

SUPPORT MONTREALERS AFFECTED BY DEMENTIA

Major Gifts Program

Société Alzheimer Society
MONTREAL



Alzheimer's disease affects everyone.

***With YOUR Support,
We Act Now!***

Société Alzheimer Society
MONTREAL



A Progressive Disease with Evolving Needs

Over 125,000 Quebecois live with Alzheimer's disease or a related form of dementia, 35,000 are in Montreal.¹

Each year, the Alzheimer Society of Montreal supports over 2,000 Montrealers living with dementia and their families.

In order to meet the accelerated demand, we must enhance our capacity through the varied programs and services offered at our 12 locations across the island of Montreal.

Our campaign will directly invest in digital technology, support services for caregivers and on-site activities in our newly renovated permanent Activity Centre.

With your help we will be positioned to offer Montrealers the care and support they need.

Source 1: <https://alzheimermontreal.ca/>



About Us

For 40 years, the Alzheimer Society of Montreal has been offering quality services to those living with Alzheimer's disease or other neurocognitive disorders and their families living on the island of Montreal.

The Society aims to alleviate the social and personal consequences created by Alzheimer's disease and similar disorders through offering intervention, care, and high-quality support services that have a lasting positive impact.

With a person-centred approach to care, we are committed to offering innovative programming and educational services with proven results.

PROJECT 1

The Alzheimer Society of Montreal's permanent Activity Centre

Throughout the Covid pandemic, the Alzheimer's Society of Montreal maintained its services for those living with Alzheimer's disease, caregivers and health professionals using digital technology while investing nearly \$650,000 to build its onsite permanent Activity Centre. With programming tailored to their needs (e.g. art, yoga) and respite for caregivers, the centre will play a vital role in re-establishing the human connection disrupted during the pandemic.

GOAL: \$200,000

1. Development and Communication Activities: \$70,000

- Support the Society's efforts to promote the range of programs and services offered at the permanent Activity Centre

2. Outreach Campaign: \$30,000

- Support the Society's efforts in the promotion of its programs and services to the public

3. Daily operations: \$100,000 yearly support

- Maintain the day-to-day operations of the permanent Activity Centre to ensure that clients have access to state-of-the-art services throughout the year.
- Recruitment of qualified staff.



IMPACT:

- Flexibility for caregivers by giving them access to respite services when needed
- Significant and Engaging activities thanks to the Society's person-centered approach.
- Complementary care in a community setting: complementary to services available through the Health and Social Services Centre (CIUSSS) network, our approach makes it possible to welcome people living with Alzheimer's disease at more advanced stages than in public day centers. This allows respite for caregivers.
- A permanent and accessible resource for Montrealers living with a neurocognitive disorder and their caregivers, offering activities that aim to improve the quality of life for all

PROJECT 2

Programs and Services

Among our programs and services, our home respite and stimulation program provides caregivers a moment of planned respite, while their loved ones living with Alzheimer's disease benefit from an enriching experience and activities aligned with their own interests. Offered by qualified professionals, our person-centered approach is unique and allows us to offer customized services.

GOAL: \$200,000 options available

1. Home respite and stimulation services (for 1 family, for 1 year): \$30,000
 - Offer nearly 600 hours of home respite and stimulation
 - OR
 - 4 hours a week for 3 families, for one year
2. New Caregiver Advisor resource (for 1 year): \$70,000
3. Weekly support groups for caregivers (10 sessions of 6 weeks with 8 participants): \$10,000
4. Weekly support groups for those in the early stages of the disease (1 group per week with 6 participants, for 1 year): \$20,000
5. Music therapy (1 session of 12 weeks, 2 sessions per week, with 15 participants): \$20,000
6. Laughter yoga (1 session of 12 weeks, 2 sessions per week, with 15 participants): \$20,000
7. Art therapy (1 session of 12 weeks, 2 sessions per week, with 15 participants): \$20,000



PROJECT 3

Conferences & Webinars

The Society holds conferences and webinars throughout the year for caregivers, healthcare professionals, and practitioners. These activities allow us to inform a wider audience about the best practices in helping people with neurocognitive disorders, while promoting a person-centered approach.

GOAL: \$50,000

A series of thematic conferences (5) to raise awareness and educate people with the disease and their caregivers.

- 1. Design and research costs: \$15,000*
- 2. Cost of expertise: \$10,000*
- 3. Production costs: \$15,000*
- 4. Promotional costs: \$10,000*



PROJECT 4

My Cognitive Health Awareness Campaign



MY COGNITIVE
HEALTH
#MYCOGNITIVEHEALTH

The My Cognitive Health project is an initiative unique to the Alzheimer Society of Montreal. The project aims to facilitate access to information, to prevent dementia and to maintain the cognitive health of Montreal's seniors. Our goal is to reduce Montrealers chances of developing a neurocognitive disorder. Through this project, the Alzheimer Society of Montreal upholds its belief that prevention is a cornerstone in healthy aging.

GOAL: \$100,000

1. Video capsules: \$5,000 (each x 5)

- Main topics explored in the capsules: nutrition, sleep, physical activity, economic factors, etc.

2. Expert conferences and webinars: \$5,000 (per conference x 5)

- Address prevention actions to slow the onset of neurocognitive disorders and explain one's ability to act on modifiable risk factors.

3. Communication and awareness campaign: \$50,000

- Promotion, prevention awareness and communication tools.

IMPACT:

Tool Kits:

- Designed to support our seniors in their daily life by providing strategies and resources to maintain their cognitive health and live well with a neurocognitive disorder. The toolkit is here to meet their needs and enhance their well-being! The tool kit will be also distributed by practitioners and health professionals, thus opening up the discussion on the range of available resources.

Education & Awareness:

- In addition to the tool kits, we have designed five capsules of awareness-raising videos, an Instagram page dedicated to the topic, an awareness campaign and are developing new quality educational tools for the general public, as well as those with a diagnosis and healthcare professionals.





The number of people living with dementia in Canada is set to increase by

66%

within the next 15 years¹

Source 1: <https://alzheimermontreal.ca/>



The demand for support, counselling, respite, and educational services for those living with the disease and their caregivers, is unprecedented.



By 2030, more than 900,000

Canadians will have been diagnosed with a neurocognitive disorder²

65%

*of those aged 65 or older
diagnosed with a neurocognitive
disorder are women²*

It costs Canadians more than

\$12 billion

*a year to care for people
living with the disease²*

In Quebec, over

125,000

*people are **living with**
Alzheimer's disease²*

76,000

*Canadians are diagnosed
with a **neurocognitive**
disorder each year³*

Source 2: <https://alzheimer.ca/fr/au-sujet-des-troubles-neurocognitifs/que-sont-les-troubles-neurocognitifs/les-troubles>

Source 3: <https://santemontreal.qc.ca/population/actualites/nouvelle/le-nombre-de-personnes-atteintes-de-la-maladie-dalzheimer-dans-le-monde-doublera-entre-2030-et-20/>

“When I signed up for the art therapy workshops given by the Alzheimer Society of Montreal (ASM), it was the word ‘art’ that interested me. Visual art was an area I had never explored. And I also thought that these two hours would be a time when I could focus on something other than the usual and sometimes redundant tasks. But it was something else that I discovered when I associated the word ‘therapy’ with it. The internalizing minutes at the beginning of the workshops brought me back to myself. I was opening a door: giving myself permission to express myself as I felt without putting up barriers. In short, I loved my experience of sharing with other caregivers. Strangers who, in a way, became close friends through our virtual meetings.”

- Claudine, Caregiver

“Art therapy groups for caregivers were created in response to the many needs we saw emerging at the beginning of the COVID-19 pandemic. Most services had to be suspended which exacerbated many issues for our clients; feelings of isolation, helplessness, fears, just to name a few.

We, therefore, innovated and developed a service adapted to the current reality, namely online art therapy groups for caregivers. The aim of these groups is to create a space where caregivers can express and share their life experiences through different artistic mediums. They aim to explore the role of the caregiver and the emotions associated with this role. Caregivers are also encouraged to develop new ways of caring through artistic expression and guided relaxation practices.

Two groups were held in the fall of 2021 and participants told us that these creative moments allowed them to prioritize their well-being, and to take the time to express certain emotions they were experiencing.”

*- Anne-Laurence Mongrain,
Art Therapist at the Alzheimer Society of Montreal*

*Thank you for
your generous support!*

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Société Alzheimer Society
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