

Alzheimer *Society*

SIMCOE COUNTY

ANNUAL REPORT

For the period April 1, 2016 to March 31, 2017



Help for Today. Hope for Tomorrow...®

Report of the Chair

It is my pleasure to report to the Members on the 2016-17 fiscal year, as we reflect on year two of our 2015-2019 strategic plan, and continue to focus on our vision of ***Persons affected by Alzheimer's disease and other dementias living well and thriving in their community.***

Over the last year, we have continued to align our two strategic directions:

- 1. Leading the way in promoting brain health and reducing dementia impact in Simcoe County.**
- 2. Leveraging our collective strength to build community and individual capacity to support people living with dementia.**

Our ability to achieve desired results related to our strategic directions has been enabled through planning for and supporting:

- Sustained resource growth that meets the needs of the strategic plan,
- A culture of continuous quality improvement, and
- Dynamic communication.

We have been evolving our governance process, and both Staff and members of the Board continue their involvement and leadership in local health system and age-friendly community planning.

We are proud of the implementation of our risk management policy and strategy, which is part of our broader commitment to building our culture of continuous quality improvement, and which was developed through the dedication and expertise of Staff and members of the Board.

Staff and members of the Board were actively involved in the development of the Alzheimer Societies in Ontario (ASiO) Federation Agreement, with commitment to the new Agreement coming into effect April 1, 2017.

The Province continues to move forward on the development of Ontario's Dementia Strategy, which will address the needs of Ontarians with dementia and their care partners. Members of the Board, Staff, and Volunteers have been actively involved and shown leadership in advocating for the Ontario Dementia Strategy.

We are also very proud of the successful proposal for a 3-year Ontario Trillium Foundation grant to bring the Minds in Motion® program to Simcoe County and Muskoka beginning in 2017-18.

It's an exciting and busy time, with transformation and innovation happening at the local and provincial levels. We have benefited from the support of our community, and we will continue to look to the community for even greater support to sustain and grow our programs and services to meet the increasing needs.

A special thank you to Debbie Islam, Staff, and Volunteers at the Simcoe County Alzheimer Society for their ongoing dedication, support, and commitment.

Sincerely,
Irena Pozgaj-Jones
Board Chair

Alzheimer Society of Simcoe County

The Year in Review

Highlights of Accomplishments

2016 - 2017

Leading the Way in Promoting Brain Health and Reducing Dementia Impact

Once again, the Alzheimer Society of Simcoe County managed a year of tremendous growth in the delivery of mission-related programs and services. The number of registered clients served rose almost 21% over 2015-16, with increased participation in First Link® Learning Series sessions, support groups and social groups. Our annual client survey results showed that 95% of the clients surveyed were satisfied with our services.

Laura-Lynn Bourassa was promoted to the new position of Manager of Education and Support Programs in July 2016, providing outstanding leadership for a high-performing team of staff and volunteers, and creating a more integrated approach to the delivery of quality, client-centred education and support programs and services. The Client Advisory Committee continued to provide input and feedback to our Education and Support Program staff to ensure that the Society's client programs and services respect needs, values and preferences of persons living with dementia, and their care partners.

Education Services

The Education Team experienced yet another year of significant growth in activity, delivering a full range of education programs to various stakeholder groups. More persons living with dementia accessed our services, and we delivered more **First Link® Learning Series** sessions to persons with dementia and care partners than originally planned due to increased demand. For the first time in our history, we maintained a wait list for education programs.

Education Services staff continued to work in collaboration with community partners to provide education and training to staff, volunteers and students in long-term care homes, retirement homes, hospitals and community agencies, and as part of formal Personal Support Worker training programs in the region. The Society also participated in the provision of educational opportunities to local family medicine residents once again as part of the Family Medicine Residency Program Geriatric Rotation.

Again in 2016-2017, the Society partnered with the North Simcoe Muskoka (NSM) Hospice Palliative Care Network to host **Palliative Care for the Dementia Journey** sessions for both formal and informal care partners, and with local hospices to offer **Ambiguous Loss and Grief in Dementia** workshops for family care partners. These collaborative initiatives have been very successful and will be offered again in 2017-2018.

The Alzheimer Society of Simcoe County played a leadership role in the planning and presentation of the annual **Dementia Conference** in October 2016, hosted by the NSM Dementia Network. The theme of the sold-out conference was *Consent and Capacity in Dementia Care* with keynote speakers Judith Wahl from the Advocacy Centre for the Elderly, and Dr. Kevin Young, a geriatrician based in Orillia and Lead Physician for the NSM Specialized Geriatric Services Program. Ms. Wahl also presented to a group of persons

living with dementia and family care partners the evening before the conference on consent and capacity issues in dementia care.

The **Music and Memory iPod Program** continued to thrive, contributing to the increasing number of persons with dementia accessing our services. The Society is planning to transition this important program to the *Alzheimer Society Music Project* operated by the Alzheimer Society of Toronto in 2017. This change will provide a more standardized approach to the delivery of the program, and make more efficient and effective use of our limited human resources at the local level.

Public education continued to be a priority for the Alzheimer Society of Simcoe County in 2016-2017. In keeping with the Society's strategic directions for 2015-2019, many of our public offerings focused on the promotion of brain health.

The Society had an overwhelming response to its 4-week Brain Health series, **Heads Up for Healthier Brains**. This public education program provided information and practical strategies for maintaining a healthy brain and reducing the risk of developing dementia.

The Society continued to promote brain health using **digital marketing**, particularly during the summer of 2016. Messages about maintaining a healthy brain were communicated via the Society's website, as well as through our e-newsletter and social media platforms.

Our **Speakers Bureau** continued to be a vital component of our public education program. Several active volunteers made presentations to community groups and attended health fairs on behalf of the Alzheimer Society on a regular basis.

The 2017 national **Alzheimer Awareness Month Campaign** was a major focus of the Society's public awareness activities in 2016-2017. The theme was *It's not just their disease. It's ours too*. The campaign enabled us to focus on a local call to action to be #InItForAlz and sign up to become a Dementia Friend at www.dementiafriends.ca. Media packages were distributed to all local media outlets, resulting in good coverage across the region. We also utilized our website, e-newsletter, e-blasts and social media to share the Awareness Month messages.

With a \$10,000 grant from the Alzheimer Society of Ontario (ASO), the Society was able to leverage and enhance **Finding Your Way®** activities in Simcoe County over the past year. With this support, we were able to assist persons living with dementia to live safely in the community and to help build safe communities.

Over the past year, the Alzheimer Society of Simcoe County actively engaged in **age-friendly community planning** in the County of Simcoe and the City of Barrie. We served on the County of Simcoe's Age-Friendly Community Project Steering Committee where a presentation was made on Dementia-Friendly Communities, and we participated in the City of Barrie's community planning process by participating in two planning forums and a telephone interview with the project consultant, and responding to surveys. Strategic plans have been developed and the Society will continue to stay involved through the implementation process.

Support Services

The Support Services Team continued to provide excellent service to our clients over the past year utilizing a geographically-based service delivery model. Through existing partnerships with CHATS (Bradford) and Community Connection (Collingwood), the Family Support Coordinators met with clients in our satellite locations in addition to the Barrie and

Orillia offices, and in clients' homes. Our Support Services Team continued to provide **dementia counselling services** to clients through face-to-face visits and telephone contacts.

The Society maintained its partnership with CHATS, a personal and home support services agency based in York Region, to provide dementia counselling for Bradford Adult Day Program clients and their care partners, as well as a support group and education sessions in the South Simcoe community.

The **Support Group Program** continued to be a core component of the Society's Support Services portfolio. Nine Caregiver Support Groups were offered throughout Simcoe County in 2016-2017. These groups experienced significant growth over the past year, particularly in Barrie and Orillia. A plan is in place to evaluate the Society's Support Group Program model over the next year in order to ensure that we can continue to offer full access to peer support in the most efficient and effective way possible. The program was transitioned to a staff/volunteer team facilitation model during the previous year given the increasing challenge of recruiting and retaining skilled volunteers for this important role. Volunteer recruitment continues to pose challenges.

The **Barrie Coffee Social and Orillia Social Luncheon** continue to attract a large number of participants. The Support Services Team plans to explore ways in which to offer sustainable social programs to clients and care partners moving forward as the need has clearly been demonstrated. The annual *Summer and Christmas Socials* were held once again for members of these social groups.

The Alzheimer Society of Simcoe County continued to host three of the positions deployed to the geographically-based North Simcoe Muskoka (NSM) **Behavioural Support System (BSS) Community Mobile Support Team**. Two Social Workers and one Occupational Therapist provided service to clients throughout NSM as part of the broader regional BSS program. The Society was pleased to receive a 2% increase in base funding in 2016-2017 to support compensation costs for this team.

Leveraging Our Collective Strength to Build Community and Individual Capacity to Support People Living With Dementia

The Alzheimer Society of Simcoe County was delighted to implement **Taking Control of Our Lives** in 2016-2017, a new 8-week group education program focused on empowering and supporting people living with dementia to develop and/or strengthen and put into practice the necessary knowledge, skills and attributes to live well. The emphasis of the program is on self-management with a focus on memory strategies, finding meaning and purpose, adapting to change, communication, decision-making, building and keeping connections, emotional wellness, and staying well. The first series was facilitated in partnership with the Alzheimer Society of Muskoka.

The Alzheimer Society of Simcoe County submitted a grant proposal to the Ontario Trillium Foundation (OTF) in collaboration with the Alzheimer Society of Muskoka in December 2016, to bring the **Minds in Motion®** program to our region. We were delighted to learn in April 2017 that we received approval from OTF for a 34-month grant amounting to \$289,300 to implement Minds in Motion® in Simcoe County and Muskoka/Parry Sound beginning in 2017-2018. Minds in Motion® is a two-hour, eight week community-based program for people living with dementia, and their care partners that combines physical activity and mental stimulation. This evidence-based program reduces social isolation and promotes social

connectedness. The two Alzheimer Societies plan to begin offering the program locally in the fall of 2017 in partnership with other organizations in the community.

The Alzheimer Society of Simcoe County was actively engaged in advocacy efforts over the past year to support the development of the **Ontario Dementia Strategy**. We participated in ASO's Action Summit in September 2016 to provide input to the Alzheimer Society's priorities for the provincial strategy. As part of the Ministry of Health and Long-Term Care's consultation process, we encouraged our stakeholders to respond to an online survey, and we participated in one of 5 provincial Town Hall meetings held in Barrie in November 2016. We also provided leadership in hosting a consultation session on the Ontario Dementia Strategy at the NSM Dementia Network Fall Forum. In addition, we met with three local MPPs to champion the Alzheimer Society's priorities for the provincial strategy, and asked for their support of a fully-funded Dementia Strategy in the 2017 Ontario Budget. In collaboration with our Alzheimer Society in Ontario partners, our efforts resulted in the announcement of an Ontario Dementia Strategy in May 2017. An investment of \$101 million will be made over a three year period.

The Society's Board and Staff devoted a significant amount of time over the past year toward the development of a new **Alzheimer Societies in Ontario Federation Agreement**. We actively participated in several provincial leadership forums and served on working groups which culminated in signing on to an exciting new agreement effective April 1, 2017.

In keeping with our strategic direction of leveraging our collective strength to build community and individual capacity to support people living with dementia, the Society actively participated in the work of the NSM Local Health Integration Network (NSM LHIN), the NSM Dementia Network, and the NSM Community Support Services (CSS) Collaborative. Some highlights are as follows:

- The Chief Executive Officer continued to serve on the **NSM Seniors Health Project Team**. The Seniors Health Project Team is supporting the development of an integrated regional Seniors Health Program, with an initial focus on the planning and implementation of a Specialized Geriatric Services Program serving frail seniors and their care partners.
- The Chief Executive Officer served as a member of the **NSM Behaviour Service Implementation Steering Committee** which was established to provide advice and direction to the NSM Specialized Geriatric Services Program regarding the planning and implementation of the re-design of the NSM BSS.
- The Chief Executive Officer actively participated in the **NSM Dementia Network** as a member of the Steering Committee.
- The Chief Executive Officer continued to participate as an active member of the **NSM CSS Collaborative** on behalf of the Society, and one of our Board members served on the Collaborative Council as Co-Chair. The Collaborative consists of community support service agencies that work together and with other health care and community partners to coordinate and integrate the local health care system. The overall goal is to ensure access to the right service at the right time in the right place to support the needs of individuals with ongoing community support needs and their families in NSM.
- The Society supported the development of the **Orillia Community Geriatric Program** at the request of the NSM LHIN by serving as the host organization. One-time funding was provided in 2016-2017 to support start-up costs related to the establishment of an integrated network of care for frail seniors and their care partners. The **Seniors Care**

Clinic was opened in Orillia, and the Alzheimer Society relocated its Orillia office in July 2016 to share space in that location. This strategic move has helped to increase access to services for our clients and care partners, enhanced the opportunity for collaborative education and support programs, and realized occupancy cost savings for the Alzheimer Society of Simcoe County.

The Chief Executive Officer continued to serve on **ASO’s Planning and Budget Advisory Panel** to represent the Societies in the NSM LHIN region. This group advises ASO’s CEO on the preparation of ASO’s Annual Plan and Budget, provides input into the development of the Alzheimer Societies in Ontario Strategic Plan, and advises on the use of the Strategic Investment Fund.

The Alzheimer Society of Simcoe County continued to support leading-edge Canadian research in the field of dementia over the past year through the Alzheimer Societies in Ontario Federation Agreement. The Society was extremely pleased to forward **\$45,349.20** in local donations and bequests designated for research in 2016-2017 to the national **Alzheimer Society Research Program** and the **Tanz Centre for Research in Neurodegenerative Diseases** at the University of Toronto. The Society also supported Canadian researchers by promoting client involvement in various research studies throughout the year.

Strategic Enablers:

Resource Growth

The Alzheimer Society of Simcoe County received \$178,814 in **base funding** from the NSM LHIN in 2016-2017 in support of its education and support services.

The Society also received \$232,536 in base funding for the First Link® program. We retained \$155,024 to support the program in Simcoe County, and flowed \$77,512 to the Alzheimer Society of Muskoka for the *First Link®* program in that region.

BSS funding totaling \$179,776 was flowed to the Alzheimer Society from Waypoint Centre for Mental Health Care in 2016-2017 in support of our three BSS Community Mobile Support Team staff and mobilization expenses.

The Society received **one-time funding** from the NSM LHIN in the amount of \$58,640 for approved one-time expenditures.

\$17,291 was received from the **ASO** as part of the Alzheimer Societies in Ontario Federation Agreement.

Under the leadership of the Events Coordinator, several **fundraising events and campaigns** were undertaken in 2016-2017 to support the Society’s programs and operations. The highlights of special events fundraising were:

| Event/Campaign | Gross Revenue (\$) |
|---------------------------------|---------------------------|
| <i>Walk for Alzheimer’s</i> | 51,640 |
| <i>Alzheimer Coffee Break ®</i> | 33,226 |
| Tag Days | 17,854 |

Donations revenue increased in 2016-2017, primarily due a large bequest designated for research.

With funding support from Service Canada's **Canada Summer Jobs Program**, the Society hired a summer student in 2016 who assisted with the planning and coordination of the *Alzheimer Coffee Break*® campaign and Tag Days.

The Alzheimer Society of Simcoe County participated in **ASO's Planned Giving Shared Service** in 2016-2017 in order to develop and implement a Planned Giving program for the Society. A comprehensive marketing strategy was created and we began to operationalize various components of the plan, focusing first on sharing messages about the importance of making a Will and having Powers of Attorney in place.

Over **360 volunteers provided 2,884 hours of service** in 2016-2017. The Volunteer Resources Coordinator continued to work closely with staff to ensure the volunteer needs of the various programs and services were met as efficiently and effectively as possible. We are so grateful to our volunteer team for sharing their precious time and talents to assist us in achieving our goals.

The Society experienced minimal change to its staff team in 2016-2017. Of note was the departure of Donna Gordon, a member of our BSS Community Mobile Support Team, who retired in October 2016. We welcomed two new staff members to the BSS Team, Jessie Daniel and Emily King. The Society is so fortunate to have a **dedicated and compassionate staff team** that goes above and beyond to support the needs of our clients and care partners every day.

A Culture of Continuous Quality Improvement

In keeping with our strategic directions for 2015-2019, the Alzheimer Society continued to cultivate a culture of continuous quality improvement.

We continued to implement a **Risk Management Strategy** for the Society under the leadership of the Risk Management Steering Committee, consisting of Board and Staff representatives. The focus of our work in 2016-2017 was the risk assessment process, followed by the identification of additional risk prevention and mitigation strategies for our key organizational risks. We established an annual risk management cycle and a risk reporting structure and process. The Risk Management Steering Committee was disbanded in March 2017 with a plan to establish a Quality, Safety and Risk Committee at the operational level in 2017-2018.

Dynamic Communication

The Alzheimer Society of Simcoe County maintained its agreement with ASO for the provision of **marketing and communications activities**. A shared communications specialist assisted with website maintenance, e-newsletters and social media throughout the year. This purchased service arrangement has helped the Society to increase the efficiency and effectiveness of our communications activities and strengthen our brand in the local community. A strong internal **Communications Team** identified our communications priorities for 2016-2017, and provided oversight to the activities. Analytics showed that we are engaging more people with our Society and its important work as a result of this enhanced systematic approach to communications.

Activity Statistics 2016-2017

| | |
|--|-----|
| Total Individuals Served by Organization (registered clients) | 689 |
|--|-----|

| | |
|---|-------|
| <u>Education Services</u> | |
| New Referrals | 138 |
| Individuals Served (registered clients) | 351 |
| Visits (registered clients) | 382 |
| Service Recipient Interactions (non-registered clients) | 6 |
| Group Sessions | 229 |
| Group Participants | 4,128 |

| | |
|---|-------|
| <u>Support Services</u> | |
| New Referrals | 297 |
| Individuals Served (registered clients) | 454 |
| Visits (registered clients) | 1,299 |
| Service Recipient Interactions (non-registered clients) | 268 |
| Group Sessions | 144 |
| Group Participants | 1,554 |
| Individuals Waiting for Service | 29 |

| | |
|--|----|
| <u>CHATS Counselling Services</u> | |
| New Referrals | 4 |
| Individuals Served | 6 |
| Visits | 23 |

| | |
|--|-----|
| <u>Behavioural Support System Mobile Support Team</u> | |
| New Referrals | 149 |
| Individuals Served | 178 |
| Visits | 707 |

| | |
|--|-------|
| <u>Volunteers</u> | |
| Volunteer Hours | 2,884 |
| # Volunteers at March 31 st | 364 |

Financial Report *

Condensed Statement of Financial Position, March 31, 2017, with comparative figures for 2016

| | <u>2017</u> | <u>2016</u> |
|-------------------------------------|------------------|------------------|
| Assets | | |
| Current Assets | \$491,728 | \$466,230 |
| Liabilities & Net Assets | | |
| Current Liabilities | 126,742 | 81,904 |
| Net Assets | 364,986 | 384,326 |
| | \$491,728 | \$466,230 |

Condensed Statement of Operations, March 31, 2017, with comparative figures for 2016

| | <u>2017</u> | <u>2016</u> |
|--|------------------|------------------|
| Revenues | | |
| Donations | \$105,416 | \$111,552 |
| Bequest Donations | 42,999 | - |
| Fundraising | 102,875 | 77,689 |
| Nevada | 448 | 3,317 |
| Ministry of Health & LTC/LHIN | 572,254 | 547,038 |
| Alzheimer Society of Ontario Revenue Sharing | 17,291 | 27,025 |
| Grants | 17,988 | 7,805 |
| Education Events | 1,136 | 1,020 |
| Interest | 7,037 | 7,345 |
| Other | 9,809 | 8,881 |
| Total Revenues | \$877,253 | \$791,672 |

| | | |
|--|------------------|------------------|
| Expenditures | | |
| LHIN Programs | | |
| Compensation | \$283,185 | \$278,310 |
| Contracted Out | - | 46 |
| Supplies | 4,557 | 3,082 |
| Sundry | 35,838 | 35,385 |
| Equipment | 3,311 | 2,502 |
| Buildings & Grounds | 40,200 | 43,502 |
| | \$367,091 | \$362,827 |
| General Operations | | |
| Compensation | \$183,315 | \$180,746 |
| Contracted Out | 8,100 | - |
| Supplies | 7,835 | 6,979 |
| Sundry | 36,110 | 34,360 |
| Equipment | 2,534 | 2,247 |
| Building & Grounds | 15,211 | 17,185 |
| Research Donations | 45,349 | 1,081 |
| | \$298,454 | \$242,598 |
| Behavioural Support System | | |
| Compensation | \$161,087 | \$189,486 |
| Supplies | 438 | - |
| Sundry | 19,035 | 15,692 |
| Equipment | 488 | 3,853 |
| | \$181,048 | \$209,031 |
| Orillia Community Geriatric Program | | |
| Contracted Out | \$50,000 | - |
| Sundry | - | \$404 |
| Equipment | - | 4,638 |
| | \$50,000 | \$5,042 |
| Total Expenditures | \$896,593 | \$819,498 |

| | | |
|--|-------------------|-------------------|
| Excess of expenditures over revenues for the year | \$(19,340) | \$(27,826) |
|--|-------------------|-------------------|

* This is a condensed financial report. The Statement of Financial Position and Statement of Operations have been extracted from the audited financial statements for the year ended March 31, 2017 as reported by our auditors BDO Canada LLP, Chartered Professional Accountants, Licensed Public Accountants. Complete audited financial statements are available upon request.

Alzheimer Society

SIMCOE COUNTY

VISION STATEMENT

Persons affected by Alzheimer's disease and other dementias live well and thrive in their community.

MISSION STATEMENT

In collaboration with persons affected by Alzheimer's disease and other dementias, and care partners, we will provide the highest quality support, education and advocacy.

Board of Directors 2016-2017

| | |
|-----------------------|---|
| Chair: | Ann-Marie Kungl-Baker (resigned May 2, 2017) |
| Vice Chair: | Irena Pozgaj-Jones (appointed Chair May 3, 2017) |
| Immediate Past Chair: | Valerie Armstrong (resigned April 30, 2017) |
| Secretary: | Janice McCuaig |
| Treasurer: | Robin Hillman (resigned March 2, 2017) |
| Directors: | Melissa Faulkner Deena-Kay Froese Tara Maxwell Peta Taylor (resigned September 26, 2016) |

Staff 2016 - 2017

| | |
|--|---|
| Chief Executive Officer: | Debbie Islam |
| Manager of Education & Support Programs: | Laura-Lynn Bourassa |
| Education Coordinators: | Dana Bessette Michelle Menecola Erika Rice |
| Family Support Coordinators: | Heidi Haupt Melissa Martinson Michelle Menecola Susan Nagy |
| Fund Development Coordinator: | Alisa Sears |
| Events Coordinator: | Josie Figliuzzi |
| Special Events Assistant: | Charlotte Kurs (summer student) |
| Volunteer Resources Coordinator: | Marguerite Glanfield |
| Administrative Assistant: | Kristin Flood |
| Behavioural Support System Mobile Support Team: | Social Worker – Jessie Daniel (effective August 2, 2016) Social Worker - Donna Gordon (until October 28, 2016) Social Worker – Emily King (effective March 13, 2017) Social Worker – Stephanie Saunders Occupational Therapist - Jenny Keresztesi |

Contact Information

| | |
|------------------------------------|--|
| Barrie Office Location: | 20 Anne Street South, Barrie, Ontario L4N 2C6 |
| Barrie Mailing Address: | P.O. Box 1414, Barrie, ON L4M 5R4 |
| Orillia Satellite Office Location: | Seniors Care Clinic, 25 Museum Drive, Orillia (by appointment only) |
| Telephone Numbers: | (705)722-1066 or 1-800-265-5391 |
| E-Mail Address: | Simcoecounty@alzheimersociety.ca |
| Chapter Website: | www.alzheimer.ca/simcoecounty |
| Charitable Registration #: | 11921 2116 RR0001 |