

Alzheimer
Society

ONTARIO

Annual Report
2013-2014

 Language

 Touch

Memory

 Emotion

 Vision

 Movement

www.alzheimerontario.ca

3	Message From the CEO & President	Strengthening communities
4	Statistics & Research	What we do We are committed to funding research Keeping your brain healthy through exercise
6	Tools	We offer help wherever you are, whenever you need it Simplifying tools for caregivers
8	Programs	Minds In Motion® New after-hours caregiver helpline Bill 21: Job-protected leave for caregivers
11	Results	We support people with dementia in multi-ethnic communities
12	Training & Advocacy	We speak up for improved long-term & community care We recruit & support Dementia Champions
14	Volunteers	Memory Makers: We thank you for your support Volunteer Mobilization Initiative Meet our volunteer: Graham
16	Financial statements	
18	Who we are	
19	Our team	

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 Carey
Chief Executive Officer

Alzheimer Society ONTARIO

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 long-term 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 long-term 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



Training and information session for Minds in Motion® community leaders

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 job-protected leave annually.

Taking Care of Caregivers

More after-hours support for dementia caregivers

Telehealth
1.866.797.000



Alzheimer Society
ONTARIO

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**



Response to our media conference showed strong interest in the Finding Your Way™ program.



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.

We installed alarms at the doors, but one afternoon my husband and I dozed off and we did not hear the alarm. When I opened my eyes she was gone. It was very scary. I'm glad there is a program like Finding Your Way to help raise awareness of missing incidents and provide tips to caregivers like myself to prevent them from happening.

— *Filomena Roque, Caregiver*



Susan Bithrey, Caregiver & Dementia Champion

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*

Bob Stewart, Caregiver & Dementia Champion



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.



We thank you for your support!

Walk for Memories

Every year in Ontario communities, family and friends raise money for programs and services by participating in their local Walk for Memories. This year, participants in over 70 Walks raised \$2 million.



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

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

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:

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	2014	2013
Current Assets	\$3,606,983	\$3,709,893
Capital Assets	\$80,392	\$103,490
Long-Term Investments	\$2,516,884	\$2,132,780
	\$6,204,259	\$5,946,163
LIABILITIES & NET ASSETS		
Liabilities	\$1,759,350	\$2,152,550
Net Assets	\$4,444,909	\$3,793,613
	\$6,204,259	\$5,946,163

Statement of Operations, Year Ended March 31, 2014

REVENUE	2014	2013
Net Fund Development Revenue	\$7,135,492	\$7,133,304
Investment Income	\$424,628	\$227,865
Grants – Government	\$1,056,657	\$815,167
Other	\$129,091	\$138,369
	\$8,745,868	\$8,314,705

EXPENDITURES	2014	2013
Alzheimer Society of Canada Operating Cost Assessment	\$1,722,041	\$2,099,569
Fund Development	\$512,791	\$551,858
Public Policy & Program Initiatives	\$1,146,288	\$947,261
Marketing & Communications	\$427,399	\$332,465
Finance & Operations	\$319,920	\$297,744
Governance	\$407,192	\$422,800
Grant Expenses	\$1,056,657	\$815,167
	\$5,592,288	\$5,466,864

Operating Surplus	\$3,153,580	\$2,847,841
--------------------------	--------------------	--------------------

Member Chapter Contributions to Research	\$182,103	\$229,940
---	------------------	------------------

Strategic Investment Fund Expenses	(\$5,196)	(\$20,000)
---	------------------	-------------------

Research Contributions	(\$1,796,191)	(\$1,725,700)
-------------------------------	----------------------	----------------------

Net Surplus	\$1,534,296	\$1,133,081
--------------------	--------------------	--------------------

Revenue Sharing - Member Chapters	(\$883,000)	(\$883,000)
--	--------------------	--------------------

Excess of Revenue 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

Individual Donors

Sherlynn Akitt
John Bayko
Alexander P. Beaton
Paul & Maggie Beneteau
Gary & Mary Blaney
John & Janet Brydon
Cheryl Burt
Gale Carey
Cathy Conway
Rosemary Corbett
Jane Cronin
Paula & Glen Davidge
Mildred Driscoll
Dorothy Duncan
Ann Dunlop
Nancy Evans
Paul Faynwachs
Keith Gibbons
Byron Gero
Vincenzo Guglietti
David Harvey & Marlene Haywood
Paul Hargreaves
Ellen Judd
David Lazzarato
Samuel & Julia Leung
Keith McQueen
Paul Methot
Anthony Milonas
Bruce Mitchell
Jack & Kathy Mundy
Marie Anne Paton-Callaghan
Vic Prendergast
Bob Renaud
Geoff and Lori Roberts
Neil and Deborah Rosta
Kenneth & Helen Rotenberg, in memory of sisters Virginia Joseph & Rose Vasso

Jane Rylett
Jean Spero
Robin Stratton
Janet and Larry Theall
Joan and Keith Thomas
William Trojan
James Wallace
Sandra Warren-Nesbitt
Pamela Waeland
Debra and Bruce Wilson
Evelyn Wu, in memory of Mr. Ka Lim Sae

Corporate & Foundation Supporters

A & A King Family Foundation
Accurate Dots Inc.
Alan & Patricia Koval Foundation
B52 Birthday Bash 3
Baxter Canada
Bayer Inc.
Bentall Kennedy (Canada) LP
Canada's Research Based Pharmaceutical Co.
Clayton Gyotoku Fund at the Toronto Community Foundaion
Cooper Standard Automotive Canada Limited
DUCA Financial Services Credit Union Ltd.
EMERION
Fasken Martineau
Goldstein Family Endowment Fund at the Jewish Foundation of Greater Toronto
Gor-Fay Realty Company Ltd.
Green Shield Canada
Health Quality Ontario
Home Trust Company
Hydro One Employee's & Pensioner's Charity Trust Fund
Industrial Alliance
Ingredion Canada Incorporated
Isaac Osipovic Memorial Endowment Fund at the Jewish Foundation of Greater Toronto
JUI Social Committee
Murray & Susan Armitage Foundation at the Toronto Community Foundaion
Neil & Shirley Macdougall Fund at the Toronto Community Foundaion
Ontario Association of Community Care Access Centres
Ontario Medical Association

Ontario Power Generation Employees' & Pensioners' Charity Trust
Ontario Retirement Communities Association
Pulse Rx LTC Pharmacy
RBC Foundation
S. & C. Electric Canada Ltd.
Sina Printing Inc.
Sun Life Assurance Company of Canada
SW Dementia Network
The Atid Charitable Foundation, Irving & Toddy Granovsky
The Jack Weinbaum Family Foundation
The Robert Bell & Gladys May Bell Foundation
The Walker Lynch Foundation
The Walter & Friedl Stenger Foundation
The Waterford Residence Council
The WB Family Foundation

Bequests

Estate of Rheta Eileen Beer
Estate of Theodoros Simon Bet
Estate of Leonard Wilson Black
Estate of Joseph Bystrianski
Estate of Naurine Carmichael
Estate of George Carter Hevenor Jr
Estate of Leo Howard Coneybear
Estate of Dorothy Irene Helen Cronyn
Estate of Inez Darragh
Estate of Howard George Ferguson
Estate of Helen Marie Foss
Estate of Terrence Gaw
Estate of Ronald Theodore Gibson
Estate of Jean Irene Gorwill
Estate of Wolfgang Graf
Estate of Laszlo (Leslie) Gyork
Estate of Tatsuo Hayashi
Estate of Ruby Eileen Haynes
Estate of Nina Alma Hicks
Estate of Eileen Winnifred Ireland
Estate of John David Isbister
Estate of Muriel Eileen Mackenzie
Estate of Joan Cecily McAmmond
Estate of Susan Louise McLaren
Estate of George McNab

Estate of Mitchell Momot
Estate of Lester H. Porter
Estate of Phyllis Randall
Estate of Johanne Ratz
Estate of Ronald Joseph Raymer
Estate of Brian Francis Rudrick
Estate of Ruth Louisa Rumble
Estate of Lois Marie Sandiford
Estate of Frances Elizabeth Saunders
Estate of Lillian Anne Shaker
Estate of Elma Turkovitch
Estate of Kathleen Tutty
Estate of John Christian Van Der Heyden
Estate of Jean Irene Wiener
Estate of Marjorie Henderson Wilson
Estate of Joyce Wood
Estate of Shirley Joan Young
Estate of John Zdeb
Estate of Benjamin Ziff
Jack Mcallister Trust
Mary Ellen Timmins Family Trust
The Margaret Sworik Guardianship

Ontario Circle of Hope Members

Brent Allen
Anne-Marie Ambert
Wilhemina Bakkenes
M. Ballantyne
Deborah Barker
Sally Bennett Politidis
M. Blakely
R.N Bose
Jean-Guy Bourgeois
Russ Buchanan
Jennifer Childs In Memory of Poppa Childs
Brian Collins & Amanda Demers
Les Dakens
Pauline de Champlain
Bettie-Jane de Jersey
Karen Del Degan
Alison Denton, in memory of Roland Sablick
Kathy Dewling
Les Ficzero in Roza Ficzero
Donald Hodges
Dalit & Peter Hume
Maria & Jack Hudolin
William Johnson
Kit Julian

Donors

Holger Kluge
Sandra G. Knight
Hanna & Ben Levy
Nancy MacArthur
Charles & Peggy MacDonald
Al & Marilyn MacLean
Lois Martin & William Seeley
Vaughan Minor
Kim Morgan
Douglas & Joan Napier
Victor & Blanche Norrington
Andrea Olonche
Jeff Renaud
Helen Rotenberg, in memory of her sisters
Steve & Susan Rudin
Linda & Bill Saul
E. Savage
Ruth & David Smorodinski
Jean E. Sonnenfeld
Jean Spero
Ken Stead
Linda Stebbins
Laraine & Richard Tapak
Bill Twaddle
Ernest & Mavis Underwood
Rick Vader
Bep Vanderkooy
Jean Anne Verity
Jan Vicars
Heather E. Watt
Kathy Wright

Primary Care Symposium Sponsors

Merck Canada inc.
Health Quality Ontario
Ontario Association of Community Care Access Centres
Ontario Brain Institute
Ontario College of Family Physicians
Ontario Medical Association
Ontario Society of Occupational Therapists
Registered Nurses Association of Ontario

Who we are

“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 knowledge-sharing 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.

Board of Directors

Chair

Vic Prendergast, *Brant*

Past Chair

Bryon Gero, *Kingsville*

Vice-Chair

Rosemary Corbett, *Toronto*

Secretary

Robert Renaud, *Windsor*

Chair, Finance & Audit Committee

Thomas Evans, *Burlington*
Don Denver, *Kenora*

Elco Drost, *Niagara Falls*

Paul Hargreaves, *Windsor*

Scott Mulligan, *Toronto*

Maureen O'Connell, *Barrie*

Keith Gibbons, *London*

Bruce Sells, *Perth*

Anthony Milonas, *Mississauga*

Pam Waeland, *London*

Allan Greve, *Hamilton*

Samuel Leung, *Toronto*

Major Board Committees

- Finance & Audit Committee
- Research Advisory Council
- Nominating & Governance Committee
- Organizational Effectiveness Taskforce
- ASiO Federation Agreement Review Task Force
- Fund Development Advisory Council
- Equity & Inclusivity Advisory Council
- Public Policy Advisory Council

Staff

Chief Executive Officer

Gale Carey

Chief Financial Officer

Sandi Archinoff

Chief Public Policy & Program Initiatives Officer

David Harvey

Chief Development Officer

Meredith Marr

Chief Marketing & Communications Officer

Kathryn Richardson

Development Officer, Gift & Estate Planning

Colleen Bradley

Research & Policy Analyst

Philip Caffery

Director, Quality Management & Education

Cathy Conway

Administrative Assistant

Rosy Fernandes

Director, Marketing & Communications

Pascale Guillotte

Communications Assistant

Ryan MacKellar

Director, Planning, Quality & Accountability

Beth Martin

Our team

Assistant to the CFO

Goldwyn Nazareth

Financial Accountant

Edna Ramos

Coordinator, Communications & Digital Media

Audra Rusinas

Coordinator, Public Policy & Stakeholder Relations

Delia Sinclair

Director, Program Development & Implementation

Bobby Jo Smith

Senior Executive Assistant

Lee Ann Stewart

Facilities Assistant

Kim Stewart

Development Coordinator, Foundations & Corporations

Kristy Williams

Coordinator, Volunteer Strategy

Felicia White

Alzheimer Knowledge Exchange

Kathy Hickman

Jocelyn Hunt

Karen Parrage

Felicia White



Alzheimer Society

ONTARIO

Vision

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

20 Eglinton Ave. W 16th floor, Toronto, ON M4R 1K8

T. 416-967-5900 | **TF.** 1-800-879-4226 (Ontario only)

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