



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

2008/2009 Annual Report





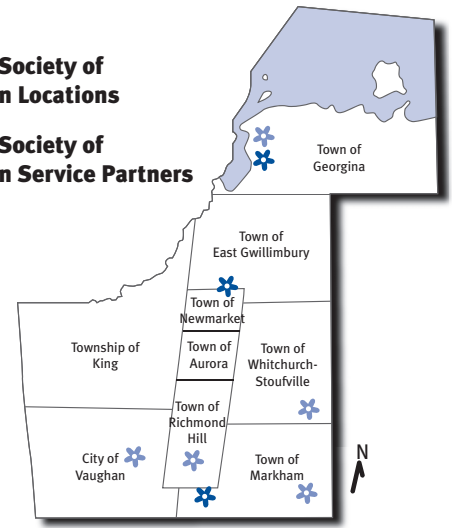
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Significant Numbers

D.A.Y. Centre (Thornhill & Newmarket centres)

- **177 cognitively impaired clients** were served
- **4,778 rides** in our vans to and from the Alzheimer Society of York Region D.A.Y. Centres
- **Oldest** D.A.Y. program participant is **98 years** old and **youngest** D.A.Y. program participant is **55 years** old

Caregiver Outreach & Counseling

- **1,251 families** were served by the social work team
- **6,765 hours of direct counseling** was provided by our social workers
- **60 support group sessions** were facilitated by the Social Work team across York Region
- **25,000 cognitively impaired day program spaces** were filled in **five** York Region day centre programs (in Keswick, Newmarket, Richmond Hill, Maple & Thornhill) by the Alzheimer Society of York Region social work team

Public Education

- **8,943 individuals** were reached through health fairs, community fairs, speaking engagements (such as our Annual Alzheimer's Awareness Breakfast) and other correspondences and enquiries

Volunteer Activities

- **2,831 volunteer hours** were contributed to ASYR special events
- **4,592 student hours and 1,176 volunteer hours** were provided at the ASYR D.A.Y. Centres (Thornhill and Newmarket combined)

Fundraising

- **2,301 individuals donated** over \$147,000, many through in-memoriam gifts and third party events

Research

- **\$130,000 over the past three years** was allocated by the Alzheimer Society of York Region towards research into **finding a cause and cure for Alzheimer's disease**

Help for Today...Hope for Tomorrow

Message from the President

W. S. (Bill) Wylie



The phrase “may you live in interesting times” might have originally been a curse, a dark wish that someone would experience trouble and upheaval in their life. But I tend to think of “interesting times” more positively, as an expression of hope that changes we may be experiencing will lead to new and exciting opportunities.

For the Alzheimer Society of York Region (ASYR), the past year or so have definitely been interesting times that position us well for the future. One of the most significant changes we have experienced was the retirement of Susan Hart after seventeen years of service as our Executive Director. Sue helped establish the ASYR in so many ways – not only instituting our D.A.Y. Centres and other important services to clients and caregivers, but also ensuring our visibility in the community and helping to educate and inform people about Alzheimer’s disease.

Our new Executive Director, Loren Freid, joined us in June 2008 after many years experience in community service organizations including the establishment of a large food bank. Loren’s entrepreneurial approach to charitable activities and focus on building relationships has allowed us to quickly seize new opportunities, largely through the Central LHIN Aging At Home Year II process, that will significantly expand our D.A.Y Centre and caregiver & educational services across York Region within the coming year.

Loren has also implemented many changes for the ASYR organization itself. He has created a new organizational structure featuring three new departments or “Streams” – Programs & Clients Services, Finance & Administration, and Fundraising & Development. These changes are designed to increase staff engagement, strengthen our ability to deliver our existing services and to properly support the new initiatives we are pursuing.

At the Board level, we have refined our Strategic Priorities to focus on three main areas:

- Development and implementation of innovative fundraising strategies to meet the goals and objectives of the organization, as well as the growing demand for services.
- Expansion of the scope and distribution of services across York Region to ensure that they are available to our client base.
- Development of a performance management system to track organizational performance, incorporating both financial and non-financial measures.

This was done to ensure better and more effective alignment with the organization’s Mission Statement, which is “...to alleviate the personal and social consequences of Alzheimer’s disease and related disorders and to promote research.” We have also implemented a new Board Committee structure to better support our staff in achieving the strategic priorities noted above.

As we look to the coming year and beyond, I have no doubt that times will become even more interesting given the economic climate and the increasing need for our services in York Region. Within the Central LHIN, it is projected that the number of seniors with dementia will increase from just over 18,000 in 2008 to almost 25,000 by 2016 – nearly a 50% growth rate in less than 10 years. Furthermore, it is acknowledged that for every person affected by dementia, 10 to 12 other people (family members and other caregivers, friends and neighbours, healthcare workers, and so on) are directly impacted. With the need for our services growing, I am confident that the staff of the ASYR and our volunteers will ensure that we successfully seize the opportunities in front of us.

On behalf of the Board,

A handwritten signature in blue ink that reads "W. S. Wylie".

May 29, 2009





Farhad Sethna

Message from the Treasurer

The 2008-09 fiscal year was one of modest growth since the emphasis was on establishing a governance model including financial oversight.

The Board established a Finance Committee consisting of two board members with two staff members. This committee has the responsibility to review the monthly financial statements and the annual budget before it is presented to the Board. In addition, the Finance Committee decided to streamline the financial reporting function which previously used to consist of the D.A.Y. Centre and the Administrative Office. We now produce only one set of statements which combine the two operations. This provides Management, the Board and the external users with the required information.

The Board also approved the implementation of a more robust financial system. This system has been funded by the Ministry of Health and Long Term Care. It will be fully implemented in 2009-10 at which point we should be able to produce financial information in a format that will assist management in its day-to-day operations.

Results of Operations

Total Revenues are \$24,000 higher than the previous year. 77% of the revenues relate to government funding and fees for the D.A.Y.

Program. This is similar to previous years. Fundraising was higher this year due to the gala event while support through the Alzheimer Society of Ontario was much lower than the previous year. Over the next year, ASYR will be strengthening its ability to raise funds locally in York Region.

Salaries and benefits represent 76% of the operating expenditures. The vast majority of these expenses are for program staff to provide care and support to people with dementia.

Through our fundraising efforts, we were once again able to provide funds for research in the amount of \$50,000.

We have a strong financial position with cash of \$882,000 and total liabilities of only \$256,000. This healthy position provides ASYR with the opportunity to enhance local services to meet the growing needs in our community.

June 3, 2009

Testimonial

“I would like to pen a small note of appreciation



to all the staff at the Thornhill D.A.Y. Centre: From the time my Mom was diagnosed with Alzheimer’s, our social worker has been there for us giving support, suggestions and information on how to best deal with our situation. She is a fantastic caring person. Mom has been in the day program (part-time at first and now full time) for approximately 6 or 7 years. The activities and social interaction provided by the program manager and all the program workers has kept my Mom’s disease from progressing at a faster pace. She looks forward to going to the program each day. All the staff provide me with peace of mind and time to myself each day. They are my angels and I cannot thank them enough. I would highly recommend these programs to anyone whose loved one is diagnosed with Alzheimer’s disease. Thank you again!”

- JUDY KUREK

Message from the Executive Director

Loren Freid



On June 9, 2008 I entered a new and exciting phase of my professional life by becoming the Executive Director of the Alzheimer Society of York Region (ASYR). To describe my first year with the ASYR as a time of great change and adjustment for both the organization and for me would be an understatement.

From my standpoint, I was transitioning from a dedicated anti-poverty background into the not-for-profit health care field; and specifically dealing with the provision of respite care, caregiver support counseling and education for one of the top ten chronic diseases facing Canadians. What's more, I was joining the Alzheimer Society; the highly respected and leading nation-wide charitable health organization for Alzheimer's disease, both in terms of providing programs to improve the quality of life for Canadians affected by Alzheimer's disease and advancing the search for the cause and cure for this disease.

In addition, after more than two decades of social service activity in Toronto I was now shifting my geographical focus by moving north to York Region, a sprawling, vast and complex regional municipality of no less than nine disparate and politically independent cities, towns and townships, with a rich and diverse ethno-cultural tapestry and one of the fastest growing seniors' populations in the province. Also, the ASYR was the first Local Health Integration Network (LHIN) transfer payment agency I directed.

From the ASYR perspective, I was replacing its out-going dynamic Director, Susan Hart, who was its face and driving force for more than seventeen years. Having come from an organization that I founded and directed for more than twenty years where I had left behind a distinct imprint and culture of my own, I felt I had a unique insight and understanding as to what the clients and staff of the ASYR were experiencing.

With its diverse and often leading-edge services, numbers of clients and caregivers served, and dedication towards funding research, I soon realized that the ASYR chapter was one of the largest and brightest stars within the Ontario Alzheimer Society universe. However, given the anticipated growth of the disease in our Region and LHIN, coupled with existing six to nine month day centre waiting lists, it was apparent that new program development and an organizational structure to accommodate it was essential.

What I didn't anticipate – or completely comprehend until I started – was the litany of new external developments taking shape in the Region and elsewhere that could substantially impact on how our chapter operates. During the past year the Central LHIN, one of 14 regional networks established by the Government of Ontario as community-based organizations to plan, co-ordinate, integrate and fund health care services at the local level and our largest source of revenue, has been re-examining its service priorities. This led to

a Request for Proposal process for "Aging At Home Year II" initiatives in the summer 2008; and the ASYR Board provided clear direction that we become seriously engaged in this process. At the same time the Alzheimer Society of Ontario was formulating a new Federation Agreement with its member chapters that required intense review and scrutiny; the recently formulated Central LHIN Dementia Network's steering committee (on which we sat) was establishing short and long term objectives; the LHIN-sponsored Doorways to Care project got underway with ASYR as a founding member; and the Central LHIN-supported Community Building Initiative was in the process of establishing standards for services, human resources and information tracking for senior service organizations. So, as I was still in the process of getting acquainted with my new organization and its internal structure, programs and culture, I nonetheless knew that it was imperative for me to get out "in-front" of all these external developments and happenings so that we could have an influence on them as they were, in turn, going to have an impact on us.

My approach in addressing all of the aforementioned challenges was influenced by three essential elements: i) how externally-driven "change" would fit into accomplishing the ASYR's Strategic Plan; ii) how "change" could be implemented to maximize the engagement and talent of our existing stakeholders, especially our staff; and iii) how "change" would ultimately influence the direction I would take in creating a new organizational, fundraising, communication and programming plan to meet the needs of a growing Alzheimer's population that required increased services. All in all, it was a daunting and sublime situation, but one I felt well qualified, experienced and therefore suited to undertake.

After almost a full year at the helm, as outlined in Bill's President's Message, true progress is being made. The people I've met – from ASYR Board members, to ASYR staff and volunteers, to other community service providers and supporters – have been very helpful, accommodating and kind. I find the work, from service delivery to fundraising to relationship building to working with the LHIN, to be truly engaging, challenging and rewarding. Plus, as an added bonus, I cannot adequately express the sheer enjoyment I get driving along Highway 404 *against* rush hour traffic!

A handwritten signature in blue ink, appearing to read "Loren Freid". The signature is fluid and cursive, with a long horizontal stroke at the end.

May 30, 2009



Financial Information

The statements presented below have been extracted from our organization's audited financial statements, as approved by our membership at our Annual General Meeting on June 16, 2009. Our auditors are Hogg, Shain and Sheck P.C. in Toronto, Ontario.

The Alzheimer Society of York Region is committed to transparency and accountability to our stakeholders and general public. Our complete audited financial statements are available upon request.

STATEMENT OF OPERATIONS - ALL FUNDS

For the year ended March 31, 2009

	2008/2009	2007/2008
REVENUES	\$	\$
Central Local Health Integration Network	1,222,335	1,204,300
DAY Centre fees	204,459	202,906
Special events	137,094	74,913
Donations and bequests	131,158	168,197
Purchase of services	99,887	99,887
United Way of York Region	33,669	33,669
Alzheimer Society of Ontario	12,786	24,726
Other	18,833	27,649
Total Operating Revenues	1,860,221	1,836,247
EXPENDITURES		
Salaries and benefits	1,322,321	1,220,468
Occupancy	122,492	130,827
Food and program supplies	103,383	89,192
Transportation and travel	66,337	61,012
Office	51,124	60,568
Professional fees	25,874	73,461
Public education and awareness	23,142	10,196
Other	30,547	35,682
	1,745,220	1,681,406
Research Contributions	50,000	55,500
Total Operating Expenses	1,795,220	1,736,906
Excess of Revenue over Expenses	65,001	99,341

STATEMENT OF FINANCIAL POSITION

For the year ended March 31, 2009

	2008/2009	2007/2008
ASSETS	\$	\$
Cash and short-term investments	881,818	759,466
Other Current Assets	76,638	79,896
Property and equipment	60,222	51,007
	1,018,678	890,369
LIABILITIES		
Accounts payable and accrued liabilities	244,154	172,986
Deferred revenue	11,600	6,905
	255,754	179,891
NET ASSETS		
Unrestricted	306,051	258,273
Restricted	456,873	452,205
	762,924	710,478
	1,018,678	890,369



Innovation and Leadership in Caregiver Outreach and Education

Our comprehensive caregiver outreach and education program provides practical support to caregivers coping with Alzheimer's disease and the related dementias throughout the entire length of the disease process, often sustaining a decade long, continuum of care from diagnosis to death. Our social workers play an integral role in assisting families in navigating throughout the course of the disease. They are uniquely connected to the very fabric of five dementia-focused day centres in York Region, responsible for filling as many as 25,000 units of service spaces a year.

In supporting the family caregivers our social workers provide education about the disease, coping techniques for the caregivers and provide therapeutic counseling. The caregiver outreach and education model practiced by the ASYR provides unique approaches, such as the recognition of grief management as a component of the caregiving process.

This unique grief intervention model, in particular, which focuses on grief management, was developed by Ms. Eleanor Silverberg, MSW, RSW, a front line social worker at the Alzheimer Society of York Region, from a compilation of family members' accounts of their caregiving experience, observations in practice, a literature review combining the grief and caregiving paradigms and peer review. In 2008, a DVD presentation by Eleanor was created that draws from her article published in the Omega Journal of Death and Dying, Vol. 54, "Introducing the 3-A Grief Intervention Model for Dementia Caregivers: Acknowledge, Assess and Assist."

The fundamental components of the 3-A Grief Intervention Model are presented in the DVD, offering a professional tool to assist staff, professional colleagues and family caregivers in grief management.

The response from peers to the new grief management model has been enthusiastic. Connie Kuipers, the Education Manager of the Alzheimer Society of Ontario writes: "I think this concise model can have a big impact... In all, I think this will be a very valuable thinking tool for Alzheimer Societies and far beyond...It is clearly an innovation and you are definitely providing leadership in this area!"

Our social work team facilitates support groups throughout the Region. ASYR is pleased to be able to offer caregiver outreach and support in Italian, Cantonese and Farsi.



Social Work Team - from L to R: Linda Hayward, MSW RSW; Elaine Cheung, BSW RSW; Tara Arthurs, MSW RSW; Nadia Gennaro, BSW RSW; Andrea Ubell, MSW RSW (Sr. Mgr., Programs & Client Services); Polly Choi, BSW RSW; Eleanor Silverberg, MSW RSW

Bridging Communities & Raising Awareness Through New Ethno-Cultural Events

Two new successful, yet vastly different, fundraising and public education special events were developed to spread awareness of Alzheimer's disease in two of York Region's significant ethno-specific communities.

1. "Sing For Memories"

We reached out to leaders of the Asian business community to develop an event that coordinated with the Chinese New Year and to sustain a substantial presence in the east end of York Region. The end result was "Sing for Memories," a rollicking, flamboyant karaoke event held at the Pacific Mall in Markham and hosted by the Golden Regency Restaurant. Organized by the Melody Music Studio in conjunction with the Global Federation of Chinese Business Women, Toronto Chapter, people gladly paid to sing, with the proceeds going to the Alzheimer Society of York Region. The event generated \$10,000, was covered by much of the major Asian media in the Greater Toronto Area, drew substantial and highly significant political interest and became an in-road into a prominent ethno-cultural community of York Region.



Here's one enthusiastic gentleman who paid \$200 to rock 'n roll on the main stage. Dozens of people approached the stage in various modes dress to sing karaoke. All the proceeds went to the Alzheimer Society of York Region. (Believe it or not, this man is almost 60 years old!)

2. "A Night To Remember" First Annual Gala



Maria D'Alessandro appreciated the support she received from our Society's social workers as she cared for her parents, both of whom were stricken with Alzheimer's disease. As a result, with her husband Joe, she wanted to "give back" to the Alzheimer Society of York Region. The result was the creation of our First Annual Gala event titled "A Night To Remember," held in September and dedicated to the memory of her dear parents. Over 340 people purchased tickets to the event, held in Vaughan's Venetian Banquet Centre. The event included an extremely touching video presentation of Maria's parents and others who were stricken with Alzheimer's disease. "A Night To Remember" was regal and elegant, generated \$32,000 for the Alzheimer Society of York Region and raised awareness in the west end of York, specifically among its prominent and substantial Italian community.

Meet Joe and Maria D'Allesandro. Maria was the chair of the Gala's organizing committee and the guiding spirit of this elegant and giving Event. Maria was grateful for the caregiver support she received from our social workers and in appreciation wanted to develop a special event that would benefit the Alzheimer Society of York Region.

Offices

Thornhill

D.A.Y. Centre Caregiver Support

10 Harlech Court, Unit # 2
Thornhill, Ontario L3T 6L5

Tel: 905.731.6611 Fax: 905.731.7663
info@alzheimer-york.com

Newmarket

D.A.Y. Centre • Caregiver Support Resource Library • Administration Centre

800 Davis Drive, Unit # 6
Newmarket, Ontario L3Y 2R5

Tel: 905.895.1337 Fax: 905.985.1736
info@alzheimer-york.com

Georgina

Caregiver Support Satellite Office

183 Simcoe Ave.
Keswick, Ontario L4P 2H6

Tel: 905.476.5521 Fax: 905.476.0875
info@alzheimer-york.com

www.alzheimer-york.com



Board of Directors

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Staff

Social Workers

Tara Arthurs, MSW RSW
Elaine Cheung, BSW RSW
Polly Choi, BSW RSW
Nadia Gennaro, BSW RSW
Linda Hayward, MSW RSW
Eleanor Silverberg, MSW RSW

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Janice Clarke

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Events Coordinator

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Jennifer Golding
Ron Gorlick
Lisa Lesse
Alice Kong
Ashley Simbrow
May Yuen
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Darlene Matte
Mary Squires

Administrative Assistants

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