

Alzheimer *Society*

SIMCOE COUNTY

ANNUAL REPORT

For the period April 1, 2014 to March 31, 2015



Help for Today. Hope for Tomorrow...®

Report of the Chair

It is my sincere pleasure to be reporting to you on the 2014-15 fiscal year past. A year of visioning and setting the stage for our focus over the next 3 years. A year of strengthening partnerships, and influencing local and provincial leaders through Friends of the Society, and passionate Dementia Champions. And a year of great growth in our governance.

It is through compassion, commitment and community planted in 1985, which has grown by the hands of so many volunteers, and staff over the years, that we stand together in 2015, with great pride, in celebration of 30 years of service to the residents of Simcoe County. I want to formally applaud you and those we remember and hold dear that are not with us today, in gratitude for your contribution of service for others.

As we move ahead together, it is important that our path forward supports the health and wellbeing of the Alzheimer Society of Simcoe County for the next 30 years. We undertook a strategic planning process with consultation and involvement of partners, Friends of the Society and staff. Today, on behalf of the Board, we are proud to share the Society's new vision: *Persons affected by Alzheimer's disease and other dementias live well and thrive in their community.* And it is 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. This is our Mission.

Our activities over the next 3 years, spanning 2015-16 to 2017-18, will align to 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 will be enabled through:

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

As we lead forward, we will be grounded in our values of: Dignity, Leadership, Partnership, Accountability, and Accessibility.

The Board placed a concerted effort on increasing their involvement in regional governance discussions with the North Simcoe Muskoka Local Health Integration Network and the Community Support Services Collaborative. Formally, we have established a seat at the Collaborative.

The Board has also evolved in our governance processes. With a focus on Board recruitment aligned to a strength-based skills matrix, we have mitigated risk related to vacancies while engaging very informed, activated members with great breadth and depth in their skills sets.

Of significance, the Board has initiated a structure and process to both develop and implement a risk management policy and strategy and engages fully in the ASiO Federation Agreement discussions, as we acknowledge, there is need for greater support from our community - here, in Simcoe County, and the community of Society chapters, to sustain and grow our programs and services to meet increasing numbers and needs of loved ones.

On behalf the Board, we are committed to the vision forward, and we see the year ahead with great momentum for our vision. We will not be asking "If not us, who? If not now, when?" It is us. It is now. We are seeing, creating, and informing opportunities ahead.

Most Respectfully Yours,

Ann-Marie Kungl-Baker

Board Chair

Alzheimer Society of Simcoe County The Year in Review Highlights of Accomplishments 2014-2015

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), and a newly established relationship with Chigamik Community Health Centre, the Manager of Support Services and Family Support Coordinators met with clients in our satellite locations in addition to the Barrie and Orillia offices. Our Support Services Team continued to provide supportive counselling services to clients through face-to-face visits and telephone contacts.

In order to ensure consistent, equitable and timely access to service for our clients while utilizing organizational resources in the most efficient and effective way possible, the Support Services Team began to research alternate service delivery models for supportive counselling with a view to developing a new model for the Alzheimer Society of Simcoe County. The team will undertake a significant planning effort in 2015-2016 in order to move forward with this transition.

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

The *Caregiver Support Group Program* continued to be a core component of the Society's Support Services portfolio. Nine Caregiver Support Groups were facilitated by trained volunteers and offered throughout Simcoe County. The program will transition to a staff/volunteer team facilitation model in 2015-2016 given the increasing challenge of recruiting and retaining volunteers for this important role.

The *First Steps Coffee Social* continued to grow and flourish in the Barrie area, experiencing a 20% increase in participation over the previous fiscal year. A new *Coffee Social* group will be established in Beeton in 2015-2016.

The Alzheimer Society 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 implementation of the Integrated Assessment Record (IAR) was completed in 2014-2015. The IAR is a provincial application that allows assessment information to move with the client from one health service provider to another. This technology will enable the Society to view client assessment information electronically in a timely fashion.

Education Services

The Education Team experienced a significant increase in activity over the past year, delivering numerous education programs to various stakeholders. Sixteen *First Link® Progressive Learning Series* were held throughout Simcoe County, reaching 112% more participants than the previous year. This comprehensive education program provides information about dementia, coping strategies, resources and support systems for persons with Alzheimer's disease and related dementias and family caregivers. The Education Coordinators updated the content and enhanced the resources associated with each series.

The Education Team also delivered the *Remember Me* children's program for the first time with positive results. The program will be offered again in 2015-2016.

The Society launched the exciting *Music and Memory iPod Program* in 2014-2015. With mounting evidence that music can be used to help connect with and engage a person living with dementia, this program is intended to provide the means and opportunity for individuals to enjoy an enhanced quality of life through a personalized musical intervention.

Education Services staff continued to provide in-service education and training to staff, volunteers and students in long-term care homes, retirement homes, and community agencies. An exciting development was the Alzheimer Society's participation in the provision of educational opportunities to local family medicine residents as part of the Family Medicine Residency Program Geriatric Rotation. Residents had the opportunity to observe one of our First Link® Learning Series sessions, a Support Group meeting or a supportive counselling session.

The annual Dementia Conference was held in November 2014 attracting approximately 160 people. The Conference is hosted by the NSM Dementia Network each year, with the Alzheimer Society participating in key leadership, planning and implementation roles. The theme of the 2014 Dementia Conference was *Dementia, Aging & Mental Illness* with keynote speaker Dr. David Conn from Baycrest in Toronto.

As part of the provincial *Finding Your Way™* project, the Alzheimer Society held a community meeting in November 2014 to consult with ethno-cultural organizations, local health and social service agencies, and law enforcement groups to discuss ways in which to partner to improve outreach to families and isolated seniors and foster communities supportive of persons living with dementia.

Public Awareness

Public education continued to be a key focus for the Alzheimer Society of Simcoe County in 2014-2015. We experienced a 27% increase in the number of public presentations and a 60% increase in the number of participants over the previous year. 44% of these sessions were delivered by volunteers as part of our Speaker's Bureau program. We also saw an 83% increase in the number of health fairs attended with a 158% increase in the number of people engaged at these events.

The 2015 national Alzheimer Awareness Month Campaign was the highlight of the Society's public awareness activities. The theme was "The 72%" focusing on the fact that 72% of Canadians with Alzheimer's disease are women. The campaign target was women over 40

years who are doubly affected by Alzheimer's disease, both because they outnumber men living with the disease and because they are often primary caregivers for family members with the disease. Media packages were distributed to all local media outlets, resulting in excellent coverage across the region.

Public Affairs

The Alzheimer Society is committed to giving a public voice to those touched by dementia and contributing to the creation of an integrated and sustainable health care system.

Considerable organizational activity was devoted to public affairs again in 2014-2015, primarily through involvement in the work of the North Simcoe Muskoka Local Health Integration Network (NSM LHIN), the NSM Dementia Network, and the NSM Community Support Services (CSS) Collaborative. Some of the highlights are as follows:

- The Chief Executive Officer served as a member of the NSM LHIN Specialized Geriatric Services Program Steering Committee which is responsible for developing and providing oversight to the implementation of a Specialized Geriatric Services Program in NSM for frail seniors.
- The Chief Executive Officer and BSS Community Mobile Support Team staff participated in a review of the BSS program as part of a broader evaluation of seniors' health programs in the NSM LHIN. The results of this review will inform health system re-design opportunities in NSM through the work of the NSM LHIN Specialized Geriatric Services Program Steering Committee.
- One of our Education Coordinators participated in a French Language Services Collaboration Day in December 2014 hosted by the NSM LHIN in partnership with Chigamik Community Health Centre. The goal of the session was to increase relationships between local health service providers and the NSM LHIN on French Language Services, to provide tools and resources to meet the needs of the local Francophone population.
- 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 began to serve on the Collaborative Council. 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.
- Society staff also participated in and assumed leadership roles with various advisory and planning groups, and local networks, including:
 - Prevention of Senior Abuse Network-Simcoe County
 - Advance Care Planning Champions
 - Orillia and North Simcoe Coffee Time Networks
 - Barrie Seniors Advisory Council
 - CMHA Hoarding Coalition

- The Society's Board and Staff participated on ASO committees, task groups, consultation activities, conferences, and regional meetings addressing the needs of the person living with dementia and their care partners, and supporting the growth and development of the Alzheimer Society in Ontario.
- The Alzheimer Society of Simcoe County actively participated in activities advocating for provincial and national dementia strategies. We met with the MPP for York Simcoe along with our colleagues from the Alzheimer Society of York Region to share our important messages, and collected signatures on a petition calling for a provincial dementia strategy. We also submitted materials prepared by the Alzheimer Society of Canada as part of a federal budget consultation session hosted by the MP for Simcoe North.

Research

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 Society in Ontario Federation Agreement. The Society was also pleased to forward \$9,372.15 in local donations designated for research in 2014-2015 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 involvement in various research studies throughout the year.

Resource Development

The Alzheimer Society received \$178,814 in base funding from the NSM LHIN in 2014-2015 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 \$204,690 was flowed to the Alzheimer Society from Waypoint Centre for Mental Health Care in 2014-2015 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 \$16,622 for approved one-time expenditures.

\$18,000 was received from ASO as part of the Alzheimer Societies in Ontario Federation Agreement.

Several fundraising events and campaigns were undertaken in 2014-2015 to support the Society's programs and operations. The highlights of special events fundraising were:

Event/Campaign	Gross Revenue (\$)
Alzheimer Coffee Break ®	45,208
Walk for Memories ™	32,043
Tag Days	21,267
Holiday Gift Wrap Service	17,426
A Penny For Your Thoughts	240

There was a significant decrease in fundraising revenue over the previous year as only one Walk for Memories ™ event was held in 2014-2015. The Society is transitioning to the nation-wide Walk for Alzheimer's event which will be held in the spring on an annual basis. Walk for Alzheimer's events are planned for Midland and Orillia in 2015-2016, and three Walk for Alzheimer's events will be held in Simcoe County in 2016-2017.

There was an overall increase in donations revenue in 2014-2015. The Society was fortunate to receive \$11,300 in bequest income, \$6,900 of which was directed to research. Several third-party fundraising events/campaigns were held in support of the Alzheimer Society, most notably the Mariposa Charity Golf Tournament, the Barrie Police "Home Safe" 5K Run, and the Barrie Dragon Boat Races – Moore Dragon Slayers Race Team.

With funding support from Service Canada's Canada Summer Jobs Program, the Society hired two summer students in 2014, one based in the Barrie office and the other in Orillia. Both students assisted the Fund Development Coordinator with the planning and coordination of the Alzheimer Coffee Break® campaign and Tag Days.

Society volunteers provided 4,530 hours of service in 2014-2015, an increase of 6% over the previous year. There were 416 volunteers at March 31, 2015. 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.

Organizational Effectiveness

A main focus of activity over the past year was the development of a new mission, vision and strategic plan for the Alzheimer Society of Simcoe County. The Staff Team is to be commended and thanked for their tremendous commitment to this process. They worked hand-in-hand with the Board of Directors to define our strategic directions for the next three years based on input from our many stakeholders. We will be identifying the tactics required to achieve our strategic objectives and outcomes early in 2015-2016 in an effort to ensure that persons affected by Alzheimer's disease and other dementias live well and thrive in their community.

In keeping with our strategic directions for 2015-2018, the Alzheimer Society began to cultivate a culture of continuous quality improvement. We engaged in a local capacity building project with the NSM CSS Collaborative which will continue over the next year. A collaborative process is being undertaken to assist local CSS agencies to develop policies, procedures and practices to comply with common, minimum accreditation requirements. We will incorporate quality improvement goals into future annual plans based on our own gap analysis.

In addition, the Chief Executive Officer served on the Alzheimer Society of Ontario's newly established Standards and Accreditation Task Force which is providing oversight and guidance to local Societies for the adoption of quality standards and accreditation processes.

The Society also established a joint Board-Staff Risk Management Steering Committee in 2014-2015 to develop and implement a Risk Policy and Strategy. Much of the initial work will be undertaken in 2015-2016.

The Alzheimer Society of Simcoe County engaged in a Shared Communications Resource pilot project in 2014-2015 along with the Alzheimer Society of Ontario (ASO) and several other local Societies to help increase the efficiency and effectiveness of our communications activities, and strengthen our brand through greater consistency. The shared communications specialist assisted with website maintenance, e-newsletters and social media with funding provided by ASO's Strategic Investment Fund. Based on the successful outcomes of the pilot, the Alzheimer Society of Simcoe County committed to supporting this part-time resource in 2015-2016.

We undertook our annual client satisfaction survey in 2014-2015, in addition to our inaugural First Link® referral source satisfaction survey. 96% of clients surveyed were satisfied with our services, and 86% of the referral agencies surveyed were satisfied with First Link® services. No person or agency surveyed expressed dissatisfaction with our services.

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 Society in Ontario Strategic Plan, and advises on the use of the Strategic Investment Fund.

Alzheimer Society staff completed mandatory health and safety awareness training as required by the Ontario Ministry of Labour, and our Human Resource policies and procedures were updated to comply with the provincial Employment Standards Act and other relevant legislation. We also took steps last spring to ensure compliance with the new Canadian Anti-Spam Law.

The NSM Community Care Access Centre continued to provide finance, payroll and information technology support to the Alzheimer Society of Simcoe County through a Shared Services Agreement. This successful arrangement enables the organization to meet its reporting obligations to the NSM LHIN and Ministry of Health and Long-Term Care in an efficient and effective manner, and to devote its time and resources to client-related activities.

The Alzheimer Society of Simcoe County successfully appealed to the Rotary Club of Barrie for the donation and installation of new kitchen cabinets in the shared Community Room at 20 Anne Street South in Barrie. The face-lift given to the space provides a much more appealing, safe and comfortable environment for staff, volunteers, clients and other visitors to the building.

Activity Statistics 2014-2015

Total Individuals Served by Organization (registered clients)	634
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<u>Education Services</u>	
Individuals Served (registered clients)	198
Visits (registered clients)	98
Service Recipient Interactions (non-registered clients)	7
Group Sessions	175
Group Participants	3,333

<u>Support Services</u>	
New Referrals	263
Individuals Served (registered clients)	491
Visits (registered clients)	1,535
Service Recipient Interactions (non-registered clients)	417
Group Sessions	122
Group Participants	1,116
Individuals Waiting for Service	66

<u>CHATS Counselling Services</u>	
New Referrals	6
Individuals Served	10
Visits	28

<u>Behavioural Support System Mobile Support Team</u>	
New Referrals	193
Individuals Served	194
Visits	655

<u>Volunteers</u>	
Volunteer Hours	4,530
# Volunteers at March 31 st	416

Financial Report *

Condensed Statement of Financial Position, March 31, 2015, with comparative figures for 2014

	<u>2015</u>	<u>2014</u>
Assets		
Current Assets	\$500,155	\$543,497
Liabilities & Net Assets		
Current Liabilities	88,003	80,457
Net Assets	412,152	463,040
	\$500,155	\$543,497

Condensed Statement of Operations, March 31, 2015, with comparative figures for 2014

	<u>2015</u>	<u>2014</u>
Revenues		
Donations	\$104,675	\$95,341
Bequest Donations	11,300	67,765
Fundraising	116,264	130,466
Nevada	3,317	3,200
Ministry of Health & LTC/LHIN	555,150	551,628
Alzheimer Society of Ontario Revenue Sharing	18,000	17,750
Grants	8,805	15,985
Education Events	2,105	8
Memberships	-	200
Interest	6,643	6,133
Other	18,055	14,754
Total Revenues	\$844,314	\$903,230

Expenditures		
LHIN Programs		
Compensation	\$296,895	\$285,584
Contracted Out	1,367	5,570
Supplies	8,680	3,947
Sundry	38,421	37,606
Equipment	4,310	10,419
Buildings & Grounds	42,774	44,954
	\$392,447	\$388,080
General Operations		
Compensation	\$214,335	\$216,141
Contracted Out	-	309
Supplies	11,292	12,898
Sundry	47,324	61,277
Equipment	3,753	15,692
Building & Grounds	16,013	16,716
	\$292,717	\$323,033
Behavioural Support System		
Compensation	\$193,768	\$190,306
Supplies	-	151
Sundry	15,946	17,458
Equipment	324	357
	\$210,038	\$208,272
Total Expenditures	\$895,202	\$919,385

Excess of expenditures over revenues for the year	\$(50,888)	\$(16,155)
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* 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, 2015 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

MISSION STATEMENT

The mission of the Alzheimer Society of Simcoe County is to improve the quality of life of persons who are directly affected by Alzheimer's disease or related dementias.

Board of Directors 2014-2015

Chair:	Anne-Marie Kungl-Baker
Vice Chair:	Nikki Holmes (until October 2014)
Immediate Past Chair:	Valerie Armstrong
Secretary:	Irena Pozgaj-Jones
Treasurer:	Diane Vetter
Directors:	Valerie Beasley (until October 2014) Deena-Kay Froese (effective October 2014)

Staff 2014 - 2015

Chief Executive Officer:	Debbie Islam
Education Coordinators:	Laura-Lynn Bourassa Dana Bessette Erika Rice
Manager of Support Services:	Leslie Parham
Family Support Coordinators:	Heidi Haupt Melissa Martinson Susan Nagy Bobby Saini (until October 2014)
Fund Development Coordinator:	Alisa Sears
Volunteer Resources Coordinator:	Marguerite Glanfield
Administrative Assistants:	Diane Anderson Julie Jones
Behavioural Support System Mobile Support Team:	Social Worker - Stephanie Saunders (Mat Leave until November 2014) Social Worker - Melissa Martinson (Mat Leave Replacement until October 2014) Social Worker - Donna Gordon Occupational Therapist - Jenny Keresztesi

Contact Information

Barrie Office Location:	20 Anne St. S., Barrie, Ontario L4N 2C6
Barrie Mailing Address:	P.O. Box 1414, Barrie, ON L4M 5R4
Orillia Office Location:	The Orillia Common Roof, 169 Front St. S., Orillia, Ontario L3V 4S8
Orillia Mailing Address:	P.O. Box 486, Orillia, ON L3V 6K2
Telephone Numbers:	(705)722-1066 or 1-800-265-5391 (Barrie) (705) 329-0909 or 1-855-529-0909 (Orillia)
E-Mail Address:	Simcoecounty@alzheimersociety.ca
Chapter Website:	www.alzheimer.ca/simcoecounty
Charitable Registration #:	11921 2116 RR0001