



Annual Summary

2020-2021

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 7 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 our regional Local Health Integrated 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.



Tracy Koskamp-Bergeron

TRACY KOSKAMP-BERGERON
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 Romona- Secretary * Leslie Savitsky * Peter Debakker * Ted Davis- Past Chair

Staff

Tracy Koskamp-Bergeron - Executive Director

Pamela Gerrie - Program Manager

Carrie Colosimo - First Link Care Navigator

Deana Bessel - First Link Coordinator

Honey Goulet - Regional First Link Coordinator/ Education Coordinator

Kara Kruk - Public Education Coordinator

Jaelyn Woods - Awareness and Marketing Coordinator

Autumn Golden - Administration

Strategic Direction One: Recognized as the leader in dementia education and support

Initiative	Dementia Awareness:	Community Health and Social Services:	Key Stakeholders & Funders:	Educational Institutions:
Initiative Description	Providing dementia information to individuals, families, care partners, organizations, businesses and educational institutions.	Working collaboratively and in partnerships with communities, health and social services agencies, hospitals and clinics to provide dementia education and support information.	Ensuring stakeholders and funders understand the direct and indirect cost of dementia and impact on health and social care system within Thunder Bay district.	Partnering with district educational institutions (high schools, colleges & university) to enable students to gain firsthand experience, skills and understanding of dementia.
What does success look like?	Alzheimer's Society of Thunder Bay is seen as the leader in dementia education and support.	ASTB receives ongoing opportunities to collaborate and partner in the provision of dementia education and support across the district.	Multi-year base funding secured, and key stakeholders turn to ASTB for information on best practices, statistics and the latest research.	Alzheimer's Society of Thunder Bay is seen as the place for students to gain reliable knowledge and community development skills in the field of dementia education and support.
Measuring our success (KPI*)	Increased # of information requests; Increased # of consultations; Increased # of opportunities to partner with organizations, businesses and educational institutions; Increased financial support (general donations, events, etc.); Increased # of care partners & Ambassadors.	Increased # education sessions at hospitals, clinics and social service agencies; Increased # education sessions at community events/ health fairs; Increased # of homecare worker attendees; Increased # of attendees at care partner events/sessions; Critical evaluation of existing partnerships/collaborations re: return on investment.	Multi-year base funding confirmed; Board to Board meetings (3-5 annually) with key stakeholders; # of meetings with funders; # of meetings with elected officials (dementia information & statistic sharing about their constituency).	Identify and promote placement opportunities with ASTB; Identify and approach programs (college & university) where placements are required; # of presentations to educational institutions recruiting placement students; # of students successfully completing placements.
Our approach	Individuals, families & care partners: Broad based communication of available programs and services; Organizations: Promote in-service training/lunch & learn sessions and presentation to service clubs; Businesses: Explore Chamber of Commerce After business display/attendance.	2 district "road shows" (spring & fall) with events for multiple audiences (public, professional education, Walk for Alzheimer's) and back to back locations within the same geographic areas.	Develop and use standardized information package(s); Establish and maintain board to board relationships with key stakeholders; Explore and encourage collaborative opportunities.	Outreach to high schools promoting completion of volunteer hours with ASTB; Invitation to college and university students to complete placement requirement with ASTB.

* KPI – Key Performance Indicator

Strategic Direction Two: Financial stability and sustainability

Initiative	Base Funding	Financial Resource Development	Grants, Foundations & Special Projects	Reserve fund
Initiative Description	Stable base funding enables mission focused program and service delivery.	Donors recognize the community impact of ASTB and support the Society through donations.	Expanded revenue sources contributing to increased net revenues and long-term financial stability.	Long-term financial stability with organizational ability to meet financial demands in tough economic times.
What does success look like?	Funder(s) recognize the return on the investment of public funds and the impact in the communities served.	Expand and diversify the ways donors can support the work of ASTB.	Proactively pursue funding opportunities in support of annual plan(s); Maximizing opportunities for multi-year funding.	Twenty-four months of operating costs held in reserve.
Measuring our success (KPI*)	Develop and share an ASTB Case for Support; Multiyear base funding secured; 3-5 Board to board meetings/year.	Prior year net, year end, revenues exceeded year over year; Explore/renew revenue streams to generate positive net results; Critically evaluate all revenue development initiatives against return on investment of volunteer and staff time.	Positive net revenues across all areas, year over year.	\$2 million by F'25-year end.
Our approach	ASTB Board to LHIN (or alternate) Board meeting annually.	Every contact includes an overview of the impact ASTB has on the community/family; Ongoing cross promotion between programs and services and development activities.	Annual development activity calendar developed including planning timeline and delivery dates; Identify and evaluate grants (NOHFC, SEP, etc.) against annual plan and return on investment; Explore new sponsorship possibilities; Expand sponsorship opportunities.	Plan for annual contribution to reserve fund.

Strategic Direction Three: Engagement

Initiative	Increase engagement	Increase support	Organizational excellence	Collaboration and partnerships
Initiative Description	Individuals, groups, communities, businesses, educational institutions and government bodies will be encouraged to increase their knowledge and understanding of Alzheimer's disease or another dementia.	Establish and communicate easy ways for people to learn about and support the work we do.	We will foster a positive, challenging, supportive and engaging workplace for clients, volunteers and employees.	We will collaborate, work with and learn from our Alzheimer Society partners across the district and within the Federation.
What does success look like?	Understanding who is engaged with our organization, why, in what capacity and for how long; Ongoing encouragement for others to join us.	Create an ASTB Case for Support to support communications using traditional (print, radio and tv, word of mouth) and non-traditional (social media).	Stable volunteer, board and employee team with clear understanding of their roles and the critical nature of how all work together.	Stronger partnerships and collaborations through Board to Board engagement; Local action supported through broad collaboration, networking and financial resource development.
Measuring our success (KPI*)	Implementation and maintenance of a customer relationship management (CRM) system to support ongoing engagement activities.	Increased # of volunteers; Increased # of clients; Increased # of donors.	Formal annual performance management sessions; Annual planning retreat; Board, volunteer & employee development; Ongoing succession planning.	Increased partnerships; Increased networks and networking opportunities.
Our approach	Launch CRM; Determine data collection approach (what, who, when, how); Provide training to enable the recording, tracking and extraction of data; Use data to encourage continued engagement and support; Develop/implement a recognition system; Recognize volunteers & employees.	Use multiple communication strategies to inform, invite and enable all audiences to engage with us; Actively promote various ways people can support the Society.	Ensure best practices are used to engage others; Ensure a welcoming and positive environment for all who connect with ASTB.	Identify common goals across organizations and promote collaboration and/or partnerships to multiple the impact; Share challenges and strategies; Apply best practices; Recognize partners.



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: 2021

Population:

- over 65 years 33660
- Dementia cases: 3416

Projected 2035

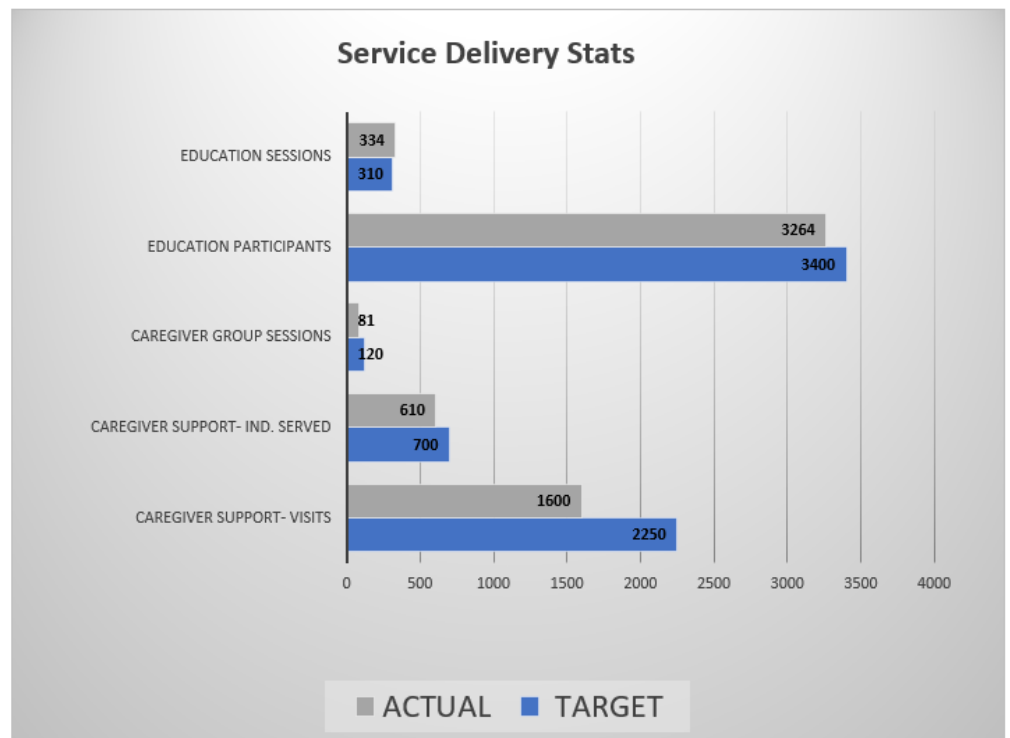
Population:

- over 65 years 43890
- Dementia cases: 5129

**Hopkins report June 2010*

Units of service in our catchment area for each program

STATS	TARGET	ACTUAL
Caregiver Support-Visits	2250	1600
Caregiver Support-Ind. Served	700	610
Caregiver Group Sessions	120	81
Education Participants	3400	3264
Education Sessions	310	334



2020-2021 was a challenging event year!

IG Wealth Management Walk for Alzheimer's was held in May 2020. This was the first year the walk went virtual. The pandemic forced us to reroute the event from an outdoor in-person event to a do-it-your-way event, within a two-month span. We asked walkers to walk any way they would like on May 31st (Walking, biking, gardening). Our expectation for donations dropped, considering the state of the world, and the job instability for many Canadians. Our Walk had only 105 participants, raising just over \$30,000.



Alzheimer Auction: The pandemic would not allow us to host the Alzheimer Gala, which forced us to create new events. We decided to host two separate online auctions and a Fund A Need mailout in place of the gala. The Alzheimer Auction was the first virtual auction we hosted via 32Auctions.com. This auction was held in August 2020 for an entire week. We displayed over 40 auction items to bid on, ranging from Kayaks to patio furniture and local restaurant packages! The auction raised \$8,205!

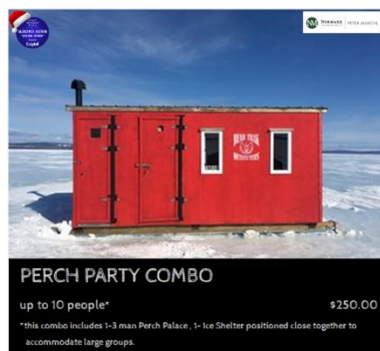


The Fund a Need (FAN) mail-out was based off the Fund a Need auction we held at the gala the previous year. We asked last years donors of the FAN to match their donation from the year before. These funds would go towards the Recreation Therapy program. Our mail-out campaign raised \$6,000.

Social With a Purpose was the newly branded Coffee break! This campaign asked hosts to hold their own events (virtually) to raise funds and awareness for ASTB. This campaign ties along with the ASO slogan "Staying connected, while apart". FAN was led by our Summer Student and was held throughout September and October 2020. We had 5 hosts, raising \$725.



Alzheimer Holiday Auction was the second online auction to substitute the Alzheimer Gala. This auction was held throughout an entire week in December. This auction had a focus on local businesses and crafters, allowing donors to purchase gifts for Christmas. With 84 items, we displayed smaller options time, ranging from local pottery to decor and jewelry. The auction raised \$8,090



EVENTS & DONATIONS RAISED OVER \$191167.00

3rd Party Events

- **Persians:** The Persian Man hosted (for the second 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 \$700.



- **Holiday Wreath Workshop:** Willow Springs Creative Centre partnered with ASTB for the second year, for the Holiday Wreath Workshop. We sold 28 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 Crumbs donated cookies to the participants as well. This event raised \$620



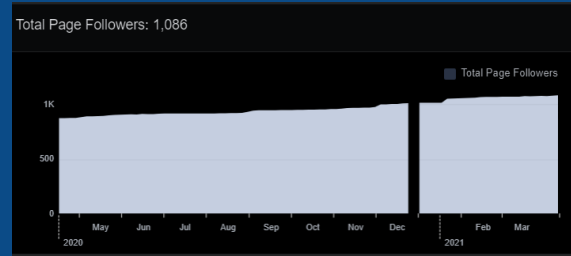
- **Cuccimiglio & Cunninghame Alzheimer Golf Classic** held its 9th season in September 2020. This was a smaller golf tournament, raising \$1,500. Due to the pandemic, the event did not include an opening ceremony, thus ASTB did not attend.
- **Synergy North** hosted a Paperless Billing Campaign starting in June 2020, where they asked their customers to switch their mail billing to online billing. Each customer who switched over, Synergy North donated \$5. The campaign raised \$9,000.



Social Media Connections and Website Analytics



FACE BOOK



April 1, 2020 875 followers
March 31, 2021 1086 followers
Increase of 211 followers



INSTAGRAM

2021-214 Followers

WEBSITE TRAFFIC

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



CORONAVIRUS
Covid-19 or 2019-nCov

WHAT IS IT? Q.
COVID-19 is a new virus and its health officials are still learning about the spread and severity. At this time, it appears to cause an illness similar to the flu with the most common signs of infection being fever, cough and shortness of breath. In severe cases, patients can develop pneumonia, severe respiratory distress, kidney failure and death.

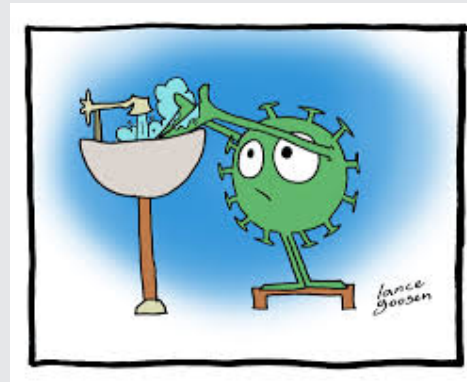
PREVENTION

- Stay at home when you are sick.
- Avoid touching your eyes, nose & mouth with unwashed hands.
- Avoid close contact with people who are sick.
- Clean & disinfect frequently touched objects and surfaces.
- Wash your hands at least 20 seconds.
- Use a hand sanitizer that contains at least 60% alcohol.
- Cover your cough or sneeze with a tissue.
- Avoid crowded places and all unnecessary travel.

SYMPTOMS

- Common: Loss of taste
- Fever
- Headache
- Fatigue
- Stomach
- Acted: muscles
- Headache
- Fatigue
- Stomach
- Acted: muscles

INCUBATION
2-14 DAYS
Because the early symptoms of COVID-19 are similar to other respiratory illnesses, if you have any of the common symptoms (fever, cough and shortness of breath) you should contact your doctor's office and arrange to have a consultation.



Significant event this year; Covid-19

Continuously Changing Systems

This has been a year of continuously changing systems and processes. In March 2020 the Covid-19 pandemic began. Today it still exists and continues to challenge our services and communities.

The COVID-19 pandemic, also known as the coronavirus pandemic, is an ongoing pandemic of coronavirus disease 2019 (COVID-19), caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2).[1] The outbreak was first identified in Wuhan, China, in December 2019. The World Health Organization declared the outbreak a Public Health Emergency of International Concern on 30 January, and a pandemic on 11 March.

As of the 7th June 2021, more than 174,181,644 cases of COVID-19 have been reported in more than 188 countries and territories, resulting in more than 3,746,983 deaths; more than 157,293,087 people have recovered.[2].

Canada has had over 1,392,563 cases with 25,724 deaths.

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

Continuing throughout this year; we ceased offering in person support and education, cancel many events and most staff began or continued working remotely.

We began to think outside of the box and started many virtual groups, social events and education; using technology as our resource. Zoom has become a favourite friend, Facebook live and video have been our tool for education and social recreation -virtually- has become the normal way of providing service. Some in-person support has begun, with all safety measures and proper protocols in place. Referrals, specifically self referrals, have increased exponentially.

With one time-Dementia Strategy Investment- funding from the Northwest Local Health Organization, we have been able to offer adult day program clients, our clients and other isolated seniors in our area, an activity kit to support and engage them and their loved ones in the safety of their own homes.

The Alzheimer Societies in Ontario have banned together and offer a connected network of staff and programs, never before seen! 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.

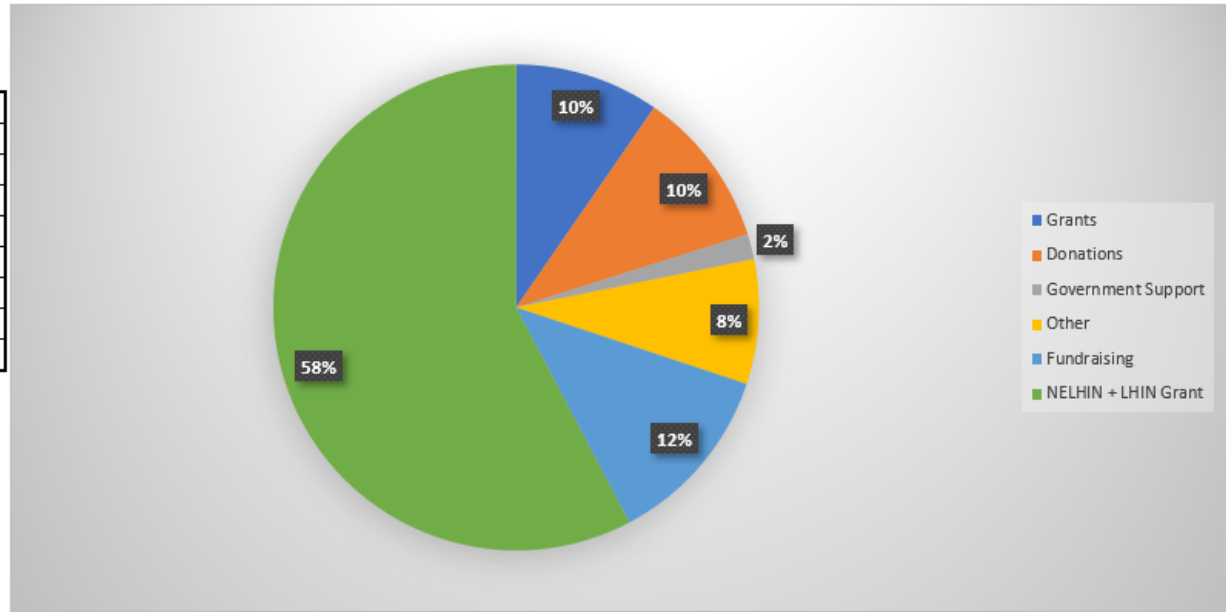
Things have changed, we have grown and adapted, and as always; continue to support our clients, their families and our communities.

1. Naming the coronavirus disease (COVID-19) and the virus that causes it". World Health Organization (WHO). "Coronavirus very likely of animal origin, no sign of lab manipulation: WHO". Reuters. 21 April 2020. Retrieved 23 April 2020. Lau SK, Luk HK, Wong AC, Li KS, Zhu L, He Z, et al. (April 2020). "Possible Bat Origin of Severe Acute Respiratory Syndrome Coronavirus 2". Emerging Infectious Diseases. U.S. Centers for Disease Control and Prevention (CDC). 26 (7). doi:10.3201/eid2607.200092. ISSN 1080-6059. OCLC 1058036512. PMID 32315281. Archived from the original on 2 May 2020.

2. <https://www.worldometers.info/coronavirus/> Retrieved 7 June 2021.

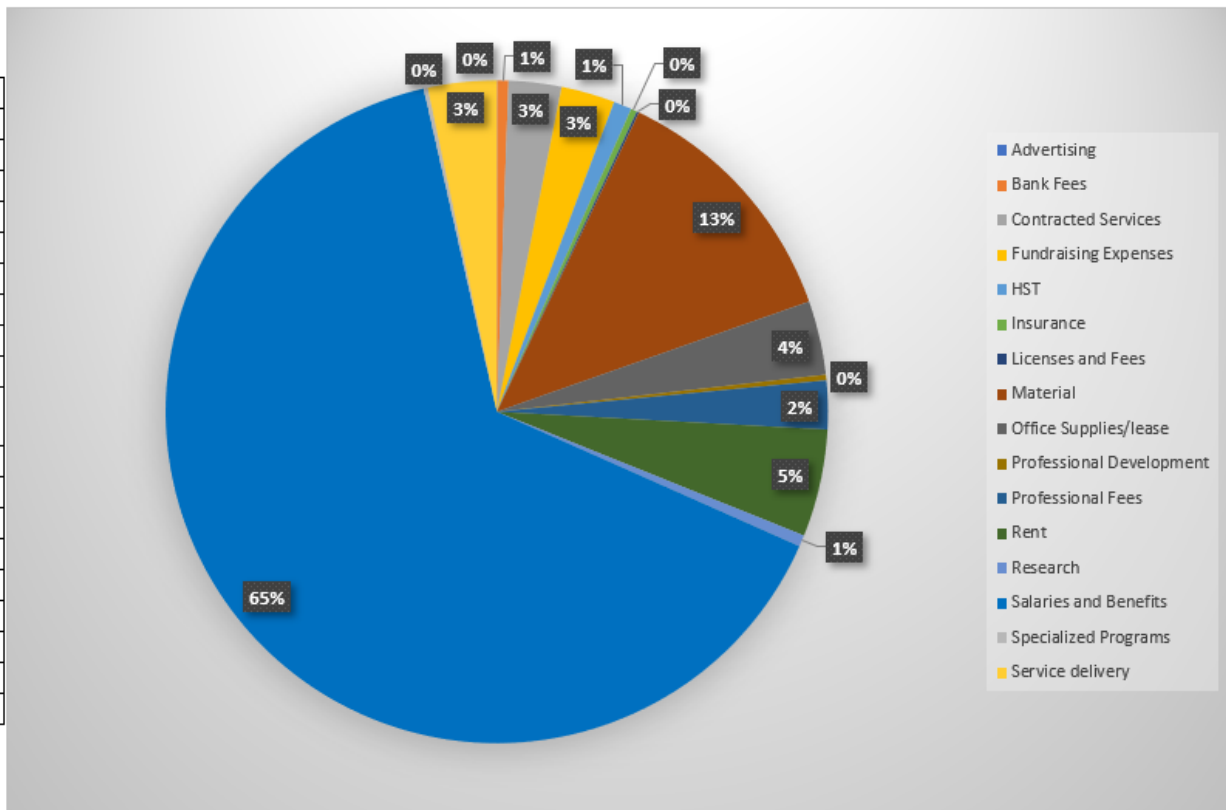
REVENUE

Revenue	
Grants	\$ 81,359.00
Donations	\$ 88,689.00
Government Support	\$ 14,187.00
Other	\$ 70,051.00
Fundraising	\$ 102,808.00
NELHIN + LHIN Grant	\$ 487,526.00
TOTAL	\$ 844,620.00



EXPENSES

Expenses	
Advertising	\$ 75.00
Bank Fees	\$ 4,403.00
Contracted Services	\$ 20,417.00
Fundraising Expenses	\$ 20,831.00
HST	\$ 6,986.00
Insurance	\$ 2,371.00
Licenses and Fees	\$ 860.00
Material	\$ 99,403.00
Office Supplies/lease	\$ 28,582.00
Professional Development	\$ 2,187.00
Professional Fees	\$ 18,778.00
Rent	\$ 41,495.00
Research	\$ 4,455.00
Salaries and Benefits	\$ 513,457.00
Specialized Programs	\$ 1,571.00
Service delivery	\$ 26,549.00
Telecommunications	\$ 6,899.00
Travel	\$ 7,536.00
Total	\$ 806,855.00



Dementia Strategy Activity Kit Project

-approximately 1000 Kits delivered to Adult Day Program participants, clients and older isolated adults in community!!

Anonymous;

People living with dementia love the activities and care partners are thrilled with the information. Everyone was very touched that we had taken the time to prepare them and deliver them

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Care partner;

'They' (sic) have been going through the kit, reading the material, and that it is "absolutely fabulous, thank you

~~~

Sharon;

"Thank you so much for the activities bin that was dropped off at my home last week. We will make good use of it."

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Calls from clients expressing their gratitude for the kits and that there are "lots of activities to keep them busy this summer"

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Sue;

It is awesome and so full of helpful info. If it is for us. Wow!

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CP who just called our office and was absolutely thrilled with the Activity kit she just received from us yesterday. She thought all of the activities were amazing and as her husband is living at HRM, she thought this would be great for him to have. She did ask if she could pass along the colouring book to another resident who is there all by herself and loves to colour, of course I said YES!!

This CP also commented on the reading material and how nice and large the print is as her husband also has cataracts and cannot receive surgery. All in all, she was very thankful and appreciative that we here at ASTB have thought about everyone who could benefit from these kits!

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Terrace Bay Library;

I just wanted to thank you again for the great kits! It was a bit of a challenge getting them all back to Terrace Bay in my car but I did it! I called the senior's centre and between us we came up with a list of people who we felt would benefit from receiving a kit. They had one of their members deliver them. The feedback that I've gotten so far is very positive.

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**DONATE TODAY**

**[www.alzheimer.ca/thunderbay](http://www.alzheimer.ca/thunderbay)**

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SOCIETE ALZHEIMER AU THUNDER BAY  
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Satellite Office-Greenstone & Northshore Area: (807) 630-0648  
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