



WHEN BRINGING
THE COMMUNITY
AND FAMILIES CLOSER
TOGETHER MAKES
AN IMPACT

2023-2024 ANNUAL REPORT

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Monday Through Friday, 9 a.m. to 5 p.m.

IN THE HEART OF YOUR COMMUNITY FOR OVER 40 YEARS

Since 1981, the mission of the Alzheimer Society of Montreal is to alleviate the social and personal consequences of Alzheimer's disease and related disorders by providing leading-edge interventions, care and support services that have a positive long-term impact.

As an active and innovative Alzheimer Society, our team works on developing programs and services, and stimulating therapeutic activities based on a person-centred approach. The Alzheimer Society of Montreal is engaged in the well-being of Montreal seniors and being proactive in preventing neurocognitive disorders, so it works with agents of change in Montreal and around the world to promote its projects and those of its collaborators.

[Find out more about our highlights in the past year.](#)

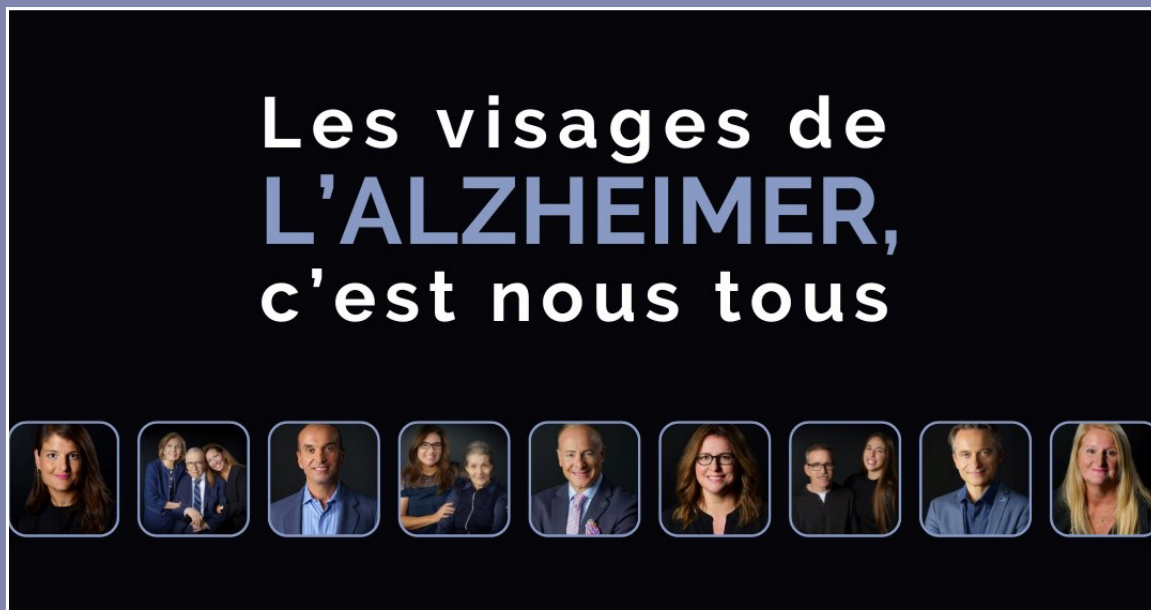


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MESSAGE FROM THE CHAIR OF THE BOARD

I started to get involved with the Alzheimer Society of Montreal as a member of its Board of Directors six years ago. Over those years, I found an organization committed to the well-being of the clients it serves and to the community in which it belongs.

This year, the Alzheimer Society of Montreal is celebrating 43 years of developing and creating essential programs and services for Montrealers. The ASM mobilizes multiple partners to help raise public awareness about neurocognitive disorders and promote healthy lifestyle habits that are likely to contribute to overall health.

I am extremely grateful to each and every Board member, who is committed to the cause and support us by providing wise counsel and getting involved in various events. They provide a professional, active and collaborative presence to the whole team. Their participation in various committees, based on their interests and expertise, is encouraged and always appreciated. They help to expand and spread awareness about the Alzheimer Society of Montreal in this way.

I would also like to extend my sincerest thanks to the Alzheimer Society team and to Jeane Day, Executive Director, for their commitment to act for the good of people diagnosed with dementia, caregivers and families in Montreal. This multidisciplinary team pools its knowledge and skills to create a diversified service offering that meets the growing needs of our community. All their efforts paid off as we were able to increase our service by 58% compared to last year. This is an important goal if we were to keep providing the best service to Montrealers.

Lastly, I would like to thank our partners, donors, collaborators and volunteers who support the Alzheimer Society of Montreal's initiatives, each in their own way.

Anouk A. Coxon
Chair of the Board



MESSAGE FROM THE EXECUTIVE DIRECTOR

In leading this team that is unrelenting in going the extra mile both professionally and as human beings, I am very proud to present our annual report.

With our strategic alignments in mind, enhancing and expanding our services were central to our operations this year. In the following pages, you will find out how much our services and programs have expanded to serve our community and our families impacted by a neurocognitive disorder or by Alzheimer's disease.

Educational Services helped develop many training contents that can better meet the needs of professionals in the field and the various living environments for Montreal seniors. Health professionals and care providers also have access to personalized coaching, provided directly at their workplace.

Programs and Services are the very essence of our operations for families. Whether it be for people living with a neurocognitive disorder or a caregiver, the Alzheimer Society of Montreal provides care and high-level support through respite and stimulation services in the Activity Centres or at home, psychosocial support, groups and activities, and a diverse range of programs.

The Communications Department has endeavoured to make a greater impact on the public by creating and promoting a major educational and awareness campaign called "The Faces of Alzheimer's: It's All of Us." This team also put their creativity and originality to use on social media and internal communications to promote all our activities to our target audiences.

The Philanthropy team also had several achievements over the year by successfully running our signature events, and by innovating on general public projects, such as the radiothon and direct mail. Planned giving and third-party fundraisers are also in full swing.

I would like to acknowledge and congratulate the excellent work done by my team and point out their level of commitment and dedication, which makes our work possible in the Montreal community, throughout all our accomplishments.

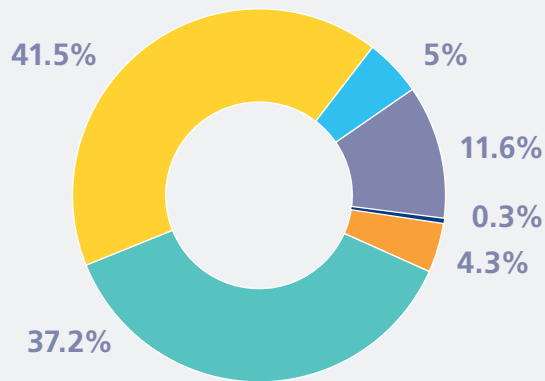
My heartfelt thanks to the Board for being there, for their exceptional involvement and constant support that allow us to create, grow and go the extra mile as an organization committed to the well-being of its clients and its team. I would also like to express my deep gratitude to our partners, allies, collaborators and friends who generously contribute to the growth of our organization, as well as to its credibility and visibility, so we can pursue our mission.







To everyone who will read about our activities over the past year, I hope you share our immense pride in all these accomplishments!

Jeane Day
Executive manager

FINANCIAL HIGHLIGHTS

2023–2024 Financial Data



	Programs and Services	\$139,333
	Grants	\$1,194,589
	Donations	\$1,333,123
	Rental Income and Investments	\$159,820
	Third-Party Activities and Signature Events	\$373,552
	Other	\$11,089

STRATEGIC HIGHLIGHTS

Year after year, our teams work to provide excellent programs and services to Montrealers dealing with neurocognitive disorders (NCDs). Our trained teams are innovative and dedicated to the well-being of those who need a respite, stimulating therapeutic activities and support as they face the major challenges of Alzheimer's disease or related dementia. Together, we work to raise public awareness about what can be done to maintain cognitive health, in addition to opening the door to knowledge that dispels the taboos and make way for diversity and inclusion of seniors impacted by an NCD in our society.

Here are a few highlights that make the Alzheimer Society of Montreal (ASM) the standard for Montreal families when it comes to dealing with neurocognitive disorders.

- A service offering for both people living with Alzheimer's disease and their loved ones, using a person-centred approach, where each individual is valued for their authenticity.
- A sympathetic ear and unlimited support in a network of diversified partners spread out all over the Island of Montreal.
- Activities that support the overall health and cognitive health of participants.
- Collaboration with several university research chairs and world-renowned affiliated researchers, opening the door to new therapeutic solutions available for people diagnosed with dementia and their families, in addition to sharing rich knowledge and skills between peers.
- Canada-wide reach, but also international recognition owing to our collaboration with partners such as Alzheimer's Disease International.
- Innovative actions that encourage positive representation of people diagnosed with dementia and their loved ones to raise public awareness.
- The development of new training for health care professionals and for the public, based on evidence from the latest scientific advances.
- Plus our excellent community activities made possible by our dedicated volunteers and Board members who are proud to contribute to a cause they care about.

PROGRAMS AND SERVICES

- CLINICAL SERVICES
- RESPITE AND STIMULATION SERVICES
- GROUP AND ACTIVITIES SERVICES

The person-centred approach* encompasses all services offered by our teams. The diagnosed person's state is evaluated in advance and all services recommended to them are based on an offer suited to their tastes, culture, interests and with the aim of developing their abilities. Throughout the Alzheimer journey, we adjust our services to each person so they feel valued and supported, by putting people at the centre of our approach.

In all, more than **5,200 people and families in Montreal** have benefited from a person-centred approach with our team over the past year.

* Activities offered are both stimulating and therapeutic. Designed to foster the cognitive reserve, physical health and social ties, based on a person-centred approach, they can improve the quality of life of people living with a neurocognitive disorder.

CLINICAL SERVICES

Dedicated to the intake and support of caregivers and individuals diagnosed with a neurocognitive disorder (NCD), Clinical Services provides a sympathetic ear and referrals to the best resources available, according to the needs expressed by its users.

All together, the intake and referral service, the Counselling Network, support for people living with Alzheimer's disease as well as requests from Référence Aidance Québec, **4,380 people** received attentive service from this team over the past year, for a total of more than **3,800 hours of direct intervention**.

The team sits on many committees promoting the cultural inclusion of Montrealers, removing the stigma around neurocognitive disorders such as Alzheimer's disease, and using an approach centred around the person, their needs and interests.

The team was innovative this year and created a new service trajectory for clients diagnosed with a neurocognitive disorder, plus a new tool for evaluating intake and referral needs, the gateway for all clients. Moreover, all the counsellors were engaged to spread the word about the Référence Aidance Québec platform when they were presenting the ASM services.

The Clinical Services team provided **more than 3,800 hours of direct intervention to 4,380 people**.

There were a great many collaborations to make the voice of the Alzheimer Society of Montreal heard through various services offered to the community. Main interventions include:

- Revenu Québec: dispensed educational training on taxation for caregivers and people living with an NCD.
- The *Plan ministériel sur les troubles neurocognitifs majeurs* team (government plan on major neurocognitive disorders team): presented the ASM's services and the referral program.
- Local NPOs, the Plateau-Mont-Royal Borough and Santé publique: helped coordinate and align existing services for seniors as part of the *Tisser le Plateau* action plan.
- Montreal police department (SPVM): collaborated on the *Porte à porte* project to visit an isolated senior and raise public awareness about NCDs.
- Council for Black Aging Community of Montreal and the Alzheimer Society of Canada: gave an NCD awareness lecture.
- Beaconsfield Library: gave a lecture on *Ambiguous Loss* as part of the Alzheimer Cafés.
- L'Appui and Résidence Angélica: facilitated a discussion following the screening of *Au-delà des mots* documentary.
- Laboratoire Belleville and CRIUGM: participated in the *Santé Cerveau PRO* research project.
- National coordinator specializing in the fight against the mistreatment of English-speaking seniors and cultural communities: collaboratively facilitated *La bientraitance face à un proche ayant des troubles neurocognitifs: un objectif à réaliser un jour à la fois* lecture (caring for a loved one with neurocognitive disorders: a goal to achieve one day at a time).

This essential ASM service allows people diagnosed with dementia and their caregivers to go into a space that prioritizes mutual support and the human being. Each person and each journey is unique! Our team ensures that they fully understand the current and future needs of the clients so they can guide them toward services that best suit them.

Our heartfelt thanks to the Plateau-Mont-Royal Borough for providing us with a satellite office where we could receive clients at the Centre du Plateau community centre.



RESPIRE AND STIMULATION SERVICES

I. AT-HOME RESPIRE AND STIMULATION SERVICES

A respite is a must for caregivers. Having access to a respite and stimulation service, like the one from the Alzheimer Society of Montreal, means caregivers can receive top-quality service from an attentive and highly trained team. They can enjoy a moment of respite with peace of mind, knowing that their loved one will be cared for using our person-centred approach.

Whether it be for a few hours of respite at home or at an Activity Centre for some group socialization, there is something for every client.

The At-Home Respite and Stimulation Service provided **4,586 hours of direct services** to clients. This accounts for **70%** of the annual goal.

In the past year, the At-Home Respite and Stimulation Service hired and trained six new care providers. Each new hire was paired with a trained care provider to learn about the subtleties of the person-centred approach.

The At-Home Respite and Stimulation Service was therefore able to provide **a total of 4,586 hours of direct services** to clients, hitting **70%** of their annual goal. The three-hour respite and stimulation sessions were the most popular, followed closely by the two-hour sessions. Sometimes it was difficult to provide longer sessions, depending on the challenges that arose in the course of the disease progression.



Testimonial from caregivers

"I am very happy to say that we have received such wonderful support for my brother through Alzheimer society of Montreal. The young man who was sent to us is very respectful, honest, and flexible. He communicates well, is thoughtful, intelligent, and is open to finding ways to include my brother in many various activities. I feel grateful to have a person we trust and is always looking to what is best for my brother. The greatest compliment is how compatible my brother is with him." — Lynn Lougheed



Testimonial from caregivers

"My mom is always happy to see you."

— Testimonial from a caregiver of her mother. The client lives alone and has mobility issues. Therefore, she spends days most indoors. She looks forward to having someone to come by, to talk to, play games with, or just to keep her company.

II. RESPITE AND STIMULATION SERVICES IN ACTIVITY CENTRES

The Permanent and Saturday Activity Centres are warm gathering places tailored to people living with Alzheimer's disease. They provide caregivers a respite (generally five-hour blocks) that is often longer than the at-home respite, with the same level of trust in the attentive and trained workers caring for their loved one.

The Permanent Activity Centre is located at the Alzheimer Society of Montreal head office and offers various time slots, from Tuesday to Thursday on weekdays, and one time slot on Saturdays. The Saturday Activity Centres in Lachine and Ahuntsic are only open on Saturdays, and do allow Montrealers to take advantage of the services of trained workers dedicated to the well-being of the person placed in their care.

In all, the teams at the Permanent Activity Centre and Saturday Activity Centres welcomed **89 families** and provided **9,575 hours of direct respite**.



III. MANY ACTIVITIES AVAILABLE TO PARTICIPANTS

Painting and cooking workshops; virtual travels; music therapy, animal-assisted therapy or dance therapy sessions: every effort is made to provide participants with an enriching and stimulating experience. The cheerful and welcoming ambiance at the Centres provide moments of happiness and joy to the visitors. Opportunities abound for discussion between peers, for both caregivers and people living with a neurocognitive disorder. The programming and activities are developed based on the participants' growing and changing needs. Inclusion and adaptation are key to the care provided by our trained workers.

Some of the activities during the year:

- Workshop to cook and taste pasta with Angelo and Jonathan from Knox Taverne.
- Workshop to decorate gratitude stones for Caregiver Appreciation Week.
- Theme day on May 5 to celebrate Cinco de Mayo in Mexico.
- Virtual travels to different destinations such as England, Greece, France and Nepal.
- Activities gathering loved ones to celebrate end-of-year holidays: music, dancing and fun! Everyone gets in a festive mood!





Testimonial from caregivers

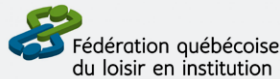
« My husband, has been living with Alzheimer’s about 6 years now. At first, I could manage quite well on my own but, as the disease progressed, I needed help and support. Therefore, I turned to the Alzheimer’s Society of Montreal and learned about their wide range of excellent services. That has made a huge difference for both of us. It has given me some time to myself as respite from having to manage his care which I’m having to do full-time now. That has been a Godsend as it enables me to get necessary tasks done and to take some “me” time. Also, it has given my husband a wide range of physical, cognitive and social activities that keep him engaged for the day. Because of the Alzheimer’s disease, he has no memory of his activities by the time he gets home but he always says “Everyone was very nice” which is what remains with him and is so important. I can’t finish without commenting on the high quality of all the staff at the Activity Centre who organize a wide range of stimulating activities with such thoughtfulness, cheerfulness and grace. On top of that, they invite us, the caregivers, in for “end of term” events and a lunch at the end of each season. I find that very helpful in getting a feel for the staff, the centre and the other participants and caregivers. It’s all very much appreciated.

— Mr. Blackford, caregiver for his husband

Thanks to Our At-Home and Activity Centre Respite and Stimulation Partners

Our partners provide invaluable assistance and unconditional support in achieving 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.

As well as a heartfelt thanks to the *Fédération québécoise du loisir en institution* for providing some of the materials we use at the Permanent Activity Centre, and to both the Programme Action Aînés du Québec and the *Fédération des médecins spécialistes du Québec* for their financial support. Thank you for your unwavering support!



lappuimontreal.org

GROUPS AND ACTIVITIES

The Groups and Activities Services offers three programs every year, each lasting 12 to 20 weeks.

I. SUPPORT GROUPS

Support groups for caregivers are held every week for those starting their journey with us, and then subsequently every month, to maintain the support. Caregivers who use this service appreciate the mutual support, sympathetic ear and welcome from the other participants, and the comfort and sound advice from the facilitator to carry on the duty they have courageously taken on.

Weekly groups welcomed **128 participants** by providing **216 hours of activity**.
While monthly groups welcomed **172 participants** and provided **164 hours of activity**.

II. THERAPEUTIC ACTIVITIES

II.1 *What connects us* activities, McGill University

Although McGill University's *What connects us* program was completed last year, the Alzheimer Society of Montreal decided to continue offering two activities from this program. The excellent feedback from participants and our great relationship with the *Grands Ballets Canadiens* and *Joyful Connections* convinced us to keep running the **Laughter Yoga** and **Creative Dance** activities.



Laughter yoga was enjoyed by **41 participants** for **37 hours of fun**. Creative dance allowed **35 participants** to enjoy **38 hours of activity**.

II.2 Art Therapy

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



Art therapy for people living with a neurocognitive disorder was enjoyed by **23 participants**, for a total of more than **220 hours of activity.***

While **28 participants** enjoyed art therapy for caregivers, benefiting from more than **115 hours of activity****.

** Note that we maintained individual sessions for three participants, for a total of 94 hours of activity. This measure was adapted during the pandemic and was maintained to ensure the well-being of these participants. In addition, two participants chose to continue their art therapy sessions from the comfort of their own home, all while enjoying the benefits of group sessions. These individuals benefited from 45 hours of art therapy.*

*** Immense thanks to the art therapy interns from Concordia University who allowed us to provide 10 hours of individual sessions to two participants and for their excellent work throughout the art therapy sessions!*

II.3 Art Links

In 2023, our Educational Services trained the facilitators at the Montreal Museum of Fine Arts so that they can gain a better understanding of the reality of people living with a neurocognitive disorder and their loved ones, in addition to equipping them with the means for a better facilitation approach.

Art Links, in partnership with the Montreal Museum of Fine Arts, welcomed **164 participants** and provided **25 hours of activity**.

II.4 Tales and Travels

The Tales and Travel activity, in partnership with the Westmount Public Library, welcomed **35 participants**, and had them travelling around the world for **more than 60 hours**, using their imagination.

II.5 The Sharing Room



McGill



Dementia Education
Program

Programme de formation
sur les troubles neurocognitifs

Our collaboration with McGill University and the Dementia Education Program allowed a number of Montreal families to benefit from peer support again this year.

The Sharing Room welcomed more than **100 participants**, by providing **over 120 hours** of active listening and support.

II.6 Services For All – Guided Yoga and Relaxation

The Alzheimer Society of Montreal also offers guided yoga and relaxation sessions for caregivers, people diagnosed with dementia, or anyone wanting to take advantage of a physical activity focused on gentle movements and relaxation of the mind.

Guided yoga and relaxation are for all Montrealers. This year, we welcomed **51 participants** who benefited from **more than 30 hours of activity**.

III. INNOVATIVE SERVICE: SAPPA GROUPS THAT PROVIDE SUPPORT TO LOVED ONES OF PEOPLE WITH APHASIA, IN COLLABORATION WITH THE ASSOCIATION QUÉBÉCOISE DES PERSONNES APHASIQUES (AQPA)

This year, the Alzheimer Society of Montreal organized a SAPPA project group every three weeks, in close collaboration with AQPA. This group is for duos made up of a person diagnosed with primary progressive aphasia and their caregiver. The purpose of this group is to allow AQPA clients to get familiar with the ASM's space, staff and services. The AQPA facilitator and an ASM facilitator provide support and information. The group includes information sessions, leisure activities and planned activities that allow participants to try out the services offered by the Alzheimer Society of Montreal. In some instances, the duos split up during a session. On the one hand, people living with aphasia have access to various stimulating therapeutic activities. On the other hand, their caregivers get a moment to share between themselves with a support group facilitator.

ACKNOWLEDGMENTS

We would like to thank the Centre intégré universitaire de santé et de services sociaux (CIUSSS) du Centre-Sud-de-l'Île-de-Montréal, as part of the Government action plan for caregivers (2021–2026) – Improve support through recognition, for their financial support.



EDUCATIONAL SERVICES

- RETIREMENT HOME PROJECTS IN 2023
- SERVICES FOR PROFESSIONALS AND CARE PROVIDERS
- LECTURES AND WORKSHOPS FOR CAREGIVERS
- DOCUMENTATION CENTRE

The aim of Educational Services is to support health care professionals, care providers in living environments, and the public in gaining knowledge based on the most recent scientific advances available. This team is committed to providing a trusted service that allows participants to have rich discussions by sharing best practices in the field.

RETIREMENT HOME PROJECTS IN 2023

In 2023, Educational Services underwent a refresh by revamping its training contents and creating new training paths for users of the service. Although this endeavour may seem simple, it required constant, meticulous work to **create more than 30 hours of adapted training**. Health professionals are now invited to complete a training curriculum that follows a progressive learning curve recognizing each completed step.

I. MY LIVING ENVIRONMENT: YOUR RESIDENCE TRAINING COURSE

This training course for care providers at seniors' residences allows participants to refine their knowledge and skills in interacting with people diagnosed with a neurocognitive disorder.

Your Residence Training Course is a three-step training that includes:

- **Identifying** warning signs (1.5 hrs.)
- **Improving** interactions and interventions with people living with neurocognitive disorders (3 hrs.)
- **Animating** their living environment and preventing behavioural and psychological symptoms of dementia (BPSD) (3 hrs.)

In all, **1,488 participants** completed the course, with a total of **223 hours** of training and positively impacting more than **6,000 residents**.

II. MON MILIEU DE VIE RÉSIDENT (MY LIVING ENVIRONMENT RESIDENTIAL PROGRAM) PILOT PROJECT*

This new project dispenses a 1.5-hour educational program to residents and their caregivers, where they learn about Alzheimer's disease and its impact on the daily lives of people diagnosed with dementia and their families, plus various winning strategies to better deal with the disease. A first awareness session was offered during the year.

**The Mon milieu de vie : Vivre ensemble project is funded by the Government of Canada under the Community Services Recovery Fund.*

SERVICES FOR PROFESSIONALS AND CARE PROVIDERS

I. BETTER INTERVENTIONS THROUGH LEARNING

A 15-hour training course for health care professionals and care providers that stresses the human and professional intervention aspect, especially adapted for individuals diagnosed with a neurocognitive disorder.

In all, **57 people** benefited from more than **110 hours** of training from the *Better interventions through learning* program.

II. LECTURES AND WORKSHOPS

There were five basic one-hour lectures on understanding Alzheimer's disease and the best strategies for coping with each stage of the disease's journey, and a workshop on understanding sexuality and intimacy for people living with a neurocognitive disorder and their life partner.

More than **1,650 health care professionals** attended the lectures and workshops offered last year, for a total of over **175 hours** of training

LECTURES AND WORKSHOPS FOR CAREGIVERS

I. LECTURES AND WORKSHOPS

The Alzheimer Cafés and First Aid Workshops for caregivers drew in many participants in 2023. While the First Aid Workshops focused on what to do in the event of an emergency involving a person diagnosed with dementia, and equipped caregivers with the best techniques to use in these situations, the Alzheimer Cafés are welcoming spaces that provide support, where caregivers have the opportunity to learn about a specific topic, and have discussions with their peers and other members of the public. Caregivers can also attend lectures and workshops adapted to their needs.

In all, **67 people** benefited from **12 hours** of lectures and workshops.

II. INNOVATIVE SERVICE

The Federation of Quebec Alzheimer Societies (FQAS), in partnership with the EÉSAD network (domestic help social economy businesses), offers new training for domestic help attendants. **The aim of this project is to train 40 cohorts of 10 attendants, educating these individuals on neurocognitive disorders, as well as respite and stimulation that can be provided at home.** The Alzheimer Society of Montreal is responsible for providing training in neurocognitive disorders. In all, 20 attendants participated for a total of 14 hours of training.

III. CONTINUOUS IMPROVEMENT

A leaflet was produced for people interested in this service. As the Educational Services team wanted to broaden the target audience, it worked with various sectors of the organization to develop fun ways to make participants of our events understand neurocognitive disorders. For example, more than 100 golfers accepted the challenge by taking part in an activity to raise awareness about neurocognitive disorders at the ASM's annual golf tournament. This initiative not only piqued people's curiosity, but more importantly, enabled many golfers to connect with each other as caregivers, or to discover a meaningful bond with someone diagnosed with dementia.

DOCUMENTATION CENTRE

During the year, a full and well-stocked documentation centre was created near the reception area at our office. This space is packed with useful, up-to-date information, support and resource documents for caregivers, people diagnosed with dementia and their loved ones. The Documentation Centre is accessible during our office hours. It is organic and evolves as new documents become available.

This project was completed with financial support from the Government of Canada.



Emploi et
Développement social Canada

Employment and
Social Development Canada

OUTREACH AND SOCIAL IMPACT

- GOOGLE AD GRANTS CAMPAIGNS
- MONTRÉAL enSANTÉ MAGAZINE
- INTERNATIONAL EXPOSURE
- JANUARY: ALZHEIMER'S AWARENESS MONTH

The art of communicating with your target audience requires a lot of learning and tweaking. Over time, the Communications team tries to adapt its messages to the audience it wants to reach and to get them to think differently about neurocognitive disorders. Whether it be relaying public interest messages on protective factors and prevention for cognitive and overall health, or by sharing the many testimonials received from users of its services, the Alzheimer Society of Montreal is committed to be innovative, both in its messages and in the ways to disseminate its messages.

Many tools are used to drive community engagement for the neurocognitive disorder cause: an extensive website full of relevant information, newsletters and social media posts highlighting the person-centred approach and our excellent relationship with community stakeholders, the promotion of our best practices around the world, as well as social campaigns to reconnect with the population.

REACHING OUR TARGET AUDIENCES

Last year's innovation in communication was certainly the major billboard campaign using platform station posters in the Montreal metro system. The campaign was called "The Faces of Alzheimer's: It's All of Us." It featured many health care professionals, researchers and even caregivers, who had a connection to Alzheimer's disease and neurocognitive disorders. For this campaign, nine different posters appeared on 60 platform station posters, and a 15-second video played on 342 Metrovision screen displays. It was all available to the general public over a span of more than 15 weeks. Each poster had two QR codes that people could scan: one led to a bilingual microsite created for the campaign and the other led to our donation page. To date, more than 1,000 visitors accessed information on the campaign by going on our *Faces of Alzheimer's site*.

Our website had **98,000 unique visitors** in the last year. Our social networks also attracted many new followers, i.e., **4,300 followers** for our **Facebook** page, **1,552 followers** for our **LinkedIn** page and **715 followers** for our **Instagram** page.

Our newsletters are still relevant. They reach **more than 5,400 subscribers** and get an average opening rate of **40%**, which shows our target audience cares about our content.

I. GOOGLE AD GRANTS CAMPAIGNS

Google offers these usually paid ad campaigns free of charge to NPOs to attract target audiences to our services.

Keywords used by the campaigns allow users to learn about our content and get the most out of it.

The most searched topic is early-onset Alzheimer's disease. Information on this topic is the most frequently consulted.

Most viewed article: "[Connaissez-vous les 10 symptômes précurseurs de la maladie d'Alzheimer? \(Alzheimer précoce\)](#)" (Do you know the 10 warning signs of Alzheimer's disease?).

This article was viewed by more than **23,600 users** over the past year.

II. MONTRÉAL enSANTÉ MAGAZINE

Our collaboration with *Montréal enSANTÉ* magazine continued this year. We are proud as ever to contribute to a high-quality publication that keeps Montrealers well informed.

While *The Faces of Alzheimer's: It's All of Us* campaign was in full swing, we added an article with prevention advice from our experts, plus some enriching experience shared by caregivers, who all generously contributed to the campaign. The article was published in [Volume 16, Number 1, Winter 2024, page 68 to 70](#). We had the opportunity to introduce The Faces of Alzheimer's concept, and highlighted the best parts for readers.



WHAT MONTRÉAL enSANTÉ MAGAZINE REPRESENTS:

50,000 printed copies, distributed to physicians and health care professionals across Quebec, in addition to private clinics, pharmacies, grocery stores, gyms, spas and MUHC network waiting rooms.

More than 30,000 digital downloads.

Four issues every year on relevant topics for readers aged 7 to 77: women's health, highlight on youth, family special and seniors in the spotlight.

III. INTERNATIONAL EXPOSURE

In collaboration with McGill University's What connects us research team, we attended the [Alzheimer's Association International Conference, held in Amsterdam, from July 16 to 20, 2023](#). In addition to the many meetings held to discuss best practices for cognitive health, we had the opportunity to present some findings from our research on our groups of caregivers and people diagnosed with dementia. Again, this international exposure gave the Alzheimer Society of Montreal great visibility, in addition to building relationships with agents of change around the cause of neurocognitive disorders.

IV. JANUARY: ALZHEIMER'S AWARENESS MONTH

To mark Alzheimer's Awareness Month, we reached out to the media, encouraging them to support our cause. We suggested four ways they could promote cognitive health or engage with the topic.

- *The Faces of Alzheimer's: It's All of Us* campaign
- Fifth Annual Alzheimer Society of Montreal Colloquium in honour of the Barclay family
- Our first Radiothon
- Tap-to-give terminals in the metro

The four initiatives were intended to generate support for the cause, promote public awareness about neurocognitive disorders and raise funds we could use to provide quality services to Montrealers.

HUMAN RESOURCES

The Human Resources Department embodies the ASM's vision as a place where employee growth and well-being are at the centre of everything we do.

Striving to reflect a corporate culture that values each individual's strengths and needs, the HR team applies the ASM's person-centred approach to achieve consistency in our recruitment process and make employees of all backgrounds feel engaged at work.

This past year, for example, we took significant steps to improve HR operations, while actively strengthening our team.

I. RECRUITMENT

As part of our continuous improvement journey, we optimized our internal recruitment process, updating and enhancing job descriptions and fine-tuning job interview templates, questionnaires and technical tests for each job opening.

Additionally, we entered into a strategic partnership to develop a special technical test tailored to the job requirements of our home care workers.

Our team will also attend a number of job fairs as planned over the coming months to recruit top talent while broadening the ASM's reach across various audiences.

II. ONBOARDING

We thoroughly reviewed employment contracts, focusing on providing clear expectations, enhanced protection, and job security.

Our HR team also developed an onboarding process complete with an orientation handbook. Rollout is scheduled for 2024 and is eagerly anticipated by our new employees.

III. TRAINING

We strongly believe in supporting our teams as they grow and advance their careers, which is why we offer a variety of personalized and specialized training courses on topics ranging from leadership to mental health management, in addition to new hire training on Alzheimer's best practices.

We also believe in providing our employees with opportunities for personal growth and we actively encourage each and every one of them to attend one-on-one training sessions.

AN INNOVATIVE INITIATIVE: One of this year's standouts is our 10-month leadership training program designed to help employees improve their ability to work independently and develop their team management skills. So far, the program has helped strengthen our collaborative culture, fostering stronger group synergy and cohesion and a deeper sense of belonging.

IV. SOCIAL EVENTS

Over the holidays, we organized a social event to strengthen connections and foster a sense of belonging within our community. As employees were thrilled to participate, we are gearing up to host similar events in the coming year.

V. INTERNAL POLICIES

This past year, we undertook a thorough review of all organizational roles, making numerous significant salary adjustments to better reflect the outstanding performance of our teams. In doing so, we looked at factors such as experience, education, and roles and responsibilities to enhance existing and future positions. The initiative demonstrates our commitment to fairness and employee empowerment, boosting our employees' motivation and reinforcing their dedication to our shared vision.

We also reviewed the Employee Handbook and we are currently working on a new version. The update reflects our ongoing commitment to providing our employees with the latest information and resources to help them grow and thrive in their careers with us.

COMMUNITY CULTURE

The Alzheimer Society of Montreal is a vibrant organization supported by members and volunteers who are committed to our mission. The past year saw an uptick in the number of volunteers looking to assist with our events and make a difference in our community.

MEMBERS

Currently, close to **250 members** are due for membership renewal, and they will soon receive a new agreement. Over the next few weeks, we will reach out to each of them, sending email and mail reminders and making phone calls to encourage them to renew their commitment to the Alzheimer Society of Montreal.

BOARD OF DIRECTORS

Our Board of Directors is made up of 13 volunteer members from various public and private sector organizations and the broader community, each contributing a wealth of expertise to our organization. Its mission is to create value for the organization and support our growth.

With a focus on sound governance, the Executive Committee **held five meetings with the Board of Directors**, unlocking valuable insights from local business people on topics such as strategic direction, finances, governance, and programs and services. Committee meetings were held as follows:

- 8 Finance Committee meetings
- 2 Governance Committee meetings
- 4 Programs and Services Committee meetings
- 2 Philanthropy Committee meetings
- Annual General Meeting: held on Thursday, June 15, 2023, at Centre Culturel Georges-Vanier and attended by 25 people

VOLUNTEERS



"I'm thrilled to volunteer with the Alzheimer Society of Montreal because I feel like I'm making a positive impact on my community's well-being."

Our volunteers continue to play a vital role in our operations, helping us to enrich the lives of people with neurocognitive disorders and their families.

Committed volunteers are key to our success, and we proudly work with over **60 active volunteers** from across the Island of Montreal. What's more, many of our partner organizations stepped up to provide volunteer and organizational support for some of our activities once again this year. For example, we were able to recruit part-time volunteers and find partner vendors through our partnerships with the Volunteer Bureau of Montreal, the Centre d'action bénévole Est de Montréal and Raymond James Ltd.

Our volunteers assisted with many activities throughout the year, including the following:

- IG Wealth Management Walk for Alzheimer's
- Alzheimer Society of Montreal's Annual Golf Tournament in honour of Hector "Toe" Blake
- Official opening of the Permanent Activity Centre
- Lachine Half-Marathon
- Annual Alzheimer Society of Montreal Colloquium in honour of the Barclay family
- Radiothon campaign
- Thank you calls to our donors
- Support to the team in charge of Activity Centres
- Administrative and clerical support

In all, our volunteers gave over 300 hours of their time last year!



RECOGNITION

The Alzheimer Society of Montreal team would like to sincerely thank our volunteer Claire Archambault for the invaluable support she has been providing.

An accountant by training, Claire is actively involved in improving and modernizing our billing process. Claire won the Volunteer of the Year award presented by the City of Montreal, Sud-Ouest Borough, as part of Volunteer Week.

EVENTS

- WALK FOR ALZHEIMER'S
- ANNUAL GOLF TOURNAMENT
- ANNUAL COLLOQUIUM

IG WEALTH MANAGEMENT WALK FOR ALZHEIMER'S



Over 300 walkers gathered in Sir-Georges-Étienne-Cartier Park on a beautiful Sunday in May to join us for the 19th annual Montreal Walk for Alzheimer's. Participants were happy and excited to champion our cause while taking part in the many activities available, including warming up with Nautilus Plus, trying out juggling and competing in skills challenges, visiting the many booths on-site, sampling coffee and pastries, and spending time in the reading tent.

We were all thrilled to announce that the 2023 Walk had raised over **\$105,000!**

ALZHEIMER SOCIETY OF MONTREAL'S ANNUAL GOLF TOURNAMENT IN HONOUR OF HECTOR "TOE" BLAKE



The Alzheimer Society of Montreal's annual golf tournament has been bringing local business people together every year for over 30 years. As part of our 30th anniversary celebrations in 2023, the ASM was proud to welcome golfers and athletes of all levels to the prestigious St-Raphaël Golf Club in Île-Bizard.

The annual event draws a full roster of golf enthusiasts and Montreal Canadiens alumni who take pride in supporting our cause. What's more, the number of participants has been growing over the last two years, as other sports personalities joined our group. The tournament is a unique opportunity to share good times with peers and meet famous athletes. In 2023, we were thrilled to have Montreal Canadiens alumni Chris Nilan (Honorary Chair), Réjean Houle and Rick Greene join us. We also had the pleasure of welcoming aspiring professional golfer Natacha Brossard and boxer Alain Bonnamie, who is the only athlete to have been ranked in the top 10 worldwide in three combat sports: IKO karate, PKA kickboxing and WBC boxing.

Our Honorary Chair, Chris Nilan, shared a touching and inspiring story with our guests at the evening cocktail reception. Golfers also had the chance to take part in the cognitive challenge—a new activity organized by the Educational Services team. Everyone participated wholeheartedly and enjoyed learning more about cognitive health and the protective factors for preserving it.

The event raised over **\$132,000**, helping to fund both our operations and our overall service offering.

ANNUAL ALZHEIMER SOCIETY OF MONTREAL COLLOQUIUM IN HONOUR OF THE BARCLAY FAMILY



The fifth annual Alzheimer Society of Montreal Colloquium, in honour of the Barclay family, was held on February 7, 2024, at the Intercontinental Hotel in Montreal. As in previous years, the conference provided participants with accurate and up-to-date information about Alzheimer's disease and related disorders, but this time it did so on a much larger scale.

The key topics of the day centred on ways to prevent neurocognitive disorders and influence modifiable risk factors, gender differences and gender effects on changes in brain structure, new technologies to assist diagnosed individuals and their caregivers, global perspectives on the disease, current legal and policy issues, the inclusion of people from all backgrounds, and new clinical methods for early detection. The day ended with an excellent talk on the sound management of compassion stress, given by renowned psychologist and speaker Rose-Marie Charest.

In all, our fifth Annual Colloquium brought together **close to 200 attendees**, including health care professionals, researchers, caregivers, and providers operating in the field of neurocognitive disorders.

Twenty-four experts in neurocognitive disorders took the stage, sharing research findings, scientific and therapeutic advances, information on new programs for caregivers, and top tips for providing compassionate care to those affected by Alzheimer's disease.

Many service providers were also in attendance, seizing the chance to showcase their offerings to attendees. The networking zone featured nine booths set up in the main plenary room, a smart move that delighted both attendees and exhibitors. This arrangement not only provided great visibility but also gave exhibitors the opportunity to immerse themselves in the Colloquium experience.

The following exhibitors were featured in the networking zone:

- CDS Boutique
- Luci
- Selena Residence
- McGill University Dementia Education Program
- Euforia
- Canadian Coalition for Seniors' Mental Health
- The Memory Clinic
- Mental Health Commission of Canada
- Chartwell

We had the privilege of many partners joining us for the event:

- Awareness Partner: Montréal enSANTÉ magazine
- Cognitive Health Partners: Eisai and the Government of Quebec
- Supporting Partners: Manoir Claudette Barré and Centre Axis

We were also very proud to have the support of Guillaume Cliche-Rivard, the MNA for our riding of Saint-Henri–Sainte-Anne. He gave us a video testimonial that we shared with attendees at the end of the day

We hosted the following guest speakers at our fifth Annual Colloquium (in alphabetical order):

- **Lora Appel**, PhD, Assistant Professor of Health Informatics at York University; Collaborating Scientist at OpenLab, University Health Network; Adjunct Researcher at Michael Garron Hospital; Dahdaleh Institute for Global Health Research
- **Louis Bherer**, PhD, Full Professor, Department of Medicine, Université de Montréal
- **Katherine Bourolias**, Research Assistant, OpenLab UHN
- **Deniz Cetin-Sahin**, MD, PhD, Research Associate, Research on Organization of Healthcare Services for Alzheimer's (ROSA)
- **Rose-Marie Charest**, psychologist and speaker
- **Yves Couturier**, PhD, Full Professor; Scientific Director at the Réseau de connaissances en services et soins intégrés de première ligne
- **Simon Duchesne**, Researcher at the CERVO Brain Research Centre
- **Robin Durand**, Director – Life Sciences Innovation Integration at Montréal InVivo
- **Isabelle Garito**, Research Assistant, OpenLab UHN
- **Maiya Rachel Geddes**, MD, Neurologist and Researcher; Assistant Professor in the Department of Neurology and Neurosurgery at McGill University
- **Hélène Guay**, BCL, LL.M., health law, human rights and seniors' rights
- **Pierre Lavoie**, athlete, speaker and social entrepreneur
- **Roger Lecomte**, PhD, Chief Scientist, Laboratoire de recherche en tomographie d'émission par positrons (LabTEP), Centre d'imagerie moléculaire de Sherbrooke, Université de Sherbrooke, Co-founder and Scientific Director of Imagerie Recherche et Technologie (IR&T) inc.
- **Éthelle Lord**, MEd, DM, Founding President of the International Caregivers Association, LLC and creator of the Transactional Dementia IntelligenceSM model of dementia care
- **Ziad Nasreddine**, MD, Cognitive Neurologist and Founder of MoCA Cognition
- **Adrián Noriega de la Colina**, MD, Postdoctoral Researcher, CIHR Institute of Aging, Department of Neurology and Neurosurgery, McGill University
- **Nathalie Paré**, President and CEO of Groupe Patrimoine
- **Antonella Santuccioni Chadha**, MD, expert in neuroscience, neurological disorders and psychiatric illnesses; Co-founder of the Women's Brain Project and Vice President of Euresearch

- **Julie Sigouin**, Project Leader, Plan ministériel sur les troubles neurocognitifs majeurs (TNM)
- **Danielle Tchao**, Research Coordinator, OpenLab UHN
- **Marie-Pierre Thibodeau**, MD, Geriatrician and Internist
- **Paolo Vitali**, MD, Neurologist at the Montreal West Island Integrated University Health and Social Services Centre and at the McGill University Research Centre for Studies in Aging
- **Isabelle Vedel**, MD, PhD, Associate Professor, Department of Family Medicine, Co-founder and Scientific Director of the ROSA research team
- **Claire Webster**, Certified Dementia Care Consultant and Professional Consultant on Aging, Founder of Caregiver Crosswalk Inc.

Attendees enjoyed an active break where they exercised to music under the guidance of **Joana Collet**, MSc, Research Coordinator for the Lab École project and PhD student in the interdisciplinary health and society program at Université du Québec à Montréal.

The Alzheimer Society of Montreal sincerely thanks all guest speakers who took part in the 2024 Colloquium and shared their outstanding expertise with the attendees.

Over 70% of attendees reported being satisfied with their overall experience, making the Colloquium one of the hallmark events of our organization.

PHILANTHROPY

- PLANNED GIFTS
- HEALTHPARTNERS CAMPAIGN
- THIRD-PARTY FUNDRAISERS
- DIRECT MAIL
- PARTNER, COLLABORATOR AND DONOR RECOGNITION

PLANNED GIFTS

The Alzheimer Society of Montreal deeply appreciates the invaluable contributions of donors who have chosen to include a bequest, a donation of publicly traded shares or a gift of life insurance in their financial planning. We thank them for preparing well thought-out estate plans that reflect the values of Montrealers who hold this cause near and dear to their hearts.

Through their generosity, these benefactors have left a lasting legacy that enables us to fund essential services geared toward people with neurocognitive disorders and their caregivers.

Planned giving revenue accounts for **close to 23%** of the ASM's annual operating budget.

HEALTHPARTNERS CAMPAIGN

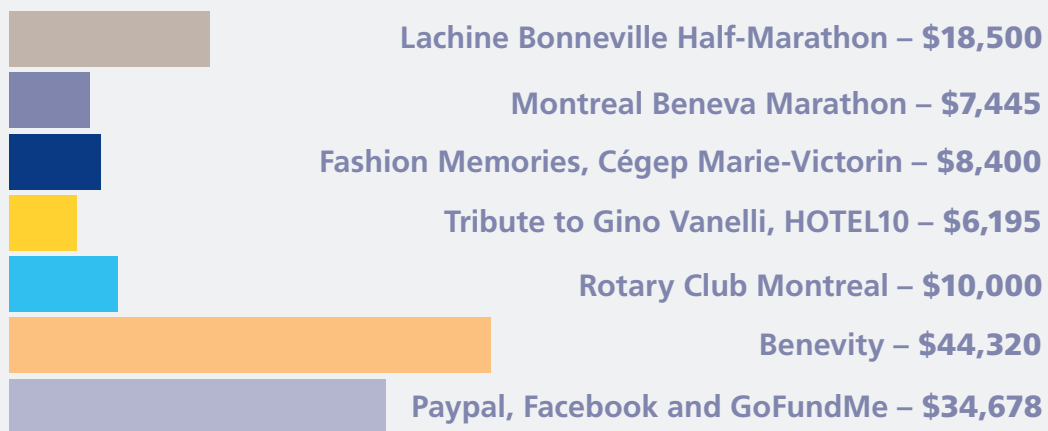
Every year, HealthPartners Quebec runs an awareness and payroll deduction donation campaign among public and private sector companies to benefit its 16 member organizations operating in the health sector, including the Alzheimer Society of Montreal.

This year's HealthPartners campaign raised **close to \$80,000** for our organization.

THIRD-PARTY FUNDRAISERS

Throughout the year, various groups of individuals choose to host online or in-person fundraising events to benefit the Alzheimer Society of Montreal. We are very grateful to each of these groups for their commitment and creativity in rallying their communities to our cause. Together they raised **over \$120,000** last year.

Top 2023–2024 third-party events



DIRECT MAIL

We decided to manage every aspect of our direct mail fundraising program ourselves, and our campaigns really took off as a result. Doing everything in-house enabled us to significantly lower associated costs, meaning that 100% of the funds donated by Montrealers sympathetic to our cause went to the ASM.

Our direct mail campaigns once again covered a variety of topics, keeping readers engaged and informed about our users' real needs while providing up-to-date scientific data to support our mission. **Last year, we launched two campaigns, including follow-ups, totalling over \$190,000 in direct donations.** Funds raised through direct mail campaigns provide ongoing financial support to the Alzheimer Society of Montreal and are reinvested in our programs and services.

THANK YOU TO OUR EVENT PARTNERS!

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CCSMPA

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FUNDING PARTNERS

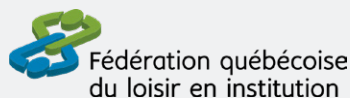
- Government of Canada – New Horizons for Seniors Program, Canada Summer Jobs Program and Community Services Recovery Fund
- CIUSSS du Centre-Sud-de-l'Île-de-Montréal, financial support under the Government action plan for caregivers (2021–2026) – Improve support through recognition
- Public Health Agency of Canada
- Emploi Québec, *Mesure de formation de la main-d'œuvre program*
- Fondation de la Fédération des médecins spécialistes du Québec
- L'Appui pour les proches aidants
- Ministère de la Santé et des services sociaux – *Programme Actions Aînés du Québec* (respite and stimulation services at Activity Centres) and *Programme Québec Ami des Aînés (QADA)*
- *Programme de soutien aux organismes communautaires*
- City of Montreal and the Government of Quebec – *Amateur artistic practice: Towards cultural citizenship in neighbourhoods* program
- City of Montreal – Plateau-Mont-Royal Borough and Centre du Plateau (Counselling Network service location in the Centre-Sud neighbourhood)
- Fédération québécoise du loisir en institution



Employment and
Social Development Canada

Emploi et
Développement social Canada

The *Mon milieu de vie : vivre ensemble* project is funded by the Government of Canada under the Community Services Recovery Fund.



2023-2024 MA

GIFTS OF STOCK AND BEQUESTS

Gifts of stock: \$9,924.38

Monthly donations: \$26,512.50

Bequests: \$631,140.69

In memoriam donations: \$151,848.00

A BIG THANK YOU TO OUR 2023-2024 INDIVIDUAL AND CORPORATE DONORS

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Bougie, Richard W.
Bourbonnais, Richard
Brayton, K. E.
Briard, Carole
Brown, Carole
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Carroll, Gary

Catchpugh, Brian
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Champagne, Claude
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Chouinard, Patricia
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De Angelis, Franco
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Lambert, Guy
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Tremblay, Josette
Tropiano, Carmela
Vibien, Marie-Laure
Wendling, Jean Sebastien
Whittaker, Timothy C.

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DIRECTORS

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Treasurer: Charles DOUVILLE — RBC, private sector

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Jovan ANTUNOVIC — Strat2Tact consulting, private sector

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David STRELISKI — Streliski Risk Consulting, private sector

ADMINISTRATIVE STAFF

Management Team

Executive Director: Jeane DAY, MBA

Director – Programs and Services: Marie Christine LE BOURDAIS, BA

Communications and Public Relations Director: Amélie POIRIER, BA

Senior Advisor, Educational Services: Cécile CHOPLET, MBA (Health Services Management)

Director of Philanthropy: Louis MOUBARAK (outgoing)

Human Resources Manager: Alizée POUPAERT, MSc

Coordination Team – Programs and Services

Coordinator – Clinical Services: Dahlia BAKA

Coordinator – Groups and Activities: Lindsay SOBOL

Coordinator – Respite and Stimulation Services at Activity Centres: Raffaella CAVALIERE

Coordinator – At-Home Respite and Stimulation Services: Luc DISTEXHE

CTORS AND STAFF

Counselling Team – Clinical Services

Intake and Referrals Counsellor: Jordan FISH

Counsellor for Individuals with Neurocognitive Disorders: Éloïse MILLET

Caregiver Counsellor – Counselling Network (south-central Montreal): Naima BEN SI SAID

Caregiver Counsellor – Counselling Network (western Montreal): Jessika CECCHINI

Caregiver Counsellor – Counselling Network (northern Montreal): Jennifer Code

Caregiver Counsellor – Counselling Network (west-central Montreal): Christiane PROULX

Caregiver Counsellor – Counselling Network (eastern Montreal): Sabrina PETTA

Care Providers – At-Home Respite and Stimulation Services

Sylvie GRAVEL (home care worker and administrative support assistant)

Laurence MESSIER

Michaela DUGUAY

Vanessa GIBBS

Cynthia HAIDAR

Marc-Antoine JOHNSON

Erik KENNEDY

Simone MAYERS

Lou-Anne PES

Care Providers – Permanent Activity Centre

Isabelle ROBERT (Team Leader)

Lisa Marie VETRO

Jessica ALBANESE

Care Providers – Saturday Activity Centres

Tasmia AHMED

Ashley Ann GORDON (outgoing Team Leader)

Michaela DUGUAY (Team Leader)

Stéphanie GAIDICA

Arianne JOHNSON

Jenny KORDOS
Kate LABONTÉ (Team Leader)
Leticia MARTINEZ-ROMÉRO
Kristen MONIQUE
Maria GUISEPPINA POLITO
Amanda ROSEN (Team Leader)
Peter TIBERIO

Facilitators – Groups and Activities

Facilitators – Support Groups: Luc ARMAND,
Francine CYTRYNBAUM, Generosa DE CUBELLIS, Jessica GAROFALO, Jessica GOZLAN,
Rima KITOUNI, Huguette PAGÉ, Julie RIOPEL, Christina SPIRI
Coordination Assistant: Maude LAFERRIÈRE (outgoing)
Art Therapist: Anne-Laurence MONGRAIN
Tales and Travels Facilitator: Madeleine CARRIER
Art Therapy Intern: Ashley ASUNCION-MORALES (spring 2023)
Art Therapy Intern: Alexandra BERBERI (fall 2023 to spring 2024)

Philanthropic Services Team

Grants and Project Funding: Annie DE GRANDMONT
Funding Development: Elisabeth DÉSY
Events and Associative Life Officer: Michel PHAKA KHONDE

Administrative Support

Administrative Assistant: Pierre BOURASSA
Executive Assistant: Sylvie CHOQUETTE
Office Manager and Receptionist: Tristan MCELHERON
Accounting Technician: Jean Claude MBILA MOTTO

Human Resources and Communications Team

Human Resources Technician: Éloi ROUILLARD
Marketing and Digital Communications Officer: Benoit LEGAULT
Digital Marketing Communications Officer: Jeanne TÉCHER (outgoing)

Educational Services Team

Counsellor – Home Environment Modification: Tamara CIORRA
Counsellor – Home Environment Modification: Sarah ERROU
Analytics and Content Expert: Cindy DALTON

At the ASM, everything we do centres on one goal: creating an environment where our employees feel valued, supported and inspired to be their very best every day.

Thank you to all our employees!

You make a difference in the lives of those we support.

COMMUNITY PARTNERS AND C

HOSTING ALZHEIMER CAFÉS

- Bibliothèque du Plateau-Mont-Royal
- Centre du Plateau (by appointment)
- Little Brothers (Montreal)

HOSTING SUPPORT, INFORMATION AND ART THERAPY GROUPS

- CHSLD J.-Henri Charbonneau (by appointment)
- Centre du Plateau (by appointment)

HOSTING SATURDAY ACTIVITY CENTRES

- Berthiaume-du-Tremblay residence Day Centre
- Lachine Day Centre

VOLUNTEERING TIME AND EXPERTISE, DEMONSTRATING A COLLABORATIVE MINDSET AND SHOWING GREAT GENEROSITY

- All Quebec Alzheimer Societies
- Ngozi Iroanyah, Director of Health Equity and Access at Alzheimer Society of Ontario

PROVIDING A SPACE FOR A COUNSELLING NETWORK SATELLITE OFFICE OR SERVICE LOCATION

- Centre d'hébergement J.-Henri Charbonneau
- Centre du Plateau, suite 1.129
- Dollard-des-Ormeaux Seniors Club
- Groupe des aidants du Sud-Ouest

REFERRING TOP SPECIAL EDUCATION GRADUATES AND ART THERAPY AND SOCIAL WORK INTERNS

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

ORGANIZING ART LINKS WORKSHOPS—AN ENDLESS SOURCE OF CREATIVITY AND FUN FOR EVERYONE INVOLVED

- Montreal Museum of Fine Arts

COLLABORATORS

PARTNERING WITH THE ASM AND PROVIDING FINANCIAL SUPPORT

- Association québécoise pour les personnes aphasiques (AQPA) – Created a support group for people with primary progressive aphasia and their caregivers
- Centre culturel Georges-Vanier – Hosted the official opening of an art therapy exhibition for caregivers and the exhibition itself; presented the Anne Billy exhibition (visits by our groups)
- Chartwell, Manoir Kirkland – Hosted a monthly support group
- Cultural development fund established by the Government of Quebec and City of Montreal – Art therapy for caregivers
- Joyful Connections – Laughter Yoga
- Les Grands Ballets Canadiens – National Centre for Dance Therapy (creative dance)
- McGill University Dementia Education Program – The Sharing Room

SHARING INFORMATION AND ENGAGING IN MEANINGFUL COLLABORATION

- A.W.I.S.H.
- Accès Bénévolat
- Afrique au Féminin
- Alliances 3^e âge Grand Plateau
- Alzheimer Groupe Inc.
- Arborescence (formerly the Association québécoise des parents et amis de la personne atteinte de maladie mentale)
- Association bénévole de Pointe-aux-Trembles/Montréal-Est
- Association récréative Milton-Parc
- Beaconsfield 55+ Club
- Beaconsfield Library
- Bibliothèque Saul-Bellow, Lachine
- Coffee Club for seniors, Lachine
- Carrefour Marguerite-Bourgeoys
- Carrefour Montrose
- CDC Plateau-Mont-Royal
- Centre d'action bénévole de Bordeaux-Cartierville
- Centre d'action socio-communautaire de Montréal (CASCAM)
- Centre d'appui aux communautés immigrantes
- Centre des femmes du Plateau-Mont-Royal
- Centre multi-ressources de Lachine
- Chartwell Manoir Kirkland
- City of Beaconsfield
- City of Dollard-des-Ormeaux

- CIUSSS West-Central Montreal
- CLAM (Carrefour de Liaison et d'Aide Multiethnique)
- CLSC René-Cassin
- COMACO (Coalition pour le maintien dans la communauté)
- Comité d'éducation aux adultes de la Petite-Bourgogne de Saint-Henri (CÉDA)
- Corporation de développement communautaire Solidarité Saint-Henri (SSH)
- Council for Black Aging Community of Montreal
- CRIUGM (Centre de recherche de l'Institut universitaire de gériatrie de Montréal) – *ViesÂge* program
- D&D 50+ Centre
- Demeures Sainte-Croix
- Dollard-des-Ormeaux Library
- Douglas Mental Health University Institute
- Du Parc YMCA
- Fondation Santé Urbaine du CIUSSS Centre-Sud
- Forum des citoyens de Montréal
- Groupe des aidants du Sud-Ouest
- Guichet d'accès santé mentale adulte (GASMA) – CIUSSS Centre-Sud
- Habitations H.F.-Malo
- Habitations Nouvelles Avenues
- Hôpital Notre-Dame, CIUSSS du Centre-Sud
- Hydro Québec
- Institut universitaire de gériatrie de Montréal
- INTERLIGNE (help and information service for the LGBTQ+ community)
- Kirkland Library
- La Maison d'Aurore
- La Maison Monbourquette
- Le Temps d'une pause
- Les Accordailles
- Marguerite d'Youville Research Chair (*You and me as life goes on* program)
- McGill School of Continuing Studies
- Nova Montréal
- Nova Home Care
- Novaide
- Pierrefonds Library
- Plumeau, chiffon et compagnie
- Pointe-Claire Public Library
- PRÉSÂGES
- Projet Changement
- RAAJ – Projet des Outils Pour les Aidants (OPA)
- Regroupement des aidantes et aidants naturels de Montréal (RAANM)
- Regroupement des aidants naturelles du Québec (RANQ)
- Regroupement des organismes pour aînés et aînées du Sud-Ouest de Montréal (ROPASOM)

- Regroupement des usagers du transport adapté et accessible de l'île de Montréal (RUTA-Montréal)
- Regroupement pour la relance économique et sociale du Sud-Ouest (RESO)
- Résidence Angélica (screening of the documentary Au-delà des mots)
- Résidence Le Vertical
- Résidences Québec
- Resto Plateau
- Seniors Committee
- Service de police de la Ville de Montréal (SPVM)
- Société de transport de Montréal (STM) – Paratransit
- SOS Aînés maltraitance (SOSAM)
- Sud-Ouest Borough
- Sunrise Senior Living
- Table de concertation des aînés de l'Île-de-Montréal (TCAÎM)
- Table de concertation des ressources pour aînés de Verdun (TCRAV)
- Tel-écoute – Tel-aînés
- The Linkworkers' Network, West-Central Montreal
- The Yellow Door
- Vers Vous
- YWCA Montreal

ASM EMPLOYEES HELP ENHANCE OUR ORGANIZATION'S VISIBILITY AND CREDIBILITY BY BEING ACTIVE MEMBERS OF VARIOUS ASSOCIATIONS, COMMITTEES, BOARDS OF DIRECTORS AND PROFESSIONAL ASSOCIATIONS.

- Federation of Quebec Alzheimer Societies (FQSA): Council of Chairs, Council of Executive Directors, Federated Campaign Committee, Expert Committee, First Link Referral Committee and Fundraising Committee
- Fédération québécoise du loisir en institution (FQLI)
- Nova Home Care (serves on the Board of Directors)
- Ordre des travailleurs sociaux et des thérapeutes conjugaux et familiaux du Québec (OTSTCFQ)
- Steering committee – Tracking progress on the *Plan ministériel sur les troubles neurocognitifs majeurs* – CIUSSS-du-Centre-sud-de-l'Île-de-Montréal
- Table de concertation des ressources pour aînés de Verdun (TCRAV)
- Table de concertation des ressources pour aînés de l'Ouest-de-l'île
- Table de Quartier du Nord de l'Ouest-de-l'île
- Table de Quartier Sud de l'Ouest-de-l'île
- Table des 50 ans et plus Dorval-Lachine