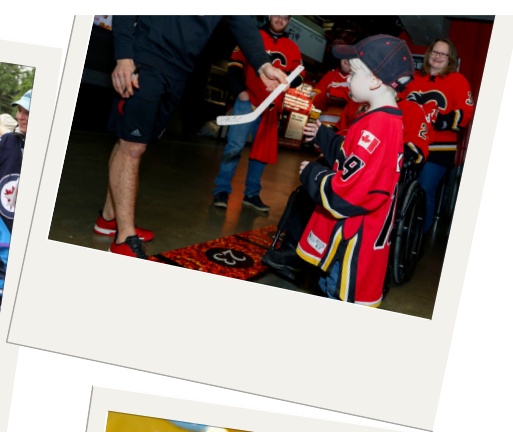




2017 Annual Report

ALS Society of Alberta







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Our mission is to
make each day the
best possible day for
people living with and
affected by ALS.

A message from the Executive Director and Board Chair

Our mission to make each day the best possible day for people living with and affected by ALS is the foundation of what we do. Our supports and services continue to be driven by the needs of our families.

Across the province, thousands of people participated in our events to celebrate and honour their loved ones. All in support of ALS. We heard amazing stories of resilience, hope and community.

It is our families that inspire us to do what we do every day, and challenge us to make a difference.

The Society hosted the first ever national client services conference in November. The conference was a great success that brought program staff from each ALS Society from across Canada together to learn from each other, share ideas and best practices to take back to their respective provinces to support their families.

Our partnerships with the ALS Clinics, health care community and home care supports are critical to our work. It takes an entire community to respond to the unique and changing needs of our families.

Alberta continues to be the largest funder per capita of national ALS research. Our support continues to fund projects, clinical trials and new initiatives that has progressed research further in the last five years compared to the last decade. It is the generosity of Albertans that has moved the needle forward.

Thank you to our families, volunteers, donors and staff team. We could not do what we do without your generous support.



Jan Desrosiers
Chair, Board of Directors

A handwritten signature in black ink that reads "Jan Desrosiers".



Karen Caughey
Executive Director

A handwritten signature in black ink that reads "Karen Caughey".

BOARD OF DIRECTORS

Jan Desrosiers

Chair

Tara Mackay Pentney

Vice Chair

Gord Banting

Treasurer

Dallas Fikowski

Secretary

Heather Haddow

Director

Paul Leroux

Director

Cathy Martin

Director

Dr. Chris White

Director

Dave Williams

Director

Nancy Lyzaniwski

Director

Karen Caughey

Executive Director

A message from the Honourary Chair



I am honoured to address the ALS community as Honourary Chair and to celebrate the successes of the ALS Society of Alberta. I am proud to be a part of such a tremendous cause, and am inspired by the Society's mission of making each day the best possible day for people living with and affected by ALS.

The Society had a remarkable year, with great strides made in its client services and Equipment Loan Program. Thanks to support from generous donors, the Society was able to purchase an equipment transport van that can quickly respond to the needs of the community.

Our Society was also able to host the first-ever national client services conference at the Banff Centre, which allowed for the sharing of knowledge and best practices of support.

The Society's fundraisers continued to grow throughout 2017, with the Edmonton WALK for ALS becoming one of the largest ALS fundraisers in Canada. It raised an incredible \$408,000 in 2017, breaking national WALK for ALS fundraising records. Ten additional WALKs for ALS took place across Alberta, bringing together families and volunteers to channel hope for a future without the disease. The 21st annual Betty's Run for ALS took place in June, also raising over \$400,000 for client support services and research. The Society was also thrilled to assist with 43 different community events held by volunteers across Alberta.

I look forward to the continued momentum of the Society throughout 2018 and beyond. It has been a privilege to see the Society grow into such a tremendous support for people affected by this devastating disease.

James K. Gray, O.C., A.O.E.

2017 by the numbers

417

Clients supported



2,053

Pieces of equipment provided



1,988

Home visits conducted



112

Support groups held for clients, caregivers, families and children across Alberta



43

Community events held across the province



46

Families supported through Support for Champions



11

WALKs for ALS held in Alberta



30

Educational presentations given



100%

of requests for support fulfilled



Programs and services



Community support helped the Society purchase an equipment transport van

The ALS Society of Alberta was honoured to present its new equipment transport van, made possible by Co-op Home Health Care, the Calgary Old Time Hockey Players Association, and other generous supporters. The equipment van allows the Society to better respond to the rapidly changing needs of those affected by ALS by delivering equipment quickly and efficiently.

Jeremy Wojtkiw (Manager of the Equipment Loan Program), Rob Naf (Co-op Home Health Care), Jim Feeney and Gerry Braunberger (Calgary Old Time Hockey Players Association) and the ALS Society Board Chair, Jan Desrosiers, all attended the exciting van presentation. The support in the Alberta ALS community is extraordinary.

Alberta hosted the first national client services conference

“Building strength, support and capacity across Canada with our client services so we can provide the best possible support for people living with and affected by ALS.”



The first-ever client services conference for the ALS Societies across Canada was hosted in Alberta from November 14-16. This three-day conference offered the Societies' client support staff to discuss best practices of ALS support and advocacy while providing an opportunity for self-care and wellness. Hosted at the Banff Centre, the conference began with a discussion of the different programs and services offered across Canada for people living with and affected by ALS. Staff discussed innovative solutions for client support, and shared the practices of each province. The conference was grateful to have Frida Engstrom present about the support services available in Sweden, and how Canada is leading the charge in support for those affected by the disease.

Self-care and coping strategies were the focus of the second day. Dr. Douglas Cave of the Centre for Practitioner Renewal joined the conference to develop an understanding of coping strategies for those supporting people living with ALS, including both staff and caregivers. The final day of the conference gave the Societies an opportunity to refine their advocacy skills and participate in case studies related to the provision of care for those affected by ALS. Open Arms Advocacy joined the conference to discuss advocacy at an individual and community level, including engagement with health and social service organizations, politicians, and government.

The ALS Societies across Canada would like to thank each and every speaker, participant and volunteer that helped make this conference such a success. By bringing Canada's ALS support staff together, opportunities for collaboration and program enhancement can occur to help make a stronger impact in the lives of those affected by this disease.

The Societies are so grateful for the outstanding skill and resilience that its client support staff possess, and are sure that they will continue to empower the ALS community for years to come.

Resource development

21st Annual Betty's Run for ALS

Over 1,500 people gathered in North Glenmore Park on June 11 to celebrate the lives of the ALS community, and to raise awareness and funds for the ALS Society of Alberta. Over \$400,000 was raised, bringing the event to its \$7 million fundraising milestone. The ALS Society of Alberta was proud to welcome Jody Pfeifer as the 2017 Betty's Run for ALS Ambassador, who shared a beautiful sentiment with the community:

“LIVE your life because none of us know if someday all you'll have left is the memory of a life well lived,” said Jody when she spoke about her diagnosis. “Now I am the face of ALS”.



Edmonton WALK for ALS

Edmonton hosted its 17th annual WALK for ALS on June 10 in William Hawrelak Park. A record-breaking \$406,000 and counting was raised for the ALS Society of Alberta, and over 1,100 people attended to celebrate the lives of those who have been affected by ALS. The Edmonton WALK for ALS was proud to introduce Fred Gillis as its 2017 Ambassador.

“I am a law enforcement officer with the RCMP and for the past 29 years I have worked in various locations across Canada. I am but one of the ‘Many Faces of ALS,’” said Fred. “The WALK is all about Canadians helping Canadians.”



WALK for ALS

The Society hosted ten additional WALKs for ALS in 2017. Of funds raised, 60 per cent remained in Alberta for client support services including home visits, the Equipment Loan Program, support groups, information, referrals and support for children through the Support for Champions program. The remaining 40 per cent was invested into the most promising ALS research in Canada.

In hopes of spreading further awareness, the cities of Cold Lake, Red Deer, Edmonton, Hinton, Grande Prairie and Calgary all proclaimed June as ALS Awareness Month. Town councils invited members of WALK committees across the province to council meetings to read the proclamation, bringing a great deal of attention to the ALS cause.



\$20,000+
received through grants
across the province



\$977,000+
raised through the
Alberta WALKs for ALS and
Betty's Run for ALS

Community events

The ALS community held 43 different fundraising events in 2017, from dance workshops and paint nights, to lemonade stands and sports tournaments.

Hardworking volunteers across the province continue to host meaningful, unique events in honour of the ALS community. These events bring families and friends together to honour the lives of those affected by ALS through fundraising, awareness and hope. During 2017, 43 community events were held in Alberta that greatly supported the Society and helped to raise awareness on social media about the Society's support programs and services.

The Society is so fortunate to be the recipient of these incredible fundraising initiatives, and would like to thank each and every person who organized, attended or donated to a community event in 2017. These events make a direct impact in the lives of people living with and affected by ALS.

"Anyone can organize a community event like Big Drew's Big Ride. Working with the ALS Society of Alberta and our neighbourhood friends, we have organized four annual events with over 150 cyclists and supporters riding for our friend Dr. Drew Sutherland."

- Jim Robinson, Coordinator of the Annual Big Drew's Big Ride in support of the ALS Society of Alberta



Public awareness



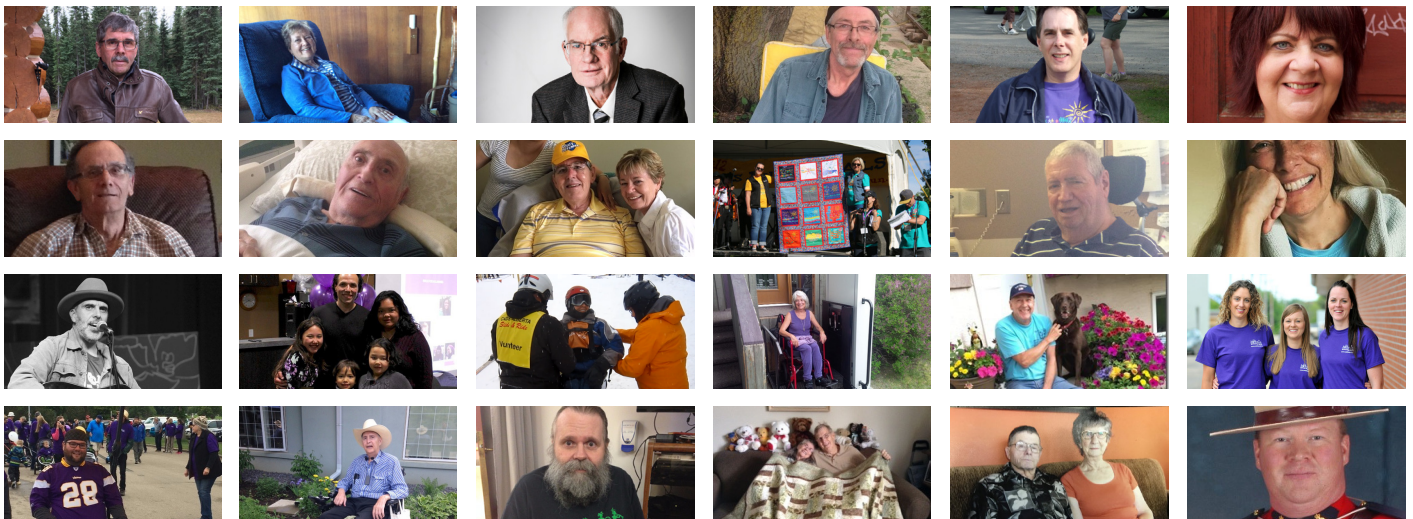
Mikael Backlund and his fiancée, Frida Engstrom, continued their support of the ALS Society of Alberta throughout the 2017 hockey season. They donated ten tickets per month to families affected by ALS, and Mikael joined them at their seats after the game to present signed jerseys and take photographs. Mikael and Frida also generously chaired a fundraiser for ALS research in November called Uncorked for ALS, which raised a great deal of awareness within the Calgary community.

The Society continued to grow its awareness efforts through the launch of a new PSA that aired on Global Television province-wide throughout the year. The PSA featured a story of how the Equipment Loan Program can make meaningful memories possible. In addition, the Society continued to grow its social media strategy to reach further audiences and successfully expanded its dedicated Facebook following by 25 per cent. In addition, the Society expanded its efforts to new platforms such as Snapchat and Instagram to better serve those wishing to share images within the ALS community.

The Society continued to grow its relationship with media sponsors across the province, securing interviews with clients and families on morning news and radio programs. Coverage of the Society's fundraising events spanned newspapers, magazines, blogs, community calendars, social media and more as volunteers shared their messages with storytellers in their communities. This coverage aids the Society greatly in its ability to educate the community about ALS.

Making it possible

“Making it Possible” represents the ALS Society of Alberta’s mission to make each day the best possible day for those living with and affected by ALS. Each year, during the month of June (ALS Awareness Month) the Society encourages the ALS community to share stories of how they are able to make moments and memories possible with the help of their friends, families and caregivers. In 2017, 24 “Making it Possible” stories were collected from across the province, celebrating clients, volunteers, and dedicated fundraisers.



Management and volunteers



On November 8, the Alberta ALS community gathered to celebrate the incredible achievements of volunteers and staff in 2017. Celebrations occurred in both Calgary and Edmonton, and provincial awards were given to a number of the Society's volunteers and supporters. Awards included recognition for exceptional volunteer efforts, public awareness, milestones in years of service, WALK for ALS and fundraising awards, and a special award to Mikael Backlund and Frida Engstrom for all that they have done in making possibilities for families affected by ALS. It was truly a special evening filled with stories, hope and celebration with those who dedicate their time to the ALS cause.



530+
dedicated volunteers
donated their time in 2017



2,170+
hours of donated time by
volunteers in Alberta

Governance and advocacy



The annual board planning session was held in October. The focus was on solidifying a risk management plan for the Society to ensure it can continue to be a strong and sound organization.

The seven year strategic plan continues to guide the Society's operations. The Society has successfully implemented the final phase of the staffing structure to support its programs and services into the next five years, and implemented the final recommendations for the Equipment Loan Program review.

The Society's priorities continue to focus on the best quality of life for people living with ALS and supporting research to help to find treatments and a cure. The Society has been active in advocating for change in policies, programs and funding that affects families on a provincial and federal level.

Research



\$3 million
invested in Canadian ALS
research in 2017



10+
hours of ALS research
content offered through
the virtual research forum



12
research projects
funded



150+
researchers in attendance
at the 13th annual
Canadian research forum



\$300,000+
invested in Project MinE,
an international research
collaboration



2017 Research contribution

The ALS Society of Alberta is proud to be the largest donor per capita to the national research program in Canada. The Society was honoured to present a cheque for \$325,825 to Ron Foerster, Chair of the ALS Canada Board of Directors, to be invested into the most promising research initiatives in Canada. This contribution is made possible by everyone who participates in the WALK for ALS and Betty's Run for ALS. These contributions have helped make groundbreaking ALS research possible.

In 2017, Canada became the 17th country to join an international research partnership that is working to determine why some people develop ALS while others do not. Numerous Canadian ALS researchers are stepping up in a cross-country collaboration that is among the first of its kind in the country. The provincial ALS Societies across the country are spearheading efforts for the

Canadian component of Project MinE, a multi-national initiative that gained momentum following the ALS Ice Bucket Challenge. Project MinE will map the full DNA profiles of 15,000 people with ALS and 7,500 control subjects, establishing a global resource of human data that will enable scientists worldwide to better target the disease by understanding the genetic signature that leads someone to develop ALS.

The results of the 2017 funding competition for Canadian ALS research were announced in November. Twelve exciting projects were chosen, including a multi-year study of a promising drug combination, three trainee grants that will help to nurture the next generation of Canadian ALS researchers currently pursuing their PhDs, two projects that will explore how ALS treatments could be delivered through the bloodstream, and an initiative that seeks to understand why the muscles of the eyes are often more resilient to ALS as other muscle groups shut down.

The research funded in 2017 sought to answer the questions that will help to move the community from greater understanding of ALS to the development of therapies for human use. These projects were made possible by the contributions from the ALS Societies across Canada and matching funds by Brain Canada, including the 40 per cent of proceeds dedicated from the WALK for ALS and Betty's Run for ALS.

Treasurer's report



I want to congratulate the staff team and volunteers for another successful year for the ALS Society of Alberta. Revenue at nearly \$3.5 million exceeded last year and exceeded our budget for 2017. Costs at just under \$3 million were slightly higher than the budget, mainly because the Society faced some increased expenses in order to deliver services to outlying areas within Alberta. Fortunately, the team was able to see early on that revenues would be sufficient to allow that higher level of spending.

The Society has a very strong balance sheet and is well positioned to continue and to enhance our support for people living with and affected by Amyotrophic Lateral Sclerosis in Alberta.

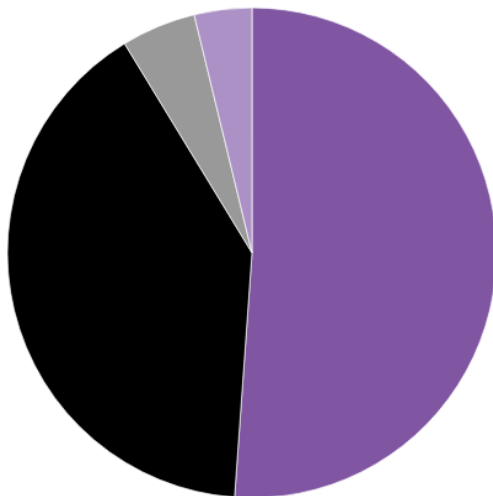
I am particularly gratified that, despite the Alberta economy still feeling the effects of the oil patch downturn, we managed to increase donations by 10 per cent over last year. And revenue from WALKs and Betty's Run also topped last year. Our support within Alberta is second to none.

The Society continues to place significant emphasis on expenditures for client services and equipment, which includes equipment purchases, repairs and amortization to continue to provide this essential service to our clients. It remains a reality that

government health programs are not able to provide sufficient support for people living with and affected by ALS, and organizations such as ours continue to be very important.

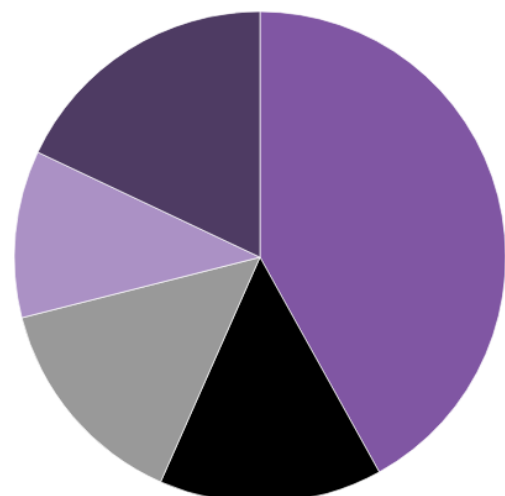
The ALS Society of Alberta continues to be one of the largest contributors to national ALS research, supporting nationwide efforts to find ways to reduce or perhaps eliminate the effects of ALS.

Gord Banting, CPA, CMA



2017 ALS SOCIETY OF ALBERTA REVENUE - \$3,041,266

- Fundraising (Betty's Run, WALK for ALS, etc.) 51.13%
- Donations 40.14%
- Amortization of deferred contribution 4.92%
- Other 3.8%



2017 ALS SOCIETY OF ALBERTA EXPENSES - \$2,973,972

- Equipment and client services 41.93%
- Administration 14.69%
- Amortization 14.41%
- Research 10.99%
- Fundraising and awareness 17.97%





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