



WELCOMING AND SUPPORTING FAMILIES BY GUIDING THEM TO THE BEST RESOURCES

2024-2025 ACTIVITY REPORT

4505 Notre-Dame Street W, Montreal (Qc.), H4C 1S3

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

A REASSURING PRESENCE AND CONSISTENT SUPPORT FOR PEOPLE LIVING WITH NEUROCOGNITIVE DISORDERS AND THEIR FAMILIES

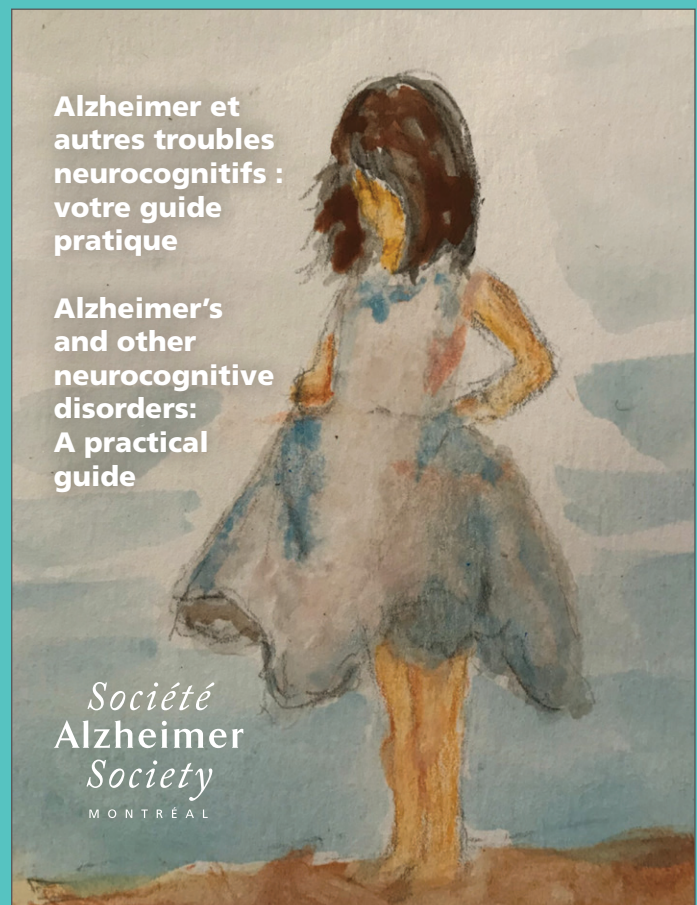
At the Alzheimer Society of Montreal, every action, every word, and every presence matters. For nearly 45 years, we have been compassionately supporting individuals affected by Alzheimer's disease and other neurocognitive disorders, always placing the human experience at the heart of everything we do.

Whether through attentive psychosocial support, activities that highlight each person's unique abilities, or moments of respite for caregivers, our dedicated team works every day to ease the personal and social impacts of the disease. Our mission is clear: to provide leading-edge care, services, and support that make a real difference in the lives of those affected.

Our commitment goes beyond direct intervention. It is also reflected in our public awareness efforts and in the sharing of knowledge with our care partners—ensuring that every person living with a neurocognitive disorder receives the support they deserve.

None of this would be possible without you. Thanks to the unwavering trust and support of our community partners, donors, and financial allies, we have the strength to build a future that is more compassionate, more informed, and firmly rooted in hope.

From the bottom of our hearts, thank you.



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A MESSAGE FROM OUR CHAIR

This past year marked an important milestone in our organization's development. Guided by strong governance, responsible management and a clear vision, the Alzheimer Society of Montreal has continued to grow steadily and ambitiously, solidifying its role as a trusted resource for families affected by Alzheimer's and related disorders and the healthcare professionals who support them.

This annual report reflects the tangible progress we have made toward expanding our range of services and deepening our social impact. Every initiative, project and partnership is a testament to our commitment to building solutions that are sustainable, compassionate and grounded in the realities of those we serve.

We are especially grateful for the invaluable support of our donors, collaborators and partners. Their continued trust empowers us to aim higher, innovate further and respond more effectively to the growing needs of our community. Their support is a driving force behind what we do and a cornerstone of our long-term sustainability.

Within these pages, you will discover a dynamic organization powered by a dedicated team, a board of directors that is active in many committees and initiatives, and a culture of collaboration that truly sets us apart.

Together, we are forging a path toward a more inclusive, informed and compassionate society.

Anouk A. Coxon
Chair of the Board



A MESSAGE FROM OUR EXECUTIVE DIRECTOR

This past year was shaped by extraordinary commitment, renewed creativity and deep dedication from our team of professionals. Together, we met challenges head-on, innovated in our approaches and pushed boundaries to better serve the individuals and families we support.

This annual report reflects the depth and reach of our work over the last months. It highlights our team's ability to constantly redefine what's possible, to adapt, to innovate, and to build sustainable, human-centred and inclusive solutions, creating a vital safety net for families affected by neurocognitive disorders.

We extend our heartfelt thanks to our institutional, community and public partners for their ongoing support. Their trust and collaboration are essential to carrying out our mission and making an impact.

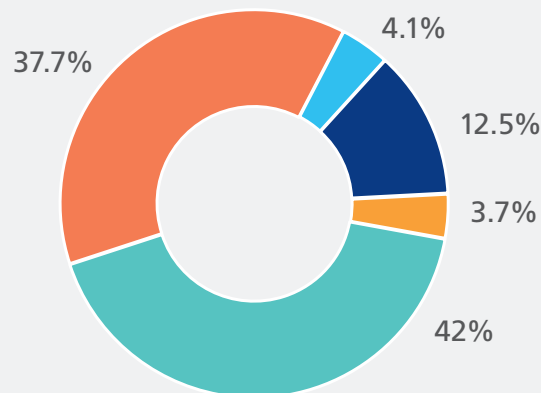
In these pages, we invite you to discover the results of a year of passionate work, fuelled by values of respect, mutual support and commitment to our community's wellbeing.

Jeane Day
Executive Director



FINANCIAL HIGHLIGHTS

2024–2025 Financial Data



<div></div>	Programs and Services	\$116,214
<div></div>	Grants	\$1,312,960
<div></div>	Donations	\$1,175,313
<div></div>	Rental Income and Investments	\$129,127
<div></div>	Third-Party Activities and Signature Events	\$387,218

STRATEGIC HIGHLIGHTS

The Alzheimer Society of Montreal continued to play a key role this year in supporting and educating Montrealers affected by neurocognitive disorders. We created innovative initiatives and established fruitful collaborations to improve our community's wellbeing and promote brain health prevention. Here is an overview of our main activities:

- **Programs and Services** – We offered a wide range of programs and services for people living with a neurocognitive disorder and their caregivers. These services included consultations, cognitive exercises and support groups, all with the goal of improving quality of life and providing essential support.
- **Education** – Our education department played a key role in sharing specific and useful information about Alzheimer's and related diseases. We organized workshops, talks and training sessions for healthcare professionals, caregivers and the general public to educate them on best practices and the latest advances in the field.
- **Outreach and Social Impact** – Our awareness initiatives reached a wide audience thanks to our media presence and strategic partnerships. We took part in interviews on influential platforms, published articles in the magazine Montréal enSANTÉ and shared a practical guide on neurocognitive disorders. These initiatives furthered our mission of providing support and education.
- **Human Resources** – Our dedicated and skilled team are at the root of our success. We invested in training and professional development for our staff to ensure the quality and efficacy of our services.
- **Member and Volunteer Engagement** – Member and volunteer engagement has been flourishing at the Alzheimer Society of Montreal. Their dedication helped elevate our events and raise wider awareness of neurocognitive disorders. We also saw a significant spike in membership rates, strengthening our community.
- **Major Events** – Our flagship events, the Walk for Alzheimer's and the Golf Tournament, were a great success. These events helped us not only raise essential funds, but also educate the public and rally the community around our cause.

- **Philanthropy** – Philanthropic support was crucial to our projects' success. We extend our heartfelt thanks to our donors and partners for their generosity and commitment, which made it possible to **finance our** initiatives and make a meaningful difference in the lives of people living with a neurocognitive disorder.

Thanks to these efforts, we not only supported people affected by Alzheimer's and related diseases, but also educated the community about the importance of prevention and healthy habits. We are proud of the social impact of our actions and remain determined to pursue our mission with dedication and passion.

PROGRAMS AND SERVICES

DEVELOPING COMMUNITY ALLIANCES

CLINICAL SERVICES

RESPIRE AND STIMULATION SERVICES

GROUP AND ACTIVITIES SERVICES

Invaluable support for people living with neurocognitive disorders and their caregivers.

The Alzheimer Society of Montreal's programs, services and activities for people living with Alzheimer's and related diseases in Montreal aim to make life easier for these families. **Our team reached over 1,400 families in 2024-2025** with programming that targets individual wellbeing.

Learn about the impact of our programs and services on
the wellbeing of families.

DEVELOPING COMMUNITY ALLIANCES

Consultation With the Canadian Air Transport Security Authority

In collaboration with the **Canadian Air Transport Security Authority (CATSA)**, some members of our team had the chance to visit the Montreal airport to better understand the physical and cognitive challenges facing people living with a neurocognitive disorder when going through security.

This visit also introduced us to the **accessibility measures** that CATSA has already implemented to facilitate these travellers' experience. We are firmly committed to pursuing this collaboration, sharing resources with our clients and helping improve accessibility for everyone.



CLINICAL SERVICES

Intake, Referrals and Personalized Support

Our intake and support services for caregivers and people living with a neurocognitive disorder provide an **attentive ear** and **referrals to relevant resources**, depending on the needs expressed. These services include the **intake and referral service**, the **Réseau-conseil, support for people living with Alzheimer's**, and requests received via **Référence Aidance Québec**.

Improved Access to Resources

This year, we published a **new First Link form** to facilitate access to resources for newly diagnosed individuals and their caregivers. We also hired a **referrals counsellor**, who has helped promote the Référence Aidance Québec platform more widely among healthcare professionals, leading to **better referrals to appropriate services**.

Tangible Tools for Newly Diagnosed Individuals

In collaboration with the Alzheimer Society of Abitibi, our team designed a **toolkit** for people newly diagnosed with a neurocognitive disorder. This toolkit contains **essential information on the disease, self-care resources**, and **tips on maintaining independence**.

Highlights and Achievements

We organized three Alzheimer Cafés this year, reaching nearly 70 people. These events provide participants with an essential space for discussion and support.

In terms of psychosocial support, nearly 400 caregivers received close to 3,000 hours of direct support throughout the year. Hundreds of people with a new light-to-moderate neurocognitive disorder diagnosis also received close to 300 hours of psychosocial support. Psychosocial support provided by the Alzheimer Society of Montreal's qualified professionals has significant reach throughout the city.

Our team provided close to **3,000 hours of direct support** to nearly **400 caregivers**. Our counsellor provided nearly **300 hours of personalized consultation** to people impacted by Alzheimer's and related diseases.

This year's Clinical Services successes reflect the importance of family support in our individualized approach. Our team is continuing to carry out this essential work and adapt to the psychosocial needs of our specific clients.



RESPIRE AND STIMULATION SERVICES

Our **Activity Centres** serve caregivers as well as people living with a neurocognitive disorder. Our Saturday Activity Centres and our Permanent Activity Centre provide a safe and stimulating environment, where participants can thrive and feel valued, while their caregivers enjoy a well-deserved moment of respite.

The Saturday Centres are located in the Ahuntsic neighbourhood, in the city of Lachine and at our headquarters. The centres welcome over 90 families annually, both during the week and on the weekend.

Our team aims to provide an affordable, high-quality weekly respite service that's accessible and safe for everyone. The activities offered for people living with a neurocognitive disorder are stimulating, therapeutic and designed to promote cognitive reserve, physical health and social connection, while taking a personalized approach.

Over the last year, our Activity Centre team has delivered nearly **12,000 hours of direct services** to over **90 families** in Montreal.

The Alzheimer Society of Montreal's **at-home respite and stimulation service** provides personalized support for people living with a neurocognitive disorder and their caregivers. Our attentive and highly qualified team offers a variety of stimulating therapeutic activities related to clients' interests.

Over the last year, we delivered close to **6,000 hours** of at-home respite and stimulation services to **70+ families** in Montreal, thus meeting our clients' growing needs.

Highlights and Achievements

This year, **our centres' service offering grew by 25%** to meet the rising needs of people living with a neuro-cognitive disorder.

We also strengthened our person-first approach by successfully implementing Teepa Snow's innovative techniques, under the guidance of our certified coordinator.

Thanks to the efforts of our activity centre staff, our clients were able to enjoy many activities, including opportunities to recognize caregivers, mark annual celebrations and practise daily routines.

The at-home respite and stimulation service, meanwhile, saw a **25% growth** in the number of service hours delivered to clients. The **number of families who received this service also increased by around 10%**. This growth has proved essential given the rising prevalence of neurocognitive disorders in our population.

We would like to express our deep gratitude to our partners, volunteers and community members for their loyal support.



Fondation J.A. DeSève



Testimonial

"I'll never forget how exceptionally kind, professional and welcoming you were to my spouse and me on Wednesdays. Your team is incredibly dedicated and has made my life much easier over the past two years. Thank you sincerely to all of you who work hard to provide stimulation for our spouses at the Activity Centre."

— Suzanne G., caregiver

GROUP SERVICES AND ACTIVITIES

Seasonal programming meets a wide range of needs expressed by our users. Weekly support groups are an essential resource for caregivers, offering a space where they are met with empathy, respect, comfort and mutual support. Art therapy and physical and creative workshops in collaboration with the Grands Ballets Canadiens and the Montreal Museum of Fine Arts are some of our most popular activities. They give each participant space for self-expression and a chance to share their experience within a therapeutic framework. These exchanges foster a strong sense of group cohesion and help enhance participants' health literacy.

Support and Information Groups

On a weekly or monthly basis, our specialized facilitators provide a safe space for caregivers to share their personal experience.

This year, sessions were delivered in person and online, in French and English, depending on participants' preference. Our groups welcomed **over 260 participants for more than 300 hours of direct support**.

The Sharing Room, in Collaboration With the McGill University Dementia Education Program

These discussion sessions provided peer support for Montreal families, strengthening community ties and offering essential resources for those living with a neurocognitive disorder.

The Sharing Room received **more than 70 registrations** this year, delivering **over 90 hours of support** to caregivers and people living with Alzheimer's.

In the last year, support groups welcomed **over 330 registrants**, delivering **nearly 400 hours of direct support** to our clients.

Art Links in Collaboration With the Montreal Museum of Fine Arts

The Art Links program invites people living with neurocognitive disorders and their caregivers to the Montreal Museum of Fine Arts once a month. This program is a unique opportunity to explore artworks and take part in creative workshops. It provides a space for artistic expression and cultural discovery, while strengthening the bonds between caregivers and their loved ones.

Art Links has been a great success. The initiative attracted many new and returning participants, with a total of **150 registrants**. It delivered **close to 25 hours of artistic exploration and creative workshops**.

Creative Dance in Collaboration With Les Grands Ballets Canadiens

Through our collaboration with Les Grands Ballets Canadiens' National Centre for Dance Therapy, we were able to offer an adapted and creative dance activity for people living with a neurocognitive disorder and their caregivers. This activity invites participants to explore their creative potential and to socialize, while reaping the benefits of movement and dance.

Over 35 people took part in this year's sessions, totalling nearly 40 hours of partnered creative dancing.

Laughter Yoga

Laughter yoga, developed by Dr. Madan Kataria, is a unique practice that combines laughter, adapted movement and breathing exercises. This program aims to use the power of laughter to improve participants' physical and mental wellbeing.

It reached **more than 35 participants** over the course of 36 weekly sessions.

Yoga and Relaxation

The gentle yoga class was designed to meet participants' specific needs mainly using chair-based exercises. This program aims to improve mobility, balance, coordination and relaxation. Through adapted movements and breathing techniques, participants enjoy a holistic approach that promotes physical and mental wellbeing.

This activity was very popular this year, with registrations up 68%. **Nearly 90 people benefited from this program**, taking part in over 32 hours of guided yoga and relaxation.



Artwork by Christiane, created during the art therapy workshops dedicated to people living with a neurocognitive disorder.

Art Therapy for People Living with a Neurocognitive Disorder

These workshops promote self-expression in a therapeutic setting. Working in various mediums, each participant is encouraged to create art according to their interests and abilities. Art therapy offers a non-judgmental space where each person's strengths are brought to the fore.

We held two types of art therapy activity for our clientele diagnosed with a neurocognitive disorder. The first was in groups of five to six people, while the second was individual. These two activities, each with a different focus, reached an audience who often testify to the benefits of artistic creation on their overall wellbeing.

Taking these two activities together, this year art therapy reached **nearly 30 people living with a neurocognitive disorder, totalling close to 290 hours of artistic practice.**

Art Therapy Groups for Caregivers

These sessions provide practical tools and a safe therapeutic space for caregivers, helping them recharge, improve their emotional wellbeing and better manage the daily challenges related to their role.

The popularity of these group and individual art therapy sessions has grown continuously over the years. This year, **this activity saw a 23% increase in registrations.** Participants enjoyed more than 110 hours of artistic practice.

Highlights and Achievements

Art Hives

Several of our activities take a break during the summer period. However, our team wanted to introduce artistic practice to people who don't already benefit from art therapy sessions and to employees. Thus the Art Hives were born. **These sessions took place over a period of 7 weeks. They welcomed over 75 participants looking to explore artistic practice and its many benefits.**

A few highlights: The **support group delivered 300 hours of direct support to over 260 participants.** On top of this, **The Sharing Room** received **70+ registrations** and delivered **over 90 hours of support.**

There was also an **impressive 68% increase in the number of registrations for yoga and relaxation,** which was open to anyone interested.

In conclusion, **art therapy is proving to be a particularly popular activity,** with both people living with a neurocognitive disorder and their caregivers. Tallying **over 400 hours of creative exploration,** this activity remains one of our most in-demand.



Emploi et
Développement social Canada

Employment and
Social Development Canada

Centre intégré
universitaire de santé
et de services sociaux
du Centre-Sud-
de-l'Île-de-Montréal



*Under the Government Action
Plan for Caregivers (2021–2026) –
Recognize to Better Support*

*Support for our art therapy service for
caregivers*

EDUCATIONAL SERVICES

BUILDING SKILL AND SHARING BEST PRACTICE

WORKSHOPS

HIGHLIGHTS AND ACHIEVEMENTS

TESTIMONIALS

Building Skill and Sharing Best Practice

Educational services play a strategic role in developing the skills of healthcare professionals who work in care homes, especially with patients diagnosed with neurocognitive disorders and their caregivers. Our **customized, scalable training programs anchored in best practice** are designed to support care workers' clinical and relational excellence.

Over the last year, we continued to **expand and diversify our educational programs**, incorporating innovative pedagogical approaches and updated content in response to changing needs on the ground. These efforts led to a **significant rise in participation rates**, confirming the relevance, impact and added value of these programs.

With a view to continuous improvement, we implemented **targeted, interactive and contextualized learning opportunities**, which help directly **improve the quality of care and the quality of life of seniors**. By arming professionals with knowledge, skills and concrete tools, we are able to support their essential work with diligence, humanity and compassion.



This year, we delivered **nearly 90 trainings** in **more than 20 care homes**, reaching **over 1,300 professionals**. This skills development has a **meaningful impact on close 3,500 residents**.

Via community outreach, we organized **nearly 30 presentations** in collaboration with **more than 15 organizations**, welcoming **over 450 participants**. Our trainings supported professionals in a variety of fields, including science researchers, home care services, social workers, occupational therapists, patient attendants, artists, recreation therapists and kinesiologists.

It was a pivotal year for the Educational Services team, who are increasingly making a name for themselves throughout Montreal care homes. The team delivered **nearly 120 trainings and presentations** to individuals from the healthcare sector and to the general public. In total, over **1,750 people** benefited from this knowledge sharing.

Workshops

We created **2 new workshops** to meet professionals' needs:

1. **Intimacy, sexuality and neurocognitive disorders**
2. **Person-centred, non-pharmaceutical approaches to stimulation and better intervention**

Highlights and Achievements

Our program "My Living Environment: Your Residence Training Course" developed significantly, taking into consideration all the stakeholders impacted by neurocognitive disorders. We also introduced **a new presentation for residents and their loved ones, providing more in-depth information for our audiences**. Additionally, we helped develop a training course for first responders in Quebec.

Our team **developed partnerships** with the CIUSSS de l'Île de Montréal to make the "**My Living Environment**" program available to its managers. We also worked with the Université de Montréal to target healthcare students with specific trainings on best practices when working with a person diagnosed with a neurocognitive disorder. **These efforts aim to educate and prepare tomorrow's professionals for the challenges related to neurocognitive disorders.**

The **Educational Services team** also ramped up its educational activities at the Alzheimer Society of Montreal's signature events. These activities are designed to inform and engage the general public, to help improve understanding and support for people living with neurocognitive disorders.



Testimonies from participants at our trainings and presentations reflect the positive impact of our services:

"We think we know a lot as professionals, but we realized that we have a lot left to learn. Thank you!"

"This training opened our eyes to the human aspect of the disease, which we are more removed from. It better equipped us to talk to people who have just been diagnosed, and to redirect people who have questions about the Alzheimer Societies."

We would like to thank our partners for their support over the last year.

Québec 

Canada 

OUTREACH AND SOCIAL IMPACT

REACHING OUR TARGET AUDIENCES

MONTRÉAL ENSANTÉ MAGAZINE

JANUARY: ALZHEIMER'S AWARENESS MONTH

COMMUNITY EDUCATION AND ADVOCACY ACTIONS

THINK TANK GROUPS AND SCIENCE ADVISORY COMMITTEE

Meaningful and Impactful Communications

Communicating effectively with our target audiences is an exercise in balance and constant **adaptation**, which requires diligence, creativity and sensitivity. Over time, the Alzheimer Society of Montreal's communications team has refined its strategies to **adapt its messaging, diversify its channels and get people thinking** about neurocognitive disorders.

Whether we're **raising awareness about prevention and factors that protect cognitive and overall health**, or **sharing uplifting testimonies from our users**, our commitment is the same: to **use innovative content and new channels** to reach communities in an authentic and inspiring way.

We use a variety of tools to **promote community engagement**: a website full of relevant content, targeted newsletters and an active social media presence, where we highlight our personalized approach and the quality of our relationships with stakeholders.

Our influence is felt beyond regional borders: **we share our best practices internationally** and collaborate with many partners to **promote a more inclusive society** for people living with a neurocognitive disorder and their loved ones.



REACHING OUR TARGET AUDIENCES

The communications team had remarkable success this year, demonstrating its commitment to raising public awareness of Alzheimer's. Here is an overview of their main achievements:

- **Website** – Our website received over 128,000 unique visitors, reflecting growing interest in our resources and information.
- **Research on early-onset Alzheimer's** – We recorded 18,000 searches for the term "early-onset Alzheimer's," indicating strong demand for specific and actionable information.
- **Blog** – Our blog is full of relevant topics for website visitors. The page listing 10 symptoms of early-onset Alzheimer's was especially popular, with nearly 61,000 visitors, highlighting the importance of this resource.
- **Homepage** – Nearly 7,000 users landed on our homepage, a springboard for exploring our services and information.
- **Memory games** – Over 5,000 users showed interest in our article on memory games to stimulate cognitive capacity.
- **Newsletter** – We reached over 7,500 newsletter subscribers, with an impressive average open rate of more than 40%, reflecting our audience's engagement and interest.

Our website welcomed 128,000 unique visitors during the year.
Early-onset Alzheimer's was a popular search term for our visitors.
Nearly 61,000 users were directed to our blog article on the symptoms
of early-onset Alzheimer's.

MONTRÉAL enSANTÉ MAGAZINE

Our partnership with **Montréal enSANTÉ** was especially fruitful this year. We had the honour of publishing articles in **four issues** of the magazine, of which three were written in collaboration with **Dr. Saskia Sivananthan**, CEO of the Brainwell Institute and member of the Alzheimer Society of Montreal's science advisory committee, who consulted on the writing of the articles.

1. **Summer 2024**: An article on "[Youth and brain health](#)"
2. **Fall 2024**: An article on "[The Diverse Faces of Dementia](#)"
3. **Winter 2025**: A comprehensive booklet for Alzheimer's Awareness Month, titled "[Alzheimer's and Other Neurocognitive Disorders: A Practical Guide](#)"
4. **Spring 2025**: An article on "[Driving and Dementia](#)"

These publications allowed us to share crucial information on Alzheimer's disease with a wide audience, in line with our mission to support and educate.

We created four articles for *Montréal enSANTÉ* magazine. Three of them were produced in consultation with Dr. Saskia Sivananthan, CEO of the Brainwell Institute and member of the science advisory committee.



JANUARY: ALZHEIMER'S AWARENESS MONTH

As part of our 2024–2025 social awareness campaign, we launched a comprehensive bilingual resource titled *Alzheimer's and Other Neurocognitive Disorders: A Practical Guide*. This French-English booklet features **10 articles** covering everyday aspects of living with Alzheimer's and related disorders and sharing practical tools to better understand and navigate this complex reality.

Designed as both an educational tool and an awareness-raising initiative, the guide helps demystify issues related to conditions such as Alzheimer's. Readers will gain insights into the impacts of the disease, the role of caregivers, prevention through healthy lifestyle habits, psychosocial considerations, available support services, and more. It also highlights a range of local resources and services available to people living with a neurocognitive disorder in Montreal.

Without a doubt, our flagship project this year was the publication of this special guide. Over 55,000 copies were distributed through both a dedicated print run and its inclusion in *Montréal enSANTÉ* magazine.

This initiative reached a wide audience and advanced our mission to support and educate by sharing valuable information and key resources.

Our expert contributors were:

- Ella Amir, AMI-Québec
- Dr. Louis Bherer, Neuropsychologist, Université de Montréal, Director of the ÉPIC centre, ICM
- Dr. Thanh Dang-Vu, Neurologist and Sleep Expert, Concordia University and IUGM
- Hélène Guay, BCL, LLM
- Renée Léonard, Clinical Nurse and Regional Resource, and her team
- Dr. Ziad Nasreddine, Creator of the MoCA Test and CEO of the MoCA Cognition Clinic
- Dr. Antonella Santucci Chadha, Neuroscientist and Founder of the Women's Brain Project
- Dr. Saskia Sivananthan, CEO of The Brainwell Institute
- Dr. Thomas Tannou, Geriatrician and Researcher, IUGM
- Claire Webster, Caregiver Counsellor, Passage Aidant

Thank you also to **Séfora Tajiti-Humilier**, who collected our experts' remarks to write up the articles.

Our sincere thanks to our partners who provided financial support for this booklet. Thank you to:

- **Eli Lilly**
- **Eisai**
- **Magazine Montréal en santé**
- **Caregiver Crosswalk**
- **McGill University Dementia Education Program**
- **The Gouvernement du Québec**, thanks to Sonia Bélanger, Minister Responsible for Seniors and Minister for Health

COMMUNITY AWARENESS AND GOVERNMENT ADVOCACY

Over the past year, we launched several awareness and advocacy initiatives designed to position cognitive health as a critical public health issue. These efforts also served to promote our full range of programs and services, as well as the impactful initiatives we carry out for Montrealers impacted by a neurocognitive disorder. Here is a snapshot of our key activities.

Media engagement – As we are known for our expertise and our extensive network of professionals and specialists, we were frequently approached by journalists seeking reliable, evidence-based information on neurocognitive health. Our partners and neurocognitive disorders experts generously contributed their knowledge to a number of major media pieces, resulting in five significant interviews this year.

1. A feature interview contributed to a special Alzheimer's Awareness Month supplement published in *Le Journal de Montréal* and *Le Journal de Québec* in January 2025, highlighting our work and that of our expert partners.
2. A radio interview on *Life Unrehearsed*, where we shared insights on how we support caregivers and promoted events like the Alzheimer's Walk.



3. A heartfelt segment on *CityNews*, featuring one of our Permanent Activity Centre participants, who shared his inspiring story and reminded viewers that a diagnosis doesn't mean life is over.
4. A television interview with *CBC Montreal*, conducted in collaboration with the Rivière-des-Prairies Library, to promote our free consultation services for caregivers.
5. A radio appearance on *CBC Montreal's Let's Go*, on World Alzheimer's Day (September 21, 2024), where we emphasized the importance of the Alzheimer Society of Montreal's mission in serving more than 40,000 Montrealers living with a neurocognitive disorder.

Open letter – On World Alzheimer's Day, we published an open letter distributed to local media outlets. The letter called attention to the growing prevalence of neurocognitive disorders in Quebec and the urgent need for proactive measures, both in prevention and early intervention.

Event at the Quebec National Assembly – On October 29, 2024, we hosted a special event at the Quebec National Assembly for elected officials. Around 40 cognitive health experts attended alongside members of various political parties. This gathering offered the Alzheimer Society of Montreal a unique opportunity to advocate for the promotion of cognitive health and the prevention of Alzheimer's and related diseases. Topics covered during the event included: challenges in primary care, end-of-life considerations for individuals living with a neurocognitive disorder, advances in Alzheimer's research, plasma biomarkers, the development of Quebec's first provincial Alzheimer's and related disorders policy, the future of care services for people with a diagnosis, research perspectives, and the continuum of care for individuals living with a diagnosis. We were honoured to welcome a distinguished lineup of speakers:

- | | |
|----------------------|---------------------|
| • Julia Capelli | • Dr. Félix Pageau |
| • Dr. Simon Duchesne | • Dr. Thomas Tannou |
| • Dr. Guy Lacombe | • Nathalie Tremblay |
| • Dr. Claude Patry | • Dr. Paolo Vitali |

Public consultations – We were invited to take part in two public consultations to inform Quebec's future policy on Alzheimer's and neurocognitive disorders. This policy was announced to the public in February 2025.

POWERFUL THINK TANK GROUP AND SCIENCE ADVISORY COMMITTEE

We established key initiatives to strengthen our expertise and scientific credibility in the field of neuro-cognitive disorders.

Powerful Think Tank – A collective of over 40 neurocognitive disorders experts and professionals from various backgrounds, researchers and caregivers, from Quebec and abroad. These gatherings were a chance to discuss current and forward-looking topics concerning Alzheimer's and related disorders and to develop concrete actions that can have a positive impact on the way people impacted by neurocognitive disorders experience care. The exceptional participation of group members reflected their shared determination to help further this subject. This wonderful synergy was also seen outside the group, in several opportunities for collaboration and support. We organized three meetings during the past year.

Science Advisory Committee – We created an advisory science committee for the Alzheimer Society of Montreal so that we can establish our scientific credibility and share accurate and verified information with our target audiences. The committee is made up of:

- [Dr. Antonella Santucci Chadha](#), MD, Founder of the Women's Brain Foundation, Zurich, Switzerland
- [Dr. Saskia Sivananthan, Ph.D.](#), Founder and CEO of The Brainwell Institute, Toronto, Canada
- Dr. Paolo Vitali, MD, Ph.D., FRCPC, Neurologist and Neuropsychologist at the McGill University Research Centre for Studies in Aging and at the Douglas Mental Health University Institute, Montreal, Canada
- [Dr. Adrian Noriega de la Colina](#), MD, Ph.D., Physician and Research Scientist at The Neuro, Clinical and Regulatory Lead at Perceiv, Montreal, Canada
- [Dr. Louis Bherer, Ph.D.](#), Neuropsychologist, Full Professor, Department of Medicine at Université de Montréal, Researcher and Director of EPIC Centre, Montreal Heart Institute, and Institut universitaire de gériatrie de Montréal, Montreal, Canada

The Alzheimer Society of Montreal's science advisory committee brings together experts and scientists from a wide range of backgrounds. They work together to support our communications by sharing their knowledge and invaluable advice.



These initiatives played an essential role in strengthening our educational mission, by providing a platform for dialogue and knowledge sharing between experts and by ensuring the quality and reliability of the information we publish.

Highlights and Achievements

The 2024–2025 year marked a turning point for our communications team, as our efforts finally reached the wide audience we had been aiming for. The creation of *Alzheimer's and Other Neurocognitive Disorders: A Practical Guide* was not only a resounding success, but also a concrete tool designed to educate families and help point them toward the services best suited to their needs. Our collaboration with Dr. Saskia Sivananthan as a consulting expert led to the **publication of three feature articles** in *Montréal enSANTÉ* magazine, which **reaches over 55,000 readers** across Quebec with each issue.

Our increased media presence and outreach efforts—targeting the general public, government bodies, the scientific and healthcare communities and innovation networks—helped pave the way for greater awareness of the prevalence of neurocognitive disorders. These actions also contributed to important progress in the field of brain health.

Through its scientific collaborations and public awareness initiatives, the communications team was able to give voice to the Alzheimer Society of Montreal and garner public sympathy for the cause of Alzheimer's and related disorders.

This year, the experts, researchers and scientists who work with the Alzheimer Society of Montreal had the opportunity to come together and apply their ideas to create a better future for both the healthcare sector and the families we support.

This committee of five neurocognitive disorders experts also helped position the Alzheimer Society of Montreal as the go-to Alzheimer's and related disorders resource in Quebec.

SEE OUR YEAR 2024-2025





HUMAN RESOURCES

ORGANIZATIONAL CULTURE

STAFF DEVELOPMENT

The Human Resources department embodies the Society's vision of a workplace where professional growth and employee wellbeing are at the heart of every initiative. In 2024–2025, we achieved significant progress across several key areas.

ORGANIZATIONAL CULTURE

Recruitment

We successfully filled **90% of planned positions**, strengthening our team's ability to support ongoing projects and expand our services.

By emphasizing professional networks and encouraging internal mobility, we fostered stronger engagement and supported both the personal and professional development of our employees. The creation of a dedicated event coordinator position further enhanced the quality and impact of our events, bringing specialized expertise to the team and enabling more strategic, innovative planning for our signature events and increased participation at third-party events.



Onboarding and Integration

We developed an employee handbook and onboarding guide to ensure new team members feel welcomed and well-equipped. These essential tools streamline the integration process, reduce adjustment time and promote a clear understanding of internal practices, fostering a harmonious and productive work environment.

Wellness and Social Activities

We introduced a variety of events and activities aimed at building community, celebrating milestones and promoting individual wellbeing. Team-building moments like the Office Olympics, Halloween party and year-end celebration helped energize our workplace and strengthen our relationships. At the same time, wellness-focused initiatives such as No-Meeting Days, Blue Monday Breakfasts, Suicide Prevention Week, Summer Fridays, and therapy animal sessions supported mental health and contributed to a vibrant, inclusive company culture with something for everyone.

Work Environment and Conditions

We are committed to continually enhancing the quality of professional life at the Society by prioritizing our team members' wellbeing and sense of fulfilment. We take pride in providing opportunities for learning and advancement, offering personal days and competitive vacation time, and closing the office during the holidays to encourage rest and disconnection. We also offer remote work and flexible scheduling, helping employees maintain a healthy work-life balance.

Organizational Structure

The Society is equally committed to the ongoing improvement of its programs and services. This commitment led to a strategic reassessment of priorities and a reorganization of workflows so that we could better respond to users' needs. Through this restructuring, we increased our capacity to deliver more targeted services while boosting operational efficiency and staying true to our mission of person-centred care.

STAFF DEVELOPMENT

Leadership and Collaborative Culture

As part of our commitment to innovative leadership, we launched a **10-month leadership training program** designed to strengthen **collaborative practices**, encourage **professional autonomy** and build **team cohesion**. The program covered a wide range of topics, giving participants practical tools to grow in their leadership roles.

As a result, our teams developed **more effective collaboration strategies**, leveraged both **individual and collective strengths**, and contributed to a **shared vision** across the organization. The training also **enhanced management skills** and **nurtured a culture of trust, initiative and collaboration**.

The HR team used their initiative and creativity to foster employee engagement and team cohesion. They also did a remarkable job of building a solid foundation for our organizational culture for the years to come.

Highlights and Achievements

Internal recruitment and restructuring encouraged the team to develop transversal skills and share knowledge among peers. Reviewing handbooks and improving working conditions also helped us retain highly qualified and engaged staff.

Our efforts to create a work environment that promotes everyone's wellbeing also involved creating opportunities for socializing among colleagues and connecting through informal conversations. The annual social activities calendar shows the employer's commitment to this practice and reflects its desire to promote team cohesion.

COMMUNITY LIFE

VOLUNTEER ENGAGEMENT

MEMBER ENGAGEMENT

BOARD OF DIRECTORS

VOLUNTEER ENGAGEMENT

The Alzheimer Society of Montreal's community life continues to flourish, thanks to the unwavering commitment of our volunteers. This year, we saw a significant increase in the number of individuals eager to get involved in our various events. We had the privilege of working with **over 60 active volunteers** from across the Island of Montreal.

Their dedication and enthusiasm helped amplify our presence and make a real difference in our community.

By supporting administrative tasks, organizing events and offering direct assistance to families and donors, they provided essential support and exceptional added value for our team.

The passion and commitment of our volunteers complemented the strength of our staff. With their time, energy and warm presence, they helped bring our events to life.

We are especially proud to note the growing interest among students who generously volunteer their time and skills. Whether they're studying psychology, neuroscience or recreational therapy, these future professionals support our teams while contributing to a culture of community care and mutual aid.



We also benefited from the support of several partner organizations who helped meet our volunteer and operational needs. Collaborations with the **Volunteer Bureau of Montreal**, the **Centre d'Accès Bénévolat Est de Montréal**, and **Raymond James Ltd.** were particularly valuable, allowing us to recruit many occasional volunteers and supportive partners.

MEMBERS' ENGAGEMENT

We saw a **significant increase in membership** this year, reflecting a growing interest in our mission and activities. We now count over **70 active members**, whose support strengthens our community and inspires us to continue delivering high-quality services.

Some of our board members at the 2024 art therapy exhibition for caregivers.



BOARD OF DIRECTORS

Our Board of Directors is made up of **13 volunteer members** from both public and private sector organizations and the broader community. Their diverse expertise contributes immense value to the Alzheimer Society of Montreal and supports its continued growth.

In keeping with principles of good governance, the executive leadership team held **five board meetings** this year. These gatherings allowed for strategic discussions on key topics such as organizational direction, finance, governance and program delivery. The advice and insight of our board members have been instrumental in guiding our actions and strengthening our mission.

Strategic and Inspiring Engagement

The active presence of board members at many of our events throughout the year reflects their deep commitment to our mission and their desire to contribute meaningfully to our work with the public.

Highlights and Achievements

The Alzheimer Society of Montreal's thriving community life would not be possible without the invaluable support of our many volunteers, who play a key role in advancing our mission. Over **60 volunteers** work alongside us to support families impacted by neurocognitive disorders, in addition to the numerous partner organizations who lend their support. We are infinitely grateful.

Beyond their governance roles, each board member is actively involved in strategic committees and projects, sharing their time, expertise and vision. Their involvement is both a privilege and a powerful catalyst for innovation and growth. It allows us to broaden our reach, deepen our impact and fulfil our mission with clarity and ambition.

EVENTS

WALK FOR ALZHEIMER'S
ANNUAL GOLF TOURNAMENT
GIVING TUESDAY CAMPAIGN

IG WEALTH MANAGEMENT WALK FOR ALZHEIMER'S

Over **350 walkers** gathered in Sir-Georges-Étienne-Cartier Park on a beautiful Sunday in May to join us for the 20th annual Montreal Walk for Alzheimer's. Sonia Bélanger, Minister Responsible for Seniors and Minister for Health, joined the walkers and addressed the crowd before the big start. She was careful to reiterate her ministry's support for our cause and point out how essential caregivers are to the wellbeing of people living with a neurocognitive disorder. She also took the opportunity to express support for the Alzheimer Society of Montreal's mission and to announce the upcoming creation of Quebec's first-ever policy on Alzheimer's disease and other neurocognitive disorders. This policy was published in spring 2025.

A Joyful and Engaged Event

Healthcare professionals and neurocognitive disorder specialists joined in the **Montreal Walk for Alzheimer's**, walking alongside the community to show support for this major fundraising event. Their active participation is a sign of their commitment to the cause and their desire to make a real difference.



In a **joyful and welcoming** atmosphere, these **mission ambassadors** took part in a full day of engaging activities: a warm-up session led by **Nautilus Plus**, **juggling and skill challenges**, **information booths**, **coffee and pastries**, and a **story tent for young children** that delighted families.

The event also featured **14 exhibitor booths**, highlighting **services that complement those offered by the Alzheimer Society of Montreal**. Some included **interactive games**, adding a **fun and educational** dimension to this day of awareness and solidarity.

Our wonderful collaborators were:

- IG Gestion de Patrimoine
- Bien chez soi
- The Memory Clinic
- Desjardins
- Eugeria
- Fondation de la Corporation des concessionnaires d'automobiles de Montréal
- Humanika
- IGA Marché Notre-Dame
- Isabelle Huot
- Karine Joncas
- Manoir Claudette Barré
- Nautilus Plus
- Selena
- Tim Hortons

We also benefited from the support of two additional partners, Hôtel Château Laurier and Evenko. The event was a true success, thanks to the active involvement and generosity of our community. Walkers demonstrated their commitment and enthusiasm, creating a warm, inspiring atmosphere. We are deeply grateful to all the participants and volunteers who helped make this day truly memorable.

Walk for Alzheimer's Highlights

The 20th edition of the IG Wealth Management Walk for Alzheimer's was a great success, bringing together more than **350 walkers** in support of our cause. Thanks to their generosity and dedication, we raised **\$130,000** to support the Alzheimer Society of Montreal's programs and services.

A special mention goes to the **Sally's Kids** team, led by **Robert and Lancy Low**, who raised an impressive **\$15,000**. Their dedication and determination are an inspiration for us all.



ANNUAL GOLF TOURNAMENT

The 31st edition of the Alzheimer Society of Montreal's Annual Golf Tournament brought together Montreal's business community at the prestigious St-Raphaël Golf Club in Île-Bizard. For over 30 years, this event has been a must for golfers and other athletes, and this year was no exception.

We were honoured to welcome **Yves Simard of Anixter Canada**, who has supported our cause for over a decade, as our **Honorary Chair**. Thanks to the generosity of our participants and partners, **the event raised over \$110,000**.

As in years past, the tournament welcomed prominent athletes, including **former Montreal Canadiens players Chris Nilan, Réjean Houle**, and **Rick Greene**, rising golf star **Natacha Brossard**, and world-renowned boxer **Alain Bonnamie**. Their presence added a special touch, giving participants a chance to share meaningful and uplifting moments.

Mr. Simard delivered a moving speech during the closing cocktail, reminding guests of the importance of our cause and the impact of collective support. One standout activity this year was a cognitive challenge organized by our Educational Services team, which gave golfers an opportunity to learn more about brain health and protective factors.

This 31st edition welcomed **over 120 golfers**, alongside three former Canadiens players and other athletes. Together, we raised **more than \$110,000** in support of Montreal families navigating through their neurocognitive disorders journey.

We sincerely thank all participants, partners and volunteers, who made this event a remarkable success. Your dedication and generosity are essential to supporting people with Alzheimer's and their loved ones.

GIVING TUESDAY CAMPAIGN

Giving Tuesday is the world's largest generosity movement. Launched in 2012, it encourages people to give back to their communities following Black Friday. Whether through donations, volunteering or acts of kindness, this global day of giving has inspired millions worldwide.

In 2024, the Alzheimer Society of Montreal launched a Giving Tuesday campaign, raising nearly **\$4,000** in just a few days. This initiative reflects the strong commitment and solidarity of our community.

Once again, Montrealers demonstrated their generosity. In just four days, almost **\$4,000** in donations were raised.

Highlights and Achievements

Over the past year, our events brought together individuals committed to making a difference in their community. Together, they built social connections that are so vital for those living with the challenges of Alzheimer's and related diseases. Their dedication, reliability and generosity allow us to pursue our mission with confidence and purpose.

Our signature events enable us to raise both the funds and visibility needed to offer essential services to our clients.

In the past year, including third-party initiatives, our events raised over **\$385,000** in support of local families.



Over \$8,000 was raised through the Annual Banquet, organized by the Santa Maria Del Molise and Sant'Anna Di Cantalupo associations.

PHILANTHROPY

PLANNED GIVING

HEALTHPARTNERS CAMPAIGN

DIRECT MAIL CAMPAIGNS

THIRD-PARTY FUNDRAISERS

THANK YOU TO OUR EVENT PARTNERS

GRANT PARTNERS AND FOUNDATIONS

2024–2025 MAJOR DONORS

PLANNED GIVING

The Alzheimer Society of Montreal is deeply grateful to donors who chose to include a bequest, financial gift or life insurance donation in their estate planning.

These forward-thinking gestures leave a lasting legacy that allows us to continue offering vital services to Montrealers. Their contributions are foundational to our mission and make a meaningful impact in the lives of people living with Alzheimer's and related neurocognitive disorders.

We are also proud to report that this year, **donations exceeded \$1.175 million**. This generosity strengthens our ability to provide continuous support to individuals and families affected by Alzheimer's disease.

Donations accounted for nearly 40% of the Alzheimer Society of Montreal's operating budget in 2024-2025.

HEALTHPARTNERS CAMPAIGN

The HealthPartners Campaign took place in federal and provincial public sector workplaces across Montreal. Each year, caregivers are invited to share their stories to encourage employees to donate through payroll deductions in support of families impact by neurocognitive disorders.

In 2024–2025, the campaign raised nearly \$77,000 to support our programs and services. We are profoundly grateful to these donors who find deep meaning in our mission.

DIRECT MAIL CAMPAIGNS

Three direct mail campaigns, along with follow-ups, were sent to our donor base across the Island of Montreal. These campaigns shared information about our services and transparently illustrated how donations directly benefit our clients. Altogether, these efforts raised close to \$200,000. A major innovation this year was the launch of “unaddressed” direct mail campaigns, carried out in partnership with Canada Post. These were distributed to targeted areas in hopes of engaging new potential donors. Still in its exploratory phase, this strategy holds great promise and will continue to evolve in the coming months.

Highlights and Achievements

Over the last year, the Philanthropy team supported the Alzheimer Society of Montreal and strengthened its financial outlook by raising over \$1.175 million in donations, representing nearly 40% of our operating budget. This generosity speaks to donors’ deep trust in the Society’s mission. Meanwhile, direct mail campaigns raised around \$200,000, taking a new approach with unaddressed mail to reach new donors in partnership with Canada Post. Lastly, our community’s exceptional mobilization through the HealthPartners Campaign and various third-party events raised over \$150,000, which went directly to funding our services and the visibility of the cause.



THIRD-PARTY EVENTS

Throughout the year, many individuals and groups organized third-party fundraising events in support of the Alzheimer Society of Montreal. These community-led initiatives raised awareness and provided meaningful financial contributions. Their collective efforts raised **nearly \$74,000 in support of our services and programs**. We extend our heartfelt thanks to everyone who contributed to these events and celebrate their dedication to improving the quality of life for people living with neurocognitive disorders and their loved ones.

A few of the events that took place throughout the year:

	Lachine Bonneville Half-Marathon – \$17,527
	Annual Banquet of the Associazione Sant’Anna di Cantalupo di Montreal – \$8,720
	Montreal Beneva Marathon – \$19,728
	Irish Mingle – \$11,956
	Collège Jean-de-Brébeuf – Spectacle En Marge – \$1,447
	Golf Tournament – Fraternité des policiers de Montréal – \$4,000
	Golf Tournament – In memory of Vincenzo Menniti – \$1,000

THANK YOU TO OUR EVENT PARTNERS

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IGA

 **Jean Coutu**

 **FONDATION
de la Corporation
des concessionnaires
d'automobiles de Montréal**

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GILBERT & PEREIRA**


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huot**
DOCTEURE
EN NUTRITION

FAA **Felicia &
Arnold Aaron
Foundation**

GRANT PARTNERS AND FOUNDATIONS

- Government of Canada – Canada Summer Jobs Program
- Public Health Agency of Canada
- Canadian Institutes of Health Research
- L'Appui Proches aidants
- Ministère de la Santé et des Services Sociaux – Québec Ami des Aînés (QADA) program for our My Home Life project
- Programme de soutien aux organismes communautaires
- CIUSSS du Centre-Sud-de-l'Île-de-Montréal, financial support under the Government Action Plan for Caregivers (2021–2026) – Recognize to Better Support
- Ville de Montréal – Borough of the Plateau-Mont-Royal and the Centre du Plateau (Réseau-conseil service point in the Centre-Sud)
- Fédération québécoise du loisir en institution (FQLI) – Mémoire Active program
- Guillaume Cliche-Rivard – MNA for Saint-Henri–Sainte-Anne – Programme de soutien à l'action bénévole
- Support for our art therapy service for caregivers: iA Financial Group and Foundation
- Carmand Normand
- Grant for our respite and stimulation service in Permanent Activity Centres: Fondation Sibylla Hesse and Fondation Famille Lemaire
- Community investments: RBC Communities Together Funds



Fondation J.A. DeSève



MAJOR DONORS 2024-2025

Donors - \$25,000 and above

Fonds Carol and Andrew Harper
Eisai Ltd.
Fondation de la famille Lemaire
Fondation Gustav Levinschi
Raymond James Ltd.

Donors – \$10,000 to \$24,999

Eli Lilly Canada inc.
Fondation J.A. DeSève
Fondation Sibylla Hesse

Donors – \$5,000 to \$9,999

Caisse de bienfaisance des employés et retraités du CN
Clinique de la mémoire (Outaouais)
Felicia and Arnold Aaron Foundation
Fondation Famille Bertrand
Kerry (Canada) inc.
Marvin A. Drimer Foundation
Protech Foundation
Raymond James Canada Foundation
Résidence Selena (Selena Operations S.E.C.)

Donors – \$2,000 to \$4,999

1800 McGill College Management inc.
A.B.R.P.P.V.M.
Associazione italo-canadese di Cerreto Sannita inc.
BMO Gestion mondiale d'actifs
Caisse Desjardins du Coeur-de-L'Île
Centurion Asset Management inc.
Construction Idéal de Granby inc.
Enertrak
Fondation Carmand Normand
Fondation de la Corporation des concessionnaires auto de MTL
Fondation Martineau-Drapeau
Gestion immobilière Luc Maurice inc.
Harvest Portfolios Group / ETFs
Horizon Gestion de résidences
Humanika
IA Groupe financier
Jack Dym Investments Ltd.
Konica Minolta Business Solutions (Canada) Ltd.
Les Entreprises C.C. Labelle inc.
Les Solutions One-Sky inc.
Manulife Investment Management
PenderFund Capital Management
Sagen Mortgage Insurance Co. of Canada
Signature Pro inc.
Sun Life Placements mondiaux
TVA Productions II inc.
United Irish Societies of Montreal inc.

Donors – \$1,000 to \$1,999

1832 Asset Management LP
Association des bienfaiteurs Sainte-Anne-de-Cantalupo
Caisse Desjardins du Coeur-de-L'Île
Canadian National
Circonscription de Saint-Henri-Sainte-Anne, QS
Collège Jean-De Brébeuf
Domilia
E. Dagenais Construction Itée
Eugeria
Fidelity Investments Canada ULC
Fondation Nooé
Fondation Yvon-Boulanger
John Abbott College
Les Amis de Sylvie Lechasseur
Lucid Motors
Lysander Funds Ltd.
MG Construction
Molson Coors Canada
MPA Société de comptables professionnels agréés inc.
Odan Laboratoires Ltd.
Résidence Le Citadin

Donors – \$500 to \$999

A1 Rent-A-Tool inc.
Canvas LaSalle inc.
CBV Institute
CI Global Asset Management
Conseillers en gestion et informatique CGI inc.
Divco Itée
Fiducie Gaétan E. Lagarde
Integrated Metal Recycling
IR&D2 inc.
La Fabrique de la paroisse Saint-Luc
La Société Élite Itée
McKesson Canada inc.
Miller Thomson S.E.N.C.R.L., s.r.l.
Placements Montrusco Bolton inc.
Résidence 45 Nord
Résidence Vent-De-L'Ouest
Scotia Gestion de patrimoine
TD Asset Management
The Irish Protestant Benevolent Society
The Salvatore Furino Family Foundation
Trez Capital
Trust Royal
Veritas

OUR TEAM

DIRECTORS

ADMINISTRATIVE STAFF

DIRECTORS

Chair: **Anouk A. Coxon**, Exec. MBA - Vice-President, Merchandising and Business Development, Les Vêtements NTD Apparel Inc. – Member of the community living in Montreal

Vice-Chair: **Varsha Bhat**, MBA – Strategic Partner and Analyst, Pelmorex Corp.

Member of the community living in Montreal

Treasurer: **Charles Douville**, BComm – Senior Vice-President and Head of Enterprise Services for Quebec, RBC Canada

Secretary: **Viviane Poupon**, PhD – President and CEO, Brain Canada

Director: **Jovan Antunovic**, MBA, MSc – President and Founder, Strat2Tact consulting service – Member of the community living in Montreal (outgoing member – March 2025)

Director: **Alexandre-Philippe Avard**, LLB, BCL – Partner, Dentons Canada LLP

Member of the community living in Montreal

Director: **Cédric Brossard**, MBA – Head of IT Security – Member of the community living in Montreal

Director: **Mira Chamoun**, PhD – Director of Clinical Trials, McGill University Research Centre for Studies in Aging – Member of the community living in Montreal

Director: **Simon Duchesne**, Eng., PhD, ASC, MBA – Senior lecturer, Université Laval

Director: **Marie-Ève Pomerleau**, BA, LLB – Partner, Lawyer, Therrien Couture Jolicoeur, LLP

Director: **Danielle Saint-Pierre**, CPA, CA – Accounting and Finance Consultant, Self-employed – Member of the community living in Montreal

Director: **David Stréliski**, MSc, CFA – Risk Management Consultant, Self-employed, Stréliski Risk Consulting Inc. – Member of the community living in Montreal

ADMINISTRATIVE STAFF

MANAGEMENT TEAM

Jeane Day – Executive Director

Cécile Choplet – Educational Services Director

Marie Christine Le Bourdais – Director of Programs and Services, Development of Partnerships and Alliances

Amélie Poirier – Communications and Public Relations Director

Alizée Poupaert – Human Resources Director

PROGRAMS AND SERVICES COORDINATOR

Dahlia Baka – Clinical Services Coordinator (outgoing– February 2025)

Jessika Cecchini – Clinical Services Coordinator (incoming – March 2025)

Raffaella Cavaliere – Respite and Stimulation Services Coordinator – Saturday and Permanent Activity Centres

Luc Distexhe – Coordinator, At-Home Respite and Stimulation Services

Lindsay Sobol – Groups and Activities Coordinator

FACILITATORS AND CARE WORKERS

Saturday and permanent activity centres

Raffaella Cavaliere – Respite and Stimulation Services Coordinator

Saturday and Permanent Activity Centres

Isabelle Robert – Permanent Activity Centre Team Lead

Jessica Albanese – Permanent Activity Centre Care Worker

Lisa-Marie Vetro – Permanent Activity Centre Care Worker

Caroline Fearnley – Permanent Activity Centre Care Worker

Michaela Duguay – Team Lead at the Saturday Activity Centre in Ahuntsic and Coordination Assistant for Groups and Activities

Stéphanie Gaidica – Therapeutic Activities Specialist at the Saturday Activity Centre in Ahuntsic

Sarah Quero – Therapeutic Activities Specialist at the Saturday Activity Centre in Ahuntsic

Leah Stepman – Therapeutic Activities Specialist at the Saturday Activity Centre in Ahuntsic

Arianne Johnson – Team Lead at the Saturday Activity Centre in Saint-Henri

Sahrash Jabeen – Therapeutic Activities Specialist at the Saturday Activity Centre in Saint-Henri

Peter Tiberio – Therapeutic Activities Specialist at the Saturday Activity Centre in Saint-Henri

Groups and Activities

Lindsay Sobol – Groups and Activities Coordinator

Anne-Laurence Mongrain – Art Therapist

Luc Armand – Support Group Facilitator

Madeleine Carrier – Storytelling and Travel Facilitator

Francine Cytrynbaum – Support Group Facilitator

Jessica Garofalo – Support Group Facilitator

Jessica Gozlan – Support Group Facilitator

Rima Kitouni – Support Group Facilitator

Huguette Pagé – Support Group Facilitator

At-Home Respite

Luc Distexhe – Coordinator, At-Home Respite and Stimulation Services

Sylvie Gravel – Care Worker and Administrative Support

Josephina Baffoe Clément – Care Worker

Vanessa Gibbs – Care Worker and Therapeutic Activity Specialist

at the Saturday Activity Centre in Saint-Henri

Henri-François Girard – Care Worker

Cynthia Haidar – Care Worker

Erik Kennedy – Care Worker

Simone Mayers – Care Worker

Laurence Messier – Care Worker

Lou-Anne Pes – Care Worker

CLINICAL SERVICES – COUNSELLORS

Dahlia Baka – Clinical Services Coordinator (outgoing– February 2025)

Jessika Cecchini – Clinical Services Coordinator (incoming – March 2025)

Naïma Ben Si Saïd – Caregiver Counsellor

Jennifer Code – Caregiver Counsellor

Jordan Fish – Intake and Referrals Counsellor

Éloïse Millet – Counsellor for People Living with a Neurocognitive Disorder

Christiane Proulx – Caregiver Counsellor

Julie Riopel – Referrals Counsellor and Support Group Facilitator

COMMUNICATIONS, PUBLIC RELATIONS AND MARKETING

Amélie Poirier – Communications and Public Relations Director

Benoit Legault – Digital Marketing and Content Officer

HUMAN RESOURCES

Alizée Poupaert – Human Resources Director

Éloi Rouillard – Human Resources Technician

EDUCATIONAL SERVICES

Cécile Choplet – Educational Services Director

Tamara Ciorra – Home Environment Counsellor

Sarah Errou – Home Environment Counsellor

Cindy Dalton – Analytics and Content Expert

PHILANTHROPY

Annie De Grandmont – Grants and Project Funding Coordinator

Élisabeth Désy – Funding Development and Planned Giving Coordinator

SIGNATURE EVENTS

Sarah Brunet – Event Coordinator

ADMINISTRATION

Pierre Bourassa – Administrative Assistant

Sylvie Choquette – Executive Assistant

Jean Claude Mbila Motto – Accounting Technician

Tristan McElheron – Building Manager and Receptionist

COMMUNITY PARTNERS AND COLLABORATORS

HOSTS OF ALZHEIMER CAFÉS

- Beaconsfield Library
- Rivière-Des-Prairies Library

HOSTS OF SUPPORT AND INFORMATION GROUPS & ART THERAPY SESSIONS

- CHSLD J.-H. Charbonneau (by reservation)
- Centre du plateau (by reservation)

HOSTS OF SATURDAY ACTIVITY CENTRES

- Berthiaume Du Tremblay Day Centre
- Lachine Day Centre

CONTRIBUTIONS OF TIME, EXPERTISE, COLLABORATIVE SPIRIT, AND GENEROSITY

- The Alzheimer Societies Of Quebec
- Ms. Sylvie Riopel, Community Life Coordinator At RAANM, For Generously Offering Free Training Sessions To The Clinical Services Team
- Ms. Maria Vilas, Caregiver To Her Mother Luz For Over 15 Years, For Generously Sharing Her Experience And Advice During An Alzheimer Café
- Ms. Claire Webster, Founder And Ambassador Of The Dementia Education Program At McGill University, And Founder And President Of Caregiver Crosswalk Inc., For Her Generous Contribution To One Of This Year's Alzheimer Cafés
- Me Margherita M. Morsella, Lawyer, For Delivering A Hybrid-Format Conference On Protection Mandates To Several Of Our Members
- Ms. Julie Sigouin, Project Manager For The Ministerial Plan On Neurocognitive Disorders, RUISSS Université De Montréal, For Her Generous Contribution To One Of This Year's Alzheimer Cafés

SATELLITE OFFICE SPACE / HOSTING OF RÉSEAU-CONSEIL SERVICE POINTS

- Friends For Mental Health
- Baluchon Alzheimer – Long-Term Respite
- Rivière-Des-Prairies Library
- Vers Vous Volunteer Services Centre
- Centre Du Plateau
- Centre La Thérière 50+
- J.-Henri Charbonneau Long-Term Care Centre
- Clam (Carrefour De Liaison Et D'aide Multiethnique)
- CLSC René-Cassin
- Dollard-Des-Ormeaux Seniors' Club
- Corporation Mainbourg
- CRC West Island
- Demeures Sainte-Croix
- GASO (Southwest Caregivers Group)
- Sainte-Anne Hospital
- Institut Universitaire De Gériatrie De Montréal
- Chez Nous De Mercier-Est
- Résidence Le Vertical

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

- Vanier College
- Cégep Du Vieux Montréal
- Concordia University's Institute For Co-Operative Education
- McGill University
- Université De Montréal
- Concordia University

FIL D'ART PROGRAM – A BOUNDLESS SOURCE OF CREATIVITY AND JOY FOR ALL PARTICIPANTS

- Montreal Museum Of Fine Arts

PARTNERS IN GROUPS AND ACTIVITIES

- Quebec Aphasia Association (AQPA) – Creation Of A Support Group For Individuals Living With Primary Progressive Aphasia And Their Caregivers

- Georges-Vanier Cultural Centre – Hosted The Vernissage And Art Therapy Exhibition For Caregivers, And Presented Anne Billy’s Exhibition (Visited By Our Groups)
- Chartwell Manoir Kirkland – Hosted A Monthly Support Group
- Quebec Government And City Of Montreal Cultural Development Fund – Art Therapy For Caregivers
- Joyful Connections – Laughter Yoga
- Les Grands Ballets Canadiens – National Centre For Dance Therapy For Creative Dance Activities
- McGill University, Dementia Education Program – Hosted “The Sharing Room Knowledge-Sharing Event”

COLLABORATORS FROM THE MONTREAL COMMUNITY ORGANIZATIONS AND INSTITUTIONS

- A.W.I.S.H.
- Accès Bénévolat
- Afrique Au Féminin
- Alliances 3e Âge Grand Plateau
- Alzheimer Groupe Inc.
- Arborescence (Formerly AQPAMM)
- Borough Of Le Sud-Ouest
- Pointe-Aux-Trembles Montréal-Est Volunteer Association
- Milton Parc Recreation Association
- Beaconsfield Library
- Dollard-Des-Ormeaux Library
- Kirkland Library
- Pierrefonds Library
- Pointe-Claire Library
- Saul-Bellow Library (Lachine)
- Café Rencontre Des Aînés De Lachine
- Carrefour Marguerite-Bourgeois
- Carrefour Montrose
- CDC Du Plateau
- Bordeaux-Cartierville Volunteer Centre
- Centre D’action Sociocommunautaire De Montréal (CASCM)
- Centre D’appui Aux Communautés Immigrantes
- Plateau Women’s Centre
- Lachine Multi-Resource Centre
- Marguerite D’Youville Research Chair (Avec Toi Sous Un Autre Toit Program)
- Chartwell Manoir Kirkland
- CIUSSS West-Central Montreal
- Clam (Carrefour De Liaison Et D’aide Multiethnique)
- CLSC René-Cassin
- Beaconsfield 55+ Club
- Comaco: Coalition For Community-Based Living
- CÉDA (Adult Education Committee Of Petite-Bourgogne And Saint-Henri)
- Seniors’ Committee

- Solidarité Saint-Henri Community Development Corporation
- Council For Black Aging Community Of Montreal
- CRIUGM (ViesÂge Program – Research Centre Of The Institut Universitaire De Montréal)
- D&D Center
- Demeures Sainte-Croix
- McGill University School Of Continuing Studies
- CIUSSS Centre-Sud Urban Health Foundation
- Forum Des Citoyens De Montréal
- GASO (Southwest Caregivers Group)
- Adult Mental Health Access Desk (Gasma) – CIUSSS Centre-Sud
- Habitations H.-F. Malo
- Habitations Nouvelles Avenues
- Notre-Dame Hospital – CIUSSS Centre-Sud
- Hydro-Québec
- Douglas Mental Health University Institute
- Interligne LGBTQ+ Helpline
- IUGM (Institut Universitaire De Gériatrie De Montréal)
- La Maison D’aurore
- La Porte Jaune
- Le Quartier Innovant – Côte-Des-Neiges Living Lab
- Le Temps D’une Pause
- Les Accordailles
- Sunrise Residences
- Nova Home Care
- Nova West Island
- Novaide
- Plumeau, Chiffon Et Compagnie
- PrésÂges
- Proche Aidance Québec
- Projet Changement
- RAAJ – Caregiver Tools Project (OPA)
- RAANM (Regroupement Des Aidants Et Aidantes Naturels De Montréal)
- ROPASOM (Southwest Montreal Seniors’ Organizations Network)
- Ruta-Montréal (Paratransit Users’ Network Of Montreal)
- RESO (Southwest Economic And Social Revitalization Network)
- COMTL Éclaireurs Network
- Résidence Angélica (Screening Of Au-Delà Des Mots)
- Résidence Le Vertical
- Résidences Québec
- Resto-Plateau
- Montreal Police Service (SPVM)
- Société De Transport De Montréal (Stm) – Paratransit
- Sos Aînés Maltraitance (Sosam)

- TCAIM (Island Of Montreal Seniors' Roundtable)
- TCRAV (Verdun Seniors' Resource Roundtable)
- Tel-Écoute / Tel-Aînés
- Vers Vous
- City Of Beaconsfield
- City Of Dollard-Des-Ormeaux
- YWCA Montreal
- YMCA Du Parc

THE ALZHEIMER SOCIETY OF MONTREAL'S STAFF ARE ACTIVE MEMBERS OF ASSOCIATIONS, COMMITTEES, BOARDS, AND PROFESSIONAL ORDERS, CONTRIBUTING TO THE VISIBILITY AND OUTREACH OF THE SOCIETY

- Quebec Public Health Association
- Educational Committee Of The McGill University Research Centre For Studies In Aging
- Steering Committee – Follow-Up On The Ministerial Plan For Major Neurocognitive Disorders – CIUSSS Centre-Sud And CIUSSS Nord-De-l'Île-De-Montréal
- Francophone Committee Of Alzheimer's Disease International
- Fédération Québécoise Des Sociétés Alzheimer (FQSA): Presidents' Table, Executive Directors' Table, Federated Campaign Committee, Expert Committee, First Link Referral Committee, And Fundraising Committee
- Fédération Québécoise Du Loisir En Institution (FQLI)
- Nova Home Care (Board Of Directors)
- Ordre Professionnel Des Travailleurs Sociaux Et Des Thérapeutes Conjugaux Et Familiaux Du Québec (OTSTCFQ)
- West Island Seniors' Roundtable
- Dorval-Lachine 50+ Table
- "Living Together" Committee – West Island North Neighbourhood Table
- South West Island Neighbourhood Table
- ROPASOM (Southwest Montreal Seniors' Organizations Network)
- Alliances 3e Âge Roundtable
- Verdun Seniors' Resource Roundtable
- Island Of Montreal Seniors' Roundtable
- Solidarité Saint-Henri Community Development Corporation
- Faubourgs Seniors' Organizations Network
- Montreal East/Pointe-Aux-Trembles Seniors' Roundtable
- Parc-Extension Neighbourhood Table

Alzheimer *Society*

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