



## *Annual Summary*

2020-2021

Executive Summary



Behavioural Supports Ontario  
Soutien en cas de troubles du comportement en Ontario



## Mission Statement

“To develop and deliver support services and education, promote research and advocate for everyone affected by Alzheimer’s and related dementias in our Districts.

The Alzheimer Society Timmins Porcupine District Inc. was founded by a group of family caregivers in 1988 under the leadership of Monica Bevil. It is a Non-Profit Corporation and registered charity governed by a Board of Directors who are elected at the Annual General Meeting held once a year.

The Society is operated and managed by a team of 7 full time and 1-part time staff who are responsible for the design and implementation of family support, including behavioral specific, as well as education services in both official languages.

We will accomplish this mission by:

- \* Promoting the rights and wellbeing of the person with Alzheimer’s disease.
- \* Supporting the delivery of local support for the individuals affected by the disease and their caregivers.
- \* Providing information, education and training.
- \* Raising funds for research.
- \* Promoting changes in government legislation, policies, programs and procedures when required.

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 Timmins Porcupine District Inc. supports research every year through the Alzheimer Society of Ontario.

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



*T Koskamp-Bergeron*

TRACY KOSKAMP-BERGERON  
EXECUTIVE DIRECTOR

# Vision Statement

To be a community with compassion and understanding for those living with and caring for someone with Alzheimer's disease or a related dementia.

## Our Values

### RESPECT:

We will uphold respect for the dignity of persons living with Alzheimer's disease and other dementias.

### INTEGRITY:

We will demonstrate honesty, reliability, confidentiality and quality service with each client and interaction

### COMPASSION:

We will maintain empathy and understanding for all persons living with Alzheimer's disease and related dementias.

### LEARNING:

We will support and encourage learning and educational opportunities and continue to enhance and share our knowledge of Alzheimer's disease and related dementias.

### PARTNERSHIP:

We will promote collaboration within and outside of our agency to ensure we are meeting the needs of the people we serve.

### ACCOUNTABILITY:

We will be accountable to our clients, members, funding organizations and donors. Resources entrusted to us will be used to support our mandate.

### SUPPORT:

We will assist persons living with Alzheimer's disease and related dementias and all activity to this end will focus on the importance of person centered care and education.

### Board of Directors

Lenard Ellery- Chair

Karen Hill-Vice Chair

Connie Yu- Secretary/Treasurer

Ken Lehtimaki

Linda Rochon

Claude Martel-Lived Experience Advisor

### Staff

**Tracy Koskamp-Bergeron** - Executive Director

**Caroline Carrière** - Timmins First Link Care Navigator / Education Coordinator

**Sylvie Tremblay** - Behaviour Support Facilitator

**Kaitlyn Belonoha** - Administration and Awareness Intern

**Kaitlin Walsh** - Temiskaming First Link Care Navigator/ Education Coordinator

**Tina Pelchat** - North Cochrane First Link Care Navigator/ Education Coordinator

**Bryanne Bradley** - Activation Coordinator

**Lynne Belonoha** - Bookkeeper

Dementia is not a specific disease.

It's an overall term that describes a wide range of symptoms associated with a decline in memory or other thinking skills severe enough to reduce a person's ability to perform everyday activities.

## Dementia numbers in Canada

**5%**

The percentage of the Canadian Institutes of Health Research's budget invested in dementia research

**45%**

The greater your risk of developing dementia if you smoke

**65%**

Of those diagnosed with dementia over the age of 65 are women

**16,000**

The number of Canadians under the age of 65 living with dementia

**25,000**

The number of new cases of dementia diagnosed every year

**56,000**

The number of Canadians with dementia being cared for in hospitals even though this is not an ideal location for care

**564,000**

Canadians are currently living with dementia

**937,000**

The number of Canadians who will be living with the disease in 15 years

**1.1 million**

The number of Canadians affected directly or indirectly by the disease

**\$10.4 billion**

The annual cost to Canadians to care for those living with dementia

<https://alzheimer.ca/en/Home/About-dementia/What-is-dementia/Dementia-numbers>



## Cochrane District

Cochrane District is a district and census division in Northeastern Ontario in the Canadian province of Ontario. It was created in 1921 from parts of Timiskaming and Thunder Bay districts. In 2016, the population was 79,682. [Wikipedia](#)

**Area:** 141,247 km<sup>2</sup>  
**Population:** 79,682 (2016)



## Timiskaming District

Timiskaming is a district and census division in Northeastern Ontario in the Canadian province of Ontario. The district was created in 1912 from parts of Algoma, Nipissing, and Sudbury districts. In 1921, Cochrane District was created from parts of this district and parts of Thunder Bay District. [Wikipedia](#)

**Area:** 13,300 km<sup>2</sup>  
**Population:** 32,251 (2016)

# Dementia Projections

*\*Hopkins report June 2010*

### Cochrane District Current State 2021\*

Population over 65 years 16610  
 Dementia cases 1454

#### Projected 2035

Population over 65 years 21910  
 Dementia cases 2342

### Timiskaming District Current State 2021\*

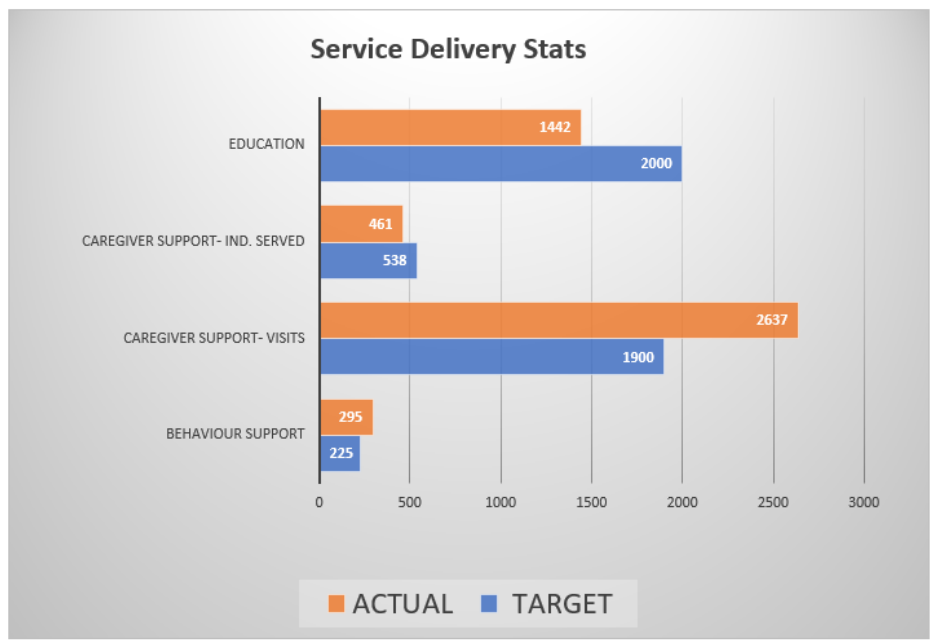
Population over 65 years 8490  
 Dementia cases 726

#### Projected 2035

Population over 65 years 10370  
 Dementia cases 1123

Units of service in our catchment area for each program

STATS	TARGET	ACTUAL
Behaviour Support	225	295
Caregiver Support-Visits	1900	2637
Caregiver Support-Ind. Served	538	461
Education	2000	1442



## **Strategic Direction 2020-2021**

### **Community Support for all Dementia Needs**

- Increase community awareness of supports and services offered by ASTP
- Increase services and supports through proactive planning and pursuit of new funding opportunities
- More community outreach
- Educate public using Website, Fact sheets, e-newsletters, presentations, social media
- Educate specific groups and community partners (eg. Pharmacists, FHT, Retirement homes, schools)
- Ensure a balance between education and support activities

### **Strengthen Community Profile**

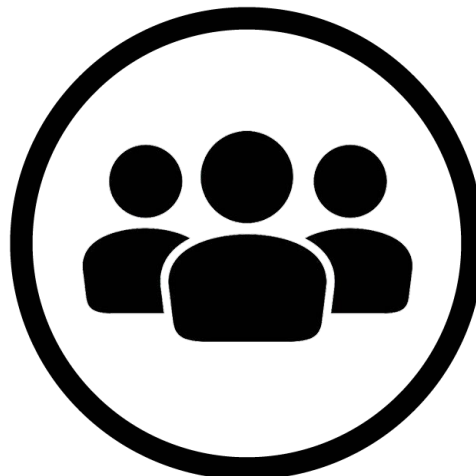
- Increase knowledge about the differentiating Provincial research vs. local front- line services
- Increase public profile by promoting our accomplishments
- Increase community communication work plan-use statistics
- Increase testimonials via video and print
- Work towards a French Language Designation

### **Sustainable Fund Development**

- Seek input/advice from fund development professionals
- Apply for available grants, utilize ASiO templates and expertise (OTF, Senior Secretariat)
- Build relationships to support planned giving
- Increase awareness of the 'cost' for services and reason fund raising events are necessary
- Sustain Northern Ontario Heritage Fund Grant positions
- Utilize Canada Summer Experience program to support program staff and decrease workload
- Apply for LHIN end of year funds for one-time expenses/upgrades and training

### **Strategic Partnerships Organizational Effectiveness**

- Continue to pursue collaborative opportunities with other Societies ASiO, ASO and ASC
- Increase service capacity with use of groups and volunteers
- Work with local partners to identify gaps in service; then fill gaps where possible
- Balance service demands with staff/organization wellness
- determine requirements of quality improvement plan
- increase strength of Board



# Fundraising and Awareness Events

2020-2021 was a challenging event year!


This has been a year of challenges and an inability to host local in person events. As a result we needed to be creative in order to raise funds lost due to cancelled events.

We hosted an virtual IG Wealth management Walk for Alzheimer's which raised \$2725 on line and another \$5804 off line; Totaling \$8529!!

## Event Statistics

<b>Total Participants</b>	<b>Total Teams</b>	<b>Total Registration Fees</b>
27 Current Event	3 Current Event	\$0.00 Current Event
24 Previous Event	5 Previous Event	\$0.00 Previous Event
<b>Total Donations</b>		
\$2,725.00 Current Event		
\$1,550.00 Previous Event		

The office held its first ever on-line Auction in November; The online auction was a success and raised over \$2900.00



**View All Items**

<b>START</b>	<b>30</b>	November 2020 09:45 AM EST
<b>END</b>	<b>11</b>	December 2020 08:00 PM EST

**RAISED**  
**\$2,910.00**  
GOAL \$6,000.00

**48.5%**  
To Goal

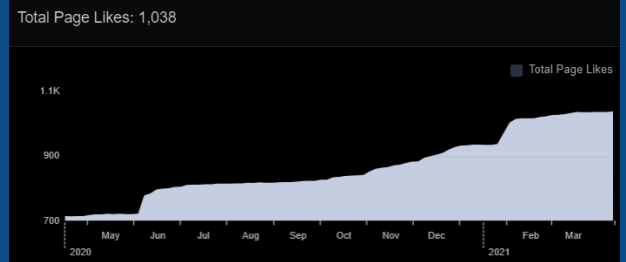
We also started a municipal lottery raffle for a draw date of March 31, 2021; which had to be extended due to provincial lock-downs and stay at home orders. Thankfully, with the support of our Timmins Gaming Centre and shares received we were able to stay afloat this year!

**EVENTS & DONATIONS RAISED OVER \$33335.00**

# Social Media Connections and Website Analytics



## FACE BOOK



April 1, 2020      714 followers  
 March 31, 2021    1038 followers  
 Increase of 324 followers



## INSTAGRAM

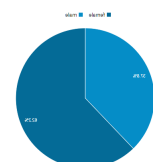
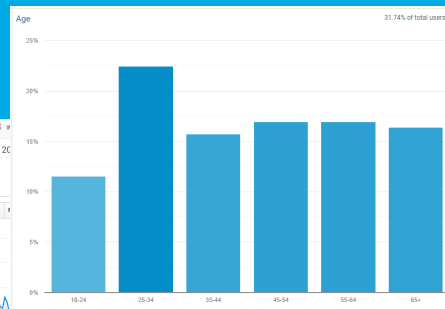
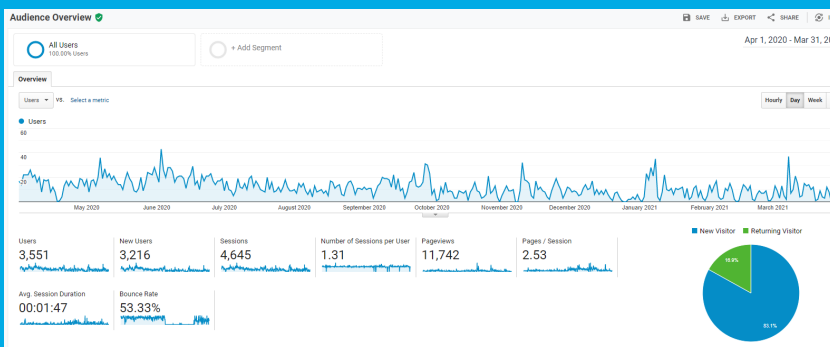
2021-198 Followers  
 2020-69 Followers

## TWITTER

2021-473 Followers  
 2020-436 Followers



## WEBSITE TRAFFIC



Over 3500 users, majority if users women aged 25-34 year





**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.

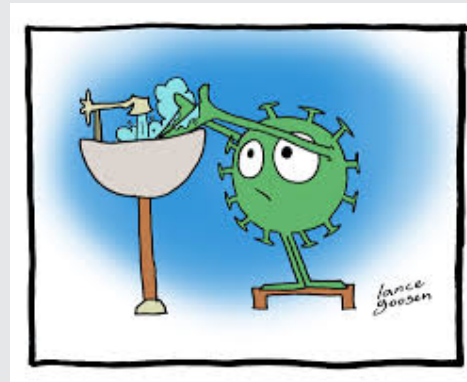
**PREVENTION**

- 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**

- Chest pain
- Loss of taste
- Fever
- Headache
- Hemoptysis
- Fatigue
- Dry Cough
- Diarrhea
- Phlegm/Burping
- Shortness of breath
- Abdominal 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 funding from the Northeast Local Health Organization, we have been able to offer clients activity kits to support and engage them and their loved ones in the safety of their own homes.

The Alzheimer Societies in Ontario have banded 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.

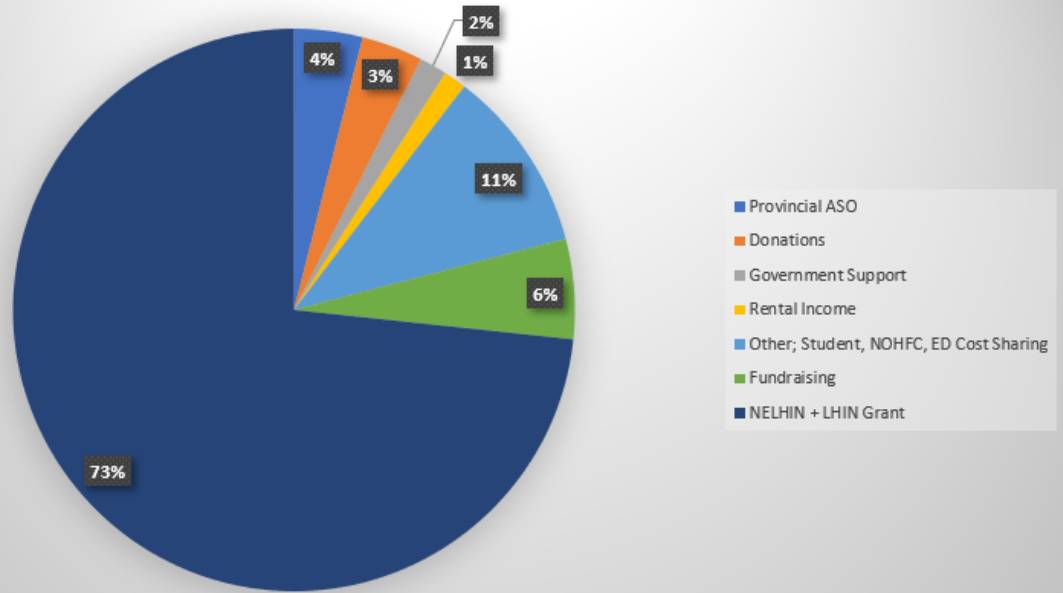
Things have changed, we have grown and adapted, and as always; continue to support our clients, their families and our communities.

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.

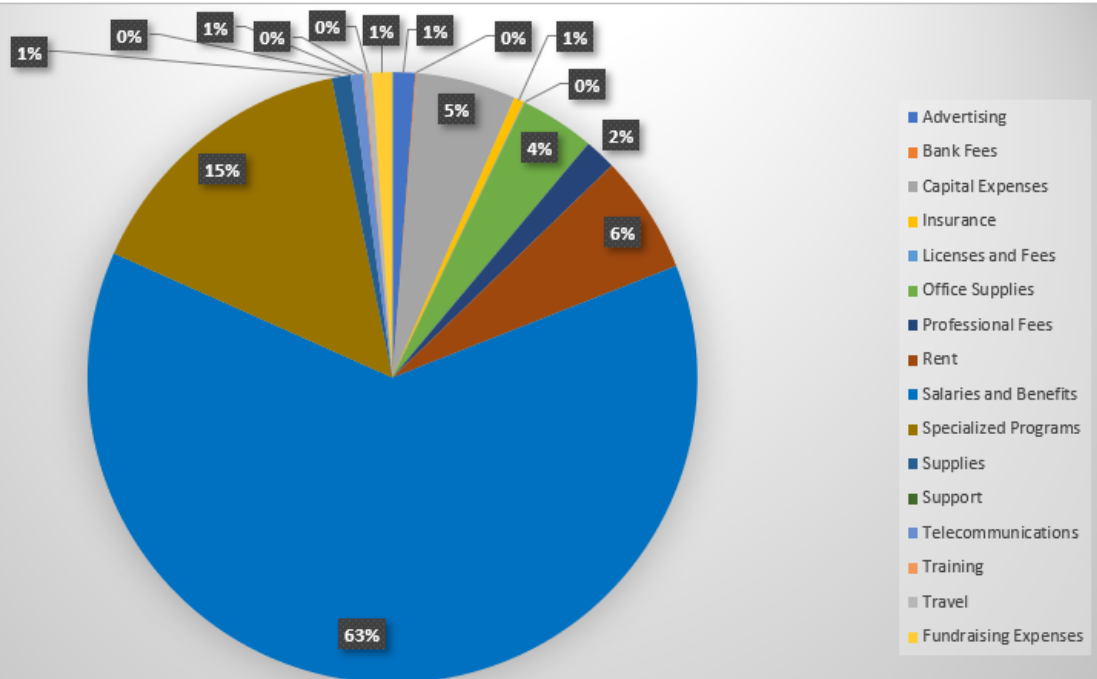
## REVENUE

Revenue	
Provincial ASO	\$ 22,878.00
Donations	\$ 20,536.00
Government Support	\$ 9,185.00
Rental Income	\$ 7,569.00
Other; Student, NOHFC, ED Cost Sharing	
Sharing	\$ 61,227.00
Fundraising	\$ 33,335.00
NELHIN + LHIN Grant	\$ 425,401.00
TOTAL	\$ 580,131.00



## EXPENSES

Expenses	
Advertising	\$ 6,821.00
Bank Fees	\$ 388.00
Capital Expenses	\$ 29,871.00
Insurance	\$ 3,098.00
Licenses and Fees	\$ 217.00
Office Supplies	\$ 22,435.00
Professional Fees	\$ 9,477.00
Rent	\$ 35,352.00
Salaries and Benefits	\$ 354,052.00
Specialized Programs	\$ 85,566.00
Supplies	\$ 5,736.00
Support	\$ 30.00
Telecommunications	\$ 3,744.00
Training	\$ 555.00
Travel	\$ 2,010.00
Fundraising Expenses	\$ 6,002.00
Total	\$ 565,354.00



# Activation Kit Project- over 700 Kits delivered to clients!!

Kathy from Temiskaming Hospital:

We absolutely love the activity kits and the patients really appreciate them. We have a large activity room where everyone is able to socially distance and we set up the colouring books for everyone to do together. Because the dollar store is closed, we haven't been able to go pick up any flower pots for planting this spring, so we are using the pots from the kits to plant flowers that we leave in the windows for everyone to enjoy. We also have a large activity garden and we have chosen to take the "forget me not" seeds and plant them throughout the garden so they can re-bloom every year!

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Sydney from Kirkland Lake:

I wanted to thank the society and person who dropped off my kit. I've been very lonely during COVID with my wife being in long term care and it was such a wonderful surprise to walk out my door to find the tote. The items in it are great for older people and I am really enjoying them.

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Good Afternoon and thank you for the Activation Kit. I was extremely impressed with the CTV news clip last night and was planning on contacting you to see if I could obtain a kit for my wife, Joanne. To my surprise, one was delivered this morning. Very impressive and extremely helpful for Joanne and myself as caregiver. We went through the contents together and are looking forward to "activating." I had just began to research positive cognitive and memory strategies which are fun and enjoyable so you can appreciate how delighted I was to receive this kit at my door. I did read the BUFU Guide in it's entirety. Needless to say, it is packed with extremely helpful information and resources. Once again thank you for the kit.

Please forward me information to make a donation that remains local.

Wayne

~~~~

Bonjour Tracy,

Merci pour la boîte d'activités que vous avez envoyée à ma mère, Jacqueline Quesnel, qui vit à la résidence Lasalle. Malgré qu'elle ne puisse pas faire les activités seule, ça me donne des idées d'activités à faire avec elle. Je te partage quelques photos d'elle qui joue le jeu de Blackjack avec une amie. Elle s'est aussi amusée à faire et à peindre la cabane d'oiseaux.

Merci,

Francine

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Thank you for the delivery of your kit on Friday to our house, for my husband Aurel. Any help and information is always appreciated.

Estelle (spouse)

~~~~

Just to let you know that clients are loving the activity kits. One of my clients said that her husband has been sitting with the activity book for hours and loving it.

~~~~

I received the activity kit for my husband this morning. Thank you. Unfortunately he won't be able to use a lot of what is in the kit due to him being blind. I will read the 40's and 50's books to him. I can return the kit to you, or I could give it to another senior that I know would get use out of the contents. Thank you for your kindness Barb

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[CTV News story on our kits](#)

[https://northernontario.ctvnews.ca/video?clipId=2185878&binId=1.1142313&playlistPageNum=1&fbclid=IwAR1CXx4mzX3PVVtA9yVLsahs\\_7olOtDnx0Ax8Lj-daOTS9\\_d3jlZLQdUsao](https://northernontario.ctvnews.ca/video?clipId=2185878&binId=1.1142313&playlistPageNum=1&fbclid=IwAR1CXx4mzX3PVVtA9yVLsahs_7olOtDnx0Ax8Lj-daOTS9_d3jlZLQdUsao)

**DONATE TODAY**

[www.alzheimer.ca/timmins](http://www.alzheimer.ca/timmins)

ALZHEIMER SOCIETY OF TIMMINS-PORCUPINE DISTRICT INC  
SOCIETE ALZHEIMER DU DISTRICT DE TIMMINS-PORCUPINE INC  
38 Pine St S Unit 107 A, TIMMINS, ON P4N 6K6  
Timmins TEL: 705-268-4554 FAX: 705-360-4492 Toll Free: 1-844-288-4554

SATELLITE OFFICES;

Temiskaming Education: 705-647-2379

Temiskaming First Link: 705-679-4038

Hearst/Kapuskasing First Link: 705-332-2504

[www.alzheimer.ca/timmins](http://www.alzheimer.ca/timmins)

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