



Annual Summary

2021-2022

Executive Summary



Who Are We;

Founded in the home of a family caregiver in 1984, the Alzheimer Society of Thunder Bay was officially incorporated on July 25, 1986. It is a non-profit corporation and a registered charity, governed by a volunteer board of directors.

The Society is supported by individual and community donations, special events fundraising and also receives funding from the North West Local Health Integrated Network.

The Alzheimer Society of Thunder Bay is affiliated with the Alzheimer Society of Ontario and the Alzheimer Society of Canada, as one of 26 local societies in Ontario. We support persons living with Alzheimer's disease and other dementias as well as their families and partners in care.

The Society is operated and managed by a team of 6 full time staff, who are responsible for the design and implementation of family support as well as education services in all areas of the Thunder Bay district.

The Society receives funding from the Ministry of Health distributed through Ontario Health North; formerly Local Health Integration Network or LHIN; community donations, fund development events and memorial donations.

The Alzheimer Society of Thunder Bay supports research every year through the Alzheimer Society of Ontario.

The Alzheimer Society of Thunder Bay, through its Federation with the Provincial and National Associations, maintains an active role in supporting the growth and development of the Alzheimer movement.



PAMELA GERRIE
EXECUTIVE DIRECTOR

Vision, Mission and Values

Our Vision: A world without Alzheimer's disease and other dementias, achieved together.

Our Mission: To alleviate the personal and social consequences of Alzheimer's disease and other dementias and to promote research.

We achieve this mission by:

- Advocating for the rights and well-being of those with Alzheimer's disease and other dementias, as well as their partners in care
- Offering information, support and education programs for people living with dementia, their families and partners in care
- Promoting public education and awareness of Alzheimer's disease and other dementias to ensure people know where to turn for help
- Funding research to find a cure and improve the care of people with dementia

Our Values:

The Alzheimer Society is guided by and committed to these values:

- **Collaboration**
- **Accountability**
- **Respect**
- **Leadership**

Board of Directors

* Maxine Tenander- Chair *Rob Gombola-Vice Chair *Carol Pollard- Secretary/Treasurer
*Kathleen Romano-Secretary *Leslie Savitsky *Rob Cianfagna * Sara Kelly

Staff

Pamela Gerrie - Executive Director

Brittany O'Dwyer- First Link Care Navigator

Debbie Heitto- Regional First Link Coordinator/ EducationCoordinator

Brittany Reid - Public Education Coordinator

Debbie Christianson - Awareness and Marketing Coordinator

Katharine Khanlarian - Administration



Thunder Bay District

Thunder Bay District is a district and census division in Northwestern Ontario in the Canadian province of Ontario. The district seat is Thunder Bay. In 2016, the population was 146,048. The land area is 103,719.51 square kilometres; the population density was 1.4 per square kilometre. [Wikipedia](#)

Area: 103,706 km²

Elevation: 220 m

Population: 146,048 (2016)

Dementia Projections*

Current: 2022

Population:

- over 65 years 39415
- Dementia cases: 3930

Projected 2035

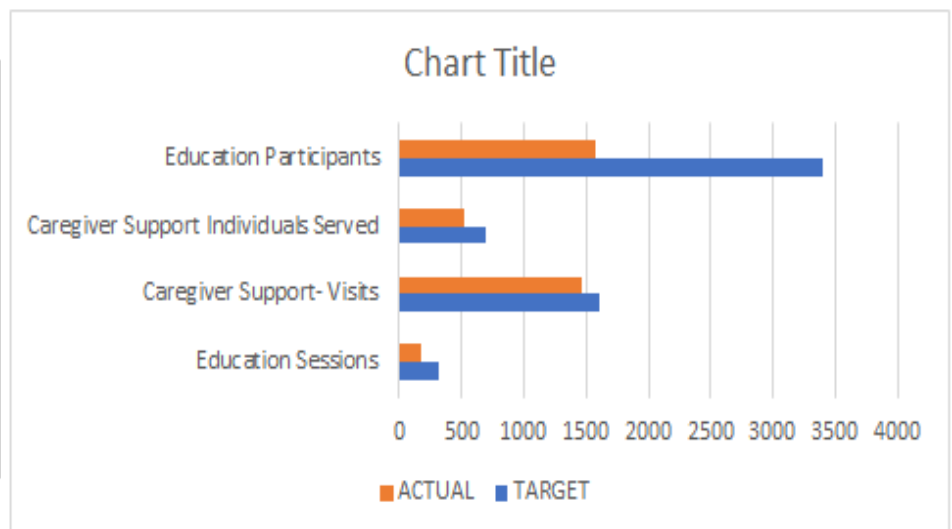
Population:

- over 65 years 43890
- Dementia cases: 5129

*Hopkins report June 2010

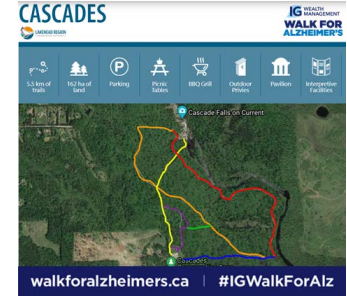
Units of service in our catchment area for each program

STATS	TARGET	ACTUAL
Education Sessions	310	169
Caregiver Support-Visits	1600	1468
Caregiver Support Individuals Served	700	514
Education Participants	3400	1576



2021-2022 was a challenging event year!

- IG Wealth Management Walk for Alzheimer's was again held in May 2021. This was the second year the walk went virtual. The pandemic forced us to reroute the event from an outdoor in-person event to a month long event encouraging walkers to walk 240,000 steps to honour the individuals with a diagnosis in Ontario. Our donations increased from the year before considering the state of the world, and the job instability for many Canadians. Our Walk had over 30 teams locally and in our region, raising just over \$68,000.



- Alzheimer Auction: For a second year, due to the pandemic we held another two online auctions. One was held in April and a holiday one in November, in place of our Rendezvous Gala. The Alzheimer Auctions were hosted via 32Auctions.com. We displayed over 40 auction items to bid on, ranging from ice fishing getaways, to local handmade items and beautiful furniture! The auctions raised \$5,185.05!



- Duck Hunt 2021: Our first ever Duck hunt was held in October at the Marina Park. Teams of 5 gathered together to hunt for ducks strategically hidden around the park with clues and riddles to guide them to their ducks. Over 100 ducks were hidden. After the hunt, We Knead Pizza and cookies from Crumbs were offered to the participants. The weather did not cooperate and we didn't have as many teams as expected but we raised \$4,125.00



EVENTS & DONATIONS RAISED OVER \$80,000

3rd Party Events

- **Persians:** The Persian Man hosted (for the third year), Persians for Alzheimer's, where 25 cents from each Persian would go to ASTB. These Persians were coloured with blue icing in honour of dementia. We raised \$1,010.45.

- **Holiday Wreath Workshop:** Willow Springs Creative Centre partnered with ASTB for the second year, for the Holiday Wreath Workshop. We sold 15 kits at \$45 each. Participants received a kit with all the materials to make a fresh outdoor wreath, along with a link to a how-to video. Local bakery Lindsay Ham donated cake pops to the participants as well. This event raised just over \$200

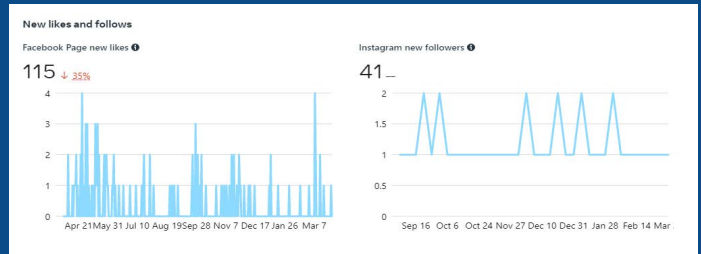


- The Alzheimer Society received a very large Estate donation of over \$40,000 in May of 2021. The staff was very grateful since donations were lower due to the pandemic.

Social Media Connections and Website Analytics



FACE BOOK



April 1, 2021 1086 followers
March 31, 2022 1201 followers
Increase of 115 followers

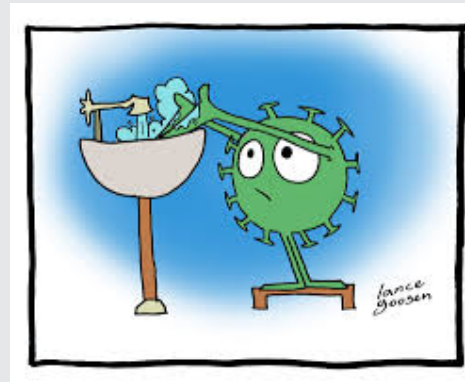
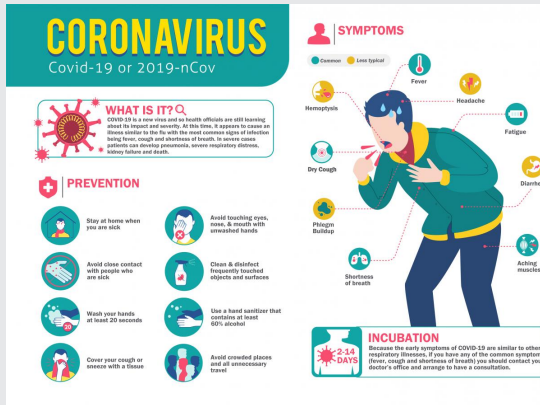


INSTAGRAM

2022-255 Followers

WEBSITE TRAFFIC

Was not tracked previously; stay tuned for next years results!
www.alzheimer.ca/thunderbay



Significant event this year; Office relocation, New Staff & COVID-19

A Virtual World & New Location

The Alzheimer Society Thunder Bay office relocated in June of 2021 to a great floor level office building to accommodate our clients and care partners without issue. The staff are happy with the move and the benefits of a great location.

Closer to the end of 2021, some staff moved on to other roles and organizations which left the office with a bit of a smaller staff. Hiring for some positions were challenging and all but one position was filled.

COVID-19 still exists and continues to challenge our services and communities.

According to the John Hopkins Report 2021/2022 Canada has had over 3,800,000 cases with 41,304 deaths. The amount of vaccines administered were over 85 million. That's 82.10% of Canadians who are fully vaccinated.

Covid-19 changes the way we were able to provide support to clients, how we provided education and directly impacted our ability to fund-raise.

Throughout this year; we slowly started to offer in person support and education, events became virtual and staff came back to work in office or worked as a hybrid model.

We continued to think outside of the box when planning support groups, education sessions and events. Zoom and social media were the platforms mostly used. Some in-person support has begun, with all safety measures and proper protocols in place. Referrals, specifically self referrals, have increased exponentially. When people are isolated, family members begin to notice change prompting them to connect with our staff.

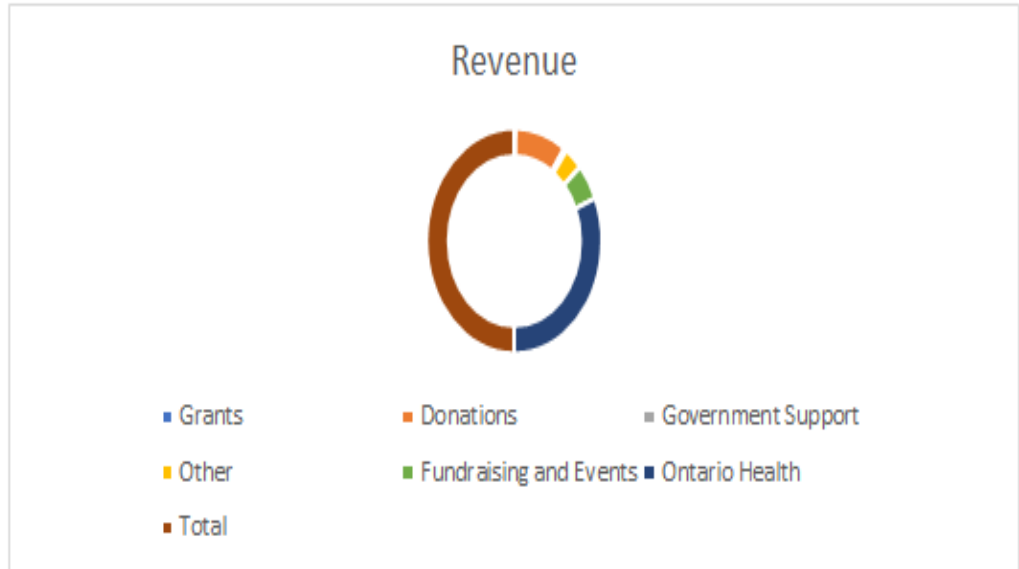
The Alzheimer Societies in Ontario have been closer then ever with the continued partnerships and connections with other local Societies. Weekly & monthly meetings throughout this year has made this pandemic tolerable with staff across the province knowing how tough this time is and the support has been immeasurable. We quickly learned that while we needed to practice being physically distant; we could in fact continue to reach clients and offer support and resources.

Things have changed, we have grown and adapted, and as always; continue to support our clients, their families and our communities.

(John Hopkins-University & Medicine-Coronavirus Resource Center)

REVENUE

REVENUE	
Grants	4422
Donations	148289
Government Support	7873
Other	53761
Fundraising and Events	83057
Ontario Health	493813
Total	791215



EXPENSES

EXPENSES	
Advertising	8068
Bank Fees	1330
Contracted Services	17262
Insurance	2590
Office Supplies	45377
Professional Services	21635
Rent	42457
Salaries and Benefits	338498
Specialized Programming	5989
Telecommunications	15676
Training	2163
Travel	4557
Fundraising Expenses	6539
LHIN Recovery	150000
Total	662141



Booth Grant & Ontario Health One Time Funding

The Catherine Booth & Michael Kirk Social Recreation Grant & Forest Connection Program

The Alzheimer Society Thunder Bay received \$9,000 in Booth Grant funds and another \$6,000 for One-time Funding to develop a social program for older adults and their care partners. Here are the programs that we offered!

Minds in Motion: is a community program combining physical and mental stimulation for older adults living with Alzheimer's disease or a related dementia and their care partners. This program ran for 8 weeks starting April 2021 and ending in March 2022 all being virtual. This is a well received program by all participants.

Fall Art Program: Our Fall Art program was virtual and led by an art facilitator who made up themed art kits to deliver to participants. The participants were able to be creative with the guidance of the art facilitator. This also was well received.

Halloween Art Program: Our Halloween Art Program was much the same as the Fall Art Program, focusing on a Halloween themed project.

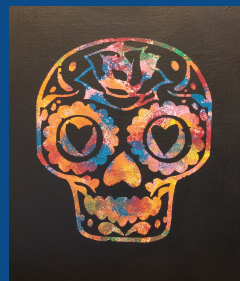
Christmas Charcuterie/Pottery Social: A local DIY pottery studio and charcuterie provided snacks and pottery with paint for a virtual social. Participants enjoyed the food and the ability to socialize with others.

Christmas Art Program: An art facilitator created Christmas art kits for this social and a musician volunteered his time to play for the participants while they created their art. A nice little get together.

St. Patrick's Bingo Social: Very enjoyable games of Bingo, and pizza while in St. Patrick's day costumes was our last virtual social for the fiscal year. It was a great success and the participants had a great time and won some nice prizes.

Social in a Box: To wrap up the year we had some monies left over and decided to reach out to clients and care partners while they enjoyed a night in with their families. A social in a box allowed registered families to socialize within their bubble or whoever they felt comfortable with. They received a box of activities and gift certificates to enjoy the night.

Social Dinner at home: We also provided other families a night in with a gift certificate for a restaurant within the city to invite friends or family over for a social gathering.



Testimonials from Clients:

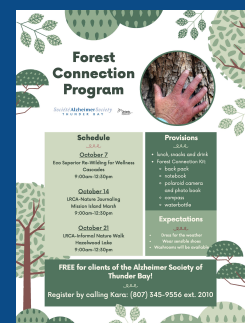
“Thank you so much for the wonderful surprise of the March Social at home. The Board game was a hit and we used the gift card to order dinner. Much appreciated. Made for a lovely evening with Mom/Grandma. Thank you again”

“Thank you for arranging our St. Patrick's Day pizza and bingo!

The pizza from Eat Local was delicious. Eat Local is my favourite pizza place. It was fun seeing everyone again and have fun playing bingo. My husband was able to dab the numbers!

Be sure to thank all the members of your team.”

The Forest Connection Program was a 3 week program for people living with dementia and their care partners. It was intended to connect the participants to nature through different experiences, nature journaling to be one of them. They were provided with a kit to assist their experience from a journal & pen to a Polaroid camera and photo album. Participants met with representatives at Eco Superior & LRCA, walking at Mission Island Marsh and Cascades. This promoted physical & mental health and personal well-being.



DONATE TODAY

www.alzheimer.ca/thunderbay

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