

Alzheimer Society

YORK REGION



ALZHEIMER SOCIETY OF YORK REGION STRATEGIC PLAN 2024-2029

FUNDED BY: ONTARIO TRILLIUM FOUNDATION
PREPARED BY: PEOPLE MINDED BUSINESS

Dedicated in memory of Patti Reed, valued ASYR Board Member 2020-2024.

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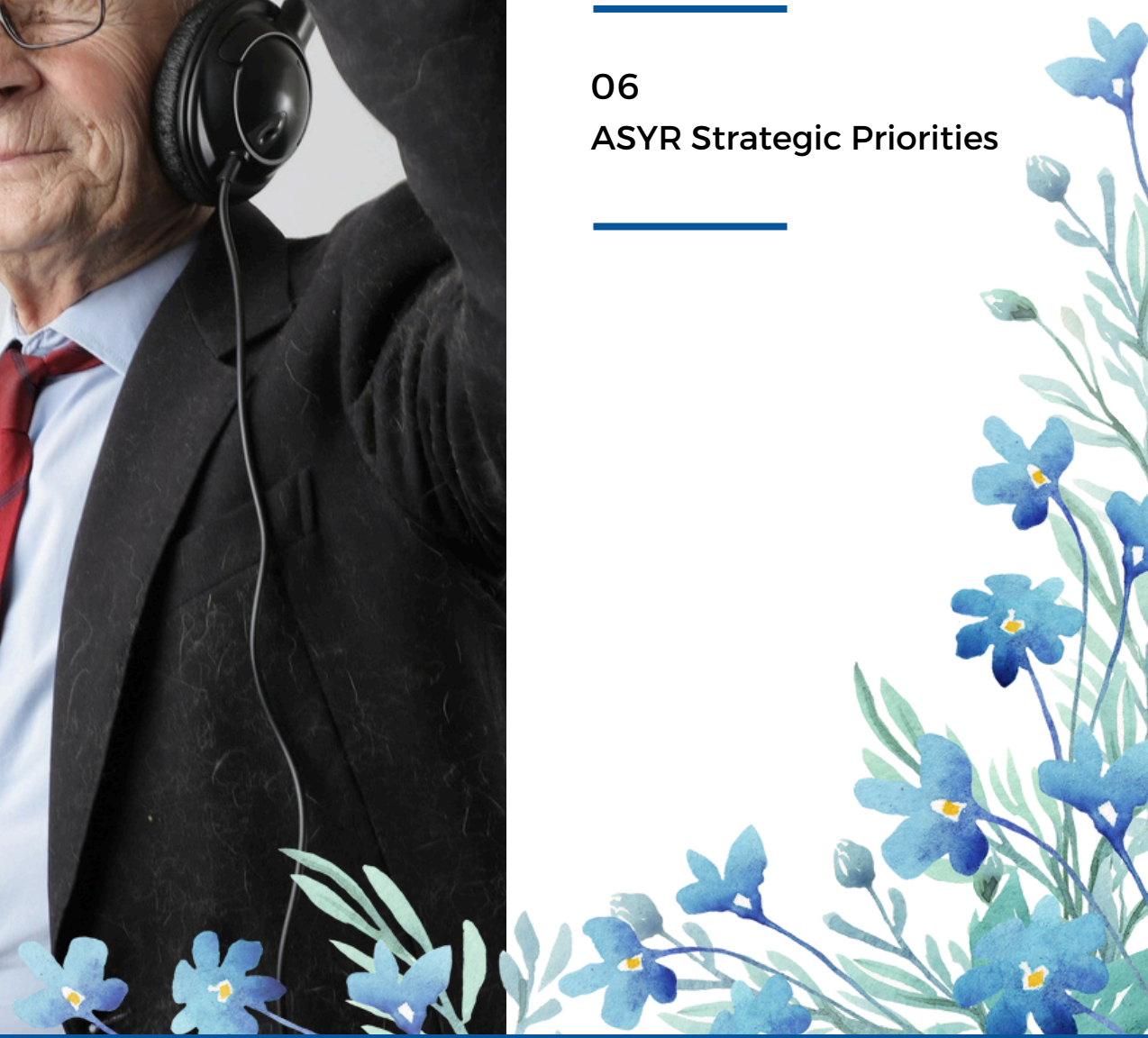
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A MESSAGE FROM OUR CHIEF EXECUTIVE OFFICER

Welcome to Our New Strategic Plan for the Alzheimer Society of York Region

I am very pleased to share with you the new strategic plan that will guide the work of the Alzheimer Society of York Region (AS York) between 2024 and 2029. As we embark on an exciting journey, at the heart of everything we do, are the 17,000 individuals living with dementia in York Region and their care partners and families. Families impacted by dementia are the driving force behind our commitment to providing unwavering support, guidance, and care.

AS York exists to ensure that no family navigates the journey of dementia alone. It is with great pride that I am sharing our strategic plan, the culmination of a comprehensive process that began in October 2023 that included surveys, focus groups, and interviews with various stakeholders, including people living with dementia, care partners, staff, board members, community partners, and others. It was important to AS York to hear from our community.

As we look to strengthen and build for the future, we have identified four pillars that will guide our work over the next four years:

Optimizing Our Service and Supports: We are committed to enhancing the quality of programs and services for persons living with dementia and their care partners. Your feedback and experiences have been invaluable in shaping our approach.

Resource Accessibility: It is crucial that AS York has the necessary resources to support all residents impacted by dementia in York Region. We are dedicated to ensuring that these resources are readily available and accessible to those who need them most.

A MESSAGE FROM OUR CHIEF EXECUTIVE OFFICER

Becoming a Career Destination: We aspire to be a sought-after career destination in the region, attracting exceptional staff and fostering a devoted and engaged work environment. Our team is the backbone of our organization, and we are committed to providing them with the support and opportunities they deserve.

Leadership in Dementia Care: AS York aims to continue leading the way in dementia care within York Region. We are dedicated to further establishing ourselves as the go-to resource for information, support, and guidance in this critical field.

Since becoming CEO of the Alzheimer Society of York Region in May of 2023, I have been inspired by the strength and dedication of this organization and the profound impact it has on our community. Together, with your ongoing support, we are poised to elevate our programs and services, expand our presence in the region, and solidify our position as leaders in dementia care.

On behalf of the team at AS York, I wish to extend my heartfelt gratitude to each of you for your support, your commitment to this work and to those who contributed expertise, experience and insights into this strategic plan.

Together, we will make a meaningful difference in the lives of those affected by dementia in York Region.

Kari Quinn-Humphrey
CEO
Alzheimer Society of York Region

Environmental Scan

An integral part of ASYR's strategic planning process involved researching the current environment and trends impacting communities and patient associations globally, nationally, provincially, and in the York region. Perspectives were also gained through the constituent consultations. Key highlights that informed ASYR's 2024 - 2029 strategic priorities and objectives are provided below.

- The growing impact of dementia on Canadians is validated by the National Strategy for Alzheimer's Disease & Other Dementias Act, a National Dementia Strategy for Canada, and Alzheimer Society of Canada Landmark Study 2024.
- In 2019, Ontario Health Teams formed and are tasked with enacting healthcare system change. Dementia is acknowledged as a challenge but is not a key focus for integrated care.
- York's 2016 Senior Strategy identified four areas of focus: service navigation, technology access and support, home care and community supports, and affordable housing. A new Senior Strategy will be developed in 2024.
- Technology will increasingly be used for senior care.
- The number of people experiencing early onset dementia is increasing.
- New treatments are being tested, which could impact paradigms for diagnosis.
- The healthcare sector is challenged to recruit and retain qualified employees.
- Downward economic pressures impact seniors on fixed incomes, and the ability to attract healthcare employees at current wage rates.
- Fewer Canadians than ever are claiming donations on the income tax. The donor base is shrinking and needs are rising.

To act on and achieve a desired future state, organizations must tap into their **assets and strengths**. ASYR has many, as highlighted by its various constituents:

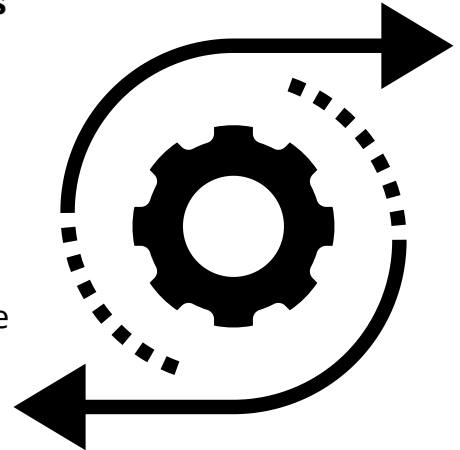
- High satisfaction with ASYR among people living with dementia and caregivers.
- Day programs are supporting diversity, equity, and inclusion.
- Respectful and collaborative work environment.
- Respected leadership.
- High-quality social work services.
- Expertise in educating about dementia for caregivers and healthcare professionals.
- Increased engagement with OHT and other Alzheimer Societies to leverage provincial and regional support.

ASYR Strategic Priorities

Our Services

Priority: Optimize services and supports for persons living with dementia and caregivers.

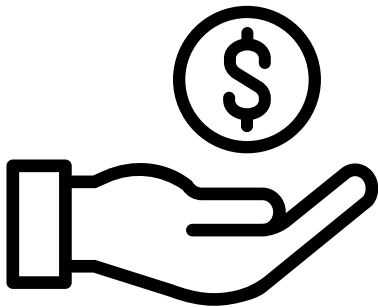
Objective: To best meet the mounting needs of our growing, diverse community, ASYR will assess the effectiveness and efficiency of our current services and explore new and promising ways to provide support. Our aim is to provide the right services at the right time for people living with dementia, their families, caregivers, and health care professionals within York Region.



Goals:

- a1.** Support people living with dementia and their caregivers to remain engaged and supported in their community.
- a2.** Increase the utilization of ASYR's day programs.
- a3.** Optimize the effectiveness and efficiency of ASYR resources existing programs and services.
- a4.** Develop and deliver additional in-demand educational offerings.
- a5.** Enhance health equity service delivery tailored to population demographics.

ASyr Strategic Priorities



Our Sustainability

Priority: Ensure ASYR has the resources required to effectively support the residents of York Region.

Objective: To increase ASYR's financial stability and sustainable funding by integrating philanthropic and financial best practices into daily operations.

Goals:

- b1.** Develop a funding diversification strategy to explore and grow opportunities beyond base government funding and include a diverse portfolio of supporters.
- b2.** Implement strategies to measure the impacts of ASYR's programs and services to support ongoing quality improvement and fundraising efforts.
- b3.** Strengthen budgeting and financial frameworks and audit policies.

Our People

Priority: Become a career destination in York Region.

Objective: Our employees are the foundation of everything ASYR does daily. It is through our staff that we continue to provide exceptional support to people living with dementia and their caregivers. ASYR is committed to supporting our staff's professional development and to upholding our devoted and engaged work environment.



Goals:

- c1.** Provide a safe and equitable work culture, one which embraces principles of inclusion, diversity, equity, and accessibility.
- c2.** Introduce strategies to improve our internal communications to support more effective inter-departmental operations and collaboration.
- c3.** Create new, additional strategies to recruit and retain employees.

ASYR Strategic Priorities



Our Engagement

Priority: ASYR is top of mind as the leader of dementia services for York Region.

Objective: Increase awareness with current and new stakeholders as the go-to for supports for persons living with dementia and their caregivers.

Goals:

- d1.** Develop a comprehensive communication strategy that will reach broad audiences including caregivers, persons living with dementia, staff members, funding partners, donors, government, service partners, volunteers and other supports.
- d2.** Secure new strategic partnerships to increase awareness and resources and expand ASYR's reach.
- d3.** Increase engagement with local OHT's to increase awareness of ASYR, strengthen partnerships and promote service integration across the organizations.

