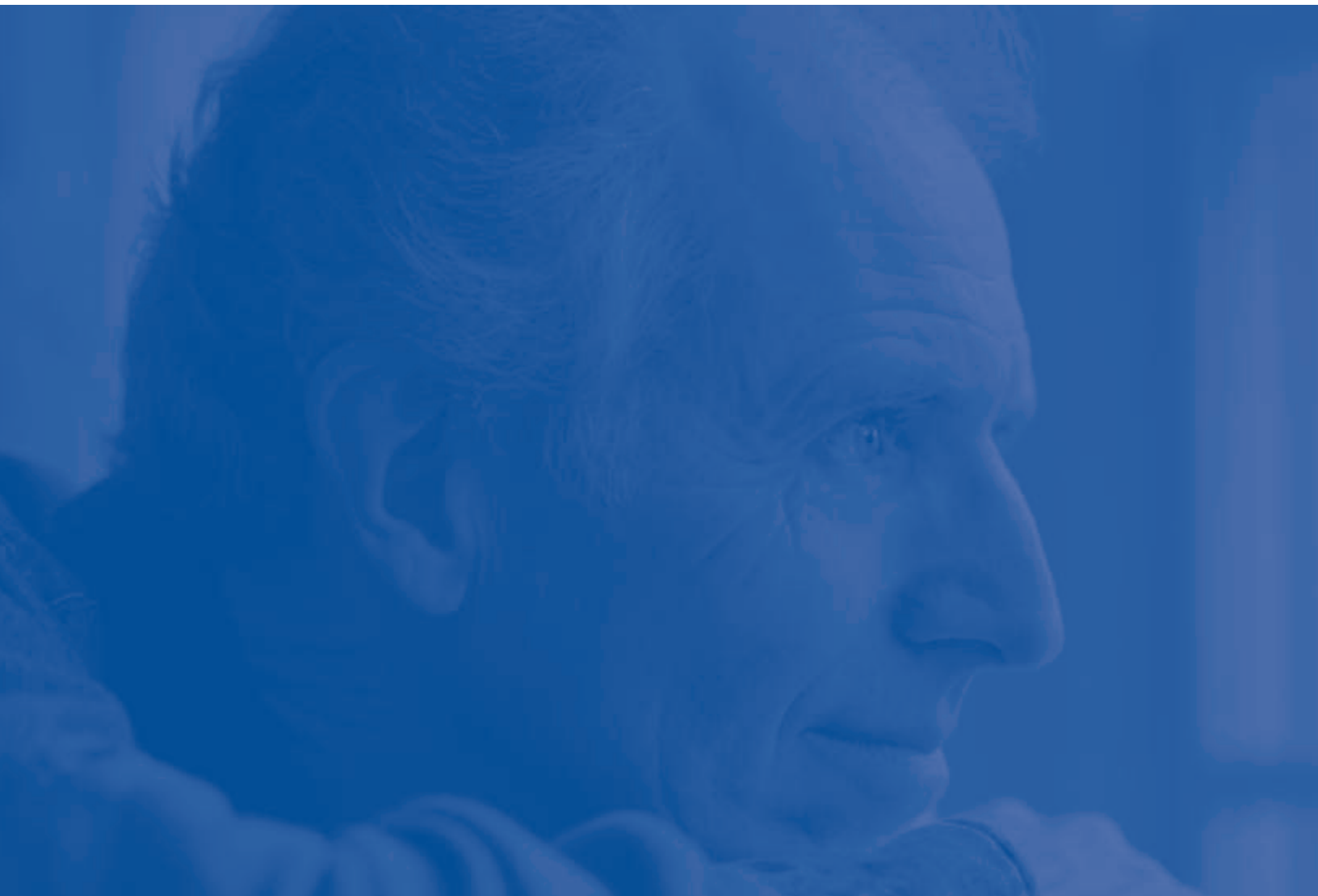


# Alzheimer *Society*

Y O R K R E G I O N

2010/2011 Annual Report





Mission and Vision Statement .....1

Message from the President .....2

Message from the Executive Director .....3

Clinical Integration Service Model .....4

Service and Support at a Glance .....5

Highlights .....6

Donor Recognition .....8

Client Profile .....9

Treasurer’s Report .....10

Financial Information .....11

Who We Are .....12

A Quarter Century of Service Growth .....13



**Please Note:**

*The following two abbreviations are utilized within this Annual Report:*

- i) **AS York**, as the intended short form of the **Alzheimer Society of York Region***
- ii) **D.A.Y. Centre**, as the intended short form of the Day centre for Alzheimer’s in York Region, the term used to describe the cognitively impaired day programs operated by the **Alzheimer Society of York Region***

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



## Mission Statement

The **Alzheimer Society of York Region's** mission is to alleviate the personal and social consequences of Alzheimer's disease and related dementias (pp. 2, 3, 5 & 7) and to promote research (pp. 5, 10).

## 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. 2-5 & 7)
- Advocacy (p. 6)
- Education (pp. 5, 7)
- Fundraising (pp. 3, 5, 8 & 10)

Through caring professional staff (pp. 7 & 12), active volunteers (p. 12), valued partnerships (pp. 3 & 4) and a supportive community (pp. 6 & 8).

## Alzheimer Society of York Region

The **Alzheimer Society of York Region** has been actively supporting individuals and families coping with Alzheimer's disease and related dementias since 1985 (See page 13.) Our history of delivering quality dementia specific day program services, an enriched social work program and education opportunities within the Region of York is well respected. We have a proven record of working collaboratively and in partnership with different agencies within the Region of York to service the needs of families and individuals living with Alzheimer's disease and related dementias.



In the late 1990's a popular business term was BHAG, which stands for "big hairy audacious goal". First proposed by authors James Collins and Jerry Porras, BHAGs are visionary goals that are clear and compelling, and typically structured to be long-term in nature.

Although the term BHAG doesn't seem to be used much any more, the underlying concept is often reflected in the goals of many successful organizations. And as I think of the work of the **Alzheimer Society of York Region (AS York)** during the past couple of years, it is fair to say that increasingly our goals are getting bigger and more audacious.

For example, one of our key goals has been to ensure that we provide service to people suffering from Alzheimer's disease and related dementias throughout all of York Region, and we continue to achieve this outcome. A significant accomplishment last year was the opening of our new office in Vaughan (see Page 7), thanks in part to a grant from the Trillium Foundation. We also set ambitious targets for fundraising last year, and successfully exceeded those targets.

But given the expectations for substantial increases in the incidence of Alzheimer's disease in our communities in the next 20 years, we have no choice but to continue to set ambitious goals for ourselves. To that end, the Management Team and the Board of Directors of **AS York** are taking a long-term view to our future.

One aspect of that longer-term view is of our operations and facilities. We have essentially outgrown our facility in Newmarket, and we are actively planning for a new, larger building in that area to provide D.A.Y. Centre services as well as serve as our main administrative centre. We are also making improvements to our Thornhill D.A.Y. Centre, and considering new facilities in other locations.

We are also looking at new services that should be available to those with Alzheimer's disease and their caregivers, so that we can fully support the needs of families across the full "continuum of care" – from diagnosis, to education and information, to services such as day programming. Building upon a late

2009 consulting study of best practices in quality dementia care, we are looking at possible new services such as an overnight respite program, a caregiver wellness centre and earlier interventions for those with the disease to ensure better quality health experiences. We were also fortunate in that Toronto was the host site for the 26th Annual International Conference of Alzheimer's Disease International, which has also provided us with information about programming and services from around the world (see Page 6).

The successful achievement of our goals will continue to require the dedication of our staff and volunteers. It will also require increased financial support from government agencies at all levels, as well as from the businesses and residents of the communities in York Region. I must admit it's a little intimidating to ask people to give even more of their time or money at a time when they have already been so generous; but that's why our goals are BHAGs. And we really have no choice in this, if we want to ensure that we meet the growing needs of people dealing with Alzheimer's.

By their very nature, BHAGs are daunting, and organizations don't always succeed in meeting them. But as 17th century author Thomas Fuller wrote, "One may miss the mark by aiming too high as too low." Please continue to support **AS York** in aiming high.

On behalf of the Board,

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

2011 marks a significant turning point in the history of Alzheimer's disease in Canada. It is the first year in which the baby boom generation turns 65; and as such we are entering a period in which an increasing proportion of our population will be at risk of developing Alzheimer's disease and related dementias over the next twenty to thirty years.

As preparation for this eventuality, the Alzheimer Society of Canada conducted a survey in the summer of 2010 to assess the boomers' level of knowledge, understanding and feeling about Alzheimer's disease. The results were somewhat startling.

For instance, Alzheimer's disease is the third most feared disease among boomers (after cancer and heart and stroke disease). Yet close to one quarter of the respondents could not name any of the early warning signs for Alzheimer's; many others believed memory loss was the only warning sign. Still others knew very little about the later stage symptoms or the significant risk factors. In essence, the survey found that boomers have a low awareness of the disease, they're fearful of it and they're in denial about it. However, fear and denial won't make the disease go away.

The expected rise of the incidence of Alzheimer's disease and related dementias within the service area of the **Alzheimer Society of York Region (AS York)** is significant. The Central Local Health Integration Network (LHIN) has projected the total number of seniors with dementia in its region will increase from 18,000 in 2008 to 25,000 by 2016 – a 35% increase in less than ten years. The ability to meet the existing demand for people dealing with Alzheimer's is already strained at local, provincial and national levels; and with the anticipated increase in the incidence of the disease it is clear that maintaining the status quo is not an option. Moreover, this emerging reality is occurring within a very dynamic external environment in which the Central LHIN, the Central Community Care Access Centre (CCAC) and the Community Social Services Network (CSSN) realign around the current priorities of the Ontario Ministry of Health and Long-Term Care and as the Alzheimer Society of Ontario embarks on a new federated structure.

Within these changing set of circumstances, we continue to position **AS York** to meet the demands and challenges in more timely and effective ways that reach out to a broader and increased number of people.

In September, we opened our first satellite office in Vaughan (see page 7), giving our organization an entrenched location in the western portion of York Region to raise awareness about our programs and services; complementing and broadening our existing on-the-ground programming in the north, south and east ends of York Region.

From the standpoint of family caregiver education, we more than doubled the number of our "Dementia Foundations" education series, ensuring they were offered across York Region. For the first time this year, our staff delivered speaking engagements in

Cantonese, Gujarati, Hindi, Italian and Punjabi in order to reach broader and more diverse communities.

Largely through our unique Client Integration Service Model (see page 4), the full implementation of our "Aging at Home Year II" programs and our established community partnerships, we have not only met our targeted volumes and client numbers, but in the process surpassed many of our previous years' totals. For example, the number of family cases serviced by our social work team increased by 15% over last year, which in turn increased by 19% over the previous year. The number of cognitively-impaired clients at our D.A.Y. Centres increased by 16% over last year, which in turn increased by 22% from the previous year. (See page 5 for more details.)

We have also introduced new performance management activities to support our objectives of continuously improving our service offerings. A performance management scorecard has been implemented for the Fund Development, Program & Client Services and Finance & Administration streams to measure service quality targets. In addition, as part of a Central LHIN initiative to establish standardization across the health care sector, we were very pleased to be accepted into the Phase II launch of the Central LHIN collaborative and integrated management record system; enabling us to bring client records and charting under a comprehensive, centralized and better organized data management structure.

Our decision to shift our fund development focus towards major gift giving and corporate sponsorships resulted in substantially increased revenues that augmented our programming. (See Farhad Sethna's Treasurer's Report for further details).

We are profoundly grateful for the support we receive from our clients, staff, volunteers, funders and service partners in the performance of our work.

Of course, much more must be done to address the current needs of families dealing with Alzheimer's disease, let alone the increasing needs to come. As I said earlier, fear and denial won't make the disease go away. But **AS York** will continue its on-going pursuit to help people better deal with the disease and improve the quality of their lives.





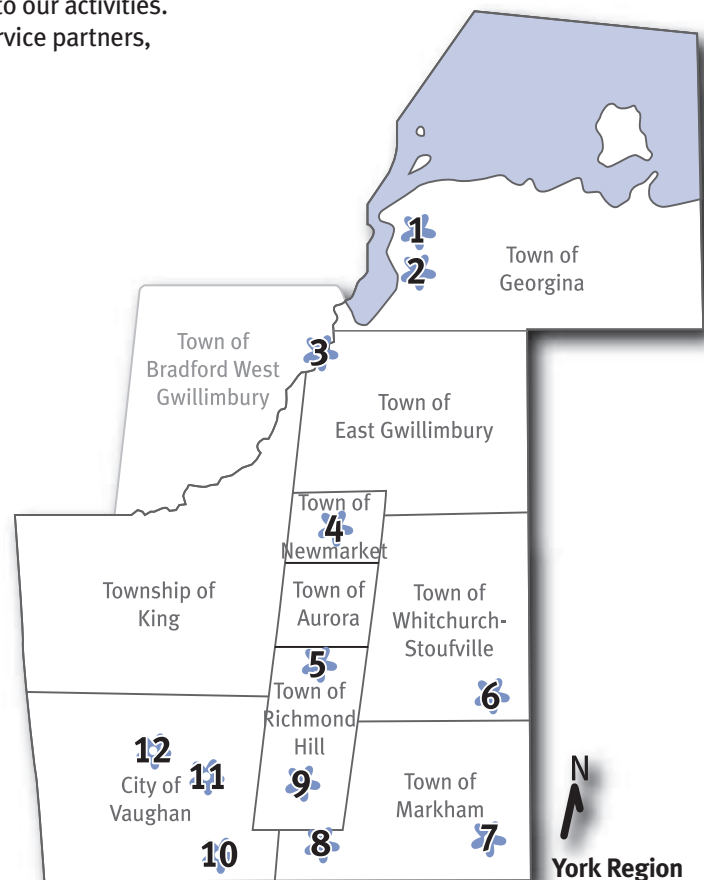

Our Clinical Integration Service Model integrates our caregiver support and education team into all specific cognitively-impaired day centre programming across the Region. Our Caregiver Support and Education staff are fully integrated into the service delivery plans of our partners, such as participating in client review meetings, working together managing wait lists and discharges and often providing case management. As a result, the **Alzheimer Society of York Region** works with partners to plan and administer services across the Region. Outcomes include:

- Over 28,000 cognitively impaired day program spaces filled across York Region
- Greater “top-of-mind” presence for the **Alzheimer Society** and our caregiver support and education services among our peers across our service area.
- Partner agencies that are cross-sector in scope, including:
  - Hospitals (York Central, Baycrest);
  - Community Support Services (CHATS, Circle of Care);
  - Regional Municipality of York (Maple Health Centre Adult Day Program, Keswick Gardens Adult Day Program);
  - Long Term Care (Parkview Services for Seniors, Woodhaven),
  - York Regional Police (Wandering Registry, Project Lifesaver),
  - Central Community Care Access Centre (CCAC)
- Clients benefitting from the enhanced support they receive throughout the lengthy course of the illness, such as the navigation to a broad range of services
- Standardized components of day centre admission processes across the Region
- Keeping clients in the community longer and eliminating trips to the ER because of our ability to work with the client unit throughout the continuum of the process to identify changing patterns of the disease and address issues often before they become a crisis

As well, our integrated partnerships that derive through our Clinical Integration Model establishes additional caregiver support offices to a greater number of municipalities across the Region creating broader “on-the-ground” presence for client input into our activities. A list of all of our service locations, including their connections to our service partners, can be found on the map.

## 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** 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 DAY 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



### 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 (Markham), Newmarket & Stouffville
- **254 cognitively impaired clients** were served by the three programs
- **Average length of time** in day programs 14 months
- **5,246 rides** provided on our vans

### D.A.Y. Centre Participation Profile

#### Age

- **Youngest** client using the D.A.Y. Centres is **46 years old**
- **Oldest** client using the D.A.Y. Centres is **95 years old**
- **Average age** of participants across programs is **78 years old**
- **51%** of our participants are female

#### Residence

- **55%** of participants reside with their spouse
- **37%** of participants reside with their adult children
- **3%** reside alone
- **3%** reside in retirement homes/assisted living
- **2%** reside with paid caregiver

#### Ethnic Composition

- **Participants from 36 ethnic communities** or nationalities as identified by their families:
- Aboriginal (Chippewa First Nation), Albanian, Barbadian, Bermudian, British, Chinese, Columbian, Danish, Filipino, Finnish, German, Greek, Guatemalan, Hungarian, Indian, Iraqi, Iranian, Irish, Italian, Jamaican, Jewish, Lebanese, Maltese, Peruvian, Polish, Portuguese, Scottish, Slovakian, Slovenian, South African, Sri Lankan, Swedish, Trinidadian, Venezuelan, Vietnamese

#### Caregiver Support

- **1,795 families/cases** serviced by the Caregiver Support and Education Social Work team (this includes our partner agencies)
- **7,303 counselling hours** provided (this includes our partner agencies)
- **3,690 home visits/office visits/community visits**
- **60 support groups** facilitated
- **15 Family Caregiver Education Events** (comprising of five "Dementia Foundations" Series – 3 sessions per series – in Thornhill, Newmarket, Georgina, Stouffville and Vaughan)
- **10 Professional Training** events

### Program & Service Integration

- **28,320** cognitively impaired day program spaces were filled by our social work team across York Region to seven cognitively impaired day centres
- **4,226 hours of social work** service was delivered to our partner agencies
- **All 9** cognitively impaired programs in York Region directly integrate our social work program (see opposite page)
- **AS York** works with **partner agencies** across York Region (see opposite page)
- **AS York maintains 7 locations** across the Region, Thornhill (Markham), Newmarket, Stouffville, Georgina, Richmond Hill, Vaughan and Bradford West Gwillimbury)

### Public Education

- **11,845 individuals** were reached through health fairs, community fairs, speaking engagements (such as seniors groups, service clubs, church groups and our Annual Alzheimer's Awareness Breakfast) and other correspondences and enquiries
- Our staff delivered speaking engagements in Cantonese, English, Gujarati, Hindi, Italian and Punjabi

### Volunteer Activities

- **6,248 volunteer and student hours** were contributed to **AS York** D.A.Y Centre programming, special events and office activities

### Fund Development

- **3,014** separate financial gifts were received from wonderful supporters

### Financial

- **7.5%** of all **Alzheimer Society of York Region** Expenditures were allocated towards **administration costs\***

### Research

- More than **\$850,000** since 1986 was allocated by the **Alzheimer Society of York Region** towards research into **finding a cause and cure** for Alzheimer's disease and related dementias

\* Based on the 2010 charitable tax return



*Program refresh. Alzheimer Society of York Region client Joy Glynn (right) joins in the musical fun supplied, in part, by Rosanne Speckert at the Society's Newmarket D.A.Y. program. AS York received a grant from the Pepsi Refresh Project that augmented its music program at all three of its D.A.Y. centre sites in Newmarket, Thornhill and Stouffville. Photo courtesy of York Region Media Group.*

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

## Advocacy and Awareness



### Major Announcement on Alzheimer's Research

During Alzheimer's Awareness Month in January, the **Alzheimer Society of York Region** played host to a major announcement on Alzheimer's research by the federal government provided by The Honourable Julian Fantino, the Minister of State for Seniors and The Honourable Leona Aglukkaq, the Minister of Health. The two federal ministers jointly announced an \$8.6M commitment to CIHR-approved projects in Alzheimer's research across Canada.

*Loren Freid, Executive Director of Alzheimer Society of York Region, with the Honourable Julian Fantino [m], Minister of State for Seniors and MP for Vaughan and the Honourable Leona Aglukkaq [r], the federal Minister of Health following a press conference announcing increased funding from the federal government for Alzheimer's research held at the new Vaughan satellite office.*



### 26th International Conference of Alzheimer's Disease International (ADI)

ADI is the international federation of more than 70 Alzheimer associations from around the world, in official relations with the World Health Organization. In March, 2011, Toronto was the host city and the Alzheimer Society of Canada was the host organization for the 26th International Conference of ADI. Professionals in dementia and medical care, researchers, family caregivers, people living with dementia, and national Alzheimer associations participated in thoughtful, informative and often leading-edge innovative sessions, led by well known experts, aimed at advancing the understanding of dementia. The **Alzheimer Society of York Region** directly participated in the Conference as follows:

- i) Andrea Ubell, our Senior Manager of Programs & Client Services, presented her abstract titled "Partnerships That Work: The Alzheimer Society of York Region Model" to over 200 delegates from around the world
- ii) Our organization identified and invited several leaders from diverse communities in York Region to an Ontario Networking Lunch to meet and discuss dementia-related issues with elected officials
- iii) **Alzheimer Society of York Region** was singularly highlighted in an ADI documentary film for world-wide distribution that premiered at the conference about the benefits of music for persons with Alzheimer's disease
- iv) Eleanor Silverberg, a former **Alzheimer Society of York Region** social worker, presented her abstract that focused on grief intervention and the caregiver
- v) Eight **AS York** personnel (staff and volunteers) over the three days enthusiastically engaged in the informative plenary sessions and themed presentations

## Referral Sources

Client referrals come from a variety of sources. Many are through word-of-mouth from families that have previously utilized our services and recommend them to others. Referrals are received through other community agencies and the Central Community Care Access Centre. Recently, we have received an increase from the following sources:

- Geriatric Emergency Medical (GEM) nurses at Southlake, York Central and Markham-Stouffville hospitals
- Integrated Psychogeriatric Outreach program (IPOP) of the Regional Municipality of York
- Local specialists, such as neurologists and psychiatrists and geriatricians
- Primary care physicians
- Regional Geriatric Programs operating in the north, south-east and south-west areas of the Region
- York Regional Police (Seniors' Liaison Coordinator)



## New Office Opens in Vaughan

Thanks to the support of the Ontario Trillium Foundation, in September, 2010, the **Alzheimer Society of York Region** opened a seventh location and its first in the city of Vaughan. By expanding to include Vaughan, **AS York** is in a position to more effectively raise awareness about our programs and services offered within one of the fastest growing and most ethnically diverse communities in Canada. The new location is linked to the Maple Health Centre's cognitively impaired day program offered by the Regional Municipality of York, one of our community partners, and complements and broadens our existing on-the-ground programming in Newmarket, Georgina, Thornhill (Markham), Whitchurch-Stouffville, Richmond Hill and Bradford West Gwillimbury.



## Training Opportunities

Through on-going placement opportunities at our day centre programs, we prepare students studying as Personal Support Workers, Social Service Workers, Activation Workers, Recreationists, and Gerontologists, Nursing and Social Work, to appreciate the unique challenges of persons living with dementia. In 2010-2011, over 3,800 hours were dedicated to student placements in the health care field from colleges and universities across the GTA.

We prepare students to appreciate the unique challenges of persons living with dementia through placement opportunities at our D.A.Y. centres. It is our hope that the students will take away with them an increased awareness and concrete skills to work with persons living with ADRD and in doing this we will help to alleviate some of the deleterious consequences of this illness.

## Diversity

With a population of 1.1 million, York Region is one of the fastest growing and most ethnically diverse regions in Canada. In addition the Region is urban, suburban 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 comprises a rich ethnic tapestry. Like the community in which we service almost half of our front line program workers, drivers and social workers are immigrants to Canada. When we look at the staff as a whole, 60% is directly tied to immigration, either being foreign born or having one or both parents foreign born. As a mainstream agency, we are pleased to be able to say that we 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.



**Thornhill D.A.Y. Centre Staff in the sensory garden:**

*Seated (l to r): Nadia Gennaro, BSW RSW – social worker, Darlene Matte – D.A.Y. Centre Manager, Alice Cheung – program staff  
Standing (l to r): Claudette Bravo – Administrative Assistant, Emma Rezaei, BSW RSW – social worker, Ron Gorlick – program staff,  
Kala Matheendran – senior program staff, Hemal Joshi, MSW RSW - social worker, Elaine Cheung, MSW RSW – social worker*

## Community Coalitions – to foster communication and networking that promote opportunities for collaboration, integration and greater service efficiencies across all sectors. Such as:

- Alzheimer Society of Ontario:
  - Fund Development Committee
  - Organizational Effectiveness Committee
  - Public Policy Task Force
- Balance of Care Operations Committee
- Chinese Mental Health Initiative
- Chinese Social Service Network
- Circle of Care/Baycrest Adult Day Program Operations Committee and Steering Group
- Community Advisory Panel – Seniors, York Central Hospital
- CSSN Best Practices, Senior Services Delivery
- CSSN – Goldcare Data Management Committee
- CSSN Sector Value & Relationships Work Group
- CSSN Steering Committee Member
- Dementia Network of CLHIN
- Healthy Aging Working Group for York Region
- Ontario Dementia Network
- Prevention of Elder Abuse Committee of York Region
- Social Service Providers Network York Region
- Specialized Geriatrics Best Practices Group -York Region
- Specialized Geriatrics CLHIN Network
- The Integrated Partnership for Seniors (TIPS)
- York Region ADP and Community Programs Accreditations Committee

The **Alzheimer Society of York Region** depends on the generosity of our donors. Funds are used to develop and enhance our services and programs to improve the quality of life for people with Alzheimer's disease and their caregivers. We are largely funded through the Central Health Integration Network, a not-for-profit organization of the Ontario Ministry of Health and Long Term Care responsible for planning, integrating and funding local health services. Funds for our programming are also derived from the United Way of York Region as well as through generous gifts from individual, corporate and community supporters.

Two of our most successful events this year are as follows:



### Pepsi Challenge

During September and October **AS York** participated in the Pepsi Refresh contest to win a \$10,000 grant to provide music therapy once a week for a year at each of our three D.A.Y. Centres located in Newmarket, Thornhill and Stouffville. We spent two months recruiting hundreds of supporters to vote for us each day and in the end it was enough for us to finish in 3rd place and to secure our \$10,000 grant. The music therapy program is going strong and our clients look forward to it each week.



### Caldwell Securities Ltd./Alzheimer Society of York Region Golf Classic

The 2010 Caldwell Securities Ltd./**Alzheimer Society of York Region** Golf Classic was our most successful Golf Classic to date. The event, held at beautiful Copper Creek, was sold out at 144 golfers and with new sponsorship opportunities raised over \$45,000. We wish to thank our wonderful volunteers (as shown in the picture) Paul Godfrey, our fabulous emcee and Caldwell Securities our new and generous title sponsor

## Donor Recognition

### Foundations

Ontario Trillium Foundation  
The Leonard and Gabryela Osin Foundation  
BMO Employee Charitable Foundation  
The Manchee Foundation  
Giovannie & Concetta Guglietti Family Foundation

### Corporations

Caldwell Securities Ltd.  
Pepsi Canada  
PowerStream  
Parker, Garber & Chesney, LLP  
TACC Developments  
Fieldgate Developments  
Paradise Homes  
High Five Photography  
Extencicare Canada Inc.  
Telus Corporation Inc.  
Home Care Assistance  
Alarmforce Industries Inc.  
Baass Business Solutions  
Chartwell Classic Valley Vista  
Hauer Sons Construction Co. Limited  
Hogg, Shain & Scheck Professional Corporation  
Honda Financial Services  
Investors Group – Marla Rosen  
Kent Pad Printer Canada Inc.  
Lexus On The Park  
Scotiabank Halton-Peel  
Tauro MacLachlan Group -  
ScotiaMcLeod  
Thompson Dymond  
Ontario Power Generation  
Hydro One Inc.  
Tonlu Holdings Limited  
Southwire

Three's Company Jewelry & Acc.  
Integrated Evaluations Group Inc.  
Bratty and Partners, LLP  
Danmichael Construction Ltd.  
Harvey Kalles Real Estate Ltd.  
Sunrise Seniors Living  
Superfin Aquatics Inc.

Roadhouse & Rose Funeral Home  
MediChair Markham  
Hempen Jewellers  
Jack Beaudrow Construction  
Stouffville Physiotherapy Clinic  
Bayshore Home Health  
Community Organizations  
Richview Manor  
United Way York Region

Specialty Care Bloomington Cove Long Term Care Facility  
Royal Canadian Legion Seniors Club Branch 375  
Newmarket Seniors Meeting Place  
Newmarket Veteran's Association  
Royal Canadian Legion – Sutton  
Kennedy Lodge  
York Central Hospital LTC Centre  
Royal Canadian Legion – Newmarket  
North Newmarket Lions Club

### Gifts of \$1,000+

Ernst Dunham  
Sheila Mason  
Denise Breen  
Howard Smuschkowitz &  
Jennifer Ross  
Wendy Goldup

### Gifts of \$500 - \$999

June Cooley  
Michael & Lynn Conforti  
Sean & Patricia OSullivan  
Nadia Gad  
John Callaghan  
Farhad Sethna

### Gifts of \$250 - \$499

Ken Wilkinson  
Wolf Balkenhol  
Pam Jurgens  
Robert Scott  
Angela Giannos  
Tony & Phyllis Martelli  
Tom Lianos  
Paul Kutsukake  
Maureen Gellel  
Mary Beth Attard  
Carm Shier  
Sharon Panza  
Stephanie Torchia  
Robert McCoy  
Allyson Gardner  
Richard Gardner  
Brett Okorofsky  
Josh Okorofsky  
Ian & Doris Longmore  
Albert Carr  
Albert Kirshen  
Morrie Liquornik  
Mark Rivkin  
Jordan Slatt  
Adam Rottman

**We are extremely grateful for all the support we receive from our wonderful donors.**

Prior to being diagnosed with Alzheimer's disease during 2006, Diane was a talented and prolific professional artist and teacher. Her career spanned almost fifty years from the time she graduated from the Ontario College of Art and the Ontario Teachers' College in the late 1950s. Diane was an extensive and enthusiastic traveler and her paintings are a reflection of the world, portraying and documenting life and nature across Canada, Europe and the Far East. Her work has been exhibited and she has received many awards in solo, juried and non-juried art shows in York Region and Toronto.

In 1965, Diane with her husband and present caregiver, Peter, moved to a custom built log cabin home and studio in Aurora where she continued to produce art and teach art classes while raising two sons. In 2003, Diane and Peter moved to Schomberg where she continued to paint and participate in local art societies and exhibits. She has used many different media including oil, acrylic, tempera, wood carving and print making. Water colour has been her favourite media and mainstay. In 1999, Diane was elected to the Canadian Society of Painters in Water Colour.

Diane's cognitive impairment has eroded much of her artistic ability. Diane is now a participant at the Newmarket D.A.Y. program of the **Alzheimer Society of York Region**.

Diane remains a very inspiring and generous individual. It is her wish that her art continues to bring pleasure to others. To that end, with Diane and Peter's approval, the **Alzheimer Society of York Region** is proud to be showcasing her life's work on the walls of our Vaughan office with her request that a portion of the sale of her paintings go to support the work of our organization.



**“Soaring Over Howe Sound BC”**

2002  
18 in X 24 in  
Watercolour



**Overview**

The Finance Committee had two major objectives for the year: i) to change our revenue recognition policy from the restricted fund method to the deferral method; and ii) to simplify the format of our audited financial statements. Both of these changes were needed in order to be consistent with the recognized approach of other major charities in Canada. We also took the opportunity to ensure that our capital assets were properly stated on the balance

sheet. This process resulted in \$19,000 being recorded as a loss on disposal of assets.

The **Alzheimer Society of York Region** ended the year with a deficit of \$77,502. This is entirely due to the recording of non-cash items such as amortization and the loss on disposal which total \$79,190.

**Revenue**

Total revenue derived from all sources increased by \$208,000 or 10% over 2009-2010. This included: i) an increase in service fees as contracts with two service partners were renegotiated for the first time in five years; and ii) stabilization funding of 2% from the Central LHIN to base funding (which is vital to sustain existing programming and performance targets). The most significant increase in revenue, however, was derived from our Fund Development program.

One of our major organizational objectives in 2010-2011 was to grow and diversify our Fund Development program. Additional resources were added that enabled us to increase funding from third party events, while shifting our focus to major gift giving, foundations and corporate sponsorships utilized to augment existing services as well as to enable the launch of a capital campaign in the future. This new focus resulted in a 57% increase in Fund Development Revenue during the year.

**Expenditures**

The Adult Day Program and the Caregiver Support and Education Program combined with Research contributions comprise 85.2% of total operating expenses. General Operations is 7.5% of **AS York's** total operating expenses. Fund Development, which comprises 7.3% of **AS York's** total expenses, are higher compared to the previous year due to additional staff expenses in order to grow the program.

There was also a research contribution of \$51,000 during the year.

The increase in amortization during the year is due to two new vans that were purchased to transport clients from the Thornhill and Newmarket adult day programs.

**Balance Sheet**

**AS York** is in a strong financial position with cash and short-term investments of \$551,044 while current liabilities are only \$182,017. This healthy financial position will continue assisting us in providing our programs in York Region as well as assisting with the capital campaign in the future.

**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. \*

**Programs & Client Services and Research**

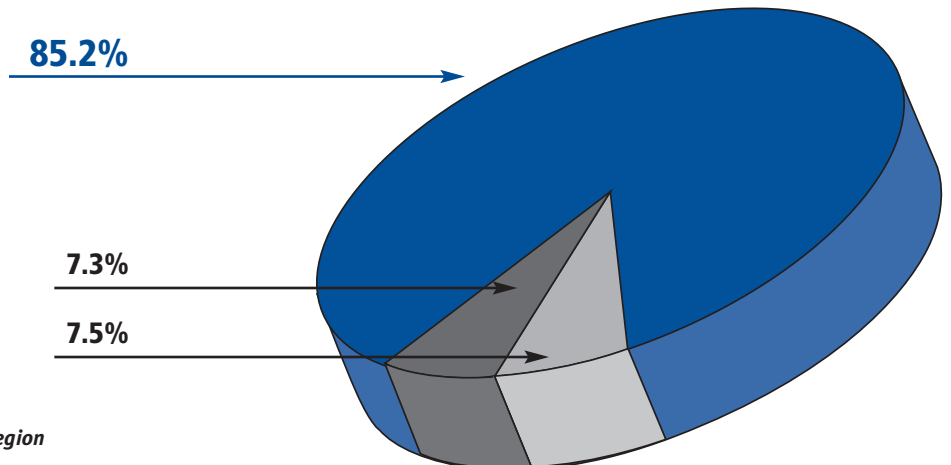
85.2%

**Fundraising**

7.3%

**Administration**

7.5%



\*Based on the 2010-11 Alzheimer Society of York Region charitable tax return



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 21, 2011. 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.

## BALANCE SHEET

For the year ended March 31, 2011

	2010/2011	2009/2010
<b>ASSETS</b>		
<b>CURRENT</b>	<b>\$</b>	<b>\$</b>
Cash	249,682	603,813
Short term investments	301,362	176,726
Accounts receivable	156,790	84,041
Prepaid expenses	24,301	19,187
	<b>732,135</b>	<b>883,767</b>
<b>PROPERTY AND EQUIPMENT</b>	<b>174,669</b>	<b>77,026</b>
	<b>906,804</b>	<b>960,793</b>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	182,017	179,006
Deferred revenue	330,018	309,516
	<b>512,035</b>	<b>488,522</b>
<b>FUND BALANCES</b>	<b>394,769</b>	<b>472,271</b>
	<b>906,804</b>	<b>960,793</b>

## STATEMENT OF REVENUES AND EXPENDITURES

For the year ended March 31, 2011

	2010/2011	2009/2010
<b>REVENUE</b>	<b>\$</b>	<b>\$</b>
Government Support	1,452,589	1,440,277
Fund Development	433,052	275,565
Service Fees	399,347	359,707
Other	3,265	4,810
	<b>2,288,253</b>	<b>2,080,359</b>
<b>EXPENSES</b>		
Adult Day Program	1,017,227	979,020
Caregiver Support and Education	878,833	810,133
General Operations	172,411	179,684
Fund Development	167,240	79,606
Research	50,854	34,633
	<b>2,286,565</b>	<b>2,083,076</b>
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES FROM OPERATIONS</b>	<b>1,688</b>	<b>(2,717)</b>
Amortization	59,846	16,060
Loss on disposal of assets	19,344	-
	<b>79,190</b>	<b>16,060</b>
<b>DEFICIENCY OF REVENUE OVER EXPENSES</b>	<b>(77,502)</b>	<b>(18,777)</b>
<b>FUND BALANCES – BEGINNING OF YEAR</b>	<b>472,271</b>	<b>491,048</b>
<b>FUND BALANCES – END OF YEAR</b>	<b>394,769</b>	<b>472,271</b>

## Board of Directors

### Executive

#### President

W. S. (Bill) Wylie

CDM Commercial Program Consultant  
PowerStream Inc.

*Chair, Governance Committee*

#### Past President

Maimu Schaer

Travel Consultant,  
Valhalla Travel & Tours

#### Vice President

Shelby Fisch

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

*Chair, Quality &  
Performance Committee*

#### Treasurer

Farhad Sethna

Vice President, Corporate Services,  
Shepherd Village

*Chair, Finance Committee*

### Directors-at-Large

Craig Bates

Human Resources Manager,  
The Home Depot

Michelle Cleland

Clinical Nurse Specialist –  
Geriatrics Outreach Team  
York Central Hospital

Allan Garber

Partner, Parker Garber & Chesney, LLP  
*Chair, Golf & Fundraising Committees*

J. David McLennan

Partner, Hill Hunter Losell Law Firm

Sean OSullivan

Retired

*Chair, Facilities Committee*

Zahid Salman

Executive Vice President,  
Morneau Shepell

## Staff

### Executive Director

Loren Freid

### Programs & Client Services

#### Senior Manager, Programs & Client Services

Andrea Ubell, MSW RSW

#### D.A.Y. Centre Managers

Franca Contardo

Darlene Matte

Mary Squires

#### D.A.Y. Centre Senior Program Staff

Laura Letassey

Kala Matheendran

#### D.A.Y. Centre Program Staff

Tiziana Cassano

Alice Cheung

Valentina Contreras

Jaime Cruz (Parental Leave)

Maurice Del Fabro

Jennifer Golding

Ron Gorlick

Lisa lesse

Ashley Simbrow

May Yuen

Dorota Zdanko

#### D.A.Y. Centre Van Drivers

Patrick Kwan

Pat Zamora

#### Public Education Coordinator

Trevor O'Connor, BA (Gerontology)

### Senior Social Worker

Tara Arthurs, MSW RSW

### Social Workers

Elaine Cheung, MSW RSW

Polly Choi, MSW 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

(Left to pursue other activities, January, 2011)

### Fundraising & Development Stream

#### Manager of Fund Development

Lynn Conforti, CFRE

#### Events Coordinator

Elaine Ross

#### Volunteer & Office Coordinator

Bev Gontier

### Finance & Administration Stream

#### Manager, Finance & Administration

Janice Clarke

#### Administrative Assistants

Anne Carriere

Jan Frampton

Cathy Loitsch

Allanna Yates

## Volunteers

### Program Volunteers

Margaret Wietzes

Cathy Tremblay

Marg Iding

Sue Potter

Diane Cowan

Ian Wainberg

### Office Volunteers

Shirley Sarman

Elizabeth Sulima

Susan Talbot

Janet Wetton

Shirley Heaps

### Golf Committee

#### Volunteers

Allan Garber

Gale Garber

Maher Eidd

Marla Rosen

Berge Varcabet

Bill Lynch

Keri Garber

### Walk For Memories

Dean Stuart

Michael Stuart

Sharon Panza

Katie Gilligan

Lynn Gilligan

Ken Wilkinson

Karen Yates

Shirley Heaps

Anne Todd

Angela Giannos

Bill Giannos

Alex Giannos

Manto Iamonaco

David Ross

Susan Talbot

Janet Wetton

Bill Bryson

Allan Bush

Katelynn Brunning

Carm Shier

### Third Party

Cheryl Ward

Rick Davis

### Line Dancer Volunteers

Sandy Watt

Carol Williams

Susan Demiline

Celina Dekker

Marilyn Verdolt

Marie Walker

Ellen Latimer

Dee Livingstone

Charlene White

Joyce Gust

Kelly Hines

Georgina McGrath

## A Quarter Century of Service Growth

- 1985**

  - **AS York** founded by family caregivers and health care professionals involved with Alzheimer's disease
- 2**

  - Thornhill D.A.Y. Centre opens and becomes the first cognitively impaired day program in York Region
- 3**

  - Established Outreach Program (forerunner to Caregiver Support and Education program)
- 12**

  - Established second D.A.Y. Centre in Newmarket
- 13**

  - Formed integrated partnerships with Regional Municipality of York and York Central Hospital to work with our Caregiver Support and Education Program for their new cognitively-impaired programs in Vaughan (Maple Health Centre), Georgina (Keswick Gardens) and Richmond Hill
- 14**

  - Expanded service delivery at existing **AS York** D.A.Y. Centres to six days per week, 7 am to 6 pm
- 19**

  - Opened satellite office in Georgina with support from the United Way of York Region
- 20**

  - Expansion of Caregiver Support and Education program with linguistic specific social workers (Italian, Cantonese and Mandarin)
- 23**

  - **AS York** Board of Directors establishes new strategic priorities that focus on Fund Development, Service Expansion and Performance Management
- 24**

  - **AS York** management and organizational structure re-designed to increase staff engagement, strengthen ability to deliver existing services and support new initiatives being pursued
  - Established the first D.A.Y. Centre in Whitchurch-Stouffville with support from the Central Local Health Integration Network (CLHIN)
  - Through the support of the Central LHIN Aging at Home initiative, **AS York** establishes new partnerships with other service organizations that expand dementia programming and increase the number of clients accessing services across the Region
- 25**

  - **AS York** Caregiver Support and Education Team includes nine social workers, seven of whom are MSWs.
  - **AS York** addresses clients' needs in Cantonese, Mandarin, Italian, Spanish, Polish, Farsi, Tamil, Hindi, Punjabi and Yiddish.
  - All specific cognitively impaired day centre programming in York involves the support and participation of the **Alzheimer Society of York Region**
  - Opened satellite office in city of Vaughan with the support of the Ontario Trillium Foundation

# Alzheimer Society

Y O R K   R E G I O N

## **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



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

General Enquiries : 905.895.1337

Toll Free: 1-888-414-5550

info@alzheimer-york.com

Charitable Registration #: 10670 5429 RR0001

Printing courtesy of Kwik Kopy