

2023
IMPAACT
REPORT



OUR 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.



OUR VISION

A community of support for
people impacted by
Parkinson disease and
Parkinson's Plus Syndromes
today; working toward
a brighter future tomorrow.

OUR BOARD

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A MESSAGE FROM
PAA BOARD CHAIR
DR. CARA FERREIRA
& **EXECUTIVE DIRECTOR**
LANA TORDOFF

Thank you to every member, client, donor, partner, volunteer and friend of Parkinson Association of Alberta for your commitment to our Parkinson's community. As we reflect on 2023, we are so grateful for every heartache and every joy you allowed us to be part of.

2023 marked the beginning of a new area of outreach for our organization. In the latter part of the year, we began to plan for and connect with communities in Alberta's north and the Northwest Territories. With funding received from the Government of Canada's Age Well At Home program, our goal was to identify how we support people affected by Parkinson disease in areas where resources are limited. We are pleased to welcome those we have met in our journeys north and look forward to connecting with more of those living in isolation while trying to manage the daily challenges of PD, wherever they may call home.

The financial position of Parkinson Association of Alberta improved significantly over 2022. Increases in event fundraising, particularly our Step 'n Stride walk for Parkinson's, and donations / bequests being the most notable contributors. We also continued to focus on lean operations and were able to maintain levels of service and support while reducing overall costs.

We welcomed a 10-year high of 418 new clients last year, with over 11,000 individuals finding support in some way by reaching out to Parkinson Association of Alberta. Our team made 200 home visits, held 235 support groups, 69 social events, and delivered 74 educational presentations. We are extremely blessed with the incredible staff of PAA, every one of whom had a hand in achieving these milestones. Thank you all.

Through the summer and fall of 2024, PAA will undertake a review of its strategic priorities with an eye to the next ten years. We know the rate of diagnosis for Parkinson disease will continue to increase. How will Parkinson Association of Alberta continue to meet the needs of this growing population? We look forward to connecting with various stakeholders throughout the process and sharing a vision we can all be proud of.

With our sincere gratitude and well wishes,

SNAPSHOT

REVENUE

Events & Sponsorship

\$606,474

Donations & Bequests

\$656,291

Grants

\$237,756

General Revenue*

\$220,698

2023 Revenues

\$1,721,218

EXPENSES

Client Services

47%

Fundraising & Awareness

26%

Administration

22%

Research

5%

*Includes rents, memberships and other client revenues.

OUR IMPAACT



More than

11,000

Individuals found support by reaching out to Parkinson Association of Alberta

2,391 Active clients

815 Members

418 New clients

235 Support groups with more than **2,650** attendees

1,014 Occasions of individual / family support for a total of **444** hours

3,518 Outreach calls totaling **142** hours



OUR COMMUNITY CHAMPIONS

Our sincere thanks again go to the many individuals, corporations and foundations who make it possible for Parkinson Association of Alberta to provide meaningful support, programs and education.

The following lists recognize donations and grants of \$1,000 or more received in 2023.

INDIVIDUAL DONORS

William Aaron
Wayne Adams
Robert Ainsworth
Brain Banks
Ashok & Kanchan Bhasin
John Blackstock
Kelly Body
Mark & Tracy Brunelle
Wendy Brunelle
Brian Bullen
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Deborah Wheeler-Gilchrist
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Roy Wilson
Ralph Woessner
Sunny Wong
Gregory Zeschuk

FOUNDATIONS & CORPORATIONS

ATCO Epic

Gordon & Diane Buchanan Family Foundation

Davies Family Charitable Giving Fund
c/o Strategic Charitable Giving Foundation

Chadi Family Foundation

COBS Bread 130th Avenue Bakery

Cremona & District Community Chest

David M Langelier Professional Medical Clinic

Displayco Canada

DMR Mechanical Services Ltd.

D & V Lawrence Family Fund

Edith Cavell Chapter 25 Order of the Eastern Star

Edmonton Community Foundation

Engineered Air-Resman Community Services

Equitable Bank

Grant Thornton Foundation

Hillhurst Rebekah Lodge 1160 I.O.O.F

Home Instead Calgary

Holy Spirit Charitable Society

Jewel Rebekah Lodge #25

Karen Strawn Samis & William Samis Fund
through the Victoria Foundation

Livewire Puzzles

Mann McMahon Legacy Fund

Patrick E Fuller Foundation

Raymond James Canada Foundation

Rock Solid Nitrogen Services

Roger Dootson Charitable Foundation

Ross McBain Charitable Gift Fund

Serv-All Mechanical Services Ltd.

UFA Cooperative Ltd.

Unifor Local 658A

GRANTS

Abbvie Pharmaceuticals
ARTA Charitable Foundation
Calgary Flames Foundation
Canada Summer Jobs Program
City of Calgary
City of Grande Prairie
City of Leduc
City of Lethbridge
Government of Alberta
Government of Canada - Scaling Up For Seniors
New Horizons for Seniors Program
Northwestern Alberta Community Foundation
Petro-Canada Caretakers Foundation
Strathcona County - Social Framework Grant
Totem Charitable Foundation
UFA
United Way of South Eastern Alberta
Westjet Community Investment Fund

VOLUNTEERS

From events and facilities, to office help and our Board of Directors, plus everything in between, our work would be greatly diminished without the investment of time and talent made by volunteers.

Across Alberta, more than 120 volunteers contributed over 1,000 hours to the our Mission and Vision. We thank you all!

YOUR IMPAACT

Our connection with the Parkinson Association of Alberta has played a significant role in our lives since Ray was diagnosed in 2015.

It took us two years before we decided to attend the Cochrane support group, and it's two years we wish we could reclaim to have been more involved. Since our first meeting, we regularly attended the support groups, discovering how each of us face similar challenges while experiencing Parkinson's in unique ways.

I immediately found comfort in the support groups because it wasn't just for people with Parkinson disease. Everyone had a loved one with them and I quickly found out that it's also a space for the care partners to share experiences and challenges from their perspective. Although Ray is the one who is diagnosed with Parkinson disease, it is OUR disease.



Apart from the support groups, Ray benefitted from various programs like dancing and singing. Exercise was great for Ray, you would always find him moving.

The **Step 'n Stride** walk was great for Ray to not only find a way TO provide exercise in his day, but also being surrounded by the love and support of our friends and family.

Parkinson Association of Alberta connected us with valuable resources that helped us get the most of understanding Parkinson disease. We participated in a two-year research project with the Hotchkiss Brain Institute and we attended the **Hope Conference** every year to hear the latest research from all over the world.

We always felt inspired after the conferences as the research topics helped us understand the disease more and find hope that one day there will be a cure.



The support, connections and resources we've found through Parkinson Association of Alberta has given me the strength and resources to care for Ray.

As his condition progresses, our reliance on family and home care grows, but we find comfort in knowing that PAA will always be there to offer support.

Fran & Ray Howell
Cochrane, Alberta



SEPTEMBER 9TH & 10TH

2023 was the 11th anniversary of our Step 'n Stride, with more than 1,200 participants taking part in our most important, and largest, fundraiser of the year.

Across Alberta, and even beyond, amazing people stepped up to walk with or for a loved one living with Parkinson disease, either at their local events, or wherever they happened to live, and helped us raise nearly \$400,000!

The incredible enthusiasm, passion, energy and generosity continues to humble us, and remind us that our Parkinson's community supports each other, however they can, and supports us as well.

Thank You!

Thank you to everyone who participated
in our 11th Annual Step 'N Stride walk for Parkinson's.

Congratulations to our top 5 TEAMS!

THE STRIDERS

Team Captain: Ron Bing

\$47,321 raised

TAISIES DAISIES

Team Captain: Angela Chau-Gado

\$19,975 raised

TEAM MONTY

Team Captain: Monty Schneider

\$15,805 raised

PCLERS4PARKINSON'S

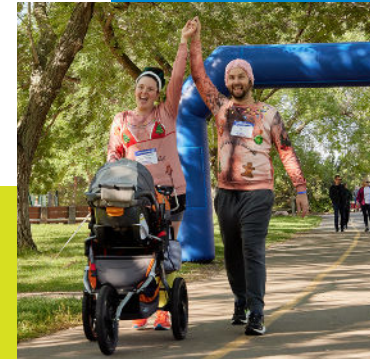
Team Captain: Ceilidh Whelan

\$13,910 raised

THE VICTOOR TEAM

Team Captain: Shauna Robertson

\$9,100 raised



GET INVOLVED WITH OUR PARKINSON'S COMMUNITY

TOLL FREE: 1-800-561-1911

WWW.PARKINSONASSOCIATION.CA



“ You don't
feel alone.

You do not feel like
you are in this
alone ”

- Maureen Coleman,
Care Partner

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