



HOPE FOR DEMENTIA

IMPACT REPORT
FOR THE PERIOD
1 JULY 2021 TO 31 DECEMBER 2022

MESSAGE FROM THE PRESIDENT

Looking at the period July 2021 to December 2022, we have accomplished a lot despite a very difficult context!

Our public relations campaign launched in September 2021, has greatly increased the visibility of our organization and the relevance of our mission to support the prevention, early diagnosis and treatment of dementia and other cognitive disorders. The two [petitions](#) addressed to the federal Minister of Health and the Government of Quebec amplified the message that dementia prevention must become a national health care priority.

The enthusiasm of our student interns and the members of the gala and fundraising committee has strengthened the community's commitment to help us redouble our efforts to achieve our mission. Thanks to the support of our donors who generously responded to our fundraising campaigns in the fall and spring, we were able to continue our services, despite the restrictions of the pandemic.

Our small but incomparable team is made up of employees, volunteers and ambassadors who are important to us. Thanks to each and every one of you for your dedication and hard work to prevent dementia.

I am so proud of all that the Hope for Dementia team has accomplished. You can find more information about our progress in this report.

Together, and with your help, dear friends, we bring hope for dementia.

Parsa Famili

President, Hope for Dementia

ABOUT US

WHO ARE WE?

Hope for Dementia is a federal non-profit charitable organization (Registration # 815949763 RR001) whose mission is to support the prevention, early diagnosis, and treatment of dementia and other cognitive disorders.

THE VISION

Hope for Dementia aspires to be a leading advocate and catalyst in the prevention and reversal of dementia.



PREVENTION

Building public awareness and promoting early, regular screening & risk reduction



DECELERATION

Offering proactive prevention and early intervention & cognitive stimulation activities



REVERSAL

Investing in promising research and clinical trials on the deceleration and reversal of symptoms

ABOUT US

THE STARTING POINT – A STRATEGY FRAMEWORK

In our White Paper [*Altering the Forecast on The Tsunami of Dementia – A Framework for Prevention, Symptom Deceleration and Reversal*](#), Hope for Dementia presents a framework for the implementation of prevention strategies and the delivery of services within the healthcare system.

OUR COMMITMENT

To advocate for the ***prevention of dementia*** to become a national health care priority, with regular screening and risk mitigation as integral components of primary health care.

We focus on building public awareness, offering proactive prevention programs and investing in promising research on the deceleration and reversal of symptoms that provide “Hope for Dementia”.

OUR SERVICES

- **FLAGSHIP SERVICES**

- Hope for Dementia offers three core services –
- The Intergenerational Learning Program aims to connect youth and older people in order to bridge the generation gap;
- Healthy Food. Healthy Brain. is a donation program for low-income families and seniors; and
- Simply Connect and Tablet Donation Program inspires people to call or consult safely, their loved ones, friends or a member of the community.

- **SERVICES IN THE PIPELINE**

- Hope for Dementia has been working on several submissions to secure government and private sector support to expand services on the Island of Montreal and beyond.
- **Busy Box. Better Brain.**
 - A kit consisting of various items allowing seniors to participate in activities that require the acquisition and use of new skills. The activity packages will be deployed on a quarterly basis for 24 months by a network of facilitators across the province of Quebec.
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- **Digitizing dementia prevention: A new proactive approach to protecting brain health through digitization**
 - A series of awareness-raising and education activities with the use of a bilingual software application which is a new psychoeducational approach to inform, engage and incite behavioral and lifestyle changes.
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- **Mindful Eating for Healthy Minds**
 - Hope for Dementia will provide seniors with the tools they need to adopt healthy eating habits that support brain health. Project activities include workshops, group meal preparation, distribution of food baskets and access to educational materials on mindful eating and ways to reduce dementia risk through nutrition.
- The target clientele is people who are at high risk for dementia (e.g., high blood pressure, traumatic brain injury, diabetes, Parkinson's and Huntington's disease, etc.) or who have been diagnosed with mild cognitive impairment.
- Each project includes the formal participation of representatives of the community served and a formal feedback process from participants. To advance research on dementia prevention, deceleration and reversal, Hope for Dementia plans to collect data from project participants through cognitive screening tests and surveys.
- The services were developed by a multidisciplinary and bilingual team of experts from Hope for Dementia (HFD). Their combined experience in the development and management of programs and projects will ensure the successful implementation and impact of this project..

OUR VALUABLE COLLABORATORS

Board of Directors

Parsa Famili, M.Sc.
President

Fatemeh Davoudi, B.A
Executive Director

Susan Cleary, B.Sc., MBA
Treasurer

Victoria Azadkhanian, B. Sc.
Secretary

Advisor and administration

David Gold, Ph.D
Scientific advisor

Randi Vetvik, CPA
Accountant

Employees and student interns

Camille N. Isaacs Morell, B.A., MBA
Vice-President

David Cloutier, Concordia University
Student intern – Fund raising

Eyad Fallouh, Collège Bois-de-Boulogne
Student intern – Fund raising

Nicholas Gavreliedes, Concordia University
Student intern – Donor relations

Theodore Glavas, McGill University
Student intern – Website development

Emma Jackson, Dawson College
Student intern – Fund raising

Manuela Paglione, McGill University
Student intern – Digital communications

Erica Simeone, Vanier College
Student intern – Fund raising

Darius Ziaie, Collège LaSalle
Student intern – Marketing

Gala and Fund Raising Committee

Victoria Azadkhanian

Carl Baillargeon

Mohammed Barkat

Nissa Barkat

Luana Borelli

Scott Broady

Vladimir Budker

Susan Cleary

Fatemeh Davoudi

Parsa Famili

Bill Gilbert

Camille Isaacs Morell

Aram Montazami

Manuela Paglione

Marlene Sayah

Negin Sepehri

Dmitry Vasserman

INCREASED IMPACT

OUR SERVICES

- 1,000 healthy food baskets and educational materials with information on how to maintain brain health were distributed.
- 200 families had a healthy meal for Mother's Day and Father's Day, thanks to donations of grocery bags of food that is essential for maintaining and promoting cognitive health.
- More than 1,200 people have stayed in touch with seniors living in residences throughout the pandemic.

COMMUNITY ENGAGEMENT

- More than 700 people have signed a petition calling on the federal government and the Quebec National Assembly to make dementia prevention a national health care priority.
- More than \$9,000 raised during the month of June 2022 from members of the Healthcare Foodservice Network at their golf tournament in Toronto and from participants in the 42nd golf tournament of the Chamber of Commerce and Industry of Saint Laurent - Mount Royal.
- Over \$5,000 collected from grocery stores and community members in Ville St. Laurent.
- The Royal Bank branch at Place Vertu launched a fundraising campaign to support the Healthy Food. Healthy Brain. program. The campaign started in November 2022 and will end in April 2023.

THE MEDIA

- More than 60,000 people in terms of potential audience have heard the Hope for Dementia message broadcast in press releases and radio/TV interviews.
- More than 20,000 people reached on the Island of Montreal through the awareness campaign on the 12 modifiable risk factors, launched in October 2022 on social media.
- More than 3,000 people subscribed to Hope for Dementia's monthly newsletter featuring articles on dementia prevention.

PARTICIPATION AND PARTNERSHIPS

- On Saturday, October 15, 2022, volunteers were at the Pâtisserie Paris Baquette in Laval, at the International Festival of Moroccan Gastronomy Art and Culture. They enjoyed meeting visitors at the Hope for Dementia table and distributing pamphlets and receiving generous donations.
- Hope for Dementia participated in a Twitter discussion about gendered ageism organized by Women's Age Lab. Women's Age Lab had the opportunity to publish an article on this topic in the monthly newsletter of Hope for Dementia.
- 22 applications for funding for services in the stream were submitted, 16 of which proposed partnerships with 10 community organizations.
- Continued partnership with IGA Extra Famille Duchemin for the distribution of food baskets to the elderly and low-income people.

Intergenerational Learning Program



Healthy Food. Healthy Brain. Program



Charity Carwash



Golf Tournament of the Chambre de commerce et d'industrie de la Ville de Mont-Royal et St-Laurent



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RESEARCH

Hope for Dementia is currently participating in a research project led by Martin Arguin, Ph.D., Professor, Department of Psychology, at the Université de Montréal. The project, entitled *Exploring the ability of cognitive screening test results to predict cognitive decline in older adults in the future*, aims to discover early indicators of possible future cognitive decline due to progressive neurological diseases, such as Alzheimer's disease.

FUNDRAISING EVENTS

Every Saturday from early spring to fall, Hope for Dementia volunteers and student interns set up kiosks in grocery stores on Montreal's West Island to distribute pamphlets and educational materials on dementia prevention and risk management.

Hope for Dementia thanks participating customers and merchants and their customers for their generous donations that have enabled vulnerable seniors and low-income families to receive food baskets known to protect and promote brain health.

- IGA Extra Langelier
- Metro Plus Arthur-Sauvé
- IGA Duchemin Family
- Metro Plus Fleury
- Metro Plus Vaudreuil-Dorion
- Metro Beaubien
- Metro Somerled-NDG
- Metro Plus Cote-Vertu
- IGA Extra Sherbrooke
- Maxi Pierrefonds
- IGA Extra Saint-Charles
- IGA Walk Melanie
- Maxi Jean-Talon O
- IGA Déziel family

CAR WASH

On Saturday, August 27, interns and volunteers held a car wash in front of Maxi Pointe-Claire. To raise awareness, pamphlets and educational materials were distributed to shoppers, passers-by and supporters of Hope for Dementia's cause. The enthusiastic young volunteers have provided outstanding service and have demonstrated how much they care about the health of seniors. More than \$1,900 was raised.



Gala 2022

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ANNUAL BENEFIT DINNER

The second annual fundraising dinner held on November 5, 2022 at the elegant Salon Le Crystal was a great success. The sold-out event brought together 320 guests in a festive atmosphere of business networking and entertainment, while raising awareness of the urgency of making dementia prevention a health care priority.

Thank you to the invited speakers –

Emmanuella Lambropoulos, Member of Parliament, Saint-Laurent, Quebec

Dr. Patricia Debergue, National Research Council Canada

Dr. Martin Arguin, Institut universitaire de gériatrie de Montréal

Kelvin Mo, Chambre de commerce et d'industrie de Saint-Laurent-Mont-Royal et Association Asie Pacifique PME

Albert Nerenberg, Director, journalist & actor

Howard Chertkow, MD, FRCP, FCAHS, Canadian Consortium on Neurodegeneration, Associated with Aging

MAJOR GIFTS & GRANTS

Hope for Dementia thanks Desjardins Caisse de Bordeaux-Cartierville-Saint-Laurent for their generous donation of \$10,000 to the intergenerational learning program.

AEM International sponsored the \$5,000 fundraising dinner

Jonathan Aoun donated \$5,000

Leonard T. Assaly Foundation donated a total of \$6,000

Two grants totalling \$68,930 under the Canada Summer Jobs (CSJ) program in 2021 and 2022 helped hire student interns.

Hope for Dementia received \$10,000 in grants for the Intergenerational Learning Program. The former Minister responsible for Seniors and Caregivers, Marguerite Blais, and the MNA for Saint-Laurent Ms. Marwah Rizqy donated \$5,000 respectively to the program that will be relaunched in winter 2022 with the Centre des services scolaires Marguerite Bourgeoys (CSMB).

The Gloria Baylis Foundation has confirmed a \$10,000 donation to fund Hope for Dementia projects in 2023.

The Secrétariat des relations avec les québécois d'expression anglaise has confirmed a grant of \$160,000 over two years to fund the Activity Kits project. Active brains. in 2023 until 2025. The funding agreement is expected to be signed in February 2023.



Assessment and Diagnostic of Dementia is a federal not-for-profit charitable organization operating under Hope for Dementia, a corporation duly incorporated under the laws of Canada, having its head office at 2535 Guenette Street, Ville Saint-Laurent, Québec, H4R 2E9.

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