

# STRONGER TOGETHER



**2017 ANNUAL REPORT**

Parkinson Association of Alberta helps make every day better for Albertans affected by Parkinson disease. We provide support services, education, advocacy and funds for research.

Parkinson Association of Alberta provides direct support and services from seven regions in Alberta and, across the province utilizing a toll-free number and tele-options.



**PA Head/Calgary Office**

120, 6835 Railway St SE  
Calgary, AB T2H 2V6  
T 403-243-9901

**PA Edmonton Office**

11209 – 86 St NW  
Edmonton, AB T5B 3H7  
T 780-425-6400

**PA Grande Prairie Office**

103, 10901 – 100th St  
Grande Prairie, AB T8V2M9  
T 780-882-6640

**PA Lethbridge Region**

T 403-317-7710

**PA Lloydminster Region**

T 780-808-5006

**PA Medicine Hat Region**

T 403-526-5521

**PA Red Deer Region**

T 403-346-4463

Toll-Free: **1-800-561-1911**

Email: [info@parkinsonalberta.ca](mailto:info@parkinsonalberta.ca)

Web: [www.parkinsonalberta.ca](http://www.parkinsonalberta.ca)

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 **/ParkinsonAlberta**

 **Parkinson Association of Alberta**



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John Petryshen

## MESSAGE FROM THE CHAIR & CEO



Today, there are over 10,000 Albertans living with a Parkinson disease or Parkinson's Plus Syndrome diagnosis; tens of thousands more in those who love and care for them. By 2031, as the population ages, that number will double. Parkinson Association of Alberta is already experiencing an increased demand for the specialized support services, information and resources, programming and educational opportunities we offer. In 2017 Client Services Coordinators provided client intake to **490 NEW clients**, 259 in the Edmonton Region alone. People living with and affected by Parkinson disease and Parkinson Plus Syndromes are realizing they do not have to embark on this journey alone. By connecting with Parkinson Association of Alberta they are finding an organization they know they can rely on to provide them with the best hands-on support, services, education and programming they require to live their best life possible. They are finding a strong, vibrant community determined to live well with Parkinson's. They are finding that collectively, we are all stronger together – we can do more, reach higher and shine brighter. **We are stronger together!**

This isn't to say that there haven't been difficulties; there have, but we have faced those together too. Over the past year Parkinson Association of Alberta has had to navigate through some notably challenging times.

Regional growth, both hard-to-decipher inactivity and unprecedented increases, have challenged budgets, board and staff alike. We have had to make changes and difficult decisions that affected our people. These changes and decisions were not made lightly and, though difficult, have set the stage for Parkinson Association to better meet challenges in growth, support and budget in the months and years ahead.

Parkinson Canada continued its pursuit of legal action regarding our name "Parkinson Alberta Society" all the while reaching out to Albertans for donations. We decided that, while we believe our name should have remained ours, our funds -- your hard earned dollars -- would be better spent on the support and services we provide to keep Albertans living well with Parkinson's. And so, Parkinson Alberta became Parkinson Association of Alberta.

As challenging as 2017 was, it was also a chance to reflect on what this organization means and why it exists. We

ARE the voice of Albertans and their families living with Parkinson's. We support Albertans living with all stages of Parkinson disease, and their families through our supportive counselling, support groups and access to information, resources and referrals. We empower Albertans affected by Parkinson's to live active and productive lives through education, programming and our work in advocacy. And, by investing in and promoting research, we aim to help uncover a better understanding of Parkinson disease and its treatment.

We have continued to demonstrate our ability to stay focused on our mission and mandate; and it shows.

- **44% of annual budget spent directly on Client Support and Services**
- **Clients served up 15%**
- **Membership up 19%**
- **Donations to support core services up 28%**
- **Sponsors up 21%**
- **Website visits to Clinical Trial section up 21%**

We are grateful for the support of dedicated, skilled staff and Board Members, enthusiastic volunteers, and the commitment from partners, donors and sponsors. All of whom contribute to our mission of helping individuals and their families navigate their Parkinson's journey every day. Thank you for your support, investment, and belief in Parkinson Association of Alberta and our mission.

Thomas Paine said, "It is not in numbers, but in unity, that our great strength lies." While it's true numbers play a role; without unity, collaboration, teamwork, cooperation, participation and synergy we are all just individuals hoping things will work out for the best.

It is by working together that we are stronger, that we will not only envision, but initiate a brighter today and tomorrow for those affected by Parkinson's.

**We are stronger together!**

Doug Critchley,  
Chair

John Petryshen,  
CEO



## CLIENT SERVICES

**u-ni-ty** (noun) – the state of being joined together; a totality of related parts



**42%** of our 2017 budget was spent **directly on Client Support and Services**

**8365 people served** via support services and outreach; a **5% increase over 2016**



**490 NEW CLIENTS**

- **276** people with Parkinson disease (PD)
- **3** people with Parkinson's Plus Syndromes
- **149** Care Partners of people with PD
- **10** Care Partners of people with Parkinson's Plus Syndromes
- **52** Other Family/Friends

Facilitated **2 Tele-Support Groups** and **33 Support Groups** in **23 communities**



Resulting in **311 Support Groups** attended by **4211 people**

Welcomed **Alberta Retired Teachers Association Charitable Foundation** as sponsor of our **Tele-Support Groups**



Client Services Coordinators provided **13810 minutes** of supportive counselling over **347 sessions**



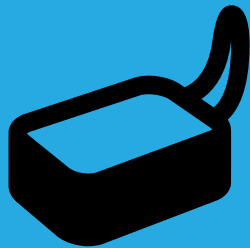
Services were done via:  
**114 In-Office Visits**  
**64 Home/Out of Office Visit**  
**169 Telephone**

**112 people received** support via toll-free PD Helpline



**54 people** submitted questions via our Ask Our Experts

New **Case Management System** implemented across the province to better assist Clients throughout their journey



**262 Aware in Care Kits** were distributed to Members and **204\*** were sold to Non-Members

\*200 sold to another PD organization

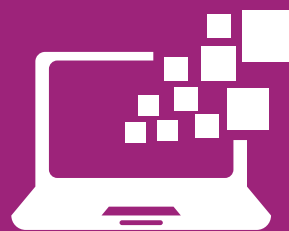
**65** presentations and info sessions given to **2041** people



## COMMUNICATIONS

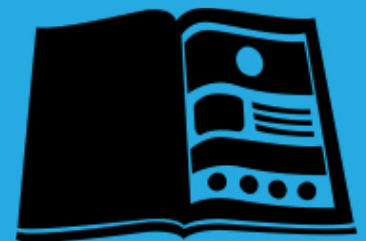
**col-lab-o-ra-tion** (noun) – the action of people working together to create or achieve the same thing

**1025 Parkinson's Info Packs** distributed



Website visitors  
**27,623**

**16,000+** Magazines distributed via mail, drop offs and email



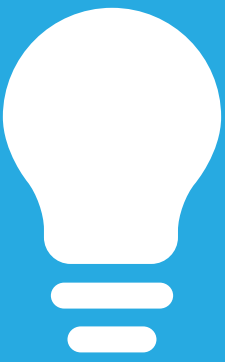
Social Media follows/likes increased



29%



23%



## FUND DEVELOPMENT

**team-work** (noun) – the combined actions of a group of people working together effectively to achieve a goal

Revenues from **Grants** increased **11%**



**Event Fundraising** accounts for a monumental **49%** of all revenues



**Membership** increased **19%** to **1026**



Revenues from **Third Party Events** increased **74%** to **\$30,749**

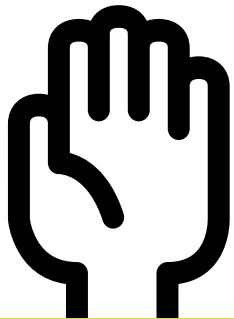
Annual **Golf Tournament** saw a **16%** in funds raised



**22%** increase in **Teams** registered online



Accounts for **55%** of ALL Event Fundraising



## VOLUNTEERISM

**co-op-er-a-tion** (noun) – the act of working together for a shared purpose



**Hundreds of Volunteers**

provided their gifts of time and talent to Step 'n Stride, Golf, PA Grows Campaigns, Casinos, Administration, and so much more. We are grateful beyond measure, without them our success would not be possible.

**217 volunteers** provided **1311.25 hours** of assistance to Client Services



# DONORS & SPONSORS

**par-tic-i-pa-tion** (noun) – the act of taking part or becoming involved in something



**Donations** to support our core services, education and advocacy **grew by 28%**

The number of **Sponsors** supporting Parkinson Association of Alberta **increased by 21%**



We are pleased to recognize the following donors, granting organizations and sponsors who have made a financial commitment of \$1,000 or more in 2017. It is with extreme gratitude we, and the Parkinson Community at large, thank those who support our efforts to ensure that no Albertan has to face Parkinson disease alone.

## DONORS

AbbVie Corporation  
ATB Financial  
ATCO Electric/ATCO Epic  
Benevity Community Impact Fund  
Boros, F Loughlin & Jill  
Bouvry Exports Calgary Ltd  
Bruce G Neill Professional Corporation  
Brunelle, Wendy T  
BURNSWEST Corporation  
Calgary Foundation, Bill & Jean Toole Family  
Central Alberta Christian High School Society  
Coril Holdings Ltd  
Cremona & District Community Chest  
Daley Fox, June B  
Edith Cavell Chapter #25 Order of the Eastern Star  
Edmonton Community Foundation, Ross & Muriel Cheriton Fund  
Foran, Michael J  
Harper, Janice  
Hearn, Cassie  
Highlander Liquor Store Inc  
Hillhurst Rebekah Lodge 116 IOOF  
Holy Spirit Charitable Society  
Home and Away Calgary Kitchen

Home Instead Inc  
Just Me Productions  
Labossiere, Janine  
Livewire Puzzles  
Medicine Hat Lodge 1073, Loyal Order of the Moose  
Morrison, Bruce & Jan  
Park Health and Research Foundation  
PM Gigs Inc  
RJ Nelson Family Foundation  
Ross McBain Charitable Gift Fund  
Schreiner, Alvin & Gisele  
Scotiabank – Donations & Sponsorships  
Scruggs, Candace  
Single, Warren  
Springbank Lions Club  
Team Telus Charitable Giving  
The DP Martin Family Foundation  
The Preceptory Auxiliary of Calgary  
Thomas, Roger D  
United Way of Calgary & Area  
United Way of the Alberta Capital Region  
United Way of Toronto & York Region  
University of Alberta Hospital  
Wilson, Daryl

## SPONSORS

Blaskin & Lane Tire Centres  
BMO Investment Inc  
Canadian Fertilizers Limited  
Flexxaire Inc  
H&R Block  
Mark Mercier Foundation  
Medicine Hat Support Group  
Money Mentors  
Rural Discovery Destination Marketing Fund Ltd  
Telus Employees Charitable Trust



## RESEARCH

**syn-er-gy** (noun) – the combined power of a group of people or things when they are working together that is greater than the total power achieved by each working separately

Funds raised for Champions of Hope Research Program more than **QUADRUPLED** over 2016.



Visits to the Clinical Trials section of our website **increased by 24.5%**



Champions of Hope funding was awarded to **NINE** graduate students and post-doctoral fellows



Champions of Hope contributed **\$195,000** to research in Alberta

In the fight against Parkinson disease, every donation fuels the power to make a lasting impact on people's lives. Parkinson Association of Alberta and the Champions of Hope Committee would like to thank the following donors for their contributions to a brighter today and tomorrow with Parkinson disease.

Allsopp, Harold & Betty  
Assante Wealth Management  
Bradley, Bernie & Sandra  
Briske Brothers Wealth Management  
Partnership  
Chan, Louie  
Dalshaug, Gregory & Janice  
Dowd, Lee  
Duckett Foundation  
Edels, David  
Edey, David & Wendy  
Fisher, Robert & Judy

Fitzgerald, Edward Leo  
Fountain Tire Ltd.  
Gomery, Paul  
Hein, Cale  
Hein Financial Group  
HFG Benefits Corp  
Koopmans, Tony R  
Lapointe, Victor & Constance  
Lightfoot, Greg  
Manulife 500 – G-A  
Masters, Scott & Jana

McNeill, Doug & Karen  
Neufeldt, Dennis  
Petrotranz Inc  
Suchowersky, Dr Oksana  
Tokay Capital Corp  
Willis, Roy



# TREASURER'S REPORT



## For the Year Ended December 31, 2017

The financial records of the Parkinson Association of Alberta (PAA) for the fiscal year January 1, 2017 to December 31, 2017 have been reviewed and audited by Czechowsky, Graham & Hanevelt Chartered Professional Accountants. The audited statements include the statement of financial position as at December 31, 2017, the statement of revenues and expenditures, changes in net assets and cash flows for the year then ended.

Information in this report agrees with the audited financial statements and copies of the statements are available by contacting Parkinson Association of Alberta's head office.

For the year ending December 31, 2017 Parkinson Association of Alberta is reporting a deficit of \$243,508. The deficit is due, primarily, to three main issues: the restructured funding priorities of a key funder, regional expenses exceeding revenues, and timing in regards to both incoming funds and fundraising events. The largest impact in terms of revenues was made when a change in policy in the United Way of Calgary's funding priorities, resulted in the loss of a significant funding stream that has been a part of PAA's revenues since 2007. Funding from United Way Calgary ended in the first quarter. In terms of expenditures, regional expenses outpaced revenue streams which had a substantial impact on the bottom line. And, finally, timing. Parkinson Association of Alberta received confirmation of successful grant submissions in 2017 for which funding would not be disbursed until 2018. We will continue to seek out new granting opportunities as we move into 2018. Fundraising casino events (which are awarded approximately every 18 months) happened in such a fashion that PAA received revenues from only one casino event in 2017.

While Unrestricted Revenues in general experienced an **8% loss** compared to the prior year; positive gains were realized in the areas of both Donations (**28% increase**) and Grants (**11% increase**). Fiscal responsibility does

not rely on revenue streams alone however; and to that end steps were undertaken to lower spending. Administrative expenses were **reduced by 12%** which included moving to home-based offices in three of the regions we serve to reduce operational expenses. Funds both raised for (**\$281,156**) and contributed to (**\$194,519**) research via the Champions Hope Program increased over 2016.

We continue to be grateful for the support that we have received from all of our donors, sponsors and partners. A special thank you to the United Way Northwest and the United Way of South Eastern Alberta.

Fundraising events continued to be a critical part of Parkinson Association financial well-being accounting for almost half (48.5%) of all revenues. We are appreciative of the many clients, donors, sponsors, and volunteers for their engagement and support to ensure that our fundraising activities are successful. Fundraising event efforts in 2018 will focus on our key events – PAA Grows (tulips and poinsettias), golf and, of course, **the 6th annual Flexxaire Step 'n Stride which continues to be a significant fundraising vehicle accounting for 55% of ALL event fundraising revenues.**

With an eye on 2018, we are mindful of both the challenges and opportunities that lie ahead. Together, we are building an environment where our clients, board and staff, volunteers and researchers, sponsors and donors can achieve a better today and a brighter tomorrow in Parkinson's.

Respectively submitted,

Dan Toews  
Treasurer



## 2017 FINANCIAL REPORTS

### Statement of Financial Position Year Ended December 31, 2017

	2017	2016
<b>ASSETS</b>		
<b>CURRENT</b>		
Unrestricted Cash	\$169,813	\$260,349
Restricted Cash	\$75,692	\$39,709
Accounts Receivable	\$95,252	\$35,448
Inventory	\$23,255	\$31,023
Prepaid Expenses	\$14,556	\$15,769
Total Current	<b>\$378,568</b>	<b>\$382,298</b>
PROPERTY AND EQUIPMENT	\$48,768	\$62,830
RESTRICTED INVESTMENT ASSETS	\$903,594	\$1,034,974
	<b>\$1,330,930</b>	<b>\$1,480,102</b>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts Payable	\$108,677	\$82,729
Deferred Revenue	\$108,140	\$39,752
Total Current	<b>\$216,817</b>	<b>\$122,481</b>
NET ASSETS	\$1,114,113	\$1,357,621
	<b>\$1,330,930</b>	<b>\$1,480,102</b>

ON BEHALF OF THE BOARD

Director

Director

### Statement of Revenues & Expenditures Year Ended December 31, 2017

	2017	2016
<b>RESTRICTED REVENUES</b>		
Interest	\$20,208	\$42,979
Restricted Research Revenue	\$281,156	\$65,147
	<b>\$301,364</b>	<b>\$108,126</b>
<b>UNRESTRICTED REVENUES</b>		
General Revenue	\$250,563	\$281,373
Event Fundraising	\$681,425	\$858,244
Donations and Bequests	\$298,006	\$232,972
Grants	\$160,905	\$145,550
	<b>\$1,390,899</b>	<b>\$1,518,139</b>
<b>PROGRAM &amp; OPERATION EXPENDITURES</b>		
Amortization	\$14,602	\$21,546
Client Services	\$823,237	\$805,151
Fundraising	\$472,134	\$416,786
Communications & Marketing	\$230,006	\$183,825
Administration	\$236,130	\$267,735
Research	\$194,519	\$28,100
	<b>\$1,970,089</b>	<b>\$1,723,143</b>
DEFICIENCY OF RESTRICTED REVENUES OVER PROGRAM & OPERATION EXPENDITURES	<b>\$(277,826)</b>	<b>\$(96,878)</b>
<b>OTHER INCOME</b>		
Gain on Disposal of Investments	\$6,482	\$156
Unrealized Gain (loss) on Investments	\$27,836	\$31,687
	\$34,318	\$31,843
SURPLUS (DEFICIENCY OF REVENUES OVER EXPENDITURES)	<b>\$(243,508)</b>	<b>\$(65,035)</b>



**Parkinson Association of Alberta** is the voice of Albertans and their families living with Parkinson disease. Our purpose is to ease the burden through advocacy, education, client services, and find a cure through research.

