

A message from

PAA BOARD CHAIR, MARTIN KRATZ

AND

EXECUTIVE DIRECTOR, LANA TORDOFF





2021 provided us an opportunity to really listen to the changing needs of the people in our community.

For those living with a Parkinson's diagnosis, we are in development or have already launched a number of new programs and groups that meet people where they are at in their journeys. For care partners, additional resources and dedicated groups are adding a layer of support and learning to their unique circumstances.

Our community also continues to support Alberta based Parkinson's research. With your support, we were able to commit funding for a Graduate Stewardship Award and two Fellowship Awards to students/researchers contributing to the advancement of the meaningful work happening in our Province.

Parkinson Association of Alberta ended 2021 in a positive financial position, posting a surplus for the second year in a row.

We continue to be inspired and profoundly grateful for the financial investments and supportive contributions of this community in the work of our organization. On behalf of our Board of Directors and staff, thank you for your unshakeable support of Parkinson Association of Alberta during the uncertainty of the past two years. This report provides a snapshot of 2021.

## **COLLABORATION**

# COMPASSION EMPOWERMENT

In 2021, our Board of Directors and leadership team worked with various stakeholder groups to evaluate and prioritize the work of Parkinson Association of Alberta. Our goal was to refine, prioritize and add clarity to our mission and strategic direction in the context of the evolving needs of our community.

#### Mission:

Parkinson Association of Alberta is the source for support, education and inspiration for people impacted by Parkinson disease and Parkinson's Plus Syndromes, and engagement in important quality of life research with an emphasis on Alberta.

## Strategic Priorities:

- 1.Enhance quality of life and circle of support for people affected by Parkinson disease (PD) and Parkinson's Plus Syndromes (PD+).
- 2. Focus on sustainability by optimizing organizational capacity in order to meet the needs of rapidly increasing population living with PD and PD+.
- 3. Increase awareness through education, advocacy, and effective communication methods.
- 4. Research: support the PD and PD+ research community with a focus on Alberta.
- 5. Effective and responsible stewardship of resources through innovation and diversification.



**IMPACT** is the result of human and financial investment and our community continues to invest both in the meaningful work of Parkinson Association of Alberta.

**THANK YOU** to the following organizations and individuals named and the countless others who commit their resources to PAA.

#### **Individual**

Bernie and Sandra Bradley
Carol Buckwold
Roger Dootson
Tony Koopmans
Neil McBain and
Jeanie McDonell
John and Sheilagh Langille
Garfield and Ann Purdon

Dr. Oksana Suchowersky

#### Corporate

ATCO Electric / ATCO EPIC
Flexxaire Inc.
I C Henderson Foundation
Raymond James Foundation
Ross McBain Charitable Gift Fund
Tourmaline Oil Corporation

#### **Foundations**

Bayshore Foundation
Chadi Family Foundation
Prairie Crocus Foundation
Roger Dootson Charitable Foundation
ScotiaMcLeod Charitable Foundation
Shirley and Doug Chandler Charitable Fund

#### Grants

ARTA Charitable Foundation
New Horizons for Seniors Program
Stollery Charitable Foundation

Telus Community Foundation
United Way of South Eastern Alberta



EACH DONATED \$5,000 OR MORE IN 2021

A special thanks goes to Ken Papp and Michelle Sampert for their efforts in securing a generous donation from ScotiaMcleod Charitable Foundation and to Neil McBain and Jeanie McDonell, Roger Dootson, Carol Buchwold, Janine Labossiere (Prairie Crocus Foundation) and Diane Buchanan (Gordon & Diane Buchanan Family Foundation) for their outstanding financial investments in our work.

Thank you also, to Ron Bing, Stuart Myron, Martin Kratz, Shauna Robertson and Wayne Adams for being our top five Step 'n Stride Fundraisers in 2021!



# IMPACT OF INVESTMENT





## **SUPPORT**

358 support groups

5,533 instances of direct support

572 hours dedicated to direct support

225 hours dedicated to indirect support

2,634 support group attendees



## **EDUCATION**

11 webinars attended by 356 participants and 2,354 YouTube views

26,810 total YouTube channel views

28,957 total unique visitors to our website

151,305 total impressions across all social media platforms



96 total active programs

1,041 total program attendees

234 NEW CLIENTS **2,211 TOTAL CLIENTS**  9,409
TOTAL INSTANCES OF
DIRECT ENGAGEMENT



## VAUGHN ATKINSON

My rewarding journey with PAA

If PAA had a points program, I probably would have earned some reward in 2021.

During a typical week, I participated in 3 hours of online exercise classes, a social singing session and an exercise group zoom chat.

Each month, my wife Cheryl and I, attended two online support groups, and she attended an additional care partners support group. There were also some short term courses that had weekly sessions: the PACE program which presented small group and individual vocal therapy led by two Speech Language Pathology students, and the now very popular Thinking, Memory and Concentration brain draining sessions.

Finishing out the list were some COVID safe socials, various online webinars and the twin jewels of PAA's year: the Hope Conference and Step 'n Stride.

Even though PAA does not give out program points, I still receive many ongoing rewards. People with Parkinson's are often advised that regular exercise is as important as medication and PAA's exercise programming goes the distance to meet this need.

We also know that PD is multi-systematic and PAA offers activities in many diverse areas. The peer support groups keep us informed about PD news, and allow us to share our successes and our challenges, to encourage others and to be encouraged. Perhaps the most important reward, is the social interaction that is woven through each group. Exercise, attention to all aspects of PD, psychological support and wonderful social interactions are rewards indeed, and in full.

I do not like imagining what I could be like if PAA did not offer its strength and breadth of programming. I am sure that my disease would be progressed much further than I experience today. I have explored some other Parkinson organizations, that offer some fine programming, but I have not found any other which offers such a rewarding calendar as PAA does.



## **OUR VOLUNTEER COMMUNITY**

Parkinson Association of Alberta provides a community of support, education and inspiration for people impacted by Parkinson disease and Parkinson's Plus Syndromes today, while continuing to work towards a brighter future tomorrow.

Across Alberta, volunteers helped us make decisions, keep in touch with our members, deliver programs, raise money and maintain facilities. Our volunteers are the heart of so much that we do and accomplish.

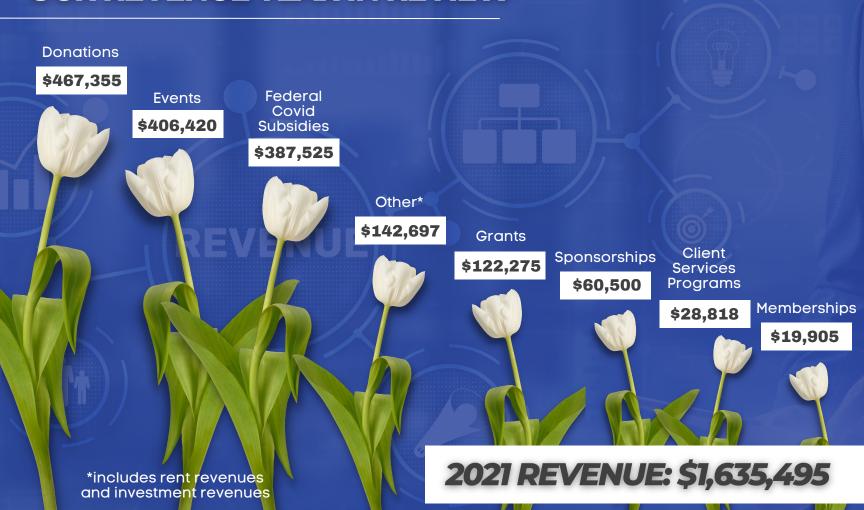
Volunteers are critical to our success!

### THANK YOU

Last year, 60+ volunteers invested more than 650 hours of their time to ensure the success of our outreach programs, events and overall operations.



## **OUR REVENUE YEAR IN REVIEW**



## GET INVOLVED WITH OUR PARKINSON'S COMMUNITY

#### Volunteer

- Events
- Administration
- Professional

#### **Donate**

- Give a Gift in Memory or in Celebration
- Host a Fundraiser
- Sponsor an Event
- Start or Join a Team for our Annual Step 'n Stride event

#### **Client Services Programs**

- Practical and Emotional One-on-One and Family Support
- Education
- Professionally Facilitated Support Groups
- Physical, Cognitive, Speech, Voice and Social Programs
- Occupational and Physical Therapy
- Programs for Newly Diagnosed, Care Partners, and More



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