

OUR VISION

To make each day the best possible day for people living with and affected by ALS.

We achieve our vision by providing support, facilitating the provision of care, promoting awareness, helping find a cure and advocating for change.

"The ALS Society provided an outstanding support team which offered compassion, advice and care. It was clear that their unconditional assistance would carry us through the many challenges as the disease progressed."

*Gary Ring
Calgary*

MESSAGE FROM OUR HONOURARY CHAIR JAMES K. GRAY

Dear friends of the ALS Society of Alberta,

Thank you once again to all of the hardworking volunteers, donors, board of directors and staff of the ALS Society of Alberta, for your work to make each day the best possible day for people living with and affected by ALS.

As I hear and observe all that the ALS Society does for Albertans, I am touched by the passion and respect that is shown to these individuals and families. The staff at the ALS Society enter clients' lives at the hardest time, but are welcomed with open arms. This shows the importance of the services that they provide, and the contribution that is made to increase the individuals' quality of life.



Funds raised through events such as the ALS Charitee Golf Tournament, Betty's Run for ALS, and the WALK for ALS; to events such as bake sales and jeans days, enable the ALS Society to provide this high quality of support. The ALS Society is empowered because of the committed volunteers and donors across the province.

There is something very unique about people that are affected by ALS, and we are bound together by our connection to the cause. I do not believe I have ever met a more passionate group of individuals. I am honoured to be part of the ALS Society of Alberta.

I wish to congratulate the ALS Society of Alberta on a successful year and give my best for 2013.

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

MESSAGE FROM OUR CHAIR

CATHY MARTIN

It has been 10 years since I joined the Board, and 6 years serving as Chair of this incredible organization. Since joining the Board of the ALS Society of Alberta, I have been impressed with what can be achieved when the board, staff and volunteers all focus on the common vision of making each day the best possible day.

Through the governance of the board, the hard work of the staff, and the passion of our volunteers and community partners, we have been able to fulfill the goals set in our previous 5 year strategic plan. No small feat. Of course, none of what we have been able to achieve would be possible without the inspiration and generosity of spirit we receive from you who are living with and affected by ALS.

We recognize the privilege we have to be a part of your lives at this intense time, and we have all been touched by the courageous ways you share your strengths and struggles.

My life has been enriched by the depth of kindness, caring, wisdom, generosity, dedication and compassion that exists within the ALS Community – Thank you.

Cathy Martin
Chair, ALS Society of Alberta



BOARD OF DIRECTORS

ALS SOCIETY OF ALBERTA

Chair	Cathy Martin
Vice Chair	Tara Pentney
Secretary	Judy Collins
Treasurer	Shelley Engstrom
Directors	Jan Desrosiers Heather Haddow Scott Klassen Beth MacCallum Jim McLaughlin Norm Pollock Dave Williams
Executive Director	Karen Caughey

*"Never doubt that a small group of thoughtful, committed citizens can change the world.
Indeed, it is the only thing that ever has."*

*Margaret Mead
Cultural Anthropologist*

AMYOTROPHIC LATERAL SCLEROSIS

WHAT IS ALS?

AMYOTROPHIC LATERAL SCLEROSIS (ALS) is also known as Lou Gehrig's disease. It is a rapidly progressive, always fatal neuromuscular disease. It is characterized by the degeneration of a select group of nerve cells and pathways (motor neurons) in the brain and spinal cord which leads to progressive paralysis of the muscles.

ALS can strike anyone. It is not contagious, does not discriminate, and can strike at any age. ALS most often occurs between the ages of 40 and 70, but it can occur in older and younger adults, and sometimes in teenagers. ALS is usually fatal within two to five years of diagnosis. There is a hereditary pattern in approximately 10% of cases. There is currently no known cause or cure... yet.

"People all say that I've had a bad break. But today . . . today I consider myself the luckiest man on the face of the earth."

*Lou Gehrig
Major League Baseball Player*

WHAT WE PROVIDE

The ALS Society of Alberta provides services and support to people living with and affected by ALS across the province.

We do this by:

- Providing Support
- Facilitating the provision of care
- Promoting awareness
- Helping to find a cure
- Advocating for change

"The ALS Society was right there when we needed them with equipment, and they connected us to the help we desperately needed. Their care, concern and follow-up helped us manage and get through a very difficult time."

*Don and Helen Robertson
Calgary*

PILLARS OF THE SOCIETY

STRATEGIC AND OPERATIONAL PLANS

The ALS Society of Alberta bases its strategic and operational plans upon the following seven pillars:

- Programs & Services
- Research
- Resource Development
- Public Awareness
- Advocacy
- Governance
- Management

"The ALS Society has provided various types of equipment for Colby to use to assist with daily living. Everyone has been very helpful in providing information and being available for questions and support when needed."

*Dina Coers
Vegreville*

PROGRAMS & SERVICES

PILLAR ONE

Providing services and support for clients, families, caregivers and health care providers. This includes: Information and Education, Communication and Assistive Equipment, Support Groups, Care Coordination, Referrals, Home Visits and other services as identified.

Highlights in 2012

- Supported 286 clients and their families from Medicine Hat to the Northwest Territories
- Made more than 1,066 client home visits across Alberta
- Held support groups in Lethbridge, Calgary, Red Deer, Edmonton and a new group in Leduc
- Expanded client services by two Full Time Equivalent positions
- Presented information sessions across the province about ALS
- Supported the University of Calgary Neuromuscular Clinic and the University of Alberta ALS Clinic by supplying BiPap machines, Lung Volume Recruitment kits, communication boards and materials
- Completed a comprehensive review of the Equipment Loan Program
- Completed our first Client Survey
- Composed a Travel Guide for clients
- Supported 34 applications from youth for funding from our Support for Champions program

"Dad was diagnosed with ALS in June 2012. We were so appreciative of the support and information made available to us. Many meetings and phone calls followed with client support staff, who gave Dad many ideas for coping with the disease and gently preparing him and our family for the future. Our family and Dad just can't say enough thanks for all the help and support received from the ALS Society."

Epp Family, Lethbridge

RESEARCH

PILLAR TWO

Supporting and contributing funds towards research for the treatment and cure of ALS.

Highlights in 2012

- Raised \$366,448 through the WALK for ALS, Betty's Run for ALS, other fundraisers and gifts and sent it to ALS Canada for national research
- Supported research presentations by Dr. Sanjay Kalra (Edmonton) and Dr. Lawrence Korngut (Calgary)
- Distributed information to stakeholders on relevant research and clinical trials through our quarterly newsletter and our website

"This is a tremendous opportunity for patients, healthcare professionals, and researchers, to connect and improve research into neuromuscular diseases across Canada."

*Dr. Lawrence Korngut on the Canadian Neuromuscular Disease Registry
Calgary*

RESOURCE DEVELOPMENT

PILLAR THREE

Optimizing all resource generation opportunities and partnerships to ensure the Society's financial sustainability.

Highlights in 2012

- Ten WALKS for ALS and Betty's Run for ALS raised over \$1,002,000
- Four new WALKS for ALS were held in Peace District, Hinton, Vegreville and Fort McMurray, which had the pleasure of welcoming His Honour, Col. (Ret'd), the Honourable Donald S. Ethell Lieutenant Governor of Alberta and Her Honour to the Walk.
- The ALS Charitee Golf Tournament celebrated its 10th Anniversary
- More than 30 third party fundraisers were held across the province, including the Morinville Bumper to Bumper Show'N Shine and Saz's Soldiers 1st Annual ALS Golf Tournament
- We were chosen as one of the two charities to participate and benefit from the Calgary Motor Dealers Association (CMDA) Vehicles and Violins Gala. We received over \$114,000 from the event
- Received grants from the: Red Deer & District Community Foundation, Community Foundation of Lethbridge, Community Foundation of Medicine Hat & SE Alberta, City of Edmonton, Community Initiatives Program and Alberta Culture and Community Spirit
- Member of the National Partners Fund Development Committee to strengthen the fund raising across Canada
- Our anonymous donor supported the ALS Society's Equipment Loan program to ensure our clients have access to much needed equipment.

"We don't know how we could have faced this challenge without the support of the ALS Society of Alberta. Betty's Run will be our opportunity to say thank you, and to honour the memory of the bravest person we've ever known."

*Ron, Sarah and Alex
Calgary*

PUBLIC AWARENESS

PILLAR FOUR

Increasing public awareness about ALS and the ALS Society of Alberta through effective communication and education.

Highlights in 2012

- Distributed three seasonal newsletters to our clients, volunteers and donors
- June was proclaimed ALS Awareness Month in cities and towns across the province
- Partnered with province-wide media to play over 400 Public Service Announcements
- Reached out to event participants and donors through e-newsletters
- Branched out to stakeholders and spread awareness about ALS and our events through the use of social media



The Cornflower is the international symbol of ALS. It represents positive hope for the future. The cornflower symbolizes courage. Despite its fragile appearance, it can withstand both frost and drought. Its peaceful, strong blue never fades, no matter what it faces. People with ALS show tremendous courage and strength of character in coping with this devastating disease.

"On behalf of my family, we would really like to say thank you for your support. It will be my son's first time in the city and the trip with my kids to Edmonton makes my husband look forward to going for a check up."

*Pauline Mariq
Nunavut*

Advocating for change on behalf of and along side people living with and affected by ALS to ensure that each day is the best possible for them.

Highlights in 2012

- Executive Director sat on the steering committee for *Creating Synergy Health Coalition of Alberta* and also sat on the Board of the Alberta Hospice and Palliative Care Association to ensure the voice of ALS is included
- Participated with the ALS Societies across Canada to advocate for changes to the Federal compassionate care leave legislation
- Attended town hall meetings and consultations across the province
- Supported clients to pursue resolution with individual issues



"ALS steals your body...not your soul."

*Robert Boulton
Edmonton*

GOVERNANCE

PILLAR SIX

Ensuring visionary direction and planning insightful decision-making, and effective operations of the Society.

Highlights in 2012

- In October, the staff and board of directors met for a strategic planning session to undertake the development of the framework for the future. As a group, we:
 - reviewed the five year strategic plan 2009 - 2013
 - facilitated discussion of the progress on current goals and tasks
 - reviewed and renewed our vision, mission and values
 - set the next five year strategic plan to ensure those living with ALS have access to the services and supports they require
- Partnered with ALS Societies across Canada to foster and enhance fundraising activities to grow revenues across the country



*Staff and Board of
Directors at Strategic
Planning Session*



"Staff and board members agreed there is tremendous value in coming together to discuss, explore and plan. Everyone felt the session left them invigorated, committed and appreciative of the chance to be a part of a wonderful team working together to help the ALS community of Alberta."

*Cathy Martin
Chair Board of Directors*

MANAGEMENT VOLUNTEERS & HUMAN RESOURCES

PILLAR SEVEN

Managing the organization's human, financial and physical resources in an effective and efficient manner primarily based on clients' needs and priorities.

Highlights in 2012

- Hired three new staff members, including two client service coordinators and an office administrator
- More than 200 volunteers participated in ALS Society activities across Alberta
- The Student Temporary Employment Program and the Summer Career Placement Program provided support to add much needed resources to our staff team
- Attended volunteer fairs across the province to gain new members



WestJet volunteers at Betty's Run for ALS



Mike Flanagan (far right) and team,
volunteer for ALS Charitee Golf Tournament

"We are so thankful to all of our volunteers across the province who lead fundraising and awareness events for the ALS Society. We truly couldn't provide the high level of support to our clients without the support of volunteers!"

*Lindsay Schalin
Resource Development & Communications Manager*

AWARDS & VOLUNTEER RECOGNITION

THANK YOU!

Volunteers and long term employees were recognized at our annual appreciation event in November. We recognized the valuable contributions that our volunteers and employees have made to the Society throughout the years.

Highlights in 2012

- Staff and Board Members who celebrated milestones:
 - Karen Caughey - Executive Director - 5 years
 - Jan Desrosiers - Board of Directors - 10 years
 - Norm Pollock - Board of Directors - 5 years
 - Dave Williams - Board of Directors - 5 years



*Diamond Jubilee Awards
Tara, Jeff, Kay, Bill, Jane, His
and Her Honour and Cathy*

- The ALS Society of Alberta nominated three individuals to ALS Canada for the Queen's Diamond Jubilee Award. His Honour, Col. (Ret'd), the Honourable Donald S. Ethell Lieutenant Governor of Alberta and Her Honour officially presented the commemorative medals to Norm Pollock, Bill Quirk and Jane Rivest for their committment and honour to making a difference to the ALS Community. The special presentation took place at our Annual General Meeting in May. Norm was unable to make the presentation, so close friend Jeff Eichler accepted on his behalf, and His Honour presented the medal to Norm at his home in June.

" I am so thankful for the time and effort that our volunteers generously give to us to ensure we can provide the best possible supports. Because of your efforts, we have been able to expand our client services team across Alberta. "

*Karen Caughey
Executive Director*

TREASURER'S REPORT SHELLEY ENGSTROM

YEAR ENDED DECEMBER 31, 2012

I am very pleased to report that 2012 was another fantastic year for the Society. The overall revenue position for the Society remains very strong with actual revenue for 2012 totalling just over \$2.6 million, which is an increase of \$457 thousand or 21% over 2011. Revenues from Betty's Run and the Walk for ALS, two key events for the Society, continue to grow each year and they account for just under 50% of total revenue. These, along with generous contributions from our donors and other significant fundraising activities that our staff and volunteers passionately and tirelessly work on, help to fund the important work that the Society does. Revenue from donations almost doubled from 2011 to almost \$545 thousand while fundraising revenue increased by 80% to just over \$340 thousand, which is amazing!

The Society continues to place significant emphasis on expenditures for Research, Client Services and Equipment, which includes equipment purchases, repairs and amortization. These vital supports and services accounted for 60% of the Society's expenditures in 2012. At year-end, the Society was, once again, in a very strong financial position with over \$1.37 million in cash and short term investments. This will allow the Society to meet its cash flow needs until major fundraising activities start up again in 2013.

Every year I continue to be astounded and inspired by our dedicated group of staff and volunteers! Their hard work and commitment has paid off once again in 2012 and they truly make a difference every day in the lives of people living with ALS. Keep up the great work! The Society is well positioned for another strong year in 2013.

Shelley Engstrom

Treasurer, ALS Society of Alberta

HIGHLIGHTS IN 2012



*CMDA at
ALS Charitee Golf
Tournament*



*Shelagh's Green Team at
Betty's Run for ALS*



*Roping Tournament - Third
Party Fundraiser*

WALK for ALS



Peace District



Cold Lake



Lethbridge



Vegreville



Hinton



Fort McMurray



Spruce Grove



Edmonton



Camrose



Red Deer

TRIBUTE TO NORMAN POLLOCK

Norm was on the ALS Society of Alberta's Board of Directors for the past five years and gave countless hours and energy to the cause. Norm was diagnosed with ALS in 2007 and it was at that time that Norm began his legacy with the ALS Society. It was Norm's vision to put a spotlight on this horrible disease as well as the individuals and families that are affected by it. Norm was a true leader in the advocacy issues facing the society.



Norm received the Queen's Diamond Jubilee Medal for his leadership and work for the ALS Society. The distinguished medal was presented to Norm on June 16th at his home by His Honour, Col. (Ret'd), the Honourable Donald S. Ethell Lieutenant Governor of Alberta.

Norm's legal career, spanning 32 years, was nothing short of brilliant, and he will be remembered as a skilled and compassionate litigator by his law partners, associates and staff at the firm of Witten LLP, by the many lawyers he practiced with and against, by the many judges he appeared before, by the many students at the U of A Faculty of Law he taught as a sessional lecturer of Trial Advocacy for 17 years, and by his many clients who were privileged to know him and benefit from his devotion to them and their causes.

Thank you so much to Norm, for all that you have done for those who are battling this horrible disease. You are greatly missed.



**ALS Society of Alberta
Suite 250, 4723 1 Street SW
Calgary, Alberta T2G 4Y8
403-228-3857
1-888-309-1111
www.alsab.ca**

Charitable No. 12063 0827 RR 0001

Audited Financial Statements are available upon request

**ALS.
THREE LETTERS THAT CHANGE PEOPLE'S LIVES.
FOREVER.**