

2023  
**IMPAACT**  
**REPORT**



# OUR MISSION

Parkinson Association of Alberta is the source for support, education and inspiration for people impacted by Parkinson disease and Parkinson's Plus Syndromes, and engagement in important quality of life research with an emphasis on Alberta.



# OUR VISION

A community of support for people impacted by Parkinson disease and Parkinson's Plus Syndromes today; working toward a brighter future tomorrow.

## OUR BOARD

### Board Chair

Dr. Cara Ferreira

### Vice Chair

Sarat Maharaj

### Treasurer

Angela Chau-Gado

### Corporate Secretary

Jamie Gordon

### Past Chair

Martin Kratz

### Directors

Brian Bullen

Lisa Baroldi

Dr. Davide Martino

Dr. Renee Misfeldt

Stephen Rex

Derek Weisbeck

## OUR STAFF

### Executive Director

Lana Tordoff

### Operations Manager

Brandi La Bonte

### Communications & Development Manager

Lance Corbett

### Office Manager

Nicola Gaudet

### Administration & Fund Development Specialist

Marlene Jaquish

### Marketing, Communications & Events Specialist

Christina Kim

### Client Services Coordinators

Charlene Heavener

Brett Leclair

Brienne Leclair

Emma Torneiro



A MESSAGE FROM  
**PAA BOARD CHAIR**  
DR. CARA FERREIRA  
& **EXECUTIVE DIRECTOR**  
LANA TORDOFF

Thank you to every member, client, donor, partner, volunteer and friend of Parkinson Association of Alberta for your commitment to our Parkinson's community. As we reflect on 2023, we are so grateful for every heartache and every joy you allowed us to be part of.

2023 marked the beginning of a new area of outreach for our organization. In the latter part of the year, we began to plan for and connect with communities in Alberta's north and the Northwest Territories. With funding received from the Government of Canada's Age Well At Home program, our goal was to identify how we support people affected by Parkinson disease in areas where resources are limited. We are pleased to welcome those we have met in our journeys north and look forward to connecting with more of those living in isolation while trying to manage the daily challenges of PD, wherever they may call home.

The financial position of Parkinson Association of Alberta improved significantly over 2022. Increases in event fundraising, particularly our Step 'n Stride walk for Parkinson's, and donations / bequests being the most notable contributors. We also continued to focus on lean operations and were able to maintain levels of service and support while reducing overall costs.

We welcomed a 10-year high of 418 new clients last year, with over 11,000 individuals finding support in some way by reaching out to Parkinson Association of Alberta. Our team made 200 home visits, held 235 support groups, 69 social events, and delivered 74 educational presentations. We are extremely blessed with the incredible staff of PAA, every one of whom had a hand in achieving these milestones. Thank you all.

Through the summer and fall of 2024, PAA will undertake a review of its strategic priorities with an eye to the next ten years. We know the rate of diagnosis for Parkinson disease will continue to increase. How will Parkinson Association of Alberta continue to meet the needs of this growing population? We look forward to connecting with various stakeholders throughout the process and sharing a vision we can all be proud of.

With our sincere gratitude and well wishes,

SNAPSHOT

# REVENUE

## Events & Sponsorship

\$606,474

## Donations & Bequests

\$656,291

## Grants

\$237,756

## General Revenue\*

\$220,698

## 2023 Revenues

# \$1,721,218

# EXPENSES

## Client Services

47%

## Fundraising & Awareness

26%

## Administration

22%

## Research

5%

\*Includes rents, memberships and other client revenues.

# OUR IMPAACT



More than

**11,000**

Individuals found support by reaching out to Parkinson Association of Alberta

**2,391** Active clients

**815** Members

**418** New clients

**235** Support groups with more than **2,650** attendees

**1,014** Occasions of individual / family support for a total of **444** hours

**3,518** Outreach calls totaling **142** hours



# OUR COMMUNITY CHAMPIONS

Our sincere thanks again go to the many individuals, corporations and foundations who make it possible for Parkinson Association of Alberta to provide meaningful support, programs and education.

The following lists recognize donations and grants of \$1,000 or more received in 2023.



# INDIVIDUAL DONORS

William Aaron  
Wayne Adams  
Robert Ainsworth  
Brain Banks  
Ashok & Kanchan Bhasin  
John Blackstock  
Kelly Body  
Mark & Tracy Brunelle  
Wendy Brunelle  
Brian Bullen  
Jeff Burnell  
Patricia Carey  
William Caton  
Robert Chapman  
Barbara Clark  
John Coleman  
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Rodney Deneve  
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Lori Egger  
Ann Asterer  
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Eleanore Goulet  
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Thomas Harrison  
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Anne Hooper Johnston  
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Joan Isaac  
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Al Pickard  
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Jana Prentice  
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Monty Schneider  
Donald Schumacher  
Monica Sloan  
J. Crawford Smith  
Joe Spear  
Oksana Suchowersky  
Delmer Sunderland  
Harvey Thal  
Dan Thorburn  
Chris & Susanne Underwood  
Doug Victoor  
David Walker  
Deborah Wheeler-Gilchrist  
Harvey Wiehler  
Roy Wilson  
Ralph Woessner  
Sunny Wong  
Gregory Zeschuk

# FOUNDATIONS & CORPORATIONS

ATCO Epic

Gordon & Diane Buchanan Family Foundation

Davies Family Charitable Giving Fund  
c/o Strategic Charitable Giving Foundation

Chadi Family Foundation

COBS Bread 130th Avenue Bakery

Cremona & District Community Chest

David M Langelier Professional Medical Clinic

Displayco Canada

DMR Mechanical Services Ltd.

D & V Lawrence Family Fund

Edith Cavell Chapter 25 Order of the Eastern Star

Edmonton Community Foundation

Engineered Air-Resman Community Services

Equitable Bank

Grant Thornton Foundation

Hillhurst Rebekah Lodge 1160 I.O.O.F

Home Instead Calgary

Holy Spirit Charitable Society

Jewel Rebekah Lodge #25

Karen Strawn Samis & William Samis Fund  
through the Victoria Foundation

Livewire Puzzles

Mann McMahon Legacy Fund

Patrick E Fuller Foundation

Raymond James Canada Foundation

Rock Solid Nitrogen Services

Roger Dootson Charitable Foundation

Ross McBain Charitable Gift Fund

Serv-All Mechanical Services Ltd.

UFA Cooperative Ltd.

Unifor Local 658A

# GRANTS

Abbvie Pharmaceuticals  
ARTA Charitable Foundation  
Calgary Flames Foundation  
Canada Summer Jobs Program  
City of Calgary  
City of Grande Prairie  
City of Leduc  
City of Lethbridge  
Government of Alberta  
Government of Canada - Scaling Up For Seniors  
New Horizons for Seniors Program  
Northwestern Alberta Community Foundation  
Petro-Canada Caretakers Foundation  
Strathcona County - Social Framework Grant  
Totem Charitable Foundation  
UFA  
United Way of South Eastern Alberta  
Westjet Community Investment Fund

# VOLUNTEERS

From events and facilities, to office help and our Board of Directors, plus everything in between, our work would be greatly diminished without the investment of time and talent made by volunteers.

Across Alberta, more than 120 volunteers contributed over 1,000 hours to the our Mission and Vision. We thank you all!

# YOUR IMPAACT

Our connection with the Parkinson Association of Alberta has played a significant role in our lives since Ray was diagnosed in 2015.

It took us two years before we decided to attend the Cochrane support group, and it's two years we wish we could reclaim to have been more involved. Since our first meeting, we regularly attended the support groups, discovering how each of us face similar challenges while experiencing Parkinson's in unique ways.

I immediately found comfort in the support groups because it wasn't just for people with Parkinson disease. Everyone had a loved one with them and I quickly found out that it's also a space for the care partners to share experiences and challenges from their perspective. Although Ray is the one who is diagnosed with Parkinson disease, it is OUR disease.



Apart from the support groups, Ray benefitted from various programs like dancing and singing. Exercise was great for Ray, you would always find him moving. The **Step 'n Stride** walk was great for Ray to not only find a way TO provide exercise in his day, but also being surrounded by the love and support of our friends and family.

Parkinson Association of Alberta connected us with valuable resources that helped us get the most of understanding Parkinson disease. We participated in a two-year research project with the Hotchkiss Brain Institute and we attended the **Hope Conference** every year to hear the latest research from all over the world. We always felt inspired after the conferences as the research topics helped us understand the disease more and find hope that one day there will be a cure.



The support, connections and resources we've found through Parkinson Association of Alberta has given me the strength and resources to care for Ray. As his condition progresses, our reliance on family and home care grows, but we find comfort in knowing that PAA will always be there to offer support.

**Fran & Ray Howell**  
Cochrane, Alberta



## SEPTEMBER 9TH & 10TH

2023 was the 11th anniversary of our Step 'n Stride, with more than 1,200 participants taking part in our most important, and largest, fundraiser of the year.

Across Alberta, and even beyond, amazing people stepped up to walk with or for a loved one living with Parkinson disease, either at their local events, or wherever they happened to live, and helped us raise nearly \$400,000!

The incredible enthusiasm, passion, energy and generosity continues to humble us, and remind us that our Parkinson's community supports each other, however they can, and supports us as well.

Thank You!

Thank you to everyone who participated  
in our 11th Annual Step 'N Stride walk for Parkinson's.

Congratulations to our top 5 TEAMS!

## THE STRIDERS

**Team Captain: Ron Bing**

\$47,321 raised

## TAISIES DAISIES

**Team Captain: Angela Chau-Gado**

\$19,975 raised

## TEAM MONTY

**Team Captain: Monty Schneider**

\$15,805 raised

## PCLERS4PARKINSON'S

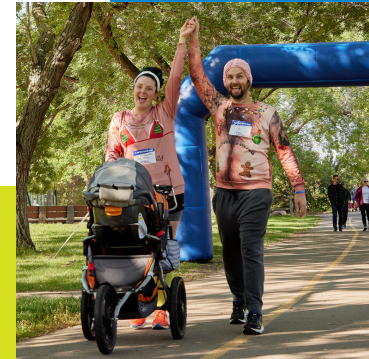
**Team Captain: Ceilidh Whelan**

\$13,910 raised

## THE VICTOOR TEAM

**Team Captain: Shauna Robertson**

\$9,100 raised



## GET INVOLVED WITH OUR PARKINSON'S COMMUNITY

TOLL FREE: 1-800-561-1911

WWW.PARKINSONASSOCIATION.CA



“ You don't  
feel alone.

You do not feel like  
you are in this  
alone ”

- Maureen Coleman,  
Care Partner

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