

Alzheimer Society of Niagara Region
&
Alzheimer Society Niagara Foundation

ANNUAL REPORT 2009—2010





Message From the President

Over the last year, we have all worked hard to increase organizational effectiveness and capacity to delivering services in our community. It started at our last Annual General Meeting in June of 2009, where the members ratified the Constitution and By-Laws and gave approval for the Society to sign the Federation Agreement with the Alzheimer Society of Ontario and the Trademark Sublicense Agreement with the Alzheimer Society of Canada and the Alzheimer Society of Ontario.

With the ratification of the By-laws, the Society Board made the necessary changes to the Board structure and how meetings were conducted. Through the creation of a new Strategic Plan, we created Working Action Committees which are standing committees of the Board. The Working Action Committees consist of: Executive Committee, Board Communication Committee, Program-Finance Committee and Human Resource Committee.

The Federation Agreement which redefines how all the chapters and Alzheimer Ontario will work together was signed by all the chapters in September of 2009. The Federation has brought together a network of Alzheimer Society Partners in Ontario which are committed to a common mission and a shared brand and program model, with each chapter remaining legally independent from one another.

The Trademark Sublicense Agreement has not yet been signed as there are still issues that need to be resolved before our Society and Foundation can sign the agreement. The Agreement, once fully signed by all the Chapters and Foundations will support one brand and a unified organization as we face increasing competition and manage the risk to our image and reputation.

It has been a busy year for the Board, Staff and many Volunteers. I would like to thank each Board member for the time and energy each devotes to supporting the Society. I also want to thank Teena Kindt and all the staff for their hard work and devotion. I'd also like to extend my appreciation to the many volunteers who contributed countless hours. This organization has been very successful due to the commitment and dedication of each Board, staff and volunteer person.

It is hard to believe that my two year term as President of the Society has come to an end. I am very satisfied with what the Board has accomplished. In closing, I just want to again thank the Board and staff for making my time a very satisfying challenge.

Elco Drost, President



ALZHEIMER SOCIETY OF NIAGARA REGION BOARD OF DIRECTORS 2009—2010



Elco Drost, President
Tom Hunter, Vice President
Jim Gregson, Treasurer
Ida Mae Lundy, Secretary

Jim Cameron, Director
Rev. Robert Fead, Director
Lynn McCleary, Director
Dr. George Park, Director

Graham Wilson, Director
Samantha Micsinszki, Director
Dan Skinner, Director
Judy Willems, Director



Message From the CEO

My first year as Chief Executive Officer has certainly been one of hard work, challenges and many rewards. Over the past year, there have been many changes to the Chapter's infrastructure, dramatic increases to service demands and new partnerships formed.

Over the years, our grassroots origins have had to evolve and consequently we have become more sophisticated in our approach to alleviating the impact of dementia. With an approximate 20% increase in our referrals this past year, we have had to reassess service delivery in order to sustain our program excellence. Various strategies have been piloted to combat the increased demand for service to ensure that we continue to support and advocate for our clients at all levels, without burning out our staff.



With the LHIN Aging at Home Strategy, we were fortunate to have received a new staff position in partnership with the Region's Community Mental Health and Seniors Community Programs. This outreach position focuses on and supports clients who are living alone and at higher risk, in order that they maintain independent living.



The Board of Directors engaged in a new structure of governance through the ratification of the Constitution and By-Laws. Working Action Committees were introduced and sanctioned at the Board level. The development of a new three year Strategic Plan has framed our goals, decision making, and allocation of resources and adjusted the organization's direction in response to a changing environment.

The reality is that we need more resources to face the challenges ahead. A national paper titled "The Rising Tide" was launched during January awareness month that outlined the impact of dementia on Canadian society if various preventative measures were not implemented. A provincial action plan followed in March with 10 strategies to be taken by 2020.

At a local level, our Mission, beliefs and values are carried out by highly skilled and committed individuals. I would like to formally recognize the enormous contribution made by all our volunteers, Board Members, donors, supporters, the LHIN, partners and staff. With their continued support, our future is assured. I would like to specially thank Elco Drost for his tireless dedication to the Federation Agreement and duties of a President. I would also like to express my gratitude to my fellow Directors, Marge Dempsey and Jo O'Brien for their support and wisdom.

Teena Kindt, CEO

*Help for Today.
Hope for Tomorrow...*



STAFF 2009—2010

CEO

Teena Kindt

Directors

Jo O'Brien, Education

Marge Dempsey, Clinical Services

Foundation

Gina Delle Rose-Ash

Cynthia Krawczuk

Erin Cunningham

Psychogeriatric

Resource Consultants

Michele Bliss

Ann Tassonyi

Administration

Carolyn Dowd

Trisha Haight

Kristine Herbst

Dawn Tuckwell

Dina Keranovic

Family Support

Angela Gale

Becki Pirosko

Cathy Butryn

Cathy Horn

Charlotte Zwierschke

Dana Thiesen

Delphine Pagotto

Dion McParland

Gina Bendo

Gwen Schenk

Kate Humby

Sandy Stefanac

Sarah Putman

Vicki Bragagnolo

Reception

Gisele Cote



Staff Service Awards 2009—2010



20 YEARS

**Marge Dempsey,
Director of Clinical Services**

15 YEARS

**Cynthia Krawczuk,
Graphic Design & Logistics Coordinator**

15 YEARS

**Sandy Stefanac ,
Intensive Case Manager**

5 YEARS

**Delphine Pagotto,
Francophone Family Support Counsellor**



Chapter Accomplishments



We have been providing a gap in the healthcare system with invaluable support to families for 26 years. As Niagara continues to age, we strive to ensure the service demands are met. Over the past year, we have had 1,586 families on our counselling caseload. There were a total of 12,721 face to face visits and 12,870 phone visits. The referral/liaison calls totaled 7,278 calls to our community partners who are essential in the continuum of care. There were 146 Support group sessions that included caregiver support groups, Early Stage Learning Series for clients and caregivers and coffee clubs for clients and caregivers' peer support.

Our Society was fortunate to receive funding for an additional Counsellor through the Aging at Home Strategy (Supporting Independent Living) in partnership with the Regional Niagara's Community Mental Health and Seniors Community Programs. This initiative has been instrumental in identifying vulnerable clients at higher risk and preventing any crisis situations. Once strategies and resources are put in place, the client can become part of the Family Support Program's caseload.

The First Link Coordinator position was implemented in April 2008 by the Hamilton Niagara Haldimand Brant Local Health Integration Network (HNHB LHIN) and we are very pleased to announce that the program has been granted base funding status. The First Link Program's direct referral process has demonstrated its effectiveness and as a result our overall referrals have increased by 20% over the past year. First Link is a partnership with Primary Care and Allied Health professionals to directly connect persons with Alzheimer's disease and related dementias and their family members to our programs and services, reducing the risks of crisis situations.



Vision Insights, a consulting firm was contracted in January to develop a HNHB LHIN First Link survey. The survey was distributed to persons with dementia, caregivers, physicians/agencies and volunteers. We are pleased with the positive feedback received from all the participants that validated that First Link is definitely helping our clients by increasing their knowledge providing ongoing support, education and assisting them to meet their needs.

Over the past years, our Chapter has been indentifying the gap in the system for persons in the early stages and continues to strive to provide appropriate programs and services for this emerging population. Our early stage leaning series, "Beyond Words", continues to provide education and peer support for persons with early-stage dementia. Individuals who have participated in this series have provided positive feedback in relation to the experience and how it has encouraged them to express their thoughts, feelings, ideas and concerns with others who understand their situation. Family partners continue to attend and benefit from a concurrent early stage learning series of their own.

Our "Best Friends" early stage coffee club continues to develop and grow. Persons with early-stage dementia meet biweekly at the Society to socialize with peers, and support one another in a casual and relaxed environment. Care partners enjoy their coffee club experience in a separate room and also benefit from such an opportunity to socialize and support each other.





Chapter Accomplishments

Our R.E.B.E.L. program continues to grow in numbers and success. This group meets monthly to socialize, support one another and participate in community based activities. A monthly newsletter allows group members to enjoy a recollection of the events and plan for the next month's group activity. As driving is an issue for some of our clients, we are especially fortunate to have had Trixie's Limousine Service, PartSource in Niagara Falls and the use of United Way's General Motors van to provide transportation.

"Connections", our bimonthly newsletter for persons with early-stage dementia has proved to be an educational, emotional and social resource. This was originally a pilot project from an innovation grant from the Alzheimer Society of Ontario. Due to its success, we continue to produce it for the benefit of our clients.

A new early-stage wellness/activity day program has been implemented once a week due to the generosity of the Ontario Trillium Foundation. The purpose of this program is to provide an opportunity for persons with early-stage dementia to engage in meaningful activities, interact with peers, stimulate their minds and focus on remaining strengths and abilities. It is our hope that this program will foster a sense of normalcy and purpose in the lives of persons with early-stage dementia.



The Education Department has had another busy year. Over the year a total of 5500 people were served by the Education Department. The Caregiver Education Series ran in both the Spring and in the Fall for a total of six, eight week sessions, with over 167 participants.



Seven public forums were held across the region with topics such as "How to De-stress Your Brain", "Meaningful Activities" and Chris Wynn's "Forgetful not Forgotten" documentary. Over 395 people attended these sessions. Numerous other presentations were delivered to groups such as service clubs, church groups, schools, and more. As well, we participated in thirteen Information/Health Fairs reaching over 1400 people.

The Virtual Dementia Tour continues to be a very popular educational experience for many different groups, including Long Term Care Homes, Retirement Homes, high school students, college students and university students. This year forty-four tours were delivered to over 1076 participants.

Attendance at the annual conference, "A Day in Geriatric Mental Health – Consent and Capacity", was at an all time high of over 180 people.

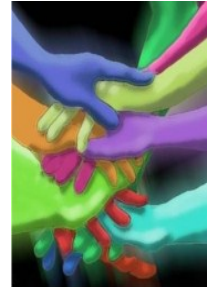
Our Psychogeriatric Resource Consultants have been involved in many capacity building and educational activities for professional care providers serving Niagara's Seniors with dementia and serious mental health issues. They completed a collaborative project with CCAC, rolling out the Best Practice Guidelines for Delirium Depression and Dementia across the HNHB LHIN. Ann Tassonyi presented at Provincial and National Conferences with CCAC partners to highlight this unique project. Their role includes providing PIECES and U-First education and Gentle Persuasive Approach (GPA) workshops to LTC Homes in Niagara with Community partners. Their involvement in the many geriatric health/mental health and best practice related initiatives, committees, and professional development opportunities, keeps Niagara's geriatric care providers current in all the latest research information and best practice guidelines.



Chapter Accomplishments

Our volunteers proved again this year how dedicated and valuable they are by providing many hours of service. Their dedicated time was spent within many of our programs and services, including Friendly Visiting, the Early Stage Program, the Caregiver Café, Education, Special Events, Office Support, Data Entry, Gardening and our Board of Directors. Our volunteers provide services that include socialization and support to our clients and caregivers, assisting in fundraising events, administration support, and professional expertise in a variety of areas.

We were fortunate to provide a total of 8 Friendly Visitor training sessions throughout the year, to 64 individuals, which helped to generate an increase in our friendly visiting volunteers. Once again the Ridley College students' friendly visiting program at Extendicare was very successful. A total of 8 students provided friendly visiting to the residents at Extendicare for 24 weeks. We are very grateful to all our volunteers for their hard work, dedication and support. We are excited to honour a few of our dedicated volunteers who in the past year have provided outstanding service. They are:



VOLUNTEER RECOGNITION AWARDS 2009—2010

John Pula – Foundation Volunteer

Daniel Mongillo – Student

Ruth Ophardt - Early Stage

Pat Hill - Education

Diane Muirhead- Office Support

Shirley Tutti - Support Group



The Caregiver Café continues for a third year, to provide stress reducing activities to individuals who provide care to someone living with dementia. With the assistance and skills of our volunteers we were able to provide such activities as massage, hair styling, nail care, card making, jewellery beading and lunch with friends. The continued success is due to the volunteers who donate their time and skills.

The Assistive Devices Program continues to assist persons to remain in their own homes longer. It is a loaning program that consists of grab bars, raised toilet seats, transport chairs, commodes, and bath seats. A delivery could consist of one or more pieces of equipment or incontinence products. Our installer made 183 deliveries and pick-ups over the past year.



We celebrated World Alzheimer Day on September 20, 2009 by spanning the Rainbow Bridge with the Alzheimer Association of Western New York

From left: Mayor Ted Salci (Mayor of Niagara Falls, ON), Leilani Joven Pelletier (Executive Director, Alzheimer Association of Western New York), Teena Kindt (Chief Executive Officer, Alzheimer Society of Niagara Region) and Dave Cascio (President, Board of Directors for Alzheimer Association of Western New York).



Chapter Finance

Condensed Statement of Financial Position as at March 31, 2010

Assets

Current Assets	\$ 121,054.00
Fixed Assets	\$ 1,195,980.00
	\$ 1,317,034.00

Liabilities & Reserves

Current Liabilities	\$ 149,394.00
Reserves	\$ 1,167,640.00
	\$ 1,317,034.00

Condensed Statement of Operations for the year ended March 31, 2010

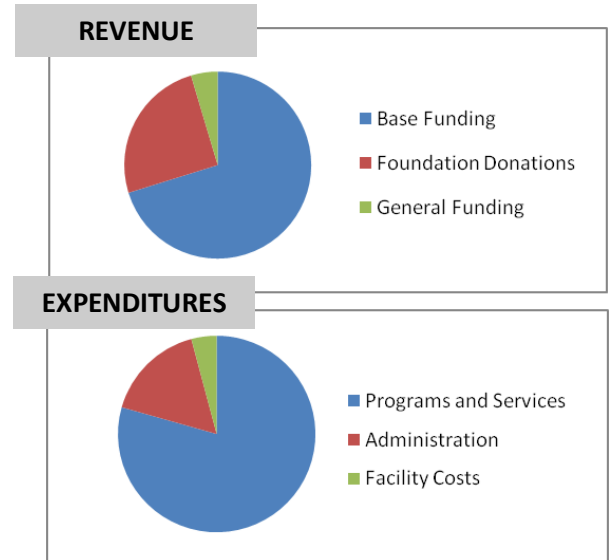
Revenue

Base Funding	\$ 1,219,521.00	70%
Foundation Donations	\$ 437,000.00	25%
General Funding	\$ 80,272.00	5%
	\$ 1,736,793.00	100%

Expenditures

Programs and Services	\$ 1,349,069.00	79%
Administration	\$ 280,110.00	16%
Facility Costs	\$ 70,583.00	4%
	\$ 1,699,762.00	100%

Excess of Revenue Over Expenditures \$ 37,031.00



Percentages



This report is based on the financial statements audited by Wormald Masse Keen Lopinski Chartered Accountants. The audited financial statements are available at the office of the Alzheimer Society of Niagara Region.

Commitment to Accountability

In addition to its responsibility in reviewing the chapter's financial statements, the Alzheimer Society of Niagara Region Management Committee looks at other areas of the chapter's business. From the government and general public's perspective, this would include: long term care—programs and services to the community, receipted donations and charitable status, public documents, revenue and expenditure allocation for programs and services. The aforementioned is performed in accordance with the Generally Accepted Accounting Principles and the Canadian Institute for Chartered Accountants Standards.

Code of Ethics

The Alzheimer Society of Niagara Region complies with the Ethical Fundraising and Financial Accountability Code. Its primary purpose is to assure donors of the integrity and accountability of charities that solicit and receive financial support.

The past fifteen months has been a time of many positive and exciting changes for the Alzheimer Society Niagara Foundation. In a world where economies, global, national and local, have struggled and where government support for health services is constantly tenuous, organizations dedicated to fundraising and investment management such as ours might have difficulty saying it was a good year. But we can say that.

Firstly, in relation to financial matters, our investment portfolio, which suffered significantly from the late 2008 recession events, has rebounded in a spectacular way. We have now created a formal Investment Policy for the Foundation and created a committee specifically charged with oversight of the policy and more active consultation with our financial advisors.

On the fundraising side, despite the recession, we have had a productive year. One of our major events, Coffee Break, generated \$16,000 more revenue in 2009 over 2008. It is our long term goal to greatly expand the reach and return of this event. We received over \$86,000 in major gifts in 2009, and for that, we must particularly thank the families of Darrell Sorel (\$58,333) and Mary Keast (\$10,120) as well as Robert and Shirley Young (\$15,000). The success of our revenue generation has allowed us to fund Society programs in the sum of \$427,000 in 2009 and \$85,000 for the first quarter of 2010.

On the organizational side, Foundation directors spent considerable time during the year in formulating a Strategic Plan to operate as our substantive template for ensuring the ongoing financial sustainability of the Society which is of course our mission. Consistent with the spirit and language of the Plan, we have taken steps to better integrate the function of the Society and the Foundation - to speak and act with one voice and as one family in the community. This joint Annual General meeting of both organizations, which is a first, is the product of that new vision.

In closing, a few notes of appreciation are warranted. Firstly, I wish to thank our CEO, Teena Kindt, for her strong leadership, her boundless energy, and her endless patience as she does the hard work of heading up two organizations at once. I would also express my gratitude to Gina Delle Rose-Ash and the Foundation staff for the successful results of their diligent work.

Lastly, I would like to thank all of my fellow board members for their commitment and wisdom in these difficult and changing times.

Bob Miller, Chair

**ALZHEIMER SOCIETY NIAGARA FOUNDATION BOARD OF DIRECTORS**

Bob Miller, Chair
Doug Rapelje, Past Chair
Vic Kerschl, Vice President
Debbie Drew, Treasurer

Nancy Elkin, Secretary
Linda Ressler, Director
Dianne Riley, Director
John Riediger, Director

Pat Magowan, Director
Elco Drost, Director
Jim Gregson, Director
Anne Radojcic, Director

Our Foundation recognizes that in an increasingly competitive fundraising environment, prospective donors are more astute and selective about their charitable giving. They seek greater alignment between their own philanthropic objectives and those of the organizations they choose to support. We have certainly felt the impact of the economic backdrop and the high profile campaign of the Niagara Health System. Over the past fifteen months, the Alzheimer Society Niagara Foundation has been more strategic in its activities and methodology in expanding its donor base. We completely revised our Constitution and By-Laws to align with the Foundation’s current practices and governance of the Board.

The development of a three year Strategic Plan has shifted the Foundation’s focus away from special events to more individual and corporate asks, as well as seeking Third Party opportunities. New financial principles and core values have been created to shape our future direction.

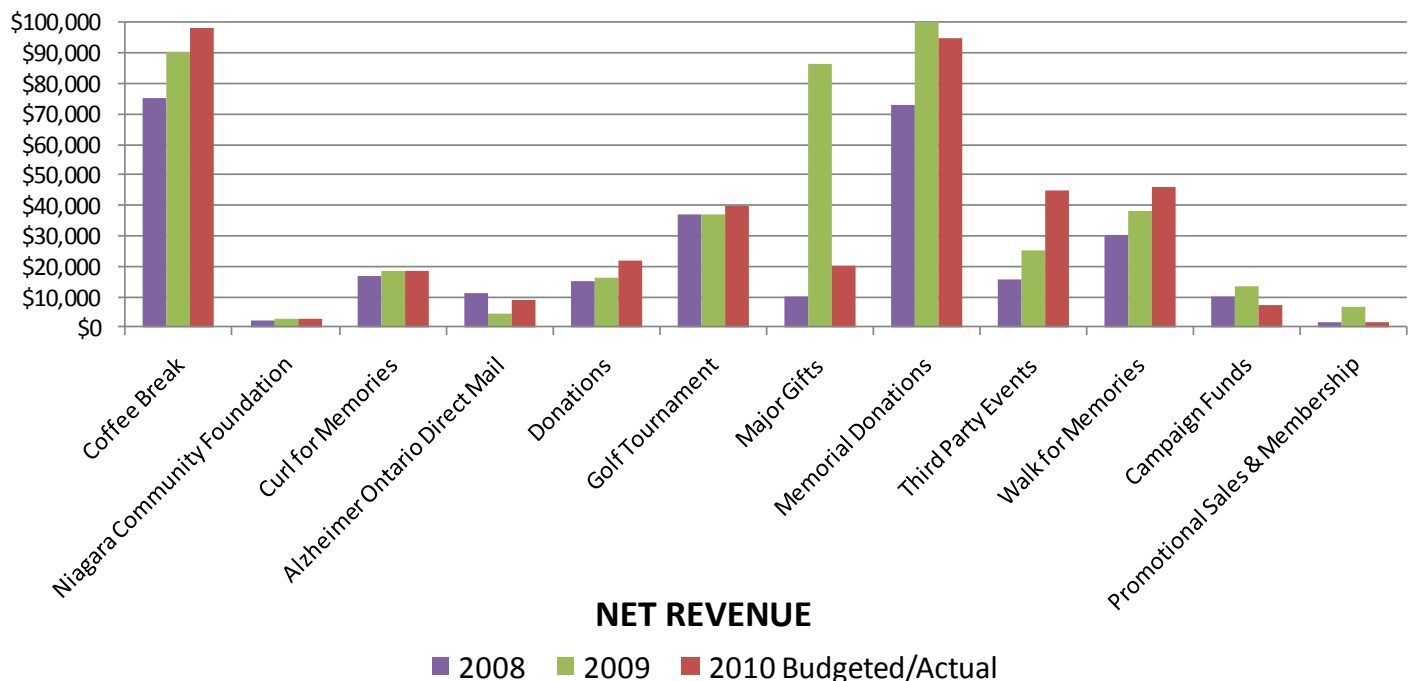
The programs and services of the Alzheimer Society annually rely on the efforts of the Foundation for approximately \$500,000 just to sustain the status quo. With the uncertainty of the healthcare system, we need to address the Society’s government funding dependency and raise more funds independently. We need to continue focusing our efforts on increasing the Foundation’s public profile through an integrated approach to branding, marketing and communications that will in turn increase our fundraising capacity.

As I look back on my first year as the Chief Executive Officer, I am proud of all our accomplishments and formed relationships. Together, we have enjoyed a successful year and must continue to engage our donors and inform them of our needs. The Foundation offers several satisfying and effective philanthropic options that will make the most of the donated dollars as well as offer taxation benefits to the donor.

We are experiencing the beginnings of a “rising tide” with the number of persons with dementia expected to dramatically increase. We have many challenges ahead of us, but as the famous quote states, “Footprints on the sands of time are not made by sitting down”. I would like to thank all of our committed Board Members especially Bob Miller, Chair, our supporters and staff for making this year a memorable one. I’d like to commend Gina Delle Rose-Ash for her hard work and expertise in the work of the Foundation.

Teena Kindt, CEO

FUND DEVELOPMENT ACTIVITIES





Peter Saracino Alzheimer Golf Classic 2009

This 19th annual golf tournament raised over \$37,000 on June 3, 2009 at Peninsula Lakes Golf Club. The tournament was sold out a month earlier with a waiting list of golfers wanting to join. The title sponsor was, once again, Wormald Masse Keen Lopinski LLP. In this picture is Larry Wormald of Wormald Masse Keen Lopinski with his foursome that day: Wayne Allan, Art Lopinski and Tracey DeSante.

Coffee Break 2009

National Coffee Break Day was September 17th, 2009 and was celebrated by 300 hosts across the Niagara Region that in total raised over \$90,000! The Honourary Chair was Anne Radojcic of the Harvey's Restaurants in Niagara Falls. An Alzheimer Coffee Break is a social gathering where you invite others to enjoy a cup of coffee, or other beverage, and then ask everyone to make a donation. This photo is of Anne Radojcic (Harvey's Restaurant—Niagara Falls Locations Owner and Honourary Chair) and Bob Miller (Foundation Chair).



Walk for Memories 2010

The Manulife Walk for Memories was held on January 31, 2010 at The Pen Centre. The walk exceeded budget this year raising over \$47,000! Teams such as "Mary Memories" (picture on right) went the extra mile and made up t-shirts in honour of who they were walking for.



Curl for Memories 2010

The Curl for Memories "funspiel" was a great success despite being short some teams, a total of \$20,000 was raised! Once again, the event was sponsored by Durward, Barkwell, Jones Chartered Accountants and Marilyn Bodogh was the Honourary Chair. The 2 top pledged teams pictured here both raised \$1,435 and shared the prize of dinner for eight at "Oh Canada Eh" Dinner Theatre with limousine transportation. Pictured from L-R: (standing) Mauro Nuccitelli, Dan Rainville, Mitch Slater, Garth McQueen, Don Nichols, Richard Slater & Mike Davey; (kneeling) Adam Tremblay & Al Zaluski



Third Party Program

The Third Party Program has been revamped and is going strong. A third party event is when individuals and/or organization in the community plan and execute a fundraising event and give the proceeds to the Alzheimer Society Niagara Foundation. Below is a picture from Gales Gas Bar Grand Opening on Martindale Road in April 2009 where \$1000 was raised by selling the book "Garden City Hockey Heroes" by John Hewitt. Marcel Dionne was there to autograph the book for anyone that purchased one that day or previously. Pictured from L-R: Gina Delle Rose-Ash, John Hewitt (Author), Marcel Dionne (retired NHL hockey player), Teena Kindt, Bob Gale (Gales Gas Bar Owner), Jo O'Brien and Christine Maloney.

Special Occasion Celebration Program

Another program that has been revamped is the Special Occasion Celebration Program. This program is popular with brides that want to make a donation to the Alzheimer Society Niagara Foundation in lieu of buying favours for their wedding or bridal shower guests. The program is also available to those that would rather a donation be made than receive gifts for birthdays, anniversaries or any other type of celebration. For each occasion, a card is created that lets your guests know of your decision to give back and tax receipts are distributed accordingly.

