

Alzheimer Society

MANITOBA

Dementia Care & Brain Health

# Annual Report 2011-2012



*help for today...hope for tomorrow*

# MESSAGE FROM THE CEO & PRESIDENT OF THE BOARD



Julie James (left),  
Board President with  
Sylvia Rothney, CEO

**OUR DREAM** is that all Manitobans living with dementia get the help they need today and have hope for the future. We are pleased to share that we are beginning to see this dream become a reality.

There is growing awareness about Alzheimer's disease and other dementias and a greater recognition of

the warning signs. People are being diagnosed earlier in the illness and are actively participating in important life decisions that affect their future and the future of those who support them.

Manitobans are stepping up and we have seen amazing community and political support this year. Leading up to the fall provincial election, the Society launched an advocacy campaign asking party leaders to revise the Provincial Government's 2002 Alzheimer Strategy, fund a program to link people who are newly diagnosed with the programs and services they need, and make dementia a public health priority.

To kick off this campaign we released a report card grading the progress of the Strategy and identifying the gaps that need attention. Letters were then sent to the three party leaders asking them to respond to our election issues. With the provincial election just a week and half away, a positive response was received from all three party leaders!

It didn't stop there. In January, Premier Greg Selinger made an announcement at our downtown office promising that over the next three years the province would provide \$555,000

to support the delivery of the *First Link*® program. This program links individuals and families to the Society so that they can receive information, support and education as early as possible in the disease process.

The growth in caregiver and community education was impressive and the response to the first ever *Care4U* family conference was simply overwhelming! The conference was filled to capacity with husbands, wives, children, brothers and sisters, all looking to be included in the care team for the person diagnosed. They learned about different ways to provide the best care for their loved one and the importance of remembering to take care of their own health and well-being at the same time.

Manitobans are realizing the importance of good brain health. This was a main focus for various education seminars this year, each filled to capacity. Although it is still not possible to talk about absolute prevention, research increasingly confirms that taking steps to protect your brain health now may reduce your risk of developing dementia in the future.

Researchers continue to unlock the mysteries of cause and cure, giving back to people the opportunity for a long and healthful life. The intensity and quality of dementia research is astounding and it is currently taking place right here in Manitoba. Our ultimate dream is to find a cure.

The victories we have experienced over the past year give us hope, promise and inspiration for the future. With continuing support from the entire community, we are going to make our dream a reality for all Manitobans. This year has been a huge step in the right direction!

## BOARD OF DIRECTORS

Julie James – President  
Pearl Soltys – Past President  
Carol Paradine – Treasurer/Secretary  
Jason Alsip

Linda Catteeuw  
Eileen Mead  
Kim Powell  
BJ Reid

Wendy Schettler  
Dan Sitar  
Glenda Stevens  
Howard Zacharias

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## WHAT IS DEMENTIA?

The word *dementia* is an “umbrella term” that refers to many diseases characterized by a progressive and irreversible cognitive decline beginning with gradual memory loss, progressing to the inability to eat, to recognize family and friends, to control physical functions and finally, death.

### Types of Dementia

Different types of dementia are caused by different physical changes to the brain. The most common forms of dementia in order of prevalence are:

- Alzheimer’s disease
- Vascular dementia
- Lewy body dementia
- Frontotemporal dementia
- Creutzfeldt-Jakob disease

## WHAT WE DO

We provide valuable programs and services to enhance the quality of life for people with dementia and their families. Currently, there are almost 20,000 Manitobans living with the disease.

The Society offers supportive counselling; caregiver and professional education; support groups for people with dementia and for their caregivers; public awareness; the *Safely Home™* program; the *First Link®* program and more. The Society is a prominent voice in advocating for change within all levels of government, and is a leading funder of Alzheimer research.

## BY THE NUMBERS

**1,165** new clients were identified  
**400** people participated in a *Virtual Dementia Tour*  
**280** frontline personal care home staff attended the 20-hour *P.I.E.C.E.S.™* training  
**260** family caregivers attended the *Living with Alzheimer’s Disease* workshops  
**2,945** volunteers contributed **14,585** hours across Manitoba  
**1,440** *Touch Quilts* were presented to personal care home residents  
**66,000** Alzheimer Society newsletters were distributed by email and Canada Post  
**2,470** people visited the Alzheimer Society of Manitoba website monthly  
**1,410** people viewed the Society YouTube page  
**2,000** Manitobans participated in *Memory Walk* events across the province  
**100** riders participated in the *Brandon Motorcycle Poker Derby*  
**300** hosts participated in *Coffee Break®* events throughout Manitoba  
**200** trivia buffs participated in *Trivia Challenge* fundraiser  
**350** people attended our first *Care4U* family caregiver conference  
**450** canvassers participated in the *Door to Door* campaign across Manitoba during January Awareness Month  
**650** guests attended the *Winnipeg Gala – A Night to Remember in Bollywood*  
**595** people attended *Dementia Care 2012*, a conference for health care professionals  
**175** people attended the *Brandon Gala – Mardi Gras Dinner*



# HOW WE HELPED



## SUPPORT

This year more than one thousand Manitobans contacted us for the first time. We provided our clients with education material and counselling in a group or one-to-one setting. Weekly support groups for people living with dementia and monthly groups for caregivers provided an

opportunity for individuals to discuss their feelings. They received help and support from group leaders and other members experiencing similar challenges. There were three weekly support groups for people living with dementia and 29 monthly support groups for caregivers.



## CAREGIVER EDUCATION

There was a remarkable increase in family education seminars with record numbers in attendance this year. The seminars provide caregivers with techniques and resources to help them along their dementia journey. *Care4U*, the first provincial conference for family and friends caring for a person with dementia, was a tremendous success with over 350 attendees. Almost 900 Manitobans attended *Living with Alzheimer's Disease* workshop sessions, resident family councils and family caregiver education. These sessions helped caregivers to understand the changes someone with dementia might be experiencing and to learn better ways of communicating with their loved ones.

## PROFESSIONAL EDUCATION

This year more than 2,000 Manitobans were reached through education initiatives such as *Dementia Care 2012* conference; *Supportive Housing* education; *P.I.E.C.E.S.™* training; and *Safety for All* sessions. Education for people who work in personal care homes, homecare and for other healthcare providers focused on the best practices for care of people with dementia. Various training sessions were specially designed on an individual basis to accommodate the needs of each group.

## AWARENESS AND INFORMATION

There was a huge increase in community and public awareness this year. Almost 3,000 Manitobans attended public meetings to learn about dementia and brain health. The newsletter, distributed three times a year, reached over 22,000 Manitobans with each issue, informing readers on caregiving tips and techniques, upcoming education seminars and the future plans of the Society. There were more than 2,500 unique visitors to the website each month; 300 Facebook likes; 720 Twitter followers; and 1,413 views on the Alzheimer Society's YouTube page. During the 2012 January Awareness Campaign, there were over 100 media hits, each covering the importance of an early diagnosis. Social media continued to increase in growth and gain in impact.



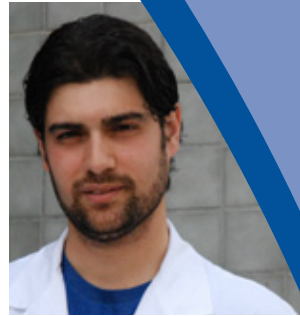
## ADVOCACY

This year's advocacy efforts resulted in very positive results for people with dementia. The Society led the public in an advocacy campaign encouraging political leaders to renew the provincial government's 2002 Alzheimer's Strategy; to fund a program that links people to the resources they need upon diagnosis; and to make brain health a public health priority. The campaign was successful, gaining commitment from each of the party leaders! This was followed by Premier Greg Selinger's announcement of a three year funding agreement of \$555,000 for the *First Link®* program. The incredible community and political support was truly amazing.



## GRADUATE STUDENT FELLOWSHIPS

**Zaid Aboud** is a graduate student at the University of Winnipeg in the department of neuropharmacology. He has a love of science in general and chemistry in particular. His hard work, determination and initiative makes him



stand out from his peers. The purpose of Zaid's study is to investigate our understanding about the nature of Amyloid Precursor Protein (APP) and its ability to interact with the insulin receptor in neurons and test its ability to cause neuronal growth. The study also investigates the expressed levels of the membrane bound insulin receptor in AD mouse models. The next step will be to take the results from the APP work, generate an in vivo test involving stem cells to find a new therapeutic approach to Alzheimer's disease.

## RESEARCH FUNDING

This year \$87,000 was invested in research via the Alzheimer Society of Canada's National Research program and the Graduate Student Fellowship program.

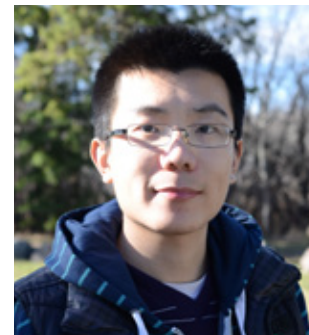
## QUALITY OF LIFE NATIONAL RESEARCH GRANT



**Dr. Fran Racher** is a professor at the School of Health Studies at Brandon University, teaching in psychiatric nursing and nursing. Her areas of interest are rural population health, community development,

gerontology, health promotion, access to health services and philosophy of nursing. She is undertaking the project *Living with Dementia: The Experiences of Older Couples in Managing their Lives Together*. The purpose of this study is to gain an understanding about the experiences of older couples living with dementia as they strive to manage their life together. Currently, eight couples are participating in the study and interviews are held with each couple every six to eight weeks. The findings will be used to assist couples in sustaining their independence as a couple and to extend their ability to live together in the community with a more satisfying quality of life.

**Shenghua Zhu** is a graduate student at the University of Manitoba in the department of human anatomy and cell science. He is a highly intelligent and perceptive young man. His positive disposition, reflective way of thinking and ability to learn



new things quickly make him an outstanding student. The purpose of Shenghua's study is to determine if quetiapine, an atypical antipsychotic drug, effectively calms the formation of amyloid plaques and memory impairments in an APP/PS1 double transgenic mouse model with AD through regulating GSK3 $\beta$  activity. It has been suggested that glycogen synthase kinase-3 $\beta$  (GSK3 $\beta$ ) activity might exert a central role in the development of Alzheimer's disease, especially involving the production of amyloid  $\beta$ -protein (A $\beta$ ) in the brain.



# HOW YOU HELPED



Investors Group  
Memory Walk

## FUNDRAISING EVENTS

Fundraising events held across Manitoba support the work of the Society. In addition to the major fundraisers listed below, the Society hosts the *Brandon Chili Cook Off*, *Brandon Motorcycle Poker Derby*, *Coffee Break*, *Manitoba Lotteries Trivia Challenge* and the *Brandon Gala*.

### Door to Door

The *Door to Door* campaign was a great success this year! There were more canvassers who participated, more donations were made online and there was an increased average dollar per canvasser raised. We would like to thank more than 450 amazing volunteers who braved the cold during the month of January to help raise over \$128,000.

### Winnipeg Gala

*The Winnipeg Gala – A Night to Remember in Bollywood*, was a memorable evening with over 650 people in attendance raising more than \$185,000! After guest speaker Bob Knight's powerful words about his personal experience of living with Alzheimer's disease at age 60, Gala Chair, Brad Mason, rallied the companies in attendance to support the 2013 event. Sixty three companies made a commitment to purchase a table, confirming 630 presold tickets for 2013!

### Investors Group Memory Walk

The *Investors Group Memory Walk* had almost 2,000 Manitobans participate in more than 70 Walks in communities and personal care homes throughout the province. Over a quarter of a million dollars was raised! Sincere appreciation to all of the walkers, volunteers and sponsors for their incredible support. We really could not have done it without you!

## VOLUNTEERS

This year, almost 14,600 hours were contributed by 2945 volunteers across Manitoba. This is equal to seven full-time staff members working for one full year! Thank you to all of our wonderful volunteers for their dedication, passion and commitment.

### Creative Giving

Throughout the year individuals and companies host their own fundraisers to support the work of the Society. This year, almost \$34,000 was brought in by creative events such as golf tournaments, bridge tournaments, luncheons, birthday celebrations and Jeans Days. Annual events include a Ukrainian dinner, St. Patrick's Day celebration, LebowskiPalooza, Lion's Club dinner and a motorcycle poker derby. Thank you to everyone for your commitment to better the lives of those affected by dementia.

Brad Mason, Gala Chair with Sylvia Rothney, CEO at  
Winnipeg Gala



## PIN Recipients

The Alzheimer Society presents volunteers with pins for five, ten, fifteen and twenty years of dedicated service. We would like to thank the following people for their outstanding commitment to the Society:

### 5 year recipients

Wendy Bouchard  
Cheryl Demasi  
Helen Friesen  
Roger Joyal  
Hank Loewen  
Steve Mardero  
Lisa Matthey  
Laurel Tolchinsky  
Henry Siemens  
Anne Walker



### 10 year recipients

Joan Dennison  
John Giavedoni  
Pat Pozerniuk  
Val Vandenburghe

## Distinguished Member Awards

The Distinguished Member Award honours, recognizes and celebrates a volunteer's enthusiasm, devotion and commitment to the work of the Society.



### Terry Cousins

Terry is a support group facilitator for caregivers and has volunteered for the Society in many capacities over the past seven years. He leads his group with a sense of humour that makes people

feel at ease and comfortable. Terry is able to relate on a personal level as he went through the dementia journey himself as a caregiver to his wife Kath. Terry also helps at the Society's community education events, is a presenter for the *Living with Alzheimer's Disease* workshops and

makes presentations in the community on behalf of the Society. He is an experienced caregiver and engages people in a way that comes naturally. Born and raised in Portage la Prairie, Terry is a kind, hard-working individual who is constantly giving back to his community and is a well-deserving recipient of this award. Thank you for sharing your personal story with others to help them through their dementia journey.



### Al Friesen

Al Friesen hosts a radio show on *CFAM Golden West Broadcasting* and consistently goes way above the call of duty to help promote the work of the Society in the South Central Region. Al is an

outstanding individual who supports the Society because he believes in helping those who are touched by dementia. As master of ceremonies, Al brings excitement to the annual *Carman Ukrainian Dinner* and to many Memory Walk events in the area. He has also been a past host for the *Brain Health Forum* in Winkler. There is great anticipation for the CFAM *Coffee Break* event Al hosts because he invites staff and the surrounding community to enjoy his home baking each year. He is truly a leader who is an active member of the community making a positive impact on those around him. Thank you for making a significant contribution to the Alzheimer Society over the past years. We look forward to continuing our partnership with you!



# FINANCIAL REPORT

Statement of Operations for the  
Year Ended March 31, 2012

This financial information has been extracted from the Annual Financial Statements reported on by our auditing firm Ernst & Young. A complete set of Financial Statements with Auditors' report is available upon request.

## FINANCIAL HIGHLIGHTS

### Revenue Totals

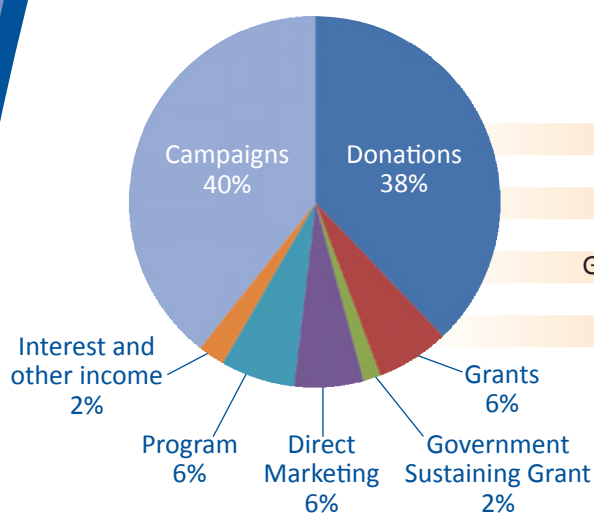
	2012	2011
Campaigns	\$733,420	\$749,865
Direct Marketing	113,087	142,460
Donations	706,443	751,251
Grants	146,535	148,277
Interest and other income	43,485	17,309
Program	121,005	80,195
<b>Total</b>	<b>\$1,863,975</b>	<b>\$1,889,357</b>

### Expense Totals

Client Services	277,967	272,627
Community Development	109,939	96,213
Education	552,939	482,124
Organizational Development	39,511	41,381
Program and Office Administration	323,990	290,911
Research	87,184	151,872
Revenue Development	426,251	441,188
<b>Total</b>	<b>\$1,817,781</b>	<b>\$1,776,316</b>

### Revenue over Expenses

	\$46,194	\$113,041
Amortization	31,148	33,504
<b>Excess of expenses over revenue for the year</b>	<b>\$15,046</b>	<b>\$79,537</b>



## REVENUE BREAKDOWN

Campaigns	39.35%	39.69%
Direct Marketing	6.07%	7.54%
Donations	37.90%	39.76%
Grants	6.33%	6.34%
Government Sustaining Grant	1.53%	1.51%
Interest and other income	2.33%	0.92%
Program	6.49%	4.24%

- The decrease in campaign revenue can be attributed to the impact on *Memory Walk* due to flooding in rural communities.
- The decrease in Direct Marketing revenue was offset in part by a decrease in the expenditures.
- Donations revenue was down when compared to the previous year due to additional bequests received in 2011.

- The increase in program revenue was offset by a corresponding increase in program expenses.
- The increase in office expenditures was due to a planned staff vacancy in 2011.
- When comparing research expenses, we noted an additional grant was awarded in 2011 due to available funding.



# GIFTS OF HOPE

We gratefully acknowledge  
the following for their  
leadership contributions.

## GIFTS OF HOPE

Your gift provides the Society with an opportunity to help improve the quality of life for those who are affected. Your generosity also helps to fund critical research to find the cause and cure for dementia.

### ESTATES

Choosing to leave a gift from the heart brings support to families facing the hardships of dementia.

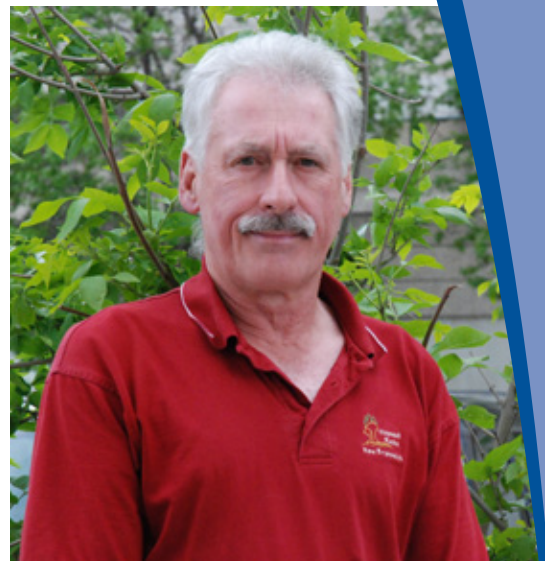
Estate of Geraldine Olive Clarkin  
Estate of Arthur Frank De Bues  
Estate of Edith M Evans  
Estate of Audrey Ella Elizabeth Neal  
Estate of Vide Eunice Appleby  
Estate of Wilfred Fowler Staples  
Estate of John P & Katherine Enns  
Estate of Doris Ellen Henry  
Estate of Edna Phyllis Coombes  
Estate of Audrey Irene Alice Foreman  
Estate of Janet Kirkness Loughran  
Estate of Paul Emile Mailhot

### LEADERSHIP GIFTS

Comforts of Home Care Inc.  
Derksen Mechanical Services Inc.  
Derksen Plumbing & Heating (1984) Ltd.  
Brian Derksen  
James Derksen  
Kurt Derksen  
David Greenwood  
Investors Group – Winnipeg  
Manitoba Blue Cross  
Manitoba Lotteries Corporation  
Pfizer Canada Inc.  
Scotiabank  
Sealy, Inc.  
TJ Rice Family Foundation  
The Dufresne Foundation Inc.  
The Thomas Sill Foundation Inc.  
The Winnipeg Foundation



*As the Title Sponsor of the Alzheimer Society of Manitoba's Memory Walk, Investors Group is proud to play a role in raising awareness, providing support and funding research for Manitobans affected by dementia.*



*"Nearly 20 years after losing my mother to Alzheimer's disease, I continue to support the Society in its efforts to control this terrible disease."  
– David Greenwood*

# DONORS



Thomas Sill Board  
and Staff (l-r):  
Neil Fry  
Ken Grower  
Bev Klym  
Bill Findlater  
Hugh Arklie

*"The Thomas Sill Foundation is proud of its commitment to the Alzheimer Society of Manitoba's education initiatives for family care providers of people with dementia. We believe that creating an informed and supportive environment will enhance the quality of life of people affected by dementia."*

## DONORS

### \$20,000+

The Thomas Sill Foundation Inc.

### \$10,000+

Brian Derksen  
James Derksen  
Kurt Derksen

### \$5,000+

TJ Rice Family Foundation  
David Greenwood  
The Winnipeg Foundation

### \$2,000+

Brian & Ruth Hastings

### \$1,000+

Betty & Jack Andrich Foundation  
Keith & Olga McNamee Family Foundation  
Kenneth B. Smith Fund  
Mary Friesen  
Katherine Gregoire  
Ellen Judd  
Cameron & Megan Keith  
Robert & Jennifer Mason  
Kathryn Menard  
Ruby Mitchell  
Carol Paradine  
Shirley Richardson  
Ronald Sprague  
David Strang  
Robert & Barbara Thompson

### \$500+

Betty & Lefty Akman Fund  
Lepine Family Fund  
C P Loewen Family Foundation Inc.  
Ernest I, Morris, David, Maier & Antzi Silverberg  
Memorial Fund  
St. Benedict's Foundation Inc.

Ann Bays  
Tom Boyko  
Dieter & Deb Bueddefeld  
John Cormack  
Robert Cummings  
Duane & Darlene Dahl  
Olivia Danylchuk  
Jennifer Dudgeon  
Thomas Ewart  
Sheldon & Caroline Fleming  
Barbara Friesen  
Kevin Hooper  
Kenneth & Louise Hunter  
F. Gordon Hutchinson  
Scott Kitching  
Albert & Louise Lemoine  
Bernice Lenarcik  
Dennis & Greta Loeppky  
Robin Mallette  
Ken & Shirley McKenzie  
Ella McLandress  
Daniel & Margaret Milne  
Verna Mowat  
Louise Pacholuk  
Don Park  
Jim & Sharon Pearce  
Glen & Elaine Pinnell  
Sheldon Pinx  
Anthony Pratt  
Wayne Pratt  
Muriel Quirk  
Andrew Richards  
Robert Saunders  
Daniel Sitar  
Richard Stall  
Fen Fen Tan  
Irene Tibbatts  
Gerry VanDenBosch  
Robert Vialoux  
Donna Whyte  
Nancy Whytehead  
Margaret Wollner

## COMMUNITY GIVING

### \$5,000+

Killarney & Area Donor's Choice  
United Way of Altona/Gretna & District

### \$2,000+

Boissevain & Morton Donor's Choice  
Deloraine & Area Donor's Choice  
Hamiota Donor's Choice  
Souris District Donor's Choice  
Glenboro & Area Donor's Choice  
Roblin & District Donor's Choice  
Pilot Mound & District Community Canvass  
United Way of Carman & District  
United Way of Morden & District  
Virden Donor's Choice

### \$1,000+

Harding Kenton Lenore Donor's Choice  
Hartney District Donor's Choice  
Holland & Area Donor's Choice  
Melita Donor's Choice  
Oak Lake & Area Donor's Choice  
Pierson United Appeal  
Portage & District Foundation Inc.  
Shoal Lake Donor's Choice  
Treherne & Area Donor's Choice  
United Way of Winkler & District  
Wawanesa & Area Donor's Choice  
Winkler Community Foundation

### \$500+

Club 373  
Elgin & Area Donor's Choice  
Elkhorn Donor's Choice  
Harold Hatcher Elementary School  
Miniota Arrow River Donor's Choice  
United Way of Brandon & District  
Virden Area Foundation Inc.

## CORPORATE GIVING

### \$20,000+

MGEA All Charities Campaign

### \$10,000+

The Dufresne Foundation Inc.

### \$5,000+

City of Winnipeg Employees'  
– Retirees' Charitable Fund  
Investors Group  
Scotiabank  
Sealy, Inc.  
United Way of Winnipeg

### \$2,000+

All-Fab Building Components Inc.  
City of Winnipeg Employees Charitable Fund  
Manitoba Hydro Brandon Employees  
Manitoba Hydro Winnipeg Employees

### \$1,000+

Access Credit Union – Winkler  
Derksen Plumbing & Heating (1984) Ltd.  
Health Sciences Centre Employees Charitable Fund  
Manitoba Hydro Portage Employees  
Premier Printing Ltd.  
Quintex Services Ltd.  
United Way of Greater Toronto  
Wawanesa Mutual Insurance Company

### \$500+

ACTEX Publications  
Brandon Regional Health Centre & Hospital  
Canexus Chemicals Canada Limited Partnership  
Carte International Inc.  
CG Power Systems of Canada  
CGI Law Office Management Corporation  
Crown Cap (1987) Ltd.  
Grain Insurance & Guarantee Co  
Industrial Investments Ltd.  
Leo Burnett USA Inc.  
Manitoba Blue Cross  
Manitoba Hydro Selkirk & Interlake Employees  
Manitoba Hydro Thompson Employees  
Manitoba Public Insurance Corporate Office  
Manrex Ltd.  
MTS Allstream Inc.  
MTS Employee Charity Trust  
National Firestop Ltd.  
Oil Mart Ltd.  
Prairie Stained Glass Ltd.  
Samuel, Son & Co Limited  
Strategic Charitable Giving Foundation  
Triple E Recreational Vehicles  
United Way of Ottawa Centraide  
Willow Lane Flower & Gift Emporium Inc.





# SPONSORS

## Media Sponsors:

Winnipeg Free Press  
HOT 103 and QX 104  
Global TV

## SPONSORS

### \$20,000+

Investors Group – Winnipeg

### \$5,000+

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Continental Travel Group  
Delta/KLM/Air France/Alitalia  
Derksen Mechanical Services Inc.  
Derksen Plumbing & Heating (1984) Ltd.  
Manitoba Blue Cross  
Manitoba Lotteries Corporation  
Pfizer Canada Inc.

### \$2,000+

Bockstael Construction Ltd.  
Building Systems Design Solutions Ltd.  
East Side Ventilation  
EH Price Ltd. Winnipeg Sales  
Golden Wear Clothing  
GPS Financial – Patrick Garrity  
Great West Life Assurance Company  
J J Electric Ltd.  
Josef Ryan Diamonds  
MA Stewart & Sons Ltd.  
Manitoba Liquor Control Commission  
PSAV Presentation Services  
Revera Long Term Care Inc.  
South Beach Casino & Resort  
Victoria Inn

### \$1,000+

Able Crane Services Ltd.  
Aboriginal Peoples Television Network  
Air Movement Services Ltd.  
AJP Engineering Services  
Akman Construction Ltd.  
Alsip's Building Products & Services  
Antex Western Ltd.  
Apex Distribution Inc.  
AQ Group Solutions  
Bayshore Home Health  
Bird Construction Company  
Carlson Commercial Industrial Services  
CKLQ 880 Radio  
Crosstown Civic Credit Union  
Deloitte & Touche LLP  
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Empire Iron Works Ltd.  
Ernst & Young LLP  
Flocor  
FWS Group of Companies  
K Sleva Contracting Ltd.  
Manitoba Hydro  
Midwest Engineering  
Nelson River Construction Inc.  
Newton Mechanical Inc.  
Parkside Ford Lincoln Ltd.  
PCL Constructors Canada Inc.  
Peace of Mind Line

Prophet Business Group  
Qualico  
Litz Crane & Rigging  
Ranger Insurance Brokers Ltd.  
R-G Sales Company Ltd.  
Safway Services Canada Inc.  
Scotiabank  
Shindico Realty Inc.  
Thermo Applicators Inc.  
Trappers Transport Ltd.  
Victaulic Company of Canada  
Wescan Electrical Mechanical Services  
Westland Construction Ltd.  
Winnipeg Building & Decorating Ltd.  
Wolseley Canada Inc.  
WRE Development Ltd.  
Winnipeg Regional Health Authority – Deer Lodge Ctr  
Stan & Stephanie Casar

### \$500+

All Seniors Care Living Centres  
Assante Financial Management  
Brandon Clinic Medical Corporation  
C & C Construction  
C & C Rentals Co Ltd.  
Canadian Footwear  
Comstock Canada Ltd.  
Connect Hearing  
Conquest Trucking  
Crocus Credit Union – Brandon  
Dr Joe Burgess Endowment Fund  
Drake Medox Health Services  
Health Canada  
Home Instead Senior Care  
Long Term & Continuing Care Association of MB  
MacKenzie Financial Corporation  
Manitoba Public Insurance Corporate Office  
Merck Canada Inc.  
Morguard Investments Ltd.  
Murray Auto Centre  
Payworks  
Photography by Dale  
Quality Life Services Inc.  
Riverwood Square  
Service Canada  
Supper Central Inc.  
Tache Pharmacy  
The Nathan Stall Endowment Fund  
The Paterson Foundation  
Transitions Inc.  
We Care Home Health Services  
Westman Communications Group  
Westward Ford Sales Ltd.  
Dean Cousens  
Darlene Henry  
Kim James  
Bruce McCallum  
Verna Mowat  
Gord & Diane Peters  
Ernie & Gail Tayler  
Cornelis Vanderput



# CREATIVE GIVING TREE OF MEMORIES

*Weddings are one of the ways  
individuals raise money for  
the Alzheimer Society.*

## CREATIVE GIVING

We are pleased to recognize the following individuals and organizations for raising money on behalf of the Alzheimer Society this year.

### \$2,000+

Polar Bear Lunch – Arnaldo Carreira  
Carman's Alzheimer Awareness Ukrainian Dinner  
Motorcycle Poker Derby – Jade Vandenbosch  
Marathon Runner – Aynsley Moorhouse

### \$1,000+

Brandon Quilt Raffle – Nifty Needlers  
Casual for a Cause – Manitoba Blue Cross  
LebowskiPalooza 2012 – Trent Whidden  
Westland Construction Golf Tournament  
Westwood Community Centre Bridge Tournament

### \$500+

99 Hour Challenge – The Winnipeg Foundation  
Altona Bake Sale  
Birthday – Maia & Sean Ehmann  
Coin Fountain – Brandon Shoppers Mall  
Fukumoto Fitness Charity Bootcamp  
– Johnny Fukumoto  
Fusion Grill Street Party – Scot McTaggart  
St Patrick's Day Celebration – Ron & Cindy Guina  
Harold Hatcher Elementary School  
Rock Garden Campground – Kevin & Dawn Jacobson  
Video Contest Winner – Greg Mardero  
Handmade ceramic pins – Verna Mowat  
Wedding – Chris & Susan Domanski-McAllistar  
Wedding – Oleg & Laurel Tolchinski  
Wedding – Vanessa Goleski

## TREE OF MEMORIES

The following people were recognized by a loved one who purchased a leaf in their memory.

Marcel Badiou  
Irene Brodeur  
Herdis Buus  
Kenneth Chapman  
Norman Dickson  
Ruth Dickson  
Halldor Eastman  
Jean Edwards  
Arthur Emmons Jr.  
Ernest Enquist  
Thelma Holm  
Margaret Keith  
Isabel Mary Kubish  
Anton Latoski  
Charles Lees  
Lovie Liewicki  
Lorraine McArthur  
Florence McFarlane  
Rozalia Plazak  
Philippe Prince  
Carmel Prokipchuk  
Pearl Reimer  
Lena Sawatzky  
Elizabeth Sherman  
Tina Sorenson  
Jack Steedsman  
Lawrence Steinke  
Albert Trzopek  
William Albert Turner  
Lorne Alvin Williment



# IN MEMORIAM

The Alzheimer Society received \$165,900 in tribute gifts in 2011-12. Gifts were received in memory of the following people:

Joseph O Altenburg  
Hermingildo Anglo  
Christeen Arden  
Earl S Argle  
Roy Armstrong  
Frances Askin  
Grethe Aslak  
Patricia Atkinson  
Yvonne S Ayotte  
Stephen Bahry  
Stanley Baker  
Nettie Barabash  
James Barrette  
Yvonne Barrette  
Rene Barsalou  
Henry Basiuk  
Anastasia Bastounis  
Juan Bateman  
Dora Batenchuk  
Alfred Battista  
Katherine G Bawtinheimer  
Joan Beall  
Laura V Beasse  
Ken Beattie  
Percy W Beck  
Henrique Beco  
Norma Bell  
Joanne Bell  
David Bell  
Harry Belyea  
Corinne M Benger  
Peter Benson  
Gedalia Berenhaut  
Merle Best  
Casimer J Bialek  
Lorraine Bisson  
Mary E Bjarnason  
John Bjornson  
Dorothy Blair  
Phyllis I Blair  
Patti J Blais  
Dora Bodnaruk  
Anne E Bogoros  
Pauline Bohonis  
Jessica H Borger  
Mary M Bos  
Suzanna Bouchard  
Albert E Boulton  
Ted Boulton  
William Bourk  
A R Boyd  
Margaret Bramham  
Marie A Braun  
Jeannine A Braun  
Ann Breitreitz  
Ellen Brennan  
Marie Bridgewater  
Grace Bridle  
Doris Britsky

Sylvia Broverman  
Ralph Brown  
Ben Brownstone  
Maria F G Buccini  
Frieda Buhr  
Jean Bukoski  
Raymond Burdett  
Dolores Burgess  
Harold Burgess  
Nora D Burke  
Benjamin Burke  
Joseph H Burton  
Elva Butler  
Joseph Cahill  
Donald Campbell  
Maria Cantafo  
Edward Cantor  
Olive Carlisle  
Doris I Carlson  
Simone Carney  
Louis R Caron  
Denis J Carriere  
Bella M Carruthers  
Eugene Carson  
Jozef Casar  
Artur Castanheira  
Fred Cave  
Mario Cendou  
Martin Chalaturnyk  
William Chernetsky  
Stanley Chernowas  
Douglas J Chiplin  
Donald Church  
Hazel Clark  
Ronald G Clark  
Wilfred F Clavet  
Joy L Cohen  
Esther Cohen  
Gertrude V Colburn  
Tony Collette  
Mary Collins  
Adrienne Combout  
Mary Cook  
Martha C Cooper  
Douglas B Corbett  
Ernest A Corder  
Nancy Coreau  
V Jean Coulombe  
Carlene J Cousins  
Brian Cox  
Ralph B Coyston  
Marolyn Craig  
Gloria K Cronkhite  
Winnifred M Crowston  
Thomas A Croy  
Isabelle Cruickshank  
Helen N Crumbach  
Dorothy Culbertson  
Olive G Curle

Morley Curtis  
Raymond Cyr  
Maria D'Abramo  
Emilio D'Abramo  
Antoinette Danais  
Fred Danyluk  
Ruth Daudrich  
John Dawson  
Boukje DeBoer  
Henriette Delaquis  
Muriel Dellevoet  
Therese Demontigny  
Arthur Derhak  
Adelaide Derksen  
Edith Derksen  
Laurent Desjardins  
Anne Marie Desjarlais  
Renske Dew  
Subhash Dhingra  
Norman Dickson  
Ruth Dickson  
Irmgard Doeppler  
David Doole  
Anne Douglas  
Margaret S R Douglas  
Fred Douglas  
Grace Dow  
Dorothy E Downey  
Jacob Driedger  
Joanne Dubas  
Anne Dubickyj  
Margaret J Dubinski  
Marion Dueck  
Louis-Charles Dugal  
George W Dunthorne  
Jules Dupre  
David Dworkin  
Julie Dyer  
Gladys P Eastman  
Estelle Eaton  
Blythe Eccles  
Maria Edano  
Norman B Edie  
Mary Ediger  
Celia Edwards  
John Elias  
Arthur Emmons Jr  
Ross Enokson  
Marjorie J Epp  
Robert Erickson  
Thomas Extence  
E Karl Farstad  
Verna J Findlay  
Mildred Fisher  
Joseph Florentino  
Irene Floyd  
Eric M Forbes  
Ivan H Foster  
Lydia Foth

Garry E Friesen  
Isaac Friesen  
Ruth I Funk  
Pearl Gagne  
Paul Galatiuk  
Madge Gamley  
Alan G Gardiner  
Gilbert Garner  
George Gates  
Hermine Gauthier  
Peter Geml  
Doreen Gibson  
Donald J Gibson  
Joyce K Gibson  
Susan Giesbrecht  
Grit R H Glenewinkel  
Cassie Gnazdowsky  
Marie Godin  
Gladys Godt  
Laura E Goetz  
Jim Gold  
Len Goldsborough  
Catherine Goodwin  
Charles Goren  
Adam Goszer  
Nellie Grabowecky  
Harold Graham  
Stewart Graham  
Dorothy Graham  
William F Grain  
Mary H Gray  
Marjorie E Greenaway  
Daisy Gregg  
Beryl Gribben  
Hazel Griffen  
Mary Ann Grimshire  
Janet Groen  
John Grumpelt  
Selma Grunspan  
Lucien Guertin  
John M Guinn  
Ivadel R Haigh  
Mary Halama  
Pauline Halberg  
Lillie Hale  
Frank Halliday  
Katherina Hamm  
Naida Hann  
Leone Hanton  
Margaret M Harris  
June Harris  
Dorothy M Hart  
Craig Hartley  
Maria Harz  
Eleanor M Hawcroft  
Ivy K Hawkins  
Norman D Haworth  
Agnes B Helman  
Marjorie Hemsworth

Lloyd Herchen  
Paul A Herriot  
Dorothy Hiebert  
Peter Hiebert  
John Hill  
Edmund G Hillier  
Gladys Hinchliffe  
Iris Hodges  
Sylvester Hoefler  
Samuel J Hofer  
Marion Hogaboam  
Gwen Hogue  
David Holowaty  
Tressa I Holt  
Myrtle M Holton  
John Hopkins  
Joyce P Houghton  
Cynthia Houghton  
Thomas Howard  
Kathleen Howe  
Mother Hudon  
Donald Hudson  
Nelson Hughson  
Clarence A Hunter  
Ruby Hunter  
Raymond Hunter  
Oscar Huppe  
Joseph Hurst  
Moyer Hurtig  
Yvette Hutlet  
Harold Hyman  
Frederick Isford  
Theodora Jack  
Waldemar Janz  
Granny Jean  
Verda W Jeffrey  
Thorberg Johannesson  
Cecil Johnson  
Frances A G Johnstone  
Gwyneth M Jones  
Guy Juneau  
Walter Kasian  
Ralph Keiser  
Myron E Kellett  
Irene Kelly  
Muriel I Kesanen  
Jacqueline Key  
Amy King  
Eunice I King  
Nellie Kirby  
Stanley Klos  
Alvina J Knight  
Martha Koblansky  
Natalia Kohuska  
Henry Kolthof  
Nettie Kostelniak  
Michael Kostyk  
Mildred M Kovatch  
Patricia Kozoway



# IN MEMORIAM

Dick Kreshewski  
Oscar Kretchman  
Germaine M A LaFleur  
Jean Laguniak  
George Laing  
Eugene A Laird  
Billie M Laxdal  
Emma Mae Le Barron  
Lena Leckman  
Lorraine Lee  
Soo Lee  
Margaret L Lees  
Pete Leiding  
Thelma A E Lelond  
Bernice Leochko  
Doreen Lewis  
Clive D Lewis  
George Light  
Dale Lind  
Cornelia T Linklater  
Stephan G Listmayer  
Dennis E Livingstone  
Ethel J Lloyd  
Gene Lloyd  
Vittoria Lucifero  
Gordon A Lugg  
Florence E Macdonald  
Helen Machalek  
Morris MacMillan  
Adrienne Madden  
Ian Maddock Sr  
Bosko Maksimovich  
Peggy Marcell  
Alberic Marginet  
Denise Marion  
Frances Marshall  
Robert Martin  
Shirley E Martin  
Doreen Mashal  
Pearl L Maskell  
Annie E Masson  
Louis M J Maurice  
Doris Mauro  
Roberta May  
Winifred M Mayo  
Mary Mazurec  
Lorraine McArthur  
Helen B McCartney  
Pearl McConeghy  
Keith McCord  
Alma C McCormac  
Jean A McDougall  
Doris I McEachern  
Phyllis McEwing  
Florence McFarlane  
John McIvor  
Mary McKenzie  
William McKie  
Shirley A McKinnon

Verla McLaren  
Margaret E McLean  
Edith McLean  
Nellie V McLeod  
Evelyn E McQuade  
Verlie Meiklejohn  
Mary Metcalfe  
Phyllis A Michalak  
William Middleton  
Mary M Miles  
Clara Miller  
Isabella B Minty  
Doris Miskimmin  
Robert Mitchell  
Patricia Montgomery  
Margaret H Montsion  
Michael J Mooney  
Elizabeth Moore  
Darlene Morgan  
Melvin Morken  
Walter Morris  
Muriel G Morton  
Jean Moster  
Beatrice Mozal  
Pat Murray  
Norman Muth  
Myrtle A Nadler  
Gertrude A Neill  
Myrtle Nelson  
Barbara Nelson  
Richard Nemes  
Harry Nepon  
Lawrence Nezon  
William J Nicolle  
Betty Norman  
Elsie Nova  
Regina Novek  
Joan O'Brien  
Daphne Oliphant  
Kathryn Omilanow  
James Oneschuk  
Carl Orford  
Kenneth Packer  
Laurette Painchaud  
Fiola J A Parisan  
Ruth Park  
Robert Parker  
Winnie Parlee  
Stuart J Pateman  
William Paterson  
Hulda Patzer  
Eric Patzer  
Howard Paul  
William Pawluk  
Jean Pearen  
Felicia A Pedhirney  
Helen Penner  
Jacob J Penner  
Leonardo Pereira

Jean Peristy  
Onie Petreny  
Lillian J Phillips  
Lucien A Plamondon  
Marguerite Poirier  
Helen Poole  
John Pratt  
Leonard Prayag  
Philippe Prince  
Lloyd Pritchard  
Bonnie Puls  
Edith Purkess  
B Ramsay  
Robert Ramsay  
Harold A Ramsey  
Veronique Raynaud  
Phyllis Read  
Marianne Regehr  
Anne Regier  
Elin Reid  
Pearl Reimer  
Alvin E Richardson  
Archie G Riddell  
Robert A Robbie  
Cecile Robert  
Jean A Robertson  
John Roberts  
William R Roffey  
Florence Rogers  
Esther Roman  
Rose Romas  
Bella Rosenbaum  
Joyce Ross  
Elsie Ross  
Rene Roy  
Ada Russell  
Marleen M Russell  
Germaine Ruta  
Violet Ryan  
Stefania Rzeszutek  
Helen Safiniuk  
Ernest D Savage  
Yves Savignac  
Kathleen Sawula  
Doris M Scarrow  
Paul Scheel  
Anne R Schick  
Zepherina Schmidt  
Cecile Schmidt  
Anne Schwartz  
Olga Scraba  
Eva Scribner  
Anne Sentla  
William Shakespeare  
Jessie A Shanks  
Nellie Sheard  
Venie Shepherd  
Helen Sherrin  
Harold B Sigurdson

Michael Simcoe  
Lyle Simpson  
Shirley Simpson  
Florence E Sinclair  
John Sinclair  
Luba Sitchin  
Antonia Slaney  
Dorothy Smart  
Linda Smith  
Joyce M Smith  
Howard Smith  
Ida Smordin  
Kenneth Snead  
Erlene Sokal  
Edward F Solomchuk  
Shirley Solomon  
Jean M Solvason  
Tina Sorenson  
Melba V Spencer  
Dante Speranza  
Christel B Spletzer  
Mabel Stanley  
Mercedes L Steeds  
Viola M Steggles  
Dave Stekler  
Lois Sterling  
Lorette Stewart  
Marjorie Stewart  
Jake Stoesz  
Beverley Storey  
Raymond Stott  
John H Stott  
George Stuart  
Johanna Supplies  
Maria Svaling  
Constance Swainson  
Theresa E M Sward  
Ruth Sywak  
Iraida Tarnawecky  
Irene Tavener  
Thelma Taylor  
Irene Taylor  
Gerard Teetaert  
Agnes Thacker  
Berthe Therrien  
Edith Therrien  
Jacob Thiessen  
Ann Thompson  
Walter J Thompson  
Margaret Thorpe  
Irene Tibbatts  
Helen M Tinling  
Beverley Tinney  
Anton Tkachyk  
John Tokarchuk  
Nelia Tolusso  
Francesca Torchia  
Mabel L E Trelka  
Phyllis J Trickett

Pamela B Trim  
Alfred F Trotman  
Fernand Trudeau  
Marion M Trudell  
Albert Trzopek  
Neil Turcotte  
Lucille Turenne  
Anthony Tycholiz  
Carl C Tymchak  
Frieda Ulrich  
Simone M A Van Damme  
Neil Van De Graaf  
Norma Van Landeghem  
Lorne J Van Mackelbergh  
Wilhelmus Van Mierlo  
Robert Vance  
Doris Verreault  
Dolores Volk  
Mary V Wachal  
James Wall  
Ragnhild Wallin  
Douglas Wallis  
Audrey G Wass  
Sue Watson  
Eva Watson  
Eudora A Watt  
Mervyn Wattinger  
Thomas H Webb  
James Weedmark  
Jack Weiss  
John Welishen  
Lorna White  
Enid C White  
Abram Wiebe  
Edna Wild  
Emma M Wilkinson  
Marion Will  
Jane Williams  
Jean M Williams  
Lena Wilson  
Brian J Wilson  
Ora G Winsor  
Eleanor Wiswell  
Rosalie Wood  
Eva Woods  
Albert Woods  
Alfons Wozniak  
David Yates  
C Young  
Lauretta Yuill  
John Zalluski  
John Zimmerman  
Carmen Zwickel

# Alzheimer Society

MANITOBA

*Dementia Care & Brain Health*

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