

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

2009/2010
Annual Report





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Contact details and charitable information is located on the back cover this report.

The Alzheimer Society of York Region's mission is to alleviate the personal and social consequences of Alzheimer disease and related disorders (pp. 1-3 & 8) and to promote research (p. 1).

Vision Statement

We are committed to the care of families and the cure of Alzheimer disease and related disorders. We will achieve excellence, innovation and leadership in:

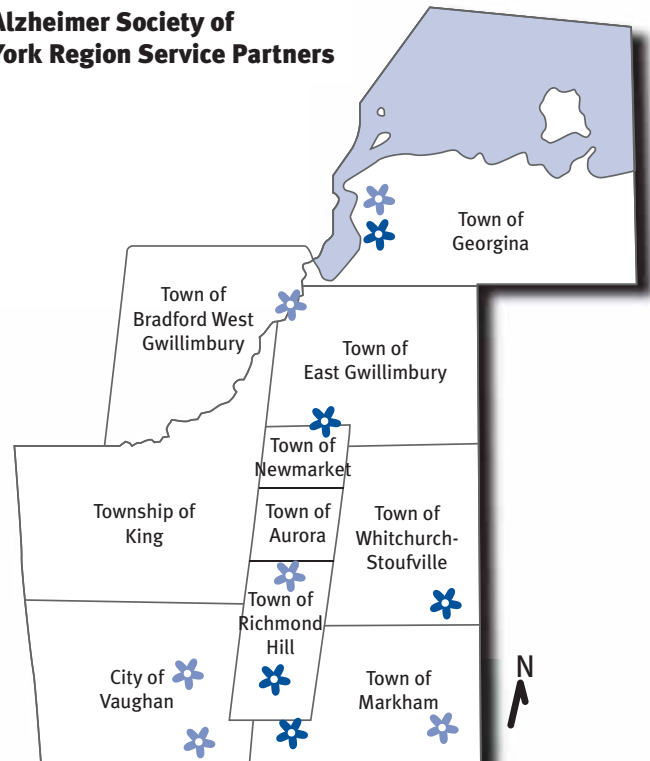
- Family-centred services (pp. 1, 3, 8)
- Advocacy (p. 2)
- Education (pp. 1 & 3)
- Fundraising (pp. 1-5)

Through caring professional staff (pp. 7 & 9), active volunteers (p. 9), valued partnerships (p. 8) and a supportive community (p. 5).

Service Area

Alzheimer Society of York Region Locations

Alzheimer Society of York Region Service Partners



By the Numbers



D.A.Y. (Day Centre for Alzheimer's in York) Centre

Programs offered the Alzheimer Society of York Region

- **3 D.A.Y. Centre programs:** Thornhill, Newmarket & Stouffville
- **213 cognitively impaired** clients were served by the three programs
- **Average length of time** in day programs 15 months
- **5,311 rides** provided on our vans

D.A.Y. Centre Participation Profile

Age

- **Oldest** client using the D.A.Y. Centres is **95 years** old
- **Youngest** client using the D.A.Y. Centres is **57 years** old
- **Average age** of participants across programs is **80 years** old
- **52%** of our participants are male, **48%** of our participants are female

Residence

- **58%** of participants reside with their spouse
- **34%** of participants reside with their adult children
- **4%** reside alone
- **4%** reside in retirement homes

Ethnic Composition

- **Participants from 31 ethnic communities** as identified by their families (German, Ukrainian, Greek, Trinidadian, Venezuelan, Danish, Swedish, Filipino, Hungarian, South African, Scottish, Irish, English, Polish, Portuguese, Guyanese, Italian, Albanian, Slovakian, Bermudian, Jamaican, Maltese, Guatemalan, Lebanese, Iraqi, Iranian, Chinese, Jewish, Sri Lankan, Indian, Pakistani)

Caregiver Support

- **1,527 families/cases** serviced by the Support and Education Social Work team
- **7,111 counselling hours** provided (this includes our partner agencies)
- **3,604 home visits/office visits/community visits**
- **60 support groups** sessions facilitated

Public Education

- **8,285 individuals** were reached through health fairs, community fairs, speaking engagements (such as our Annual Alzheimer's Awareness Breakfast) and other correspondences and enquiries

Program & Service Integration

- **28,320** cognitively impaired day program spaces were filled by our social work team across York Region to nine cognitively impaired day centres
- **6 (of the nine)** cognitively impaired day centre programs in York are administered by non-Alzheimer Society of York Region organizations; yet, all are **directly integrated** into our social work program
- **AS York maintains 7 locations** across the Region, **four** of which are located in the facilities of our service partners

Volunteer Activities

- **2,464 volunteer hours** were contributed to AS York D.A.Y. Centre programming, special events and office activities
- **5,961 student hours** provided at the D.A.Y. centres

Fund Development

- **3,047** separate financial gifts were received from wonderful supporters

Financial

- **9%** of all Alzheimer Society of York Region expenditures were allocated towards **administration costs***

Research

- More than **\$625,000 over the past ten years** was allocated by the Alzheimer Society of York Region towards research into **finding a cause and cure** for Alzheimer's disease and related dementias

Help for Today. *Hope for Tomorrow.*

*Based on the 2010 charitable tax return



W. S. (Bill) Wylie

Message from the President

Advocacy and Awareness. Partnerships and Integration. Growth and Expansion. These are words that truly reflect our priorities and activities during the past year at the Alzheimer Society of York Region (AS York). All are critical as we work to respond to the increase in the prevalence of Alzheimer’s disease and related dementias that is expected to occur, and indeed is already upon us.

Advocacy and Awareness – It is the mission of Loren Freid, Executive Director and his Management Team to make Alzheimer’s disease a “top of mind” issue for decision makers, potential donors and the broader community. Among the many opportunities we have had to accomplish this during the past year was in September 2009 when, through formal invitation, Loren presented to the Central Local Health Integration Network (LHIN) Board of Directors on the work of AS York. Attendees left that day with increased knowledge of the disease and a strong sense of the social and economic burden across the Central LHIN both today and in the future. Our outreach efforts locally have been significantly strengthened with the recent publication of the “Rising Tide: The Impact of Dementia on Canadian Society” report by the Alzheimer Society of Canada, and the “10 by 20: Ontario Action Plan for Dementia” report by the Alzheimer Society of Ontario. This alignment in priorities for Alzheimer Societies at all levels is more necessary today than ever before, and establishes a solid grounding for improved coordination of efforts and activities in the future.

Partnerships and Integration – This year has been one of leveraging and sharing the unique strengths of AS York with other health service providers to fill the gaps and meet the needs of the community. There is a strong value placed by our LHIN on the integration of services to provide the highest quality of care by the right provider, at the right time. AS York is a pioneer in delivering services with our integrated service model. We have provided families coping with Alzheimer’s disease a seamless support system throughout their journey. For the past eleven years our Caregiver Support and Education program which has been directly linked to our partner respite day care providers, the Regional Municipality of York and York Central Hospital, has been the platform from which we have

been able to grow. These established, successful partnerships demonstrate how AS York is able to work with new partners to benefit our clients. During 2009-10 AS York has established new partnerships with nine health service organizations.

Growth and Expansion – Expanding our services across York Region and developing the infrastructure to support this growth has been a priority for AS York this year. Through the focus on dementia in the Aging at Home Year II funding, we were able to expand services and grow as an organization. Through the establishment of a formal fund development plan, we implemented a number of new funding initiatives that are sustainable and will provide the opportunity for long-term growth.

For the Board of AS York, we will continue to support these activities in the coming year and also turn to other important priorities. One new area of focus will be on the oversight of the quality of the services we provide, to ensure that we continue to operate consistently at high standards for our clients.

Lastly, I believe it is both necessary and appropriate to acknowledge the dedication, compassion and genuine caring of all of the staff, management, Board of Directors, volunteers, clients and caregivers associated with AS York. Collectively we have all played a significant and vital role in the evolution that has occurred in the provision of services and programs this year for people dealing with Alzheimer’s disease and related dementias. I do believe that the whole is greater than the sum of its parts and this has proven to be true of the Alzheimer Society of York Region.

On behalf of the Board,

May 27, 2010



Advocacy and Awareness - Editorial published on the *Toronto Star* Opinions Page, January 6, 2010 written by AS York Executive Director, Loren Freid.

Message from the Executive Director

Loren Freid



From a variety of perspectives – international, to national, to local – 2009-10 will be remembered for the presentation of some extraordinary, yet sobering, news of the stunning growth of Alzheimer's disease and related dementias.

Internationally, in September 2009 the World Alzheimer Report, released by Alzheimer's Disease International (a federation of 71 Alzheimer associations officially linked to the World Health Organization) forecasted that dementia prevalence will nearly double every 20 years, to 65.7 million in 2030 and 115.4 million in 2050.

Nationally, in its January 2010 report "Rising Tide: The Impact of Dementia on Canadian Society" the Alzheimer Society of Canada stated that about 500,000 people in Canada are currently diagnosed with Alzheimer's disease or a related dementia. The report further stated that if we do nothing further to address the disease, by 2038 the number of people with dementia will exceed one million; with a cumulative cost projected to be \$872 billion.

Locally, information from the Local Health Integration Network (LHIN) states that the incidence of dementia within the service area of the Alzheimer Society of York Region (AS York) is expected to increase from over 18,000 in 2008 to almost 25,000 by 2016; an increase of 40% in less than ten years.

Within a generation, then, the increase in people suffering from dementia could potentially have a crippling effect on families, our health care system and our economy.

Even more concerning than the predications of future growth for people with Alzheimer's disease and related dementias, is the already-increased requirement for services and support from AS York. The number of family cases serviced by our social work team increased by 19% over last year. The number of counseling hours increased from 6,765 last year to 7,111 this year. The number of cognitively impaired clients at our D.A.Y. Centres increased by 22% over last year, and the number of placements filled across the Region by our social work team at all day centres increased from about 25,000 last year to over 28,000 this year.

Thankfully, we have had much success in meeting this increase in service requirements through a number of growth initiatives. The establishment of Regional Geriatric Outreach Teams in York in connection with the new Aging at Home (A@H) initiative of the Central LHIN, coupled with the expansion of the Region's Integrated Psychogeriatric Outreach program, have contributed to increased referrals. Our organization's dedicated efforts this past year implementing a new media and advocacy plan raised local awareness of our services. Funding for new programming from the A@H initiative provided increased organizational capacity and a heightened "on-the-ground" presence (see page 8 for details).

Furthermore, it was through our Clinical Integration Service Model that AS York was able to capitalize on the aforementioned A@H opportunities to develop new and vital program partnerships across a broader spectrum of sectors. This has resulted in our caregiver support

and education personnel being integrated into all cognitively-impaired day centre programming across the Region, and led to the establishment of new joint programming partnerships with such diverse organizations as Baycrest, Circle of Care, CHATS, Parkview Services for Seniors, the Central CCAC and the Alzheimer Society of Greater Simcoe County. As a result, AS York offices and/or service locations around the Region increased from three to seven, with our services now entrenched in Newmarket, Thornhill (Markham), Whitchurch-Stouffville, Georgina, Richmond Hill, Vaughan and Bradford.

Equally as important, though, a more diverse and increased number of clients than ever before are being served and benefitting from the enhanced support they receive throughout the lengthy course of the illness. In an Aging at Home 2010-11 Impact Analysis, the Central LHIN identified Dementia as the top condition of days spent in hospital beyond the acute phase of treatment, awaiting entrance into an alternate level of care facility. Our social workers, who intimately understand the disease process and the impact on the family and individual, help families and individuals navigate through the complex health care system and through the disease process often averting Emergency Department visits and extended stays in hospital. And client satisfaction is high. In a 2009 survey we conducted with families utilizing our D.A.Y. Centre services, 64% responded that without our services and respite they would have had to place their family member in long term care sooner.

Despite the increase in the quality services we provide, the larger and more diverse client base we serve and the broader capacity we developed, the services we provide continue to fall short of existing demand. For the first time in our history we are on the verge of developing waiting lists for family members to meet with our Caregiver Support and Education team; and wait times for entrance into our D.A.Y. Centres have increased to as high as nine months. While we often mitigate the wait list issue by admitting people for a fewer number of days per week, we cannot always provide the respite that some families require.

Over the past year, together with our LHIN and the community-at-large, AS York has taken effective measures to mitigate the impact of dementia. We have implemented a new fund development and communication plan, and in the face of difficult economic conditions the number of financial gifts we received sharply increased from 2,301 to 3,047. We are grateful for this support.

Nonetheless, much more must be done to address the current needs of families, let alone the rising tide to come. We therefore call on our governments at all levels to work with the Alzheimer Society to develop policies and increase investment in research; and we call on the Central LHIN to work with us to develop a comprehensive dementia strategy within its new Integrated Health Service Plan. Together, we can continue to improve the lives of people living with dementia, while ensuring the sustainability of our health care system and economy.

May 25, 2010



Farhad Sethna

Overview

The 2009-2010 fiscal year is characterized by program growth through the support of the Central Local Health Integration Network (LHIN) as well as a focus on the future of Fund Development. The Alzheimer Society of York Region (AS York) ended the year with a surplus of \$13,756 compared to \$52,446 the previous year. Revenue increased by \$233,000; however Expenses also increased by \$271,000 during the year.

A major activity for the Finance Committee was the implementation of a new financial system. This has improved the monthly financial reports and enhanced our ability to analyze the financial information. 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.

Revenue

The Aging @ Home Year II Program was instrumental in increasing support from the LHIN as well as Purchase of Services. During the year, we opened a DAY program in Stouffville in partnership with Parkview Home and CHATS. We also developed new partnerships with CHATS and Circle of Care for Purchase of Services. Total increase in Grants and Purchase of Services is \$276,000.

The Board has determined that increasing Fund Development activities is a critical area in order to ensure future growth and sustainability for the organization. As such, AS York hired a Manager of Fund Development during the year and has developed

a comprehensive and diverse three year plan in order to increase the activity in this area. Overall results from fundraising activities were above expectations. However compared to last year, total fund development revenue is lower by \$30,000 due to a gala dinner event and a one-time donation towards the website redevelopment in the previous year.

Expenditures

Salaries and benefits represent 74% of the operating expenses and increased by \$209,000 mainly due to the addition of new staff from the new funding received from the LHIN utilized for additional programming. The new location in Stouffville also had a corresponding increase in the areas of Rent, Utilities and Food for the new DAY program. Additionally, one-time expenditures related to establishing a new office resulted in increasing other expenses as well.

Research contributions in the amount of \$34,633 were made to the Alzheimer Society of Ontario. This is based mainly on the net surplus from the annual golf tournament.

Balance Sheet

AS York is in a strong financial position with cash and short-term investments of \$781,000 and current liabilities of only \$184,000. This healthy position will position us to improve and expand our services in York Region over the next few years.

May 27, 2010

Walk for Memories



With a decidedly Olympic theme to commemorate the 2010 Vancouver hosted Winter Games, the 2010 Walk For Memories was our most successful Walk to date, raising \$51,874. This represents a 52% increase over the proceeds from the previous two years.

Three Walks were held in January at the Keswick Ice Palace, Upper Canada Mall in Newmarket and at Hillcrest Mall in Richmond Hill. More than 400 Walkers participated with others supporting the Walk through on-line contributions.

Our Donors

AS York driver, Pat Zamora



Our families, staff, and board of directors express our heartfelt thanks to all those who made donations to the Alzheimer Society of York Region. Your commitment and ongoing support has helped touch the lives of individuals and families living with Alzheimer's disease and related dementias living in York Region.

Driving Miss Mary: Former Client Gives Back



"Throughout her life Mom always placed a high value on community involvement. When she developed Alzheimer's disease and moved to Thornhill, the D.A.Y. program enabled her to be safely active and productive in her new community. The staff of the Thornhill D.A.Y. Centre are to be commended for the activities they coordinate to stimulate the minds and bodies of people living with Alzheimer's. Andrea's caring and experienced counseling continues to help my sister and me grapple with this devastating disease and provide the best care possible to our mother.

"They say it takes a community to raise a child. The same could be said to care for people with Alzheimer's disease. The Sparrer family is pleased to contribute to the cost of a mobility van so that other people may benefit from the same community of care that we have."

- Janice Howard (nee Sparrer), On behalf of the Sparrer family

Donor Recognition

Foundations

The Leonard and Gabriela Osin Foundation
The Manchee Foundation
BMO Employee Foundation
Toskan-Casale Foundation

Corporations

Meridian Credit Union Limited
Aw, Shucks! Seafood Bar & Bistro
We Care Home Health Services
Sunrise Senior Living of Aurora
Investors Group
Telus Corporation Inc.
Parkway Nuclear Services
Extendicare Canada Inc.
Summa Engineering Limited
North Star Homes
Freak N Leather
Bayshore Home Health
Coppard And Jewett Ltd.
Butler Disposal & Recycling Services
Lion & Firkin
Hydro One Inc.
1501954 Ontario Inc.
Petryna Advertising Inc.
York Business Exchange
Multilink Fence

Community Organizations

United Way of York Region
Beta Sigma Phi
Father Bressani Catholic High School
Newmarket Seniors Meeting Place
Newmarket Veteran's Association
Royal Canadian Legion Seniors Club Branch 375 –
Richmond Hill
Royal Canadian Legion – Newmarket
York Region Health Services

Individual Donations

Bequests

Estate of Carmen Lewis

Gifts of \$1,000+

David Brown
Mary Sparrer
Ken Wilkinson
Cheryl Ward
Paul Bourbonniere
Albert Schinagl
Craig Katsuyama
Susan Desjardins

Gifts of \$500 - \$999

Milton Moskowitz
David & Brenda McLennan
Nancy Young
Laura Doria
David Bleiwas
Jack Carson
Janice Howard
Stephanie Banfield
Donald Jackson
Jack Hauer
Simon & Ann Armstrong
Dave Devine
Duncan Vernon
Brandon Ash
Bernard Boreland
Steven Bleiwas

Gifts of \$250 - \$499

Colin & Bonnie Lewis
Bob St. George
Robert Scott
Barry Johnston
Anthony Crea
Ahron Nahmias
Jeff Irving
Keith Dinicol
Peter & Celine Lobraico
Irene Burkart
Farhad Sethna
Dave Dwyer
Diana Zimmnicki
Maria Tuckey
Martin & Joyce Fredericks
Karen Lopes
Jeffery Dwyer
Evelyn Hiltz
Paul Doherty
Leonard H. Harper
Albert Kirshen
Marla Rosen
Dennis Ricketts
Dolores Miccio
Derek & Pamela Browning
Jean Pallett
Silvia La Torre
Larry Silverberg
Jeff & Rosanne Stroud
Michael Flux





Financial Information

The statement of operations and financial position presented below have been extracted from our organization's audited financial statements to be approved by our membership at our General Meeting on June 15, 2010. Our auditors are Hogg, Shain & Scheck Professional Corporation 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, 2010

	2009/2010	2008/2009
REVENUES	\$	\$
Central Local Health Integration Network	1,438,417	1,218,835
DAY Centre fees	203,469	204,459
Special events	122,925	125,909
Donations and bequests	103,761	131,158
Purchase of services	156,238	99,887
United Way of York Region	33,669	33,669
Alzheimer Society of Ontario	9,000	12,786
Other	12,773	20,963
Total Operating Revenues	2,080,252	1,847,666
EXPENDITURES		
Salaries and benefits	1,531,575	1,322,321
Occupancy	149,812	122,492
Food and program supplies	109,885	103,383
Mileage and transportation	78,370	66,337
Office	89,964	51,457
Professional fees	27,662	25,874
Public education and awareness	11,496	23,142
Other	33,099	30,214
	2,031,863	1,745,220
Research Contributions	34,633	50,000
Total Operating Expenses	2,066,496	1,795,220
Excess of Revenue over Expenses	13,756	52,446

Note: Certain comparative amounts have been reclassified to conform to the current year's financial statement presentation

STATEMENT OF FINANCIAL POSITION

For the year ended March 31, 2010

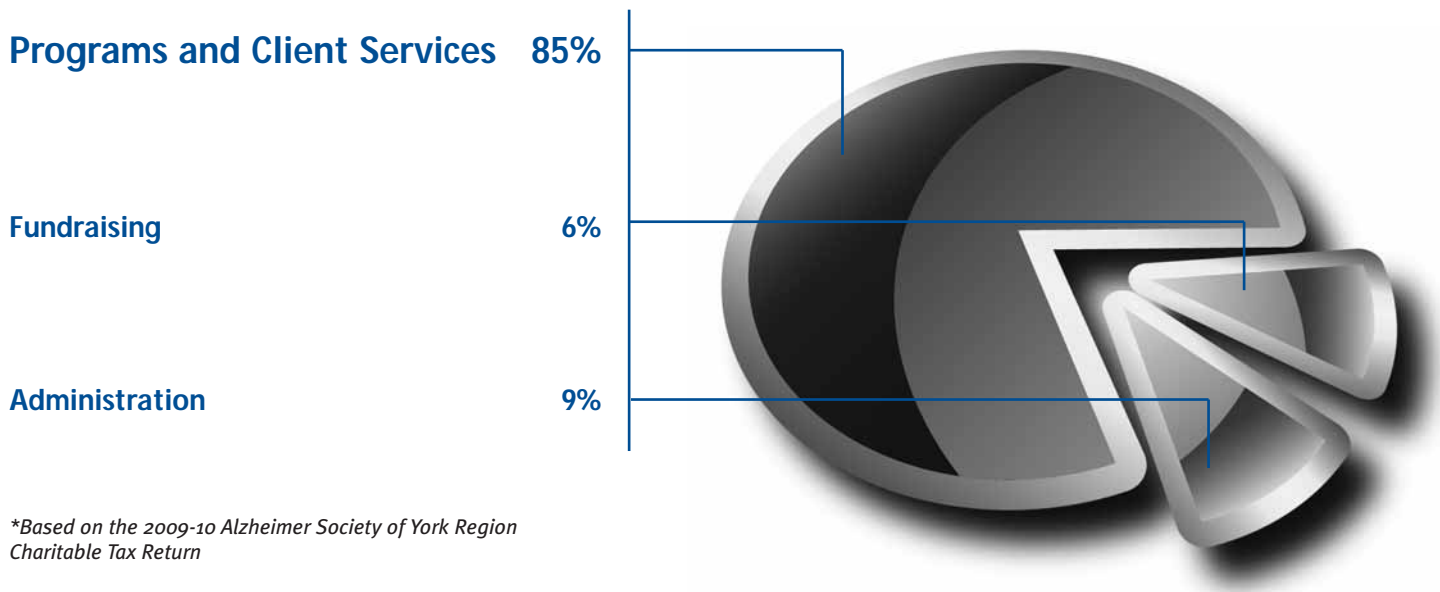
	2009/2010	2008/2009
ASSETS	\$	\$
Cash and short-term investments	780,538	881,818
Other Current Assets	103,039	76,638
Property and equipment	77,026	60,222
	960,603	1,018,678
LIABILITIES		
Accounts payable and accrued liabilities	178,823	244,154
Deferred revenue	5,100	11,600
	183,923	255,754
NET ASSETS		
Unrestricted	287,264	306,051
Restricted	489,416	456,873
	776,680	762,924
	960,603	1,018,678



Financial Information

GREAT RETURN ON INVESTMENT

A donation to the Alzheimer Society of York Region results in a substantial return on investment. As the chart illustrates, 85% of our expenditures were allocated towards programs and services. *



**Based on the 2009-10 Alzheimer Society of York Region Charitable Tax Return*

Highlights

Diversity

York Region is one of the fastest growing and most ethnically diverse regions in the province. In addition the Region is both urban and rural. The Alzheimer Society of York Region has long understood that there is strength in diversity and that to truly service our community we must be reflective of that community.

Our staff provides us with a rich tapestry that is our foundation. Like the community in which we service our front line program workers, drivers and social workers are comprised of 46% being immigrants to Canada. When we look at the staff as a whole, 60% of the staff is directly tied to immigration, with either themselves being foreign born or having one or both parents born outside Canada. As a mainstream agency, we are pleased to be able to say that we are able to address our clients' needs in many languages (Cantonese, Mandarin, Italian, Spanish, Polish, Farsi, Tamil, French, Gujarati, Hindi and Punjabi - to name a few). Often overlooked in the statistical profile is our Region's significant rural population. In addition to ethnically diverse backgrounds, we have staff that comes from rural, suburban and urban backgrounds. Our staff directly reflects the community we serve.

Caregiver Support and Education Team



Seated From L to R: Nadia Gennaro (parental leave) , BSW RSW; Eleanor Silverberg, MSW RSW; Elaine Cheung, BSW RSW
Standing From L to R: Polly Choi, BSW RSW; Tara Arthurs, MSW RSW; Linda Hayward, MSW RSW; Trevor O'Connor, BA (Gerontology), Public Education Coordinator; Emma Rezaei, BSW RSW; Andrea Ubell, MSW RSW (Sr. Mgr., Programs & Client Services); Hemal Joshi, MSW RSW. Missing: Diana Evangelista, BSW RSW



Alzheimer Society of York Region Expands Programming Across Region

Through the generous support of the Central Local Health Integration Network, we were able to substantially expand our caregiver support and respite day centre programming across our Region. New Dementia-specific programming was successfully launched this past year through four new projects that integrated the expertise and specialized knowledge and skills of several community partners.

These projects include:

New D.A.Y. Centre Program in Stouffville

Our new DAY Centre in Stouffville is the first cognitively-impaired day centre of its kind in Stouffville, completed in partnership with Parkview Village and CHATS. It provides a structured, individualized recreational social day care program for persons with dementia. The program accommodates up to 20 clients per day in a safe and secure physical environment between the hours of 9 am to 4 pm. The new day centre helps to address a gap in service in one of the fastest growing areas of our province and Region.

New Jewish Adult Day Program for Seniors with Dementia in Vaughan

No pre-existing comparable ethnic-specific or culturally relevant program exists to address the growing and aging Jewish population of York Region; as a result, this new program addresses an existing service gap in York. The program is co-led by the Baycrest Centre for Geriatric Care and Circle of Care, in partnership with Reen, JIAS and the Alzheimer Society of York Region. Our organization provides education and training programs for volunteers, staff and family caregivers.

Increasing Community Support in Rural Areas (East Gwillimbury and Bradford)

In rural communities, such as East Gwillimbury and Bradford West Gwillimbury), the seniors population is expected to grow by 45% in ten years. A component of this CHATS-led project is a three day a week adult day program with enhanced social work support, modelled on our D.A.Y. Centre program. In tandem with the Alzheimer Society of Greater Simcoe County, we will provide assessments for the day program, on-going counseling with families and dementia information and education for caregivers. This project is in partnership with CHATS and modeled on our existing D.A.Y Centres.

New “Balance of Care” Adult Day Program in Richmond Hill

We entered into a partnership with CHATS and the Central CCAC on this new program that provides a three day a week cognitively-impaired program. The program focuses on seniors “at the margins” – those at risk of losing independence and available to seniors who meet the criteria for Long Term Care. Our organization provides consultation and expertise to CHATS in developing a cognitively-impaired day program; conduct assessments for the adult day program’s referrals; provide on-going counselling with families; and provide information and education sessions for caregivers. We maintain a social work office on the premises.



“Balance of Care” A D P Ribbon Cutting Participants include (from left):

- Loren Freid, Executive Director, Alzheimer Society of York Region;
- Chantell Tunney, Director of System Planning and Development for Emergency Departments and Alternate Levels of Care, Central Local Health Integration Network;
- Lynn Harrett, Senior Director, Strategic Integration & Community Relations, Central CCAC;
- Reza Moridi, MPP for Richmond Hill;
- Wyn Chivers, Executive Director, CHATS;
- Helen Leung, Executive Director, Carefirst Seniors & Community Services;
- Richard Kinch, Board Chair, CHATS

All together, these new programs lead to a greater “on the ground” presence of our organization, which provides the following benefits of service:

- i) Broadening, increasing and diversifying dementia-care programming across the Region to help address existing gaps in service;
- ii) Establishing new AS York Region caregiver support social work and satellite offices, that augments our service already provided in our existing offices located in Newmarket, Thornhill (Markham) and Georgina;
- iii) Encompassing a broader range of partnerships that expands and creates programming into new ethno-specific (i.e. Jewish) and rural north communities;
- iv) Integrates and uniquely positions our caregiver support social work team into all cognitively specific day programs in York, better enabling our organization to provide service across the continuum of the disease to a broader, more diverse spectrum of clients.
- v) In various ways, our caregiver support and social work program is integrated into all (whether new or previously existing) cognitively-specific day programs in York.



Board of Directors

Executive

President

W. S. (Bill) Wylie
Manager, Business Market Program
Ontario Power Authority

Past President

Maimu Schauer
Travel Consultant, Valhalla Travel & Tours

Vice President

Shelby Fisch
Acting Director, Health Equity Utilization &
External Partnerships, St. John's Rehabilitation

Treasurer

Farhad Sethna
Vice President, Corporate Services, Shepherd Village

Secretary

Gemma Hill
Director Sales Operations and Small Business
Primus

Directors-at-Large

Craig Bates
Human Resources Manager, Home Depot

Michelle Cleland
Clinical Nurse Specialist- Geriatrics Outreach Team
York Central Hospital

Ihab Fahmi
Professional Development Engineer
Johnson Controls

J. David McLennan
Partner, Hill Hunter Losell Law Firm

Sean O Sullivan
Retired

Staff

Executive Director

Loren Freid

Programs & Client Services

Senior Manager, Programs & Client Services
Andrea Ubell, MSW RSW

D.A.Y. Centre Managers

Darlene Matte
Mary Squires

D.A.Y. Centre Senior Program Staff

Laura Letassey
Kala Matheendran

D.A.Y. Centre Program Staff

Alice Cheung
Franca Contardo
Jaime Cruz
Maurice Del Fabro
Jennifer Golding
Ron Gorlick
Lisa Ilesse
Ashley Simbrow
May Yuen
Dorota Zdanko

D.A.Y. Centre Van Drivers

Patrick Kwan
Pat Zamora

Public Education Coordinator

Trevor O'Connor, BA (Gerontology)

Social Workers

Tara Arthurs, MSW RSW
Elaine Cheung, BSW RSW
Polly Choi, BSW RSW
Diana Evangelista, BSW RSW
Nadia Gennaro, BSW RSW (Parental Leave)
Linda Hayward, MSW RSW
Hemal Joshi, MSW RSW
Emma Rezaei, BSW RSW
Eleanor Silverberg, MSW RSW

Fundraising & Development

Manager of Fund Development
Lynn Conforti, CFRE

Events Coordinator

Elaine Ross

Office and Volunteer Coordinator

Bev Gontier

Finance & Administration

Manager, Finance & Administration
Janice Clarke

Administrative Assistants

Jan Frampton
Cathy Loitsch
Allanna Yates

Volunteers

D.A.Y. Program

Margaret Wietzes
Cathy Tremblay
Marg Iding
Sue Potter

Office

Shirley Sarman
Elizabeth Sulima
Susan Talbot
Riali Spence

Golf Committee

Allan Garber
Gale Garber
Maher Eidd
Christopher Rooney
Irfam Ismail
Marla Rosen
Berge Varcabet

Walk For Memories

Team Leaders

Peggy & Gary Arthurs
Margaret French

Committee

Brandon Ash
Sharon Panza
Krysta Wassenberg
Katie Gilligan

Day of Walk Volunteers

Pat Wiesner
Rachelle Waterman
Judy & Ken Mullen
Leo Gray
Kimberly Wilkinson
Ken Wilkinson
Karen Yates
Al Bush
Katelynn Brunning

Line Dancers

Sandy Watt
Carol Williams
Susan Demiline
Celina Dekker
Marilyn Verdolt
Marie Walker
Ellen Latimer
Dee Livingstone
Charlene White
Joyce Gust
Kelly Hines
Georgina McGrath

Alzheimer Society of York Region Locations

SERVICE PARTNER PROGRAMS*

Richmond Hill

Caregiver Support & Education

Balance of Care
CHATS Day Program

Tel: 905.508.2676 Fax: 905-731-7663
info@alzheimer-york.com

Vaughan

Caregiver Support & Education

Circle of Care/Baycrest • Day Centre for Seniors

Tel: 905.738.1128
info@alzheimer-york.com

Bradford West Gwillimbury

Caregiver Support & Education

CHATS Rural Day Program

Tel: 905.476.5521 Fax: 905-476.0875
info@alzheimer-york.com

* Additional partnership programming
with the Regional Municipality of York
and York Central Hospital

OUR PROGRAMS

Newmarket

*D.A.Y. Centre • Caregiver Support • Resource Library
Fund Development • General Enquiries*

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Georgina

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