

Alzheimer *Society*

SIMCOE COUNTY

ANNUAL REPORT

For the period April 1, 2015 to March 31, 2016



Help for Today. Hope for Tomorrow...®

Report of the Chair

It is my pleasure to report to the Members on the 2015-16 fiscal year where we began to implement year one of our 4-year strategic plan (2015-2019), in progress towards our vision: *Persons affected by Alzheimer's disease and other dementias live well and thrive in their community.*

We have achieved results through a concerted focus on key enablers.

Aligned to supporting a **culture of continuous quality improvement**, we have implemented our risk management policy and strategy with Board and staff engagement. We have evolved our governance process.

In the past year, we have lead and participated in **dynamic communication**, through strategic investment of staff leadership and governor time at local sector, regional and provincial planning and system design tables. ASiO governance model discussions were enhanced through our experiences with shared services, integration and co-location activities, and our success in achieving efficiencies while protecting the quality of our programs and services that continue to be delivered across all the communities we serve.

Provincially, progress continues on the development of a Federation Agreement and shared service initiative, which will support achieving desired results in our strategic plan in the years ahead.

With the introduction of *Bill 210, Patients First Act, 2016* to the legislature on June 2nd, we are aware of changes contemplated to Ontario's home and community care sector and the broader health system transformation agenda ahead of us, and we are well positioned to pursue opportunities to **sustain and grow resources** to respond to the increasing demand for our programs and services.

We will continue forward with a commitment to leading the way in brain health and reducing dementia impact in Simcoe County with partners, and we will leverage our collective strength to build community and individual capacity to support people living with dementia.

A sincere thank you to Debbie Islam, the staff and gracious volunteers for your dedication, time and passion this past year. There is much to be proud of.

Most Respectfully Yours,
Ann-Marie Kungl-Baker
Board Chair

Alzheimer Society of Simcoe County

The Year in Review

Highlights of Accomplishments

2015-2016

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), Community Connection (Collingwood), and Chigamik Community Health Centre (Midland), the Manager of Support Services and 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.

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 developed and began to implement a new service delivery model in 2015-2016. All self-referrals and *First Link®* referrals are now placed in a queue and are triaged by date received and priority level. Responsibility for intake is shared by all Family Support Coordinators through a regular weekly rotation with a response time of 2-5 days. The establishment of a drop-in program will be undertaken in 2016-2017.

The Support Services Team also engaged in training regarding single-session counselling, and started to introduce single-session intervention principles into their counselling practices to enable more focused and goal-oriented conversations with clients.

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 *Caregiver 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 2015-2016. The program was transitioned to a staff/volunteer team facilitation model given the increasing challenge of recruiting and retaining skilled volunteers for this important role.

The *First Steps Coffee Social* continued to flourish in the Barrie area, and a new group was established in Alliston to serve the South Simcoe region. The *Orillia Luncheon* also continued to operate on a routine basis. The annual *Summer Social* was held in June 2015 in collaboration with Theatre by the Bay with an outstanding response.

A *Client Advisory Committee* was established in 2015-2016, with the first meeting held in January 2016. This new group will provide input and feedback to Education and Support Program staff to ensure that the Society's programs and services respect needs, values and preferences of persons living with dementia and their care partners. We are excited about the contribution that persons with lived experience will make to help us improve our client services.

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.

Leslie Parham, Manager of Support Services, left the Society in January 2016 to become the Executive Director of the Alzheimer Society of Peterborough, Kawartha Lakes, Northumberland and Haliburton. Her departure led to an evaluation of the role with the resulting transition to the new position of Manager of Education and Support Programs which will be implemented in 2016-2017.

Education Services

The Education Team continued to experience an increase in activity over the past year, delivering numerous education programs to various stakeholder groups. More persons living with dementia are accessing our services, a trend that we expect will continue. There was an overall increase in the number of education events presented to persons with dementia and care partners.

Based on participant and facilitator feedback, the Education Team redesigned some of the *First Link® Learning Series* courses, a core component of the Society's education program for persons with dementia and care partners.

The Education Team engaged in planning with the Barrie Aging Well Clinic in 2015-2016 to develop a four week education program based on the *First Steps* series. This collaborative course will be offered early in 2016-2017. The Society also met with the Georgian Bay Family Health Team to plan for regular *First Link® Learning Series* offerings in the Collingwood area.

The Society partnered with the NSM Hospice Palliative Care Network in 2015-2016 to host *Ambiguous Loss and Grief* workshops for family care partners, and *Palliative Care for the Dementia Journey* sessions for both formal and informal care partners. These collaborative initiatives have been very successful and will be offered again in 2016-2017.

The *Music and Memory iPod Program* is thriving, contributing to the increasing number of persons with dementia accessing our services.

Education Services staff continued to provide in-service education and training to staff, volunteers and students in long-term care homes, retirement homes, hospitals and community agencies. 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.

The Alzheimer Society of Simcoe County played a leadership role in the planning and presentation of the annual *Dementia Conference* in October 2015, hosted by the NSM Dementia Network. The theme of the conference was *Mapping the Dementia Journey* with keynote speaker Dr. Elaine Weirsma from Lakehead University's Centre for Education and Research on Aging and Health.

Public Awareness

Public education continued to be a priority for the Alzheimer Society of Simcoe County in 2015-2016. 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 implemented a successful digital marketing campaign during the summer of 2015 in order to promote brain health. Messages about maintaining a healthy brain were communicated via the Society's website, a series of e-blasts and our Facebook and Twitter accounts.

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

The 2016 national Alzheimer Awareness Month Campaign was a major focus of the Society's public awareness activities. The theme was *#StillHere*, challenging Canadians to rethink their perceptions of Alzheimer's disease and other dementias, and to understand that people can live well with dementia. Media packages were distributed to all local media outlets, resulting in good coverage across the region.

The Society actively promoted the *Dementia Friends Canada* national public awareness and engagement initiative sponsored by the Government of Canada, by publicizing it through our website, e-newsletter and social media, and encouraging people to become *Dementia Friends* during education, support, and fundraising events.

Public Affairs

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 North Simcoe Muskoka 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 served as a member of the NSM LHIN Specialized Geriatric Services Program Steering Committee, followed by 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 caregivers.
- The Chief Executive Officer served as a member of the NSM Behaviour Task Force responsible for developing and implementing an integrated regional Behavioural Support Program/System as part of the NSM Specialized Geriatric Services Program.
- 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. 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 agreed to serve as the host organization for the Orillia Community Geriatric Program at the request of the NSM LHIN. One-time funding was provided for 2015-2016 to support start-up costs related to the establishment of an integrated network of care for frail seniors and their caregivers. Additional one-time funding will be provided in 2016-2017 as well.

Other important advocacy work included the following:

- One of the Society's Education Coordinators participated in the County of Simcoe's Age-Friendly Community Project as a member of the Steering Committee. The Society also engaged in the preliminary stages of the development of an Age-Friendly Community plan for the City of Barrie, and a presentation was made to the City of Barrie's Seniors Advisory Council on Dementia-Friendly Communities.
- The Alzheimer Society of Simcoe County participated in a very successful Day at Queen's Park in May 2015 to raise awareness of dementia and gain support for moving forward with the development of a provincial dementia strategy. The Chief Executive Officer and three local Dementia Champions met with four area MPPs and attended Question Period as part of this important advocacy event.
- The Chief Executive Officer served on the Ministry of Health and Long-Term Care's Healthy Brain Working Group as part of the development of the Dementia Strategy for the Province of Ontario.
- The Society's Board and Staff participated on ASO committees and task groups, and in consultation activities, conferences and regional meetings addressing the needs of people living with dementia and care partners, and supporting the growth and development of the Alzheimer Society in Ontario.

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 \$1,081 in local donations designated for research in 2015-2016 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 of Simcoe County received \$178,814 in base funding from the NSM LHIN in 2015-2016 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 2015-2016 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 \$8,037 for approved one-time expenditures.

\$27,025 was received from ASO as part of the Alzheimer Societies in Ontario Federation Agreement.

Several fundraising events and campaigns were undertaken in 2015-2016 to support the Society's programs and operations. The highlights of special events fundraising were:

Event/Campaign	Gross Revenue (\$)
<i>Alzheimer Coffee Break</i> ®	40,097
<i>Walk for Alzheimer's</i>	17,121
Tag Days	17,819

There was a significant decrease in fundraising revenue over the previous year as we transitioned to the nation-wide *Walk for Alzheimer's* event which is now held in the spring on an annual basis. *Walk for Alzheimer's* events were held in Midland in 2015-2016, and in Orillia for the first time. Three *Walk for Alzheimer's* events will be held in Simcoe County in 2016-2017. The Society did not operate a Gift Wrap service in 2015 due to a change in policy by a local Barrie shopping mall.

There was an overall increase in donations revenue in 2015-2016, primarily due to an increase in memorial donations. 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, the Barrie Waterfront Half Marathon, the Barrie Dragon Boat Races – Moore Dragon Slayers Race Team, and the Orillia Duplicate Bridge Club's *The Longest Day* event.

With funding support from Service Canada's Canada Summer Jobs Program, the Society hired two summer students in 2015, one based in the Barrie office and the other in Orillia. Both students assisted with the planning and coordination of the *Alzheimer Coffee Break* ® campaign and Tag Days.

A decision was made during the past year to engage in ASO's Planned Giving Shared Service offering in order to develop and implement a Planned Giving program for the Alzheimer Society of Simcoe County. The agreement takes effect in 2016-2017.

Over 350 volunteers provided 3,307 hours of service in 2015-2016. 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.

The Society experienced major change to its staff team in 2015-2016. Of note was the departure of two long-term employees. Diane Anderson, Administrative Assistant retired after 28 years of dedicated service to the Alzheimer Society, and Leslie Parham, Manager of Support Services, moved on to become the Executive Director of another local Alzheimer Society in Ontario. The Society had an opportunity to honor and thank these special individuals for their contributions to the growth and development of the organization during their lengthy tenures.

Organizational Efficiency and Effectiveness

In keeping with our strategic directions for 2015-2019, the Alzheimer Society continued to cultivate a culture of continuous quality improvement. Staff engaged in a local capacity building project with the NSM CSS Collaborative. Through this collaborative process, the Society was able to identify areas for improvement to address as part of our yearly operating plans. Policies, procedures and best practices were shared as part of this initiative.

The Chief Executive Officer continued to serve on the Alzheimer Society of Ontario's Quality Task Force which provided oversight and guidance to local Societies for the adoption of quality standards and accreditation processes.

A significant amount of work was undertaken in 2015-2016 to develop and implement a Risk Management Policy and Strategy for the Society. A Risk Management Steering Committee was established consisting of Board and Staff representatives. A work plan was developed; the members were oriented to risk management; a Risk Management Policy was developed and approved by the Board; risk categories/definitions were established; risk assessment criteria were developed; and, staff undertook a risk management identification process. The risk assessment process was initiated at the end of March 2015 and will be completed in 2016-2017 by both Board and Staff.

The Alzheimer Society of Simcoe County entered into an agreement with ASO for the provisioning of Communications activities required to support and sustain communications in the local community. A shared communications specialist assisted with website maintenance, e-newsletters and social media throughout the year. This purchased service agreement has helped the Society to increase the efficiency and effectiveness of our communications activities and strengthen our brand.

The NSM Community Care Access Centre continued to provide financial, 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 services.

Some significant changes were made in the Orillia office over the past year. Following a comprehensive audit of unscheduled visits to the Orillia site, a decision was made to change the hours that the office was open to the public. A commitment was made to

ensuring that the public still had reasonable access to the office to meet client needs while enabling staff to deliver services out in the community. Operational efficiency has improved with no negative impact on client satisfaction.

Following the departure of the part-time Administrative Assistant in the Orillia office, a decision was made not to fill the position. Administrative responsibilities were reassigned and volunteers were recruited to provide reception coverage and assist with routine administrative tasks.

The Alzheimer Society of Simcoe County made a strategic decision to relocate the Orillia office in 2016-2017 to co-locate with the new Seniors Care Clinic operated by Dr. Kevin Young and the Couchiching Family Health Team. The office will be moved to the Leacock Care Centre in July 2016. Client access to Alzheimer Society services will be enhanced as a result of this move, and there will be greater opportunity for collaboration with community partners.

We undertook our annual client satisfaction survey in 2015-2016. 98% of clients surveyed were satisfied with our services. No one 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.

Activity Statistics 2015-2016

Total Individuals Served by Organization (registered clients)	572
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<u>Education Services</u>	
Individuals Served (registered clients)	213
Visits (registered clients)	124
Service Recipient Interactions (non-registered clients)	10
Group Sessions	196
Group Participants	3,100

<u>Support Services</u>	
New Referrals	274
Individuals Served (registered clients)	424
Visits (registered clients)	1,344
Service Recipient Interactions (non-registered clients)	392
Group Sessions	138
Group Participants	1,252
Individuals Waiting for Service	87

<u>CHATS Counselling Services</u>	
New Referrals	6
Individuals Served	9
Visits	24

<u>Behavioural Support System Mobile Support Team</u>	
New Referrals	187
Individuals Served	213
Visits	653

<u>Volunteers</u>	
Volunteer Hours	3,307
# Volunteers at March 31 st	350

Financial Report *

Condensed Statement of Financial Position, March 31, 2016, with comparative figures for 2015

	<u>2016</u>	<u>2015</u>
Assets		
Current Assets	\$466,230	\$500,155
Liabilities & Net Assets		
Current Liabilities	81,904	88,003
Net Assets	384,326	412,152
	\$466,230	\$500,155

Condensed Statement of Operations, March 31, 2016, with comparative figures for 2015

	<u>2016</u>	<u>2015</u>
Revenues		
Donations	111,552	\$104,891
Bequest Donations	-	11,300
Fundraising	77,689	116,264
Nevada	3,317	3,317
Ministry of Health & LTC/LHIN	547,038	555,150
Alzheimer Society of Ontario Revenue Sharing	27,025	18,000
Grants	7,805	8,805
Education Events	1,020	2,105
Interest	7,345	6,643
Other	8,881	17,839
Total Revenues	\$791,672	\$844,314

Expenditures		
LHIN Programs		
Compensation	\$278,310	\$296,895
Contracted Out	46	1,367
Supplies	3,082	8,680
Sundry	35,385	36,795
Equipment	2,502	4,310
Buildings & Grounds	43,502	42,774
	\$362,827	\$390,821
General Operations		
Compensation	\$180,746	\$214,335
Supplies	6,979	11,292
Sundry	35,441	47,324
Equipment	2,247	3,753
Building & Grounds	17,185	16,013
	\$242,598	\$292,717
Behavioural Support System		
Compensation	\$189,486	\$193,768
Sundry	15,692	17,572
Equipment	3,853	324
	\$209,031	\$211,664
Orillia Community Geriatric Program		
Sundry	\$404	-
Equipment	4,638	-
	\$5,042	-
Total Expenditures	\$819,498	\$895,202

Excess of expenditures over revenues for the year	\$(27,826)	\$(50,888)
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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, 2016 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 2015-2016

Chair:	Ann-Marie Kungl-Baker
Vice Chair:	Irena Pozgaj-Jones
Immediate Past Chair:	Valerie Armstrong
Secretary:	Janice McCuaig
Treasurer:	Diane Vetter (until November 2015) Robin Hillman (effective February 2016)
Directors:	Melissa Faulkner Deena-Kay Froese Tara Maxwell (effective November 2015)

Staff 2015 - 2016

Chief Executive Officer:	Debbie Islam
Education Coordinators:	Laura-Lynn Bourassa Dana Bessette Erika Rice
Manager of Support Services:	Leslie Parham (until January 2016)
Family Support Coordinators:	Heidi Haupt Melissa Martinson Michelle Menecola Susan Nagy
Fund Development Coordinator:	Alisa Sears
Events Coordinator:	Josie Figliuzzi
Volunteer Resources Coordinator:	Marguerite Glanfield
Administrative Assistants:	Diane Anderson (until February 2016) Julie Jones (until September 2015) Kristin Flood
Behavioural Support System Mobile Support Team:	Social Worker - Stephanie 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