

# Parkinson

Association of Alberta



# 2018



# 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.



<p><b>Head/Calgary Office</b> T 403-243-9901</p> <p><b>Edmonton Office</b> T 780-425-6400</p> <p><b>Grande Prairie Office</b> T 780-882-6640</p> <p><b>Lethbridge Region</b> T 403-317-7710</p>	<p><b>Lloydminster Region</b> T 780-808-5006</p> <p><b>Medicine Hat Region</b> T 403-526-5521</p> <p><b>Red Deer Region</b> T 403-346-4463</p> <p>Toll-Free: <b>1-800-561-1911</b> Email: <a href="mailto:info@parkinsonassociation.ca">info@parkinsonassociation.ca</a> Web: <a href="http://www.parkinsonassociation.ca">www.parkinsonassociation.ca</a></p>
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**BOARD OF DIRECTORS**

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## MESSAGE FROM THE CHAIR & CEO



2018 was a busy year for Parkinson Association of Alberta, full of change and progress. We welcomed **439 new clients**, new staff and new Board members, moved our Calgary office, and have been undertaking a variety of action items that will have a lasting and positive impact in the Alberta Parkinson's community. We also created a new five year strategic plan (2019-2023) to guide us that includes a focus to continue to strive to improve availability and access of support and services for Albertans living with and affected by Parkinson disease and Parkinson's Plus Syndromes.

Client Services staff have worked very hard to reach out and make meaningful connections with health care professionals – from local neurologists, doctors and pharmacists, to Primary Care Networks. Our message to these stakeholders has been (and will continue to be) *Parkinson Association of Alberta is a credible and beneficial source of support and services for your patients living with and affected by Parkinson disease and Parkinson's Plus Syndromes.* We believe our outreach will result in a positive outcome and more Albertans on the Parkinson's journey will not only be made aware of the support we offer, but be referred to us directly.

We also focused on improving our visibility and communication with our clients and stakeholders. We have increased our e-communications to twice a week – one focused on Client Services and general Parkinson Association information, and one focused on our fundraising activities. We also ran a set of commercials daily for the entire year on CTV and had a very successful Parkinson's Awareness Month with the most media exposure to date. We are also happy to report that across the province we **held 60 presentations that were attended by 3,351 people.**

As a result of these endeavours (in 2018 and in previous years) Parkinson Association of Alberta is helping to change the way people think about Parkinson disease and Parkinson's Plus Syndromes. Over the past few years we have seen a groundswell of activity – at both the government and grassroots level – leading to a surge of activity in the creation of new opportunities and recognition. We'd like to highlight two of those activities.

First, with the support of a grant from the Edmonton Community Foundation we were able to begin development

of a new Parkinson Disease Systems Navigation Program. This program was the next step in reimagining our current service delivery model to keep pace with the increasing demand and increasingly complex needs of our clients. The program will better assist people living with and affected by Parkinson disease and Parkinson's Plus Syndromes identify, navigate and access service and supports locally, provincially, and federally to help positively impact the individual or families' quality of life.

Second, was the establishment of the Alberta Neurological Network (ANN). Over the past couple of years we have participated in several important committees to address issues in chronic disease management and mental health. Limited resources and increasing demands are a shared critical concern across health and social systems in Alberta. Recognizing that large-scale social changes comes from better cross-sector coordination rather than from the isolated intervention of individual organizations, Parkinson Association of Alberta rallied neurological health charities, stakeholders from government, mental health and research communities around a common agenda to create the Alberta Neurological Network. Though still in the early stages of development ANN's goal is to work collectively to ensure the best services and supports for Albertans living with and affected by neurological conditions.

In terms of fundraising we added new items to our repertoire in 2018 in Tap'd Out and our Parkinson's Perk coffee. Our Flexaire Parkinson Step 'n Stride continued to be our key signature event **accounting for an impressive 54% of our event fundraising revenues.**

Our success is the Parkinson's community success. With the ongoing support of our clients, volunteers, donors, stakeholders, Board and staff, Parkinson Association of Alberta is ready for the challenges and achievements ahead in 2019.

Respectfully,

Martin Kratz,  
Chair

John Petryshen,  
CEO



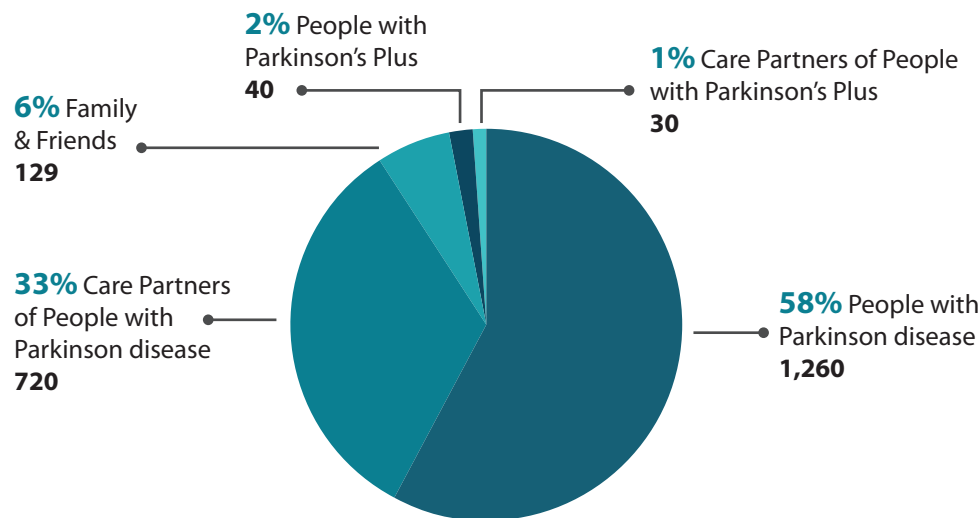
# 2018 BY THE NUMBERS

## Client Services

### CLIENT SERVICES

For many individuals and families affected by Parkinson disease or a Parkinson's Plus Syndrome, our Client Services staff are the people they turn to and connect with to facilitate a seamless system of comprehensive support and access to information and resources for daily living throughout the entire Parkinson's journey. Our Client Services staff are also trusted mentors to those adjusting to the stressful new realities of living with this progressive disease. Parkinson Association of Alberta is committed to providing direct support to people living with and affected by Parkinson's by offering and facilitating support options (supportive counselling, support groups and peer support), educational opportunities, access to and assistance in locating information and resources, and a wide variety of program options (physical, voice/speech, cognitive and social).

### 2018 Client Summary



**52%**  
Female Clients

**47%**  
Male Clients

**1%**  
Non-Binary Clients

### 2018 Client Engagement Summary



### Programs

We offer or partner with others to offer a wide-range of program options. In 2018 these included, but were not limited to:

- PWR!<sup>®</sup>
- boxing
- general exercise
- yoga/tai chi
- voice/singing
- art
- cognitive
- & many social activities.

# 2018 BY THE NUMBERS

Communications, Research, Volunteers



## COMMUNICATIONS



### Website

parkinsonassociation.ca

saw **25,067 users** (up 8% over 2018)  
interact with **107,153 pageviews**.



### Magazine

Parkinson Pulse (quarterly)

saw **6,000 issues** printed and  
distributed (via mail and drop offs)  
and an additional **10,079**  
emailed out.



### E-Blasts

Parkinson Association of Alberta  
E-Update

saw **73 editions** emailed out that  
were opened **70,683** times.

## RESEARCH



### Research Funding

**\$202,041** was awarded to research  
funding in 2018, up **4%** over 2017.



### Funding Recipients

In 2018, **7 graduate students and  
post-doctoral fellows** were awarded  
research funding.



### Research Trials

The "Call for Research Participants"  
section of our website received  
**536 pageviews** in 2018.

## VOLUNTEERS



### Thank You

to the hundreds of volunteers  
who provide their support, skills,  
talents and abilities to help give the  
Parkinson's Community the hope,  
strength and courage to live well  
today and tomorrow.



### Client Services

**338** volunteers provided **2041.25  
hours** of support to Client Services.  
An increase of **56%** on both counts  
over 2017.



### Fund Development

Volunteers provided **817 hours** of  
time to assist Fund Development  
at events like Step 'n Stride™, tulip  
sales, casinos and more!



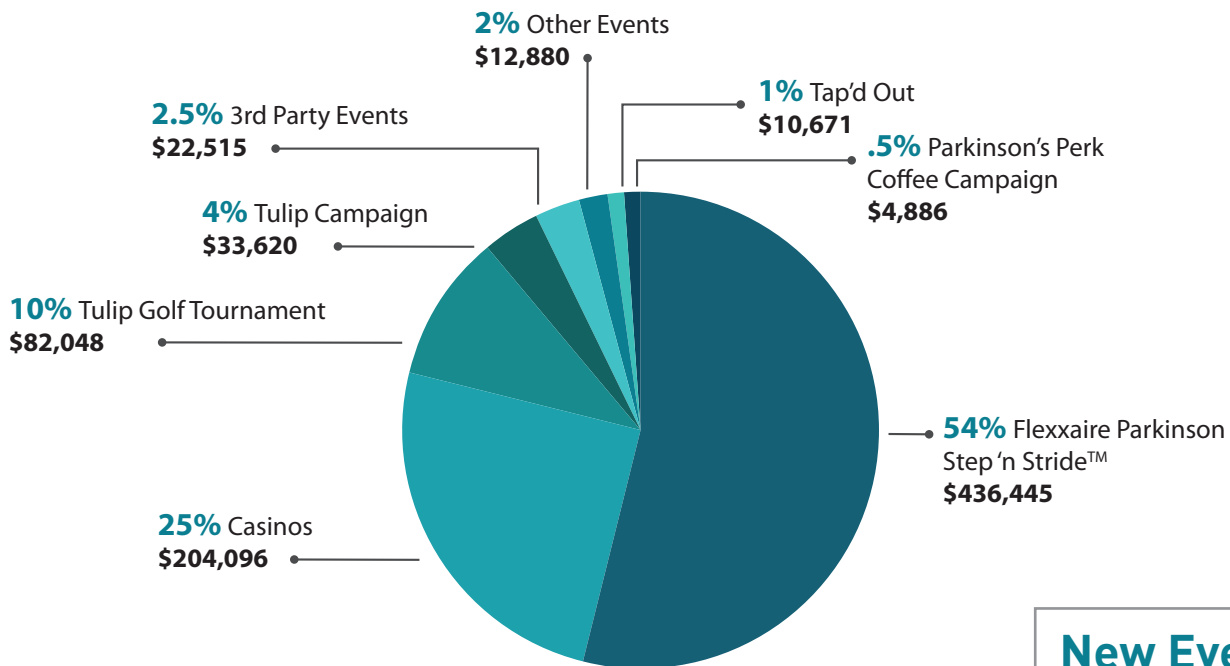
# 2018 BY THE NUMBERS

## Fundraising

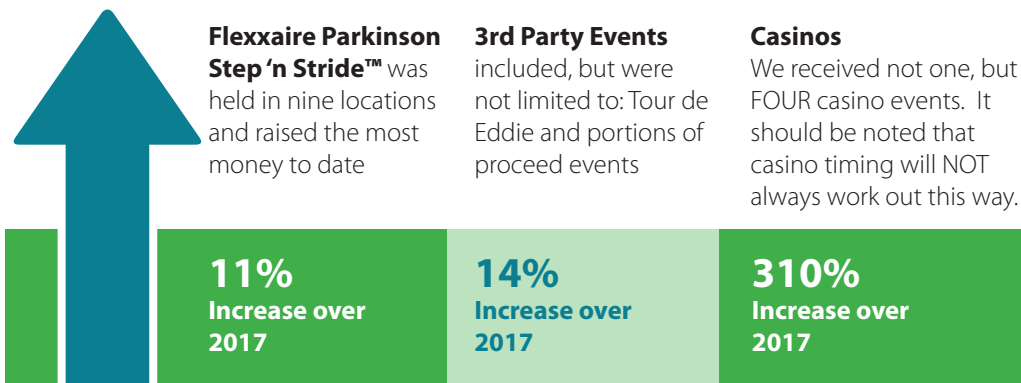
### FUNDRAISING

Parkinson Association of Alberta could not operate without the support of our donors and sponsors; and the funds raised at events, both our own and those put on by others on our behalf. Not all forms of support are monetary. The gift of time is also valuable, and our dedicated volunteers help to ensure that Fund Development staff can carry out a wide variety of events.

### 2018 Fundraising Revenue Summary



### 2018 Event Summary



**Flexxaire Parkinson Step 'n Stride™** was held in nine locations and raised the most money to date

**3rd Party Events** included, but were not limited to: Tour de Eddie and portions of proceed events

**Casinos**  
We received not one, but FOUR casino events. It should be noted that casino timing will NOT always work out this way.

### New Events

We were excited to launch two new events in 2018! The inaugural Tap'd Out events replaced our sip sample support events.

And, just in time for the holiday season we were excited to launch our Coffee Campaign with our very own **"Parkinson's Perk"** brew!

# DONORS, GRANTING ORGANIZATIONS AND SPONSORS



We could not do it without you! Thank you for supporting Parkinson Association of Alberta and the Alberta Parkinson's community. Your generous financial contributions are helping Albertans navigate their journey through Parkinson disease and Parkinson's Plus Syndromes and funding vital research.

Due to space constraints, the acknowledgements reflect a donation, grant or sponsorship of \$1,000 or more in 2018. Parkinson Association of Alberta is grateful to all of our supporters at all levels of contribution.

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## Donors & Granting Organizations

1436748 Alberta Ltd Regehr Dustin • **Aaron, William T** • Agents of Change Partners • **Aqueduct Foundation c/o Scotiitrust** • Assante Wealth Management • **ATCO Electric/ATCO Epic** • Banks, Brian • **Benevity Social Ventures** • Bhasin, Ashok • **Boros, F Loughlin & Jill** • Bradley, Bernie & Sandra • Brett, Megan • Briske Brothers Wealth Management Partnership • **Brunelle, Wendy T** • Buckwold, Carol P • **BURNSWEST Corporation** • Calgary Foundation, Poelzer Family Foundation Fund • **Cidel Trust Company Krabben Family Foundation** • City of Edmonton • **Community Foundation Lethbridge – Southwestern Alberta** • Community Initiatives Program – Government of Alberta • **Cremona & District Community Chest** • Edels, David • **Edey, David & Wendy** • Edith Cavell Chapter #25 Order of the Eastern Star • **Edmonton Community Foundation** • EPCO Equipment Procurement Company Ltd • **Evans, Donna V** • Fischer, Charles • **Fisher, Robert & Judy** • Fitzgerald, Edward Leo • **Gordon & Diane Buchanan Family Foundation** • Government of Alberta • **Gray, James K** • Hamilton, Robert & Julie • **Harper, Janice** • Hearn, Cassie • **Hein Financial Group Inc** • Hein, Brian • **Hesje, Brent & Deborah** • Just Me Productions • **Kitchen, David & Margo** • Kitchen, Tim & Alana • **Knight, Phyllis** • Koopmans, Tony & Sonia • **Labossiere, Janine** • Langille, John & Sheilagh • **Leitchman, Tyler** • Little Miracles Trust Fund • **Livewire Puzzles** • Mark Mercier Foundation • **Marshall, George & Barbara** • Martin Deerline MMD Sales Ltd • **Masters, Scott & Jana** • Maylan, Daniel C • **McCaig, A Ann** • McCormick, John & Mary Lou • **McFadyen, Hector & Gail** • Order of the Eastern Star Chinook Chapter #133 • **PM Gigs Inc** • Presber, Timothy • **Purdon, Garfield & Ann** • RJ Nelson Family Foundation • **Schreiner, Alvin & Gisele** • ScotiaMcLeod • **Scruggs, Lola I** • Sharek Logan & van Leenen LLP • **Smith, Patti** • South Edmonton Lions Club • **Suchowersky, Dr Oksana** • Sveinson, Keith & Edna • **The DP Martin Family Foundation** • The Jeffrey and Marilyn McCaig Family Foundation • **The Lions Club of Calgary** • The Tao Foundation • **Thorburn, Daniel L** • TP Communications • **United Way of Calgary & Area** • United Way of the Alberta Capital Region • **United Way Peel, Toronto & York Region** • Versaterm Inc • **Weisbeck, Derek & Joelle** • Westech Industrial Limited • **Williams, John & Marilyn** • Willis, Roy & Wrama • **Wilson, Daryl**

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## Sponsors

AbbVie Corporation • **Blaskin & Lane Tire Centres** • Coupland Kraemer Architecture + Interior Designs • **Flexxaire** • Lapointe, Victor & Constance • **Legacy Wealth Management Inc** • Northwest Acura • **Porsche Centre Calgary** Service Master of Calgary Commercial Services • **Sunovion Pharmaceuticals Canada Inc** • Valentine Volvo



# TREASURER'S REPORT

## For the Year Ended December 31, 2018

The financial records of the Parkinson Association of Alberta for the fiscal year January 1, 2018 to December 31, 2018 have been reviewed and audited by Czechowsky, Graham & Hanevelt Chartered Professional Accountants. These have included the statement of financial position as at December 31, 2018, 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, 2018 Parkinson Association of Alberta is reporting a deficit of **\$129,477**, a **reduction in deficit of 56%** over the previous year. A slight increase in program and operational expenditures (**up 6%** over 2017) was offset by an exceptional year in terms of unrestricted revenue generated at **\$1,800,002 – up 34%** over 2017. In terms of expenditures, Client Services saw an **12% increase in expenditures** and **accounted for 44% of Parkinson Association of Alberta's overall operating expenses**. In terms of unrestricted revenues, increases were attained in three of the four streams. Event fundraising saw a **18% increase** thanks in a large part to Parkinson Association of Alberta receiving a record FOUR casinos in one fiscal year (for a total of \$204,096). Donations and bequests saw a sizeable **32% increase**. And, our granting stream saw an **unprecedented increase of 171%** with \$436,750 received.

In 2018, continuing Parkinson Association of Alberta's commitment to research, we are happy to report a modest increase in research funding. The 2018 fiscal year saw \$202,041, a **4% increase**, contributed to the bright minds of tomorrow right here in Alberta.

Looking ahead, Parkinson Association of Alberta will continue to rise to the challenges of growing client needs in our communities, funding pressures faced and changes within government. The consistent engagement of clients, stakeholders, volunteers, donors and sponsors helps to ensure Parkinson Association can take innovative steps and work in partnership with others to grow and create a positive impact within the Parkinson's Community.

Respectively submitted,

Dan Toews  
Treasurer

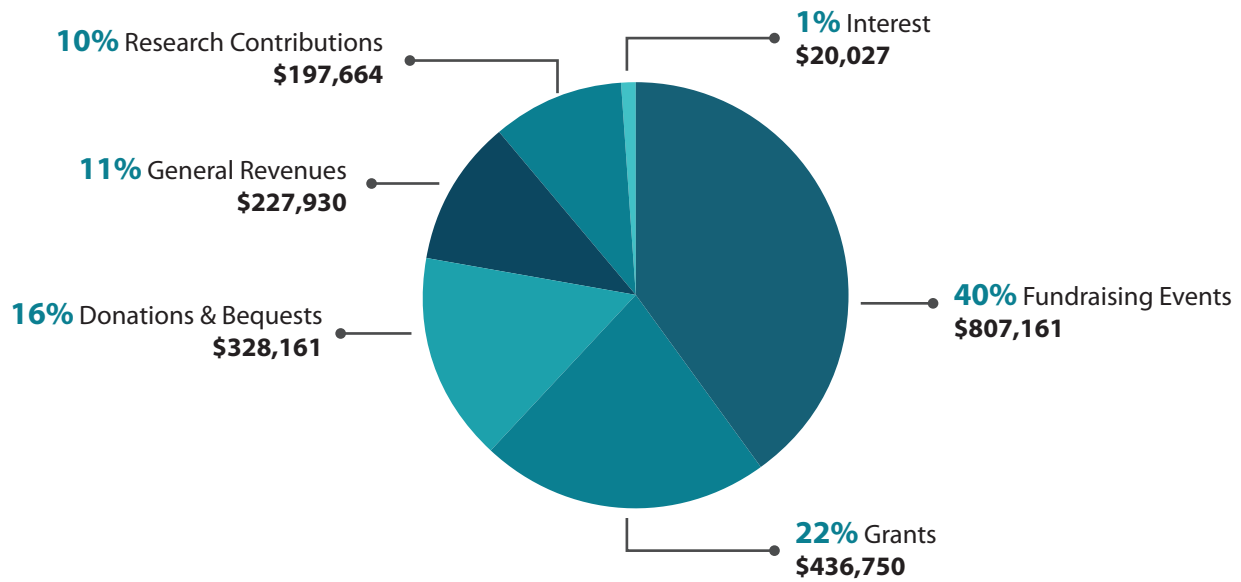
OVERALL BUDGET	CLIENT SERVICES	REVENUES
saw a reduction in the deficit of <b>56%</b> over 2017	Accounted for <b>45%</b> of 2018 expenditures	An increase of <b>34%</b> was achieved in unrestricted revenues over 2017



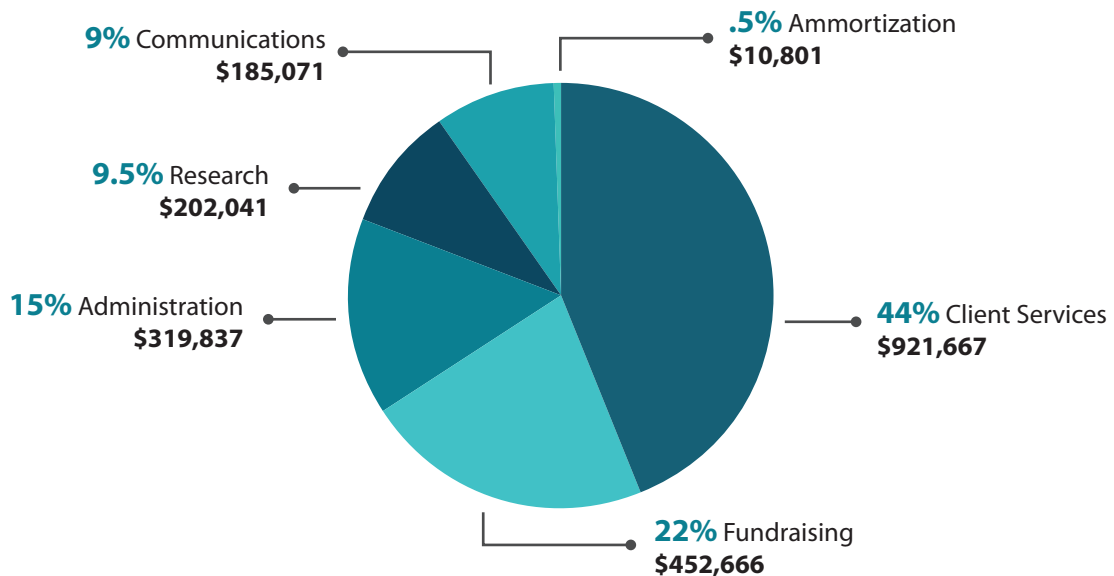
# 2018 FINANCIAL REPORTS



## 2018 REVENUES



## 2018 EXPENDITURES





# 2018 FINANCIAL REPORTS

## Statement of Financial Position Year Ended December 31, 2018

	2018	2017 Revised
<b>ASSETS</b>		
<b>CURRENT</b>		
Unrestricted Cash	\$115,627	\$169,813
Restricted Cash	\$13,819	\$75,692
Accounts Receivable	\$85,077	\$46,060
Inventory	\$22,571	\$23,255
Prepaid Expenses	\$13,306	\$14,556
Total Current	<b>\$250,400</b>	<b>\$329,376</b>
<b>PROPERTY AND EQUIPMENT</b>	\$37,966	\$48,768
<b>RESTRICTED INVESTMENT ASSETS</b>	\$819,343	\$903,594
	<b>\$1,107,709</b>	<b>\$1,281,738</b>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts Payable	\$93,599	\$108,677
Deferred Revenue	\$44,092	\$108,140
	<b>\$137,691</b>	<b>\$216,817</b>
Lease Rental Obligation	\$34,574	—
Total Current	<b>\$172,265</b>	<b>\$216,817</b>
<b>NET ASSETS</b>	\$935,444	\$1,064,921
	<b>\$1,107,709</b>	<b>\$1,281,738</b>

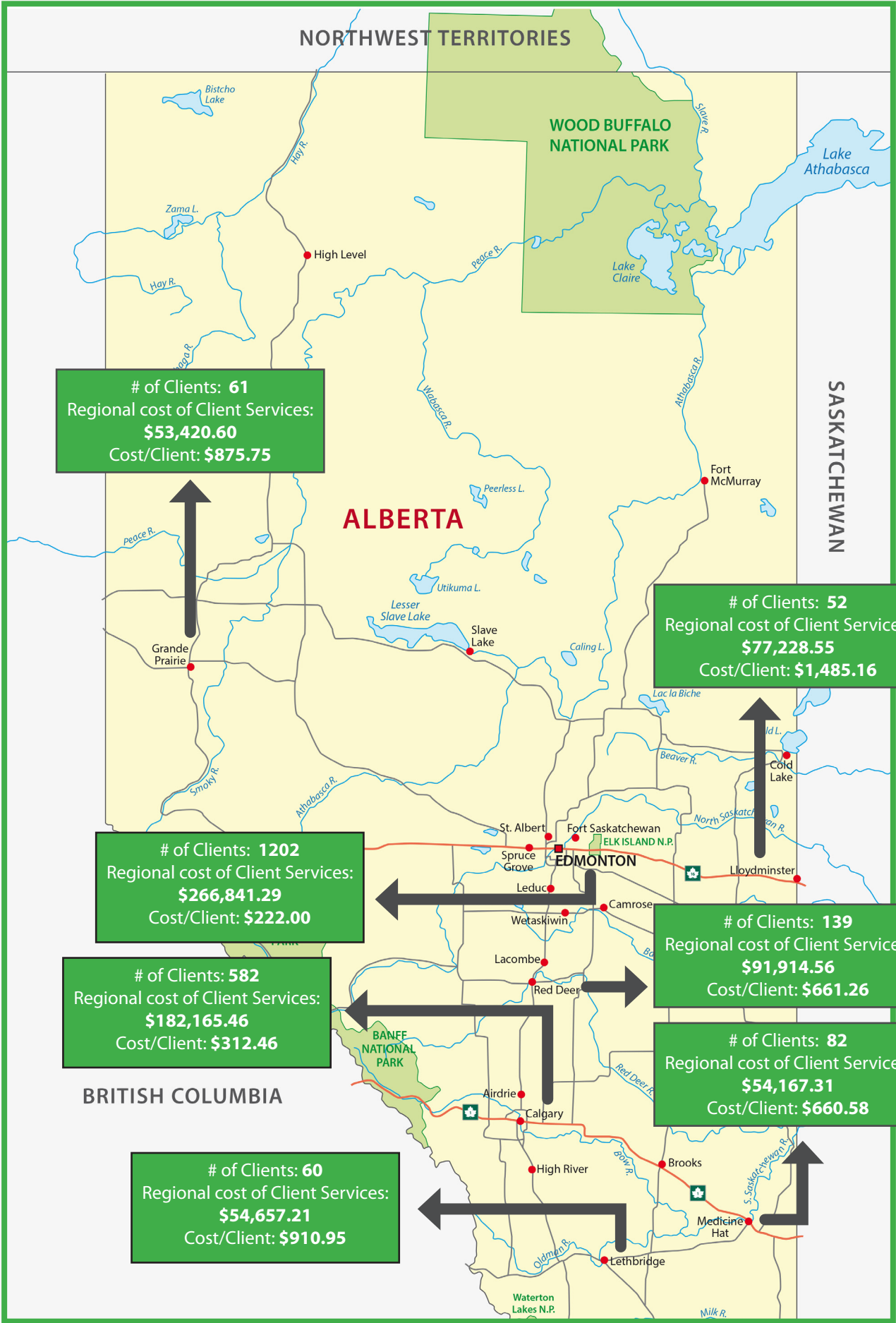
ON BEHALF OF THE BOARD

Director

Director

## Statement of Revenues & Expenditures Year Ended December 31, 2018

	2018	2017 Revised
<b>RESTRICTED REVENUES</b>		
Interest	\$20,027	\$20,208
Restricted Research Revenue	\$197,664	\$281,156
	<b>\$217,691</b>	<b>\$301,364</b>
<b>UNRESTRICTED REVENUES</b>		
General Revenue	\$227,930	\$250,563
Event Fundraising	\$807,161	\$681,425
Donations and Bequests	\$328,161	\$248,814
Grants	\$436,750	\$160,905
	<b>\$1,800,002</b>	<b>\$1,341,707</b>
<b>PROGRAM &amp; OPERATION EXPENDITURES</b>		
Amortization	\$10,801	\$14,602
Client Services	\$921,667	\$823,237
Fundraising	\$452,666	\$472,134
Communications & Marketing	\$185,071	\$230,006
Administration	\$319,837	\$236,130
Research	\$202,041	\$194,519
	<b>\$2,092,083</b>	<b>\$1,970,088</b>
<b>DEFICIENCY OF REVENUES OVER EXPENDITURES</b>	<b>\$(74,390)</b>	<b>\$(327,017)</b>
<b>OTHER INCOME</b>		
Gain on Disposal of Investments	\$(916)	\$6,482
Unrealized Gain (loss) on Investments	\$(54,171)	\$27,836
	\$(55,087)	\$34,318
<b>DEFICIENCY OF REVENUES OVER EXPENDITURES</b>	<b>\$(129,477)</b>	<b>\$(292,699)</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 to support research aimed at finding a cure.

