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From peer support groups across the province to major fundraising events, the Alzheimer Society of B.C. is effective because of our sponsors, partners, donors, and through the strength and dedication of our volunteer team.

For 25 years, your efforts have enabled us to grow from our roots in a North Vancouver home to the provincial organization that we are today.

We also recognize that it's the initiative of our volunteers that helps propel us forward. The *Passions of the Mind Gala*, which celebrated the Alzheimer Society of B.C.'s 25th anniversary, and the 5<sup>th</sup> annual *Investors Group Walk for Memories* are just a couple of the major events this past year that have been driven by volunteers.

During the past year, our volunteer Board of Directors and the Alzheimer Society's staff have worked hard to prepare the organization for the coming years:

- We've carefully considered how to better define how we deliver services so we can ensure that we continue to provide quality resources to those affected by dementia.
- The future is promising! We're encouraging a more proactive approach, giving people suggestions about what they can do to keep their brain fit and minimize their risk of dementia. We're also moving research forward, supporting researchers in B.C. through the Alzheimer Research Program.
- We're working to build a stronger relationship with B.C.'s provincial government. Partnerships that have led to successes like the Czorny

Alzheimer Centre would not have been possible without the families who volunteer their time to advocate for people with dementia. Their persistence has ensured that their voices are heard – and that our government is listening.

- One of our priorities is reducing the stigma around dementia by raising awareness of the disease. There is much hope to be found along the dementia journey, and so many people who want to share that hope and show that life doesn't end with a diagnosis. Through media, through public forums, and through the inspirational stories of people like Norma Selbie – recently awarded the *Governor General's Caring Canadian Award* – we are chipping away at the myths and misconceptions around the disease.

The following pages introduce you to a sample of the many volunteers who dedicate countless hours to support – directly or otherwise – the many thousands of people in British Columbia whose lives have been touched by Alzheimer's disease or a related dementia.

To our volunteers, donors, partners and staff: you are the reason for our success! Your passion and commitment bring 'help for today, hope for tomorrow' to the thousands who need it.



ROSEMARY RAWNSLEY  
EXECUTIVE DIRECTOR

NICOLE BERTRAND  
VOLUNTEER PRESIDENT

FROM THE EXECUTIVE

## A Year In Review



Rosemary Rawnsley  
executive director



Nicole Bertrand  
volunteer president

“Being a volunteer is gratifying, rewarding and fulfilling. Yes, it can be demanding and time consuming, but the return can be incredible – as it has been for me.”

– NICOLE BERTRAND, PRESIDENT