

Annual Report to Members 2019-2020

It is our pleasure to report that the Alzheimer Society of Muskoka (ASM) has continued to make great progress and growth in our programs and services. The end of this year will always be remembered as the COVID 19 pandemic year as it changed the world and our program and services. Even with the quick onset of COVID 19 pandemic in March, 2020, ASM transitioned quickly to virtual platform delivery when we suspended our face-to-face programs and services. Staff and volunteers did an incredible job of adapting by working from home, getting set up with Zoom and OTN technology and working with clients to ensure continued educational opportunities, client social programs and support groups. For the well being of our clients and their families we knew we had to continue to deliver our programs and services using our creativity, and flexibility to quickly find solutions.

After completing our fourth year of our 5-year strategic plan, we are proud to share how our operational activities over the past year closely aligned with the strategic directions of:

1. *Revenue Development*
2. *Service Capacity and Quality*
3. *Organizational Effectiveness*
4. *Integration with Health Care Partners*

Here is an overview of some of our accomplishments since last year's AGM:

1. REVENUE DEVELOPMENT: We had another successful year in fundraising and fund development increasing our revenues from non-government sources. Here are some highlights:

- Last June was busy as we hosted two Walks for Alzheimer's along Hunter's Bay Trail and at Kerr Park, raising over \$36750 in walker revenue and Corporate sponsors. This is an increase of \$4250 from the previous year. Through work done at the Alzheimer Society of Canada, **IG was acquired as the title sponsor for the Walk for Alzheimer's across the province.** Our Resource Development Coordinator worked with BMLSS grade 12 Leadership course to make t-shirts as well as the Monck Public School Jazz band who provided entertainment.
- The fourth Annual River Poker Run was successful, raising over \$7040 in net proceeds. Included in that revenue was a grant from the Town of Bracebridge who contributed \$1500.00 towards our event.

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- ASM was very excited to receive \$8556 in proceeds from the Tim Horton's Smile Cookie Campaign. A big thanks to Keven Francis and the Tim Hortons's of Bracebridge.



- ASM's Holiday Direct Mail Campaign was initiated approximately 4 years ago through the assistance of ASC. In the first campaign (2015) we had 92 card recipients and our list has grown to 571. We raised \$6100 compared to \$3760 last year.
- Giving Tuesday is also seeing increase in momentum with over \$1370 in online donations.
- Monthly giving has increased from 0 to 6 donors in the past 5 years. Unlike many charities who continue to report donor fatigue individual donations and memorial gifts continue to grow each year exceeding our budgeted targets.

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- We were pleased to accept funding (\$11,300) from the Ministry of Seniors and Accessibility to expand our Finding Your Way® program. Our Finding Your Way online and in person training program enables emergency responders, families, community service providers and the public to help prevent, identify and respond to missing person events. This year's funding locally supported additional training and education. With this funding, the play "I'm Still here" was delivered by the Estelle Craig Act II Studio at Ryerson University at the Algonquin Theatre in Huntsville. The drama on living with dementia stems from extensive academic research.



(Pictured below, Minister Cho and MPP Norm Miller during their visit to ASM).



- ASM was also very grateful to receive a \$15,000 bequest in May 2019 from the estate of Eileen Vincent Wilson.
- Additional grants applied for and received included the Walmart Community grant, McConnell Foundation and the Muskoka Community Foundation (Louden Family Trust Fund).
- We applied for NSM LHIN Year End one-time expenditure requests. Our request was granted for \$7161 to help support, IT equipment and software, staff training and furniture. All monies had to be spent by March 31, 2020.
- Advanced Care planning education occurred where planned giving materials were distributed.
- One key achievement was the successful recruitment of a dedicated Fund Development Officer which is a role shared with the Alzheimer Society of Simcoe County. Sandy McNevin joined our team in the New year working with ASM 14 hours a week.

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2. SERVICE CAPACITY & QUALITY:

ASM also focused this year on ensuring meaningful support while meeting the increasing number of clients and acknowledging the importance of quality improvements to the delivery of services. Multiple metrics and evaluations were completed to guide our quality improvement initiatives. With the help of many of our volunteers, here are some highlights:

SOCIAL PROGRAMS:

- The Minds in Motion program continued another successful year of collaboration with the Alzheimer Society of Simcoe County. Across both regions the number of sessions offered increase by 15% and the number of group attendances grew by 30%. This community based 8 week program reported a reduction in social isolation for many participants and the promotion of social connectedness. We offered 95 sessions with 923 participants.
- Our holiday social had approximately 85 in attendance. The format was changed from the previous turkey luncheon to a drop-in, meet and greet with live music, Heather Douglas photography, a craft table, sandwiches and cookies. The change in format was made due to increasing difficulties to advertise and be inclusive to all clients of ASM. Completed evaluations and feedback confirmed that the event was equally enjoyed by both new and former attendees.



- Our volunteers hosted weekly Drop-In's. While Drop in's in Huntsville and Bracebridge remained status quo, due to volunteer availability and attendance numbers, Gravenhurst was discontinued and a new drop in program in Parry Sound was initiated. These three weekly drop-ins, combined with our Company of Good Cheer dinners across Muskoka, had an attendance of 1196.
- The Alzheimer Society of Muskoka Music iPod Program and the Resource and Borrowing Library continues to be used and supported by our volunteers.

VOLUNTEERS:

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- 70 volunteers made considerable contributions to our success and invested more than 1810 hours. Our annual Volunteer Appreciation event was June 20th celebrating the incredible work of our volunteers. Ann Knight was recognized for her 30 years and Jane Yantha for the most hours contributed in one year, over 250 hours not including her travel time.
- A volunteer satisfaction survey was completed at the end of June. In terms of aspects of volunteering that they enjoyed, all answers were extremely positive including one volunteer who wrote "I love to see the twinkle in their eyes when they are reminiscing, or they can dance or sing along to the music". "The program is amazing and I love the organization. The staff are passionate about the work they do to support people dealing with AD". Overall the report was positive with the only suggestions of getting t-shirts for volunteers, having more structured plans and to keep raising awareness of the need for volunteers.



SUPPORT SERVICES:

Our Family Support Coordinator and First Link Care Navigator provided dementia supportive counselling services to clients through face-to face visits in our office as well as over the telephone or email. As previously noted, at the end of the year, face to face was suspended and online programming was initiated.

Excellent service to our clients continued through supportive counselling and through the support of Lakeland Power and free use of their office, internet and copier presence in Parry Sound four times a month.

- ASM received 243 referrals last year. Through face to face visits and telephone contacts, ASM provided 1761 interactions with registered caregiver clients and 257 interactions with persons living with dementia, 619 interactions with non-registered clients. ASM had on their roster 653 registered caregiver clients and 130 clients that are persons living with dementia. Therefore, our total caseload of clients this year was 783 which is a 14.5% increase.

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- Our support groups continued to be a vital part of our services. 56 support groups were delivered with 347 participants. Our Support Counsellor collaborated with VON by offering our support groups at VON Day program. By preregistering, caregivers can now drop off the PLWD to the VON day program and attend the support group at the same time.
- Respondents to our First Link Referral Survey indicated a 100% satisfaction rate with ASM. 205 individuals were mailed surveys for client satisfaction and 29 surveys were returned reflecting a 14% return rate.

In addition to ASM's evaluation of First Link, the society participated in another robust provincial evaluation of FLCN services by the Alzheimer Society of Ontario and the Centre for Community Based Research which indicated the impacts of this service as strengthening over time for the majority of performance indicators. This evaluation is helping us understand the impact of the FLCN investment and will inform opportunities for improvement of First Link navigation and other Alzheimer Society supports and services. As part of the provincial evaluation, ASO also surveyed system partners for program effectiveness and findings were quite positive with suggestions as to what could help in the future.

EDUCATION/ADVOCACY:

- In education, we delivered 112 education events with an attendance reaching to 1662.
- For World Alzheimer's Day in September, the national campaign Go Blue for Alz was adopted locally. In support of our awareness campaign, Bracebridge Generation agreed to light up the Bracebridge falls blue.



- Once again, the Alzheimer Society of Muskoka assisted in the planning of the annual Dementia Conference in October 2019, who featured Teepa Snow, an internationally renowned dementia care expert over a 2 day period. This annual conference is hosted by the NSM Dementia Network.
- Our PEC was trained through Teepa Snow and delivered first Positive Approach® to Care (PAC), to family members in collaboration with the local Behavioural Supports Ontario team and the VON for respite. Teepa's care strategies and techniques look at what is known about brain function and changes that happen with various conditions and integrate that information with therapeutic approaches. These approaches foster positive outcomes, encourage alteration of in

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task expectations, and create supportive environments that match retained and available abilities of people living with various forms of brain change and deterioration.

- The Alzheimer Society of Muskoka continued to participate in system advocacy efforts at the provincial and federal levels to improve the quality of life of persons with dementia and their carepartners. The 2020 National Awareness Month Campaign was and continues to be a key focus of our public awareness activities. The campaign entitled “I Live with Dementia. Let me help you Understand” focused on tackling stigma and negative attitudes around dementia by letting persons with dementia do the telling. Awareness messages were shared through our website, e-newsletter, social media, the newspaper and YourTV.

3. ORGANIZATIONAL EFFECTIVENESS: Increasing efficiencies in operations was a goal again this past year. Below are some highlights:

- We were fortunate to have several active volunteers providing presentations to community groups, schools and caregivers and attended health fairs on behalf of the Alzheimer Society of Muskoka.
- Volunteers were used to help reach out and call clients whom we had not heard from in the past year.
- Nesdatrak continues as our main client file database system. Work continues around generating statistical reports from each of the program areas.
- Training opportunities continue to be a focus for staff, volunteers and board members. Trainings provided over the past year include (but not limited to): Making the Ask, Engaged to influence Leadership, ASIST (Applied Suicide Intervention skills training) MOCA (Montreal Cognitive Assessment), Action First Aid, ASiO FLCN conference, LHIN 9 hour Indigenous Cultural Safety training, ASiO Spring Federation Leadership Forum.
- Support Services policy manual from ASC was updated continues to be revised.
- Community Support Services evaluation was completed and the following quality improvement initiatives were implemented. Board evaluation, staff meeting evaluations and staff satisfaction surveys continue to be a standard to ensure ASM is on the right track.

4. INCREASED INTEGRATION WITH COMMUNITY AND HEALTHCARE PARTNERS: Increased integration with community and health care partners continued to be a top priority for ASM. By creating a more robust partnership between primary care, other health care, community providers and First Link, we played a crucial role in supporting the growing numbers of people with dementia and their unique needs. Here is what we accomplished:

- We were present at 51 Memory Clinics with Parry Sound Family Health Team and with the Cottage Country Family Health Team in efforts to expand access to integrated and coordinated care in the community. This is an increase from our previous 36 last year.
- We were also able to provide First Link educations and outreach to primary care staff in the community. Site visits included South Muskoka Memorial Hospital and Huntsville District Memorial Hospital as well at Home and Community Care. Increased education through Virtual Dementia Tours were offered to a wide range of health professionals including paramedics, NOSM medical students, hospital, and Cottage Country Family Health Team memory clinic.
- FLCN provided mentorship to the brand new FLCN for the province of Saskatchewan.

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- FLCN has started electronically sending out updates on dementia information through Mail Chimp minimally 4 times a year. This has been well received by our health care partners.
- In terms of community involvement, ASM continues to be at the following planning tables: North Simcoe Muskoka Community Support Services (NSMCSS), NSM Dementia Network, Senior Services Planning Table, Muskoka and Area Sub-region Planning Table, Muskoka Age Friendly Communities Working group, the NSM Seniors health Steering Committee, newly formed NSM LHIN Community Support Service Working Group.
- With new legislative changes in health care in Ontario, ASM continues to actively participate as a signatory in the Muskoka and Area Ontario Health Team (MAOHT) working towards delivering comprehensive, integrated care in the region.
- As we continue to increase public awareness and access to information about dementia and ASM service offerings, we are pleased to report that we have once again increased our Facebook posts with over 351 followers (12.5% increase from last year), and now have over 288 followers on Twitter which is an increase of 17% from last year. Instagram was also initiated in September 2019 with already 262 followers. Our digital e-newsletter saw a 7.5% increase in subscriber with 709 subscribers up 54 from last year.

Life does not end when Alzheimer's begins, you can live well with dementia!



Michael Provan
President



Karen Quemby, MA
Executive Director

Meet our Board and Staff

2019 – 2020 Board of Directors

Mike Provan, President
Rick Hallam, Vice President
Jim Larock, Treasurer
Dan Wyjad, Secretary
Don Chevalier, Director
Annette Allen, Director

2019-2020 Staff

Karen Quemby, Executive Director
Jessica Verbeek, Support Counsellor
Shawna Torkoff, Public Education Coordinator
Pam Leeder, First Link Care Navigator,
Trisha Soya, Resource Development Coordinator
Lynda Low, Minds in Motion Coordinator
Martha Coburn, Administrative Assistant
Sandy McNevin, Shared Fund Development Officer (with ASSC)