



ALS Society of Alberta

ANNUAL REPORT 2010

ALS. Three letters that change people's lives.

FOREVER.



“ Our vision is 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. ”



Message from our Honourary Chair

JIM GRAY

Dear Friends,

I am writing to thank you for all of your hard work and commitment to the ALS Society of Alberta over the past year. I send heartfelt wishes to those individuals affected by ALS, volunteers, donors and staff.

The vision of the ALS Society is to make each day the best possible day for people living with and affected by ALS. In 2010, the ALS Society of Alberta supported over 250 people living with ALS and their families. The Society is only able to do this because of the amazing people across Alberta volunteering their time and efforts together for one common cause. We have volunteers from five years old, to 95 years old...and fundraising/awareness events such as walks, bake sales, and moustache growing events! There is no limit on the creativity in support we receive –and we appreciate every bit!

I am looking forward to 2011 as we will be celebrating our 25th Anniversary. I cannot believe what a difference the ALS Society of Alberta has made in the lives of people living with and affected by ALS. I truly believe that the society is meeting their vision, and I am so proud to be part of this cause.

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



Message from our Chair & Executive Director

CATHY MARTIN & KAREN CAUGHEY

In 2010, we continued to operationalize our five year strategic plan. Our donors, volunteers, and our staff make it possible to meet the Mission and Vision of the Society. Our priority and focus is on supporting the people and their families affected by ALS.

Our lives are touched everyday by the people affected by this disease, their families, friends, and supporters. It is you who continually encourage us to make sure that supports and services are available when needed and that each day is the best possible day.

The ALS Society of Alberta is able to enhance and grow our services and supports because of our strong community partnerships. We are proud to be involved with the 11 ALS Societies across Canada, the ALS Clinics in Calgary and Edmonton, and many community organizations across Alberta.

We are grateful for the support from the many communities across Alberta. From Grande Prairie to Medicine Hat, we appreciate all that you do.

Every year, we are blessed to be a part of numerous events that raise funds and awareness to support people living with ALS. To all of you who have been a part of Betty's Run, the Walks for ALS, the dinners, galas, festivals, and the many creative ways that kindness and dedication are celebrated – we extend our deepest gratitude.

Cathy Martin
Chair ALS Society of Alberta

Karen Caughey
Executive Director



Board of Directors

ALS SOCIETY OF ALBERTA

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



Amyotrophic Lateral Sclerosis

WHAT IS ALS?

AMYOTROPHIC LATERAL SCLEROSIS

(ALS), also known as Lou Gehrig's disease, is a rapidly progressive and 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 2 to 5 years of diagnosis. There is a hereditary pattern in about 10% of cases. There is currently no known cause or cure.



Our Services

WHAT WE PROVIDE

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

We do this by:

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



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



Programs & Services

PILLAR ONE

PROVIDING services and support for clients, families, care-givers, 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 2010

- Added resources to our programs and services area to assist with the increased demand in clients. Services such as support groups, home visits and education to health care professionals have been increased across Alberta.
- Provided more than 30 education presentations to health care workers, more than 1000 home visits and hosted 32 support groups.
- Lent out more than 1200 pieces of equipment across Alberta.
- Purchased more than \$215,000 in equipment to add to our lending pool.
- Hosted ALS Education Days in Grande Prairie and Medicine Hat in partnership with the ALS Clinics.
- Provided 31 kids with funding from our Support for Champions Program.

Research

PILLAR TWO

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

Highlights in 2010

- Raised more than \$310,000 for research as a result of the generous donations from Albertans.
- Partnered with the ALS Clinics on:
 - Dr. Stuart Cleary's research project "Using a hand-powered suction pump to improve secretion"
 - updates on current research and ALS education
 - providing respiratory resources e.g., respiratory equipment, and supplies.
- Disseminated information on ALS research to our stakeholders through our newsletters, presentations, and our website.



Owen Blake of Stettler, Alberta raised over \$25,000 for ALS research, to find a cure for ALS.

Resource Development

PILLAR THREE

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

Highlights in 2010

- Eight Walks for ALS and Betty's Run for ALS raised more than \$950,000. New Walks were held in Spruce Grove and Lethbridge. The Edmonton Walk celebrated their 10th anniversary.
- More than 28 third party fundraisers were held across the province. Events ranged from a 24-hour hockey shoot out to an all day fundraiser at the Edson IGA.
- We received a grant of \$25,000 from the Alberta Government Community Spirit Program to support our equipment program.
- Our anonymous donor supported the Society's equipment loan program and a capacity building project to ensure our clients have access to much needed equipment.
- We received \$80,000 from the 2010 Vehicle and Violins Gala hosted by the Calgary Motor Dealers Association.

Barry Varga and his family accepted the donation cheque from the 2010 Vehicles and Violins Gala on behalf of the ALS Society of Alberta.



Public Awareness

PILLAR FOUR

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

Highlights in 2010

- Distributed three seasonal newsletters to our clients, volunteers and donors.
- Revamped and created new materials about the ALS Society of Alberta, our programs and services.
- Attended community events to distribute information about ALS.
- June is ALS Awareness Month.
- Partnered with media to run over 200 Public Service Announcements across Alberta.



Emily Richardson won the “Great Kid” award from the Provincial Government for her fundraising and awareness efforts for the ALS Society of Alberta.



Taha Chehade and his award winning science project!

Advocacy

PILLAR FIVE

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 day for them.

Highlights in 2010

- Participated on provincial health committees to ensure the voice of ALS is included.
- Liaised with key Government contacts and participated in consultations around issues raised by people living with ALS.
- Supported clients on pursuing resolution on individual issues.



Governance

PILLAR SIX

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

Highlights in 2010

- The Board of Directors held their annual board retreat to review our five year strategic plan and set the future direction.
- Partnered with ALS Societies across Canada to foster and enhance fundraising to grow revenues across Canada.



Cathy Martin, Chair,
Board of Directors of the
ALS Society of Alberta

Management

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 2010

- More than 190 volunteers participated in Society activities across Alberta.
- Relocated the Provincial Office in Calgary and the Edmonton Office to a new space.
- The Student Temporary Employment Program and the Summer Career Placement Program provided support to add much needed resources to our staff team.

Awards & Volunteer Recognition

THANK YOU!

VOLUNTEER AND LONG TERM EMPLOYEE RECOGNITION

Events were held in Calgary and Edmonton. We recognized the valuable contributions that our volunteers and employees have made to the Society throughout the years.

- Congratulations to **Janice Zoeteman**, Client Services, for 5 years of service.
- Congratulations to **Cathy Martin, Jan Desrosiers and Tara Mackay Pentney** for 8 years of volunteer service on our Board of Directors.
- We welcomed His Honour, Col. (Ret'd) The Honourable Donald S. Ethell, (Lieutenant Governor of Alberta) as our Honourary Patron.

We appreciate the ongoing efforts of all of our volunteers and employees. We couldn't reach our vision without you.

Treasurer's Report

YEAR ENDED DECEMBER 31, 2010

Message from the Treasurer

I am pleased to report that 2010 was another very strong year for the Society. During a time where the financial resources of many non-profit/voluntary organizations were strained by the continued downturn in Alberta's economy, the Society was able to increase its total revenue by over \$192,000 or 10.2% from 2009. Revenues from Betty's Run and the Walk for ALS, two key events for the Society, continue to remain strong and they account for almost 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.

The Society continues to place significant emphasis on expenditures for Research, Client Services and Equipment, which includes equipment purchases, repairs and amortization. These critical supports and services accounted for almost 60% of the Society's expenditures in 2010. At year-end, the Society was, once again, in a very strong financial position with over \$1.07 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 2011.

I continue to be amazed and inspired by our dedicated group of staff and volunteers! Their hard work and commitment has paid off once again in 2010 and they truly make a difference every day in the lives of people living with ALS. Keep up the great work!

I look forward to another strong year for the Society in 2011.

Shelley Engstrom
Treasurer



Highlights in 2010

Resource Development



Shoot out for ALS



Edmonton Walk for ALS



Darby Chrest Tournament



Grande Prairie Walk for ALS



Betty's Run for ALS



Holly Gerrish and Jane Rivest

Client Services



Patricia Ordynec, ALS Clinic, ALS Clients and Families

Volunteer Appreciation



Jim Gillespie, Tara Mackay Pentney and Jeff Eichler



Szilvia Szabo & Irwin Vines



Cathy Martin and Colleen Christie



The ALS Society of Alberta

ALS Society of Alberta
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(403) 228-3857
1-888-309-1111
www.alsab.ca

Charitable No. 12063 0827 RR 0001

Audited Financial Statements are available upon request

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