

1 in 2 Canadians know someone with dementia.

1 in 4 Canadians has someone in their family with dementia.

It's a disease that impacts everyone.

The Alzheimer Society of B.C. raises funds to provide Help for Today. *Hope for Tomorrow...[®]* for British Columbian families already on the dementia journey. Our mission is to alleviate the personal and social consequences of Alzheimer's disease and related dementias, to promote public awareness and to search for the causes and the cures.

FACES OF DEMENTIA

The faces of dementia are individuals who are living with the disease. They are the families and friends caring for a loved one on the journey. They are researchers who are working hard to find a cure. They are advocates who want to see improved dementia care in our province. They are also donors, leaders, and volunteers like you supporting a vision of a world without dementia.

I Am A Leader of Hope



"Because I want to create awareness about the disease and make a difference for real people."
Rod Scheuerman,
Regional Vice President,
Scotia Trust



"Because I feel the Alzheimer Society of B.C. is the only organization to lead the initiative for improving dementia care in our province."
Sandy Riley,
Principal, Real-West Realty Ltd.



"Because my family has been touched by Alzheimer's disease, which touches one out of four Canadians."
Peter Wong,
Vice President, Raymond James Ltd.



CAREGIVER

"It is not the way I envisioned these last years but with the help of the Alzheimer Society of B.C., the support of various groups, amazing friends and my family, we will see it through."

Hélène Letnick, Kelowna Caregiver



PERSON WITH DEMENTIA & ADVOCATE

"The Alzheimer Society of B.C., with their experience and expertise in providing support and education, are the best suited to lead the initiative for improving dementia care in our province."

Jim Mann, Vancouver Alzheimer Advocate, diagnosed with Alzheimer's disease in 2007



CAREGIVER

"The same day his doctor diagnosed him in the fourth stage of Alzheimer's disease, we were connected to the Alzheimer Society of B.C.'s local First Link[®] coordinator. Within a week I received a package from the Society about all the different education and support that was available to our family, as well as, programs we could become involved in."

Terri Nielsen, Prince George Caregiver

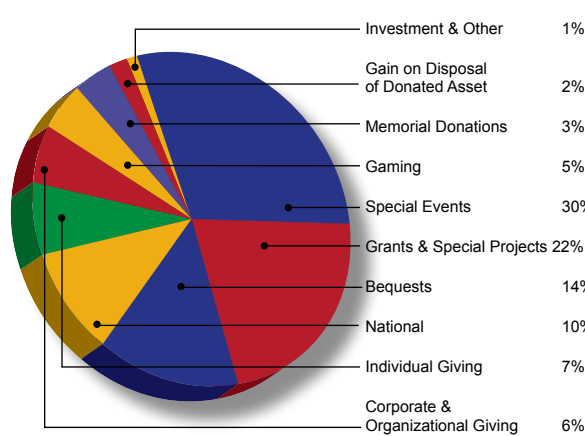


RESEARCHER

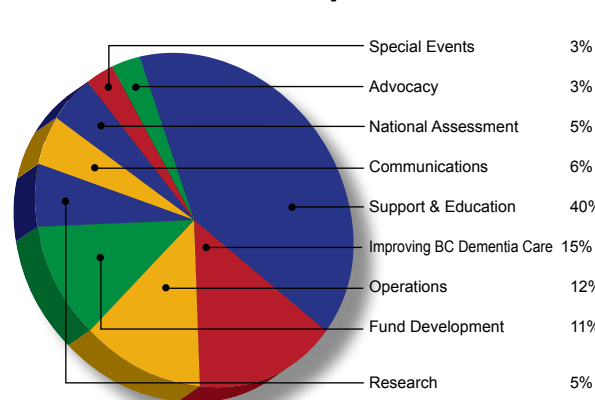
"Today, when people speak about the dementia journey there is still only one outcome but more research enables us to change that, research to understand the causes and find the cures for dementias gives us hope for a world that the Alzheimer Society envisions, a world without dementia."

Dr. Michael Hayden,
Professor, Medical Genetics and
Director of the Centre for Molecular
Medicine and Therapeutics, UBC

HOW WE RAISED OUR MONEY 2010/2011 Revenue



HOW WE SPENT OUR MONEY 2010/2011 Expenses



In 2010/2011,
the Alzheimer Society of B.C.
raised \$5 million.

85 ¢
of every dollar raised

goes to providing a province-wide network of support and education and funding research for a cure.

DONATE TODAY!

The full financials for the annual report – and profile stories of British Columbians who all represent the faces of dementia – are all available at www.facesofdementia.ca



Sharon Craver,
Chair



Jean Blake,
CEO

Message from our CEO and Volunteer Board Chair

We are proud of the fact that we have managed our strategic growth and responsiveness to public needs while maintaining our commitment to providing much needed support, education, information, and research funding. Looking forward, we will continue to enhance our fundraising efforts by growing our signature events, as well as our major gifts portfolio. As we all know, the need is great and it is growing. We thank you for your support in helping make a difference.

Sharon Craver *Jean Blake*

Board of Directors:

Sharon Craver (Chair), Director, Contact Centres & Operations, ICBC
Bob Hastings (Past Chair), Retired Chartered Financial Analyst
Harry Diemer (1st Vice-Chair), Retired CEO, BC Safety Authority
Darryl Oakley (2nd Vice-Chair/Secretary),
Regional Psychogeriatric Caregiver Education and Support, Interior Health
Michael Rutherford (Treasurer), Retired CGA, Financial Consultant
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