

# Alzheimer Society

DURHAM REGION



**Annual Report** 2019-2020

SUPPORT. EDUCATION. COMMUNITY.

# Executive Statement

2019-20 was a year we will all remember with a mix of emotions. As we moved through the second year of our strategic plan, positive outcomes in all five of our strategic priorities were achieved.

The Alzheimer Society of Durham Region (ASDR) was able to reach more than 12,952 individuals through our support programs and educate more than 2,503 persons living with dementia, care partners, family members, health-care professionals and members of the general public. Our social/recreation programs grew as we engaged more persons living with dementia in activities which allowed people to live well while living with dementia. We connected people facing the uncertainty of dementia to the support they needed during the most challenging time of their lives.

Early in the year, ASDR became an active partner in two Ontario Health Teams (OHT) — Durham OHT and Eastern York Region North Durham OHT. In collaboration with our community health partners and people with lived experience, as well as caregivers, the OHTs will provide a new approach to organize and deliver care in our community, providing seamless supports throughout the continuum of care. As the OHTs mature, health-care providers will work as one coordinated team to meet the needs of those living with dementia and other health-care needs in OHTs across the province. ASDR will continue to be a voice for the needs of those living with dementia within the OHTs.

We continued to see growth in the demand for our services. Through innovation and partnerships with our community partners, ASDR continues to respond to the changing needs of our clients. As you read through our annual report, you will see all of our accomplishments and the lives impacted. However, there is still much to be done before we can say that Durham Region is a dementia-friendly region. We will continue our work within Durham's municipalities and our business community to ensure those living with dementia may continue to lead their lives with the support needed to do so.

As we closed out the year, COVID-19 arrived and changed the landscape of how ASDR was able to provide support. Life for those living with dementia and their care partners became even more challenging. We quickly pivoted our services to virtual platforms to allow us to stay connected to all who were facing the isolation caused by the pandemic.

Thank you to our donors, volunteers, staff, community partners and funders for your continued support of our Mission. Every dollar raised or donated, every hour volunteered and every gift you made had a direct impact on the lives of those living with dementia in our community.



Denyse Newton  
Chief Executive  
Officer



Bob Baker  
Chair, Board of  
Directors



# 2019-2020 Strategic Priorities

## Targets and Goals Reached

### EXPAND OUR REACH AND IMPACT

- ✓ Expanded our reach and support within Durham's Francophone community
- ✓ Developed online public education training
- ✓ Increased referrals from Primary Care and Specialized Geriatrics

### SUPPORT RESILIENCY THROUGH PEER CONNECTIONS AND MENTORSHIP

- ✓ Development of peer support model for Care Partner Support groups
- ✓ Dementia Champions trained to advocate with local politicians
- ✓ Utilization of technology to connect people

### INNOVATIVE, CLIENT-DESIGNED PROGRAMMING

- ✓ Expanded Young Onset Dementia Adult Day Program
- ✓ Co-design of programs with persons living with dementia and care partners
- ✓ Recreational programming that is innovative and fun
- ✓ Online support groups for care partners

“You made a lovely call to my mother regarding what supports the Alzheimer Society can offer at this time. It was very nice of you. To be honest, you are the only organization, who has reached out from all of the organizations we are connected with.  
Thank you for always being so kind!”

First Link® client

### ADVANCE A SUPPORTIVE AND KNOWLEDGE-BASED DEMENTIA-CARE NETWORK

- ✓ Become the Dementia Trainer of Choice
- ✓ Development of an alliance with community support-sector partners
- ✓ Active leadership roles in two Ontario Health Teams

### ENHANCE THE EXCELLENCE, CAPACITY AND SUSTAINABILITY OF ALZHEIMER SOCIETY OF DURHAM REGION

- ✓ Revenue sources expanded
- ✓ Client Advisory Committee to support quality improvement
- ✓ Advanced technology utilization

# Education

Our Public Education team hosts a variety of workshops, seminars, training and education sessions for people living with dementia, care partners, health-care professionals and community partners.



In addition to our full slate of First Link® Learning Series sessions, community presentations and workshops for health-care students and providers, we've had a very busy year.

Our Virtual Dementia Tour® (VDT) was offered to a diverse group of individuals, from family care partners to hospital nurses, community organizations, municipal politicians, PSWs and dental students. In total, we ran 23 VDT sessions.

We opened up a new Public Education-Technology position, which allowed us to explore exciting initiatives, including 1:1 online coaching and helped prepare us for virtual service delivery.

We launched a U-First® for Care Partners pilot program in collaboration with Hillsdale Estates Adult Day Program.

Our *Much Too Young* film screening for young carers in collaboration with Ontario Tech University was a resounding success.

For the first time in ASDR history, we offered our First Link® Learning series and Care Partner Support Social Group in French: Premier Lien and Premier Lien Aidant and Parlons à Coeur Ouvert – Groupe Sociale.

We planned and implemented French Language Services workshops for public education on Dementia Awareness, Brain Health and the Virtual Dementia Tour®.

We also established significant relationships with other French-speaking service providers in the region, such as CMHA, COFRD, LA PAROISE Assomption, Adult Day Program etc.

“Loved the amount of information provided - incredibly relevant and helpful for my personal situation. Thank you.”

*Options for Care participant*



## Social and Recreation

Spread throughout all municipalities of Durham Region, our programs are open to both those persons living with dementia and their care partners. Our programs offer participants enhanced physical and emotional benefits, including increased confidence, a sense of accomplishment and social and intellectual stimulation from meeting new people and visiting new places.

In all, we had a busy year, offering art programs, horticultural programs, Walking Buddies, Breakfast Clubs, Brain Waves Café, Minds in Motion® and our intergeneration choir performed for the fifth time with students from O'Neill CVI.

In partnership with Baycrest and Canada's National Ballet School, we launched a Creative Movement program, which offered both standing and seated dance moves to provide a creative and artistic outlet in a safe and accessible environment that was a lot of fun.

We finished the mural in our new Recreation Room. The mural was completed with the help of our Young Onset Adult Day Program participants.

Minds in Motion® classes were a big hit once again this year, with full classes and participants returning multiple times. We also celebrated a big milestone in our Bowmanville Older Adult Association Minds in Motion® class. One of our participants turned 96! The Alzheimer Society of Ontario suggested it might be the oldest person to have ever taken a Minds in Motion® class.

We are grateful for the generous contributions from our incredible volunteers. Several volunteers even took on leadership roles in our Brain Waves Café and Breakfast Clubs. And for the first time, we had two Durham College coop students, one in the winter/spring and another in the fall, who contributed greatly to our outreach and programming.



# Support Services and Groups



## Family Support Services and Groups

Our Family Support Team provides individuals living with dementia and their families varying levels of support depending on individual need. From coping techniques to therapeutic counselling, our First Link® Care Navigators and Counsellors provide assistance and support to those living with dementia and their care partners. Our trained staff offers individuals living with dementia and their families a comprehensive overview of dementia, health-system navigation and care planning and provides overall support on their journey with dementia.

Throughout Durham Region, we support persons living with dementia and their care partners via home visits, office visits and virtual visits (both online and by phone). We also utilize three satellite offices to support those living with dementia and their care partners in North Durham.

This year, we established navigation and counselling (case management) streams to provide additional

support to persons living with dementia and care partners throughout their entire dementia journey.

Care partner support groups run monthly throughout Durham Region, and this year, we were pleased to be able to launch our first French Care Partner Support Group.

We also continue to utilize our strong and compassionate volunteers, who run volunteer-led care partner support groups to increase our reach and delivery of programs.

## MINT Memory Clinics

Our MINT Memory Clinic Team (previously Primary Care Collaborative Memory Team) helps family doctors care for their patients by completing specialized memory assessments and plans for care. This team works together with specially trained physicians to provide early diagnosis, treatment and support for daily challenges associated with memory concerns.

# Support Services and Groups

This year, our team continued to support three MINT Memory Clinic locations within Durham Region and Scarborough, as well as completing home visits in the community. Over 700 individuals were seen by the MINT Memory Clinic Team this year, with over 20 per cent receiving a diagnosis of dementia or mild cognitive impairment (MCI).

Our MINT Memory Clinic Team worked closely with our Family Support and Public Education Teams, delivering specialized workshops targeting specific types of memory impairment and dementia, including MCI and Lewy Body dementia.

## Enhancing Care (EC) Program

The EC program is a specialized therapeutic training program that is designed to address the needs of family and other unpaid care partners. This program provides practical skill-building and emotional support to help care partners deal with the stress and complexities of caregiving.

This year, as part of the EC Program, we offered CARERS (Coaching, Advocacy, Respite, Education, Relationship, Simulation) and TEACH (Training, Education, Assistance for Caregiving at Home) developed by the Reitman Centre, Sinai Health System in Toronto. We ran over 10 different groups and expanded our delivery of this program at sites in

Whitby, Bowmanville, Uxbridge and Port Perry.

Our Dementia Care Partner Counsellor also facilitated followup groups and provided individual psychotherapy-based intervention to those in need of additional support.

## Young Onset Adult Day Program (ADP) – “The Friendly Place”

Our Young Onset Adult Day Program is for persons diagnosed with dementia prior to age 65. This year, participants attended either once or twice per week, each with a full day of activities and programs. Our members enjoy co-designing the activities, which include community outings (museum tours, lunch outings, bowling) and activities held within our designated ADP space (musical guests, woodworking, games, group cooking and exercise classes).

Due to COVID-19, we had to quickly transition our ADP online via Zoom at the end of March. Our members continue to join virtually and enjoy the social connection and activities run twice per week by our dedicated staff.

“You researched information to help me with decision making, you provided understanding and compassion, you assisted with clarification of key messages and you offered support and advocacy. I am running out of ways to express our gratitude. I am simply going to ask you to please accept our heartfelt thank you.”

Brian, Care Partner



# My Dementia Journey: A Care Partner's Perspective



## John's Story

Audrey's family had a long history of dementia. On her mother's side, her mother, her grandmother, at least three of her sisters and several cousins were all diagnosed with dementia. While a family history is no guarantee you will develop Alzheimer's disease or other dementias, it does increase your risk. So, when Audrey's husband, John, received the news of Audrey's diagnosis at the early age of 69, while not unexpected, he was nonetheless devastated.

It was certainly a shock," says John. "First denial, then reluctant acceptance. I was devastated, but the kids rallied to assist me in every way possible as did my extended family. This wonderful, smart, talented woman started to withdraw from activities she once loved such as ceramics, knitting, cooking and card playing," he recalls. "In the ensuing three years,

Audrey continued to decline in numerous ways."

John is now a passionate supporter of the Alzheimer Society of Durham Region (ASDR). He was the top fundraiser for the IG Wealth Management Walk for Alzheimer's in 2019 and continues to help raise awareness for those living with dementia.

"For many years, I had been a donor to the ASDR's fundraising campaigns, but when Audrey moved into Taunton Mills, I became aware of the Walk for Alzheimer's," explains John. "For the past two years, I have put a real effort into raising funds for the Walk, which helps to make people more aware that this is a disease, not to be stigmatized, but treated as any other disease."

John knew that Alzheimer's disease would be a part of their lives and that Audrey would continue to slip away a little at a time. Caring for someone living with dementia can be difficult. For John, learning to ask for and accepting help was tough.

"If I could offer one piece of advice ... if it's happening, don't try to deny it; it's real," says John. "It's not going to go away. I was raised by a loving family in a generation that was told to 'suck it up,' so, I didn't ask for help. Wrong. Seek help. I know, in hindsight, I should have sought help from the Alzheimer's Society. So, don't be like me."

Despite Audrey's move into long-term care, John knew there were still great days the couple would share together.

"The one thing she continued to enjoy were car rides," says John. "Nowhere in particular, just an outing. It would give her great pleasure and make me feel I had accomplished something."

John and Audrey learned to live with the challenges of Alzheimer's disease with the support of their family and friends.



# My Dementia Journey: A Daughter's Perspective

Christine's dementia journey began when she started noticing small behavioural and cognitive changes in her mom, Audrey.

Audrey began misplacing items and forgetting conversations, often repeating herself without realizing it. She also started withdrawing from tasks that she was typically adept at performing such as entertaining guests, cooking and banking.

"It's difficult to pinpoint exactly when the disease began, as we probably ignored or wrote off many of the signs, as we didn't want to admit it was happening," says Christine.

Audrey was diagnosed with Alzheimer's disease when she was 69 years old.

"My mom was the matriarch of our family; we relied on her for support and were used to her being our rock when we needed one," says Christine. "We now had to become her support system. My father took over the household tasks of cooking and cleaning and us, her children, supported her in whatever way she needed to maintain her daily life as closely as possible, so others wouldn't see how impacted she was (hairdressers, nail appointments, entertainment, driving, bathing, dressing, etc)."

It was a trying time for the family.

"The biggest challenge for me was her frustration and aggression. She wasn't able to acknowledge her diagnosis nor accept help, including from family members," recalls Christine. "It's difficult to remain calm and understanding at all times, but try and be patient. It sounds simple but it's probably the most difficult task when dealing with this diagnosis."



## Christine's Story

Fortunately, the Alzheimer Society of Durham Region was there to help.

"It's important to seek help early, as it can be a long process to get the help you need," advises Christine. "I first visited the Alzheimer Society of Durham Region shortly after my mom's diagnosis. They were helpful in providing resources and suggestions for us as caregivers to avoid burnout. They also kindly followed up with me by phone to ensure we were managing."

Despite the challenges a dementia diagnosis brings, there were still good days.

"The greatest reward was when Mom was happy and smiling," says Christine. "A great day would have been when she was dressed and able to have a calm day. Even though she couldn't communicate well, if she was happy...we were happy!"

# My Dementia Journey: An Employer's Perspective



## Jeff's Story

As a socially-conscious employer, J.J. McGuire General Contractors Inc., in Oshawa has been supporting local charities since 1987. One of the largest general contractors in Durham Region, the company has crossed paths with the Alzheimer Society of Durham Region many times.

"We (J.J. McGuire) have supported the Alzheimer Society of Durham Region (ASDR) for the past several years and are happy to continue doing so," says President Jeff Robinson. "We are grateful for the work the ASDR team does and the support, education and programs they provide to help manage this devastating disease and the profound impact it has on families and friends."

Jeff has seen firsthand the challenges of a dementia

diagnosis, including employee and close friend Christine Moreira, Project Manager at J.J. McGuire, whose mother, Audrey, was diagnosed with dementia

"I know several people who have had family members live with dementia, and I've witnessed the impact the disease has had on them as care partners. Christine's mom was diagnosed with Alzheimer's disease and it has deeply impacted her and her family, whom the company has been very close with over the years."

J.J. McGuire understands the importance of fundraising and has supported the ASDR and its mission to improve the quality of life of people living with Alzheimer's disease or other dementias and their care partners.

"As with all education, the more we know the better prepared we are to understand the symptoms and the impacts of dementia," says Jeff. "ASDR does an extraordinary job and plays an important role in education and support for those living with dementia and their families. Fundraising helps keep the momentum going."

As a local business, J.J. McGuire knows how important it is to raise awareness about Alzheimer's disease and other dementias in the community.

Jeff agrees, "It's essential to reduce the fear and stigma surrounding the disease and to know we're not alone on the dementia journey."

*“It's essential to reduce the fear and stigma surrounding the disease and to know we're not alone on the dementia journey.”*



# Impact in Durham Region

## TOTAL INTERACTIONS

**12,952**

Persons Living with Dementia and Care Partners



Registered clients

**2,016**

Non-registered clients

**3,002**

## FAMILY SUPPORT

# of 1:1/Family Support visits

**3,067**

# of support groups facilitated

**126**

# of people attended support groups

**1,027**



## PUBLIC EDUCATION

# of education sessions

**151**

# of group participants

in attendance at public education events

**2,503**



## FRENCH LANGUAGE SERVICES

# of education sessions

**26**

# of group participants

in attendance at public education events

**716**



## MINT MEMORY CLINICS

# of individuals served

**724**

Clinic locations

**3**

# of visits

**1,965**



## SOCIAL AND RECREATION

TOTAL # of participants

**291**

# of different programs offered

**10**



# IG Wealth Management Walk for Alzheimer's

Over  
**\$90,000**  
Raised!



The IG Wealth Management Walk for Alzheimer's is Canada's biggest fundraiser for Alzheimer's disease and other dementias, taking place in over 400 communities across the country. In 2019, Canadians participating in the Walk raised a record \$6.2 million. In Durham Region, over \$90,000 was raised! These funds go toward local programs and services that improve quality of life for people living with dementia and their care partners, as well as support awareness and education about dementia.

**420**  
Participants!

**IG WEALTH MANAGEMENT**  
**WALK FOR ALZHEIMER'S**

Presented by:

*Tim Hortons.*

## Media Sponsors:

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## Thank you to all our sponsors!

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## Community Fundraising

From book sales, to auctions, lotteries, walks and paint nights to elegant dinner and dance events, individuals and corporations continue to host a variety of events to raise money for people living with dementia and their care partners in Durham Region. This past year, our community partners raised over \$54,000!

For its final year, the DRPS K9 Unit once again created and sold charity calendars benefiting three local charities, including the Alzheimer Society of Durham Region. In the last six years, the K9 Unit has raised over \$200,000.

L'Amicale Du Centre Communautaire Francophone presented their Hockey Heroes benefit game, with a portion of the proceeds benefiting the Alzheimer Society of Durham Region. The game featured the Montreal Canadiens Alumni and the Toronto Maple Leafs Alumni at the Tribute Communities Centre in Oshawa.

Over  
**\$54,000**  
Raised!







## Special Events



Night, we launched our 20 Days of Giveaways, featuring prizes valued at over \$14,000, including a grand prize travel voucher worth \$3,000. The giveaway was an exciting first for ASDR and raised over \$29,000!

Municipalities across Durham Region proclaimed January 2019 as Alzheimer’s Awareness Month. The Region also helped us raise awareness of Alzheimer’s disease and other dementias by hosting a special flag raising ceremony at the Region of Durham headquarters.

This past year marked 40 years of service at the Alzheimer Society of Durham Region (ASDR).

To celebrate, we held our 40th Anniversary Community Night, featuring keynote speaker Dr. Samir Sinha, Director of Geriatrics at Mount Sinai, who provided an impactful presentation on Dementia: Moving Towards a Cure. The night was a resounding success with dignitaries, community partners, staff and clients in attendance. All enjoyed hors d’oeuvres, live music and special 40th Anniversary cupcakes.

Leading up to our 40th Anniversary Community

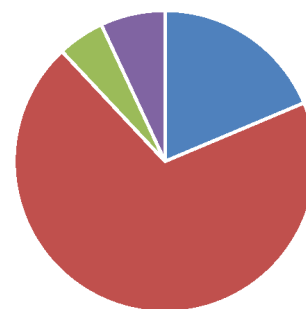




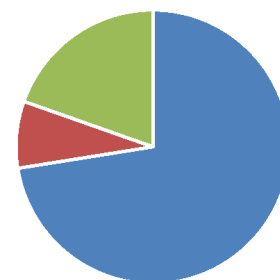
# Financial Report

## Statement of Operation For 12 Month Period Ended March 31, 2020 (in dollars)

REVENUE	2019	2020
Support from the Public	447,699	541,102
Government Health Programs	1,859,616	2,010,853
Provincial Grants & Other Income (1)	303,166	146,249
Unrealized gain (loss) on Investments (2)	58,678	-201,269
<b>Total revenues</b>	<b>2,669,159</b>	<b>2,496,935</b>



EXPENSES	2019	2020
Programs and services	2,081,152	2,123,883
Fundraising	85,512	231,500
Administration	433,075	574,767
<b>Total expenses</b>	<b>2,599,739</b>	<b>2,930,149</b>
<b>Excess (deficiency) of revenue over expenses</b>	<b>69,420</b>	<b>(433,214)</b>



(1) In 2019, the society earned the final instalment of their Ontario Trillium fund grant (\$156,730)

(2) As a result of the COVID-19 pandemic, in common with many not-for-profits, the Society experienced a decline in their investment portfolio. The Board of Directors of the Alzheimer Society of Durham Region has policies and reserve funds in place to ensure adequate resources are available to manage current and future deficits.

Complete audited financial statements are available at [www.alzheimerdurham.com](http://www.alzheimerdurham.com)

# Alzheimer Society

DURHAM REGION

DONATE TODAY

[www.alzheimer.ca/durham](http://www.alzheimer.ca/durham)

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