

# Contact

Summer/Fall 2006

## A new landscape, a new journey

**T**he face of dementia has changed. And in the 25 years since the Alzheimer Society of B.C.'s official incorporation in 1981, so has the Alzheimer Society.

"We started as a truly grassroots, peer-support organization," says Rosemary Rawnsley, Executive Director of the Alzheimer Society of B.C. "Over the last 15 years, our knowledge of Alzheimer's disease and dementia has increased dramatically, and this has impacted the journey for people with the disease and their families. The Society understands the need to address this new landscape and the way people journey through it."

For example, she cites the fact that people are being diagnosed at a younger age and they're being diagnosed much earlier in the disease. "Living with the disease, having access to medications

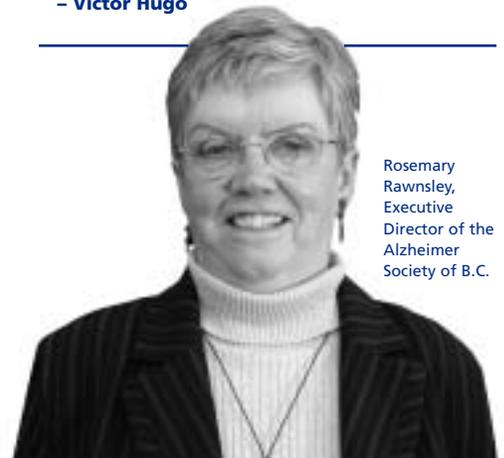
that help manage the disease in its early stages, and having the time to plan ahead with those you love – so many factors have redefined what it means to be diagnosed with dementia."

The movement towards healthy aging has also expanded over the last decade. As baby boomers age, many are concerned about brain health – and with good reason. In 2004, the British Columbia Medical Association had a close look at the baby boomer generation – the oldest of which will reach 65 years old in 2011 – and called dementia a "Sleeping Giant."

The impact of the baby boomer generation wanting information on prevention, support and services is already being felt through increasing demand for the Alzheimer Society's services. *(Continued on page 2)*

**"There is one thing stronger than all the armies of the world and that is an idea whose time has come."**

– Victor Hugo



Rosemary Rawnsley, Executive Director of the Alzheimer Society of B.C.

## The story is changing – 100 years of discovery

**T**hough we know Alzheimer's disease has been around for more than 100 years, it was in 1906 that German physician Dr. Alois Alzheimer identified the symptoms that today characterize the disease named after him.

In recognition of Dr. Alzheimer's important discovery that year, and as part of a national awareness campaign called *100 Years of Discovery*, we are marking this milestone throughout 2006.

The Alzheimer Society of B.C. has a lot of information available, both in print form and online. These items include a research timeline poster; research brochure; the Winter edition of the *Contact* newsletter, showing how research is helping to change the story in B.C.; and *A Report on Alzheimer*

*Disease and Current Research for the non-specialist*, a booklet written by Dr. Jack Diamond that offers a detailed overview of Alzheimer's disease and the latest in research.

These items are available to you through your local Alzheimer Resource Centre, or through our Web site, [www.alzheimerbc.org](http://www.alzheimerbc.org) (click on the *100 Years of Discovery* logo on the top of our home page).

Thanks to your continued support of our work, one day we hope to announce the breakthrough. In the meanwhile, please call us toll-free at 1-800-667-3742 to see what difference you can make in helping us achieve our vision of a world without Alzheimer's disease and related dementias.



## Alzheimer Society president recognized for years of dedication

**W**hen Dan Eisner first started volunteering with the Alzheimer Society of B.C. in 1995, lending his expertise to an event committee, the chartered accountant was just looking for a way to get involved.

Countless volunteer hours later, Dan – a senior associate with Mercer Human Resource Consulting in Vancouver – has been recognized by the Institute of Chartered Accountants of British Columbia for his efforts. *(Continued on page 3)*



# World team will focus on a summit of hope

Each year since 1998, a group of Canadians has set its sights on the summit of Mount Kilimanjaro in Tanzania, Africa. At 19,340 feet, the demanding journey to the top reflects the mountainous struggles those with the disease and their caregivers face on a daily basis.

This year, to mark 100 years since the discovery of Alzheimer's disease, Ascent is going global.

"This disease is growing at an alarming rate all around the world," says Sandy Riley, past president of the Alzheimer Society of B.C. and the visionary behind the World Ascent team. "It's time that we showed the world that there really is no time to lose. We need to act now."

The World Ascent team, coordinated by Alzheimer's Disease International, is comprised of individuals from Canada, Denmark, the Dominican Republic, Hungary, Romania, UK, Hong Kong (China), and the USA.

Representing Canada is 55-year-old Dave McAmmond of Alberta. For the Canadian team member, reaching for the top of Mount Kilimanjaro is a preemptive

strike – doing what he can to fight a disease that hasn't yet affected him directly.

"Statistically, there's a good chance that I, or someone I know and care about, will be diagnosed with Alzheimer's disease," says the CEO of Canadian Treads Corp., an Edmonton, Alberta-based company that retreads tires. "I don't want that to happen."

The World Ascent team will reach the summit on Sept. 21 – World Alzheimer's Day.

All donations in support of Dave's participation will go towards the Alzheimer Society's national research program. To support Dave's Ascent contact the Alzheimer Society of Canada at 1-800-616-8816 or go to [www.alzheimer.ca](http://www.alzheimer.ca).

For details about how you can get involved in 2007, go to our Web site at [www.alzheimerbc.org](http://www.alzheimerbc.org). Click on Events, then Ascent for Alzheimer's.



55-year-old Dave McAmmond is in training to ascend Mount Kilimanjaro later this year to raise funds that will help fight Alzheimer's.

# Stepping up for the Walk for Memories

Thousands of steps forward and some diligent fundraising helped raise \$260,000 to support the Alzheimer Society of B.C. as part of the annual Walk for Memories.

Two thousand people, including 70 teams, participated in the event, which was held in more than a dozen communities throughout the province in January and February. For the first time this year, participants were able to create their own fundraising Web pages – collecting \$25,000 through this online tool.

The Walk for Memories is a bit different in each community; some are inside, some are outdoors. One event boasted jazz and Dixieland music, while another featured bagpipes and lion dancing. Many of the Walks are also held in honour or in memory of a member of the community who has dementia.

But one thing tied all the events and their participants together – a desire to make a difference in the lives of those impacted by Alzheimer's disease and dementia. Thanks to all the participants and volunteers for your incredible support!



## Call for Volunteers

The next Walk for Memories will be held on Sunday, Jan. 28, 2007. This family event is successful largely due to volunteer committees comprised of people like you! To help with a Walk in your community, contact your local Alzheimer Resource Centre or call 1-800-667-3742.

(Continued from page 1)

## A new landscape, a new journey

So, two years ago, the Alzheimer Society's Board of Directors began a process to create a strategic plan that would carry the organization through to 2008.

"We began to ask ourselves whether we could grow without changing the way we do business," says the Alzheimer Society's Volunteer President Dan Eisner.

As the Board's vision progressed, they found that the answer was no. "Since its inception, the Society has developed strong and long-term relationships with our service users and supporters," Dan notes. "But we know we need to reach more people."

It's estimated that more than 61,000 British Columbians have dementia today, and another 13,000 will develop dementia this year alone.

"We asked: How do we reach them to ensure they have the support and services they need?" asks Dan. "And how do we grow as a Society to accommodate this increasing need?"

Out of a lengthy planning process, *A New Landscape – A New Journey* was born.

The key emphasis of the new programs and services that encompass *A New Landscape – A New Journey* will include relevant programs for people in the early stages of the disease; suggestions about prevention and brain health; education to a large portion of the population through a television program; and the celebration of people, memories and lives lived. The commitment to research, and maintaining and developing existing programs will continue.

"We need to grow, and we must continue to build on our commitment to connect people to information, services and support," Rosemary stresses. "Our support groups for caregivers and those in the early stages will continue. Our educational programs for families (Family Caregiver Series) will still be offered, and we'll continue to expand and improve them."

Both Rosemary and Dan are proud of the direction the Society is taking. "The vehicles we've chosen to carry the Society forward are breakthrough initiatives," says Dan. "They place the Society in a strong position to provide support in relevant ways to more people in B.C."

# Celebrating the Passions of the Mind

From the moment we first open our eyes, our mind connects us with the world around us, and the passions we may share – life, love, food and wine, art, music.

On November 18, 2006, join us for *Passions of the Mind*, a gala evening celebrating the 25 year anniversary of the Alzheimer Society of B.C.

This event represents the hope that surrounds Alzheimer's disease in 2006, a year that marks not only a milestone for the Alzheimer Society of B.C., but also the 100th year since Dr. Alois Alzheimer first



described the disease that now bears his name.

Held at the Vancouver Trade and Convention Centre, the evening features a fashion show by Holt Renfrew, a cocktail reception, dinner and dancing.

Tickets are \$225 per guest until Sept. 30, after which tickets will be \$250. A tax receipt will be issued for the charitable portion of the ticket price. To purchase your tickets today, contact Lori Kelly at 604-681-6530 or toll-free at 1-800-667-3742. For more information, visit [www.passionsofthemind.com](http://www.passionsofthemind.com).

## A passionate designer

We're passionate about our *Passions of the Mind* logo, designed by 25-year-old Katie Thibert of Vancouver. Like many of you, Katie is one of our treasured volunteers. A graduate of the Emily Carr Institute, she has donated her time and talent to us on a weekly basis for more than a year.

So when we asked her to design our new gala logo, her response echoed the event's creative vision. "I love volunteering for the Alzheimer Society, and designing the logo has been a fantastic opportunity and a way for me to help out," says Katie.

The charismatic designer, who also waitresses for the Keg Steakhouse, is also responsible for the Alzheimer Society receiving a total of \$6,000 in donations



Volunteer Katie Thibert presents a cheque from the Keg Spirit Foundation to Alzheimer Society of B.C. Executive Director Rosemary Rawnsley.

from the Keg Spirit Foundation. Katie won two awards from The Keg in recognition of her volunteer contributions. The prize included a charitable donation, and Katie chose the Society as her charity of choice.

(Continued from page 1)  
Alzheimer Society president recognized...

In June, Dan will be presented with a Community Service Award for his dedication to the Alzheimer Society.

In his current role, Dan serves as the president of the Board of Directors. He also volunteers with the Alzheimer Society of Canada as B.C.'s representative on its Board of Directors, as well as a member of the Finance and Executive Committees.

**"I've always believed that the services provided by the Alzheimer Society are invaluable to the many British Columbians impacted by dementia," says Dan Eisner. "When I started volunteering, I didn't have a direct personal connection with the disease, but I knew I wanted to do what I could to support the organization."**

## Celebrating 25 years

This fall the Alzheimer Society of B.C. is celebrating its 25th anniversary. Our story is one of a grassroots organization built by volunteers and those caring for a loved one with Alzheimer's disease.

We were officially incorporated on Nov. 17, 1981. From humble roots starting off in a North Vancouver home, the Society has grown tremendously over the years and has blossomed into an organization active across the province.

The *Passions of the Mind* gala (see related stories this page) will help mark this momentous occasion. Additionally, each region will mark the milestone differently (some are actually planning summer events) and we will post on our Web site a look back at our history. Please contact your local Alzheimer Resource Centre to find out what is happening in your community.

Staying true to our goals of providing information, support and services to those impacted by Alzheimer's disease and related dementias, we continue to provide help for today and hope for tomorrow.

Below: Volunteers of all ages have helped the Alzheimer Society of B.C. grow from its humble beginnings.



## Get passionate – Volunteer for our gala event!

As part of the *Passions of the Mind* gala event, the gala committee is looking for individuals and corporations to become involved as sponsors, auction item donors, and volunteers. Get involved with what promises to be an event to stir the senses! For more information, visit [www.passionsofthemind.com](http://www.passionsofthemind.com).

# Two great myths regarding your estate

**W**hat image comes to mind when you hear the word *estate*? There are a number of misconceptions about estates, including what they are and how they can be distributed. Once you better understand what makes up an estate, you may discover ways to use it to benefit an organization like the Alzheimer Society of B.C.

## Myth #1: I don't really have an "estate".

When you think of someone with an estate, you may picture an older, well-established person who has attained a certain level of wealth. You may feel that people like you – working hard to make ends meet, or whose monthly income barely covers all the family expenses – don't have an estate.

Not true!

If you are working full-time, saving money for retirement and making mortgage payments, you do have an estate. You are likely richer than you think!

Your estate includes the value of:

- Your home, which will generally continue to increase in value;
- Your Registered Retirement Savings Plan (RRSP) or Investment Fund (RRIF) and any non-registered investments;
- Your paycheque. Most employee benefit packages include life insurance equal to the value of between 1-3 year's worth of salary;
- Any individual life insurance policies;
- Bank accounts; and
- Other miscellaneous items, like the Canadian Pension Plan death benefit, your personal belongings, etc.

The point is – you do have an estate. If you have a spouse or partner, you would likely arrange for all of the above to be transferred directly to your significant other in the event of your death, and if you have children you would ensure they would be well taken care of.

## Myth #2:

**If I leave money to a charity through my estate, it will automatically reduce the amount I can leave to my children or other family members.**

Leaving money to a charity through your estate will generally not affect the amount left to your family. Why? Because by default, the tax department becomes one of the beneficiaries of your estate if you have not planned properly. It is a well-known fact in the estate planning profession that the most expensive tax year you will experience is the year you pass away. This is especially true if you have RRSPs, RRIFs or investment portfolios with large capital gains.

Thankfully, there is an opportunity within the Canadian tax system that allows you to decide whether to give your hard-earned dollars directly to the tax department or to your favourite charity.

How? By treating your favourite charity as a child. In other words, by including the charity as an additional child beneficiary of your estate.

Here is a simple example. Mr. Smith, aged 60, has been predeceased by his wife and has three children aged 24 to 30 and no grandchildren. Let's assume that:

- Mr. Smith has RRSPs and non-registered investments totaling \$500,000 of which 70 per cent are invested in equity mutual funds and 30 per cent in a variety of interest bearing investments.
- He also has a company pension plan, which has a total value of \$60,000 that will become part of his estate.
- For ease of distribution, he has decided to instruct his executor to sell the family home and include the proceeds as part of his estate. We will assume the home is worth \$500,000.
- Total value of his estate is \$1.06 million.

He would like his children to receive equal portions of his estate and, naturally, to pay as little tax as possible. Should he pass away this year, his estate will be in the highest tax bracket. Let's assume 50% tax for ease of calculation.

Two scenarios are possible:

### Scenario #1:

If Mr. Smith makes no gift to charity as part of his estate:

Child #1	Child #2	Child #3	Tax department
\$265,000	\$265,000	\$265,000	Between \$250,000 and \$265,000

### Scenario #2

If Mr. Smith makes his favorite charity a "child":

Child #1	Child #2	Child #3	Charity
\$265,000	\$265,000	\$265,000	\$265,000

Mr. Smith's estate will still be taxed, but the receipt his estate receives from the charity will give his estate a credit, offsetting any taxes owing. His children receive the same amount in both scenarios.

**The ultimate question is:** If you had an opportunity to give a portion of your estate to the government through taxes, or to a charity, which one would you prefer?

To learn more, please contact Yolanda Bouwman, Major and Planned Gifts Officer for the Alzheimer Society of B.C., at 604-681-6530, 1-800-667-3742, or e-mail [ybouwman@alzheimercbc.org](mailto:ybouwman@alzheimercbc.org).

*This information is provided for educational purposes only. If you are looking for legal or expert advice, you should seek the services of a professional.*

# Building foundations for better dementia care in B.C.

One piece of the Alzheimer Society of B.C.'s government relations program is our call to the provincial government to develop an overall consistent and comprehensive approach to dementia care.

B.C. physicians have named dementia as one of the top 10 chronic diseases to be included in a B.C. government initiative called Chronic Disease Management (CDM). CDM is an approach to health care that focuses on the need to help people with chronic diseases like dementia maintain their independence and stay healthy for as long as possible through prevention, early detection, and disease management.

We've asked the government to commit to a *service framework for dementia care* as part of their CDM work. What does this mean? The service framework is a detailed plan that encompasses many pieces of our health-care service system including medical experts, health authorities and the programs they provide, and groups like the Alzheimer Society. When implemented, it has the potential to improve the lives of people affected by dementia. It's complex, but here's an easy way to sum it up: We're working towards a framework that provides the right dementia care, at the right time, in the right place.

Earlier this year, Rosemary Rawnsley, the Executive Director of the Alzheimer Society, spoke to the Premier's Council on Aging and Senior's Issues, whose mandate is to look at the aging baby boom generation and its implications in B.C. On the day Rosemary spoke, the Council's focus was on Chronic Disease Management.

Rosemary advised the Council members that, because the number of people with dementia is rapidly increasing, it is critical to plan now by ensuring people will have timely access to high quality services delivered by well-trained health-care professionals. Rosemary explained that through the government's CDM process, using the service framework for dementia care as the basis for change, we

are working towards a system that will help promote a high quality of life for people with dementia and their caregivers.

"We know dementia has a huge impact in British Columbia, and it's not just the people who have the disease – the impact extends to caregivers, families, friends and even to the workplace," explains Rosemary. "The Alzheimer Society is committed to improving quality of life for all those affected by the disease, and the service framework for dementia care is a very important piece because it will detail the service needs for all who are affected by dementia."

Another element of the CDM approach is clinical practice guidelines that will aid doctors in their work supporting people with dementia and their caregivers; these guidelines should begin distribution this Fall. The entire service framework for dementia care will be completed by April 2007, and the Alzheimer Society will push to see the framework implemented and sustained, keeping dementia a top priority as the initiative moves forward.

If you would like more information, please contact Barbara Lindsay, Manager of Advocacy and Public Policy for the Alzheimer Society of B.C., at 604-681-6530, 1-800-667-3742, or e-mail [blindsay@alzheimerbc.org](mailto:blindsay@alzheimerbc.org).



## Taking a swing at Alzheimer's

A sold-out Forget Me Not Golf Tournament was held on May 11 in Surrey, setting a new record for the event by raising more than \$425,000 to support research and the Alzheimer Society of B.C.

This year marked the 12th annual tournament, a major Alzheimer Society event that has raised more than \$3.8-million since its inception.

PMC-Sierra, title sponsor of the event for the past seven years, has been integral to the tournament's success through their ongoing support and commitment. Founding sponsor S & R Sawmills Ltd., with our other generous sponsors, have helped us build the event into one of the top charity golf tournaments in the country.

Our sincere thanks to Chick and Marilyn Stewart and all the staff at the Northview Golf & Country Club. Northview is a challenging course in an incredible setting, and both the quality and service are impeccable.

At the heart of the golf tournament's success is the volunteer committee: Committee chair Martin Gerber, Greg Aasen, Annette Colligan, Kyle Harrison, Bob Hastings, Russell Lane, Hugh Murray, Don Towers and Art Willms.

The success of this tournament is a testament to the value of volunteer committees and the dedication of those who assist with events to help us reach our goals, year after year. Volunteers are the backbone of the Alzheimer Society of B.C., and we thank each of them for their dedication!

# Calendar of events

For the most up-to-date event details, including educational programs, visit our Web site at [www.alzheimerbc.org](http://www.alzheimerbc.org) and click on the Events link on the left side of the page.

AUG.

## Flora Aasen Memorial Golf Tournament

Aug. 14, 2006 Pitt Meadows, B.C.  
Participate in one of the best pro-ams in this province! For more information, call John Aasen at 604-716-4653, e-mail [johnnaasen@telus.net](mailto:johnnaasen@telus.net), or go to [www.acegolfpro.com](http://www.acegolfpro.com).

SEPT.

## Ascent for Alzheimer's - World

Sept. 14 - 23, 2006 Tanzania, Africa  
This fall, 10 individuals from around the world will reach for the summit of Mount Kilimanjaro to raise funds to fight the disease and to tell the world that there's no time to lose. (See *article page 2.*)

## The Peru Experience

Sept. 15, 2006 Lima, Peru  
The Peru Experience is a fundraising tour; each participant is asked to raise a minimum \$2,000 for the Alzheimer Society of B.C. before embarking on one of three custom-made tours around Machu Picchu and Peru. For more information visit [www.cilt.biz](http://www.cilt.biz).

## Ralph Robinson Memorial Golf Tournament

Sept. 16, 2006 Penticton, B.C.  
For more information, call Linda Forrest at 604-681-6530 or e-mail [lforrest@alzheimerbc.org](mailto:lforrest@alzheimerbc.org).

## Coffee Break

Sept. 21, 2006 Province wide  
Enjoy a cup of coffee or tea and help fight Alzheimer's disease! Watch for our special Coffee Cup Cutouts at participating retailers! For more information, contact Lori Kelly at 1-800-667-3742 or [lkelly@alzheimerbc.org](mailto:lkelly@alzheimerbc.org).

## Annual General Meeting

Sept. 23, 2006 Burnaby, B.C.  
For more information, contact Nancy Hable at 604-681-6530, toll-free 1-800-667-3742, or e-mail [nhable@alzheimerbc.org](mailto:nhable@alzheimerbc.org).

NOV.

## Passions of the Mind Gala

Nov. 18, 2006 Vancouver, B.C.  
On Nov. 18, attend *Passions of the Mind*, a gala event to mark the Society's 25th anniversary. For more information, call Pia Schindler at 604-681-6530, or e-mail [pschindler@alzheimerbc.org](mailto:pschindler@alzheimerbc.org). (See *article page 3.*)

## 28th annual Alzheimer Society of Canada National Conference

Nov. 6 - 8, 2006 Toronto, Ontario  
*Alzheimer Research and Innovation: Yesterday, Today, Tomorrow* will showcase advances in dementia research and innovation. For more information visit [www.alzheimer.ca](http://www.alzheimer.ca) or e-mail [conference2006@alzheimer.ca](mailto:conference2006@alzheimer.ca).

JAN.

## Walk for Memories

Jan. 28, 2007 Locations throughout the Province  
For more information, call Linda Forrest at 604-681-6530 or e-mail [lforrest@alzheimerbc.org](mailto:lforrest@alzheimerbc.org). (See *article page 2.*)

# Funders give big boost to program for caregivers

A \$50,000 donation from the RBC Foundation and a \$22,000 donation by Manulife Financial will help ensure people caring for individuals with dementia have access to the caregiver education they need.



The Family Caregiver Series is an educational program for people caring for a person with dementia who are now experiencing a role change - from child, spouse, partner or friend to caregiver.

"There are so many things that affect our lives when someone is diagnosed with dementia, and we're often not fully prepared," explains Betty Sinclair, Director of Support and Education for the Alzheimer Society of B.C.

"That's why the Family Caregiver Series exists - to help people begin to understand what Alzheimer's disease and dementia are, and to provide the keys to manage quality of life, as well as coping skills to help manage workload, grief and stress."

Thanks to the generous support of RBC Foundation and Manulife Financial, at least 40 Family Caregiver Series events will be held in 30 communities this year, reaching thousands of people who will either take the course themselves, or access the course materials.

To find out when the next Family Caregiver Series will be held in your community, contact your local Alzheimer Resource Centre or visit our Web site, [www.alzheimerbc.org](http://www.alzheimerbc.org), and check out the Events Calendar.

### Acknowledgements:

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