



**HOPE FOR  
DEMENTIA**

**IMPACT REPORT**

**1 JULY 2022 – 30 JUNE 2023**

# TABLE OF CONTENTS

President's Message	2
Our Team	3
Our Programs	6
The Impact of our Programs	9
Our Involvement in the Community	10
Fund Raising Activities	14
Our Funders and Partners	17
Testimonials	18



## President's Message

The world that we live in is filled with concern and anxiety about the future, but our team is pressing ahead with hope and optimism.

The enthusiastic support of our volunteers, student interns, sponsors, and the media continues to motivate us to amplify Hope for Dementia's message that urgent action is needed to bend the dementia growth curve through prevention and risk mitigation programs.

As you read this Impact Report, you will see that during the financial year July 1, 2022 – June 30, 2023, we expanded Hope for Dementia's programs, while continuing the important work of advocating for dementia prevention to be a healthcare priority.

We were heartened by the response of the hundreds of Canadians who signed our petition to the Quebec National Assembly, and by the media coverage received, which helped raise our visibility as a catalyst in the effort to make dementia prevention a reality.

Hope for Dementia had the opportunity to participate in a research project that aims to discover early indicators of possible future cognitive decline. We look forward to seeing the results of the study, and to finding ways to continue the important work of preserving the cognitive health of seniors.

With pandemic restrictions lifted, we were able to relaunch the *Intergenerational Learning Program* in winter and resumed our onsite service to tens of seniors in various seniors' residences. Our *Healthy Food Healthy Brain* program has supplied hundreds of meals since its inception, to families and seniors in need along with educational materials on dementia prevention. Having secured funding from public and private sector sources, we were able to launch two new programs that directly target the reduction of dementia risk factors among vulnerable seniors throughout Québec.

To deliver these services, we have forged new partnerships with several community organizations across Québec and Canada, positioning Hope for Dementia as an important contributor to the health and well-being of our seniors.

The enthusiasm of our student interns, members of the gala fundraising committee, volunteers, and event organizers is gratifying and reinforces our commitment to achieve our mission.

I am so proud of all that the Hope for Dementia team has accomplished over the years and particularly this year as our organization has seen a significant increase in its services. I thank all of you for your dedication and hard work.

I have every confidence that together, we have the resilience and the courage to continue, doing more and going further on the path that takes us to the place where our vision of a world free of dementia becomes reality.

Parsa Famili  
President, Hope for Dementia

# OUR TEAM

## 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

## Student interns

**Eyad Fallouh**  
**Kian Famili**  
**Melissa Gilbert**  
**Najib Najib**  
**Manuela Paglione**  
**Darius Ziaie**  
**Kourosh Ziaie**

## Gala and Fund-Raising Committee

**Victoria Azadkhanian**  
**Carl Baillargeon**  
**Mohammed Barkat**  
**Nissa Barkat**  
**Luana Borelli**  
**Scott Broady**  
**Susan Cleary**  
**Fatemeh Davoudi**  
**Parsa Famili**  
**Bill Gilbert**

**Camille Isaacs Morell**  
**Aram Montazami**  
**Manuela Paglione**  
**Dmitry Vasserman**

## Employees

**Camille N. Isaacs Morell**, B.A., MBA Vice-President  
**Jill Mathieu**, B.A., Project Coordinator

## OUR MISSION

Assessment and Diagnostic of Dementia / Hope for Dementia is a federal non-profit charitable organization (Registration # 815949763 RR0001) whose mission is to support the prevention, early diagnosis, and treatment of dementia and other cognitive disorders.

## OUR VISION

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

## OUR COMMITMENT

We 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 STRATEGIC FOCUS



### PREVENTION

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



### DECELERATION

Offering proactive, prevention, early intervention & cognitive stimulation activities.



### REVERSAL

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

# OUR STARTING POINT

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.

Research	Insights	Prevention	Services
<ul style="list-style-type: none"> <li>56% of Canadians are concerned about being affected by Alzheimer’s disease &amp; 46% of Canadians say they would be embarrassed to admit that they have dementia</li> <li>1 in 4 people think there is nothing we can do to prevent dementia, and</li> <li>Almost 62% of healthcare practitioners worldwide incorrectly think that dementia is part of normal ageing</li> </ul>	<p>Awareness, education, and prevention programs may not have been effective in changing understanding and perceptions about dementia</p>	<p><b>Primary prevention: reduction of preventable diagnoses</b></p> <ul style="list-style-type: none"> <li>Make dementia prevention a national health priority</li> <li>Petition governments to make biennial cognitive screening reminders mandatory for persons over 50 years old</li> </ul>	<p><b>Health promotion &amp; disease prevention</b></p> <ul style="list-style-type: none"> <li>Biennial cognitive screening in routine medical check-ups</li> <li>Public education programs with strong calls to action</li> </ul>
<ul style="list-style-type: none"> <li>In high income countries, only 20-50% of dementia cases are recognised and documented in primary care, with much higher percentages estimated in low- and middle-income countries. Alzheimer’s Disease International estimates that worldwide, approximately three quarters of people with dementia have not received a diagnosis</li> </ul>	<p>Many persons living with dementia, particularly in the early stage of the disease, have no access to treatment, care, and organized support</p>	<p><b>Secondary prevention: deceleration of risks and symptoms</b></p> <ul style="list-style-type: none"> <li>Prioritize early detection and on-going cognitive assessment among at-risk groups.</li> </ul>	<p><b>Health promotion and protection</b></p> <ul style="list-style-type: none"> <li>Deploy on-going cognitive assessment services proven to promote, prevent and decelerate cognitive decline, specifically targeting at-risk groups</li> <li>Formalize partnerships between the healthcare and social services sectors to ensure optimal coordination of services and effective monitoring of persons at risk and proactive treatment in the early stages of dementia</li> </ul>
<ul style="list-style-type: none"> <li>An article published in the Journal of Biomedical Science in January 2020 indicated that current trends show increased targeting of neuroprotection and anti-neuroinflammation in phase 1 and phase 2 trials, respectively, and a decline in anti-amyloid drug therapy research since 2019</li> </ul>	<p>There is an increasing shift in pharma research away from amyloid-clearing/cure drug therapies, towards prevention and protection therapies. This is greater openness to clinical trials based on alternative hypotheses and therapies on the causes and potential cures for dementia</p>	<p><b>Tertiary prevention: reversal</b></p> <ul style="list-style-type: none"> <li>Focus research on symptom reversal as a potential pathway to finding a cure for dementia</li> </ul>	<p><b>Disease protection</b></p> <ul style="list-style-type: none"> <li>Establish a dedicated public/private sector fund for promising research and clinical trials on symptom deceleration and reversal therapies</li> <li>Private sector and non-government organizations match the government’s financial allocations in the National Dementia Strategy</li> </ul>

## OUR PROGRAMS

Hope for Dementia's programs have been developed by a multidisciplinary team of experts. The programs aim to preserve brain health of seniors and people at high risk for dementia, particularly those who are socially isolated, have limited access to nutritious food, and social services and who are at high risk for dementia (e.g., high blood pressure, traumatic brain injury, having diabetes, and Parkinson's, and Huntington's diseases, etc.).

Hope for Dementia currently offers three flagship programs –

- **The Intergenerational Learning Program**, in which seniors and youths learn from each other and reduce the social isolation that many elderly people experience.
- **Healthy Food. Healthy Brain.** food baskets distributed to low-income families and seniors in need; and
- **Just Connect & Tablet Donation Program** which inspires people to call or safely check up on seniors through the internet.

In addition to the three flagship programs, in spring 2023, Hope for Dementia launched two programs funded by government subventions and private foundations as well as the generosity of community organizations.

- **Busy Box. Better Brain.** The deployment of kits containing several items to seniors living in rural areas so that they can participate in activities that help them to acquire and use new cognitive skills, break social isolation, and learn more about dementia prevention. The activity kits will be delivered over a 24-month period in partnership with the Community Health and Social Services Network throughout the province of Québec. The Gluu Society will provide digital education material to support this project. This project is funded over a two-year period with a subvention from the Secrétariat aux relations avec les québécois d'expression anglaise.
- **Mindful Eating. Healthy Minds.** Hope for Dementia will provide seniors with the tools to adopt healthy eating habits that promote 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 the risk of dementia through nutrition. The Volunteer Bureau in Ville St.-Laurent and People before patients are providing support and expertise to ensure the success of this project. This program is funded through the New Horizons for Seniors program of Employment and Social Development Canada and a generous subvention from the Gloria Baylis Foundation.



Food bags prepared for distribution to seniors participating in the Healthy Food. Healthy Brain program.

Student volunteers from the Ecole secondaire Saint-Laurent at the orientation session of the Résidence Place St-Moritz for the Intergenerational Learning Program



A participant in the Busy Box. Better Brains. program in the Magdalene Islands.



## OUR COMMITMENT TO ADVANCE RESEARCH

Hope for Dementia is committed to the advancement of research that focuses on the prediction and prevention of dementia, and on the deceleration and reversal of the symptoms of dementia. In 2022 – 2023, we participated 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.

## HOW WE ENGAGE WITH THE COMMUNITY

**Representatives of the community participate in planning** – Hope for Dementia endeavors to ensure that its programs and services meet the needs of our clientele. Representatives of the community participate in an advisory capacity on program management committees. In addition, there is a formal participant feedback process through surveys conducted at the beginning and the end of programs.

**Commitment to quality programs** – Programs are developed by a team of multidisciplinary and bilingual experts from Hope for Dementia. Their combined experience in developing and managing programs and projects will ensure the successful implementation and impact of the programs and services.

**Intergenerational service model** – With the number of persons living with dementia set to reach nearly 1 million by 2033, Hope for Dementia understands that the youth of today will be impacted by dementia, as many of them will become caregivers in the future. Most programs involve youth / young adult volunteers and animators. This service model has the dual aim of raising awareness among teenagers and young adults about dementia, and of reducing the risks of dementia in the senior population. Hope for Dementia's programs bridge the gap between generations, break the social isolation experienced by seniors, while providing a mutually beneficial learning experience for both seniors and youth volunteers.

## THE IMPACT OF OUR PROGRAMS

- Hundreds of healthy food baskets and educational materials with information on how to maintain brain health were distributed through *Healthy Food. Healthy Brain.* program. For every basket distributed, at least 3 people per basket were able to have a brain healthy meal and learned about the ways in which they can reduce the risks of dementia through better nutrition.
- 100 families had a healthy meal on Father's Day 2023, thanks to donations of 100 baskets of food that is essential for maintaining and promoting cognitive health.
- With the lifting of pandemic restrictions in seniors' residences, 12 youth volunteers from the Centre des services Marguerite-Bourgeoys school board have spent hundreds of hours in the *Intergenerational Learning Program*, engaging cognitively stimulating activities and teaching more than 20 seniors how to use applications on tablets.
- More than 1,200 people have stayed in touch with seniors living in 20 long-term care facilities using 100 tablets & iPads distributed through the *Just Connect Program*.
- As at 30 June 2023, more than 70 seniors throughout the province of Québec were registered in the *Busy Box. Better Brain.* program.
- 10 volunteers and 35 seniors in Montreal were registered in *Mindful Eating. Healthy Minds.* program that was launched at the end of June 2023 in the facilities of 4 seniors' residences and housing projects. Registrations continued into the month of July.



Youth volunteers help a senior with applications on her iPad

## OUR INVOLVEMENT IN THE COMMUNITY

- On Saturday, October 15, 2022, volunteers were at the Pâtisserie Paris Baguette 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.
- On Wednesday, 19 October 2022, Hope for Dementia participated in Women's Age Lab End Gendered Ageism Twitter Chat. We highlighted the impact of dementia on the quality of lives of women who are most affected by dementia, and who comprise most caregivers of persons living with dementia.
- In January 2023, Dementia Awareness Month, Hope for Dementia launched a social media campaign in collaboration with Nurse Barbara Olas (362K followers on Instagram), to educate nursing students and frontline healthcare workers about the warning signs of dementia and the importance of referring senior patients for early screening.
- In winter, presentations on dementia risk mitigation were provided to over three hundred persons in the Place A La Marche and Knights of Pythias groups, and the Place St.-Moritz Seniors' Residence and to participants at the Parkinson's Symposium at Concordia University.
- Recognizing the importance of educating multiple generations about dementia, Hope for Dementia provided educational material to over 2,000 participants (mainly families with young children) in the February edition of Bouge Bouge indoor running event at Place Desjardins in downtown Montreal.
- To further expand our reach and influence, Hope for Dementia reinforced its presence and expanded its influence through memberships in the Coalition pour le maintien dans la communauté (COMACO), the Comité des organismes sociaux de Saint-Laurent (COSSL) and the Réseau des éclaireurs et éclaireuses. In these forums, HFD will continue to advocate for dementia prevention to become a healthcare priority, build partnerships with other community organizations and continually gain and share insights on the needs of seniors at risk of dementia and their families.



Jill Matheiu , Project Coordinator, Hope for Dementia, at the conference of the Community Health and Social Services Network



Hope for Dementia's team and volunteers participated in the Bouge Bouge event in February 2023

Our student interns at the golf tournament of the Chamber of Commerce and Industry St. Laurent and Mount Royal



Our car wash was a tremendous success.

- Hope for Dementia's Vice-President Camille Isaacs Morell was selected to be a member of the Conseil citoyen du **Réseau de résilience des aîné.e.s de Montréal**, where she delivered a presentation on caregiving and provided input on aging from the cultural communities' perspective.
- HFD has a seat on **Imagine Canada's** Caring Companies Steering Committee and contributes to the development of new selection criteria for Imagine Canada's Caring Companies designation.

## **AMPLIFYING OUR MESSAGE**

- More than 200 people signed a petition calling on the Quebec National Assembly to make dementia prevention a national health care priority.
- Hope for Dementia was invited to do two interviews on television and radio regarding the petition.
- More than 60,000 people in terms of potential audience heard the Hope for Dementia message broadcast in press releases and radio/TV interviews.
- More than 20,000 people were 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 various topics related to dementia prevention and management, submitted by the Women's Age Lab, Neuropsychologist Dr. Karen Debas, renowned author and Grief, Loss and Bereavement Specialist Cory Sirota, and IT connectivity specialist and caregiver Jean-Pascal Hébert.

## FUND RAISING ACTIVITIES

- 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.
- Over \$10,000 was collected from grocery stores and community members in Ville St. Laurent.
- Hope for Dementia thanks participating 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



Fund raising and the distribution of educational material on dementia in an IGA grocery store

- In July 2022, the Chamber of Commerce and Industry St-Laurent and Mont-Royal invited Hope for Dementia to have a kiosk at their golf tournament. Our youth volunteers handed out refreshments and educational pamphlets and helped raise awareness about dementia prevention to the Chamber event's guests and staff.
- Centre d'Innovation adMare, Ville St-Laurent, Québec, held a food truck day in summer 2022. Funds amounting to \$300 were collected as donations for Hope for Dementia.
- On Saturday 27 August 2022, our youth volunteers held a **car wash** in front of Maxi Pointe-Claire. More than \$2,000 was collected. To raise awareness, flyers and educational materials were distributed to grocery shoppers, passersby and persons supporting our cause.
- The second Annual Fund-Raising Gala 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. Over \$108,000 was raised to support the programs and on-going operations of Hope for Dementia.

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

**Pierre-Olivier Brunelle, MBA, CPA**

Directeur principal, Développement des affaires, Desjardins Entreprises Montréal



Emmanuella Lambropoulos, Member of Parliament at the Annual Gala 2022



David Gold and Luana Borelli, MCs, Annual Gala 2022

- In April 2023, members of the **Drakkar Hockey** team held a fundraising event for their team and to give back to the community in recognition of the support that they receive. Their \$800 donation will support Hope for Dementia's Intergenerational Learning Program.
- The **Royal Bank branch at Place Vertu** launched a fundraising campaign to support Healthy Food. Healthy Brain. program. The campaign started in November 2022 and ended in April 2023 with total donations amounting to more than \$3,000. · In May 2023, Hope for Dementia was selected from 20 applicants as the charity to benefit from the Echelon Foundation's Impact Day 2023 that will take place in October 2023. Created in 2018 by the management of financial services firm Echelon Wealth Partners, the Echelon Foundation raises funds for charitable organizations.
- In May 2023, Hope for Dementia was selected from 20 applicants as the charity to benefit from the **Echelon Foundation's** Impact Day 2023 that will take place in October 2023. Created in 2018 by the management of financial services firm Echelon Wealth Partners, the Echelon Foundation raises funds for charitable organizations.



Fati Davoudi, , Executive Director, Hope for Dementia at the podium , Annual Gala 2022



Parsa Famili, President, Hope for Dementia welcomes a guest to the Annual Gala 2022



Annual Gala Organizing Committee



## MAJOR DONATIONS & GRANTS

- A grant of \$22,988 under the Canada Summer Jobs (CSJ) program in 2022 helped hire student interns who contributed greatly to Hope for Dementia's fund raising and public awareness activities.
- Novatek International made a generous donation of \$47,000 to fund the Hope for Dementia activities.
- Desjardins Caisse de Bordeaux-Cartierville-Saint-Laurent made a generous donation of \$10,000 to fund the Intergenerational Learning Program.
- Grants totaling \$10,000 were received to fund 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 was relaunched after pandemic restrictions were lifted in March 2023 with the Centre des services scolaires Marguerite Bourgeoys (CSMB).
- A grant of \$25,000 was received from Employment and Social Development Canada under the New Horizons for Seniors program. The grant facilitates the implementation of Hope for Dementia's Mindful Eating for Healthy Minds project that was launched in May 2023.
- The Gloria Baylis Foundation contributed a \$11,300 to fund Hope for Dementia's Mindful Eating for Healthy Minds project.
- The Secrétariat des relations avec les québécois d'expression anglaise confirmed a grant of \$160,000 over two years to fund the Busy Box. Better Brain. project., starting in May 2023 until July 2025.

# OUR FUNDERS AND PARTNERS

**BUSY BOX.  
BETTER BRAIN.**  
*Activities for seniors*



**Secrétariat aux relations  
avec les Québécois  
d'expression anglaise**

**Québec** 

**CHSSN**

**MINDFUL EATING.  
HEALTHY MINDS.**



Gouvernement  
du Canada

Government  
of Canada

 **GLORIA BAYLIS  
FOUNDATION**



**PeopleBeforePatients**




## Intergenerational Learning Program

**MARWAH RIZQY**

MNA Saint-Laurent  
Québec National Assembly



**Centre  
de services scolaire  
Marguerite-Bourgeoys**

**Québec** 

 **Desjardins**  
Caisse de Bordeaux-  
Cartierville-Saint-Laurent

**NOVATEK  
INTERNATIONAL**

## Healthy Food. Healthy Brain.

 **Emmanuella  
Lambropoulos**  
Députée / MP Saint-Laurent

**IGA**  
*Famille* **extra**  
**DUCHEMIN**  
*Un monde à découvrir!*

## TESTIMONIALS

### Student volunteers in the Intergenerational Learning Program

“I really loved engaging in discussions with people whose lifestyle is different. I learned many things et I was able to tell the senior assigned to me about today’s world and teach him new game apps.”

“I really liked the activity. I had many opportunities to speak with the seniors. Also, my grandmother had Alzheimer’s disease, so I felt like (the senior to whom I was assigned) was my grandmother.”

### Hélène Demczuk, Recreational Animator, Demeures Sainte-Croix

“This activity has generated a lot of interest, and I’m actively working to extend it. Which is excellent, as the interest continues. A BIG thank you for that. On that subject, I was wondering if your young people would be available to volunteer at the Demeures Sainte-Croix Residence, either by extending the electronic tablet activity or simply by making friendly visits to certain residents once a week.”

### Letter from Etai C., 5th Grade student.

“I am writing this letter to let you know that Hope For Dementia means a lot to me. I remember when my Grandfather had Dementia, he could barely remember my name. It was really sad seeing him struggle and I couldn’t do anything to help him. I chose your charity because YOU help people like my grandfather, get better and inform more people about dementia.”



Youth volunteers and residents of Demeures Sainte-Croix who were participating in the Intergenerational Learning Program.



[www.hopefordementia.org](http://www.hopefordementia.org)

[www.espoirpouurlademence.org](http://www.espoirpouurlademence.org)

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.

**Telephone:** +1-514-464-0202

**Fax:** +1-514-336-6537

**email:** [info@hopefordementia.org](mailto:info@hopefordementia.org)

**Charitable registration number:** 815949763RR0001