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Message from the CEO & President

Strengthening communities

In 2013-2014, the Alzheimer Society of Ontario finished its three-year strategic plan *Strengthening Communities: Achieving Excellence 2011-2014*. We thank our donors, board members, staff and volunteers, all of whom helped make our vision from three years ago come to fruition.

What are we most proud of?

- We are serving more people living with dementia and their caregivers than ever. Alzheimer Societies across Ontario have reported an increase of 30% from 2011 to 2014.
- The Alzheimer Society has given \$6.2 million to researchers in Ontario and across the country because of your support over the past three years.
- We launched Finding Your Way[™], our program that helps prevent people with dementia going missing. Today, materials are available in English, French, Punjabi, Traditional and Simplified Chinese, Portuguese, Spanish and Italian, bringing the message to more diverse communities across Ontario.
- We launched the Volunteer Mobilization Initiative. Not only have volunteers strengthened our programs and services, but they have become Champions for Dementia, spreading our message to government and the public.

As we look forward to the next three years, we are struck by the knowledge that the rising tide of dementia is no longer in the future. We're experiencing its effects now. And by 2017, more than 300,000 Ontarians will be living with Alzheimer's disease and other dementias.

How do we plan to support and strengthen all these people who have begun the Alzheimer journey? We will:

- Make people with dementia and their caregivers from Ontario's diverse communities integral in our decision-making process.
- Seek to better understand the journey through the eyes of people with dementia, their caregivers and their health-care providers.





- Engage Ontarians in advocacy to make dementia a priority in the provincial legislature.
- Raise awareness of brain healthy lifestyles and how they reduce dementia's impact.
- Support research for a cause and a cure.

But these ambitious goals will not be possible without the support of our donors. We continue our pledge to be an organization that is responsible and makes evidence-based decisions with your money, investing in ways that offer the best support for people with or at risk of dementia, and their families.

Looking forward, we are optimistic and concerned at the same time. Will we rise to the challenge of an aging society and the corresponding rise in dementia? Will Ontarians give our elders the respect and compassion they deserve, regardless of a diagnosis of dementia? We believe that we can. But none of this can happen without your continued support.

As you read through this report, we hope that you can see how we are supporting people with dementia throughout their journey today and that you will be inspired for all that we must achieve for tomorrow.

Vic Prendergast
Board President

Gale CareyChief Executive Officer

Alzheimer Society

What we do

At the Alzheimer Society of Ontario, we are committed to supporting all Ontarians living with dementia, including:

- People with or at risk of all types of dementia, their friends and families
- Professional medical and care teams working in the field of dementia
- Researchers who are finding ways to improve the quality of life of people with dementia, help prevent dementia from occurring and ultimately, find a cure.

How we help

- We identify and develop new programs to meet the changing needs of people with dementia and their families.
- We raise awareness of the impact of this disease across the province.
- We make sure the concerns of people with dementia and caregivers are heard in the provincial legislature.
- We raise funds for research that helps people live well with dementia, reduces their risk and ultimately finds a cure.

 We support our Local Society network's delivery of high quality services by developing province-wide infrastructure such as Human Resource policies and a risk management strategy.

Led by 17 experienced Board Members from across the province, the Alzheimer Society of Ontario is accountable to every Ontarian touched by Alzheimer's disease or other dementia. We feel privileged that people with dementia, their caregivers and friends and families turn to us for support and guidance.

The Board Members are also accountable to donors who support this life-changing work. You can trust us with your donations not only because of the important work we do, but also because we have effective policies and procedures in place.

Learn more about how people with dementia can trust the Alzheimer Society at every step in their journey at www.alzheimerontario.ca.

We are committed to funding research

A key component of the Alzheimer Society of Ontario's mission is supporting research to find out what causes dementia, and one day prevent dementia from occurring altogether.

In 2013-2014, we gave \$1,796,000 to the Alzheimer Society Research Program, which funds researchers through a rigorous peer review process to ensure projects with the greatest impact receive funding.

Keeping your brain healthy through exercise

With a grant from the Alzheimer Society
Research Program, Mahwesh Saleem is
examining the protective effects of exercise
on the brain against dementia and why some
people receive a bigger boost than others.

"Brain function has always fascinated me because it's very complicated," she says.
"It's not black and white, and so many things contribute to how you think and how you behave. That interconnection means mental health ties into your physical health, and vice versa."

Brain Awareness Month (March 2014) was our opportunity to remind you that you **CAN** do something about dementia. We created a new video outlining four simple steps you can take for a healthier brain:



1. Move 2. Eat right 3. Get social 4. Challenge yourself 5



First Link

We used the Peer Review process as a team-building opportunity for our staff and volunteers, and a way to showcase our programs and services and demonstrate our leadership in our community.

— Local Society CEO

We offer help wherever you are, whenever you need it

The Alzheimer Society of Ontario supports the delivery of quality services for Ontarians living with dementia through its network of Local Alzheimer Societies.

For people who have just been diagnosed and their caregivers, **First Link®** is a signature program of the Society that helps people understand the disease, connect with others in similar circumstances, and find out about supports and services in their own communities.

Physicians value First Link® because the program helps them direct patients to more focused care and support and reduces the burden on their practice. From 2009 to 2013, physician referrals to First Link® almost doubled from 6,348 to 11,121 annually.

Ontario Alzheimer Societies offer caring programs and support throughout the disease process:

- Counselling
- Respite care
- Educational sessions and information
- Programs to stimulate and engage people with dementia such as art, music and physical activity programs

We build teams that deliver quality services

The Alzheimer Society of Ontario administers an ongoing assessment of programs through the Peer Review program, which examines the Local Society's operations to ensure that high quality services are available to all Ontarians with the disease and their caregivers.

We inform & support caregivers

One of the toughest challenges for caregivers is understanding the behaviour of people with dementia. To help caregivers recognize the meaning in the actions and offer ways to respond, we created **Shifting Focus: A guide to understanding dementia behaviour**.

We produced the information in a variety of formats to suit the needs of different caregivers:

- An in-depth 30-page guide for professional caregivers in long-term care available for download from www.shiftingfocus.ca
- A 12-page summary guide for at-home caregivers in both print and downloadable format
- A companion series of educational videos
- Tip sheets for easy reference

Success by the numbers

- Number of summary guides distributed to longterm care homes, nursing schools and individual caregivers: 17,000
- Number of visitors to www.shiftingfocus.ca: 2,000
- Number of languages shifting focus is available in: 7*
- Number of presentations at international conferences: 1**

*The government of Ontario funded the translation of the short brochure into French, Spanish, Punjabi, Traditional & Simplified Chinese, Italian & Portuguese.

"Shifting Focus was presented at Alzheimer's Disease International 2014, a global conference of Alzheimer organizations & researchers.



Shifting Focus captures important examples of behaviour that cause so many caregivers, co-residents, and staff concerns. But more importantly, it provides some excellent suggestions on how to handle these events.

As the daughter of a former longterm care home resident who had dementia, I thank you for what I think will be a hugely useful information source.

— **Christine Walter**, M.A. Psychology



We develop new programs to meet changing needs

The Alzheimer Society of Ontario plays a critical role in identifying gaps and finding solutions to problems facing people with dementia and their caregivers. Three projects that came to fruition in the past year help people with dementia and caregivers navigate the different stages of the disease.

Minds In Motion®: a social recreation program for people with dementia and their caregivers.

The gap: People with Alzheimer's disease and other dementias often experience faster cognitive decline because of a lack of physical and mental stimulation. Caregivers also face decline in their own health because of their role.

The solution: Minds In Motion® gives people with dementia and their caregivers an opportunity for exercise, stimulating games, and new friends.

The impact: Six local Alzheimer Societies have launched the program in 11 sites. Demand was so high that programs filled up and waiting lists were created.

New after-hours caregiver helpline

The gap: Caregivers of people with dementia have no place to turn for advice at night or on the weekend, when Local Alzheimer Societies and other services are closed.

Both my Mom and Dad are transformed.

Minds in Motion gives them a place to not only engage in physical activity but also develop a supportive social network with others in the group.

— **Patrick T**, Care partner

The solution: A partnership with Telehealth Ontario to train Telehealth nurses to support caregivers when they are facing difficult behaviours and feel personal stress.

The impact: Caregivers can call Telehealth Ontario at night and on weekends to ask for advice and support.

Bill 21: Job-protected leave for caregivers

The gap: Job-protected leave for caregivers only covered those whose family member was at the end of life. Caregivers of people with dementia did not have access to the same leave.

The solution: Allow caregivers of people with dementia access to the same unpaid job-protected leave to help them focus their attention on offering care and support to the family member with a serious medical condition.

The impact: Caregivers of people with dementia in Ontario can now take eight weeks of unpaid jobprotected leave annually.

Taking Care of Caregivers

More after-hours support for dementia caregivers

Telehealth 1.866.797.000



Alzheimer Society

Research shows that caregivers with education, counselling and the availability of Telehealth Ontario services could keep their family member at home 18 months longer.

— Dr. William B. Dalziel





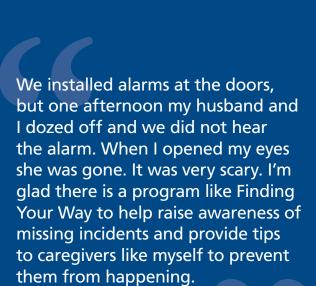
We support people with dementia in multi-ethnic communities

Finding Your Way™ is an Alzheimer Society program that helps prevent people with dementia from going missing and encourages caregivers to have a plan in place in case they do. We wanted to make sure that the program reached many of Ontario's cultural communities.

Thanks to funding from the Ontario Seniors' Secretariat, information is now available in eight different languages: English, French, Italian, Traditional and Simplified Chinese, Portuguese, Punjabi, Spanish.

Are families touched by dementia safer today?

- Information about Finding Your Way reached over 10,000 individuals through public information sessions and individual counselling.
- Many others visited the website (10,000 web visitors), or heard about the program through our extensive media coverage.
- In our evaluation survey, 92% of respondents said they would implement some of the strategies they learned to keep themselves or others safe.



— Filomena Roque, Caregiver



I became a Dementia Champion because my husband was diagnosed with early-onset Alzheimer's disease. Having experienced the difficulties of caregiving personally, I want to work to improve the lives of people with Alzheimer's and their families in whatever way I can.

— Susan Bithrey, Thunder Bay, Ontario

We speak up for improved long-term & community care

As Alzheimer's disease progresses, so do care needs. Inadequate community support, however, often makes staying at home unsafe. Those choosing long-term care face long wait times and possibly undertrained and overworked staff.

With our **Narrow the Gap** campaign, we asked for government support to improve long-term and community care by:

- 1. Making people with dementia and their families the priority by creating policies targeted to dementia care in the community.
- 2. Providing for more staff in long-term care with specific skills to support people with dementia, using Behavioural Supports Ontario as the model.
- 3. Establishing a fair and standard wait time for long-term care so that people with dementia

have equal access and Ontarians do not wait longer in some parts of the province.

To help spread the word of this important message, we recruited volunteer Dementia Champions to meet with MPPs across the province and we asked the public to write letters to their own MPPs.

Our impact:

- 760 people sent letters to their MPPs supporting Alzheimer Society solutions.
- Dementia Champions met with 70 MPPs resulting in 27 MPPs sending letters of support.
- In December, the government pledged \$10 million in additional funding for education and training in long-term care.

We recruit & support Dementia Champions

Dementia Champions come from different walks of life and different backgrounds. But what unites them is first-hand experience with Alzheimer's disease and the desire to create change. They meet with MPPs, community leaders and anybody who will listen about the importance of supporting people with dementia, their caregivers and the search for a cure.

How many U-First!™ people did we train?
U-First!™ is a leading dementia education and training program for health-care professionals. This year, we trained over 1900 professional caregivers working in community care, acute care and long-term care. The U-First!™ program gives learners more confidence and skill in working with people with dementia.





Memory Makers

Memory Makers for Alzheimer's is a website that allows people to create a personal fundraising page for any kind of event and ask their friends and families for help.

After seeing the impact of Alzheimer's disease on their fashion show to support the Alzheimer Society Research

Thank you!

Volunteer Mobilization Initiative

The Volunteer Mobilization Initiative (VMI), funded by KPMG, is spreading across Ontario and Canada!

Thanks to VMI, we have doubled our volunteer participation across Ontario. Meet one of the volunteers, Graham:

grandparents, a couple of students at Mentor College decided to donate funds raised at the school's annual Program. Thanks to their outstanding efforts through Memory Makers for Alzheimer's the students raised over \$32,000.

The Alzheimer Society has helped my family understand this disease and provided us with resources to help improve my Nonna's quality of life. For that, I am truly grateful. I Walk to make sure others can receive the same kind of help I did.

— Casey Peters, Walk for Memories participant

I volunteer because I want to contribute to the strength of the education and services that the Society provides. The rise of dementia in our community, its economic impact and its impact on quality of life is a major health care issue. Like many Ontarians, dementia has affected my family.

— Graham, Volunteer



Financial statements Summarized Statement of Financial Position, Year Ended March 31, 2014

ASSETS Current Assets Capital Assets Long-Term Investments	2014 \$3,606,983 \$80,392 \$2,516,884	2013 \$3,709,893 \$103,490 \$2,132,780	EXPENDITURES Alzheimer Society of Canada Operating Cost Assessment Fund Development Public Policy & Program Initiative	\$1,722,041 \$512,791 \$1,146,288	2013 \$2,099,569 \$551,858 \$947,261
LIABILITIES & NET ASSETS Liabilities Net Assets	\$6,204,259 \$1,759,350 \$4,444,909	\$5,946,163 \$2,152,550 \$3,793,613	Marketing & Communications Finance & Operations Governance	\$427,399 \$319,920 \$407,192	\$332,465 \$297,744 \$422,800
	\$6,204,259	\$5,946,163	Grant Expenses	\$1,056,657 \$5,592,288	\$815,167 \$5,466,864
Statement of Operations, Your REVENUE Net Fund	Operating Surplus Member Chapter Contributions to Research	\$3,153,580 \$182,103	\$2,847,841 \$229,940		
Development Revenue Investment Income Grants – Government	ment Income \$424,628	\$7,133,304 \$227,865 \$815,167	Strategic Investment Fund Expenses Research Contributions	(\$5,196) (\$1,796,191)	(\$20,000) (\$1,725,700)
Other	\$129,091	\$138,369	Net Surplus	\$1,534,296	\$1,133,081
	\$8,745,868	\$8,314,705	Revenue Sharing - Member Chapters Excess of Revenue	(\$883,000)	(\$883,000)
16			Over Expenses	\$651,296	\$449,081

"A" List Alzheimer Major Support Circle

Eli Lilly Canada Inc. Federated Health Charities Corporation Firefly Foundation **KPMG Foundation** Merck Canada Inc. Novartis Pharma Canada Inc. Ontario Brain Institute Ontario Seniors' Secretariat Ontario Trillium Foundation We Care Home Health Services

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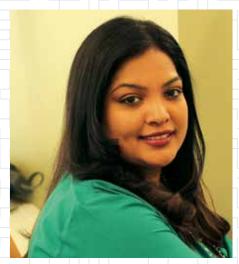
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It is inspiring to see the dedication and passion people possess as we all work together to help improve the lives of people with dementia and their care partners.



Karen Parrage, Resources Coordinator Alzheimer Knowledge Exchange

The Alzheimer Knowledge Exchange is a network of expert individuals working in dementia-related fields. Funded by the Ontario Seniors' Secretariat and managed by the Alzheimer Society of Ontario, AKE allows people with similar interests to connect and collaborate. Karen supports and coordinates knowledgesharing activities that showcase new resources and promote dialogue and the exchange of ideas.



Delia Sinclair, Public Policy & Stakeholder Relations Coordinator

Whether it's mobilizing our Dementia Champions to advocate for people with dementia or meeting with government officials, Delia is always on the move. Her energy is put to good use moving the Alzheimer Society advocacy work forward, and she knows we are on the brink of something big! Join her and we can all make Ontario a better place for people with dementia.



Anthony Milonas Board of Directors

Anthony has served on our Board of Directors since 2012. His interest is driven by seeing the impact of Alzheimer's disease in his family and a desire to give back to society. He loves being part of a dedicated group of individuals from the Board who are so passionate about creating a world without Alzheimer's disease and other dementias, and helping those living with the disease right now.

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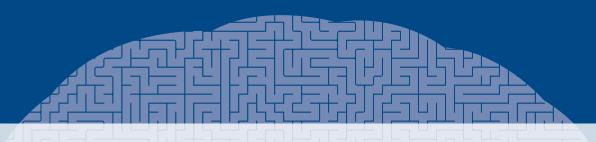
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AlzheimerSociety

ONTARIO

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A world without Alzheimer's disease & other dementias

Mission

To alleviate the personal & social consequences of Alzheimer's disease & other dementias & to promote research

Help us be there at every stage

You can make a difference

- Donate
- Volunteer Your Time & Talent
- Be a Champion for Dementia

Alzheimer Society of Ontario

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F. 416-967-3826 | E. staff@alzheimeront.org

To stay tuned to all the exciting projects and programs from the Alzheimer Society of Ontario, please sign-up for the free monthly newsletter or like us on Facebook: **facebook.com/AlzheimerSocietyofOntario**



For a digital version of this Annual Report www.alzheimerontario.ca