



# Alzheimer *Society*

S I M C O E C O U N T Y

2022-23 Annual Report  
to the Community



## **Our Mission**

To improve the quality of life of persons living with dementia, and care partners, through the provision of support services, education, social programs, and research support.

## **Our Vision**

Persons living with Alzheimer's disease and other dementias, and their care partners, live well and thrive in their community.

## **Our CARE Values**

Collaboration Accountability Respect Excellence



The Alzheimer Society uses the forget-me-not flower as a symbol to represent memory loss, one of the symptoms of Alzheimer's disease. It is a symbol to remember people with Alzheimer's disease or other dementias and their care partners. The three flowers represent the person with dementia, the care partner and the Alzheimer Society.

### **CONTACT US**

Main Office Location: 20 Anne Street South, Unit 3, Barrie, Ontario L4N 2C6

Hours of Operation: Monday to Friday 8:30-4:30 pm

By Phone: 705-722-1066 or 1-800-265-5391

Email: [simcoecounty@alzheimersociety.ca](mailto:simcoecounty@alzheimersociety.ca)

Website: [www.alzheimer.ca/simcoecounty](http://www.alzheimer.ca/simcoecounty)

Charitable Registration #: 11921 2116 RR0001



## Report of the Chairs

The success of any organization really comes down to the people. At the Alzheimer Society of Simcoe County, we are fortunate to have so many selfless volunteers, incredibly generous donors and event sponsors, and amazing, passionate and committed staff including our new CEO, Ann-Marie Kungl.

You have all made it possible to navigate through these challenging times and continue to provide excellent support, education and programs throughout our county. On behalf of the entire ASSC Board, we cannot thank you enough for everything you do.

Focusing on the future and the challenges ahead, we look forward to expanding existing programs, introducing new initiatives, and working closely with our many partners in the community to serve the needs of those living with dementia and their care partners.

We value the trust given to us by you as we, with our best efforts, serve the community of Simcoe County with the aim of exceeding all expectations.

We are confident that it will warm your heart to hear the work that the Alzheimer Society of Simcoe County team are accomplishing as shared by our CEO, through information and stories found in this Annual Report.

On behalf of the board of the Alzheimer Society of Simcoe County, - welcome to the 2022/23 Annual Report!

Warmest Regards,

*Karie Warnar & Betty Jones*  
Board Co-Chairs



## Report of the CEO



It is my honour to put a spotlight on many pride points we celebrated together over the last year through this report to the community. We are a team that leads with our hearts, and hand in hand with our Board's leadership, staff's tenacity and the dedication of our volunteers, donors and health system partners, we continued to make great progress strategic priorities.

It has been a year of significant change in our staff team and in our programming. We have grown, adapted and succeeded in offering greater access to service by maintaining a hybrid virtual and in-person program schedule. As a smaller charitable not-for-profit, with a nimble team of 17 staff, we supported over 1200 individuals and grew our base funding by over \$186,000 with the approval by Ontario Health Central Region of a permanent in-home recreation program.

We felt the incredible generosity of our community with over \$289,000 in revenue from donations, grants and fundraising efforts. Your funding support is a significant gift to us and is a critical enabler to our ability to help an increasing number of people that are reaching out to us. We have seen the highest referrals month over month for our support. Annually, we feel the pressure of needing to source approx. 40% of our budget, which is not covered through our provincial health care system. Your generosity is felt.

It is valued and it is changing lives across the County.

Part of the culture of our team is valuing and modelling person-centered care and that has always been a core value I share with the staff and our federation of Alzheimer's Societies across Ontario. I believe our CARE values are part of our positive community reputation, and it has served us well in partnership and in our resilience in finding ways to meaningfully connect to more individuals living with Alzheimer's disease and other dementias, and their care partners.

I hope you enjoy the approach we have taken in this report to showcase the voice of individuals we support and new innovative programs that are supporting caregivers. It is a joy to be part of this team and community. Thank you for the warm embrace. I am optimistic about the year that will bring news of medical treatments, and progress on our quality journey towards accreditation in 2024. In the words of my predecessor,

"Onwards and Upwards!"

Respectfully Yours, Ann-Marie Kungl

# What We Heard

Very informative sessions and I was pleased to take part in discussions. Facilitators were excellent (Education 8A's Series); I've learned a lot of useful strategies and would recommend these courses. There's great info - friendly group - lots of time for discussion/venting - a safe place to chat (Education - Next Steps).



*Clients reported being satisfied or very satisfied with service*

**My Mother has always been a happy, social person. Having someone who spends time with only her has helped bring back that happy lady. Our volunteer is a lively, happy and friendly lady who my mother looked forward to seeing. Thank you for this program – it has helped our family!**

“ This course was very well done. I am practicing the strategies I have learned and it is already paying off. Thank you! ”

**My 93-year father and I have been attending Minds in Motion for several years, and it has been a very positive experience for both of us. My dad really enjoys exercising and playing games, and Minds in Motion provides both of these activities in a safe and fun environment. For me, it's wonderful to have the opportunity to participate in something so enjoyable with my dad.**

**Before each Minds in Motion session, I say to him, *let's go have some fun*, and his eyes light up. Thanks Alzheimer's Society for providing such a valuable program!**

# About Us

As only 60% of our budget is provincially funded, fundraising and donations are critical to our ability to respond to the growing demand for our services year over year.



The Alzheimer Society of Simcoe County is a charitable not-for-profit community support service agency with a main office in Barrie. We support individuals across the County who are living with dementia (of any age), and/or are care partners of those living with dementia. Thanks to Ontario Health funding and generous donations, we are able to provide programs and services free of charge.



## Support Services



## Education Programs



## Social/ Recreational Programs



### REFERRALS

In addition to direct referrals in and out of region by health care providers, individuals living with dementia (of any age) and their care partners can make a self referral to the Society by calling 705-722-1066 to start the intake process with a member of our team.

The Society does not provide crisis services or conduct cognitive assessments/ memory tests.

## Client Served by Community

Sub-Region	% of current clients
Barrie & Area (Barrie, Springwater, Innisfil, Essa)	31%
Couchiching (Orillia, Oro-Medonte, Severn, Ramara)	21%
Southern Georgian Bay (Collingwood, Wasaga Beach, Clearview Township)	17%
North Simcoe (Midland, Penetanguishene, Tiny & Tay Townships)	8%
South Simcoe (New Tecumseth, Bradford West-Gwillimbury, Adjala-Tosorontio, 1/2Essa)	15%
Out of Area	8%

11

**\*\*Direct referrals result in service access 11 months sooner**



# By The Numbers

66

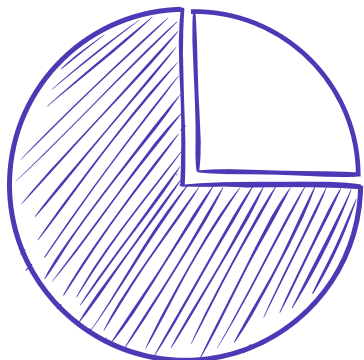
Average Number of New Referrals Per Month

16%

OF CLIENTS ACCESS MORE THAN ONE SERVICE

10,500

INDIVIDUALS IN SIMCOE COUNTY LIVING WITH ALZHEIMER'S DISEASE OR ANOTHER DEMENTIA IN SIMCOE COUNTY

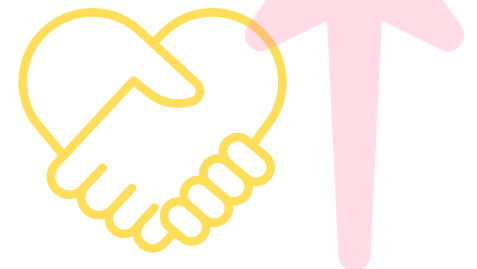


87%

OF CLIENTS ARE CARE PARTNERS; 13% ARE INDIVIDUALS LIVING WITH ALZHEIMER'S DISEASE OR OTHER DEMENTIAS

1,206

UNIQUE INDIVIDUALS SERVED (15% INCREASE FROM 2021-22)



# Program Expansion

## *In-Home Recreation*

Our team received \$90,255 to pilot an in-home recreation program and within the year, successfully attained permanent base funding from Ontario Health Central Region for 2 full-time staff members. Hannah and Jenna are our In-Home Recreation Coordinators covering Simcoe County to provide individualized activities for persons living with dementia in their own home.

Weekly visits occur over a period of 12 weeks which involve facilitated activities that will address social, physical, emotional, spiritual, cognitive, or vocational domains of wellness based on the needs of the persons living with dementia.

This free program has evolved to include volunteers trained to facilitate activities and provide social and cognitive stimulation to clients through scheduled visits. This innovative program also empowers care partners by teaching a variety of activities and caregiving strategies while also providing a respite support.

**\$186,510**

Base Funding



**\$90,255**

One Time (pilot)

*Hannah*



I'd like to say a special thank you to Hannah. I found her to be the perfect person for this position: bright and cheerful but never overpowering. She was willing to go for walks with me, which I preferred. We talked a lot, which for a person living alone, was manna from heaven. Hannah was a delightful person to be with and I looked forward to her visits with anticipation and joy.

Jenna is great- her sunny personality put both my husband and myself completely at ease as there was never any awkwardness for Mauna meeting someone new and I was able to leave the house knowing they were always engaged in an activity and getting along great. We will miss Jenna's visits and hope that we can participate in future programs. Thank you for the last 12 visits- I've appreciated them immensely.

*Jenna*







# YOU ARE INVITED TO JOIN OUR TEAM



Our volunteers, like Don, are incredible members of our team across Simcoe County, helping to improve the quality of life of persons living with Alzheimer's disease and other dementias, and their care partners. Thinking about ways to give back in your community? Let's connect to explore options that meet your interests.

**Email: [volunteer@alzheimersociety.ca](mailto:volunteer@alzheimersociety.ca)  
or call 705-722-1066 ext. 230**



## Ainsleigh's Experience

I decided to volunteer with the Alzheimer Society of Simcoe County's In-Home Recreation Program because I thought it was a great way to give back to my community and brighten people's lives that are affected by dementia. I graduated last year from the University of Waterloo with a Health Science degree, so I thought that I could use my knowledge of dementia for a great cause. So far, the In-Home Recreation Program has been a very positive and rewarding experience! Each week, I spend time with the person living with dementia that I was matched up with, and encourage them to be active, participate in activities, build a connection, and have fun with them. It provides a opportunity for the person living with dementia to socialize and keep their mind active. I'm really looking forward to the summer to spend more time doing outdoor activities, especially gardening, as I know my client enjoys it. Volunteering with the Alzheimer Society of Simcoe County has been a wonderful experience, I highly recommend it if you're looking to positively impact someone's life.

# Program Expansion

## Enhancing Care Program

In 2022–23 we had the wonderful opportunity to become one of 10 Societies to start to offer the evidence-based Enhancing Care for Ontario Care Partners Program for free in partnership with The Reitman Centre, Sinai Health System. The program goal is to help care partners manage the stress and complexities of caring for persons living with dementia by providing practical skill-building and emotional support to help care partners deal with the stress and complexities of caregiving.

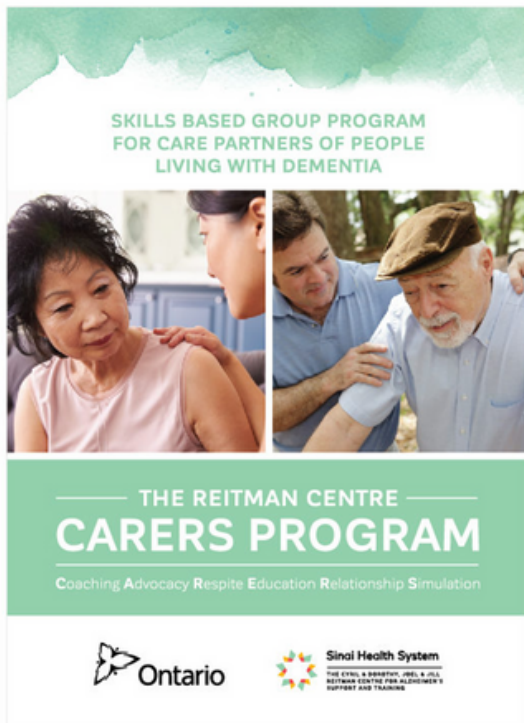
### TEACH Program:

(Training, Education, and Assistance for Caregiving at Home)

The **TEACH** Program coaches care partners in practical communication and coping skills and Provides opportunities to share with and learn from other care partners. Focus of this program is on: self-care, healthcare system navigation, relationship changes and future planning.

**CARERS** focuses on practical skills and emotional supports needed to care for people living with dementia. Problem solving techniques will be taught and care partners are coached in communication skills through simulation (role-play), and provided strategies for keeping a meaningful relationship with the person living with dementia.

**CARERS Program:**  
(Coaching, Advocacy, Respite, Education, Relationship, Simulation)



### Connect with Caregiver Supports

Reach out to our Enhancing Care Program Clinician, Kelly for information on how to access these programs and a wealth of video resources and tip sheets that have been developed and are available at [www.carersontario.ca](http://www.carersontario.ca).

*Kelly*




705-722-1066 ext. 233  
Email [khutton@alzheimersociety.ca](mailto:khutton@alzheimersociety.ca)

## We Continue to Strengthen our Voice, Brand and Relevance with Stakeholders



### Spotlights:

- Maximized the Ontario Trillium Foundation Resilient Communities Fund Grant of \$148,100 focused on a communications and digital marketing strategy. Coupled with \$10,000 in funding from the Georgian Bay Club Foundation, we launched a new awareness campaign – #LightItUpBlue with a robust media strategy in Collingwood with our business community for Alzheimer’s Awareness Month in January. This campaign activated participation and donations from across Simcoe County and municipalities, like the Township of Collingwood and City of Barrie lit it up blue to spark conversations about the importance of creating dementia friendly communities.



Hosted the annual NSM Dementia Conference for front-line health providers in partnership with the Alzheimer Society of Muskoka and Psychogeriatric Resource Consultants with the North Simcoe Muskoka Specialized Geriatric Services Team.

It was another incredible IG Wealth Management Walk for Alzheimer’s at the Simcoe County Museum. Our annual May walk event is the our key fundraiser of the year. We are so fortunate to have the incredible support of our volunteers, sponsors, donors, staff, partners and our Walk Teams like The Goldie Gang. It is always a joy to be in your company and surrounded by the beauty of our Simcoe County Forest.



Thank you to our Light It Up Blue Sponsors:

- **CARSTAR Collingwood**
- **IG Wealth Management Collingwood**
- **Haven Home and Gifts**
- **VON Collingwood**
- **Kalola Spa**
- **The Body Bar**
- **The Shop Barber and Brand**
- **Century 21 Millennium**

**Media Partners included:** 107.5 Kool FM, Barrie 360, Rock 95, BIG 101.1, 95.1 The Peak FM, Fresh Radio 93.1, Max 97.7, 89.1 Max FM and The New Classical 102.9 FM.



# Financial Statement

2022-23

# \$135,816

FUNDRAISED

## Financial Report \*

Condensed Statement of Financial Position, March 31, 2023, with comparative figures for 2022

	2023	2022
<b>Assets</b>		
Current Assets	\$707,383	\$586,214
Capital Assets	31,865	14,048
	<u>\$739,248</u>	<u>\$600,262</u>
<b>Liabilities &amp; Net Assets</b>		
Current Liabilities	\$270,147	\$183,669
Deferred Contributions Related to Capital Assets	23,600	13,452
CEBA Loan		30,000
Net Assets	<u>445,501</u>	<u>373,141</u>
	<u>\$739,248</u>	<u>\$600,262</u>

Condensed Statement of Operations, March 31, 2023, with comparative figures for 2022

	2023	2022
<b>Revenues</b>		
Ministry of Health (MOH)	\$827,407	\$680,753
Government Assistance	-	53,991
Expenditure Recoveries	43,596	22,850
Donations	143,235	117,093
Bequest Donations	-	200
Fundraising	135,816	109,526
Alzheimer Society of Ontario Revenue Sharing	93,039	22,391
Grants	10,907	20,915
Interest Income	7,722	6,843
Amortization of deferred contributions related to capital assets	7,619	6,442
<b>Total Revenues</b>	<u>\$1,372,050</u>	<u>\$1,041,004</u>

### Expenses

<b>Education &amp; Support Programs - MOH</b>		
Compensation	\$418,428	\$396,380
Supplies	11,833	11,902
Sundry	36,804	46,959
Equipment	7,277	5,534
Buildings & Grounds	33,304	30,379
	<u>\$507,646</u>	<u>\$491,154</u>
<b>First Link Care Navigation - MOH</b>		
Compensation	\$80,208	\$85,486
Supplies	338	91
Sundry	8,704	3,063
Equipment	-	-
	<u>\$89,250</u>	<u>\$88,640</u>

Expenses (continued on next page)

**GRANTS**  
**\$10,907**

**\$143,235**

**DONATIONS**

# Financial Statement

Expenses (continued)	<u>2023</u>	<u>2022</u>
<b>In-Home Rec Program - Ministry</b>		
Compensation	78,248	
Supplies	19,046	
Sundry	7,779	
Equipment	1,901	
Buildings & Grounds	378	
	<u>107,352</u>	
<b>General Operations</b>		
Compensation	\$279,751	\$182,484
Supplies	5,253	1,761
Sundry	118,206	63,669
Equipment	6,655	3,910
Buildings & Grounds	43,473	35,482
Research Donations	-	50
	<u>\$453,338</u>	<u>\$287,356</u>
<b>Minds in Motion Program - MOH</b>		
Compensation	\$104,685	\$100,623
Supplies	2,847	21,631
Sundry	20,775	5,816
Equipment	890	419
Building and grounds	2,537	1,073
	<u>\$131,734</u>	<u>\$129,562</u>
<b>Total Expenses</b>	<b>\$1,289,320</b>	<b>\$996,712</b>
<b>Excess of revenues over expenses (expenses over revenues) before amortization expense</b>	<b>82,730</b>	<b>44,292</b>
<b>Amortization expense</b>	<b><u>(10,370)</u></b>	<b><u>(7,037)</u></b>
<b>Excess of revenues over expenses (expenses over revenues) for the year</b>	<b>\$72,360</b>	<b>\$37,255</b>

\* This is a condensed financial report. The Statement of Financial Position and Statement of Operations have been extracted from the audited financial statements for the year ended March 31, [2023](#) as reported by our auditors BDO Canada LLP, Chartered Professional Accountants, Licensed Public Accountants. Complete audited financial statements are available upon request.



# Thank you

On behalf of the Alzheimer Society of Simcoe County Staff Team – thank you to our incredible family of volunteers, donors, sponsors, funders and partners for all you do to improve the quality of life of persons living with dementia, and their care partners, through helping us provide support services, education, social programs, and research support.

## Volunteer Board of Directors

- Betty Jones (Co-Chair)
- Karie Warnar (Co-Chair)
- Mike Jackson (Vice-Chair)
- Dan McMahon (Treasurer)
- Valerie Powell (Secretary)
- Sandra Catalano
- Jonathan Friedman
- Carolyn Moran
- Christine Rush

## Recognizing Staff Legacies

This past year we celebrated the incredible service contributions of three amazing women, who collectively represent 70 years of dedication to the Society and unwavering commitment to improving the quality of life of people living with dementia, and care partners across Simcoe County.

*years of Service*



Debbie Islam  
Chief Executive Officer



Marguerite Glanfield  
Volunteer Resources Coordinator



Heidi Haupt  
Family Support Coordinator

