

## Tremendous Growth 2021-2022

March 31, 2022, completes our 36<sup>th</sup> year of service in Muskoka Parry Sound. Over the years it is safe to say that we have been challenged - whether it was our size, limited revenue, geographic service area of over 11,000 sq km, or our relatively small complement of staff. But we have had tremendous change, growth, and progress with so much to be proud of. While this past year continued to be a challenge for the Alzheimer Society of Muskoka (ASM) clients and staff as we lived through another year of dealing with the COVID 19 pandemic, ASM maintained focus on quality and excellence while we continued to support system recovery and response efforts by fully ramping up in-person programs and services where appropriate. We have recognized that achieving quality and excellence is a journey not a destination. We continued to extend our collaborations through continued participation with the Muskoka and Area Ontario Health Team (MAOHT), Memory Clinics, Seniors Geriatric Services (SGS), as well as various other community partnerships. These partnerships are aimed at providing coordinated, effective, and efficient care to persons living with dementia and their care partners and are truly necessary for sustainability in our health care system as we continue to see the rise and our aging population and persons living with dementia (PLWD) in our community. As Public Health regulations allowed, we continued to offer outside programming and even a couple of small session indoor programs. Again, this year, we were very fortunate to receive several unbudgeted grants which allowed us to purchase activity kits, activity boards/blankets/muffs, and robotic animals. Our grants also allowed us to offer Art and Music programs that were introduced the previous year.

While the previous strategic plan had come to an end, it was extended to ensure an opportunity of alignment with the Alzheimer Societies in Ontario (ASiO) and Muskoka and Area Ontario Health Team strategic planning. ASiO undertook a strategic planning process where ICA & Associates were hired to facilitate the creation of one unified plan that each local society and ASO could accept as their own while highlighting each societies local priorities. This new strategic plan is expected to be in place early next year. For this year, we have stayed focused on the previous areas of:

1. ***Revenue Development***
2. ***Service Capacity and Quality***
3. ***Organizational Effectiveness***
4. ***Integration with Health Care Partners***

Here is an overview of some of our accomplishments since last year's AGM:

**1. REVENUE DEVELOPMENT:** We had another successful year in fundraising and fund development increasing our revenues from non-government sources. Here are some highlights:

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- We received \$21,000 from ASO as part of the ASI0 Federation Agreement. And we continued to receive base funding from Ontario Health in 2021-22 in accordance with our Multi-Sector Service Accountability Agreement (MSAA). Annualized base funding was provided at the end of the year to support our education programs, support services, First Link care navigation and Minds in Motion
- We held our second Virtual IG Wealth Management Walk for Alzheimer's. Through work done at the Alzheimer Society of Canada (ASC), IG was acquired again as the title sponsor. With such success in 2020 of over \$35K in revenue, we could not believe our success in raising over \$55,000 this year thanks to our amazing Walkers, donors, and many sponsors. Post walk evaluations were very favourable, and many people reported liking the virtual opportunity to walk their own way!



- In terms of **Donors and memorial giving**, ASM had many highlights this year. ASM was very excited to receive \$8250.00 in proceeds from our virtual presentation to the 100 Women who Care, we also were very fortunate to receive support through McConnell Foundation, and the Steve Lowden Foundation.

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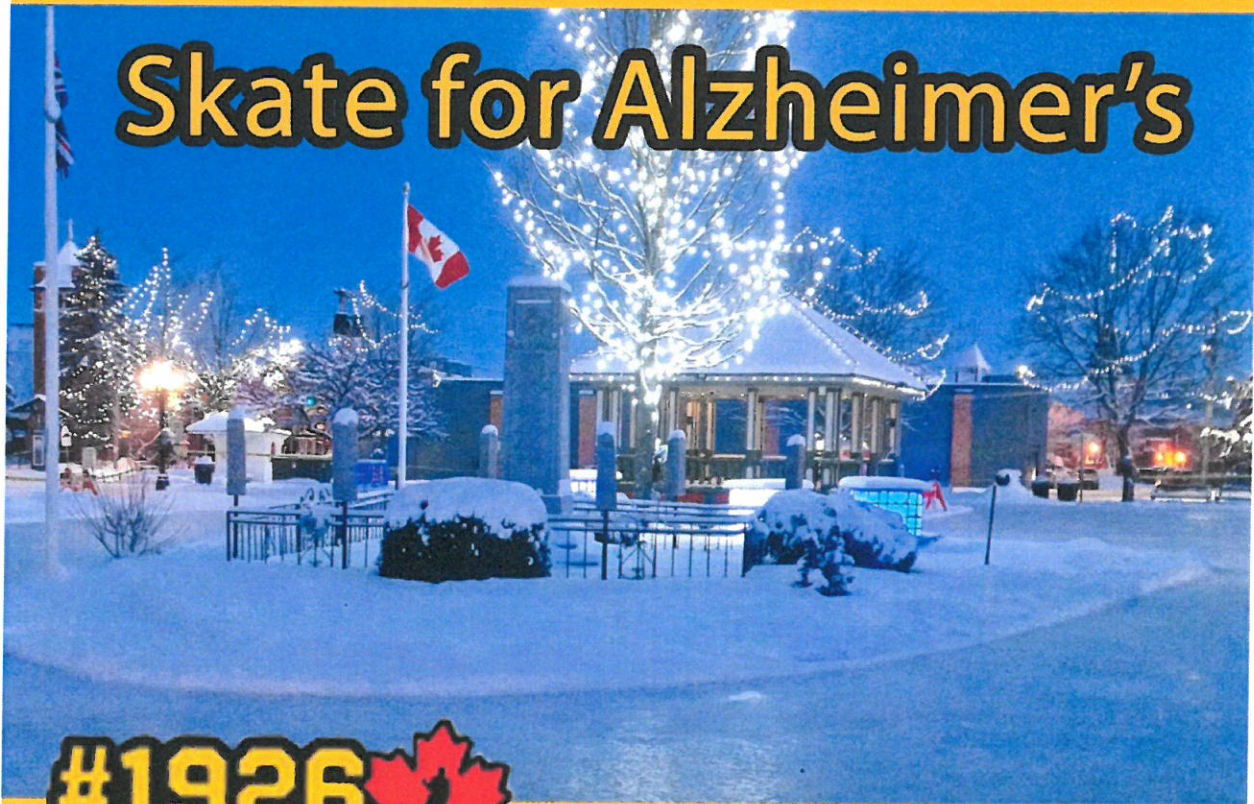
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- Giving Tuesday campaign was also promoted through social media in November. Each year this campaign has been gaining momentum. This year we raised \$4180.63 which was a significant increase from \$230 in 2020 and \$1370 in 2019. Our Holiday mailing campaign was also very successful with over 960 letters distributed and \$12,277.82 raised. This is a significant increase from the \$9690 raised in 2020.
- Monthly giving also increased from 13 donors to 40 donating \$1592.32 per month. This is thanks to a matching campaign from the Kirk/Booth Grant in September for World Alzheimer's day. We have seen an increase of \$535 per month in monthly donations.
- ASM was also very grateful to receive a \$20,000 bequest from the Estate of Patricia Paterson one of the first ASM Board members.

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# Skate for Alzheimer's



**#1926**  
**SKATE**

**Sat. Jan. 29, 2022**  
**12:01 am (midnight) - 7:26 pm**  
**Memorial Park, Bracebridge**

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**Skate For Alzheimer's.** Steve McNeil skated in Bracebridge for 19 hours and 26 minutes on Jan 29<sup>th</sup>, 2022, to raise awareness and funds for Alzheimer's disease. He does this across Canada as a tribute to his mother, who died of the disease and for all the families and friends caring for loved ones with AD. McNeil's mother, Eunice was born in 1926 thus the name of the skate. McNeil, age 60, is an Etobicoke mailman and hockey referee who stepped on the ice at 12:01am on one of the coldest nights in Muskoka with conditions of -20°C where he skated until 7:26pm. This is the 10<sup>th</sup> year he has been skating his marathons and visited 10 locations across Ontario. This initiative raised \$2868 including one Donor/Skater Tom Bruin who did a peer-to-peer campaign and raised over \$1000

from his supporters.

- **Grants:** We were fortunate to receive a grant again from the Alzheimer Society of Ontario (ASO) for \$15,000 to expand the Finding Your Way education program. Additionally, we received \$6200 from the District of Muskoka Community Enhancement Grant to further support Dementia Friendly Communities program. Thanks to this support, Michael Schneider was hired at the end of October to join our team to help promote Dementia Friendly Communities and the Finding Your Way program which is focused on keeping persons with dementia safe in our community while ensuring we had the equipment to begin offering a hybrid model of education. Additional grants applied for and received included the Town of Bracebridge Community Fund of \$2000 for our May IG Walk for Alzheimer's, as well as an \$8000 grant from the Town of Bracebridge Community Relief Fund 3.0 for robotic animals and activity kits and activity books some of which were distributed to the local LTC homes. We also were successful in receiving 2 Walmart grants totalling \$2000 allowing us to buy more sensory objects and fidget poppers which were distributed to the community as well as for example Ambulances in the District of Muskoka. We also received again this year money through a donation to the Alzheimer Society of Ontario for social and recreational programming across the province. This money was generously donated by Catherine Booth and Michael Kirk with 1/3 matched from ASO and 1/3 matched by local societies totalling \$9000. This revenue was directed to various things such as our online Art and Music programming, robotic animals, and some of our holiday social expenses.

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- Unfortunately, our dedicated 13hr/week Resource Development Coordinator, Trisha Soja resigned from ASM in January. She will be dearly missed but we are pleased to announce Nadia Zaidi who has taken over her role.

### **2. SERVICE CAPACITY & QUALITY:**

Stigma creates a barrier for many when they receive a dementia diagnosis, and we continue to work hard to ensure that all those who are impacted by dementia know about the services we provide. We continued to advocate, educate, and deliver quality services to address the increasing social isolation our clients face, as well as find ways to support the health and well being of our caregivers and PLWD.

Multiple metrics and evaluations were completed again this year to guide our quality improvement initiatives. Volunteers continue to be at the heart of supporting our social recreation programming. With the help of many of our volunteers, here are some highlights:

### **SOCIAL RECREATION PROGRAMS:**

- The Minds in Motion program continued another successful year of collaboration with the Alzheimer Society of Simcoe County. ASM offered 184 MIM sessions (including 9 outdoor sessions) with 1684 participants. This community-based program reported a reduction in social isolation for many participants and the promotion of social connectedness.
- 40 Music sessions were held with a total of 587 in attendance and we are pleased to share a Music on Zoom sample:

#### **Our Favourite Things**

Having the grandchildren over to play  
Smelling the meadow and hiking all day  
Listening to the birds and long walks on the beach  
These are a few of my favorite things

Watching the snow fall and downhill skiing  
Making fish cakes with my mom in the evening,  
Having a snack, maybe crackers and cheese  
These are a few of my favorite things

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Hot sunny days with campfire and smores  
Sailing in the moonlight with the one I adore  
Watching the flowers blooming in the spring  
These are a few of my favorite things

When the store close  
when we can't buy  
Missing my family  
I simply remember my favorite things  
And then I don't feel so badly

- 6 Art session also held with 54 total attendees and here is a sample of some art pieces:



- Clients who were living in the community who were unable to participate with MiM were offered activity boxes and kits. 130 kits were delivered and 37 were distributed to our community partners.
- Weekly Peer support program was also added through the help of a volunteer (now contract staff) who was retired as an Alzheimer Society employee in Southern Ontario
- Our virtual Zoom holiday social had 40 in attendance. Frozen Bon Appetito Turkey, pot roast or vegetarian options were distributed for free to our clients/families across Muskoka Parry Sound. ASM partnered with Muskoka Seniors again who ordered the frozen meals at cost for ASM. This event was covered through the Michael Kirk Recreation Grant. The Zoom social also had inspirational speaker Yvonne Heath speaking

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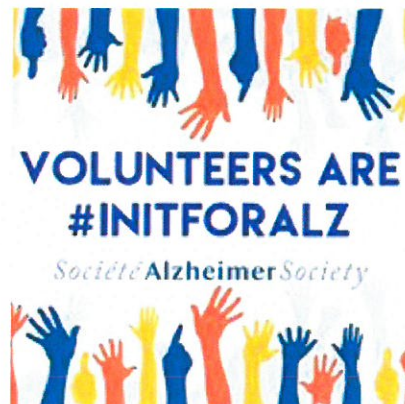
about “Loving Your Life to Death”. McClaren art kits were also purchased and distributed to 114 clients and remaining kits distributed to local retirement homes with seniors were who were identified as lonely or with no family.

- New this year we were able to offer Kobo book club in addition to our Art and music sessions on Zoom. Thanks to our volunteers we continued to host weekly Drop-In’s virtually. The Alzheimer Society of Muskoka Music iPod Program and the Resource and Borrowing Library continued to be available and supported by our volunteers.

### VOLUNTEERS:

Volunteers are used in our office, whether indirectly supporting administrative activities or directly with our clients and programs through the Drop-In, Support Groups, Music and Art programs, and Minds in Motion,

- 33 volunteers made considerable contributions to our success and invested more than 959 hours. Volunteer Activities included: supporting our online Music, Art, MiM, Drop-In, and caregiver support programs, health fairs, office support, fundraising and making twiddlemuffs, activity boards and blankets.



### SUPPORT SERVICES:

Our Support Services and First Link Care Navigation program worked with other health care professionals to ensure that individuals and families dealing with dementia receive the support and information they need as they progress through the course of the disease. Creating awareness amongst health care professionals is a priority as they have the potential to be our greatest source of referrals and increase or ability to support those who are not aware of our programs. Here are some additional highlights:

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- ASM continued their partnership with Alzheimer Society of Simcoe County (ASSC) and the Seniors Geriatric Services (SGS) creating community Long Term Care activity packages. 31 kits were created and distributed to LTC, Hospital, and retirement homes, and agencies supporting individuals living with dementia and ASM clients
- ASM received 174 referrals last year (127 Caregivers and 47 PLWD). Through face to face visits and telephone contacts, ASM provided 1875 interactions with registered caregiver clients and 312 interactions with persons living with dementia, 639 interactions with non-registered clients. ASM had on their roster 801 registered caregiver clients and persons living with dementia.
- Our support groups (peer and care partner) continued to be a vital part of our services. 110 support groups were delivered with 765 participants.
- New Support Services manual has been put in place and adapted from Alzheimer Canada
- Respondents to our First Link Referral Survey indicated a 100% satisfaction rate with ASM. 174 individuals were mailed surveys for client satisfaction and 17 surveys were returned reflecting a 10% return rate.

### EDUCATION/ADVOCACY & AWARENESS:

- We delivered 149 education events with an attendance reaching to 1194.
- ASM continue to partner with ASSC to provide collaborative Zoom educations. Various programs were offered including (but not limited to): Next Steps, Care Essentials, Living well with Dementia, Heads up for Healthier Brains, U-First for Care Partners, Ambiguous Loss and Grief, Palliative Approaches to Care, Dementia 101, Transitions to LTC, Driving and Dementia, Persuasive Approaches to Care, Aphasia, Meaningful Activities, Internet Safety, Virtual Care for the Carer
- Thanks to the support of previous mentioned FYW/DFC grants, we held various community education sessions including the provision of 10 training session to the District of Muskoka Paramedics. 6 Municipal flag raising events and various municipal staff training events just to name a few.
- ASM Education Coordinator partnered with local Hospices (PS, Huntsville, and Muskoka) to provide an “Overview of Local Hospice and Bereavement Supports and the Grieving Journey” which was driven out of the needs to support the clients we have that who have recently lost the PLWD.
- ASM also signed the U-First Licensing Agreement with ASO as ASO no longer wished to be responsible for coordinating local U-First sessions. ASM has taken on the responsibility for the coordination of U-First registration, programming, and fees. This will create some revenue generation opportunities for ASM pending on the number that are delivered each year.
- Once again, the Alzheimer Society of Muskoka assisted in the planning of the annual North Simcoe Muskoka Dementia Network Conference entitled “Dementia: Through



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COVID and Beyond". Over 139 participants. A Family night was also organized presenting ACT2Studios "I'm Still Here" with 49 participants.

- The Alzheimer Society of Muskoka continued to participate in system advocacy efforts at the provincial and federal levels to improve the quality of life of persons with dementia and their care partners. ASM ED was invited and attended the Minister of Finance Pre-Budget consultation Round Table On February 2<sup>nd</sup>, 2022. ASM highlighted our willingness to partner in building a dementia care system that works, and how the COVID-19 pandemic has exposed (not created) longstanding capacity problems in both hospital and long-term care settings tied directly to a failure to care for people living with dementia at home. Several statistics were presented including 50% of ALC days in hospital are attributed to an older adult living with dementia who is in hospital for no other reason than there is nowhere else to go, With proper support, 8% of current long term care residents in ON could be living at home and that represents 8,000 unnecessary occupied beds, and over 3,000 individuals on waiting lists for long-term care who could continue living where they want to be: at home. We shared how we can help the ALC and LTC crisis and the work we are currently doing at ASM. 90% of LTC residents have some form of cognitive impairment or dementia so dementia training to staff, must be the rule, not the exception. We also acknowledged that care partners also need additional support as currently 70% of home care in ON is provided by care partners, with nearly 850,000 Ontarians providing more than ten hours of care per week.
- ASM engaged with local MPs and MPPS regarding issues facing persons living with dementia and care partners to advocate priorities for the Provincial Budget and investments in dementia care resources.
- The 2022 National Awareness Month Campaign was and continues to be a key focus of our public awareness activities. YourTV in January interviewed ED highlighting the work of ASM including the increasing challenges with ASM meeting the community needs. Awareness messages were shared through our website, e-newsletter, social media, the newspaper and YourTV. Lakeland Power Generation supported ASM by lighting the Bracebridge Falls in Blue for World Alzheimer's day in September
- ASM provided a TV recording focussing on our collaboration with Your TV and our thanks for their support, and had 2 articles in the publications of the Seniors Magazine Spring 2022 edition
- ASM supported Canadian researchers by promoting client involvement in various research studies throughout the year

**3. ORGANIZATIONAL EFFECTIVENESS:** Below are some highlights on how we increased efficiencies in operations:

- Nesdatrak continues as our main client file database system. FLCN continues to work diligently around generating statistical reports from each of the program areas. ASM has just signed an agreement to transition to Alyacare a new CRM with other Alzheimer

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Societies across the province. The ASO board approved the Strategic Investment Fund to cover the initial costs of the united client database. We will be part of the year 2 rollout.

ASM also decided to onboard O365 which started with migration of our email accounts due to the retirement of ONE Mail Direct email service by Ontario Health. ASO covered the cost of the migration project and is helping with the management of our Office 365 licenses. ASO also provides a Help Desk to support all local societies as part of the ASiO Shared Services. Additionally, we have engaged in an agreement with ASO to provide us with cyber security training which is necessary to maintain our cyber security insurance.

- This was our second year with MAHC providing our Back Office Support assisting us with our financials, government reporting and payroll
- Training opportunities continue to be encouraged for staff, volunteers, and board members. Board Chair and a few staff attended the ASiO 3-hour Risk Management Session. Risk Management policy, ledger and assessment is under review by ED, and Chair.
- We were so fortunate to have our Secretary Dan Wyjad review the new ONCA regulations and provide a new draft of our ASM By-laws.
- In addition to ASM's evaluation of First Link mentioned earlier, we participated in the ASiO Standardized Client Satisfaction & Impact Survey in 2021-22 for the second year in a row. First Link surveys were distributed to ASM to Care partners and PLWD via email and mail. ASM is thrilled to report that our survey response rate was in the top four across the province again this year. This evaluation is helping us understand the impact of the FLCN investment and will inform opportunities for improvement of First Link navigation and will allow for greater insights into our clients, programs, and services as well as support quality improvement and advocacy for greater funding.
- Early in the year, Infection Prevention and Control (IPAC) Consultant Dale Moses completed an IPAC assessment of our office. No recommendations were made as he was very satisfied with our existing policies, procedures, and risk mitigation strategies.
- In addition to evaluating all our support services (MiM, Support groups, Education, Recreation programming), ASM annually completes a board of director's evaluation, risk management evaluation and risk management register, Walk for Alzheimer's survey, Community Support service evaluation, and a staff satisfaction survey. Reviewing organizational effectiveness and evaluations continues to be a standard practice to ensure ASM is on the right track.

#### **4. INCREASED INTEGRATION WITH COMMUNITY AND HEALTHCARE PARTNERS:**

Similarly, to previous annual reports, integration with community and health care partners continued to be a top priority for ASM. More robust partnership between primary care, other health care, community providers and First Link, has played a crucial role in supporting the

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growing numbers of people with dementia and their unique needs. Here is what we accomplished:

- Memory Clinic presence continues to be low with attendance to only 6 because of COVID and clinics cancellations. FLCN supported the training of new HCC-SS staff member who will be providing support to the memory clinic. Our presence in Parry Sound Memory Clinic continues to be limited due to their limitations in physical space however regular consultation with the Nurse Practitioner continues
- FLCN continued to send out information to community partners throughout the year to keep them informed of changes or updates on dementia information as well as ASM programs and services. We are proud to report that Pam was featured in the ASC Summer Newsletter highlighting this great program
- We were invited and attended 2 “Urgent MAHC Occupancy Crisis Meetings offering to review ALC clients with dementia to ensure they are supported by ASM.
- In terms of community involvement, ASM continues to be at the following planning tables: North Simcoe Muskoka Community Support Services (NSMCSS), NSM Dementia Network, Senior Services Planning Table, Muskoka Age Friendly Communities Working group, the NSM Seniors Health Steering Committee, newly formed OH Central Support Service Working Group, Central Ontario Seniors Health working group, the Cognitive Rehabilitation Working Group and the ASiO First Link Community of Practice.
- ASM continues to actively participate as a signatory in the Muskoka and Area Ontario Health Team (MAOHT) working towards delivering comprehensive, integrated care. We participate on the Collaborative Steering Committee as well as various MAOHT working groups. Our ASM president is the Co-Chair the MAOHT Governance Alliance Council.
- As we continue to increase public awareness and access to information about dementia and ASM service offerings, through advertising in the Senior Living Magazine, Friends Newsletter, Yellow Pages, MAHC Director, Action Local Directory, and Metroland Online Directory COVID “Open for Business” for Muskoka Parry Sound.
- We are pleased to report that we have once again increased our Facebook posts with over 634 followers up from 560 followers last year, 332 followers on Twitter up from 308 last year and Instagram (initiated in September 2019) had 479 followers up from 364 last year. Our digital e-newsletter saw a dramatic increase in subscribers with 1534 subscribers up 1067 from last year. 42% are highly engaged, 17% somewhat engaged and 38% rarely engaged.

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### What's Next you ask?

As we look to the next year, we are thrilled to be offering an In-Home Recreation program! This newly funded pilot program will offer recreation to PLWD in the community while offering a break for care partners.

Despite our growth over the past few years, we continue to be a small organization existing only because of the dedication and support of many. This sums up why we do what we do:

***"You and all the staff and programs are a gift, a godsend. Keeping me grounded and sane. I cannot imagine handling Paul without the Alzheimer Society support. I do not feel alone ...The interactive meetings, minds in motion, draw and paint, and the new music program have been great for us both. (Jane J, caregiver)"***

We strive to be where our clients are, and we make a difference because of you! Our sincerest thank you to our volunteer board members for their careful and conscientious deliberations, our keen and hardworking volunteers our donors who see value in the work we do, our staff for their commitment, passion, and compassion. And last, but not least, thank you to the remarkable people we serve every day who share with us their journey with dementia.



Michael Provan  
President



Karen Quemby, MA  
Executive Director

# Alzheimer Society

## MUSKOKA

### Meet our Board and Staff

#### 2021 – 2022 Board of Directors

Mike Provan, President

Rick Hallam, Vice President

Jim Larock, Treasurer

Dan Wyjad, Secretary

Annette Allen, Director

Bonnie Greer, Interim Director

#### 2021-2022 Staff

Karen Quemby, Executive Director

Martha Coburn, Administrative Assistant

Lynda Low, Minds in Motion Coordinator

Doug McKeown, In Home Recreation Coordinator (Contract effective June 2022)

Pam Leeder, First Link Care Navigator,

Katherine Rankin, Support Services Facilitator

Shawna Torkoff, Public Education Coordinator

Michael Schneider, Public Education Coordinator, Dementia Friendly Communities

Jessica Verbeek, Support Counsellor (on leave)

Heather Campbell, Support Counsellor (contract finished in November 19<sup>th</sup> 2021)

Amie Gregory, Support Counsellor (contract effective Nov. 22 2021- until Feb.18th 2022)

Aundrea Larocque, Support Counsellor (Contract effective May 2<sup>nd</sup> 2022 – August 31, 2022\_

Trisha Soja, Resource Development Coordinator (13 hours per week until February 18th 2022)

Nadia Zaidi, Resource Development Coordinator (13 hours per week effective February 2022)

# WHAT WE OFFER

## CORE SUPPORT SERVICES for OUR CLIENTS

Persons With Dementia (PWD), Caregivers (CG) and Family



### INDIVIDUAL SUPPORT PROVIDING:

- Increased awareness and connection to community resources
- Increased knowledge of Alzheimer's disease and other dementias (ADDD)
- Establishment of better support networks
- Emotional Validation
- Decrease in dementia stigma



### FIRST LINK LEARNING SERIES PROVIDING:

- Increased knowledge of Alzheimer's disease & other dementias (ADDD)
- Opportunities to express emotions & to be heard
- Connection with shared experience & peer support
- Navigation of community resources



### SUPPORT GROUPS PROVIDING:

- Shared peer connections & learning
- Emotional validation
- Increased knowledge of ADOD
- Increased socialization
- Better self-perceived quality of life

## ADDITIONAL KEY SUPPORT PROGRAMS



### IPOD PROGRAM



### SOCIAL RECREATION



### TELECONNECT PROGRAM

Follow up telephone-based support facilitated by trained volunteers.



### PUBLIC EDUCATION

Provides access to the latest dementia-based education.

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## HOW WE HELPED

## SUPPORT SERVICE DELIVERY 2021-2022

### NEW CLIENTS

174



### REGISTERED CLIENTS

801

### SUPPORT GROUPS

110 SESSIONS  
765 PARTICIPANTS



### SOCIAL RECREATION

110 SESSIONS  
1013 PARTICIPANTS



### PUBLIC EDUCATION

149 SESSIONS  
1194 PARTICIPANTS



### VOLUNTEERS

39 SESSIONS  
959 PARTICIPANTS



### MINDS IN MOTION

183 SESSIONS  
1645 PARTICIPANTS