



ACCOMPANYING AND
SUPPORTING EACH PERSON
AT THEIR OWN PACE

2022-2023 ANNUAL REPORT



Part of the Alzheimer Society of Montreal team at the Annual Barclay Family Colloquium's 4th edition, February 8, 2023.

TABLE OF CONTENT

4	MESSAGE FROM THE PRESIDENT
5	MESSAGE FROM THE EXECUTIVE DIRECTOR
6	CLINICAL SERVICES
8	RESPITE AND STIMULATION SERVICES
11	GROUP AND ACTIVITIES SERVICES
15	EDUCATIONAL SERVICES
20	COMMUNITY CULTURE
26	COMMUNICATIONS
28	PHILANTHROPIC DEVELOPMENT
35	FINANCIAL DATA
36	THANK YOU TO OUR GENEROUS 2021–2022 DONORS!
39	THANK YOU TO OUR VALUED PARTNERS AND EVENT SPONSORS!
41	TESTIMONIALS
43	BOARD OF DIRECTORS AND STAFF
45	PARTNERS AND COLLABORATORS – PROGRAMS AND SERVICES

PRODUCTION

Amélie Poirier, Senior communications
and PR advisor

DIGITAL ADAPTATION

Amélie Poirier, Senior communications
and PR advisor

GRAPHIC DESIGN

Julye Maynard

TRANSLATION

O XO Innovation

MESSAGE FROM THE CHAIR OF THE BOARD

As the new Interim Chair as of September 2022, I am honoured to help guide the next growth years for the Alzheimer Society of Montreal. Alzheimer's is a cause I hold dear since it has affected members of my family. Using my experience, I hope to guide the Society through the ever-increasing need to serve people in Montreal.

Revitalization was truly the theme for the last year at the Alzheimer Society of Montreal!

As we emerged from the two most challenging years of the COVID-19 pandemic, we were elated in 2022–2023 to get together again and offer in-person services, from art therapy and yoga, to at-home respite and stimulation, as well as educational services. We provided over 7,800 hours of respite and stimulation activities, both at home and in centres, representing a 31% growth over 2021. I want to thank all the Society's dedicated staff, donors and volunteers who made this possible, and I applaud all their efforts.

After many years of planning and renovation, we are excited to officially open the Permanent Activity Center at our head office on Notre-Dame Street West. On World Alzheimer's Day, September 21, we were pleased to welcome our major donors and collaborators for the official opening. Thank you to everyone who helped make the Permanent Activity Center a reality!

Our main annual events and partner events also took place this year. We had a record number of participants, sponsors and volunteers take part in the IG Wealth Management Walk for Alzheimer's. Our Hector Toe Blake Celebrity Golf Tournament, in partnership with Raymond James Ltd., was also a fantastic success and I want to thank the Montreal Canadiens Alumni who graciously played in it.

I want to give a special mention to the 4th Annual Barclay Family Colloquium, held on February 8. We had the privilege of hosting speakers who are leaders in their fields and who brought with them a wealth of knowledge to help us improve our understanding of Alzheimer's disease and related disorders. Thank you to all the organizers, sponsors and partners who helped to make this conference a success.

As this new year begins, I am excited about the programs and services the Alzheimer Society of Montreal offers to support Montrealers. None of this would be possible without the incredible dedication of our team and of our Executive Director, Jeane Day, whom the Board and I thank immensely for her continued leadership.

I would also like to thank the Alzheimer Society of Canada for its invaluable partnership and support for Alzheimer's research. I also sincerely thank the Federation of Quebec Alzheimer Societies for its support and role as provincial spokesperson. Lastly, a huge thank you to our Board of Directors, both outgoing and newly appointed. The advice, expertise and support you have given me and the Society have been invaluable.

Anouk A. Coxon
Présidente par intérim



MESSAGE FROM THE EXECUTIVE DIRECTOR

It's once again the time of year to showcase our teams' achievements, insight, daring and determination. Driven by being able to support people living with neurocognitive disorders or Alzheimer's and their caregivers, everyone has gone above and beyond to achieve the targets and objectives set out in our strategic plan.

I am grateful for all the work we've done, and it is thanks to you, our donors, partners, friends and valued teams, that we can continue our mission and offer excellent care and services. I hope you will take as much pride in reading our annual report as I have in watching you all get involved and create over the past year.

We were finally able to celebrate, with the Respite and Stimulation team, the official opening of our Permanent Activity Center last August. Since then, we have welcomed people 2.5 days a week for a broad range of services and activities supported by experienced professionals. Driven by a people-focused approach, the Alzheimer Society of Montreal (the Society) offers a wide range of programs to meet the needs of its users.

The Educational Services team implemented new, well-organized training initiatives aimed at seniors' living environments. This training is designed to form part of a knowledge acquisition program for professionals in this field. This new knowledge-acquisition program is designed to help people identify and take better actions in places where there are people living with a neurocognitive disorder (NCD).

What can I say about the achievements of our Philanthropy team, who, through their tireless work and amazing collaboration with donors and partners enabled the Society to carry out many projects and helped each of our teams to continue their mission? The team's generosity and sincere commitment to the cause of neurocognitive disorders have helped us to offer even more services to our users. We are incredibly grateful.

Over the past year, we revamped our internal and external communications, gaining more followers on the Society's social media channels. A sharp increase in newsletter open rates also shows the relevance of the messages we send our subscribers. Prevention and awareness drive our initiatives for the various target groups we serve through several channels. In fact, this year, Bell Media helped us to display our messaging in every station in the Montreal metro network. It was an amazing opportunity to introduce ourselves to the general public.

We leveraged our employer brand to ensure the well-being of our staff by keeping our people-focused approach in mind, setting us apart in the field. A great deal of effort has gone into retaining our resources by creating work teams using cutting-edge best practices.

I want to extend my warmest thanks to our Board of Directors for their generosity and trust in our programs and services, in our initiatives and, above all, in my team. I would also like to express my gratitude and appreciation to our partners, our generous donors and, most of all, my team, whose commitment and countless achievements make me immeasurably proud of all they do for families affected by Alzheimer's disease and related diseases.

Jeane Day
Directrice générale



CLINICAL SERVICES



Clinical services provide psychosocial support to caregivers and people living with neurocognitive disorders (NCD), a needs assessment and an intervention plan with appropriate referrals.

Already comprising a service coordinator, an intake and referrals counsellor, three caregiver counsellors and a counsellor for people living with neurocognitive disorders, the team has expanded to include experienced counsellors and other experts who recently joined the Alzheimer Society of Montreal.

INTAKE AND REFERRALS

The intake and referral service offers temporary interventions, a needs assessment based on requests, and referrals to appropriate internal and external services. This service targets people living with neurocognitive disorders and their families. Over the past year, we held online and in-person consultations, enabling us to accommodate as many people as possible and give them the support they needed.

*In total, the intake and referral counsellor provided
**over 750 hours of consultation to more than
1,500 people during 2022–2023.***



COUNSELLING NETWORK

The counselling network aims to provide constant support throughout the care process. We achieve this by focusing on local access and quality psychosocial support, information (current and future situations, disease progress, services, etc.) and referrals to caregivers of people living with neurocognitive disorders. In addition to five other offices, we now have an additional satellite office at the Centre du Plateau – Plateau Mont-Royal Borough with a consultant on site every week.



A team, usually made up of five counsellors, offers confidential and professional counselling services (individual or family) that include an assessment of the caregiver's situation and needs and the development of an intervention plan with the person, tailored to their reality and needs. We are immensely proud to be able to respond to new requests within 48 to 72 hours. Our team works together closely to ensure they maintain these short turnaround times for every request.

Three counsellors shared the Centre-Ouest, Centre-Sud and West Island territories this year.

*In 2022–2023, the Counselling Network team provided **nearly 1,500 consultation hours** throughout the year, with **more than 120 hours** dedicated to people living with an NCD. In total, the counselling network's services have helped **over 400 caregivers**.*

The clinical services team reactivated its partnerships with various organizations on the Island of Montreal, enabling it to create a new point of service in the Centre-Sud area as of July 2022. Thanks to the support of the Department of Culture, Sports, Recreation and Social Development – Le Plateau Mont-Royal, our counsellor is available weekly in a room at the Centre du Plateau. This new point of service brings us closer to our clientele, making it easier for them to access our services.

RESPIRE AND STIMULATION SERVICES

Respite and stimulation services are meant for people living with neurocognitive disorders (NCD) and their caregivers. It provides, on the one hand, stimulating and meaningful therapeutic activities that put people first and, on the other hand, a moment of respite for the caregivers. The service's primary goal is to offer affordable, quality weekly respite that is accessible and safe for everyone.

AT-HOME RESPIRE AND STIMULATION SERVICES

A team of care providers, supported by a service coordinator, comprises the growing At-home Respite and Stimulation service. We completed the hiring process for the coordinator in January 2023, allowing them to contact families on our waiting list and review their current needs with them. This gave us a clearer and more accurate insight into the demand for at-home respite and stimulation services.

It bears pointing out that the team continued to offer high-quality services to all our clientele self-sufficiently for several months while waiting for the new coordinator. They developed and maintained relationships based on trust with the families they support. This is evident in the trust and appreciation the families themselves express.

At-home respite and stimulation are available upon request to families who contact the Society. Needs in the community are growing, and the team is working hard to meet them in a reasonable timeframe. What sets the Alzheimer Society of Montreal's at-home respite and stimulation service apart is cognitive stimulation paired with a people-focused approach. More than a safe and reassuring presence, our care providers have the training and tools to provide a person living with an NCD an experience tailored to them based on their requests and capacity. Caregivers also benefit from an attentive and reassuring listener. This kind of empathy definitely makes a difference in the lives of the families we support.

*This year, the At-home Respite and Stimulation team provided **over 2,300 hours of at-home respite to 25 families.***

RESPIRE AND STIMULATION SERVICES IN ACTIVITY CENTRES

The Alzheimer Society of Montreal currently provides respite and stimulation on Saturdays in three centres, namely Ahuntsic, Lachine and Saint-Henri. Over the next few years, we intend to expand the service to other areas on the Island of Montreal.

2022–2023 was a year of achievements for these Activity Centers. In addition to the challenges of maintaining health measures to protect our clientele and staff, the centres also had issues with labour shortages. Today, we can proudly say the team provides professional and quality services that our clientele can rely on.



*The Saturday Activity Centres welcomed **close to 40 families** for a total of **over 3,500 hours of respite and stimulation** over the past year. .*

Clients are introduced to various activities after thoroughly assessing their interests, needs and capabilities. Our people-focused approach allows us to offer tailored, high-quality activities in a space that is friendly and welcoming participants. We're very proud to see them arrive chatting and with big smiles on their faces to participate in our meticulously prepared activities. Moreover, our team provides support and a sympathetic ear to caregivers who accompany them. In order to offer a people-focused approach, we're maintaining a ratio of one care worker for every three participants, giving caregivers a chance to rest and recharge, confident that their loved one will be accompanied and supported throughout their time at the Activity Center.

PERMANENT ACTIVITY CENTER

Our team was overjoyed to officially open its **Permanent Activity Center** in August 2023. Built at our head office, it provides respite and stimulation periods during the week. Between August 23 and December 20, 2023, the centre was open to clients on Tuesdays and Thursdays from 10 a.m. to 4 p.m. Clients could also choose French or English activities. At the start of 2023, we added a Wednesday time slot, from 10 a.m. to 1 p.m., in a bilingual format.

Here are just a few of the themed activities carried out at the centre that were a big hit with participants: group cooking tailored to each participant's tastes and capabilities, maple taffy on snow during the sugaring-off season, celebrating the Semaine Nationale des Personnes Proches Aidantes (National Caregivers Week) by helping Activity Center participants create a plaque to thank their caregivers.

*The Permanent Activity Center hosted **25 people** living with an NCD during the 2022–2023 year and provided **over 2,000 hours of respite and stimulation** to its clientele.*

At the end of the first year of operations, and based on our indicators, we will be able to assess the scope of our four deployment phases and expand our service offerings.

TESTIMONIALS

“I really enjoy coming to the Activity Centre every week because I get to socialize with other people my age, do various fun activities and talk about different things!” — Eleanor, participant to the Activity Center.

“I am so grateful for the day program for both myself as a caregiver & for my husband who benefits greatly from the stimulation & the interaction with others under the exceptional guidance & supervision of the expertise of the staff. Thank you.” — Rena, caregiver.

THANK YOU TO OUR PARTNERS

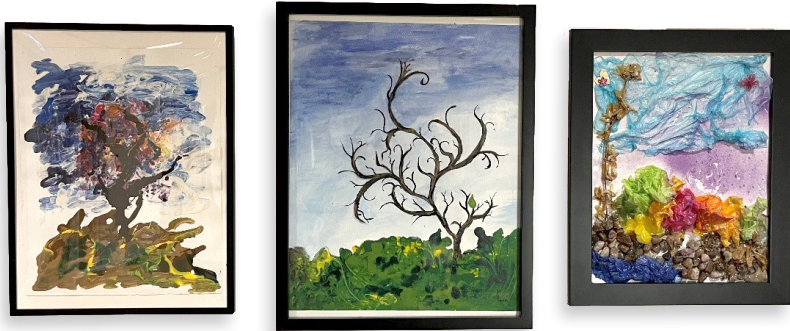
Our partners give us invaluable help and unconditional support to fulfill our mission. We would also like to extend our warmest thanks to our partner *l'Appui pour les proches aidants* for providing financial support for the Saturday activity centres.

Our sincere thanks also go to the *Fédération québécoise du loisir en institution* for providing some of the materials we use at the Permanent Activity Center, and to both the *Programme Action Aînés du Québec* and the *Fédération des médecins spécialistes du Québec* for their financial support. The official opening of our Permanent Activity Center was made possible by the *Andrew and Carole Harper Fund* and the *Gustav-Levinschi Foundation*. Thank you for your unwavering support!



We are proud to officially launch operations at the Permanent Activity Center. Participants were eagerly awaiting it, and their response was overwhelmingly enthusiastic. The activities we provide are both stimulating and therapeutic. They are designed to favour cognitive reserve, physical health and social bonds, using a people-focused approach.

GROUPS AND ACTIVITIES



Our groups and activities are intended to be beneficial in four areas of well-being: physical, emotional, cognitive and social. Our groups aim to break individuals out of isolation and to create social support networks and a sense of belonging. The groups offer a variety of environments and employ various approaches to encourage individuals to explore and express their emotional experiences. The groups and activities also provide cognitive stimulation. Finally, our groups and activities aim to bring about positive change by improving each individual's quality of life and subjective well-being.

The 2022–2023 year brought about the return of in-person activities. People are finally coming together again, getting to know each other and rebuilding bonds. For Groups and Activities, this was a key factor of success.

SUPPORT GROUPS

Our weekly support and information groups had over 120 registrants, split between 10 online groups and four in-person groups. Our facilitators provided a total of 120 hours of online support and nearly 50 hours of in-person support.

Monthly support groups were just as popular. As a result, we had over 90 registrants for these groups. Our facilitators provided over 160 hours of support to eight online groups and 12 hours of support to one in-person group.

PROGRAMMING

Season after season, we offer diverse programming of support and therapeutic activities, always tailored to the needs of our clients. Every person can choose whether to continue an activity in the following season and return to it during the year. This approach also rotates out the clientele participating in our activities so that as many people can benefit from them as possible.

WHAT CONNECTS US PROGRAM

The *What connects us program*¹ ended on March 31, 2023, after three years full of experiences and knowledge sharing. This program brought together experts from every field, and we want to especially mention Dr. Melissa Park, the project's originator and one of the greatest advocates for the well-being of people living with NCDs.

One of the aims of this program was to break down the stigma around people living with NCDs. The team held eight film screenings in partnership with *What connects us*, the *Au Contraire Film Festival*, *Les Arts et La Ville* and the *Montreal Museum of Fine Arts (MMFA)*. We built a team of experts, including Christian Sénéchal, CEO, *Les Arts et La Ville*; Keven Lee, Ph.D., Ethnographer at *What connects us*; Marilyn Lajeunesse, Educational Programmes Officer, Adults and Community Groups, *MMFA*; and Marie Christine Le Bourdais, Director, Programs and Services, *Alzheimer Society of Montreal*, to participate in discussion panels after the screenings. The post-screening discussion panels also included people connected with the films and guest directors. Their active participation in panel discussions had a positive impact in destigmatizing people living with NCDs and has raised public awareness about their experience.



Christian Sénéchal, CEO, Les Arts et La Ville; Jeremiah Hayes, Prix Gémeaux winner, director, editor and screenwriter, Chère Audrey; Martin Duckworth, Canadian documentary filmmaker and renowned director of photography; Keven Lee, Ph.D., Ethnographer at What connects us – Ce qui nous lie; and Marie Christine Le Bourdais, Director, Programs and Services, Alzheimer Society of Montreal

Through this program, developed in collaboration with McGill University's research team and with funding from the Public Health Agency of Canada, helped our clients benefit from various activities over the course of the three years with the objective to "create an enriched web of resources in the local community, link arts/culture, mental health and academic sectors, and help decrease stigma at the intersection of Alzheimer's and other related disorders, mental illness, and aging."²

1- <https://whatconnectsus-cequinouslie.org/fr/notre-vision>
2- idem.

- **Laughter yoga:** over 30 participants across three online groups, benefiting from almost 40 hours of exercise.
- **Laughter yoga event:** 18 participants, 1-hour session. (In November 2022, we had our first in-person laughter yoga event in partnership with *Joyful Connections* and *What connects us*.)
- **Creative dance, in partnership with Les Grands Ballets Canadiens:** over 30 participants split between one online group and two in-person groups. The online group hosted over 15 hours of activities, while the in-person groups provided almost 25 hours of activities.

The creative dance event was held online from April to August 2022. We hosted two special events, one in April and one in August, allowing people to experience it for themselves. Starting in September 2022, the session was in-person for registered participants until March 2023.

- **Art therapy for people living with NCDs:** nearly 20 people attended over 50 online sessions and 40 in-person sessions. The online group hosted over 60 hours of activities, while the in-person groups provided almost 80 hours of activities.
- **Art therapy – Individual sessions:** This year, our art therapist, Anne-Laurence Mongrain, and our intern, Ashley Asuncion-Morales, provided over 100 hours of art therapy in individual sessions to one caregiver and three people living with NCDs.
- **Art therapy for caregivers:** over 20 people signed up for these workshops, forming four online groups. The online groups provided over 100 hours of activities, while the individual sessions provided almost 25 hours of activities. (Materials provided to participants were subsidized by the *What connects us* program)

The Society created two art therapy groups for caregivers in the fall and two in winter to meet the demand for this activity. We also had our first art opening featuring works created by participants in art therapy sessions for caregivers.

*The event was held at the Centre Culturel Georges-Vanier in May 2022, and was attended by **around 60 people**. Moreover, the exhibition ran for three days, letting **over 80 people** admire the works and learn about a tiny part of the caregivers' lives.*

Visitors also could watch the video created by the *What connects us* team, featuring each of the caregivers who took part in the art therapy sessions in their homes, talking about their experiences. It was a touching and eye-opening video about their day-to-day lives.

The art therapy workshops are part of the *Amateur artistic practice: Towards cultural citizenship in neighbourhoods program*, funded through the *Montréal Cultural Development Agreement* between *Ville de Montréal* and the *Government of Québec*, and in partnership with the *What connects us* community investment project.

Montréal 



Québec 

ART OPENING EVENT, FEATURING ART-WORK MADE BY PEOPLE LIVING WITH NCDS

We were once again delighted to host an in-person art opening to showcase the works our participants made in the art therapy workshops for people living with NCDs. The event took place at our permanent Activity Center in October 2022. We welcomed around 40 guests throughout the evening, including our partners and collaborators and, most of all, loved ones of the people who worked so hard to create the magnificent works of art.

Finally, we hosted an art therapy activity in our permanent Activity Center for Semaine nationale des personnes proches aidantes (National Caregivers Week) from November 7 to 13, 2022. Almost 20 people attended and explored this activity over the course of two hours.

PARTNERSHIP WITH THE MONTREAL MUSEUM OF FINE ARTS

- **Art Links:** over 120 people registered for this activity, split into nine groups and enjoy-ing over 20 hours of this activity.

PARTNERSHIP WITH THE WESTMOUNT PUBLIC LIBRARY

- **Tales and Travels:** over 160 people registered, split into two online and two in-person groups. The online group had over 15 hours of activities, while the in-person groups had over 20 hours of activities.

SERVICES FOR ALL

- **Guided yoga and relaxation:** over 40 people signed up for this activity, forming three hybrid groups. In all, we provided nearly 40 hours of activities

THE SHARING ROOM, IN PARTNERSHIP WITH THE MCGILL DEMENTIA EDUCATION PROGRAM



- **The Sharing Room:** over 75 people signed up for the Sharing Room event. We created 11 online groups, offering a total of almost 120 hours of activities.

We offered a brand-new activity fut at our permanent Activity Center: **multisensory reminiscence**. This activity takes participants on a journey through time, combining memory and the senses. Our colleague, Tristan McElheron, led this activity with six participants. A PowerPoint presentation featuring many photos, videos, animations and sound clips of Montreal took participants on a journey. Stops scheduled along the way included city landmarks like the Orange Julep, Marché Jean-Talon, Fairmount and St-Viateur Bagels, the Forum de Montréal, and more. Participants had the opportunity to taste the food at each stop. The activity leveraged every sense to promote cognitive reserve. It was made possible thanks to the What connects us project research team.

EDUCATIONAL SERVICES



The Alzheimer Society of Montreal's Educational Services offers training, workshops and conferences for caregivers and healthcare professionals working with people living with a neurocognitive disorder.

Although professionals working in these fields are aware of the challenges neurocognitive disorders present and how they progress in people living with this condition, there are still myths and cognitive biases, which our team addresses in its various training courses. Their objectives are to destigmatize neurocognitive disorders, promote NCD

diagnoses, offer appropriate communication tools to better support and understand needs and, above all, to teach the people-focused approach which is at the heart of everything the Alzheimer Society of Montreal does.

Here are a few metrics detailing the scope of the Educational Services team's activities over the past year.

TRAINING

Recognize the warning signs of Alzheimer's disease and related disorders (NCD/Seniors' residences)

The Alzheimer Society of Montreal is collaborating with the Centre Ouest Integrated University Health and Social Services Centre and the Centre Sud Integrated University Health and Social Services Centre, which offer a comprehensive training program in spotting and identifying the warning signs of neurocognitive disorders in people living in seniors' residences.

*This training is meant for employees at seniors' residences and is offered in these settings. For 2022–2023, we offered **over 25 hours of training to over 220 participants**, enabling over 800 residents to benefit from the new knowledge acquired by the healthcare professionals they talk to every day.*



Professional development for Alzheimer Society of Montreal employees

As soon as they start working, our staff receives training to understand Alzheimer's disease, the people-focused approach, communication skills to establish trust with the person living with an NCD and appropriate ways to deal with moments of confusion. This training ensures that our employees have all the tools they need to fully understand the world of neurocognitive disorders, no matter which department they work in.

Each of our new employees has had over 50 hours of training.

PUBLIC LECTURES

Public lectures are primarily meant for healthcare professionals and anyone interested in Alzheimer's disease and related diseases. This year's public lectures covered the following topics:

- What you should know about Alzheimer's disease
- An introduction to Alzheimer's disease and communication strategies
- Visiting someone with Alzheimer's: what you should know
- Caring for the caregiver
- Ambiguous loss

A total of **1,200 attendants took part in almost 10 hours of conferences.**

The objectives of this project are to provide staff working in Montreal seniors' residences and long-term care facilities with access to accurate information, appropriate intervention tools, appropriate training and support for the many challenges they face on a daily basis.

Funded by the Québec ami des aînés (QADA) program, this project provides comprehensive training on the importance of:

- Knowing and understanding the symptoms of neurocognitive disorders to choose the most appropriate interventions;
- Learning the principles and applications of communication based on the person-centred care approach; and
- Knowing and being able to use intervention strategies to meet the specific needs of people living with a neurocognitive disorder.

This year, the My Living Environment project had a considerable impact:

- The **core curriculum** welcomed over **370 participants for over 100 hours of training.**
- **Specialized training** like "Recognize the Warning Signs of Alzheimer's Disease and Related Disorders," "Behavioural and Psychological Symptoms of Dementia (BPSD)" and "How to Provide Appropriate Leisure Activities to People Living with NCDs" reached over **70 participants for over 10 hours of training.**

In evaluations participants filled out after the My Living Environment training, every participant strongly recommended the training, which they consider a must for their profession.

WE ALSO INTRODUCED A NEW SERVICE THIS YEAR: COACHING!

Our educational services provide coaching sessions to caregivers, healthcare professionals and institutions working with people living with neurocognitive disorders. The kindness and expertise of our counsellors are invaluable assets in helping support clients in different living environments.

Having just launched in December 2022, this initiative has offered **coaching to nearly 10 participants totalling over 5 hours of services.**



For its 4th edition, the annual Barclay Family Colloquium was delighted to welcome its participants in person.

The Alzheimer Society of Montreal's team assembled speakers, experts, healthcare professionals and many caregivers for a full day of conferences and workshops on February 8, 2023, at the Plaza Centre-Ville under an important theme:

Innovative practices from here and abroad 2.0: caring people living with a neurocognitive disorder

Expanding on the theme from 2022, this year's program was meant to continue that work and give caregivers and professionals in the field the tools they need to provide adapted and structured support, in line with

the people-focused approach the Alzheimer Society of Montreal favours.

Over 150 people took part in this day to learn and discuss. The speakers came from various backgrounds, from the scientific community, directly from the field, and from personal experience. We welcomed 21 experts from Quebec, elsewhere in Canada, the United States and England.

The guest speakers included:

- **Dr. Lora Appel**, Ph.D., Assistant Professor Health Informatics, York University, Collaborating Scientist, OpenLab, University Health Network, Adjunct Researcher, Michael Garron Hospital, Faculty Fellow, Dahdaleh Institute for Global Health Research
- **Sylvie Bernier**, Olympic Champion, Ambassador for healthy living and healthy aging
- **Dr. Louis Bherer**, Ph. D., Full Professor, Department of Medicine, Université de Montréal
- **Dr. Nathalie Bier**, Ph. D., Full Professor at Université de Montréal and Researcher at CRIUGM
- **Dr. Dale E. Bredesen**, Chief Science Officer, Apollo Health
- **Heather Cowie**, Manager, Community Engagement,
- **Community Services & Engagement**, The Alzheimer Society of British Columbia
- **Anne-Isabelle Dionne**, MD, Founder, Medical Director, Centre Axis and Institute for Functional Medicine Certified Practitioner (IFMCP)
- **Cynthia Gariépy**, ND.A., Specialist in integrative treatment for autism spectrum disorders
- **Caroline Lemay**, Ombudsperson, LL.L, JD, DESS PRD, Cert. Med., Creator of Projet Con-sentement

- **Marika Lhoumeau**, Actress and Caregiver, Producer, Devenir Margot and Devenir Roger podcasts
- **Dr. Isabelle Lussier**, Ph. D. Research and Intervention Director, co-director for the sci-entific validation process for the Luci app, Lucilab
- **Dr. José A. Morais**, Ph. D. Director, Division of Geriatric Medicine, MUHC
- **Nicole Poirier**, Director, Carpe Diem Residence
- **Connie Ann Ramos**, RD, Intervention Program Manager, Lucilab
- **Julie Sigouin**, Clinical Nurse, Plan ministériel sur les troubles neurocognitifs majeurs (Government Plan on Major Neurocognitive Disorders)
- **Éric Simard**, Ph. D., Researcher, Author,
- **Entrepreneur and health columnist**
- **Dr. Saskia Sivananthan**, M. D., Chief Research and KTE Officer, Alzheimer Canada
- **Karine Thorn**, M.Sc., Nurse and Research Officer, Marguerite-d'Youville Research Chair
- **Claire Webster**, Certified Alzheimer Care Consultant McGill (Dementia Education Pro-gram)
- **Cindy Walford Bergeron**, Retired Police Officer, Speaker, and Trainer
- **Wendy Weidner**, Head of Research and Publications, Alzheimer's Disease International

An experienced interpreter provided simultaneous translation from English to French and vice versa throughout the day. All of which made it easier for everyone to understand and a more rewarding overall experience.

Participants also had two active breaks presented by:

- **Annie de Grandmont**, Coordinator, Project Grants and Funding at the Alzheimer Society of Montreal and Yoga Teacher since 2010
- **Aileen Borruel**, Founder, Joyful Connections, Laughter Yoga

The 2023 Colloquium was made possible thanks to the support of its valued partners:

- **Networking zone partners:** Customized Homecare, Optina Diagnostics, Eugeria and Sele-na Residence
- **Conference partners:** Manoir Claudette Barré
- **Health break partners & supporters:** Luci, MPA inc. - Société de comptables profession-nels agréés, Jean-Coutu and McGill University - Dementia Education Program
- **Contest and door prizes sponsors:** Spa Eastman, Bota Bota, Scandinave Spa Mont-Tremblant, Montreal Gongfu Research Center, Vieux-Port Steakhouse and Espace Nomad.

Participants learned about scientific advances in pre- and post-diagnosis, discovered various inclusive projects and technologies enabling optimal homecare for people living with an NCD and their caregivers, and gained a better understanding of the scope of the challenges related to family caregiving and how to overcome them. Emerging topics were also included in the program, like virtual reality and its impact on the quality of life of people living with an NCD, sexual consent preservation between partners despite the disease's progression, exploration of the Luci program, and two immersive podcasts diving into the life of a person living with a neurocognitive disorder. In short, the program was full of discoveries and learning for everyone!



What did we learn at the Colloquium? Essentially, we learned that maintaining a healthy lifestyle is a factor in cognitive reserve, as are social activities and restful sleep. As Dr. Louis Bherer, Researcher and Director of the ÉPIC Centre at the Montreal Heart Institute and Full Professor, Department of Medicine at Université de Montréal, points out: "30 to 45 minutes of sustained brisk walking a day can improve physical health, well-being, cognition, memory, attention and alertness."³ We also saw that scientific research into a cure continues apace, giving hope to those affected by the disease. In closing, we would like to highlight the amazing technological advances that enable safe and pleasant home care for people living with an NCD and their caregivers, and also the openness and work to destigmatize NCDs currently happening in our society to create adapted and inclusive spaces.

3- <https://ici.radio-canada.ca/nouvelle/1696692/marche-quotidienne-soutenue-benefices-sante>

COMMUNICATIONS



Effective communication helps reach a carefully targeted audience and engage them in a cause they care about. By using tools like our website, newsletter, blog and social media, our team was able to reach a broad audience to provide relevant information about neurocognitive disorders. Subscribers received all kinds of information to pique and spark their interest in the cause of Alzheimer's disease, whether through the sharing of scientific journal articles, the latest news from the Alzheimer Society of Montreal or invitations to various events.

WEBSITE

We saw a growing number of visitors to our website. Between April 1, 2022, and March 31, 2023, our site had **nearly 85,000 unique visitors, including over 200,000 page views. Most of our visitors are women, at almost 60%, compared to around 40% for men.**

Given that most caregivers are women, these numbers reflect what we see in the real world..

What's more, the **majority of our visitors** were between **35 years old and 44 years old, at nearly 20%, followed closely by people 65 years old and over at more than 15%.**

We believe this data could confirm the trend towards the sandwich generation, a generation⁴ active in the workforce but that has to care for both its children and aging parents.

⁴ <https://www.homecareassistancemontreal.ca/back-to-school-in-the-sandwich-generation.html>

NEWSLETTERS AND SOCIAL MEDIA

*This year, we sent out **nearly 60 newsletters with an average open rate of over 40%**. We currently have **over 6,000 subscribers to our monthly newsletter**. **This is an increase of over 60% in subscribers tracked for 2021–2022.***

This increase can be explained by the broad range of activities we offer, reaching a well-targeted audience, platform choice for communication and renewed interest in the Alzheimer Society of Montreal's activities now that the health measures have eased.

As for social media, **the Alzheimer Society of Montreal's Facebook page now has over 4,000 followers**, split between partner organizations and individuals. Our LinkedIn page has almost 1,300 followers, who are regularly informed about our activities, particularly our fundraising events. We also have two other pages active in the vast world of social media, our **Instagram page, with almost 600 followers, and our Twitter page, with over 100 followers**. We do not post as much on these pages because our audience on these platforms is less engaged. However, we have added diversifying our target audiences to our annual objectives and are activating our Instagram page with posts showcasing our many activities.

GOOGLE AD GRANTS CAMPAIGNS

Google Ad Grants campaigns are online ads Google offers to non-profit organizations. These ads help organizations promote their services, raise funds and attract new employees or volunteers by appearing at the top of Google search results.

For the Alzheimer Society of Montreal, Google Ad Grants campaigns are crucial as they enable the organization to reach a wider audience and raise awareness of Alzheimer's disease and the services the Society offers. Thanks to these campaigns, the Alzheimer Society of Montreal can reach people seeking information about Alzheimer's disease or who want to support the organization.

FROM APRIL 2022 TO THE END OF MARCH 2023

Our ads were viewed over 140,000 times on Google, bringing in nearly 12,000 visitors to our website.

Our most successful campaign is the one that gives resources to caregivers. It accounts for around 60% of all campaign traffic. The cost of such an annual campaign would be around \$85,000.

Since Google provides these campaigns for free to NPOs, the Alzheimer Society of Montreal must make good use of them to benefit from them fully. This is why we regularly evaluate and adjust them based on their impact. As a result, the organization has excellent search engine visibility.



***MONTRÉAL enSANTÉ* MAGAZINE**

Since 2021, we have had the opportunity to contribute to the magazine *Montréal enSanté*. With a 50,000 printed copy distribution, including 10,000 mailed directly to physicians and healthcare professionals across Quebec, and 40,000 copies sent to CLSCs, private clinics, pharmacies, grocery stores, gyms and spas in the area, this magazine is one of our preferred publications. The magazine is also available online. Reader numbers can therefore reach impressive heights with each edition.

For the fall 2022 *Spécial Famille* theme, we asked Mona Atallah, Creative Project Manager (safe-seniors.com) and Dr. José A. Morais, Director, Division of Geriatric Medicine, MUHC and Professor of Medicine, McGill University. We addressed ambiguous loss to inform readers of this little-known and difficult challenge for caregivers helping people with a neurocognitive disorder.

We were equally thrilled about contributing to the *Aînés à l'honneur* topic in January 2023. We featured Caroline Lemay, Ombudsperson, LL.L, JD, DESS PRD, Cert. Med., Creator and Producer, *Projet Consentement* podcast. In that article, we discussed sexual consent and the changing relationship between two partners as a neurocognitive disorder progresses.

INTERNATIONAL REACH

35th Global Conference of Alzheimer's Disease International – London, 2022



Alzheimer's Disease International organizes a major conference every two years, inviting experts from every field to apply to be a speaker. The Society decided to submit its project to present its people-focused approach at the 35th edition of the international conference held from June 9 to June 11, 2022. The three conference delegates were Jeane Day, Executive Director; Marie Christine Le Bourdais, Director, Programs

and Services; and Amélie Poirier, Senior Advisor, Communications & PR. Over three days, they attended the various lectures presented by the experts to draw inspiration from the best practices they wanted to share. They also saw how practices differ from country to country. They had many inspiring discussions with peers and heard just as many testimonials from people living with Alzheimer's disease and other neurocognitive disorders. Research led experts to question current and future discoveries, and they presented new scientific advances in major neurocognitive disorders. As for the testimonials, they were many and genuinely touching. Every person sharing their story had their own view of daily life and sometimes silly, sometimes practical ways to get through life's ups and downs. However, certain elements stood out in all testimonials: early detection of the disease, the hope for a medication and the possible lifestyle adjustments to maintain cognitive health, as well as the *joie de vivre* of people living with a neurocognitive disorder.

Attendees at our team's conference were amazed and charmed by our people-focused approach. Marie Christine Le Bourdais's, director of programs and services, presentation had simple, clear explanations of how this method works and how it can be applied to our clients. She supported her talk with countless images showing our qualified staff's work and a short video created by the art therapy service during the pandemic. In it, we saw various works created by people living with an NCD who participated in the art therapy workshops and heard them express their gratitude for the service.

PREVENTING COGNITIVE DECLINE BY ADOPTING HEALTHY LIFESTYLE HABITS, CONTRIBUTE TO CREATING AGE-FRIENDLY COMMUNITIES

INTRODUCTION

In support of active aging as advocated by the World Health Organization¹, and to encourage social participation of seniors' healthy aging as well as access to healthy, safe and welcoming environments, the Government of Quebec has implemented a funding program called QADA (Québec ami des aînés)². This program has funded two innovative projects at the Alzheimer Society of Montreal (ASM).

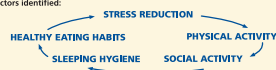
PROJECT 1



MY COGNITIVE HEALTH (MCH)

Its objectives are to raise awareness about the importance of healthy lifestyle habits in maintaining good cognitive health among the public and people living with Alzheimer's. This program also shows the modifiable risk factors of Alzheimer's disease, promotes the importance of early diagnosis and cognitive health oneself empowerment to take action.

The modifiable risk factors identified:



Protective factors and concrete actions regarding cognitive health have been promoted in various ways to ensure maximum information accessibility:

MCH conference

Aims to raise public awareness and to demystify neurocognitive disorders and Alzheimer's disease, recognize the warning signs compared to normal aging, understand the non-modifiable and modifiable risk factors of neurocognitive disorders in addition to shedding light on tools to maintain and promote cognitive health. This conference was given to several elderly association and presented at the Annual Barclay Family Colloquium in 2022.

MCH toolkits

For those who just received a neurocognitive disorder (NCD) diagnosis, and providing simple tips easily applicable in a day-to-day routine to help them regain some power over the situation. This brochure is given at our intake and orientation service, and is used in our direct psychosocial interventions with people living with NCD.

For people interested in taking action for their cognitive health by integrating simple routine, activities and preventive healthy lifestyle habits.



MCH Videos

Video clips created for every identified protective risk factor to explain in one minute, cognitive health protective actions. Displayed in hospitals and healthcare facilities waiting rooms, social media, websites, and during conferences. Video clips are available on our Youtube channel.

Video clips are defined in 5 different subjects: nutrition, physical activity, stress, social life and sleep drive. The French version of the capsules have 360 views and the English version have 124 views.

Interviews with neurologists and other public figures such as hockey players, were presented to the public to raise awareness on NCDs and highlight the importance of early diagnosis.

MCH publications

Four articles published in the magazine *Montréal enSANTÉ* of which more than 55,000 copies are printed and 10,000 are mailed directly to physicians and health professionals across Quebec. In addition, 40,000 copies are sent to Community Health Centres and public and private medical clinics in Quebec.



PROJECT 2



MY LIVING ENVIRONMENT

The objectives of this project are to provide people working in seniors residences and long-term facilities located in Montreal with access to accurate information, adequate intervention tools, appropriate training, and support for the many challenges that employees face on a daily basis. We want to be a primary conduit for providing training and mentoring to employees and managers of residential facilities to provide to people with neurocognitive disorders, access to a better quality of life.

My living environment's mission is to inform residential staff and managers with the importance of:

1. **Knowing and understanding the symptoms of neurocognitive disorders (NDCS)** in order to judiciously choose interventions adapted to them.
2. **Learning the principles and applications of a communication based on the person-centred care approach.**
3. **Knowing and being able to use intervention strategies** to meet the specific needs of people living with an NCD.

To meet the needs of our clients, we are offering a common core curriculum as well as a *la carte* options that are determined according to the evaluation of training needs done by our team, in collaboration with the residence managers. First, our common core, is offered as a basis to all residential settings, including initiation to NCD, communication with a person with NCD as well as the person-centred approach to care. We believe that these three topics are essential in becoming a dementia-friendly environment.

Subsequently, we are offering a range of topics that can be chosen as options. These are, for example, management of behavioural and psychological symptoms of dementia (BPSD), recreational activities via the person-centred approach, activities of daily life, activities of the domestic life, support for family caregivers, etc.

Lastly, our advisors for My living environment project are able to offer on-site coaching to employees and teams to support them in the application of the concepts learned during their interventions, activities and address more challenging situations. This personalised coaching is supporting the facilities when integrating the person-centred approach to care.

This is a testimony we received from a general manager of a senior's residence who received this training:

"Our employees, our managers and myself participated in the My Living Environment training. Through these workshops, we wanted to offer additional tools to our employees who work with seniors on a daily basis. Mr. Paquin not only allowed us to acquire new knowledge but also to have a different look on illness and on the way to interact with our seniors. It was an enriching, motivating and unifying experience."
— M^{me} Annabelle Nadeau, General Manager, Residence L'Arbo

CONCLUSION

Both projects are based and aligned with the recommendations regarding community support and age-friendly health services from WHO's global age-friendly cities guide³. The Alzheimer Society of Montreal is proud to take actively part of this worldwide movement and will continue to advocate towards the recognition of the needs and inclusion of people living with a NCD and their families within our societies.

We covered this conference opportunity widely on our social networks before, during and after the event. Our participation in the event also included a scientific poster explaining how healthy lifestyles and inclusive living environments can help prevent cognitive decline. We featured two projects on this poster: My Cognitive Health and My Living Environment. Conference attendees were asked to scan a QR code pointing them to our website for more information.

When we returned to Quebec, we gave our team the opportunity to watch several recorded presentations in our conference room. We also downloaded all the posters shared by the participants at this international conference so our team could benefit from the knowledge they shared.

Alzheimer Association International Conference – San Diego, 2022

From July 31 to August 4, 2022, Marie Christine Le Bourdais, Director of programs and services, took part in various conferences and workshops covering topics such as prevention of neurocognitive disorders potential and current medication and its effects, and factors influencing the development of NCDs. A proud representative of the Society, Marie Christine seized the opportunity to learn more about emerging biomarkers, socioeconomic factors that may influence the development of neurocognitive disorders, as well as modifiable risk factors highlighted at the conference.

Hundreds of experts from all over the world presented more than 150 lectures. Each day, over 350 scientific posters were also available for consultation in the attendees' networking area.

Our poster presenting two ongoing projects at the Alzheimer Society of Montreal.



An event of this magnitude broadens our horizons on the best that is happening in the field and provides many learning opportunities. The contacts, discussions and knowledge acquisition opportunities that arise from these events greatly benefit our teams and, in turn, our clients.

January: Alzheimer's Awareness Month

January 2023 was a prolific month in terms of visibility for the Society. In addition to actively promoting Alzheimer's and related diseases awareness month with tools developed by Alzheimer's Canada, we had a fantastic visibility opportunity with Bell Media.

With the much-appreciated support of Bell Media, our team developed two images encouraging the general public to visit our website for more information about neurocognitive disorders and the services the Society offers. These images appeared on over 330 screens in the Montreal metro for around 10 weeks.



We want to sincerely thank Bell Media for this exceptional visibility opportunity!



This year, the communications team decided to rely on a few paid advertising campaigns to promote its events throughout the year. On Facebook, the Society had five paid and targeted ads, generating over 120 clicks on the suggested links and reaching a total of over 6,300 followers. For LinkedIn, we created six paid and targeted ads, generating an average click-through rate of 1.14%, amounting to over 220 clicks and reaching over 20,000 followers. We reviewed the communications budget for 2023–2024 to consider ad buys for major fundraising events.

COMMUNITY CULTURE



*For some of our activities, we have counted on a number of partner organizations to meet our volunteer and organizational needs. We want to highlight our partnerships with the **Volunteer Bureau of Montreal, the Centre d'Accès Bénévolat Est de Montréal, Telus Health and Raymond James Ltd.**, thanks to whom we were able to recruit several part-time volunteers and partner suppliers.*

In addition, we'd especially like to highlight our excellent partnership with, and the contribution of, our Circle of Friends, which brings together the people who organize our online and in-person fundraising events. Our third-party event organizers are committed to making a difference. The Alzheimer Society of Montreal's Circle of Friends is made up of people who want to get involved in the community by organizing a fundraising event or transforming an existing activity into a fundraiser.

VOLUNTEERS

Our volunteers continue to play a vital role in our operations, helping us to enrich the lives of people living with neurocognitive disorders and their families. Our mission would not be a success without their commitment. **Today, our volunteer community includes over 60 active volunteers from all over the Island of Montreal.**

PROJECTS WHERE WE ASKED FOR VOLUNTEER HELP:

We recruit according to our needs and in a targeted way, depending on the skills required and the areas of interest of each individual. Our volunteers were particularly involved in the following activities:

- Golf tournament (**Thursday, September 1, 2022**)
- Inauguration of our Permanent Activity Center (**Wednesday, September 21, 2022**)
- Lachine Half-Marathon (**Sunday, October 16, 2022**)
- Christmas market in partnership with the Société Alzheimer du Haut-Richelieu (**Saturday, November 19 to Sunday, November 20, 2022**)
- Annual Barclay Family Colloquium (**Wednesday, February 8, 2023**)
- Launch of the Documentation Center project

As part of Volunteer Week, we also sent targeted messages to our volunteers, including our Board members, to acknowledge their invaluable support and to tell them how essential their contributions are to our mission.



Some volunteers participating to the Annual Barclay Family Colloquium.

Compared to last year, when only about ten events were organized for proceeds of \$50,000, 2022–2023 featured more than 25 events organized by third parties, generating nearly \$130,000 for the Alzheimer Society of Montreal.

PHILANTHROPIC DEVELOPMENT

Philanthropic development is at the heart of the search for funding for our programs and services. In addition to the various grants that support our activities, major events and third-party fundraisers supply an essential part of our funding. Thanks to the special relationships we have with our donors and partners, we are able to maintain and even increase our reach to Montreal families affected by neurocognitive disorders, year after year. Our generous donors also play a role, and we thank them sincerely. The result of all these combined efforts is shown below.



On May 29, 2022, the 18th edition of the Montreal IG Wealth Management Walk for Alzheimer's brought together nearly 330 walkers on more than 40 teams, at Parc Sir George-Etienne-Cartier. We were delighted to host them all, especially since this number represents an increase of more than 20% from 2021. Over 1,100 people also chose to participate online, leading to almost 970 donations. We exceeded our initial fundraising target of \$80,000, with **over \$90,000 raised in 2022.**

We would like to highlight the incredible loyalty of many of the teams and families who get involved every year, some for over 10 years, such as Les Oiseaux du Paradis, Soins Gabrielle-Humanika, Familles Auclair-Larivée and Team Barrière.

For the 18th edition of the walk, we were accompanied for the third straight year by singer-songwriter Étienne Drapeau, who moved us with his songs and inspired us before the walk began.

Nautilus Plus was also there to warm up the walkers. Karine Larose, Kinesiologist and Marketing Director, led the warm-up and stretching sessions, much to the delight of all the walkers!

Many seniors' residences on the Island of Montréal also got involved by organizing walks in small groups in their neighbourhoods. And let's not forget the enthusiasm and leadership of a senior at Manoir Kirkland who, despite her reduced mobility, encouraged other residents and staff members to take part in the walk with her!





HECTOR “TOE” BLAKE CELEBRITY GOLF TOURNAMENT

On September 1, the 29th Hector “Toe” Blake Celebrity Golf Tournament was held for the first time at Club de Golf Saint-Raphaël, on Île Bizard.

The Alzheimer Society of Montreal and Raymond James Ltd. organized the 29th edition of this classic event with the loyal participation of the Montréal Canadiens Alumni, and raised over \$140,000.



144 players generously participated in this major fundraising event, including several **Montreal Canadiens celebrities, like Réjean Houle, Guy Carbonneau, Rick Green, Chris Nilan, Vincent Dampousse, Mario Tremblay and Stéphane Richer**, who were all put on various teams. A special station in memory of Guy Lafleur, on hole 10, welcomed participants to the Red Course.

We would like to express our gratitude to all those golfers who, for more than 10 years, have honoured us with their presence, solidarity and generous support for the cause. Our sincere thanks to Guy Carbonneau, who was our Honorary President for the 2022 tournament. Here are a few words he shared with the golfers:

“I am very happy to share this day with you and to be presiding over the tournament. The Montréal Canadiens Alumni and I are very sensitive to the cause of neurocognitive disorders and Alzheimer’s disease. Like you, we hope that research can provide us with solutions to alleviate the symptoms of neurocognitive disorders and Alzheimer’s disease.

In the meantime, we are showing our commitment to the cause by taking part in this day of golfing where we’re delighted to see you year after year. I encourage you to support this important cause by continuing your involvement with the Society.”

PLANNED GIFTS

Making a planned gift is another way to contribute to the Alzheimer Society of Montreal’s mission. This past year, Montrealers reaffirmed their confidence in our organization by making a number of charitable bequests of various amounts. Thanks to this type of donation, such as the bequest from the Oizel family, the Society has been able to continue funding activities that promote stimulation and socialization for people living with neurocognitive disorders, such as Creative Dance and Laughter Yoga.

Funds transfers, including gifts of securities, are another option for donors wishing to help fund our essential services.

These sources of funding have an enormous impact on our organization, as they help to finance the programs we offer.

More information is available on our website: <https://alzheimermontreal.ca/en/planned-gift/>.

THIRD-PARTY FUNDRAISERS

Third-party fundraisers led to proceeds of nearly \$75,000, not including the Lachine Half-Marathon, which raised an additional \$10,800.

LACHINE BONNEVILLE HALF-MARATHON

Sunday, October 16, 2022, saw the 7th edition of the Lachine Half-Marathon, bringing together more than 3,000 runners and dozens of volunteers along the Lachine locks and Parc René-Lévesque. The event raised funds for three causes: the Alzheimer Society of Montreal, Mission 1,000 Tonnes and the Montreal SPCA. **The event raised over \$10,800 for the Alzheimer Society of Montreal.** This year, the Society's team and a number of volunteers had the pleasure of distributing water and electrolytes to the runners, giving them a chance to chat with the runners and cheer them on!

1926 SKATE FOR ALZHEIMER'S6

For the 4th consecutive year, the Broady brothers, Mark, Sean and Scott, laced up their skates to take on the challenge of a full day of skating in memory of their father.



This time, the incredible trio performed at the Esplanade Tranquille skating rink in the Quartier des spectacles, in Montreal, on Saturday, January 14, 2023, from 9 a.m. to 6.30 p.m.

Thanks to the generous support of Montrealers, the event was a great success, raising over \$3,400.

PISANO FAMILY LASAGNA SALE



In 2021, the oldest child in the Pisano family, an elementary school student, started this lasagna-making project in the family kitchen with the aim of raising funds to help find a cure for her grandfather “Nonno”, who had been diagnosed with Alzheimer’s disease. This project enabled the young girl and her whole family to face what was happening in a hands-on way and raise awareness in their community.

*With the help of the Jaclyn Fisher Foundation, they **raised \$15,000**, which was donated to the Society in July 2022.*

We were honoured to give the Pisano family a tour of our premises to express our gratitude.

Since the beginning of 2023, a lasagna sale has been underway on a Facebook page dedicated to this purpose, in order to collect more donations and continue to raise public awareness.

SHORCAN’S ANNUAL CHARITY DAY

In January 2023, TMX Shorcan, a leading Canadian inter-dealer brokerage firm that specializes in Canadian Fixed Income products, organized a day dedicated to philanthropy and community involvement. For the fourth year in a row, one of the causes they focused on was people living with neurocognitive disorders

*Proceeds from the event enabled TMX Shorcan Brokers Ltd to **make a \$25,000 donation** to the Alzheimer Society of Montreal.*

Many thanks to the TMX Shorcan team for its ongoing commitment to the community!

IRISH MINGLE

The Irish Mingle took place on March 17, 2023, on St Patrick's Day, at the Cathcart Pub in Place Ville-Marie in Montreal. The event sold over 400 tickets! St Patrick's Day is an opportunity for the Doyle family, who are of Irish heritage, to bring their community together to celebrate and support a cause that is dear to them.



The Irish Mingle is a fundraising event initiated in 2011 by the Doyle brothers, who had a grandparent with Alzheimer's disease. Thanks to their incredible commitment and loyal support for the cause, they have raised more than \$25,000 over the past 11 years for the Alzheimer Society of Montreal.

This year, the Irish Mingle raised nearly \$5,000.

ANNUAL BANQUET

This event is organized by the Associazione Sant'Anna di Cantalupo and the Associazione Santa Maria del Molise and was initiated by two families from the Italian community, represented by Bart Marsillo and Armando Bertone.

The banquet has raised over \$10,000 for the Alzheimer Society of Montreal.



"This annual fundraiser was created in 2018, in response to the many family members of our cultural association who have been affected by Alzheimer's disease and dementia." It was a festive evening of awareness-raising and networking that brought together nearly 300 Montrealers and resulted in moving exchanges between people from different generations.

ONLINE FUNDRAISING EVENTS – PAYPAL, FACEBOOK & BENEVITY

*Online fundraising events put together by third-party organizers **raised more than \$10,000** (on the Paypal Giving Fund/Facebook platform) and **nearly \$43,000** (on the Benevity platform) during the last financial year (April 2022 to March 2023) for the Alzheimer Society of Montreal.*

These third-party online fundraising events are initiatives that are planned, developed, managed, financed and presented by individuals, community groups, service clubs or businesses outside of the Alzheimer Society of Montreal.

HEALTHPARTNERS CAMPAIGN

Every year, the Society takes advantage of opportunities to meet with employees from various private and public companies on the Island of Montreal. Thanks to the availability and collaboration of a number of our caregiver spokespeople, these discussions lead to a range of touching testimonials. In November 2022, the HealthPartners team contacted us to speak to employees at the Brossard office of the Canada Revenue Agency. An online meeting enabled us to interact with nearly thirty people closely affected by our cause.

Every year, HealthPartners Québec runs an awareness and fundraising deduction at source type campaign among public and private sector companies for the benefit of its 16 member organizations working in the health sector, including the Alzheimer Society of Montreal.

*This year's campaign **raised almost \$85,000** for our charity.*

DIRECT FUNDRAISING CAMPAIGNS – DIRECT MAIL

Brilliantly managed by the Philanthropic and Communications teams, our direct fundraising campaign of 2022 was based on the theme of caregiving. We created a video presenting our programs and services, with an emphasis on the moving testimonial of a caregiver dedicated to the well-being of her brother, who lives with Alzheimer's disease. Her words reflect the reality of many caregivers and definitely contributed to the success of the fundraising campaign.

*Our last campaign was especially successful, **raising over \$182,000 in donations.***

The Alzheimer Society of Montreal would like to express its most sincere gratitude to all of its donors. Your generosity has enabled our organization to provide essential services to hundreds of people affected by Alzheimer's and other related diseases.

IN MEMORIAM DONATIONS

This funding comes from individuals and companies who wish to honour a loved one who has passed away.

*This year, commemorative donations reached the substantial total of **more than \$130,000.***

Our warmest thank you to families who contributed to this type of donation!

MANY THANKS TO OUR PARTNERS, COLLABORATORS AND DONORS









Finding financial partners is essential to support all our programs and services. Our team carefully identifies funding that is likely to be in line with our mission, and also looks for partners who are sympathetic to the fight against Alzheimer's disease. The result is funding that is renewed year after year and, most importantly, long-term business relationships.

The Alzheimer Society of Montreal recently introduced a remarkable innovation to its annual donor recognition event. This year, to mark World Alzheimer's Day on September 21, 2022, the Alzheimer Society of Montreal organized an immersive experience for major donors. Participants had the opportunity to visit our permanent activity center and take part in an art therapy workshop, which is usually offered to people living with NCDs and their caregivers. This activity gave them a better understanding of the challenges facing therapists and the people we serve. Guests were also able to access statistics on the disease and talk to our dedicated staff. This innovative initiative has enabled the Alzheimer Society of Montreal to strengthen its ties with major donors, while raising public awareness about the disease by encouraging philanthropic initiatives. Inspired by this event, the Society organized other mini-visits throughout the year.

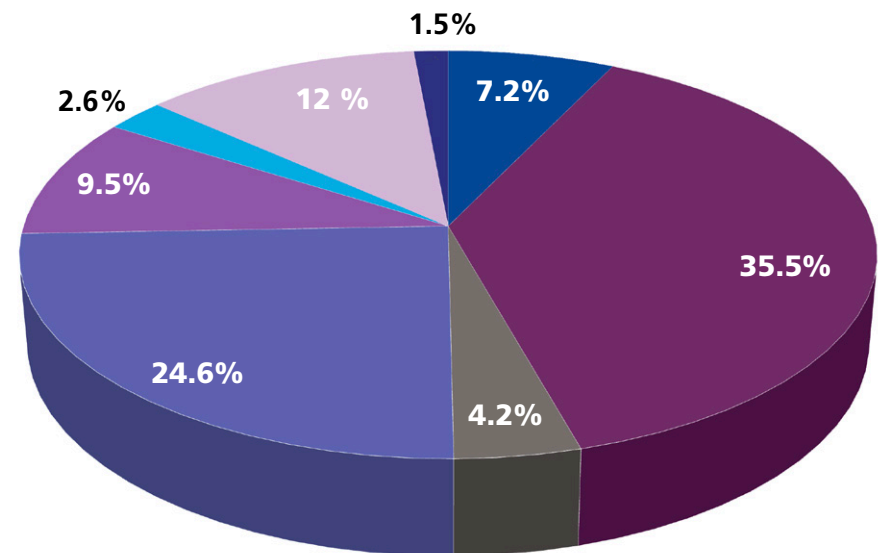
FINANCIAL DATA

For the year 2022-2023, revenue results total \$3,471,581. Of this amount, bequests and planned gifts totalled \$1,334,976, annual campaigns with a total of \$415,791, and third-party activities and signature events with a total of \$331,233. Grants received for various projects, as well as for support activities, accounted for the second largest share at 24.6% of revenues, with a total of \$853,621 received.

We would like to express our gratitude to our valued partners and donors. Income from our direct fund-raising campaigns, as well as donations received via third-party events enable us to pursue our important mission.

	Total programs and services	\$249,497
	Total bequests and planned gifts	\$1,334,976
	In Memoriam	\$145,119
	Grants	\$853,621
	Third-party activities and signature events	\$331,233
	Rental and investment income	\$89,837
	Annual direct fundraising campaigns	\$415,791
	Others	\$51,507

PRODUCT RESULTS \$3,471,581



THANK YOU TO OUR GENEROUS 2022–2023 MAJOR DONORS!

Every donor is essential to the continued pursuit of our mission. At the Alzheimer Society of Montreal, we are fortunate to be able to count on exceptional people who choose our cause and provide the financial support that is essential to the implementation of our programs and services for people living with neurocognitive disorders and their families.

DONATIONS OF SHARES AND ESTATES

- Gifts of shares: **\$5,247,940**
- Donations from estates: **\$1,193,373**
- Monthly donations: **\$25,448**
- In memoriam donations: **\$132,480**

A BIG THANK YOU TO OUR 2022–2023 INDIVIDUAL AND CORPORATE DONORS

Donations are an important way of supporting our cause and organization, which works toward the betterment of society. We are grateful to our generous donors.

Every donation has a positive impact on caregivers and people living with Alzheimer’s disease and other neurocognitive disorders, helping to bring about social change. By making a donation, you are helping us to achieve our goal of offering high-quality services to people affected by neurocognitive disorders. This includes support services, psychosocial support, education and awareness-raising, and cognitive stimulation activities.

Thanks to you, we can help improve the quality of life of families affected by Alzheimer’s disease and support them in their daily lives. Many thanks!

\$25,000 AND MORE

- Gustav Levinschi Foundation
- Raymond James Ltd.
- TMX Shorcan Brokers Ltd.

\$10,000 TO \$24,999

- Arnold, Allie and Sandra Wilson Foundation
- Carol and Andrew Harper Endowment Fund
- Fondation de la Fédération des médecins spécialistes du Québec
- The Jaclyn Fisher Foundation
- Gerald Hnatchuk

\$5,000 TO \$9,999

- Aqueduct Foundation
- CN Employees’ and Pensioners’ Community Fund
- Centura, ceramic porcelain vinyl carpet
- Protech Foundation

\$2,000 TO \$4,999\$

- Marc Bibeau
- Couvreur Verdun Inc.
- Georgette Danis
- Enertrak
- Euforia
- Fidelity Investments Canada ULC
- National Bank Financial – Wealth Management
- Fondation des Alouettes de Montréal
- Fondation Famille Bertrand
- McCarthy Tétrault Foundation
- Fondation Paul Pigeon
- Gestion immobilière Luc Maurice Inc.
- Janice Greenberg
- Groupe GI2 Ltd.
- Groupe Mercille
- Groupe Patrimoine
- Horizon Retirement Management
- Samuel Hornstein
- Barbara Hungerbuhler
- Jack Dym Investments Ltd.
- Jeffrey J. Kraws
- Les Entreprises C.C. Labelle Inc.
- Marcel Laurence
- Anne-Marie Mirza
- Brian Raymond
- Raymond Chabot Grant Thornton
- Scotia Wealth Management
- Solutions Avantages Collectifs
- Ginette Tremblay
- TVA Productions II Inc.

\$1,000 TO \$1,999

- 1800 McGill College Management Inc.
- Amika, aide et soins à domicile
- David Annett
- Benoît Arsenault
- Autodesk Canada Inc.
- Francine Bienvenu
- BOSCUS Canada Inc.
- Natalie Boutin
- Olivier Brasseur
- Pauline H. Brooks
- Canadian Online Giving Foundation
- Peter Carter
- Aidan Cheema
- CHSLD Bayview (Québec) Inc.
- Construction Idéal de Granby Inc.
- Michel Drapeau
- Dynamic Funds
- Carlo Gagliardi
- Penny B. Glen
- Peggy Glen-Ranger
- Gabrielle Gosselin
- David Gualtieri
- Habitation Solano Inc.
- Dr. Simon Lajeunesse
- Jacqueline Légaré
- Francine S. Lemieux
- Francine Létourneau
- Dr. Vincent Lin
- Charlotte Lobaugh
- Lucilab

- Rosemary MacDonald
- Maison André Viger Inc.
- Suzanne Malaab
- Peter Malo
- Luc Martin
- Aline Méthot-Dagenais
- Hélène Monbourquette
- Claire Morissette
- Robert Paré
- Robert Pasquale
- Peter Quarles
- Rodel Distribution
- Johanne Saint-Germain
- W. Bruce Smith
- Lynn Sullivan
- Samir Trak
- TruckN Roll
- Brian Weber
- Geoffrey Webster

\$500 TO \$999

- Association de la construction du Québec/
Laval-Laurentides
- Rose M. Bidler
- Clifford J. Blackburn
- BMO Exchange Traded Funds (ETFs)
- BNB CPA Inc.
- Michel Boileau
- Jocelyne Bourassa
- Boulart Inc.

- Brian Catchpaugh
- Claude Champagne
- Electoral division of Saint-Henri-Sainte-Anne, PLQ
- Sophie De Corwin
- Louise Denis
- Rolande Desjardins
- Desjardins General Insurance Inc.
- André Desmarais
- Marc Duguay
- Robert Dumas
- Kathleen Dunn
- Ex Aequo
- Denis Faucher
- John D. Fenwick
- Lowell Gordon
- Grant Family Foundation
- Joseph Gubany
- Hyman Jim Haiman
- Anne-Marie Hastings
- Hayley and Ian Shaffer Family Foundation
- Yvonne Hon Hang
- Darquise Huard
- Humanika
- Micheline Huot
- Mariko Imanaka
- Charles H. Jenkins
- Maurice Jodoin
- André Jolicoeur
- Kristom Canada Inc.
- Marcel Labine
- François Lajeunesse
- Guy Lambert
- Alain Lavoie
- Léanne Legault
- JC Fibers Inc.
- Les Importations Bolide Itée
- Philippe Mack
- Louis Maheu
- Eric Manalo
- Robert L. Marshall
- Marvin A. Drimer Foundation
- Montréal Improv Theatre
- Northwest & Ethical Investments LP
- Carol Ouellet
- O.R.M. Ltd.
- Carmela Pecoraro-Piazza
- Mounir Peress
- Marie Claude Perras-Beaucage
- PharmaScience Inc.
- Christopher Poitras
- Jeanne-Mance Poulin-Méthot
- Power Corporation of Canada
- PPSQ15
- Gwendoline Reeves-Wilmot
- Noëlla Reid-Gold
- Le Citadin Retirement Home
- Kenneth Ringel
- Jean-Pierre Saint-Amour
- Luce Saint-Pierre
- Sandalwood Management Canada
- Jamie Saunders
- Services Immobiliers Asgaard Inc.
- Adrian Schauer
- SGH Transport / Logistics
- George Sklivas
- Hélène Smith
- Palma Stabile
- Emmanuel Tani-Moore
- Éric Teyssonnière
- Antonietta Tozzi-Cirella
- Jean Tremblay
- Sun Life Global Investments
- Marie-Laure Vibien
- Dominique Vincent
- Jean Sebastien Wendling
- Mary E. Wilson

THANK YOU TO OUR VALUED PARTNERS AND EVENT SPONSORS!

2022 BARCLAY FAMILY COLLOQUIUM

The Alzheimer Society of Montreal warmly thanks all its sponsors for their contribution to the success of this event.

- **Networking Zone Partners:** Customized homcare, Optina Diagnostics, Eugeria, Selena Residence
- **Conferences Partners:** Manoir Claudette Barré
- **Health Break Partners & Supporters:** Luci, Jean Coutu Pharmacy, MPA Service de comptables professionnels agréés, McGill – Dementia Education Program



2022 IG WEALTH MANAGEMENT WALK FOR ALZHEIMER'S

The Alzheimer Society of Montreal is very proud to be able to count on the support of IG Wealth Management teams for this national event, year after year.



Other sponsors of the 2022 edition:

- **Presenting Sponsor:** Tim Hortons
- **Major Sponsors:** Maison André Viger, Nautilus Plus, Horizon Retirement Management
- **Friends Sponsor:** Humanika (formerly Soins-Gabrielle)
- **Prizes Sponsors:** Hôtel Château Laurier Québec, Karibu (handicraft and travel store)



2022 HECTOR TOE BLAKE GOLF TOURNAMENT

For over five years, the Alzheimer Society of Montreal has been collaborating with the Raymond James Ltd. team to organize the Hector Toe Blake Golf Tournament.

RAYMOND JAMES®

Other sponsors of the 2022 Golf Tournament:

- Pipe and Piling Supplies
- Manoir Claudette Barré
- Horizon Retirement Management
- Crystal Research
- National Bank Financial Wealth Management – Poissant-Jutras team
- IG Wealth Management – Gilbert Pereira team
- BMO Exchange Traded Funds
- Gestion Immobilière Desrosiers Bigler Inc.
- Tim Hortons
- IGA
- Molson Coors

FUNDING PARTNERS

We would like to extend our sincere thanks to the key players who enable us to subsidize our programs and services every year.

- Public Health Agency of Canada
- Emploi Québec, “Mesure de formation de la main d’œuvre”
- Fondation de la Fédération des médecins spécialistes du Québec
- L’Appui Proches aidants
- Ministère de la Santé et des services sociaux – Programme Actions Aînés Québec (acti-ty center respite and stimulation service) and Programme Québec Ami des Aînés (My Li-ving Environment project)
- Programme de soutien aux organismes communautaires
- Ville de Montréal and Gouvernement du Québec – Amateur artistic practice: Towards cultural citizenship in neighbourhoods
- Ville de Montréal – Borough of the Plateau-Mont-Royal and the Centre du Plateau (Ré-seau-conseil service point in the Centre-Sud)
- Fédération québécoise du loisir en institution (FQLI)



Manoir Claudette Barré
Résidence pour personnes âgées, aînées et retraitées à Montréal
Bien choisir pour mieux vivre!



HORIZON
GESTION DE RÉSIDENCES
RETIRED MANAGEMENT



FONDATION
FMSQ

FINANCÉ PAR
L'APPUJ
MONTRÉAL
POUR LES
PROCHES AIDANTS
D'AÎNÉS
lappuimontreal.org



CRYSTAL
RESEARCH ASSOCIATES
—FACTS WITHOUT FICTION—



FINANCIÈRE
BANQUE NATIONALE
GESTION DE PATRIMOINE



Groupe Conseil
Jutras Senécal Poissant



IG
GESTION PRIVÉE
DE PATRIMOINE



ÉQUIPE
GILBERT & PEREIRA



DB
gestion
immobilière



BMO

BMO Gestion
mondiale d'actifs



MOLSON
COORS
entreprise
de boissons



Montréal



Québec



Fédération québécoise
du loisir en institution

TESTIMONIAL



As part of its partnership with HealthPartners Québec, the Alzheimer Society of Montreal would like to present a caregiver testimonial. Each year, this partnership enables us to collect donations that make possible our cutting-edge, person-centred services. As this testimonial demonstrates, these services are absolutely essential to those who request them. Clara Christine Verhas Breyne's touching words express her gratitude to our team. It's now our turn to express our deepest thanks to her for sharing her experience.

My name is Clara Christine. For 15 years, I was a "loving caregiver," as I decided to call myself a few years ago, for my husband who suffered from Alzheimer's disease. He died at home on March 15, at the very start of the lockdowns.

Alzheimer's is a very challenging and mysterious disease.

It became part of our family's reality when our son was just two and my husband was only 56.

The diagnosis plunged our family into an extremely difficult and demanding situation. We lost our sense of direction and our future prospects. We experienced sadness and a sense of loss, impoverishment,

loneliness, a heavy workload and exhaustion. We had to deal with this terrible disease on a daily basis.

On the day of the diagnosis, I called the Alzheimer Society of Montreal to sign my husband and myself up for an eight-week support and information group.

After that, my husband benefited from a number of different programs, including monthly support groups, art therapy, Art Links and more. Then, when he could no longer get around, he was able to continue doing all sorts of activities while I did the countless things I needed to do, thanks to the good care of a qualified professional from the In-Home Respite and Stimulation Program.

As for me, I went to the monthly support groups, the Alzheimer Café, as well as a number of conferences and other activities offered by the Society. In other words, we really made the most of all the services being offered!

But beyond all these services, my husband and I found a place where we met inspiring professionals who listened to us. There was always someone available to welcome us, answer our questions and support us.

At the Alzheimer Society of Montreal, we also met other families, which was extremely beneficial. Even though we were in very different situations, we were all experiencing the heavy demands and long-term nature of the struggle, and we all needed to be listened to. In everyday life, family and friends are often overwhelmed by the severity of the disease. Sometimes, they simply abandon ship. But for those of us who have chosen to remain close to our loved ones, the network of people at the Society is of the utmost importance.

Our family chose to keep moving forward with what life had offered us. Slowly, we have built our resilience, with our hearts increasingly open to love despite the chaos.

One of the reasons we were able to do this was because of our contact with the Society's community and programs.

I will now let my husband, a writer who has written extensively about his illness, do the talking. Here are some quotes about his experience with the Alzheimer Society of Montreal:

“My name is Rodrigo González.

Like an earthquake from the depths of the earth, Alzheimer’s disease has shaken my life, unhinged my soul and left me drifting. I’m now trying to figure out how to get around in the growing darkness, with no navigational aids apart from the sixth sense that nature has fortunately given us! But for how much longer?

I’m a person with Alzheimer’s disease, but I’m also the father of a 7-year-old boy. My child is a real gift. He drives me to do my very best at all times, regardless of the circumstances. Because I know now just how precious a moment can be, I know I don’t have a minute to lose!

And now, with Alzheimer’s disease in my soul, I go to the Alzheimer Society of Montreal every week... religiously. This place is like a second home to me. When a storm rages in our souls, the Society offers a place of calm, whether through the many meetings, the invaluable support given to families or the art therapy workshops.

I go there to find a space that is mine. It’s a place where I can breathe. It’s a place where people who are going through the same struggle as me can come together. The Society welcomes each one of us onto this shipwrecked vessel where everyone lives and breathes the reality of Alzheimer’s disease, day and night.

When I go to the Society, several people greet me. It’s a simple and welcoming atmosphere. I get a few ‘Hellos,’ perhaps a ‘How’s your family?’ That’s how it goes every week. I treasure the memory of these greetings, and balance them out against those who never say hello to me. And I also get to leave with lots of goodbyes. ‘Goodbye to you!’ is what I respond to all my friends whose names I can’t remember.

There’s something so human about the Alzheimer Society of Montreal.

When I stop resisting, I can see that I have many allies. And they’re all holding out their hands to me. Little by little, I’m discovering that there is a path forward. Walking with me are my lifelong companion, my son, my friends, the Alzheimer Society of Montreal... All essential and precious allies. They allow me to keep my chin up and breathe. When I receive Love, I’m able to give Love. It’s beautiful.

My illness is no longer just a burden. Instead, I feel like I’m growing.”

As Rodrigo shows, an Alzheimer’s diagnosis is not a death sentence! A person living with this diagnosis may still have several years to live. And living doesn’t just mean waiting to die! They need to feel alive, to feel capable of giving, to know that they are part of the larger community.

Loving caregivers must not be alone on this journey either. They need to talk and feel supported over the course of this long process. The Alzheimer Society of Montreal provided us with this necessary support.

Alzheimer’s disease represents a tremendous challenge for all of us. We need to re-establish our sense of belonging to a community and to honour life wherever we find it. This is something the Alzheimer Society of Montreal is actively working towards.

I also thank you for honouring life by supporting the Alzheimer Society through your donations to HealthPartners Québec, which works for the well-being of so many people. More than ever, loving caregivers need support to keep their loved ones at home, especially in the current pandemic context, after everything that Quebec, and the elderly in particular, have been through. The person you love needs to feel alive until the very end.

Thanks to you, other stories will also remain, in spite of this terrible illness, stories of love.

BOARD OF DIRECTORS AND STAFF



EXECUTIVE COMMITTEE

- Chair: Anouk A. COXON, Exec. MBA (acting until June 2023)
- Vice-Chair and Treasurer: Marco SPERANZA, CPA, CMA
- Secretary: Viviane POUPON, M. Sc., D.E.A., Ph. D. (acting until June 2023)

DIRECTORS

- Jovan ANTUNOVIC
- Alexandre-Philippe AVARD
- Cédric BROSSARD
- Charles DOUVILLE
- Mira CHAMOUN
- Marie NARDO, B.Sc., CCP
- Marc-Étienne OUIMETTE, LLB., BCL
- Georges PIGEON, CPA, CA
- Danielle SAINT-PIERRE
- Alexandra SCHWARTZ, MBA

ADMINISTRATIVE STAFF

MANAGEMENT TEAM

- Executive Director: Jeane DAY, MBA
- Director – Programs and Services: Marie Christine LE BOURDAIS, BA
- Director – Philanthropy: Louis MOUBARAK, MBA, ARP, CED

SENIOR ADVISORS

- Communications and Public Relations: Amélie POIRIER
- Director – Human Resources and Operations: Marie-Pier PRÉCOURT-COUTURE
- Educational Services: Cécile CHOPLET

COORDINATION TEAM

COORDINATORS

- Grants and Project Funding: Annie DE GRANDMONT
- Financing Development: Elisabeth DÉSY
- Clinical Services: Dahlia BAKA
- Groups and Activities: Lindsay SOBOL
- Respite and stimulation services in activity centres: Raffaella CAVALIERE
- At-home respite and stimulation services: Luc DISTEXHE
- Digital Marketing: Brendan BILLA
- Events and associative life – Philanthropy: Michel PHAKA KHONDE
- Team Leader – Permanent Activity Center: Isabelle ROBERT

CLINICAL SERVICES

- Intake and Referrals Counselors: Jordan FISH
- Counsellor for people with neurocognitive disorders: Éloïse MILLET

CAREGIVER COUNSELLORS – COUNSELLING NETWORK:

- Naima BEN SI SAID (Montreal’s Centre-Sud area)
- Jessica CECCHINI (Montreal’s West Island area)
- Jacques COUTURE (Nord de Montréal) (outgoing – June 2022)
- Generosa DE CUBELLIS (Est de Montréal) (outgoing – April 2022)
- Christiane PROULX (Montreal’s Centre-Ouest area)
- Lilia SÉGUIN (outgoing – July 2022)

ADMINISTRATIVE SUPPORT

- Assistant – Administration: Pierre BOURASSA
- Administrative assistant for senior management: Sylvie CHOQUETTE
- Adjoint.e – Programmes et services : Arnault MAJOR-CARDINAL (outgoing – July 2022)
- Groups and Activities Assistant: Maude LAFERRIÈRE
- Office manager and receptionist: Tristan MCELHERON

FACILITATORS – GROUPS AND ACTIVITIES

- Facilitators – Support Groups: Luc ARMAND, Isabelle CALDAIROU, Francine CYTRYNBAUM, Generosa DE CUBELLIS, Jessica GAROFALO, Jessica GOZLAN, Rima KITOUNI, Huguette PA-GÉ
- Art therapy: Anne-Laurence MONGRAIN
- Tales and Travels facilitators: Ashley ASUNCION-MORALES, Isabelle CALDAIROU, Rohani SRIRANJAN (outgoing: April 2022), Ronald HUGHES

EDUCATIONAL SERVICES – SPEAKERS AND TRAINERS

- Teresa ANUZA, Responsable de l’analyse et du développement du contenu (outgoing – July 2021)
- Tamara CIORRA, Anglophone Counsellor
- Cindy DALTON, Content Manager
- Sarah ERROU, Francophone Counsellor
- Jessica GAROFALO
- Huguette PAGÉ
- Isabelle PAQUIN, Life Skills Counsellor (outgoing: February 2023)

CARE PROVIDERS – ACTIVITY CENTERS

- Tasmia AHMED
- Jessica ALBANESE
- Luciano BUONAMICI (outgoing – August 2022)
- Christine CORMIER (Team Leader)
- Michaela DUGUAY
- Carlos ESCOBEDO (outgoing – December 2022)
- Craig GOMES
- Ashley Ann GORDON (Team Leader)
- Jessica GOZLAN
- Jenny KORDOS
- Kate LABONTÉ (Team Leader)
- Tasha MAKIS (Chef d’équipe) (outgoing – September 2022)
- Michael MARQUEZ-RAMOS
- Laeticia MARTINEZ ROMERO
- Simone MAYERS
- Kristen MONIQUE (outgoing – September 2022)
- Isabelle ROBERT (Team Leader)
- Allyson RODRIGUEZ
- Angie Alejandra ROJAS PULIDO (outgoing – August 2022)
- Amanda ROSEN (outgoing – July 2022)
- Antonia STAVROPOULOS (Team Leader)
- Xavier TURPIN (outgoing – March 2023)
- Lisa Marie VETRO

CARE PROVIDERS – AT-HOME RESPITE AND STIMULATION SERVICE

- Luciano BUONAMICI (outgoing – January 2023)
- Carlos ESCOBEDO (outgoing – December 2022)
- Sylvie GRAVEL
- Laurence MESSIER
- Lilia SÉGUIN (outgoing – July 2022)
- Lisa Marie VETRO

INTERNS

- Ashley ASUNCION-MORALES
- Camille BOUCHARD (outgoing: April 2022)
- Marie-Lou LAPOINTE
- Jennifer MESSIER

PARTNERS AND COLLABORATORS – PROGRAMS AND SERVICES



*Unveiling of plaque for art therapy room Sylvie Lechasseur.
Family and friends turned out the unveiling!*

SPACE FOR A COUNSELLING NETWORK SATELLITE OFFICE:

- Baluchon Alzheimer
- Carrefour des 6–12 ans de Pierrefonds-Est Inc.
- Centre communautaire Le Mainbourg
- CLSC René-Cassin
- Centre du Plateau

HOSTING OF A CONSULTING NETWORK POINT OF SERVICE:

- Centre du Vieux Moulin de LaSalle
- The Teapot 50+ Center
- Hôpital Sainte-Anne
- West Island Community Resource Centre

HOSTING OF TALES AND TRAVELS DISCUSSION GROUPS:

- Westmount Public Library

HOSTING OF A SOCIETY ACTIVITY CENTER ON SATURDAYS:

- Résidence Berthiaume-du-Tremblay
- Centre d'hébergement de Lachine day centre

RECOMMENDATION OF THEIR TOP GRADUATES IN SPECIAL EDUCATION, AND ART THERAPY AND SOCIAL WORK INTERNS:

- Vanier College
- Concordia University's Institute for Co-operative Education
- McGill University
- Université de Montréal
- Concordia University

THE ART LINKS PROGRAM, AN ENDLESS SOURCE OF CREATIVITY AND PLEASURE FOR EVERYONE INVOLVED:

- Montreal Museum of Fine Arts

CONTRIBUTION OF TIME AND EXPERTISE, COLLABORATIVE SPIRIT AND GREAT GENEROSITY:

- Health care professionals from CIUSSSs and Montreal community organizations
- Hélène Guay, a lawyer specializing in health law, human rights and elder law (donated her time to provide 3 virtual Alzheimer's Cafés)
- Elaine Clavet, social worker and clinical supervisor

PARTNERSHIP AND FINANCIAL SUPPORT FOR CREATIVE DANCE, REMINISCENCE, LAUGHTER YOGA, ART THERAPY AND ART LINKS ACTIVITIES, AS WELL AS FILM SCREENINGS:

- What connects us

SHARING OF INFORMATION AND CONCRETE COLLABORATION WITH VARIOUS ORGANIZATIONS:

- Alzheimer Groupe Inc.
- Le Sud-Ouest borough
- Community Aid – Dorval
- Association bénévole de Pointe-aux-Trembles/Montréal-Est
- Association québécoise des parents et amis de la personne atteinte de maladie mentale Inc. (AQPAMM)
- Association québécoise des personnes aphasiques (AQPA)
- Association récréative Milton-Parc
- Carrefour des aînés de Pierrefonds
- Carrefour Marguerite Bourgeoys
- Carrefour Montrose
- Résidence Berthiaume-du-Tremblay
- Centre d'action bénévole de Montréal-Nord
- RUISSS McGill Centre of Excellence on Longevity

- Centre for Research and Expertise in Social Gerontology (CREGÉS)
- Steinberg Centre for Simulation and Interactive Learning – McGill
- Centre du Plateau
- National Centre for Dance Therapy – Les Grands Ballets Canadiens
- Centre des femmes du Plateau-Mont-Royal
- Centre Évasion
- CIUSSS de l'Est-de-l'Île-de-Montréal
- Montréal West Island IUHSSC
- CIUSSS du Centre-Sud-de-l'Île-de-Montréal
- CIUSSS du Nord-de-l'Île-de-Montréal
- Benito Rossi Social Centre
- Club 55+ Kirkland
- CommunAînés – équipe de gériatrie sociale de Saint-Laurent
- West Island Community Resource Centre
- Dementia Education Program (McGill Université)
- McGill School of Continuing Studies
- Écoute-Entraide
- Exico
- Au Contraire Film Festival
- Montréal Canadiens Alumni foundation
- Groupe d'entraide Alzheimer de Montréal-Nord
- Groupe des aidants du Sud-Ouest
- Hay Doun
- Info-aidant
- Montreal Heart Institute
- Institut universitaire en santé mentale de Montréal
- Douglas Mental Health University Institute
- La Maison Monbourquette
- La Puce ressource informatique
- Les Arts et La Ville

- Les Petits Frères
- Le Temps d'une pause
- The Elder Mistreatment Helpline
- Nova West Island
- Nova Home Care
- PRÉSÂGES
- Regroupement des aidantes et aidants naturels de Montréal (RAANM)
- Regroupement des aidants naturels du Québec (RANQ), maintenant Proche-aidance Québec
- Milton Parc Mutual Aid Network
- Réseau des Éclaireurs et Éclaireuses de Saint-Laurent
- Résidences Québec.ca
- Service de police de la Ville de Montréal (SPVM)
- Société de transport de Montréal (STM) – Paratransit
- Soins Gabrielle – Humanika
- Suicide Action Montréal
- Suivi Communautaire le Fil
- Tel-écoute – Tel-ainés
- Tellement Mieux à La Maison
- McGill University – McGill Cares, Claire Webster
- YWCA Montreal

ALZHEIMER SOCIETY OF MONTREAL EMPLOYEES ARE ACTIVE MEMBERS OF ASSOCIATIONS, COMMITTEES, BOARDS OF DIRECTORS AND PROFESSIONAL ORDERS AND ASSOCIATIONS, WHICH CONTRIBUTES TO THE VISIBILITY AND CREDIBILITY OF THE SOCIETY:

- Quebec Art Therapy Association (AATQ)
- McGill University Research Centre for Research for Studies in Aging – Education Com-mittee
- Comité de pilotage – Suivi du plan ministériel sur les troubles neurocognitifs majeurs – CIUSSS-du-Nord-de-l'Île-de-Montréal
- Comité de pilotage – Suivi du plan ministériel sur les troubles neurocognitifs majeurs – CIUSSS-du-Centre-sud-de-l'Île-de-Montréal
- Comité de pilotage – Suivi du plan ministériel sur les troubles neurocognitifs majeurs – CIUSSS-de-l'Est-de-l'Île-de-Montréal
- Federation of Quebec Alzheimer Societies (FQSA): table of chairs, table of executive di-rectors, federated campaign committee, expert committee, First Link referral commit-tee and fundraising committee
- Fédération québécoise du loisir en institution (FQLI)
- L'Appui pour les personnes proches aidantes d'ainés de Montréal
- Nova Home Care (sits on the Board of Directors)
- Ordre des travailleurs sociaux et des thérapeutes conjugaux et familiaux du Québec (OTSTCFQ)
- Quartier innovant project – Centre de recherche IUGM
- Table de concertation des ressources pour aînés de Verdun (TCRAV)
- Table de concertation des ressources pour aînés de l'Ouest-de-l'Île
- Table des 50 ans et plus Dorval et Lachine

Alzheimer *Society*
M O N T R E A L