



**Altering the Dementia Forecast
Impact Report 2020-2021**

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**HOPE FOR
DEMENTIA**

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Dear Friends,

In 2015, I created Hope for Dementia to help safeguard healthy brains. Our experience over the years has proven that our mission is more important now than ever.

At the beginning of 2021, Hope for Dementia deepened our reflection on ways to change the grim forecast of one million persons living with dementia in Canada by 2033. Our analysis of the situation showed that, while many great programs support post diagnosis treatments, very few focus on preventing the disease. We were comforted that potential solutions do exist.

We formalized the results of our reflection in a white paper titled [*Altering the Forecast on the Tsunami of Dementia – A Framework for Prevention, Symptom Deceleration and Reversal.*](#)

We also launched a public relations campaign, as well as a [petition](#) to the federal Health Minister, to make dementia prevention a national healthcare priority, as part of our efforts to effect positive change.

The picture we chose for the cover of this report illustrates our vision that hope is on the horizon.

We doubled our efforts to continue to offer our services throughout the pandemic. You'll find more information about our work in this report. Our small but mighty team is comprised of valued employees, volunteers, and ambassadors. I am so proud of everything the Hope for Dementia team has accomplished despite a very challenging context. Thank you each and every one of you for your dedication and hard work to prevent dementia.

Together, and with your help, dear friends, we are bringing hope for dementia.

Parsa Famili

Parsa Famili
President
Hope for Dementia

Our Mission

Hope for Dementia is a federal non-profit charitable organization whose mission is to support the prevention, early diagnosis, and treatment of dementia and other cognitive disorders. We aspire to be a leading advocate and catalyst in the prevention and reversal of dementia. To achieve this, we raise funds to provide services and fund promising research and clinical trials to reverse the symptoms in persons diagnosed with dementia.

Our Valuable Contributors

Board Of Directors

Parsa Famili, M.Sc.
President

Fatemeh Davoudi, B.Sc., MBA
Executive Director

Susan Cleary, B.Sc., MBA
Secretary/Treasurer

Advisory And Administration

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Scientific Advisor

Randi Vetvik, CPA
Accountant

Staff And Student Interns

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Vice-President

David Cloutier, Concordia University
Student Intern - Fund raising

Nicholas Gavreliedes, Concordia University
Student Intern - CRM

Theodore Glavas, McGill University
Student Intern - Website Development

Manuela Paglione, McGill University
Student Intern - Digital communications

Gala Fund Raising Committee

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Mohammed Barkat
Nissa Barkat
Luana Borelli
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Susan Cleary
Fatemeh Davoudi
Parsa Famili
Bill Gilbert
Camille Isaacs Morell
Aram Montazami
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Negin Sepehri
Dmitry Vasserman

Assessment and Diagnostic of Dementia is a federal not-for-profit charitable organization operating under Hope for Dementia, a corporation duly incorporated under the laws of Canada, having its head office at 2535 Guenette Street, Ville Saint-Laurent, Québec, H4R 2E9.

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Intergenerational Learning Program

Young volunteers engage with senior citizens in their community with the aim to educate them on the digital age. In turn, seniors are asked to share something meaningful to them.



Our Team In Action



Healthy Food Healthy Brain Food Baskets Program

This program ensures that vulnerable seniors and families in Saint-Laurent have continued access to healthy food throughout the pandemic and afterwards. Information on foods that promote brain health are included in the food baskets.



Just Connect & Tablet Donation Program

This new program inspires persons to call or safely check up on loved ones, friends or someone in the community. Just like social engagement, electronic tablets not only function as a method of communication for seniors, but also as a new medium they can use to challenge their brains and maintain their brain health.



We Increased Our Impact

600

Bags of Healthy Food Distributed

The *Healthy Food Healthy Brain Program* was launched in partnership with IGA Extra Duchemin (Saint-Laurent) and Member of Parliament for Saint-Laurent Ms. Emmanuella Lambropoulos.

100%

Community Programs Maintained

We maintained all services and even expanded the *Healthy Food Healthy Brain* and *Just Connect Programs*.

3,000

Hours of Digital Teaching

Twelve volunteer students in the *Intergenerational Program* taught seniors how to use tablets and iPads.

DELIVERED

Fiscal year July 2020 to June 2021

100

iPads and tablets distributed

Our *Just Connect & Tablet Donations Program* was deployed to twenty residences, benefiting more than 1,200 people and their families.

>60M

People Reached

Our media relations efforts included press releases, and radio/TV interviews.

1st

White Paper Published

It proposes a framework to prevent dementia. We also created and initiated a comprehensive action plan to promote the framework.

+43%

Website Visits

July to December 2021 vs. January to June 2020

DELIVERED

Current fiscal year starting July 2021

+60%

Social Media Followers

We increased our presence on LinkedIn, Instagram, YouTube and Facebook.

**SIGN
HERE!**

We submitted for signature, a petition to the federal Minister of Health asking to make dementia prevention a national healthcare priority.

Members of the general public can sign the petition until March 25, 2022.

We Are Staying The Course



Guidelines established for the creation of Hope for Dementia's Research Fund

The fund aims to advance and accelerate understanding of possible solutions for:

- ▶ Disease Prevention.
- ▶ Deceleration of symptoms.
- ▶ Reversal of symptoms.
- ▶ We expect to establish the fund at the end of 2022 - early 2023.

ON THE HORIZON 2022



Engagement with supporters and donors

- ▶ Our newsletter, is set to be launched in February 2022.
- ▶ Our database of email contacts is on track to reach 1,000 supporters.
- ▶ We will continue deploying our series of videos on Hope for Dementia's work.



Expansion of services

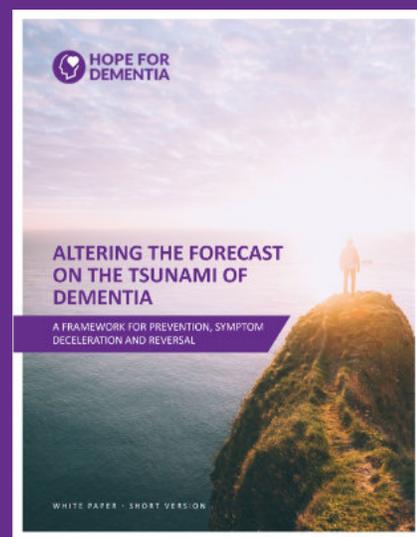
- ▶ We received a grant of \$25,000 in August 2020 from the federal government's New Horizons for Seniors Program, making it possible for Hope for Dementia to continue offering services throughout the pandemic.
- ▶ We are working on several submissions for government and private sector support to expand our services on the Island of Montreal and beyond.
- ▶ We have secured \$5K for a pilot project with the Commission Scolaire Marguerite-Bourgeoys. The project is within the *Intergenerational Program*.

About Our Proposed Strategic Framework

Our proposed framework describes how dementia prevention can become a national healthcare priority through the implementation of prevention strategies and the delivery of services within the healthcare system. The framework is based on dementia Prevention, symptom Deceleration and Reversal, as follows:

- **Prevention:** Building public awareness and promoting early, regular screening and risk reduction.
- **Deceleration:** Offering proactive prevention and early intervention and cognitive stimulation activities.
- **Reversal:** Investing in promising research and clinical trials on the deceleration and reversal of symptoms.

The white paper is available [here](#).



We Focused On Virtual Connections

	2021	2020
REVENUES		
Donations	\$ 102,556	\$ 142,304
Donations from fund raising event	-	\$ 11,460
Fund raising revenue	-	\$ 8,100
Federal grant for student summer job	\$ 46,053	\$ 4,453
Auction revenues	-	\$ 2,540
Loan subsidy	\$ 20,000	-
	\$ 168,609	\$ 168,857
EXPENDITURES		
Advertising and promotion	\$ 2,470	\$ 1,379
Bank charges	\$ 1,816	\$ 1,481
Contributions of food	\$ 6,800	-
Contributions of iPads and tablets	\$ 33,108	\$ 30,478
Donations	-	\$ 2,000
Fund raising costs	-	\$ 25,284
Office and general	\$ 7,650	\$ 6,787
Professional fees	\$ 9,077	\$ 11,821
Program administration fees and payroll levies	\$ 19,246	-
Student salaries and payroll levies	\$ 66,395	\$ 57,504
Telephone	\$ 2,677	\$ 2,773
	\$ 149,239	\$ 139,507
EXCESS OF REVENUES OVER EXPENDITURES		
Fund equity, beginning of year	\$ 38,175	\$ 8,825
Fund equity, end of year	\$ 57,545	\$ 38,175
ASSETS		
Cash	\$ 102,494	\$ 79,675
LIABILITIES		
Accounts payable and accrued liabilities	\$ 4,949	\$ 1,500
Federal backed loan	\$ 40,000	\$ 40,000
	\$ 44,949	\$ 41,500
FUND EQUITY		
	\$ 57,545	\$ 38,175
	\$ 102,494	\$ 79,675

Breakdown Of Expenditures



Greater Focus On Community Engagement

Pandemic restrictions on in-person events and services forced us to change the way we work. Unfortunately, we've had to postpone our annual galas, our main source of funding, in 2020 and 2021. However, we've managed to do more with less:

- We've capitalized on virtual initiatives such as the *Just Connect Program*, which helps prevent social isolation.
- We've shifted our efforts to maintain and increase our virtual network through communications and marketing initiatives.
- Delivering our three programs that benefit seniors and building awareness through community outreach represented the majority of our expenses.
- We've refined our strategy and launched a public relations campaign to effect change in preventing dementia, both at general public and government levels.

We Value Your Support

“My mother has been dealing with dementia for 10 years now. It took a long time to get a diagnosis and, unfortunately, by the time we received it, the disease was well advanced.

I was glad to be offered the opportunity to support Hope for Dementia because I now understand the importance of prevention. If we had caught my mother’s dementia from the onset, we would have been able to do things differently in order to slow it down.

I encourage everyone to support Hope for Dementia’s work with a donation, by signing the petition to the federal Minister of Health or by volunteering.”

Karine Saba, Chief Marketing Officer, Care4Giver

“My experience with Hope for Dementia’s Intergenerational Program was one like no other. Not only did I learn about other people, but I got to listen to the wonderful stories they had to tell.

The basis for this program is an exchange of knowledge between two people of completely different generations. The younger generation would offer tech help in exchange for stories or knowledge. Let me tell you that it really changes your perspective of the world. A simple five-minute conversation can give you decades worth of experience and knowledge.

Everyone likes a good story, and our elders are the knowledge keepers of our society. Let’s keep making use of that with the help of initiatives like the Intergenerational Program.”

David Cloutier, Volunteer and Student Intern

“The group of volunteers from Hope for Dementia came to the Manoir de Casson, as part of their Intergenerational Program.

The purpose of this program is to bring young volunteers (15-25) to elder homes in order to help them with some troubles or questions they might have with consumer electronics such as phones, tablets, laptops. In exchange the elder explains something he/she knows very well, or they talk about past experiences and stories they might have that can benefit the volunteers.

It was a huge success and our residents thoroughly enjoyed not only the information but also the interactions! Thank you!”

Kira McGee, General Manager, Manoir de Casson

Thank you!

Emmanuella Lambropoulos, Member of Parliament for Saint-Laurent, for her ongoing support and commitment to present the petition to the House of Commons.

IGA Duchemin, in Ville St-Laurent, for providing ongoing donations to the food basket program.

Help Prevent Dementia

Your support is critical to help prevent dementia. Here's how you can help:

- ▶ [Donate](#)
- ▶ [Volunteer](#)
- ▶ Sign the [petition](#)
- ▶ [Sign up](#) for our newsletter
- ▶ Follow us on social media, like and share our content

Click [here](#) to learn more.

