

# dementia connections

## 1st Annual Impact Report

October 2020 to September 2021

Incorporated as  
BC Benefit Company



### Mission

Dementia Connections Canada Ltd is a social purpose company on a mission to amplify the voices of people impacted by dementia and to share expert advice about living well with dementia.

### Key Impact #1

April to September 2021

- Widely shared evidence-based information to improve the lives of people with dementia & care partners
- Reported first-hand accounts about the impacts of living with dementia to increase understanding & decrease stigma surrounding dementia

# 85

## Articles Shared

Voices of Lived Experience  
Expert Advice  
Need to Know  
New Resources  
Research Updates



14 articles



22 articles



19 Print



66 Digital



20 Audio

#### Social Media

Growing following  
in Canada + US



#### Connections Newsletter

Average Open Rate  
**67.04%**  
Industry Standard 22.89

## 2x/month

#### New Website

**7500+** Visitors  
**27,000+** Page Views  
Organic Traffic



### Key Impact #2

- Built collaborative relationships within the global Dementia Community among readers, researchers, not-for-profits, journalists & other stakeholders
- Supported the work of others to help people living with dementia & care partners live well



#### Cross-Sector Collaborations

**2** Research-based  
Resources Awareness

**4** Event Promotion  
Partnerships

**30** Innovative Products  
& Services

# \$155,000

## Complimentary Advertising Provided

Print/Digital



**2** Editorial Assistant Interns  
Employed & Mentored

### Next Steps

- build a sustainable business model
- develop Special Editions
- expand partnerships & collaborations
- hire full-time staff