deeply appreciate the services you provide."

— Caregiver

Testimonial

"When one of our parents was diagnosed with Alzheimer's disease (early stage), even though we'd had hints that something wasn't right—her memory lapses had become more and more frequent—we were in shock."

"To learn how to assist and support her, coach her and, most importantly, comfort her throughout the different stages of the disease, we went looking for information, advice and resources. We turned to the Alzheimer Society of Montreal. We were so happy to learn that they had support groups in place to help us and give us all the information we needed."

"We've already taken part in three meetings, and we're keen to continue, because every week we discover new things about the illness, and that helps us remain confident as we face this challenge. Just joining a group of people going through the same thing helps us feel less isolated and gives us the chance to share our experiences with others."

"We want to thank the Alzheimer Society of Montreal for supporting us during this difficult time."

— Caregivers

Looking ahead

The Society will continue to develop its program of support for caregivers through coordinated action with the community and will conduct a thorough re-evaluation of the needs of caregivers, whose profile is constantly changing. In addition to the complex logistics involved in navigating a vast, multiethnic territory, we must accommodate people with a variety of needs who have limited availability or mobility. The Society is therefore always on the lookout for new tools, the Huddol teleconferences mentioned earlier being one such example.

EDUCATIONAL SERVICES

Education is one of the most crucial aspects of the Alzheimer Society of Montreal's mission. Our primary goal in this area is to train and inform those who have the ability to change the way things are currently being done, namely caregivers and health professionals, and, of course, the public.

PUBLIC CONFERENCES

Our Educational Services offer **4 PUBLIC CONFERENCES** to groups of 15 people or more who put in a request. In addition to discussing the disease and how to care for a person living with dementia, these conferences encourage people whose lives have been affected use to the services offered by the Alzheimer Society of Montreal.

The presentations are delivered by **6 TRAINED SPEAKERS**, who are either Society employees or volunteers. Because the Society operates in a multicultural environment, the conferences may be given in French and English, and some may also be offered in Spanish, Italian, Armenian, Arabic or Farsi.

In 2017-2018, the Society presented **35 PUBLIC CONFERENCES**—**28** in **FRENCH** and **7** in **ENGLISH**—reaching a total of more than **1,000** people.

As well, the Society regularly engages in outreach efforts in colleges and universities to raise awareness among young people. We strengthened our partnerships with research centres such as the Research Institute of the McGill University Health Centre, the McGill University Research Centre for Studies in Aging, the Montreal Neurological Institute and Hospital, the Douglas Mental Health University Institute, the Institut universitaire de gériatrie de Montréal and the brand new Ludmer Centre for Neuroinformatics and Mental Health.

INFORMATION BOOTHS

The Society was also present at **6 HEALTH SYMPOSIUMS** and **TRADE SHOWS**, along with other conferences presented in various research and community centres. What's more, whenever events were being held in their territory, Counselling Network counsellors worked diligently to promote the Society.

SPECIALIZED CONFERENCES

This year, as part of a conference series, experts were invited to speak on a variety of topics chosen to enrich the knowledge of participants (see table). The series was a great success and will be repeated in the spring.

SPECIALIZED CONFERENCES	PARTICIPANTS
Parkinson's disease and cognitive impairments Ginette Mayrand, RN	**27**
What's new in Alzheimer's research? Dr Ziad Nasreddine	**70**
What everyone ought to know about diagnosing and treating Alzheimer's disease Dr Alain Robillard	**78**
'Musically Yours': Using Music in Caregiving! Sandra Tickner-Broadhurst	**56**
Placing an emphasis on cognitive abilities despite Alzheimer's disease Brigitte Gilbert, neuropsychologist	**56**
Reminiscing outside of the box: Creating and using stimulation kits as an intervention tool Dayna Morrow, M.Ed.	**54**
Total	**341**

A conference held at the Alzheimer Society of Montreal

TRAINING FOR HEALTHCARE PROFESSIONALS

This year, **15 FOUR-HOUR WORKSHOPS** offered basic training for the Society's healthcare professionals, including two very popular sessions on intimacy, sexuality and dementia.

The Federation of Quebec Alzheimer Societies oversees a multi-format training program. This year, the Society continued to offer these professional sessions, which are now accredited by the Ordre des infirmières et infirmiers auxiliaires du Québec.

A training program geared to non-profit organizations offering respite services to people caring for individuals with dementia was developed in partnership with the Federation of Quebec Alzheimer Societies and L'Appui national. The Society offered **TWO 18-HOUR SESSIONS** as part of the program.

The numbers on the Society's educational efforts come in lower than last year, at **104 HOURS OF TRAINING** and **131 PARTICIPANTS**. This reduction is due to several factors. On one hand, a great deal of energy was devoted to integrating the new training programs. On the other, many organizations offering similar training have emerged, because specific training in cognitive impairment is now a fully integrated part of nursing and community care programs, and, due to budget restrictions, many residences have developed their own programs. Furthermore, community organizations are training their members and volunteers based on the Alzheimer Society of Montreal's training and conferences. On top of that, due to health issues, the coordinator for Educational Services was not able to undertake any development initiatives.

Always committed to reaching out to the community, the Society provides training to private agencies through its Educational Services. A series of sessions was offered to the employees of We Care Home Health Services, while, for Agence Ometz, the Society covers the dementia-related aspects of its training for people wishing to work as companions for seniors. A 4-hour training workshop on support was also provided to the Pointe-Saint-Charles Community Clinic.

In a new development, Educational Services is honoured to be a partner on the Education Committee of the McGill University Research Centre for Studies in Aging.

FOSTERING INNOVATION

To ensure that our educational program remains relevant and up-to-date on new developments in the field, the coordinator of Educational Services sits on the training committee of the Federation of Quebec Alzheimer Societies. In addition, the Society's volunteer education committee, which is made up of highly qualified professionals from the fields of education and cognitive impairment, provides a sound framework for the Educational Services.

Looking ahead

Next year, Educational Services will create new conferences. The first, on ambiguous loss, will be presented in the fall, and two or three others will follow in winter, bringing the regular number of conferences to between five and seven. Furthermore, training that had previously been reserved for healthcare practitioners will now be adapted for caregivers. Lastly, four webinars touching on a variety of topics will also be offered to caregivers.

A SOCIETY IN PARTNERSHIP WITH THE COMMUNITY

The Alzheimer Society of Montreal's priorities are to contribute to the well-being of people with the disease and of caregivers, to provide training for healthcare professionals, to inform the public and to promote research on dementia. To fulfil its role, the Society works in partnership with the government and the community.

SOURCES DE REVENUS

VITAL SUBSIDIES

The Society has been able to operate for a long time without needing to rely on subsidies. However, the magnitude of our task has meant we have had no option but to turn to this source of funding, which now makes up slightly more than **30%** of the organization's revenues.

For several years now, L'Appui pour les proches aidants d'aînés de Montréal has supported the Society's programs through recurring subsidies, which will continue until March 31, 2019. This year, the Society received **$351,754** for the Counselling Network, **$134,918** for the activity centres and **$173,734** for the in-home respite and stimulation services, for a total of **$660,406**.

This is extraordinarily helpful, and the Society is deeply grateful to L'Appui Montréal, which does excellent work to foster complementarities among community resources. Nevertheless, the potential loss of these subsidies after 2019 looms large over the Society as so many of our programs for Montrealers depend on this source of funding.

The Society also receives a grant from the Programme de soutien aux organismes communautaires (PSOC) funding program, whose mandate is to support organizations such as ours. In spite of our repeated annual applications for a $250,000 grant—which would be proportionally consistent with grants provided to similar organizations—the Society received only $97,652 this year.

Lastly, and exceptionally, the Society obtained a rebate from the Federation of Quebec Alzheimer Societies in the amount of $62,920, which represents a surplus that was returned to each member society in proportion to the number of people aged 50 years and over on its territory.

ESSENTIAL BEQUESTS AND PLANNED GIFTS

Bequests and planned gifts come in many forms: bequests of all kinds, publicly traded securities, flow-through shares, charitable trusts or life insurance policies that name the Society as the owner or beneficiary.

This year, bequests and planned gifts made up **16.5%** of the Society's revenues. The numbers fluctuate from one year to the next, but the total amount gifted to the Society this year was **$397,780**, more than double the figure from last year.

Obtaining these types of gifts is a long-term cultivation process for the Society, as we must first reach and persuade a donor and then wait for the donation to materialize. Nevertheless, we hope this type of giving grows, as it benefits both the donor and the Society.

ANNUAL APPEALS

The Society also conducts annual campaigns in collaboration with its members, individuals, businesses, foundations, religious communities, members of parliament and employee benevolent funds, run by HealthPartners.

A young partner, Clémence Verreault-Paquin, fifth year student year at the Pensionnat Sainte-de-Marie, organized an auction for the benefit of the Alzheimer Society of Montreal. She is with Camille Isaacs-Morell (left) and Alexandra Louridas (right), Coordinator, Partnership Development

The annual campaigns and few donations specifically earmarked for research garnered the Society **$365,728** this year, or **SLIGHTLY MORE THAN 15%** of its revenues.

FUNDRAISING ACTIVITIES

Each year, the Society organizes various fundraising activities. One such event is the traditional Walk for Alzheimer's, organized in collaboration with the Alzheimer Society of Canada, which bolstered the Society's coffers by **$75, 422**.

To the great delight of cycling enthusiasts, the annual golf tournament this year went under the name of the Hector "Toe" Blake Celebrity Golf Tournament and Cycle-Tour, as it was paired with a brand new cycling activity headed by Stéphane Quintal, Senior Vice-President, Player Safety, NHL and a former Montréal Canadiens defenseman. Mr. Quintal shared honorary co-president duties for the Tournament with Jacques Aubé, Executive Vice-President and Chief Operating Officer of the CH Group's evenko division. The event brought in **$103,193**.

A few years ago, the Society decided to bring the curtain down on its annual ball, as the format had become somewhat outdated. It was replaced by a poker tournament, which, although successful, did not achieve the goal we had hoped for. In January, to wrap up Alzheimer Awareness Month, the first edition of the MEMO Evening was held at the Montreal Museum of Fine Arts. This casual interactive networking activity was very well received and is destined to become the Society's signature event. In its debut, the event raised **$163,751**.

THIRD-PARTY EVENTS

Third-party events constitute an increasingly solid third fundraising pillar for the Society. This year, they raised just over **$170,806**. They can take the form of social, sports, educational, professional, commercial or commemorative events, organized by individuals, groups or organizations, and they may be one-time or recurring activities.

Looking ahead

As expected, new cases are being diagnosed every year, resulting in a rapid escalation of needs. To prepare for this, we have decided to take a new approach, which will be in effect as of next year. To infuse new life into events and to let the Society personnel fully concentrate on the fundraising effort itself, we will be outsourcing the organization of the Society's charitable activities, namely the Walk for Alzheimer's, the Hector "Toe" Blake Alzheimer Celebrity Golf Tournament and Cycle-Tour, and the MEMO Evening.

As well, we have redesigned our website. Among other features, it now offers the ProDon platform, which allows donors to create their own campaign and fosters community cooperation while highlighting the efforts of the individual.

Lastly, the Society intends to address the major challenge of rallying millennials to its cause, as it is they who will soon be carrying the torch.

THIRD PARTY EVENTS

EVENT	ORGANIZER
5 à 7 (Fondation Saint-Hubert)	Fondation Saint-Hubert
Alex and Ani / Charity by Design (15% evening sales)	Vicki Lam
Associazione di Fraternità Santa Maria del Molise //Associazione di Sant`Anna di Cantalupo	Armando Bertone, Bart Marsillo
Bazaar + Craft fair	Manoir Westmount
BBQ Sélection West Island	Lucie Laperrière
Bucks for Books Fundraiser	Kirstie Jadoe
Centre de soins dentaires E.S. Inc (1 month)	Elie Stéphan
College Heritage de Chateauguay – Mr. Freeze sale	Andrew Newcombe-Jémus
Copibec (royalties)	Isabelle Billeau
Desjardins Pointe-Claire Half-Marathon*	E ric Poulin
Dress-down days	McCarthy Tétrault S.E.N.C.R.L
Les Éditions 400 Coups (La petite rapporteuse de mots)	Aline Noguè s - Danielle Simard, author
Family Legacy of Delicious Food (Book sale)	Doris Tabah
Garage sale – Boul. des Galeries- d'Anjou	Linda Lemay & Cie
Irish Mingle 2017	Shawn and Danny Doyle
Knitting (Résidence Sunrise Beaconsfield)	Sunrise Beaconsfield
Lachine Bonneville Half-Marathon*	E ric Poulin and François Rochon
Manoir de Casson open house	Gérard Dufresne
MERAVIGLIOSO – Benefit concert	Salvatore Sciascia
A Night to Remember*	David Gold, Scott and Mark Broady
Pepper card tournament / Chevaliers de Colomb	Raymond Richer and Guy Lacoste
Rogers – Give together campaign (Matching donations)	Rogers Communications
Royalties (Éditions Yvon Blais)	Lavery
Saint-Herménégilde seniors' club	Paul-Émile Bouchard
Selwyn House School coffee break	Nathalie Gervais
La Soirée du Hockey pour l'Alzheimer	Marie-Pier Foucault and Marie Christine Le Bourdais
Une Soirée pour La Société	Clémence Verreault-Paquin
Stephano Di Giovanni supper and Bocce e Bingo evening*	Maria Di Giovanni and Associazione Joppolese
Telus matching donations	Telus
Tohu Bohu show	Luc de Bouvries

*Events that raised over $10,000

In total, the Society's annual fundraising activities and third-party events generated **$1,422,773** or **ALMOST 59% OF REVENUES**.

MEMORIAL DONATIONS

Tribute or in-memoriam donations are meaningful ways to honour someone or mark a birthday or anniversary, a baptism, a wedding, a death or any other significant life event.

This year, tribute and in-memoriam donations amounted to a total of **$145,533**, or **CLOSE** to **6%** of **REVENUES**.

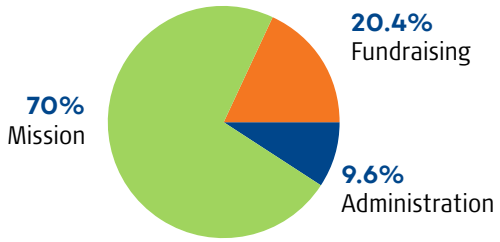
OTHER REVENUES

To balance its budget, the Society has had to charge a minimal fee for its services. Nevertheless, it is the Society's clear policy that no person in need who is unable to pay is refused any service. This year, income from service fees represented **$85,326**, or slightly more than **3.5%** of revenues.

This year, the Society received a tax refund from the City of Montréal and rent from two tenants at its head office. Rent, interest and tax refunds together generated **$208,886,** or **A LITTLE MORE THAN 8.6%** of revenues.

BREAKDOWN OF THE MONEY

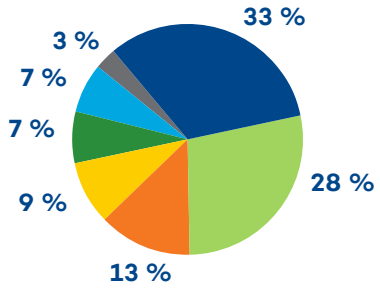
The Society strictly and diligently manages the funds it is entrusted with. Expenses are divided into three categories. Carrying out its mission consumes **70%** of the Society's budget (**$1,437,449**), fundraising, close to **20.4%** (**$418,172**) and administration, slightly in excess of **9.6%** (**$199,348**).



DIRECT SERVICES

The largest spending area (**$1,437,449**) is related to the Society's mission and breaks down as follows:

EXPENDITURES



Intake, consultations and awareness	33%
Respite and stimulation	28%
Services to the community	13%
Future activity centre project	9%
Educational services	7%
Services to families	7%
Communications	3%

HELPING THOSE WHO HELP OTHERS

The tight-knit Broady clan rallied around its patriarch when he was diagnosed with Alzheimer's disease. They turned to the Alzheimer Society of Montreal's services. It quickly became apparent that the Society needed financial support to be able to truly fulfill its mission.

So Scott and Mark Broady, along with David Gold, whose family was also affected by the disease, decided to create a fundraising activity to benefit the Society. The other Broady siblings—Sean and Catherine—and their mother, Libby, soon got on board, followed by an army of volunteers and loyal sponsors, including Susan Consorte of AEM International and Nikolas Klimis of Lambert, Klimis & Sakkas.

Everyone had fun while suppporting a good cause

The seventh edition of A Night to Remember will be held this year. In six years, the event has raised close to $200,000. "The primary goal is to help those who help others and to be part of building a better world for those who follow," said Scott. "The challenge is to mobilize the community around the cause to make life easier for people affected by Alzheimer's, because looking after someone with cognitive disorders is extremely demanding for caregivers."

What's the winning formula? For Scott, it's about bringing together people whose lives have been affected by the disease and who want to get involved. The idea is to establish personal connections that will, in turn, generate a network and promote a sense of shared community. Then comes the work of selling tickets, for which tax receipts are issued, and inviting guests to come and have a great time. And it must be said that a touching story always moves people to action.

From now on, the organizers of A Night to Remember will take another approach. They believe that this platform should be used not only to raise money but also to inspire others to organize their own events, whether big or small.

Presentation of the cheque by the organizing committee of A Night to Remember. From left to right: Augusto Sotelo, April Hayward, David Gold, Scott Broady, Camille Isaacs-Morell and Mark Broady.

"We learned a lot over the years—from both our mistakes and our successes," Scott confided. "So much so, that we realized we have something to pass on, a philanthropic model, if you will. We want to share it. We hope to help not only those who help others but also those who want to help. Any takers?"

Eva Kolarova was among the lineup of entertainers

Media personalities Kim Sullivan and Orla Johannes showed their support for the cause at A Night to Remember

A UNIFYING SOCIETY

Alzheimer's disease and related disorders are the focus of three levels of government in Canada. The Alzheimer Society of Canada sets the national priorities and supports research into a cure. The Federation of Quebec Alzheimer Societies is the spokesperson for the 20 regional Alzheimer Societies around Québec. Including the Alzheimer Society of Montreal, these provide services to people with the disease and to caregivers, which directly improve their quality of life. They are present on the ground and therefore able to follow a situation as it progresses.

MEMBERS

As a non-profit organization, the Alzheimer Society of Montreal is supported by its members, who form the foundation of its democratic structure and community culture.

On March 31, 2018, the Society benefited from the invaluable support of **374 ACTIVE MEMBERS**, made up of **70% WOMEN AND 30% MEN**, which corresponds to the caregivers' profile. With respect to language, **64% WERE FRENCH SPEAKERS AND 36% WERE ENGLISH SPEAKERS**, which is a fairly accurate reflection of Montréal's population.

RIGHTS AND RESPONSIBILITIES

Members vote at the annual general meeting and at all special general meetings as needed, they ratify the Society's general by-laws, appoint auditors and elect the members of the board of directors. Members also uphold the vision, mission, values and goals of the Society.

A MISSION UNDERPINNED BY A VISION

The mission of the Society is to alleviate the social and personal consequences of Alzheimer's disease and related disorders, promote research into their causes and lead the search for a cure. In addition, the Society endeavours to be a role model for learning and teaching dedicated to people living with Alzheimer's as well as their families, healthcare professionals and the public.

HIGH-QUALITY PROGRAMS AND SERVICES

The Society's primary focus is on offering quality programs and services to people with Alzheimer's and to caregivers, adapted to their needs and which benefit the greatest number of people. We try to avoid duplication of these services with other community stakeholders, and we continuously work to improve them.

To this end, we hire qualified, motivated staff, all of whom undergo a standard orientation process. Roles are clearly defined, and performance reviews, feedback and recognition are provided. The Society guides its employees and its board of directors, and determines each of their responsibilities and accountability processes.

CONCERN FOR EFFICIENCY

Aware of the need for efficiency, the Society assesses the relevance of every dollar spent and regularly makes adjustments according to circumstances. However, to ensure it has the funds needed to fulfil its ambitions, the Society runs ever-evolving annual campaigns, seeks ways to achieve the full potential of special activities and third-party events, constantly works to find ways of expanding its list of potential donors and maximizes large, planned and monthly gifts. It is also actively engaged in a major fundraising campaign, in collaboration with the Federation of Quebec Alzheimer Societies.

MOBILIZING INFLUENCE

In strengthening its ties with local organizations, the Society contributes to the synergy of the health sector, and in this way engages with the community.

To raise awareness among the public as well as health providers, the Society uses its educational policy and training programs, organizes talks and seminars, ensures its publications and Documentation Centre are constantly being improved, organizes more networking activities, and takes full advantage of social media.

Lastly, the Society strives to increase interest in research, support innovative research projects and create a learning environment where clinicians, program developers, patients, and care staff can get involved in developing and implementing practical solutions to mitigate the effects of the disease and open up new avenues of research and treatment.

VOLUNTEERS

A community organization, the Alzheimer Society of Montreal could not survive without the invaluable contribution of volunteers, who donate their time, knowledge, experience and energy.

This year, the Alzheimer Society of Montreal created a full-time partnership development position, whose duties include recruiting and coordinating volunteers as well as the promotion of third-party events.

The new coordinator holds a master's degree in Philanthropy from Carleton University in Ottawa and knows the inner workings of the Society, as she herself was a volunteer at the Lachine activity centre before she held the positions of facilitator and team leader at the centre, as well as home support worker. She is thrilled to occupy this position and intends to encourage the community's commitment for the cause.

Looking ahead

To provide a better framework for its volunteers, the Society is currently developing an orientation handbook and will soon adopt a volunteer recognition policy, both of which should be ready in a few months. As well, to build team spirit among the volunteers and to acknowledge their contribution, we will create a recognition event. Lastly, it would be interesting to form a roving team that could respond to the ad hoc needs of the Society's different services and centres.

At **421**, the total number of volunteers has largely remained the same as last year, but the excellent news is that the Society has 4 more regular volunteers this year.

RECRUITMENT

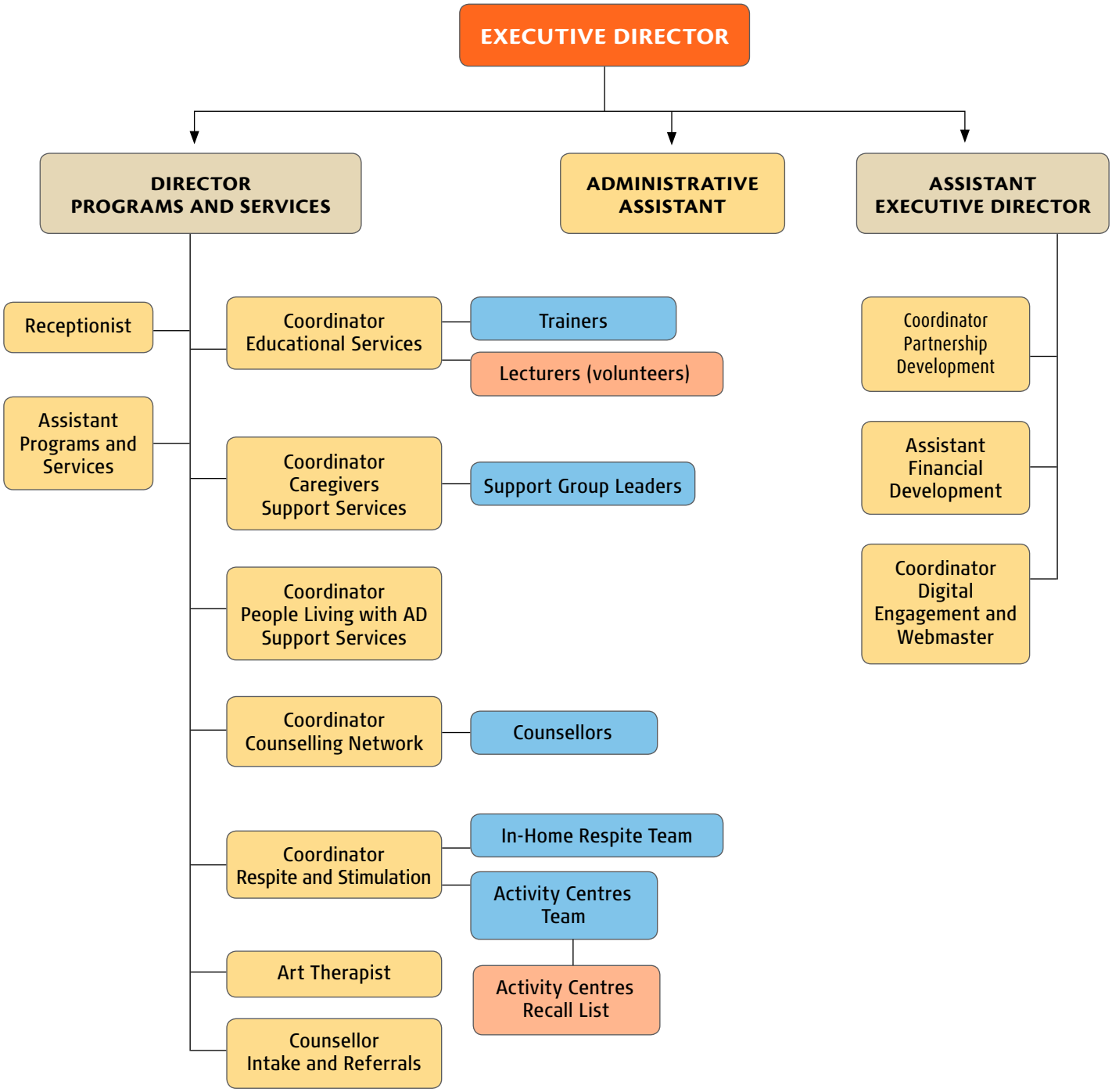
The recruitment and selection of volunteers is based on the following criteria: commitment to volunteering for the Alzheimer Society of Montreal; reliability; sense of responsibility; interest in the cause; desire to learn and qualities needed to work with persons with diminished capacity, especially empathy and patience.

Volunteers are recruited mainly from among the student population, from university volunteer fairs for example, but also from community organizations that do volunteer work, businesses that encourage their employees to volunteer, and through social media.

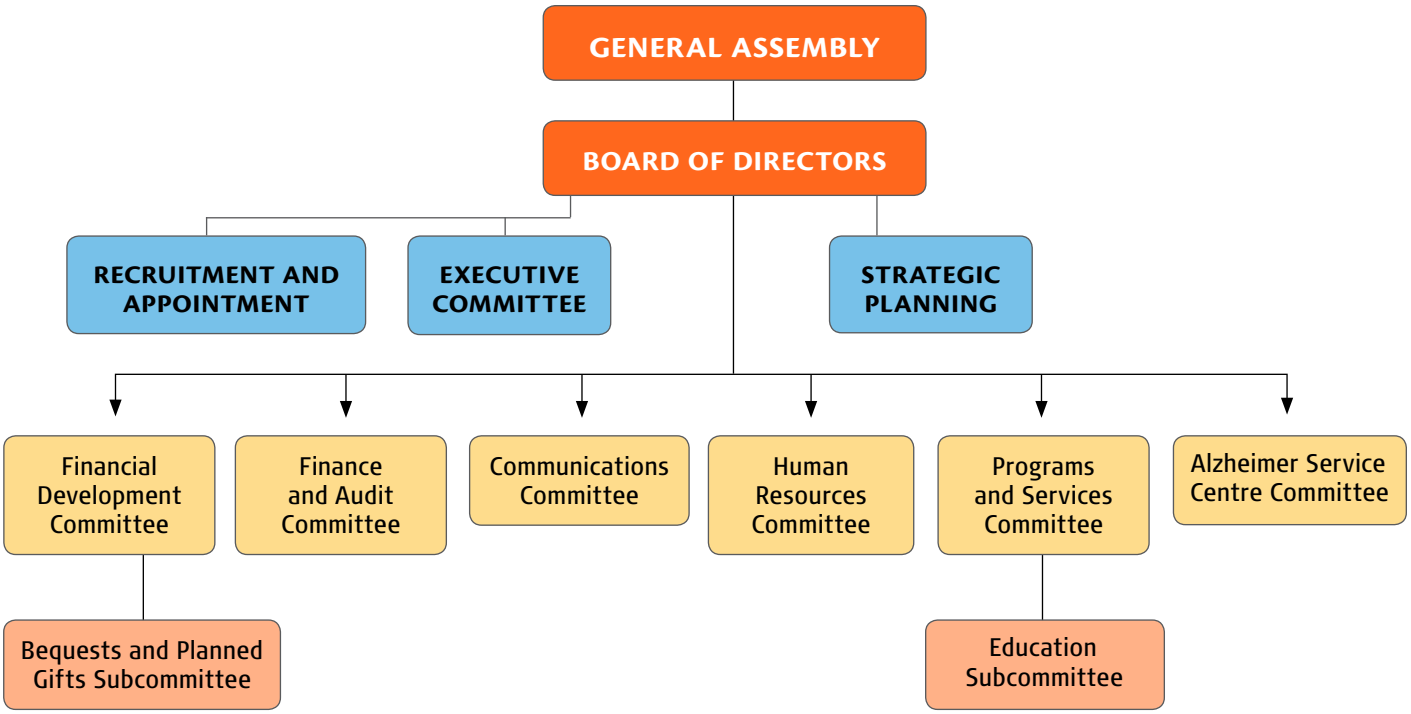
VOLUNTEERS' DUTIES

Volunteers take care of administrative duties, lend a hand in the activity centres, pitch in with organizing specific activities and also take part in carrying out the logistics of annual fundraising events, such as the Walk for Alzheimer's and the Hector "Toe" Blake Celebrity Golf Tournament and Cycle-Tour.

HUMAN RESOURCES



DEMOCRATIC STRUCTURE



RITA BONAR, MSW, Ph.D.

Rita Bonar, a teacher at Vanier College, was a member of the board of directors from 1995 to 2003 and from 2011 to 2018. During those years, she placed her extensive clinical and academic experience at the service of the Society. Among other things, she played a key role in the Needs Assessment Study presented in 2002, which, in turn, contributed significantly to the development of the programs and services now offered by the Society. She also referred and supervised the highest calibre students for internships at the Society. Rita will be retiring from the board this year. The Alzheimer Society of Montreal would like to take this opportunity to express its heartfelt appreciation for her steadfast commitment and outstanding contribution.

PARTNERS AND SUPPORTERS

The Alzheimer Society of Montreal wishes to thank its many collaborators and partners for their generous support.

- **Baluchon Alzheimer, Carrefour des 6-12 ans de Pierrefonds-Est Inc., Corporation Mainbourg, Degimi gestion Inc. and the Institut universitaire de gériatrie de Montréal:** for providing spaces for the Counselling Network's satellite offices
- **Beaconsfield Library, Cartierville Library, Pierrefonds Library, Atwater Library and Computer Centre, Georges-Vanier Library, Henri-Bourassa Library, Langelier Library, Saul-Bellow Library in Lachine, Café de Da d'Ahuntsic, Centre de ressources communautaires de Côte-des-Neiges, CLSC Verdun, Dollard-des-Ormeaux Seniors Club and the Little Brothers of Montréal**: for hosting Alzheimer Cafés
- **Pointe-Claire Library and the Westmount Library**: for hosting Tales & Travels discussion groups
- **Berthiaume-Du Tremblay Day Centre, Lachine Day Centre, and the St-Margaret Day Centre**: for opening their doors to Saturday activity centres
- **Cartierville Library, Carrefour des 6-12 ans de Pierrefonds-Est Inc., Triest Day Centre, CHSLD Bayview, CLSC Mercier-Est-Anjou, CLSC Olivier-Guimond, CLSC Rivière-des-Prairies, CLSC Saint-Léonard, Service Plus des Trois Pignons and the Vers Vous centre**: for hosting support groups and helping to provide education and support for caregivers
- **Cartierville Library, Dorval residential care centre, Saint-Laurent recreation centre, Centre du Vieux Moulin de LaSalle, Chalet Coolbrooke in Dollard-des-Ormeaux, CLSC Mercier-Est-Anjou, CLSC Olivier-Guimond, CLSC Petite-Patrie, CLSC René-Cassin, CLSC Villeray and the Sainte-Colette FMG medical clinic**: for opening their doors to Counselling Network service points
- **CÉGEP du Vieux-Montréal, Vanier College and Concordia University's Institute for Co-operative Education**: for referring the highest calibre students from their Special Care Counselling, Art Therapy, and Marketing programs to us
- **Montreal Museum of Fine Arts**: for its Art Links program, a continued source of creativity and enjoyment for all involved
- **McCord Museum**: for its innovative intergenerational Sharing Our memories, Our Stories program, to which the Society contributed by providing training for 14- to 17-year-olds
- **NOVA West Island and Le temps d'une pause**: for their contribution in developing respite services for families, offered in tandem with the Society's caregiver support groups
- **Healthcare professionals from the CIUSSS (Integrated University Centre for Health and Social Services) and Montréal community organizations**: for contributing their time and skills, and for their spirit of collaboration and extraordinary generosity
- **Italian-Canadian Community Services of Quebec**: for their contribution in developing services for caregivers in the Italian community
- **Métro Plus – Alimentation Fiorello Vellucci, Greene Avenue and St-Charles Boulevard Starbucks locations, Pierrefonds Boulevard and Sources Boulevard Tim Hortons locations and Les Délices Lafrenaie**: for supplying the Alzheimer Cafés with coffee and pastries

Information sharing and concrete collaborations with various organizations:

- Alliances 3e âge Grand Plateau
- Alzheimer Groupe Inc.
- Association québécoise de défense des droits des personnes retraitées et préretraitées (AQDR), Section Rivière-des-Prairies (RDP)
- Association québécoise des parents et amis de la personne atteinte de maladie mentale Inc. (AQPAMM)
- Baluchon Alzheimer
- Beaconsfield Library
- Bibliothèque de la Maison culturelle et communautaire Montréal-Nord
- Carrefour des femmes de Saint-Léonard
- Carrefour Montrose
- Cartierville Library
- Centre communautaire Bon Courage

- Centre d'action bénévole de Bordeaux-Cartierville
- Centre d'action bénévole de Montréal-Nord
- Centre d'hébergement de Dorval
- Centre d'Intégration Multi-Services de l'Ouest-de-l'Île (CIMOI)
- Centre d'Union Multiculturelle et Artistique des Jeunes (CUMAJ)
- Centre de Loisirs communautaires Lajeunesse
- Centre des aînés de Pointe-Saint-Charles
- Centre des Aînés de Villeray
- Centre des femmes solidaires et engagées
- Centre Évasion
- Centre for Research and Expertise in Social Gerontology (CREGÉS)
- Centre récréatif des aînés haïtiens de Montréal-Nord
- CIUSSS de l'Est-de-l'Île-de-Montréal
- CIUSSS de l'Ouest-de-l'Île-de-Montréal
- CIUSSS du Centre-Ouest-de-l'Île-de-Montréal
- CIUSSS du Centre-Sud-de-l'Île-de-Montréal
- CIUSSS du Nord-de-l'Île-de-Montréal
- Comité des Organismes Sociaux de Saint-Laurent (COSSL)
- Conseil Local des Intervenants Communautaires (CLIC)
- Corporation culturelle latino-américaine de l'amitié (COCLA)
- Corporation de développement communautaire de Rivière-des-Prairies
- Corporation Mainbourg
- Dollard-des-Ormeaux Seniors Club
- Dorval Community Aid
- Du Parc YMCA
- East Island Network for English Language Services (REISA)
- Entraide St-Léonard
- Famille nouvelle
- Frontenac Library
- Frontenac metro medical clinic (Tours Frontenac)
- Groupe d'entraide Alzheimer de Montréal-Nord
- Groupe des aidants du Sud-Ouest
- Hay Doun
- Henri-Bourassa Library
- Italian-Canadian Community Services of Quebec (SCCIQ)
- Langelier Library
- Le temps d'une pause
- Little Brothers of Montréal
- Maison de la culture Frontenac
- Medistat FMG
- Mile-End Library
- Montréal Women's Y
- NOVA Montréal
- NOVA West Island
- Novaide
- Plumeau, chiffon et compagnie
- PRÉSÂGES
- Projet Changement
- Regroupement des aidantes et aidants naturels de Montréal (RAANM)
- Regroupement des organismes pour aînés et aînées du Sud-Ouest de Montréal (ROPASOM)
- Réseau d'action pour les aidants de Jeanne-Mance (RAAJ)
- Resto-Plateau
- Sainte-Colette FMG medical clinic
- SARPAD Volunteer Centre
- School of Continuing Studies, McGill University
- Services Plus des Trois Pignons
- Soins Gabrielle
- Support Centre for Immigrant Communities (CACI)
- Table de concertation des aînés d'Ahuntsic
- Table de concertation des aînés de Bordeaux-Cartierville
- Table de concertation des aînés de Montréal-Nord
- Table de concertation des aînés de Ville-Saint-Laurent
- Table de concertation pour les besoins des aînés de l'Ouest-de-l'île
- Table de concertation Solidarité Mercier-Est
- Table et sous-table de concertation Vivre Saint-Michel en santé
- Tel-Écoute/Tel-Aînés
- Tellement Bien Chez Soi
- The Teapot 50+ Community Centre
- Vers Vous
- West Island Citizen Advocacy
- West Island YMCA

As active members of the following associations, committees, boards and professional orders, the employees of the Alzheimer Society of Montreal increase the visibility and credibility of our organization.

- Association des professionnels en gestion philanthropique (APGP)
- Association of Fundraising Professionals (AFP) – Québec
- Canadian Association of Gift Planners (CAGP)
- Chamber of Commerce of Metropolitan Montreal
- Comité Aînés du COSSL
- Comité des organismes sociaux de Saint-Laurent (COSSL)
- Conseil Local des Intervenants Communautaires de Bordeaux-Cartierville (CLIC)
- Federation of Quebec Alzheimer Societies (FQAS): board of directors, executive directors' committee, and other committees
- Fédération québécoise du loisir en institution (FQLI)
- Italian-Canadian Community Services of Quebec (SCCIQ)
- L'Appui pour les proches aidants d'aînés de Montréal
- Le Réseau aidant
- McGill University Research Centre for Studies in Aging – Education Committee
- Ordre professionnel des travailleurs sociaux et thérapeutes conjugaux et familiaux du Québec (OTSTCFQ)
- Quebec's Art Therapy Association (AATQ)
- Réseau d'action pour les aidants de Jeanne-Mance (RAAJ)
- Société de Développement Commercial Les Quartiers du Canal
- Table Alliances 3e âge Grand Plateau
- Table de concertation des aînés de Bordeaux-Cartierville
- Table de concertation des aînés de Montréal-Est / Pointe-aux-Trembles
- Table de concertation des aînés de Montréal-Nord
- Table de concertation du sud de l'Ouest-de-l'île (TQSOI)
- Table de concertation et d'action pour les aînés d'Ahuntsic
- Table de concertation sur les besoins des aînés de l'Ouest de Montréal
- Table de concertation Vivre Saint-Michel en Santé
- Table des 50 ans et plus Dorval-Lachine
- Table des aînés de Rivière-des-Prairies
- Table des aînés de Ville-St-Laurent
- Table intersectorielle AMI des aînés de Villeray/Petite-Patrie
- Tellement Bien Chez Soi
- Territory of the CIUSSS de l'Est-de-l'île mobilization committee (with L'Appui pour les proches aidants d'aînés de Montréal)
- Territory of the CIUSSS du Centre-Ouest-de-l'île mobilization committee (with L'Appui pour les proches aidants d'aînés de Montréal)
- Territory of the CIUSSS du Nord-de-l'île mobilization committee (with L'Appui pour les proches aidants d'aînés de Montréal)
- Volunteer Bureau of Montréal

TWO OF A KIND

Both retired teachers and therefore not unfamiliar with the notion of community involvement, Gerrine Doucet and Ron Hughes have been volunteers at the Society for the past 12 years.

Several members of Gerrine's family were struck by the disease, and the fear that she herself might one day develop Alzheimer's led the couple to turn to the Society for answers to their questions. One thing led to another, and Gerrine decided to get involved with the Society to reduce her worry and contribute to the fight against the disease. Ron joined soon after.

According to the two of them, volunteering is first and foremost a commitment to a cause motivated by the conviction that even the smallest action can have a positive impact. "For example, you only have to see the smile on someone's face when Gerrine lends them a hand during a craft workshop to understand the impact of the 'Gerrine' effect!" says Ron. "But you've got to love people," adds Gerrine.

At their own pace, they devote the equivalent of about one day a week to volunteering. "There's never any obligation, we do this gladly, and we always feel a sense of respect," says Gerrine. "Volunteers are well treated and truly appreciated at the Society, so much so that I often jokingly call myself 'The Queen'!"

Their mandates are sometimes simple and sometimes more complex, but they are always varied and involve them taking part in stimulation programs for people with the disease, helping out with fundraising activities or assisting during trade shows. Ron also gives hugely popular conferences on the realities of the disease.

What does volunteering bring them? A circle of friends, a richer, fuller life, the satisfaction of doing something good for people around you, better mental and physical health, and a lot of love from the Society's clients and staff. "It's a form of therapy. The joy of helping others helps me too. I'm happy to wake up in the morning and am no longer haunted by the spectre of the disease," says Gerrine.

What would they say to someone who was thinking about volunteering? "You have to try it to know if it's for you. In spite of its imperfections, we're lucky to live in an amazing society here in Québec. Why not recognize our good fortune and contribute to preserving it? The impacts of volunteering aren't always obvious, but they're real."

Ron Hughes and Gerrine Doucet

AN ACCESSIBLE SOCIETY

In this age of information, the Alzheimer Society of Montreal has a strong presence across the island, and sometimes even beyond, thanks not only to the services it offers but also to its effective use of both traditional and modern communication tools.

Each interconnecting piece of the Society contributes to raising its profile: its head office in the Centre-West of Montréal; its five satellite offices and 11 service points spread throughout the five territories of the city; its Counselling Network, which reaches out to even more Montréal neighbourhoods, providing local support services to caregivers; its Educational Services, which promote the Society's services and activities to local populations and organizations; and last but not least, the invaluable skills and positive attitudes of every employee and volunteer.

PROGRAM

To publicize its activities, three times a year, the Society publishes a comprehensive program with information on the services available for people living with the disease and for caregivers, the Alzheimer Cafés taking place in each part of the city and monthly schedules of activities, training sessions, conferences and workshops. The program is also posted on the Society's website.

NEWSLETTER

Produced in English and French, the **EXPRESS LIAISON NEWSLETTER IS SENT OUT EVERY TWO WEEKS TO 4,000 SUBSCRIBERS, AN INCREASE OF 35% FROM LAST YEAR**. It covers a wide range of topics: activities for people living with the disease and for caregivers, training sessions, Alzheimer Cafés, fundraising activities and events organized by third parties and partners, such as Le temps d'une pause and NOVA.

WEBSITE

A great effort was made this year to upgrade the Society's website and keep it up to date. It receives **MORE THAN 20,000 VISITORS A YEAR: 54% MEN AND 46% WOMEN, OF WHICH 60% ARE FRENCH SPEAKERS AND 38%, ENGLISH SPEAKERS**. Surprisingly, most of them are younger than those who consult our Facebook page.

Michèle Sirois (right), host of the program Ère libre on MAtv, received (from right to left) Clara Christine Verhas-Breyne, expert caregiver, Dr. Alain Robillard, Cognitive Neurologist and April Hayward of the Alzheimer Society of Montreal, to discuss Alzheimer's disease.

SOCIAL MEDIA

We published regular posts on the Society's Facebook page. The number of followers rose by **25%** for a total of **2,061**. The number of people reached by its messages, meaning the average number of readers, climbed from **541** to **732**, an increase of **35%**.

This year, the Society tried something new and allocated a small budget to promote its posts to the newsfeeds of people of interest and their followers. The **6 TIMES** we boosted

Anne-Marie Dussault, host of 24/60 with Marie-Françoise Marchal participant in art therapy workshops and April Hayward, Director,Programs and Services.

our posts resulted in **30,000 ADDITIONAL VIEWS**. The **ORGANIC REACH** of the last post to promote our winter program was **1,000**, but with the boost, it garnered **10,000 VIEWS**.

ANNUAL REPORT

The production of this annual report was the responsibility of the Assistant Executive Director. An external writer was hired to draft the report. While aimed at members, the report is also designed to reach all the other audiences the Society hopes to connect with: service requesters, funding agencies, current and potential donors, and volunteers. Our objective is to achieve two goals at once: to inform and promote.

Looking ahead

The Society is planning a complete overhaul of its website to make it more user-friendly, dynamic and customizable. We will use the services of external consultants to assist us in this project.

We will also adopt a specific strategy to reach millennials, who rarely consult traditional platforms, as they are the caregivers of tomorrow.

Lastly, we will endeavour to harmonize our message across all our platforms.

SPOKESPERSONS

Our spokespersons, most of whom are or were caregivers, have been highly active again this year, generously sharing their personal experiences and stories at Alzheimer Cafés and in the Society's direct mailings.

AWARENESS

The Society always responds to media requests, as they constitute excellent opportunities to raise public awareness about Alzheimer's disease and related dementias.

In September 2017, the director of programs and services was interviewed for the program Health Perspectives on Radio Shalom 1650 AM by Caylah McCoy Rosen, who collaborated closely with Dr. Serge Gauthier in his work on Alzheimer's disease.

In October 2017, Radio-Canada's 24/60 presented a special show on Alzheimer's disease, which took the form of a roundtable conversation between four guests who discussed questions put to them by Anne-Marie Dussault on the current level of knowledge on Alzheimer's disease: research, drugs, prevention, resources available to those affected by the disease and also the uphill battles they must face. The show included an interview with theDirector of Programs and Services and Marie-Françoise Marchal, who had taken part in an art therapy workshop.

In December 2017, CTV aired a report on an art therapy workshop led by artist John Ryan. The focus of this workshop was the creation of a mural celebrating the regional Alzheimer societies along with the courage of people living with the disease and their caregivers. The mural, an initiative of the Federation of Quebec Alzheimer Societies, was unveiled in January 2018. **https://montreal.ctvnews.ca/video?clipId=1277298**.

In February 2018, Dr. Alain Robillard, caregiver Christine Verhas-Breyne and the director of programs and services took part in MaTV's Ère libre, a show for audiences 50 years and older, hosted by Michèle Sirois. The questions discussed included: Do you think there will one day be a cure for Alzheimer's? Does the disease scare you? What are the early warning signs? How do you interact with a family member who has the disease?

AN INVOLVED SOCIETY

The Society took part in Alzheimer's Awareness Month in January. The theme, "**Yes. I live with dementia. Let me help you understand**." allowed the Quebec Federation of Alzheimer Societies (FQSA) and its 20 regional Alzheimer Societies to remind us that everyone living with the disease is a person in his or her own right and a full member of society.

To pay tribute to the sustained efforts of the Alzheimer societies in Quebec and the courage of persons living with Alzheimer's as well as caregivers, the FQSA launched a project to create a mural. They partnered with artist John Ryan, who toured the Societies in the fall of 2017. In December, Mr. Ryan joined one of our art therapy sessions to guide and help our clients create paintings representing the multicultural identity of the Montreal region, which would become part of the mural. The mural was officially unveiled on January 10, 2018 during a ceremony at the Centre St-Pierre.

On Wednesday, January 17, Society representatives attended the gastronomic lunch at the Institut de Tourisme et d'Hôtellerie du Québec and took part in a roundtable discussion on nutrition and aging.

Astronaut Steve McLean was appointed ambassador of the FQSA. From left to right: Camille Isaacs-Morell, April Hayward, Steve McLean and Gérald Hubert at the gastronomic lunch to mark Alzheimer Awareness Month.

The Society also organized free specialized conferences. Dr. Brigitte Gilbert, neuropsychologist at the Institut universitaire de gériatrie de Montréal, gave a talk entitled "Highlighting Cognitive Abilities Despite Alzheimer's." Dayna Morrow, teacher in the Special Care Counselling Department at Vanier College gave a presentation on "Reminiscing outside of the box: Creating and using stimulation kits as an intervention tool." Howie Roth, a retired teacher and member of the art therapy program, agreed to be the spokesperson for the Alzheimer Society of Montreal during Alzheimer Awareness Month. His testimonial was published on social media sites and the websites of the Alzheimer societies in Quebec and across Canada.

Howie Roth, client and spokesperson for the Alzheimer Society of Montreal.

"I always said I chose the right profession. As a teacher, my job allowed me to speak, which is therapy for me. When I go to the Alzheimer Society of Montreal, my best therapy is when I make other people laugh, and I get to converse with them. Recently I had a driving exam, and I passed. That makes me proud! It shows that Alzheimer's hasn't taken everything away from me.

My memory might be bad, but my life isn't.

I won't lie, it's frustrating, and I'm a little nervous. But if I'm lucky, I'll have another four or five years of independence... I'm still here!"

IMAGES OF THE

The presentation of the cheque at Lachine City Hall. From left to right, Danny Bonneville, President and CEO of Entreprises Bonneville; Camille Isaacs-Morell, Alzheimer Society of Montreal; Claude Dauphin, Mayor of Lachine; Olivia Beck and Eric Poulin, members of the organizing committee of the Bonneville Half Marathon in Lachine

Gérald Hubert, Executive Director, with Nora Kelner, Past Chairman of the Board of Directors at the 2017 Annual General Meeting

August 22, 2017: a big 'thank you' to Éric Poulin and François Rochon, organizers of the Bonneville Half Marathon in Lachine, for supporting the Alzheimer Society of Montreal

Art therapist Pascale Godbout with Margaret, participant in art therapy workshops.

The residents of Résidence Ambiance Île-des-Soeurs organized a bingo event to raise funds for the 2017 Walk for Alzheimer's

The joy of working at the Society is obvious! Marie-Pier Foucault, Coordinator of Services for Persons with Alzheimer's Disease, with Alex Matias, Education Services, and Raffaela Cavaliere, Coordinator, Respite and Stimulation Services.

YEAR

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Yan England, actor, television host, screenwriter, producer and director from Quebec, was the Master of Ceremony at the MEMO evening

The Honorable Dominique Anglade, Member of Parliament for Saint-Henri-Sainte-Anne, was present on stage with Gérald Hubert, Director General, at the launch of the 13th edition of The Walk for Alzheimer's

Bernie Goulem, artist and long-standing volunteer, with Robert Beaudoin, Chairman, and Gérald Hubert, Executive Director. The Society paid tribute to Bernie Goulem during the Vernissage of her art exhibition "Myths and Mortals" in the fall of 2017

Soft toys on sale at the MEMO party. Maria DiGiovanni, a long-standing volunteer and Alexandra Louridas, Coordinator, Partnership Development, with a guest.

Volunteer Gerrine Doucet with Marie-Pierre Foucault, Coordinator of Services for Persons with Alzheimer's Disease.

Margaret Bernas goes for a walk with Elianne Moran, In-home Respite and Stimulation Program Worker

Dr. Ziad Nasreddine gave a presentation entitled "Research on Alzheimer's Disease - Where are we?" at the 2017 general meeting. From left to right: Dr. Nasreddine, Teresa Anuza, Education Services Coordinator, Gérald Hubert, Executive Director, and April Hayward, Director, Programs and Services.

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