

Alzheimer *Society*  
Y O R K   R E G I O N



2011/2012  
Annual Report

# Table of Contents

## Mission and Vision

page 1

## Message from the President

page 2

## Message from the Executive Director

page 3

## Who do We Serve?

page 4

Client Profile

Partner Agencies

Service Locations

## How do We Serve?

page 6

Building a centre of excellence from within

Quality and performance review

**AS York** recognized for excellence

U-FIRST! training

First Link

Centre of Excellence in Dementia Care

## Who Helps Us Serve?

page 10

Community Programming

Our volunteers make a difference

Events

Donors and donations

## Financial Information

page 13

Treasurer's Report

Financial Information

## Who are We?

page 17

Board of Directors

Staff

Locations



# Our Mission and Vision

**The Alzheimer Society of York Region's** mission is to alleviate the personal and social consequences of Alzheimer's disease and related dementias and to promote research.

Our vision is a commitment to the care of families and the cure of Alzheimer's disease and related dementias. We will achieve excellence, innovation and leadership in:

- Family-centered services
- Advocacy
- Education
- Fundraising

Through caring professional staff, active volunteers, valued partnerships and a supportive community.

Our Values

**C**ollaboration

**A**ccountability

**R**espect

**E**xcellence

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



# Message from the President



I was a teenager when I first noticed that my grandmother, Helen Sewell, often had trouble remembering the names of her grandchildren. She would run through our names until she got it right, and then we would all laugh about it. Some of us

playfully referred to my grandmother as having “Sewell’s disease”. It was only years later, as she eventually lost almost all memory of her family and friends and exhibited other symptoms of dementia, that we came to fully appreciate just how serious my grandmother’s condition was.

My grandmother was never formally diagnosed with having Alzheimer’s disease, and my family did not know where to get help as her symptoms progressed. So we did not take advantage of any of the services offered by the local Alzheimer Society chapter – we were not even aware that such services were available. Undoubtedly it would have helped us immensely to provide the required care and support for both of my grandparents.

My experience with my grandmother is very common. For a disease that represents a leading cause of death among Canadians, we still have a long way to go to make dementia care a priority in this country; and the challenge will only get more difficult as our population ages.

The **Alzheimer Society of York Region (AS York)** continues to pursue strategies to help the residents of York Region meet this challenge. We now envision a new “Centre of Excellence” for dementia care – a new facility where we can offer comprehensive, innovative, leading-edge services and programs for clients and caregivers that address the disease throughout the entire continuum of care from pre-diagnosis to end-stages. Our Centre of Excellence would support families from all areas of the region by enabling **AS York** to:

- Expand our programs throughout York Region, and alleviate the space restrictions at our existing location on Davis Drive in Newmarket.
- Increase our public and professional outreach concerning dementia, its possible causes, and options for treatment and care.
- Enhance existing programs for people dealing with mid-stage Alzheimer’s disease; and as well for the education and training of caregivers to improve their well being.
- Implement new programs to promote the prevention or delay of the onset of dementia; as well as provide improved care and support at the late and end-stages of the disease.
- Broaden our integrated model of service for individuals with dementia and their families.

- Accelerate investment in all areas of dementia research, in support of our national vision of “a world without Alzheimer’s disease”.

We are now engaging with local politicians and potential donors to share our vision for the Centre of Excellence and gain their support, and we are pleased with the progress we have made so far.

Often when I forget someone’s name, or some other detail that I think I really should easily recall, I find myself thinking that it must be a sign of Sewell’s disease. I can do this and poke fun at myself because I know that I don’t have a more serious problem; at least not yet. But if it ever comes to the point where I have real concerns about possibly having Alzheimer’s disease, I won’t be wondering where I can go for help.

On behalf of the Board,

A handwritten signature in dark ink that reads "W. S. Wylie". The signature is written in a cursive, slightly slanted style.

W. S. (Bill) Wylie

# Message from the Executive Director



For the first time in Ontario's history, older people will soon outnumber younger people. This new reality will affect how health care is provided and used in ways we have never seen before. And the increasing prevalence of dementia – with

age being its most significant risk factor – will impact every aspect of that system.

In many ways, York Region is “ground zero” for this new reality. Over the next ten years the aging population within our service area is projected to grow by 40%, which is higher than the provincial average. Between 2008 and 2016 the prevalence of Alzheimer's disease and related dementias will grow by 35%, which is higher than the national average. Although older people generally age well, those aging with dementia require special care and attention. In short, we need careful focus and action to impact these changing demographic and health care realities.

Following a quarter century focused on improving the quality of life for those living with dementia and also their caregivers, during which our programs have substantially expanded and service locations and partnerships have grown right across the Region, the Alzheimer Society of York Region (**AS York**) now reaches out to a larger and more diverse client base than ever before. In 2011-2012 our social work team helped nearly 1,700 families navigate through the complex health care system and through the challenging and often mystifying disease process, and in the process often averting inappropriate Emergency Department visits. Approximately 28,000 cognitively-impaired day program spaces were filled by our social work team across the Region. Reflecting York Region's rich ethnic tapestry, **AS York's** D.A.Y. centre and caregiver support staff addressed client needs in Cantonese, Farsi, French, Gujarati, Hindi, Italian, Mandarin, Polish, Punjabi, Spanish, and Tamil.

We've come a long way, but the demographic realities I mentioned earlier already present new challenges. Despite our ability to reach out to a broader client base, services fall short of existing demand; which increases the burden and stress on the caregiver and potentially translates into a more accelerated pace of the disease for their loved one. Moreover, the majority of families touched by dementia lack the knowledge of, or are stigmatized by the disease, and therefore do not access or are even aware of the existing services that can help. That's why **AS York** is more resolved than ever to accelerate what we do in the best interests of our clients.

Within Bill Wylie's President's Message, and outlined in the pages that follow, you will read about a major initiative to create in York Region a new Centre of Excellence in Dementia Care that will eventually replace our existing Newmarket facility. The vision for the Centre of Excellence is to offer a range of

client-centered dementia services that do not exist in York Region that will help better address the complexity of the disease over the course of its lengthy and degenerative progression. We trust that this ambitious initiative will soon become a reality. But as we plan and prepare for it, and before a Centre of Excellence in dementia can open its physical doors, a culture of operating as a centre of excellence continues to be built within our organization in many other significant and important ways.

While organizational and programming excellence is an on-going pursuit for AS York, our efforts intensified three years ago with the implementation of a new management and organizational structure, a robust fund development function, and a new performance management system. These and other foundational changes designed to increase staff engagement, strengthen our ability to deliver existing services and to effectively support new initiatives that we pursue.

As you'll see in the pages ahead, our commitment to organizational excellence is bearing fruit. This year AS York implemented new programming such as First Link, designed to provide services to people with dementia much earlier in the disease process. We have increased our D.A.Y. centre capacity and expanded or upgraded existing facilities to increase current service levels; and initiated new training programs for both our staff and those of our partners to enhance knowledge and understanding of the disease process. New fundraising initiatives generated revenue for programs that enriched the client experience at our D.A.Y. centres. We have also implemented several educational programs such as our Annual Alzheimer Awareness Breakfast that focused this year on the theme of early diagnosis and why it is important. And we have advocated for increased support within York Region through an awareness campaign with local elected officials.

It's a remarkable transformation that is underway, and it would not be possible without the dedication of our staff, volunteers, benefactors, as well as with sponsors and partners such as the Central Local Health Integration Network (LHIN) in addition to many others identified within this report.

But excellence is a journey, and not a destination, so we must continue to ask even more of ourselves as individuals, as an organization, and as a health care sector next year than we did last year in order to address the new existing realities. AS York is fully committed to this journey, for as long as our services may be required.

A handwritten signature in black ink, appearing to read "Loren Freid". The signature is fluid and cursive.

Loren Freid



# Who do We Serve?



*Jennifer with Cecilia at the AS York Whitchurch-Stouffville D.A.Y. program.*

Since 1985, the **Alzheimer Society of York Region (AS York)** has been a leader in serving and supporting individuals and their families who are living with Alzheimer's disease and related dementias. Our history of delivering quality dementia-specific day program services, an enriched social work program, and education opportunities and advocacy within the Region of York, is well known and respected. We have a proven record of working collaboratively and in partnership with different agencies within the Region of York to serve the needs of families and individuals living with Alzheimer's disease and related dementias.

Our clients range in age from 47 to 96 years, and come from more than 30 different nationalities and faiths, remaining in our D.A.Y. programs (Day programs for

Alzheimer's clients in York Region) an average of 14 months. Fully 95 per cent of our clients are cared for at home by family members.

D.A.Y. programs also account for more than 3900 hours of volunteer service annually, and more than 3800 hours of training for various disciplines. We serve 230 clients in three D.A.Y. programs at facilities located in Newmarket, Thornhill (Markham) and Whitchurch-Stouffville.

Last year, **AS York** social workers helped 1,694 families, including 775 families newly facing the challenges of Alzheimer's disease and related dementias, navigate through the complex health care system and through the challenging disease process.

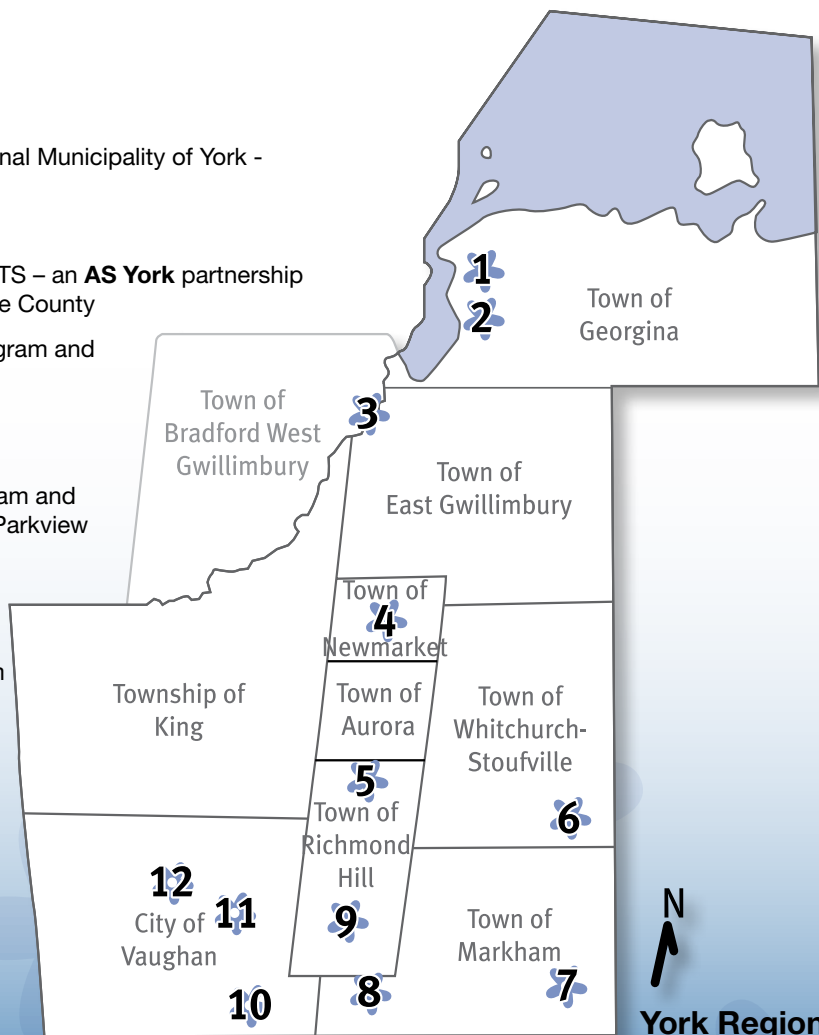
Today, our Clinical Integration Service Model integrates our caregiver support and education team into cognitively-impaired day centre programming within the Region of York. Our Caregiver Support and Education staff members are fully integrated into the service delivery plans of our partner agencies from across the health care sector. These partner agencies include hospitals, community service agencies, the CCAC, Long Term Care and the Regional Municipality of York.

It all adds up to quality dementia day program services and caregiver support across York Region for families coping with Alzheimer's disease and related dementias. Working collaboratively with different agencies, **AS York** helped fill more than 28,000 day program spaces for cognitively-impaired individuals and their families throughout the Region of York last year.

We're proud of our partnerships and service to so many who must live with Alzheimer's disease or a related dementia and their families. But we know our job is getting bigger each year. By 2016, the prevalence of dementia in Ontario is expected to reach 227,500 cases, with some 14,495 cases in York Region alone, an expected increase of over 35% compared to 2008. This will require more day program spaces and caregiver support, training for professional and family caregivers, greater understanding of the degenerative impact of the disease, increased awareness of available services and research into the causes and cures for dementia.

## Service Locations

1. Keswick Gardens Adult Day Program, Regional Municipality of York - an **AS York** partnership
2. **AS York** Georgina Satellite Office
3. CHATS Rural North adult day program, CHATS – an **AS York** partnership with the Alzheimer Society of Greater Simcoe County
4. **AS York** head office, Newmarket D.A.Y. Program and caregiver support offices
5. Adult Day Program, York Central Hospital – an AS York partnership
6. **AS York** Whitchurch-Stouffville D.A.Y. Program and caregiver support office in partnership with Parkview Services for Seniors and CHATS
7. **AS York** Family Support Group meetings in Markham at Woodhaven LTC
8. **AS York** Thornhill (Markham) D.A.Y. Program and caregiver support offices
9. Balance of Care Adult Day Program, CCAC and CHATS - an **AS York** partnership
10. The Circle of Care and Baycrest Day Centre for Seniors, an **AS York** partnership with JIAS and Reena
11. Maple Health Centre Adult Day Program, Regional Municipality of York - an **AS York** partnership
12. **AS York** Vaughan Satellite Office





# How do We Serve?



*Tara and Trevor (seated to the left), members of the AS York Caregiver Support & Education Team, participate in the Annual Health Fair on Georgina Island.*

## Building a centre of excellence from within

In 2011, **AS York** began its campaign to create a Centre of Excellence in Dementia Care in York Region. The vision for the Centre of Excellence is to offer a range of client-centered dementia services which do not currently exist in York Region that will help better address the complexity of the disease over the course of its lengthy and degenerative progression. It is to set a standard of excellence in dementia care across the continuum of care from pre-diagnosis to client and caregiver programs, to end of life support. But before a Centre of Excellence opens its physical doors, a culture of excellence is being built within our organization.

Excellence as an organization can be found in the way we do things, work with others, and relate to all whom we serve. It's about excellence in person-centred care programming, as much as about productivity and efficiency in administration. Above all, excellence is about

how we develop our people to meet the growing need for dementia care and support services. Here are some of the initiatives that are helping us build excellence in dementia care from within.

## Quality and Performance Review

A committee of the Board of Directors conducted an internal review on the quality and performance of **AS York's** programs and services for 2011/2012, as part of a continual improvement initiative. The committee, which includes three Board members, the Executive Director, and Senior Manager of Programs and Services, meets quarterly and provides oversight and guidance for quality improvement and performance management activities of **AS York**.

The committee reviewed statistics and indicators for client care, staff development, financial performance and fund development. This new initiative will establish benchmarks for excellence to be pursued in future years.



## 2011/2012 AS York By the Numbers

<b>230</b>	clients served in the three <b>AS York</b> D.A.Y. programs
<b>96</b>	age of oldest client
<b>47</b>	age of youngest client
<b>14.2</b>	average stay in months
<b>5626</b>	shuttle trips transporting clients to and from D.A.Y. programs
<b>1694</b>	families served annually by AS York and in collaboration with partner agencies
<b>775</b>	new families served last year
<b>7294</b>	hours of counseling provided by <b>AS York</b>
<b>3683</b>	home, community, and office visits by <b>AS York</b> social work team
<b>1692</b>	hours volunteered in D.A.Y. Centre programs
<b>3900</b>	hours of training provided to students in community college and university programs
<b>4439</b>	hours of service provided to our partner agencies
<b>2526</b>	participants received <b>AS York</b> information or training at 80 presentations
<b>2991</b>	separate financial gifts were received from supporters
<b>28320</b>	cognitively impaired day program spaces filled by <b>AS York</b> social work team across York Region

### AS York Recognized for Excellence in Alzheimer Society of Ontario Peer Review

**AS York** was recently recognized for its high standards of quality in operations, service and governance based on a Peer Review process conducted by the Alzheimer Society of Ontario.

Participating in the *Ensuring Quality Standards Project* in 2011, **AS York's** standards related to Leadership, Human Resources, Support and Operations, and Services and Research.

The purpose of the Review is not a competition with other chapters, nor is it to uncover weaker organizations. Rather, the process identifies opportunities for a chapter to improve its efficiency and productivity by sharing best-practice information. A consistent peer review also demonstrates accountability to stakeholders and builds confidence that a local Society is making the most of its resources.

### U-FIRST! training for all staff and partner agencies

U-First! is a proven and effective approach to working with people with dementia. Through dialogue and a case-based approach, it helps staff more confidently serve people who exhibit difficult or aggressive behaviours, as can be the case with dementia.

In partnership with the Alzheimer Society of Ontario, U-First! training was delivered by the Regional Psychogeriatric & Mental Health Consulting Service of the Region of York in January and February 2012 to all forty **AS York** staff and 12 staff from our partner agency CHATS. Those deployed in administration, fund development, front line social work, support and education, and all day program staff participated in U-First! Training. Several staff members from partner agencies in Bradford, Aurora, Richmond Hill, Dunlop and Parkview also participated.

This best-practice program is the first time that both administrative and support staff have received such training as front-line staff who work directly with clients. It helps **AS York** better serve clients across all our streams and operate more safely as an organization.



## First Link: Reaching out to dementia clients and caregivers when it counts most

A diagnosis of Alzheimer's disease or related dementias is understandably unsettling and fraught with uncertainties for individuals and their families. But thanks to an innovative program, First Link, the first call to the afflicted individual or their family will now come from the **Alzheimer Society**. Family physicians, geriatric specialists, pharmacists, and other allied health care professionals are integrated into the First Link program. In First Link, when the diagnosis is initially made by the family physician or geriatric specialist, consent is requested to make a confidential referral to the Alzheimer Society. As a result, First Link offers families the opportunity to access information and services much earlier in the disease process and to link them with ongoing supports throughout the progression of the illness.

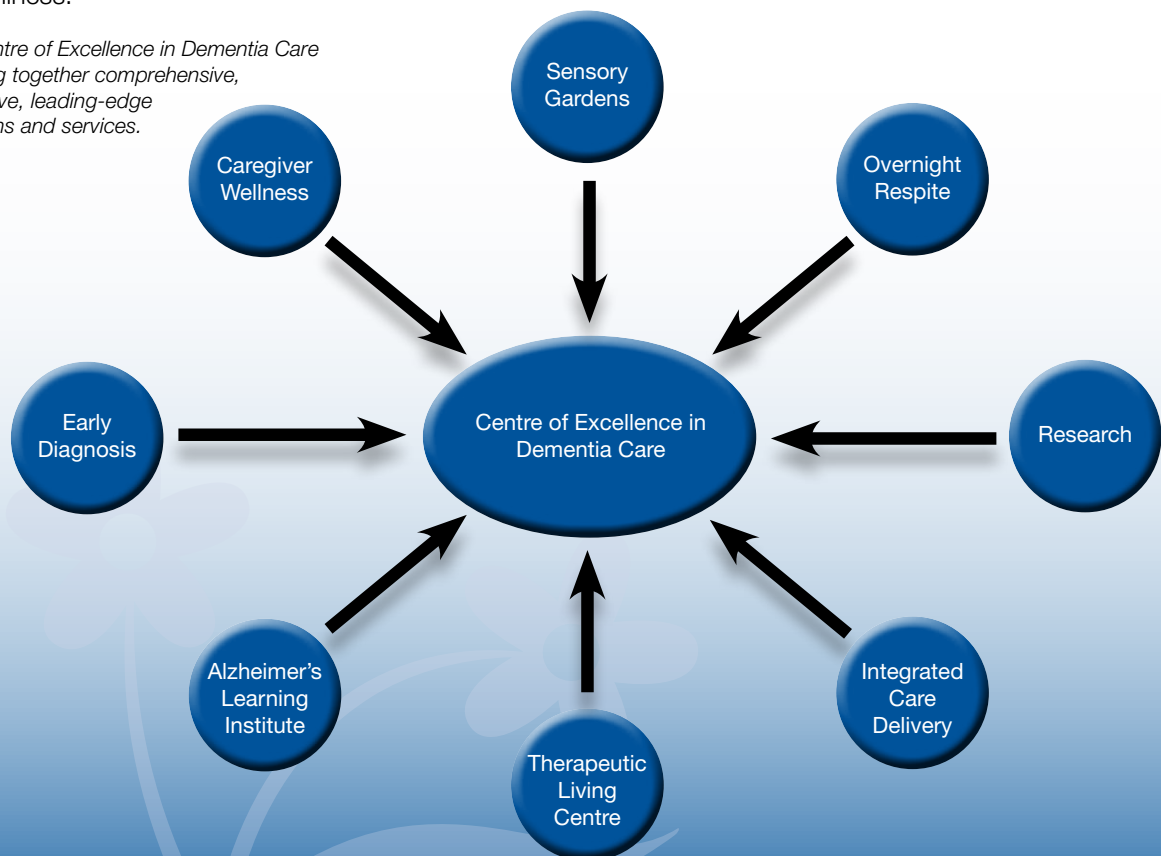
*The Centre of Excellence in Dementia Care will bring together comprehensive, innovative, leading-edge programs and services.*

First Link has been proving itself in other Ontario communities since 2007, where it has decreased the average time between diagnosis and referral to local Alzheimer Societies from eighteen to 7 months. Today, First Link has been implemented in thirty-six Alzheimer Society chapters in Ontario as well as in British Columbia and Saskatchewan.

The launch of First Link was made possible through new funding from the Central Local Health Integration Network (LHIN). The program connects people to information about day-to-day living, positive approaches to care, how to manage challenges, and how to prepare for the future. It also points the way to support groups, counseling and other community programs and services. Not only does First Link strengthen partnerships between **AS York** and physicians, diagnostic and treatment services, and community services, it extends the reach of health care professionals in Ontario to serve more people with dementia.

## Centre of Excellence in Dementia Care

In 2011, **AS York** put into motion a campaign to establish a new Centre of Excellence in Dementia Care for York Region. The vision of the new Centre is to support individuals with dementia and their caregivers in ways not previously assembled in one place.



A state of the art, client-centred and environmentally inviting facility will provide comprehensive, innovative, leading edge programs and services that address the disease from pre-diagnosis to end-of-life care.

In the coming year, **AS York** will focus on identifying a site for our Centre of Excellence and establishing partnerships to turn this vision into a reality.

## AS York facilities doing more to make a difference for clients and care givers

The year 2011/2012 saw **AS York's** D.A.Y programming achieve a new level of excellence.

With support from the Central LHIN, part-time Program staff was added to the Newmarket and Thornhill (Markham) D.A.Y Centres, enabling direct client service to improve through increased staff-client ratios, and more time for program workers with clients.

Service wasn't the only thing enhanced during the year, as **AS York** facilities were also upgraded.

At the Thornhill (Markham) D.A.Y. Centre, the kitchen and lighting were upgraded, and the need for repairs to fencing, parking and outdoor space was the catalyst for a new "sensory" garden with raised beds, water features, and easier access for clients who participate in planting vegetables each spring. Proceeds from Magna's Wild Wild West Hoedown made the project possible.

The northern office in Georgina relocated to a new building better suited to accommodate expanding Family Support Groups and Education Seminars. It also allowed for increased counselling for caregivers and expanded program and staff to serve the rural north of the Region.



AS York Satellite Office Re-Opens in Georgina. Those on hand to celebrate include (from l to r): Barbara Dawson from Investors Group, our corporate sponsor; Kim Baker, CEO of the Central Local Health Integration Network; Janice Chu, Director of Community Investment, United Way of York Region; Maimu Schaeer, AS York Board Member; Julia Munro, MPP for York - Simcoe; Shelby Fisch, AS York Board Member, His Honour Robert Grossi, Mayor of Georgina, Loren Freid AS York Executive Director; and Ken Hackenbrook, Georgina iWard 4 Councillor.

## Clients connecting through music

Blossom Chin plays the piano daily at age 83, and while many seniors enjoy music, Blossom is living with Alzheimer's disease. But it's not as uncommon as you might think.

A recent study of the effects of music on people with Alzheimer's disease indicates that music can have a beneficial effect on clients at all stages of the disease. This remarkable finding means that the recognition of music in the human brain appears to be somewhat protected from the full effects of dementia. Moreover, there appears to be a social connection through music even when a person's cognitive ability, speech and social interaction are limited.

**AS York** has introduced music to its D.A.Y. programs, including sing-alongs, which bring clients closer together in a social setting, and provides a greater level of comfort for those in later stages of the disease. To help promote this hopeful information, **AS York** participated in the production of a video on music therapy, which can be viewed at our website [www.alzheimer-york.com](http://www.alzheimer-york.com).



Once you know how to ride a bicycle, you never forget. And the same holds true for playing the piano. Blossom Chin, age 83 and living with Alzheimer's disease, plays the piano nearly every day, proof that music is resilient to Alzheimer's disease and related dementias. Mrs. Chin is featured in a 2.5 minute video about music therapy programs at the Alzheimer Society of York Region's D.A.Y. centres in Newmarket, Thornhill (Markham) and Whitchurch-Stouffville, supported by a \$20,000 donation from Capital One. The financial services company had asked its employees to propose worthy charitable donations, and Mrs. Chin's daughter Karen put forward the music program of AS York. Capital One was ultimately persuaded by the short video featuring Mrs. Chin, and selecting the music therapy programs at the **Alzheimer Society of York Region's** D.A.Y. centers.



# Who Helps Us Serve?



*Representatives of AS York and other local charities ride into the Magna Wild West Hoedown, an annual event that raised funds for many local charities, including AS York.*

## Community Programming

### The Behavioural Supports Ontario (BSO) project

The BSO project is a provincial initiative that includes the design and implementation of a cross-sectoral system of supports and service to meet the needs of older adults with complex and responsive behaviours associated with complex cognitive impairments due to mental health and addictions, dementia, or other neurological conditions.

The project will achieve its objectives through three improved transitions in care:

- System accountability through a single regional point of contact
- Timely and equitable access to services
- Standardization of assessments

A Local Action Plan was developed within the Central LHIN that identifies an Operational Lead Agency (York Central Hospital) to build on existing services and better coordinate and streamline current resources. Three Mobile Behavioural Health Support Teams led by LOFT Community Services were assembled to respond quickly with in-home practical supports related to responsive behaviours. These Mobile Behavioural Health Support Teams are interning with **AS York's** D.A.Y. programs to better understand dementia-care services and have received training from **AS York** staff.

### CCAC Takes on a Bigger Role with help from AS York

**AS York** played an integral role over the past year in the planning and implementation of a process to expand the role of the Central Community Care Access Centre (CCAC), helping standardize the day program process and make it more transparent. CCAC connects people with care both at home, and in their communities, depending on their condition and needs, including dementia. Recent legislation expanded the role of CCACs giving them responsibility for determining eligibility, wait list monitoring, and admissions to all adult day programs. As part of the initiative to “go live” with the CCAC’s new role, **AS York** is serving on the steering committee for the implementation, has participated on planning and work committees, and has delivered training to CCAC case managers on the importance and value of adult day programs.

### Our volunteers continue to make the difference

**AS York's** 55 volunteers assist widely within **AS York**. From our community-based Board of Directors and D.A.Y. Programs, to public awareness events and fundraising, our volunteers make a difference. We also benefit from university students on work placements in our programs.



Katimavik students have assisted us at the Newmarket D.A.Y Program and have supported staff working with our clients. At fundraising events (Walk for Memories, Golf Tournament and Coffee Break) local high school students gain experience working with the Alzheimer Society as well as in the community.

During the past year, the addition of a full-time Volunteer Coordinator has enabled us to emphasize personal contact with our volunteers and improvements to the interview and contact processes. Volunteers now have the benefit of a handbook and orientation manual to better acclimatize to our agency. And a new feedback survey gives **AS York** the opportunity to see how we're perceived by our volunteers, spurring the launch of a Volunteer Vibes newsletter to help keep volunteers better informed and connected.

Volunteers now account for more than 1200 hours of service in addition to the hours provided in our D.A.Y. programs. They are an effective force of help and support that make it possible for **AS York** to accomplish its goals.

## Events

### **Magna Wild Wild West Hoedown funding means “hoes up” at Sensory Garden**

**AS York** was one of the selected local recipients of funds raised by the 2011 Magna Wild Wild West Hoedown. What began as an annual charity barbecue at the home of Magna International founder Frank Stronach, has raised more than \$5 million in its twenty-three history through an event at the Magna International Aurora campus, with thousands of guests, a Texas BBQ, and live entertainment. Funding received from the 2011 event was used to build a new Sensory Garden at **AS York's** Thornhill (Markham) D.A.Y. Centre.



The Sensory Garden at the Thornhill (Markham) D.A.Y. Centre was built with funding provided from the 2011 Magna Wild Wild West Hoedown. Horticultural Therapy improves the social, physical and emotional well being of individuals with Alzheimer's disease and other related dementias. Sensory stimuli associated with gardens and gardening has been used to provoke memories. This beautiful space includes a walking path, raised flower beds, sensory plants, bushes and flowers to stimulate the senses.

### **Yoga Buy The Hour**



Caregiver and yoga instructor Cheryl Ward (second from right) held an 11-hour yoga marathon close to Remembrance Day to honor the memory of her father, a WWII veteran, and her mother who both had Alzheimer's disease. More than 60 yoga enthusiasts participated in the 5th annual "Yoga Buy the Hour" fundraiser which raised over \$5,000 for Alzheimer's research. (Photo: Tim Ford, SNAP Markham)

### **15th Annual Alzheimer Awareness Breakfast serves up helpful knowledge**



Dr. Sharon Cohen, right, director of the Toronto Memory Program, told more than 100 guests at the Annual Alzheimer Awareness Breakfast why early diagnosis of Alzheimer's disease is important. The signature annual event for **AS York** hosted donors, MPPs, local mayors and councilors from Georgina, Richmond Hill, Whitchurch-Stouffville, Aurora and Vaughan.

# Donors and Donations

## Foundations

The Ontario Trillium Foundation  
The Leonard and Gabryela Osin Foundation  
Globalgiving Foundation Inc.  
Charles F. Fell Charitable Trust  
The BLG Foundation  
The Manchee Foundation  
BMO Employee Charitable Foundation

## Corporations

Caldwell Investment Management Ltd.  
Capital One Services Inc.  
Padulo Integrated Inc  
Magna for Community - Country Hoedown  
Investors Group Financial Services Inc.  
Lerner Interiors  
Parker Garber & Chesney, LLP  
Investors Group Newmarket  
Copper Creek Golf Club  
Penmore Financial Group Inc.  
Hauer & Sons Construction Co. Ltd.  
Barlenium Contracting  
Can-Cro Installations Inc  
Avison Yong Commercial Real Estate (Ontario) Inc.  
Hogg, Shain & Scheck Professional Corp.  
Morneau Shepell Ltd.  
Scotiabank  
Alarmforce Industries Inc.  
Thomson Terminals Limited  
ScotiaMcLeod  
Digital Specialty Chemicals Limited  
Honda Canada Finance Inc.  
Magic Fingers On Site Massage  
Hydro One Inc.  
Yonge & Wellness Massage Therapy & Health Studio  
Topax Export Packaging  
Petryna Advertising Inc.  
Bratty & Partners, LLP  
De Thomas Financial Corp  
IPP INC.  
C.J. Duguid Flooring (ONT) Limited  
Premform Limited  
Southwire  
Three's Company Sales Agency Inc.  
Macquarie Private Wealth Inc.  
Exceptionalities Inc.  
Linda's Floral Designs  
Marketex Enterprises Inc.  
A. Christopher Dymond Professional Corporation  
Cassels Brock & Blackwell LLP  
Sunrise Senior Living of Aurora  
Women for Women Canada & Companies  
Effective Technologies  
Omnilumen Technical Products  
L.H. Lind Realty Inc.  
Canada's Wonderland Company  
George Kriarakis & Associates Ltd.  
D.J. Campbell Construction Limited  
Environmental Science & Engineering Publications Inc.

Sunrise Assisted Living of Richmond Hill  
Sunrise Assisted Living of Unionville  
Vitanova Shelter Corporation

## Community Organizations

United Way of York Region  
Specialty Care Bloomington Cove Long Term Care Facility  
Yoga Buy The Hour Authors Fight Alzheimer's  
Four Elms Retirement Residence  
United Way of Greater Toronto  
Town of Richmond Hill  
Royal Canadian Legion Seniors Club Branch 375  
Region of York Quilt Guild  
Newmarket Seniors Meeting Place  
North York Knights of Columbus - Thornhill  
Chartwell Select Valley Vista  
Canada Helps Donations  
Milliken On The Move - Older Adults Club  
The Love Train Revue  
An Enchanting Evening  
Gwillimbury Quilt Guild  
St. Elizabeth Catholic High School  
Temple Har Zion  
Sunrise Senior Living Management, Inc.

## Gifts of \$1,000+

Debbie Wright  
Peter Dennis  
David Brown  
Howard & Jennifer Smuschkowitz  
Gordon Lee  
Amarjit Manhas  
Albert Schinagl  
Victor & Diane Styrmo  
Lynn & Michael Conforti  
Allan & Gale Garber  
James & Joanne Elder  
David Cunningham  
Jay Noronha  
Kathryn Chorny  
Frank Kelly  
Elaine Dawson

## Gifts of \$500 - \$999

Milton Moskowitz  
Shelby Fisch  
Sean & Sandra Love  
Loren & Lisa Freid  
Marla Rosen  
Ashleigh McIntosh  
Elaine Ross  
Brendan Hanna  
Greg Beros  
Andrea Ubell  
Farhad Sethna  
Bill Bryson  
Mary Squires  
Sean O Sullivan  
Janice Clarke  
Karen Regan  
Shawn Turner

John M. Beck  
Howard Breen  
Jack Carson  
June Cooley  
Franklin & Janet Furniss  
Joe & Connie Giulitto  
Ian & Debra Goldberg  
John & Nancy Pellegrino  
Robert Scott  
Mary Sparrer

## Gifts of \$250 - \$499

John & Joanne Witt  
Bill Wylie  
Ronan McGrath  
Robert & Jamie Mechin  
Vic Gupta  
Patricia Marsh  
Maimu Schaar  
Alfred Chalk  
David Bussin  
James Edgson  
Frank Klees  
Dave Starr  
Audrey Arai  
Klaus J. Neumann  
Garry Gosling  
Matt Maddocks  
Mark O'Neill  
Sharon Panza  
Rhonda Hazlewood  
Cheryl Tuck  
Mel Antflyck  
Bill Lynch  
Carol Barr  
Margaret Glinski-Oomen  
Margaret Harty  
Claudio Magarelli  
Bruce Nelson  
Maria Perruzza  
Karen Symons  
Cathy Loitsch  
Corey Graham  
Brian & Kayrene Larsen  
Marsha Michael  
Dennis Freeman  
Mary Quagliari  
Mark Adler  
Katie-Marie Gardner  
Paul Brisbois  
Derek & Pamela Browning  
George Cruickshank  
Pat Elder  
Lisa Ilesse  
Scott & Jennifer Lawrence  
Doris Phillips  
Heather Rider  
Wayne Scott  
Shirley Sumsion  
Cameron Travis  
Michael Vonk



## Treasurer's Report

The Society's audit firm, Hogg, Shain & Scheck Chartered Accountants, reports the audit results to the organization's Finance Committee annually. The 2011 audit results were reviewed, and the auditor's report contained no items of concern or substantive qualification. The Committee was

very pleased with the report and with the Society's fiscal performance and continued solid financial management. A strong financial foundation ensures we have the capacity to maintain and deliver our existing services and supports our new growth plans and leadership initiatives. As always, the financial focus was on the prudent and effective use of the resources entrusted to us by our clients, government and funding partners.

Much like the previous fiscal year, 2011-2012 was characterized by program growth through the support of the Central Local Health Integration Network (CLHIN) as well as a focus on the future of Fund Development.

The Alzheimer Society of York Region (**AS York**) ended the year with a deficit of \$6,367 as compared to \$77,502 the previous year. Revenue increased by \$99,625/4% to \$2,387,878; however expenses also increased by \$78,192 during the year.

From a Governance perspective, the Finance committee meets before each Board meeting to review the monthly statements and to discuss any financial issues that have arisen during the month.

Among the activities undertaken by the Finance Committee was the review of short-medium term investment options, which led to Board approval for the establishment of a High Interest Business Savings Account. We also reviewed and revised the corporate Purchasing Policies and developed a Corporate Credit Card Policy. Another area of significant achievement was the first ever creation of a planned budgeted surplus in the development of our 2012/13 budget to support our capital program initiatives. This is an important step in helping to demonstrate to our funders and lenders our capacity to finance our capital plans.

Also of note, in 2012, all 3 Finance Committee Board members successfully completed the Health Governors' Foundation Series Course offered by the Community for Excellence in Health Governance.

### Revenue

The largest increase in revenue was attributable to new funding of \$48,870/\$152,480 annualized, which we received for the First Link Program. We also received \$9,076/\$37,904 annualized, in new funding for Day program service enhancement and a 1.5%/\$21,754 increase from the LHIN in stabilization funding. The funding for First Link will allow us to enhance our caregiver support and provide services to individuals and their families/caregivers with dementia support much earlier in the disease process. The funding for the Day Program has enabled us to increase our current service levels, improve our staff-client ratios and maximizes the time our experienced program workers can be engaged in therapeutic programming and supporting clients with challenging behavioural needs.

The total increase in Grants and Purchase of Services was \$111,550. The Board has determined that increasing Fund Development activities is a critical area in order to ensure future growth and sustainability for the organization. In 2011/12 overall results from fundraising activities were above expectations at \$439,097.

### Expenditures

Salaries and benefits represent 72% of the operating expenses and increased by \$89,072 mainly due to the addition of new staff from the new funding received from the LHIN utilized for additional programming. The new location office in Georgina also had a corresponding increase in the areas of Rent and Utilities for program. Additionally, one-time expenditures related to establishing a new office resulted in increasing other expenses, as well.

### Balance Sheet

**AS York** is in a strong financial position with cash and short-term investments of \$408,103 and current liabilities of only \$127,374. This healthy position will support our efforts to improve and expand our services in York Region over the next few years.

### Research

Research contributions from the Alzheimer Societies in Ontario (ASiO) were over \$2.6M in fiscal year 2011-2012, of which over \$200,000 is attributable to the generosity of the residents of York Region.

Shawn D Turner

## Balance Sheet

	2012	2011
<b>Assets</b>		
<b>Current</b>		
Cash	253,858	249,682
Short Term Investments	154,246	301,362
Accounts Receivable	105,127	156,790
Prepaid Expenses	184,045	24,301
	<u>697,276</u>	<u>732,135</u>
<b>Property &amp; Equipment</b>	179,160	174,669
	<u>876,436</u>	<u>906,804</u>
<hr/>		
<b>Liabilities</b>		
<b>Current</b>		
Accounts Payable and accrued liabilities	127,374	182,017
Current Portion of Deferred Revenue	33,092	19,825
	<u>160,466</u>	<u>512,035</u>
Deferred Revenue	327,568	310,193
	<u>876,436</u>	<u>906,804</u>
<b>Net Assets</b>	388,402	394,769
	<u>876,436</u>	<u>906,804</u>



## Statement of Revenues and Expenditures

	2011/2012	2010/2011
<b>Revenue</b>		
Government Support	1,542,173	1,452,589
Fund Development	439,097	433,052
Fees	405,260	399,347
Other	1,347	3,265
	<u>2,387,877</u>	<u>2,288,253</u>
<b>Expenses</b>		
DAY Program	1,070,627	1,017,227
Caregiver Support and Education	914,942	878,833
General Operations	195,408	172,411
Fundraising	178,718	167,240
Other	5,062	50,854
	<u>2,364,757</u>	<u>2,286,565</u>
<b>Excess (Deficiency) of Revenue over Expenses from Operations</b>	23,120	1,688
Amortization	29,487	9,846
Loss on disposal of assets		19,344
Deficiency of revenue over expenses	<u>(6,367)</u>	<u>(77,502)</u>
Fund Balances Beginning of Year	<u>394,769</u>	<u>472,271</u>
Fund Balances End of Year	<u>388,402</u>	<u>394,769</u>

# Who are We?

## Board of Directors

### Executive

#### President

W.S. (Bill) Wylie

Manager, Business Processes & Special Projects  
PowerStream Inc.

**Chair, Facilities Committee**

#### Past President

Maimu Schaer

Human Resources Manager Government of Canada (Retired)

#### Vice President

Shelby Fisch

Director, Professional Practice & Education,  
Partnerships/Affiliations St. John's Rehabilitation

**Chair, Quality & Performance Committee**

#### Treasurer

Shawn Turner

Principal and Healthcare Consultant  
Envirocorp Services Inc. & Former General Manager,  
Long Term Care & Seniors Branch,  
Regional Municipality of York

**Chair, Finance Committee**

#### Secretary

Allan Garber

Partner, Parker Garber & Chesney LLP

**Chair, Golf & Fundraising Committee**

### Directors-at-Large

Craig Bates

Human Resources Manager  
The Home Depot

J. David McLennan

Partner  
Hill Hunter Losell Law Firm

Farhad Sethna

Vice-President, Corporate Services  
Sheppard Village LTC

**Chair, Governance Committee**

Dr. Margaret Glinski-Oomen

Physician

Zahid Salman

Executive Vice President  
Morneau Shepell

## Staff

### Executive Director

Loren Freid

### Program & Client Services Stream

Senior Manager of Programs & Client Services

Andrea Ubell, MSW RSW

### D.A.Y. Centre Personnel:

#### Program Managers

Franca Contardo

Darlene Matte

Mary Squires

#### Senior Program Workers

Laura Letassey

Kala Mathreedran

### Program Workers

Tizianna Cassano

Alice Cheung

Valentina Contreras

Jaime Cruz

Maurice Del Fabro

Rosemarie Engada

Jennifer Golding

Ron Gorlick

Lisa Iesse

Tamara Oomen

Daria Padilla

Catherine Timms

May Yuen

Dora Zdanko

### Assistant Program Workers

Elsie Kwan

Clare Walton

### Van Drivers

Alvin Gardner

Patrick Kwan

### Caregiver Support & Public Education Team:

#### First Link Coordinator

Trevor O'Connor, BA (Gerontology)

#### Public Education Coordinator

Jon Macri SSW RSW

#### Senior Social Worker

Tara Arthurs, MSW RSW

#### Social Workers

Elaine Cheung, MSW RSW

Polly Choi, MSW RSW

Diana Evangelista, BSW RSW (maternity leave)

Laura Gaspard, BSW RSW

Nadia Gennaro, BSW RSW

Linda Hayward, MSW RSW

Angela Johnston, SSW MA

Hemal Joshi, MSW RSW

Emma Rezaei, BSW RSW

### Fundraising & Development Stream

#### Manager of Fund Development

Lynn Conforti, CFRE

#### Fund Development Coordinator

Joanne Witt

#### Events Coordinator

Elaine Ross

### Finance & Support Services Stream

#### Manager of Finance & Support Services

Janice Clarke

#### Administrative Assistants

Jan Frampton

Susan Talbot

Allanna Yates (maternity leave)

#### Community Liaison Coordinator

Ann Carriere

#### Volunteer Coordinator/Administrative & Public Engagement Assistant

Cathy Loitsch

## Great Return on Investment

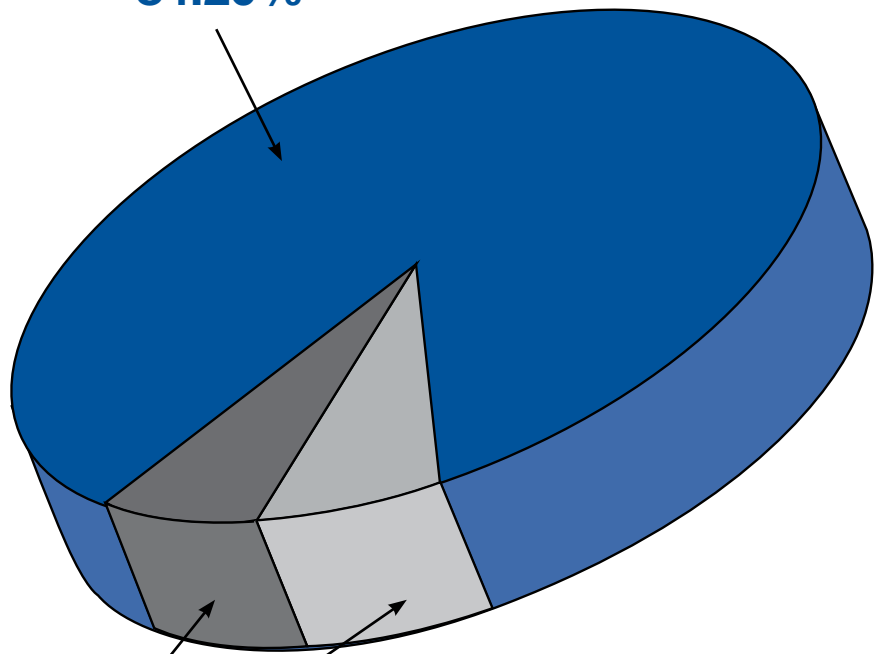
A donation to the Alzheimer Society of York Region results in a substantial return on investment. As the diagram illustrates, 84% of our expenditures are allocated towards programs and services.

### Pie Chart

Programs & Client Services	84.20%
Fundraising	7.60%
Administration	8.20%
	<u>100.00%</u>

### Programs & Client Services

84.20%



**Fundraising** 7.60%

**Administration** 8.20%

100%

# Alzheimer Society

Y O R K R E G I O N



## Alzheimer Society of York Region

### Newmarket - Head Office

800 Davis Drive, Unit # 6,  
Newmarket, Ontario L3Y 2R5  
Tel: 905.895.1337 • Fax: 905.985.1736  
info@alzheimer-york.com

### Thornhill (Markham)

Tel: 905.731.6611

### Whitchurch-Stouffville

Tel: 905.640.0237

### Georgina

Tel: 905.476.5521

### Richmond Hill

Tel: 905.508.2670

### Vaughan

Tel: 905.850.5680

### Bradford West Gwillimbury

Tel: 905.775.1050



**United Way**  
York Region  
Member Agency

THE ONTARIO  
TRILLIUM  
FOUNDATION



LA FONDATION  
TRILLIUM  
DE L'ONTARIO



[www.alzheimer-york.com](http://www.alzheimer-york.com)

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