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## 2011/2012 Board of Directors

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**Alzheimer Society**  
PERTH COUNTY

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## 2011/2012 Staff

Executive Director	<i>Debbie Deichert</i>
Public Education Coordinator	<i>Sheri Gilhula</i>
First Link® Support Services — Listowel	<i>Nancy Martin</i>
First Link® Support Services	<i>Janice Scott</i>
First Link® Counsellor	<i>Amanda Long</i>
First Link® Educator	<i>Heidi Wagler</i>
First Link® Support Services	<i>Rose Edwards</i>
Financial Coordinator	<i>Amy Robinet</i> <i>(Barb Coffey - retired)</i>
Operations Coordinator	<i>Michelle Evans</i>
Summer Student	<i>Natalie Cantin</i>

Alzheimer Society Of Perth County  
1020 Ontario Street, Stratford, N5A 6Z3  
Satellite Office: 820 Main Street, Listowel  
(519) 271-1910 or 1-888-797-1882



## Annual Report to the Community 2011/2012

The Alzheimer Society of Perth County exists: “To advocate and promote the development of support services, education and research for those affected by Alzheimer’s disease or other dementias and their caregivers.”

*Hope for Today. Hope for Tomorrow.*  
*Forget me not*



## 2011/2012

### President and Executive Director's Message

As we reflect on the past year, we look to the *World Alzheimer Report 2011* which outlines the benefits of early diagnosis and intervention. It confirms that we are on the right track with First Link® and affirms our years of advocacy.

Early diagnosis is vital to managing the growing economic, social and personal toll of Alzheimer's Disease and other dementias. Early diagnosis of dementia helps people get care, support and medications faster to live better with dementia and make important decisions about their future medical, financial and legal needs. Education is the first step to getting a diagnosis.

The research by the Alzheimer Society of Canada shows 50% of Canadian baby boomers think memory loss is the only sign of dementia, and almost a quarter could not name any signs. This year we focused our education on knowing the risks for dementia and that it's never too late or too early to take care of your brain health which may help reduce the risk of dementia.

Within one generation, the face of dementia as we experience it today will be vastly different. We hear about the numbers, *The Rising Tide* of dementia and the media reports on statistics. Our lives are full of numbers and statistics. There are so many numbers, that often they don't seem to have any real connection to our lives. It is often challenging to put these numbers into perspective. Yet, like every other Alzheimer Society Chapter in the province, the work we do today, and the work we plan to do in the future, is dominated by statistics. Our financial support is driven by statistics; our accountability to our funders is driven by statistics, our work plans are driven by statistics, even the way we tell our community about our work is done statistically. We see more and more clients every month and yet those very same statistics tell us that we are only touching the surface of dementia in Perth County.

To our Chapter, every one of these numbers that we report represents a real person and has a personal connection to us. Our counseling staff meets with them, face-to-face. We hear about their fears and concerns, we talk with them about the challenges they are facing, we help them access community supports, and we show them ways to maintain the best possible quality of life throughout their journey with dementia.

We realize that now, more than ever, our community needs our services the most. Our accountability may be based on numbers, but our day to day responsibilities are to real people, and so we measure our success by the positive impact our services have on the people in our community. At its core, our Chapter is all about helping people with dementia and their caregivers achieve the best possible quality of life and we are very passionate about helping people with dementia remain living in the community for as long as possible.

As we prepare to recognize our 25<sup>th</sup> year of service to the community, we are hopeful that dementia will finally be recognized as a global health priority, with research dollars increased to find a cause and a cure. We look forward to working to improve dementia care in our Perth communities by providing the right programs and services, at the right time and in the right place for the people of Perth County.

*Bob Petrushewsky, President*

*Debbie Deichert, Executive Director*

## 2011/2012 Highlights

- 462 New Clients: 92 persons with dementia were provided with counselling and 370 caregivers were provided with counselling services
- 515 Individuals received our support
- 3027 counselling visits occurred
- 125 caregiver support group sessions were held
- 71 support group sessions for persons with dementia were held
- 62% of caregivers are under the age of 65 years
- 16% of persons served with dementia are under 65 years
- 3,001 individuals attended 75 training, information and education sessions
- 1,329 First Link® professional contacts and 39 case-based education contacts
- 182 Volunteers provided 1,990 hours
- Client Satisfaction Survey results: Caregiver Support—95%; and Health Promotion Education—90%

### Summarized Audited Financial Statements of Operating Fund Revenue and Expenditures

Revenue		Expenses	
SW LHIN	343,556	Salaries & Benefits	365,099
Other Funding	192,244	Supplies & Sundry	48,611
One-Time Funding	33,358	Sundry	97,007
		Buildings & Grounds	36,172
<b>Total Revenue</b>	<b>569,158</b>	Equipment	20,303
		<b>Total Expenditures</b>	<b>567,192</b>
		<b>Excess of Revenue</b>	<b>1,966</b>

This financial information is extracted from the audited financial statements of Alzheimer Society of Perth County and, not containing all the information contained therein, is therefore incomplete. The financial statements, audited by the firm Famme & Co. Professional Corporation, are available upon request.

**Vision: A world without Alzheimer disease and other dementias**

**Values: CARE: Collaboration, Accountability, Respect,**

**Empowerment & Excellence**