

# Alzheimer Society of Niagara Region & Alzheimer Society Niagara Foundation

ANNUAL REPORT 2014—2015



## Message From the President & CEO

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As Bob Dylan has been quoted...“There is nothing so stable as change”.

Over this past year, The Alzheimer Society of Niagara Region has embraced change as a source of its strategic direction to develop new programs and educational opportunities to maintain sustainable service delivery. Fundamentally, this report is about people, passion and commitment. It is about relationships; whether with persons living with dementia and their families or the thousands of informal and formal caregivers that have received education and capacity building skills or the vast community partners and stakeholders that we have collaborated with for the betterment of this population. As you will read, our achievements pay tribute to those we serve and our successes are intricately linked to their interests and unique needs.

Innovation, vision and collaboration are the key to growth and success. We expanded programs and services by enhancing our collaborative approaches, knowing that we would not be receiving any increases in our government base funding for the next three years.

We experienced tremendous success with the establishment of our Brain Wave Cafés in three different communities including a Francophone café in Welland. Facility space was donated by the Goodwill Community Centre (Welland), St. John Anglican Church (Niagara Falls) and the Thorold Public Library. These cafés provide an informal setting for individuals concerned about cognitive changes to learn more about brain health and dementia, as well as, meet others and become familiar with community resources and supports. Members of our local Advisory Group, a group of persons living with dementia, work together with our staff in the ongoing planning, development and evaluation of each Café.

Our Chapter was one of the successful recipients of funding from the Alzheimer Society of Ontario for a two year pilot program ‘Minds in Motion’. This social program incorporates physical activity and mental stimulation for people with early to mid-stage dementia and their care partners. We are the first Society in the province to offer Minds in Motion in French. Our partnership with the YMCA of Niagara and Centre de santé Communautaire Hamilton/Niagara has been instrumental to the success of this program.

This was the first year of a Quality Plan that was developed by an internal Quality Improvement Committee as part of our compliance with our Multi-Sector Service Accountability Agreement (M-SAA) with the Local Health Integration Network (LHIN). Performance indicators to systematically evaluate and improve the quality of programs, services and processes were developed in four areas: Health Service Provision, Client & Community Perspective, Organizational Health and Financial Health.

There has been a lot of activity at our Provincial level. Our Niagara Chapter took part in a Task Force to develop a Federation Agreement and funding model that would ensure equality and organizational effectiveness across the province. Over this upcoming year, this work will continue at a provincial governance level.

In February, Niagara hosted the first meeting of the Provincial Advisory Committee with Ms. Indira Naidoo-Harris, Parliamentary Assistant to the Minister of Health and Long Term Care. This committee consists of a group of persons with dementia interested in being involved in public policy that will affect people living with dementia across Ontario. Their involvement is especially important now, as an Ontario Dementia Strategy is being developed.

As we make changes and continue to evolve, we are confident that we have the leadership, expertise and community support to continue being a lead organization for specialized dementia care in the Niagara Region. We would like to formally recognize the commitment and dedication of our hardworking Board of Directors, staff, volunteers, donors, supporters, the LHIN and our community partners.

Together, we can and will achieve our vision of a community where individuals with dementia and their care partners are fully supported in order to maximize their quality of life and well-being.

***Judy Willems, President***  
***Teena Kindt, CEO***  
***Alzheimer Society of Niagara Region***





## **STAFF 2014—2015**

### **CEO**

*Teena Kindt*

### **Directors**

*Mary Clarke, Programs*

*Nancy Rushford, Programs*

*Terry McDougall, Fund Development*

### **Foundation**

*Cynthia Krawczuk*

*Wendy Nasmith*

### **Education**

*Anne Chartier, Lead*

*Janine Thompson*

*Jamie Wilson Howe*

### **Psychogeriatric**

### **Resource Consultants**

*Gail MacKenzie-High*

*Ann Tassonyi*

### **Administration**

*Erin Cunningham*

*Janet Burroughs*

*Kristine Herbst*

*Dawn Tuckwell*

*Dina Keranovic*

*Gis le C t *

### **Client Programs & Services**

*Angela Gale*

*Cathy LeBlanc*

*Charlotte Zwierschke*

*Dion McParland*

*Gina Bendo*

*Sarah Putman*

*Tarryn Anderson*

*Marie Brophy*

*Gerry Bucsis*

*Lori Pauls*

*Laura Macklem*

*Barbara Summers*

*Ann Chartier*

*Denise Turgeon*

*Cathy Dennis*

### **Maintenance**

*John Stefanac*

## **Welcome**

### **2015 New Staff**

*Emma Martin, PRC*

## **ALZHEIMER SOCIETY OF NIAGARA REGION BOARD OF DIRECTORS 2014—2015**

Judy Willems, President

Maureen Shantz, Vice President

Tom Hunter, Past President

Lois Ouellette, Treasurer

Cathy Miller, Secretary

Dr. Rhonda Collins, Director

Catharine Esposito, Director

Vic Kerschl, Director

Dennis Martin, Director

Darrell Neufeld, Director

Rene O'Brien, Director

Dan Skinner, Director

## **Management Staff of the Alzheimer Society of Niagara Region and Alzheimer Society Niagara Foundation**



**Teena Kindt**  
CEO  
ASNR/ASNF



**Terry McDougall**  
Director of Fund  
Development



**Mary Clarke**  
Director of  
Programs  
February 2015



**Nancy Rushford**  
Director of  
Programs

### **Staff Service Awards** **2014—2015**

**DAWN TUCKWELL**  
**- 5 YEARS -**





## Chapter Accomplishments

### **First Link<sup>®</sup>**

First Link is a referral program that connects individuals diagnosed with dementia and their care partners to a range of services offered by the Alzheimer Society of Niagara Region (ASNR). First Link<sup>®</sup> gives individuals with dementia, their care partners and family members a direct connection to a network of education, resources and support services specific to their situation. In the 2014-15 year, First Link<sup>®</sup> received 1,548 referrals for persons with dementia and care partners from various sources. The goal of the First Link<sup>®</sup> Program is to connect persons with dementia to services at the Alzheimer Society earlier in the disease process. Through general education, we have been committed to ensuring family physicians and other health care providers can identify signs and symptoms of dementia and know the referral process to our services. In September of 2014 the Coordinator promoted the First Link program and did presentations for 5 community partners to update them on all the services provided by the Society. The First Link Coordinator continues to participate in memory clinics being offered by Family Health Teams in the Region. The involvement of First Link<sup>®</sup> with these clinics has provided invaluable opportunities for learning and collaboration with the 17 family physicians associated with these teams. ASNR received 68 referrals from the 5 memory clinics being offered in Niagara.

### **Finding Your Way**

Finding Your Way is part of Ontario's Action Plan for Seniors. The Finding Your Way program started in 2013, at which time the Senior Secretariat partnered with the Alzheimer Society of Ontario to help raise awareness of the risk of people with dementia going missing. The goal was to prevent wandering incidents by promoting the creation of a safety plan and support the safe and timely return of people who do go missing. In October of 2014, the Society hosted a Finding Your Way Community Forum inviting representatives from across the community to share their experiences regarding individuals with dementia and the challenges associated with wandering. There were 75 participants including members of Law Enforcement, Emergency services, Victim Services, Long Term Care, CCAC, professional caregivers, care partners and persons living with dementia. Attendees participated in a SWOT analysis looking at the Strengths, Weaknesses, Opportunities and Threats identified for persons who wander in the Niagara Region. Over 84% of the forum's participants reported they thought the Finding Your Way program is 'very useful' or 'extremely useful' for their clients and/or the community at large. As a result of Niagara's highly successful community forum, the chapter was invited to sit on a panel at the 2014 Finding Your Way Ontario Conference to discuss the success and challenges of putting the forum together. The First Link Coordinator attended this conference and shared Niagara's successes with the other Ontario chapters who were scheduled to hold their own community forums. Along with the panel, the First Link coordinator was able to meet the Hon. Mario Sergio, Minister Responsible for Seniors Affairs.



### **Behavioural Supports Ontario**

The First Link Coordinator is a representative on the Behavioural Supports Ontario (BSO) local Hub committee which focuses on the Integrated Community Lead (ICL) Model. This model of care is one of three developed through the BSO initiative to improve the health care experience for BSO clients and their caregivers. The ICL approach supports BSO clients through identification, connection, and coordination of services. This service supports the client and /or caregiver through various transitions experienced. The BSO committee is working towards ensuring that all community agencies who are serving persons with responsive behaviours are familiar with the BSO model of care for the purposes of identifying and linking those clients to appropriate services. In the 2014-15, the committee embarked on a initiative with the Niagara Health System hospital sites involving several presentations of the model and the introduction of a streamlined referral form to be used by ER staff to connect individuals with responsive behaviours to the community resources they need.

## Education Department

Over the past year many changes occurred in the Education Department from staff roles to expanded sessions in community settings to developing educational tools and packages for distribution to other organizations.

The department continued to offer a wide range of current and new programs throughout the Niagara Region. Services provided to both formal and informal caregivers included:

- 12 Health and Education Fairs with 178 interactions in communities across the Niagara Region (Welland, Port Colborne, St. Catharines, Grimsby, Niagara Falls and NOTL)
- 7 Public Forums with 203 attendees. Topics included CCAC's Connecting You with Care, Public Guardian & Trustee's Legal and Financial Issues, Healthy Brain, Speech Language Pathologist's Lost for Words: Understanding Speech and Swallowing in Relation to Dementia, Family Issues, and Creating a Memory Box for Gifting & Managing Holiday Stress.
- 62 Presentations to facilities, academic institutions and community based organizations reaching 1599 people. Presentations occurred within all communities across Niagara Region to Retirement Homes, LTC Family Councils, Public Libraries, Ridley College, Brock University, Trillium College, and Niagara College Students, Senior Centres, Churches, Community Organizations, and Respite Care staff.
- 8 Volunteer Training sessions trained 50 volunteers for various roles within the organization, including 2 new Minds-in-Motion Training Sessions for both French and English volunteers as well as training for the Ridley College Volunteer Student Program
- 2 8-week Caregiver Education Series and 14 Next Steps & Care Essentials, a new 4-week First Link learning series, reaching 1569 care partners, families and friends
- 29 Aging and Dementia Simulations (ADS) allowing 661 health care professionals, PSW students, nursing students, recreational therapy students, dental hygiene and assistant students, pre-med students, international students, retirement and long term care home staff, and high school students to experience dementia losses firsthand
- 4 Volunteer Training Refreshers
- Providing an educational window and a cube display at the St. Catharines Public library to promote ASNR's program and services, coffee break information, volunteer information and current facts about Niagara's population.

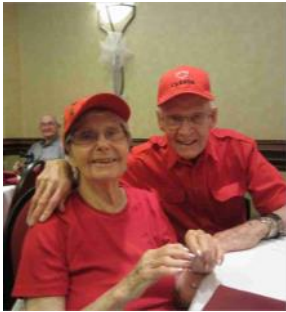


In order to better address the needs of both formal and informal caregivers, the Education Department made some changes to how programs were offered. The traditional 8-week CES was condensed to a 4-week First Link Learning Series in order to be able to offer it in two different communities simultaneously every month reaching the entire Niagara Region. Also, the ASNR partnered with the Niagara Region to address the needs of Niagara's Shelters so that better care can be provided to those who are experiencing homelessness while living with dementia. In doing so, in-house tools have been provided to front line staff in the form of an education tool kit, quick reference rolodex's, and personalized power-point presentations with voice overs to provide staff with tips and strategies when working with an individual experiencing cognitive changes. These in-house tools are also in the process of being transferred to support staff at Community Living as the First Link and the Education Department have been working closely with the Developmental Disability Sector to seek ways to better address gaps in service.

*"Memory problems are a hard thing to deal with. It's hard for spouses, family and friends. You have to be very patient and **learn** how to laugh."*

*- a Person with dementia*

## Early Stage Programs



Interest in our Early Stage Programs continues to grow. These programs provide persons living with dementia and their care partners opportunities to nurture their strength and resilience by engaging in enjoyable and health-promoting activities with others who share a similar experience. Individuals who participate in the Learning Series and Wellness programs remain connected through the R.E.B.E.L. group. We are fortunate to work with wonderful volunteers, those individuals who share not only their time and talents, but give so generously of themselves. Many of our volunteers are individuals living with dementia who have participated in the early-stage programs and return in the role of peer mentor. One peer mentor explained, "I believe I was helpful in the new group to help people open up to each other, and sharing in their feelings and experiences, I understand."



We were proud once again to co-host 'A Changing Melody Forum' in May 2014, '*Life Beyond the Diagnosis.*' This dynamic learning and sharing forum for persons with early-stage dementia and their family partners in care was very well attended. Persons living with dementia were featured speakers and moderators for the event and inspired all who attended.

The summer of 2014 saw the formation of the Alzheimer Society of Niagara Region Advisory group. This group of individuals living with cognitive change or dementia provides a greater voice to the experience of living with dementia and will guide the ongoing development of programs and services for persons living with cognitive change or dementia. The advisory group has determined three goals as their initial priorities:

1. To educate and inform the community about the experience of living with cognitive change or dementia
2. To challenge the stigma of dementia
3. To be a part of the process reviewing and developing programs for persons living with dementia including the role of peer mentorship.

Two members of the Advisory Group were selected to sit on the Ontario Dementia Advisory Group (ODAG). This group was formed in the fall of 2014 with the purpose of influencing policies, practices, and people to ensure that persons living with dementia are included in every decision that affects their lives. This group came together at a time when the Ontario government began to recognize the need to improve dementia supports and plan for an Ontario Dementia Strategy. ODAG wanted to be assured that a Dementia Strategy must fully engage persons living with dementia in the entire process: the development, implementation and ongoing reflection. On February 4<sup>th</sup>, 2015, an historical meeting was held at the Alzheimer Society of Niagara Region. In attendance was Ms. Indira Naidoo-Harris, MPP for Halton and Parliamentary Assistant to Dr. Eric Hoskins, Minister of Health and Long Term Care, and members of the Ontario Dementia Advisory Committee and their support systems. With great passion the ODAG members introduced Ms. Naidoo-Harris to critical important documents developed by people living with dementia, including *Engagement and Involvement in Public Policy*. The documents were well received and with great emotion Ms. Naidoo-Harris vowed to ensure people living with dementia will be at the center of the newly forming Ontario Dementia Strategy.

## Early Stage Programs (con't)

Many thanks to our R.E.B.E.L. community for speaking with representatives of Idea Couture, an innovation and design company working with the Alzheimer Society of Ontario to develop a framework for evaluating and validating at both the local and provincial levels, new and existing programs that serve persons living with dementia and care partners. Representatives of Idea Couture met with individuals prior to and during the R.E.B.E.L. event in February 2015 to talk about their involvement in programs at the Alzheimer Society and how they have contributed to their quality of life and well-being.

**“Hope is getting out of bed and being able to go to the Alzheimer Society and help other people with dementia.”** - a Person with dementia

We also want to thank our wonderful community partners who have supported our programs. Pen Centre Management, St. Catharines Fire Department, Public Health Department of Niagara Region, Creations by Helen, Heidi from the Shoppers Drug Mart, Niagara-on-the-Lake, Tim Horton’s Bus, Alzheimer Society of Niagara Foundation and Friends of the Alzheimer Society of Niagara Region.

## Quality Improvement

The Quality Improvement Committee (QIC) is a standing committee of staff and one member of the Board that oversees the quality improvement activities and processes of the organization. In the 2014-15 year they continued to work towards the targets/goals set in the quality plan which was submitted to the LHIN in March of 2014. The plan focused on financial health, organizational health, business process, and client perspective. The committee worked on refining the organization’s collection of data to better help the Society to track its statistics. Two surveys were sent out in relation to the balanced scorecard. In January a client satisfaction survey went out and 80% of respondents felt that being connected to the Alzheimer Society helped them to feel less stress, 88% were satisfied with the services they received and 98% said they would recommend ASNR services to others. In March a staff satisfaction survey was completed and 92% of staff responded that they were satisfied with their job. The committee will continue to work towards improvement projects in 2015.

## Family Support and Intensive Case Management

Counsellors at ASNR continue to provide education and support to clients across the Niagara Region, through home visits, family meetings, support groups and case conferences. Between April 1, 2014 and March 31, 2015, our organization served 1,629 individuals and families. There were 956 individuals with dementia served in our case management program. Clients received 3,863 face-to-face visits and 3,750 phone visits during which case management and caregiver support was provided. A total of 6,160 direct service hours were provided to clients.



## Music Program

Thanks to a grant from the Niagara Community Foundation, we were able to develop a new music program that we launched in late Spring of 2014. The music program is a borrowing program that offers individuals living with dementia an Ipod/MP3 player loaded with music of their choice. We are proud of the fact that we have over 9000 songs to choose from and continue to add special requests. The benefits of music are wonderful and are well documented in the documentary "Alive Inside." Some of the feedback and comments that we have received from our clients include:

*"Best thing since sliced bread"*

*"It has increased our activity level"*

*"My wife dances again"*

We look forward to expanding this program to more clients in the upcoming year with a donation of 30 MP3 players from the generosity of Walker Industries and Ron Clavier's art exhibit.

## Exercise Program



In partnership with the Alzheimer Society of Brant Haldimand Norfolk Hamilton Halton and with funding for an instructor from the LHIN, the exercise program has been a great success. This program has become popular and is well attended twice weekly by our clients and their care partners. The program gives clients and care partners an opportunity to stay fit and connect with other participants over a cup of coffee and informal conversation afterwards. As one participant shared with us recently,

*"When you feel tired at the end of the day or discouraged in any way, please know that you are making our lives better."*

## Minds in Motion

Minds in Motion® is a program that combines gentle and easy to follow physical activities and fun social activities that are focused on building personal skills for those living with dementia and their care partners. Participants of the Minds in Motion® program attend once per week for eight weeks; new friendships and social connections are made while physical ability is strengthened. ASNR has partnered with the YMCA of St. Catharines, YMCA of Welland and the Centre de santé communautaire Hamilton/Niagara to allow us to also offer this program to the entire Region, including the Francophone community. **Give your mind and body a boost!**



*"This program made us want to exercise further in the week. It **improved** our physical, mental and emotional being."*

*- Minds in Motion Participant*



# Chapter Accomplishments



## Brain Wave Caf  Program

In October of 2014, the Alzheimer Society of Niagara Region officially launched our new Brain Wave Caf  Program. The Brain Wave Caf s provide an opportunity for individuals concerned about cognitive change to learn about brain health and dementia while having the opportunity to ask questions, and become familiar with community resources and supports. These caf s offer an informal place for people to meet up on a regular basis for a coffee, get information and share experiences while participating in 'healthy brain' activities within their local communities. Individuals living with cognitive change or dementia, care partners, family and friends are all welcome!



There are currently four Brain Wave Caf s running in the Niagara Region. English groups are run in Niagara Falls, Thorold and Welland, with an additional Francophone group also running in Welland. Each caf  is held twice a month, and the number of participants continues to grow. During this fiscal year a total of 117 people attended the caf s, with an average of 9 participants per session.

The Brain Wave Caf s are facilitated by the Family Support Counsellor assigned to the respective area. This enables the counsellor to become more entrenched in their service delivery area, as well as connect more frequently with their clients.

The Brain Wave Caf  is proud to come from the focus of authentic partnerships with our clients and the community. The Alzheimer Society of Niagara Advisory Group assisted with the development of the Brain Wave Caf s and provided input into the environment and activities offered. Several individuals with dementia from this group act as peer volunteers at the caf s, greeting new participants to ensure they feel welcome and safe. Each Brain Wave Caf  continues to develop its own unique character, thanks to the input and direction from its participants. Some activities that took place this year include holiday themed parties, drum circles, card games, trivia, and discussions on dementia.

The Francophone Brainwave, named the "P'tit Caf  Social" by the participants of this group, has become **the** place to meet friends, and participate in healthy brain activities. During the Caf  the participants have an opportunity to address concerns and any cognitive changes with a Family Support Counsellor and learn about other resources and services available in their community. The caf  meets bi-monthly at the Goodwill Centre in Welland.

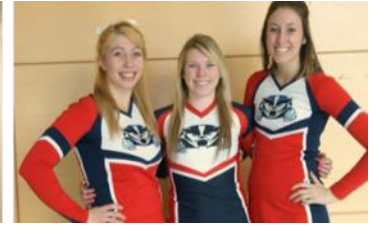
## French Language Services

As a part of our Multi-Service Accountability Agreement with the HNHBLHIN, we have established clear goals for French Language Service Implementation. Presently we offer a monthly Francophone Support Group, a Brainwave Caf , Minds in Motion program and Family Support Counselling. Education is available in French for the Francophone community and agencies. ASNR has partnered with the YMCA of Welland, the Centre de sant  Communautaire Hamilton/Niagara and the Goodwill Centre to offer French programs. The Francophone Family Support Counsellor sits at an inter-agency table to share information with other Francophone services in regards to the health of seniors living in our region. Our bilingual receptionist has been instrumental in directing inquiries and service for our French speaking clients.

*"The Brain Wave Caf  is a lot of fun. I've made **new friends** and they have the same disease so we can talk about our lives. I make sure I go because of the pleasure I get from this."*

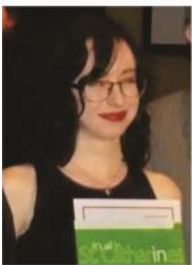
*- Brain Wave Caf  Participant*

## Volunteer Programs



Our volunteers are truly a part of the ripple effect that spreads throughout the Niagara Region, helping to provide services to people living with dementia and their care partners. During this past year, ASNR has been fortunate to have a total of 157 volunteers giving a total of 3,580 hours of service. Twelve of these volunteers are current clients in our Early Stage Program that are giving their time, talents and knowledge as Client Advisory Group members and mentors. We are excited to have these individuals as part of our volunteer team.

These volunteers have participated in essential services which include; Friendly Visiting, Early Stage Programs, Caregiver Café, Brain Wave Café, Minds in Motion, office support, Aging and Dementia Simulation, education, special events, data entry, fundraising activities and representation on the Board of Directors. Their support has been critical in providing the programs and services that we offer to our clients and their families.



**Decla McParland**

**Brett Bendo**

**Gladys Franco**

ASNR was fortunate to have a number of our volunteers recognized for their outstanding volunteer work at Appreciation Evenings offered by Municipalities throughout the Region. Gladys Franco was recognized by the City of St. Catharines for her over 8 years of dedication to the Caregiver Café Program, where she uses her skills and talent as a hairstylist to provide caregivers some much deserved pampering. The City of St. Catharines also recognized Decla McParland as a youth volunteer who has volunteered for several years with our Walk for Memories, and REBEL Early Stage Program, while also assisting with the music program and office support. The city of Niagara Falls also recognized Brett Bendo for his several years of volunteering in the Early Stage Wellness Program and REBEL program. It is wonderful to have our dedicated volunteers appreciated by others.

During the past year, the volunteer program was proud to have gained new partnerships that included: The Thorold Black Hawks Youth Hockey League, Garrison 501 Star Wars group, Brock University Therapeutic Recreation Department and Centre de santé Communautaire Hamilton/Niagara. The Thorold Black Hawk Youth Hockey League provided 12 youth hockey players to volunteer at our walk stations during the walk. Garrison 501 also supported our Walk, by volunteering 6 people dressed as Star Wars characters to greet our participants and take pictures. R2D2 even made a special appearance, putting a smile on many faces. We are excited to have partnered with Brock University's Therapeutic Recreation Department. Their students have assisted with the delivery of our new Minds in Motion program. The Centre de santé Communautaire Hamilton/ Niagara has also partnered with us to support Minds In Motion at our Welland location by providing francophone volunteers.

We are fortunate to have the continued support of our other partners that included: Meridian Credit Union, Trillium College, Niagara Region Public Health Department and Brock Leaders Citizenship Society. At the Walk for Memories in January 2015, Meridian supported us by providing 25 volunteers that assisted us throughout the day. Trillium College Massage Therapy students have continued to be wonderful supporters of our Caregiver Café Program by providing 1 hour massages at the massage clinic located at the College campus to our caregivers. They also supported our Walk for Memories by providing massages to the participants. Again, this year the Brock Leaders Citizenship Society's support at the Walk for Memories was outstanding. They not only dedicated their time as event day volunteers, but were active committee members and organized a team that raised funds. The Public Health Department's Community Food Advisory Department and the Physical Advisor Department has continued their support in our Wellness program and REBEL Early Stage program by providing speakers on very interesting topics.

## Chapter Accomplishments



### Volunteer Programs (con't)

Our Friendly Visiting program continues to provide a very valuable service. The Friendly Visiting volunteers provided over 870 hours of support in the form of visits to individuals living with dementia in the community. During this past year, our friendly visiting program expanded to include our life stories Recollection Program. In this program, Friendly Visiting volunteers assisted individuals living with dementia in writing a life story book. Through the generosity of the St. Catharines Rotary Club, we were able to expand this program through the purchase of 2 more laptops and printing ink.

### Long Term Care Transition Support Group

In the past year, ASNR has provided a Long Term Care Transitional Support Group to assist care partners and persons with dementia in their transition to Long Term Care. This six session group has run twice and been a meaningful experience for those involved. As well, the Family Support Team has been working collaboratively with Social Workers in the Long Term Care facilities to develop tools that can be implemented to further support care partners and persons with dementia in transitioning to their new environment.

### Elder Abuse Prevention



Dion McParland, one of our family support counsellors, is the chair of the Niagara Elder Abuse Prevention Network (NEAPN). The network has developed educational materials and learning tools to raise awareness about elder abuse and build capacity across the community support sector. Over the last year, Dion has provided 10 training sessions for front line staff and volunteers working in the community, 8 public information sessions, and 3 train the trainer workshops that included training Chairs of Elder Abuse Networks in the Central West/LHINS4 Sector. Through awareness building, the Alzheimer Society of Niagara has received 7 direct calls to the agency with regards to elder abuse, whereby we have collaborated with the victim of the abuse and service providers in establishing and

implementing individualistic intervention strategies. The NEAPN held its first annual conference in June 2014 with the theme of; Understanding the Legal and Ethical Issues When Working with Vulnerable Older Adults.

### Awareness Campaign

The Alzheimer Society of Canada launched the 72% Campaign in January as part of Alzheimer's Awareness Month. The purpose of the campaign was to raise awareness of the prevalence of Alzheimer's disease and its impact on women. Women live longer than men and this is significant as age is the biggest risk factor and there are more women living with Alzheimer disease than men.

The impact on women is particularly poignant as they make up 70% of family caregivers which creates enormous pressure on them as they provide 24-hour care while trying to also raise families and work outside the home. Thus, whether women are experiencing Alzheimer's disease themselves or caring for someone who has the disease, they need to know that support is available locally here at the Alzheimer Society of Niagara Region.

The hope of this campaign was to encourage Canadians to ask the question "Are you one of the 72%?" thereby drawing attention to learn about the 10 warning signs and share them with their mothers, grandmothers, sisters, daughters and friends. The Alzheimer Society of Niagara Region celebrated this theme during their Walk for Memories by reaching out to families at the Health Fair and connecting the warning signs with Healthy Brain tips and strategies. By focusing on the 72% Campaign, the Education Department was able to provide hope and guidance through proper educational tips for those who attended the fundraiser.

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*"Look at what we have lost... look at what we have gained... look at what **we contribute!**"*

*- Early-stage Programs Participant*

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## Chapter Finance

### Alzheimer Society of Niagara Region

#### Condensed Statement of Financial Position as at March 31, 2015

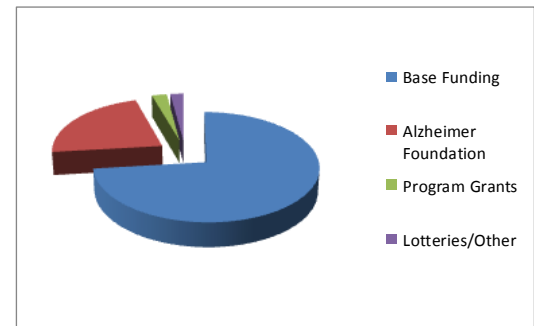
<b>Assets</b>	
Current Assets	\$ 271,274
Fixed Assets	\$ 996,120
	<u>\$ 1,267,394</u>
<b>Liabilities &amp; Net Assets</b>	
Current Liabilities	\$ 106,760
Net Assets	\$ 1,160,634
	<u>\$ 1,267,394</u>

#### Condensed Statement of Operations for the year ended March 31, 2015

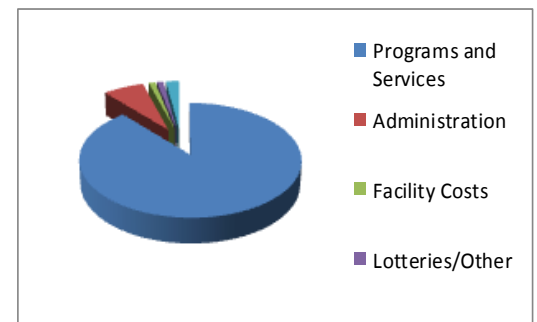
		<u>Percentages</u>
<b>Revenue</b>		
Base Funding	\$ 1,295,415	68.5%
Alzheimer Foundation	\$ 395,000	26.5%
Program Grants	\$ 42,605	3.0%
Lotteries/Other	\$ 37,620	2.0%
	<u>\$ 1,770,640</u>	<u>100.0%</u>
<b>Expenditures</b>		
Programs and Services	\$ 1,591,444	88.0%
Administration	\$ 122,461	8.0%
Facility Costs	\$ 19,443	1.0%
Lotteries/Other	\$ 19,766	0.5%
Depreciation	\$ 39,199	2.5%
	<u>\$ 1,792,313</u>	<u>100.0%</u>

<b>Excess (Deficiency) of Revenue Over Expenditures</b>	\$ (21,673)
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#### REVENUE



#### EXPENDITURES



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.

#### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

#### 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 latest research speaks to the importance of optimizing the donor experience in an effort to build stronger, longer and deeper relationships. Connecting donors to the organization's mission and impact lies at the centre of their donor experience. It has been said many times that `donors want the best bang for their buck`. It is critical to show donors a return on their investment.

Today, the need to be strategic is vital to the fundraising industry. Nationally, corporate giving totals are only 6% of total giving. "People give to People!" is a well-used phrase and is true more than ever. At the Alzheimer Society Niagara Foundation we like to empower our donors with knowledge, passion, and confidence that the impact of THEIR gift is what matters.

Over the past year, the Foundation's strategic direction has been to drive sustainable revenue growth while deepening our existing donor relationships and forging new ones. We are very proud of all our accomplishments, as you will read in our Annual Report. The Foundation raised an incredible \$578,578 through our events, donations and income on our investments. We raised over \$102,887 from our Coffee Break Campaign due to the tremendous support of the Niagara Marine Industry Charitable Council with a donation of \$38,335. We continued to expand our Walk for Memories at Brock University and thanks to the community, our title sponsor Avondale Food Stores, and the support of Brock University, we raised over \$82,438 in pledges and sponsorship. The Peter Saracino Alzheimer Golf Classic raised \$37,425 and the Curl for Memories raised \$11,755 in net revenues.

Every donor is unique and is motivated to give in different ways. Through generous donations we received \$175,328 from individual supporters and memorial donations. We have benefited from a number of third party events that raised almost \$28,000 with very little use of our internal resources. Some of the top events included: The Flora Broley Memorial Ball Hockey Tournament hosted by the Brock Leaders Citizenship Society (\$7,353.85); the annual Nitsopoulos Family Golf Tournament (\$3,006); OANHSS Region 2 Golf Tournament (\$3,000); Niagara Timberline Riders Motorcycle Club movie screening (\$2,548); Meridian Credit Union & Critelli's Furniture Charity Raffle (\$5,000) and Niagara Falls Professional Firefighter's 2015 calendar and Set the Night on Fire Event (\$5,000). Our Celebration Program raised \$2,689 through weddings alone. We continue to draw \$30,000 annually from the fund set up by The Robert Bell and Gladys May Bell Memorial Foundation for The Society's Incontinence and Transportation Programs.

The pace and magnitude of technological change is staggering. Effective communication with our stakeholders and the general public is critical to the success of our organization at all levels. Our Foundation staff is responsible for the dissemination of information, whether it be about fundraising events or educational public forums. Over this past year, we changed to a monthly ENewsletter that has broadened our audience outreach, reduced costs and allowed for a timelier sharing of information. We have also experienced success with Social Media through Facebook and Twitter.

Behind every successful organization is solid leadership, expertise and dedicated individuals. Our Board, staff, volunteers and partners continue to be the driving force behind the Foundation's success; without their commitment we would not be able to fulfill our financial obligations to the Alzheimer Society. We applaud and thank all of them for their devotion to our cause.

*Bob Miller, Chair*  
*Teena Kindt, CEO*  
*Alzheimer Society Niagara Foundation*



**ALZHEIMER SOCIETY  
NIAGARA FOUNDATION  
BOARD OF DIRECTORS  
2014—2015**

Bob Miller, Chair  
Vic Kerschl, Vice Chair  
April Cotton, Treasurer  
Anne Radojic, Secretary

Julia Coles, Director  
Nancy Elkin, Director  
Robert Magder, Director  
Bob Martens, Director

Peter Nicholson, Director  
John Pula, Director  
John Riediger, Director  
Dan Skinner, Director

**Peter Saracino Alzheimer Golf Classic 2014**

Our annual tournament held on June 4, 2014 at the lovely Peninsula Lakes Golf & Country Club was another great success. We are sincerely grateful for the generosity of our title sponsor, Wormald Masse Keen Lopinski LLP, and to our many other generous event sponsors, donors of auction items, participants and volunteers for making this another day to remember. As a result of this tremendous commitment, the event raised \$37,425 in net revenue.



**Coffee Break 2014**

The official kickoff to this year's Coffee Break campaign took place on Thursday, September 18<sup>th</sup>, National Coffee Break Day. Some events held on that day included a unique 'drive-thru' event that was held at St. Columba Church, the Grantham Lioness hosted their annual open house with coffee and treats and the lobby at Welland's City Hall was full of goodies for their annual Coffee Break event. There were many other fun Coffee Break events that took place through to the end of December, like church socials, open houses, barbecues, raffles, dress down days, selling coffee cup decals and rounding up at the cash register. As a result of the tremendous support of hosts and participants in communities throughout the Niagara Region, and another generous contribution by the Niagara Marine Industry Charitable Council, this year's Coffee Break raised a record total of \$102,887! Thanks to all for your commitment to helping those in the Niagara Region living with dementia.



**Special Occasion Celebration Program**

An innovative way to give a gift to celebrate a special milestone such as a birthday or anniversary or in lieu of favours for a wedding might be to consider encouraging donations to the Alzheimer Society Niagara Foundation. Your occasion can be made even more meaningful with these gifts that support the programs and services of the Alzheimer Society of the Niagara Region for persons living with dementia, their families and care partners. Our staff will be happy to work with you to develop a customized place card, table sign or donation card that is suited to your event. This year, \$2,689 was raised through the Celebration Program.

As a result of their generous contributions, the Foundation would like to acknowledge the following new additions to our Donor Wall this year: Murray and Mary Shantz; Grand Orange Lodge of Ontario West; Mr. Robert Hurlbut; In Loving Memory of Connie Reiber; Latcham Marine Services; Marine Clean Ltd.; Niagara Timber-line Riders; Opplast Inc.; Linda Ressler; and The Rotary Club of St. Catharines.

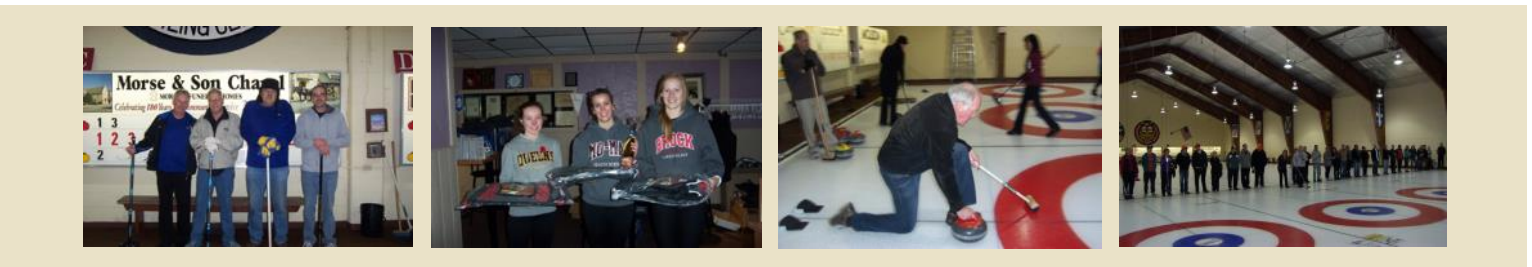
## Walk for Memories 2015

The 11<sup>th</sup> annual Walk for Memories, sponsored by Avondale Food Stores, took place on Sunday, January 25<sup>th</sup> in the Walker Complex at Brock University. Thanks to the generosity of all of our sponsors, contributors of penny sale items and those who supported our walkers with their pledges, \$82,438 was raised! Some of the top teams from this year's event included Jumping Jacks \$6,247; Alpha Pi Phi \$3,445; and Chris' Crusaders \$2,383. Our top individuals were Anne Treschak \$1,700; Shirley Allan \$1,200 and Shirley Snyder \$1,170. Stations along the walk route and an information fair in the gym promoted tips for a healthy lifestyle. Brad Anderson of Energy Fitness got the walkers warmed up while the Brock cheerleaders and mascot Boomer, along with famous Star Wars characters, set the pace for our participants. Shout outs to our emcee, Stephanie Sabourin of BellMedia, the talented Cory Cruise for entertaining the crowd and Fluffy the Clown for deftly crafting balloon animals. To our many volunteers – especially our Walk for Memories Committee, our friends at Brock University and Meridian Credit Union – thanks for all you do to ensure the success of our event.



## Curl for Memories 2014

The Niagara Falls Curling Club was the host for our 16th Annual Curl for Memories held Saturday, November 8, 2014. A big thanks is extended to our event's title sponsor, Value Muffler and Brake Centre, as well as our lunch, dessert, draw and numerous sheet sponsors. Congratulations to this year's top pledged team - Royal LePage who raised \$640. We also appreciate the generosity of all those who donated wonderful prizes for our penny sale table and for the top pledged individual and team. The Bonspiel Committee and volunteers should be commended for their efforts; as a result of the day, a net total of \$11,755 was raised in support of vital programs and services for individuals living with dementia.



## Third Party Events

There are many occasions when external individuals or groups plan and organize their own event in the community, with proceeds donated to the Foundation. We are fortunate to have received tremendous support throughout communities in Niagara with almost \$28,000 in revenue generated this past year. Events held throughout the year include The Flora Broley Memorial Ball Hockey Tournament, The Nitsopoulos Family Golf Tournament, the OANHSS Region 2 Golf Tournament, the Niagara Falls Professional Firefighter's 2015 Calendar and 'Set the Night on Fire' event, the Niagara Timber-line Riders movie screening and a raffle sponsored by Critelli's Fine Furniture and Meridian Credit Union. Many thanks to all!



# TOP SUPPORTERS 2014—2015 April 1, 2014—March 31, 2015

## Donors \$20,000 +

Murray & Mary Shantz  
The Robert Bell & Gladys May Bell  
Memorial Foundation

## Donors \$10,000 - \$19,999

Anonymous Donor  
Estate of Frederick Edward Marlow

## Donors \$5,000 - \$9,999

Algoma Central Corporation  
The Grand Orange Lodge of Ontario West  
Niagara Community Foundation

## Donors \$1,000 - \$4,999

Allied Marine & Industrial  
Bell Marine & Mill Supply Ltd.  
BHH Benefits  
Mr. William Dickson  
Dilts Piston Hydraulics Inc.  
Mr. Doug Dyer

Grantham Lioness Club  
Mr. Robert Hurlbut  
In Memory of Connie Reiber  
Mr. Rory Keeler  
Latcham Marine Services  
Mr. & Mrs. Robert Miller  
Marine Clean Ltd.

Opplast Inc.  
Ms. Erin Redmond  
The Rotary Club of St. Catharines  
Seagulf Marine Industries Inc.  
Short Hills Fire & Rescue Association  
Mrs. Wytke Zantinge

## Donors \$500 - \$999

Anonymous Donor  
Sylvia Atangan  
Canadian Tire Financial Services Community Support  
Mr. & Mrs. James Cameron  
Mrs. Joanne Cartmer  
Dr. Rhonda Collins  
Mr. W. Frank Cooper  
Mr. & Mrs. William Elkin  
Anne & Harry Fox

Grantham Lions Club  
Mr. & Mrs. Ron Hansell  
Joan E. Marlow Memorial Fund at the Niagara  
Community Foundation  
Mr. & Mrs. Vic Kersch  
Robert Kerr  
Mrs. Teena Kindt  
Mr. & Mrs. Dennis Martin  
Mr. & Mrs. Leonard McClelland  
Terry & Peter McDougall

Mrs. Gillian McGrew  
Patrick & Nancy McNally  
Mr. William Miller  
Mrs. Jayne Pauls  
The Pen Centre  
RBC Royal Bank  
Lori Ryan  
Mr. Albert Smith  
Together We Can  
Unifor Local 199

## Donors \$250 - \$499

124 on Queen Hotel & Spa  
Alpha Pi Phi Beta Chapter  
Mr. William Armstrong  
Ms. Jennifer Barker  
Ms. Mary Bart  
John & Judy Bond  
April Cotton  
Farley Cotton  
Gerald Cotton  
Terrance Cotton  
CYO Basketball  
Ms. Gilda DeBonis  
Ms. Ines DeBonis  
Mr. Rick Fleming  
Garlock of Canada Ltd. Fairbanks Morse Engine

Mr. Todd Guest  
Joanne Habib  
Walter Harmidarow  
Mr. Hugh Hutton  
Mr. Clifford Ironberg  
Mrs. Cynthia Krawczuk  
Lakeview Harvesters Ltd.  
Mr. Gord Layhew  
Mary Jo McLaren  
Mr. & Mrs. Alex O'Brien  
Lois Ouellette  
Dr. & Mrs. George Park  
Mr. Peter Partridge  
Ms. Elizabeth Pattison  
Mr. & Mrs. Douglas Rapelje

Mr. James Reive  
Ms. Linda Ressler  
Greg Richards  
Jeannette Rosetti  
Royal Canadian Legion Zone B5  
Monica Schmalz  
Mr. & Mrs. Dave Shantz  
Seasons Retirement Communities  
Ms. Gillian Somerset  
St. Davids & District Lioness Club  
St. Davids & District Lions Club  
Ottavio Tulini  
Ted's Tunes  
Turkstra Lumber  
Anna & Azim Velji

## Event Sponsors \$300 +

Avondale Food Stores Limited  
Bayer Inc.  
Brock University  
Mr. Joseph Carlomusto  
Robert Miller, Chown Cairns  
Cooper Wealth Management  
IA Clarington Investments  
Investors Group  
Meridian Credit Union Limited  
Ontario Power Generation

Portage Mutual Insurance  
Rankin Construction  
Robert Magder Financial Services  
Margie Spence, Royal LePage Niagara  
Real Estate Centre Brokerage  
Stamford Lions Club  
Sullivan Injury Professional Law Corp.  
TransCanada Pipelines Limited  
Value Muffler & Brake Centre  
Wormald Masse Keen Lopinski LLP

## Third Party Events \$500 +

Flora Broley Ball Hockey Tournament  
Critelli's Fine Furniture  
Meridian Credit Union Limited  
Niagara Falls Professional Fire Fighters Association  
Niagara Timber-line Riders  
Nitsopoulos Golf Tournament  
OANHSS Region 2 Golf Tournament  
Niagara Marine Industry Charitable Council Fish Fry  
Jim & Celia Cameron's 60th Wedding Anniversary  
Tuckwell Aluminum Collecting