

Société Alzheimer Society

COCHRANE-TEMISKAMING



Annual Report

2021-2022

Executive Summary



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



Funded in part by:

North East LHIN

Ontario 

 Government of Canada / Gouvernement du Canada
Canada 

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 9 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 Ontario Health North East; 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.



Tracy 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

| | | |
|-----------------------------------|---|--------------|
| | Connie Lee/Shayne Duquette- Secretary/Treasurer | |
| Connie Lee/Shayne Duquette- Chair | Claude Martel-Lived Experience Advisor | |
| Ken Lehtimaki | Karen Hill-Vice Chair | Linda Rochon |

Staff

- **Tracy Koskamp-Bergeron** - Executive Director
- **Caroline Carrière** - Timmins First Link Care Navigator / Education Coordinator
- **Sylvie Tremblay** - Behaviour Support Facilitator/Adult
- **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
- **Alyssa Gosseling**- Temiskaming First Link Care Navigator/ Education Coordinator
- **Stephanie Grandmont**- North Cochrane First Link Care Navigator
- **Bryanne Bradley** - Activation Coordinator
- **Rachelle Tremblay**-Activation Coordinator- North Cochrane
- **Lynne Belonoha** - Bookkeeper
- **Erin Bondarenko**-Public Education Coordinator
- **Chase Baptiste**- Recreation Therapist

Dementia by the numbers

The urgency

- Over 500,000 The number of Canadians living with dementia today.1
- 912,000 The number of Canadians living with dementia in 2030.1
- 76,000 The number of Canadians diagnosed with dementia every year.2
- 65% of those diagnosed with dementia over the age of 65 are women.3
- 1 in 5 Canadians have experience caring for someone living with dementia.4

The costs

- Over \$10.4 billion The annual cost of dementia to the Canadian economy and healthcare system.5
- \$359 million The cost to bring a dementia-treating drug from lab to market.6

The stigma

- 56% of Canadians are concerned about being affected by Alzheimer's disease.4,7
- 46% of Canadians admit they would feel ashamed or embarrassed if that they had dementia.4
- 87% of caregivers wish that more people understood the realities of caring for someone with dementia.4

The progress

- More than \$64 million invested to date in research through the Alzheimer Society Research Program.
- 37,000+ Canadians participated in the 2019 IG Wealth Management Walk for Alzheimer's, raising a record \$6.2 million that will fund programs and services for people living with dementia across Canada.

<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 km²
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 km²
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

Temiskaming District Current State 2021*

Population over 65 years 8490
 Dementia cases 726

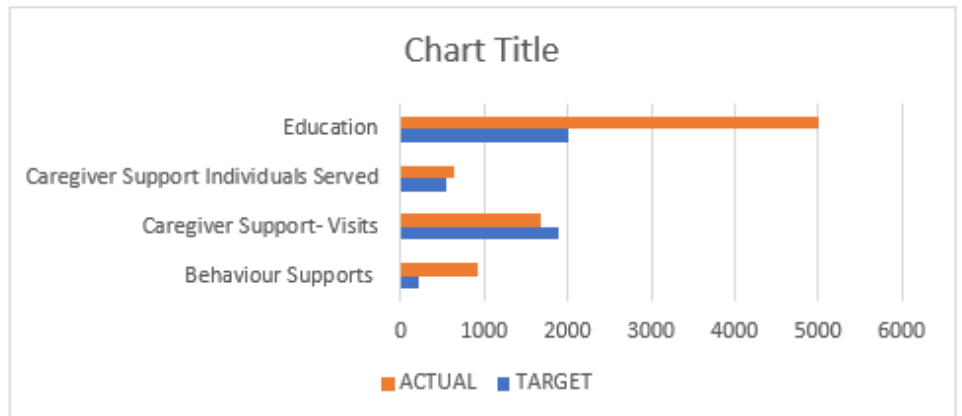
Projected 2035

Population over 65 years 10370
 Dementia cases 1123

Units of service in our catchment area for each program

Fiscal Year 2021-2022

| STATS | TARGET | ACTUAL |
|--------------------------------------|--------|--------|
| Behaviour Supports | 225 | 911 |
| Caregiver Support-Visits | 1900 | 1684 |
| Caregiver Support Individuals Served | 538 | 643 |
| Education | 2000 | 5015 |



Strategic Direction 2021-2022

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

2021-2022 was another very challenging year ... with more success than the prior year.

While for the second year in a row we were affected by a pandemic we were able to increase our walk significantly!
2020

Event Statistics

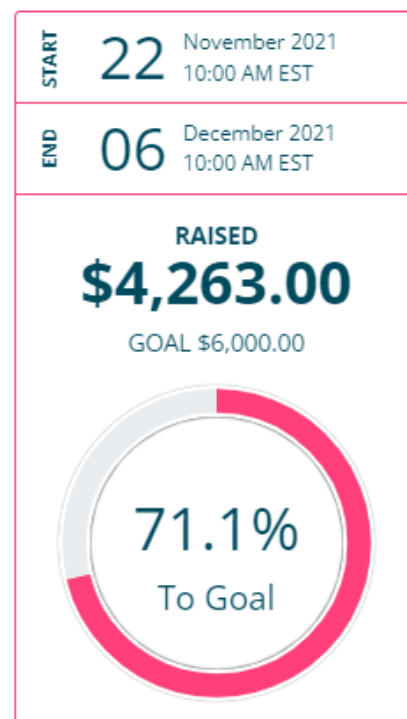
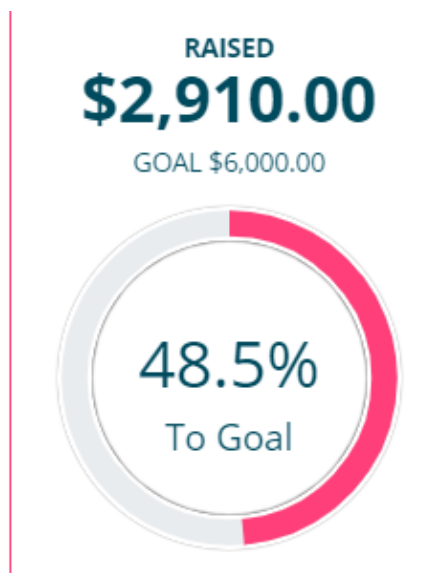
| | | | | | | | | | | | | | | |
|--|--------------------|--------------------------------|---------------|----------------|--|----------------|---|---------------|----------------|--|--------|--------|---------------|----------------|
| Total Participants | Total Teams | Total Registration Fees | | | | | | | | | | | | |
| <table border="1"> <tr> <td>27</td> <td>24</td> </tr> <tr> <td>Current Event</td> <td>Previous Event</td> </tr> </table> | 27 | 24 | Current Event | Previous Event | <table border="1"> <tr> <td>3</td> <td>5</td> </tr> <tr> <td>Current Event</td> <td>Previous Event</td> </tr> </table> | 3 | 5 | Current Event | Previous Event | <table border="1"> <tr> <td>\$0.00</td> <td>\$0.00</td> </tr> <tr> <td>Current Event</td> <td>Previous Event</td> </tr> </table> | \$0.00 | \$0.00 | Current Event | Previous Event |
| 27 | 24 | | | | | | | | | | | | | |
| Current Event | Previous Event | | | | | | | | | | | | | |
| 3 | 5 | | | | | | | | | | | | | |
| Current Event | Previous Event | | | | | | | | | | | | | |
| \$0.00 | \$0.00 | | | | | | | | | | | | | |
| Current Event | Previous Event | | | | | | | | | | | | | |
| Total Donations | | | | | | | | | | | | | | |
| <table border="1"> <tr> <td>\$2,725.00</td> <td>\$1,550.00</td> </tr> <tr> <td>Current Event</td> <td>Previous Event</td> </tr> </table> | | | \$2,725.00 | \$1,550.00 | Current Event | Previous Event | | | | | | | | |
| \$2,725.00 | \$1,550.00 | | | | | | | | | | | | | |
| Current Event | Previous Event | | | | | | | | | | | | | |

2021

Event Statistics

| | | | | | | | | | |
|---|--------------------|-------------|---------------|----------------|--|---|---|---------------|----------------|
| Total Participants | Total Teams | | | | | | | | |
| <table border="1"> <tr> <td>32</td> <td>24</td> </tr> <tr> <td>Current Event</td> <td>Previous Event</td> </tr> </table> | 32 | 24 | Current Event | Previous Event | <table border="1"> <tr> <td>5</td> <td>5</td> </tr> <tr> <td>Current Event</td> <td>Previous Event</td> </tr> </table> | 5 | 5 | Current Event | Previous Event |
| 32 | 24 | | | | | | | | |
| Current Event | Previous Event | | | | | | | | |
| 5 | 5 | | | | | | | | |
| Current Event | Previous Event | | | | | | | | |
| Total Donations | | | | | | | | | |
| <table border="1"> <tr> <td>\$12,175.00</td> <td>\$1,550.00</td> </tr> <tr> <td>Current Event</td> <td>Previous Event</td> </tr> </table> | | \$12,175.00 | \$1,550.00 | Current Event | Previous Event | | | | |
| \$12,175.00 | \$1,550.00 | | | | | | | | |
| Current Event | Previous Event | | | | | | | | |

We also held our second Holiday Auction and saw an increase in participation and bids this past year compared to the previous year.



Despite the pandemic we still received support from the Timmins Charity Bingo Association.

EVENTS & DONATIONS RAISED OVER \$33335.00

Social Media Connections and Website Analytics



2020 - 714 followers



2020 - 69 Followers



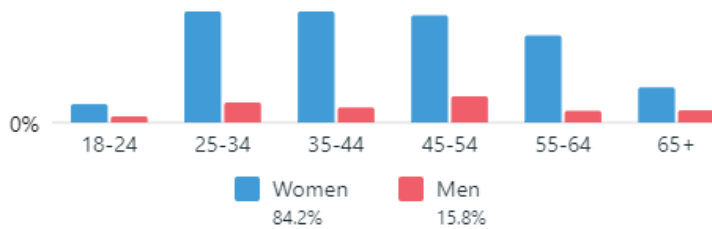
2021-483 Followers

Audience 📌

Facebook Page Likes 📌

1,161 +247 for Other area pages= 1408

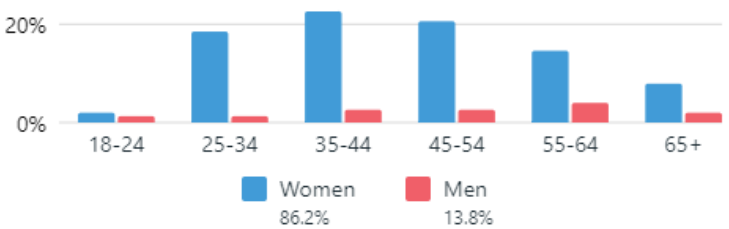
Age & Gender 📌



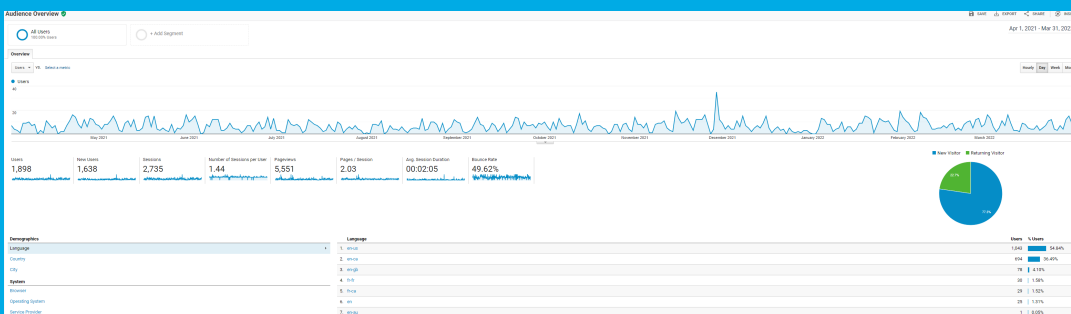
Instagram Followers 📌

252

Age & Gender 📌



WEBSITE TRAFFIC

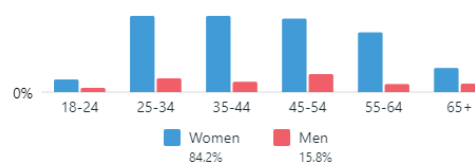


The majority of users are women aged 25-54 yrs

Facebook Page Likes 📌

1,161

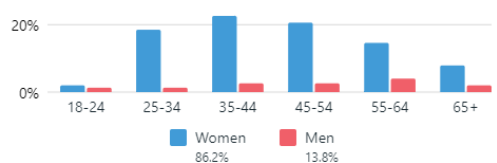
Age & Gender 📌



Instagram Followers 📌

252

Age & Gender 📌



Note from Executive Director

This has been a year of change and growth for our organization! Over this past year many hours were spent in partnership with Ontario Health, Canadian Red Cross and The Timmins Golden Manor to work towards the divesting of their Adult Day Programs to our suite of services. Staff were recruited and hired to staff three of our six locations and started at the end of the fiscal year; we opened a five day a week program in Timmins located at the 101 Mall on Pine St N; a five day per week program in Kapuskasing located at 10 Drury St and a one day per week program in Hearst located at the Club Action. The remaining three locations will be opening in June of 2022 in Cochrane, Iroquois Falls and Matheson!

We were also privileged to receive another new base funded program to support families with the transition from home into retirement or long term care. This new program supports families in the Cochrane District as they make this challenging move.

The addition of these two programs will help our staff support families with more direct services.

The corona-virus (Covid-19) is still present and continues to impede face to face services and community based programs in our region. Virtual service delivery has been maintained over the past year with virtual social recreation activities planned and implemented- thanks in part to Michael and Catherine Booth and the Alzheimer Society of Ontario.

Since 1988 our service delivery area has grown to service all of the Cochrane and Temiskaming Districts.

This past year we received approval from the Service Canada to adapt our 'operating as' name to more accurately reflect the areas of service.

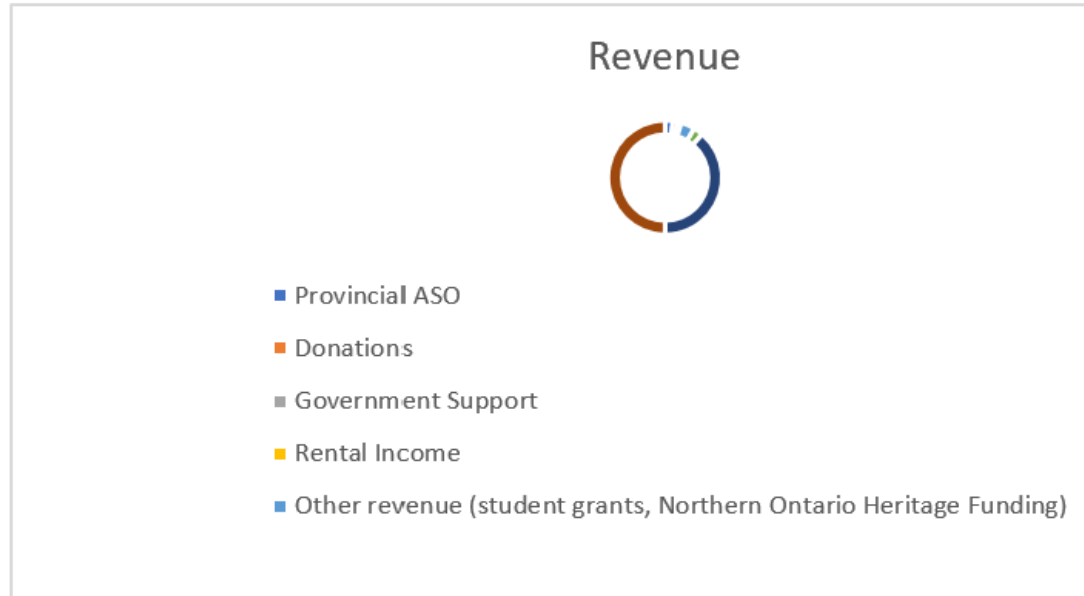


Société Alzheimer Society

COCHRANE-TEMISKAMING

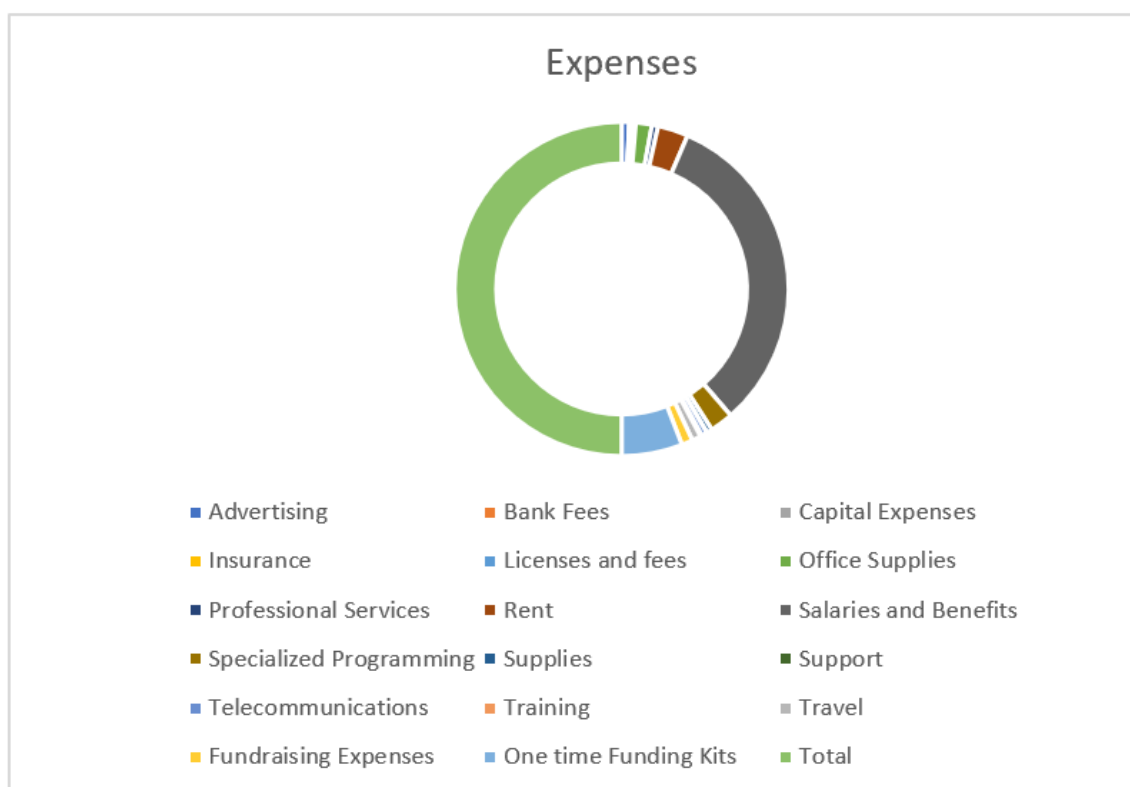
REVENUE

| REVENUE | |
|---|---------------|
| Provincial ASO | 34420 |
| Donations | 20864 |
| Government Support | 2507 |
| Rental Income | 11976 |
| Other revenue (student grants, Northern Ontario Heritage Funding) | 60927 |
| Fundraising and Events | 41013 |
| Ontario Health | 592515 |
| Total | 764222 |



EXPENSES

| EXPENSES | |
|-------------------------|---------------|
| Advertising | 10455 |
| Bank Fees | 585 |
| Capital Expenses | 4001 |
| Insurance | 4303 |
| Licenses and fees | 0 |
| Office Supplies | 22085 |
| Professional Services | 8473 |
| Rent | 41766 |
| Salaries and Benefits | 455913 |
| Specialized Programming | 31848 |
| Supplies | 7815 |
| Support | 215 |
| Telecommunications | 7818 |
| Training | 2046 |
| Travel | 12126 |
| Fundraising Expenses | 15288 |
| One time Funding Kits | 83398 |
| Total | 708135 |



Activation Kit Project- Thank you to Ontario Health we were able to provide in home activity kits for clients again this year!

S.B

Thank you so much for the lovely gift I received for my mother. We appreciate your kindness in providing these kits for us to share together.

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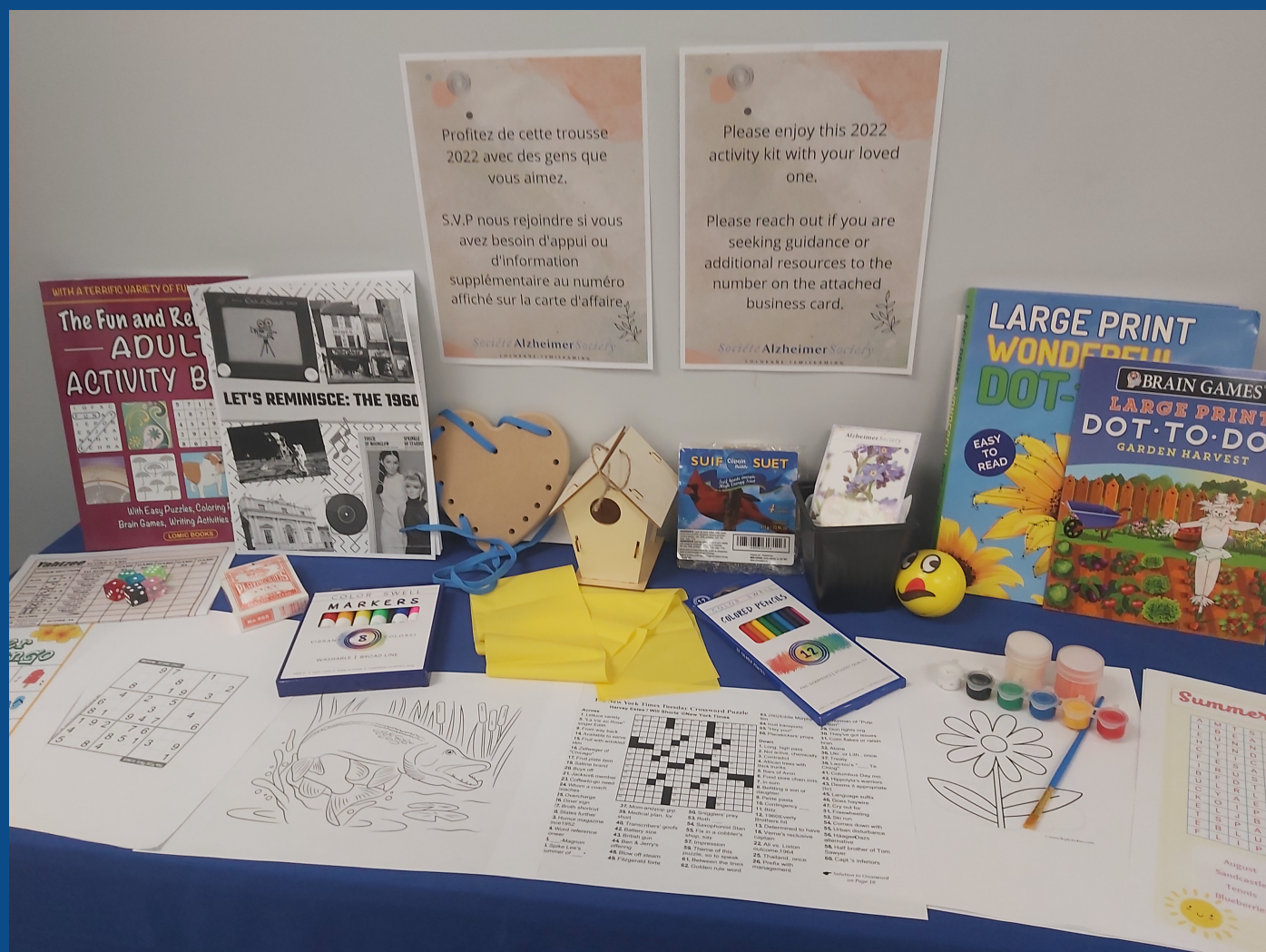
S.

Thanks very much Caroline for the variety of activities that we will enjoy doing!

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Claire (Person with a diagnosis of Alzheimer disease) called me (staff) and thanking the Alzheimer Society for the Kit. Client says she was feeling lonely lately and she's often bored and tired of always doing the same thing. Client says she sat down on the couch with the bag and went through it and could not believe the number of activities and the variety of activities. She said " The gift warmed my heart".

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**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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