

# Alzheimer Society

THUNDER BAY

## Annual Report 2014-15



### A Message from the President and Executive Director

We are pleased to present the 2014-2015 Annual Report to the community for the Alzheimer Society of Thunder Bay. Your ongoing and dedicated support has allowed us to keep focused on our Strategic Directions and Mission and provide support and education for people living with dementia and their partners in care. As we continue to evolve and grow as an organization, we are ever cognizant of the growing demand for our services throughout the district of Thunder Bay. We are reminded that the "Rising Tide" is upon us and as the number of people receiving a diagnosis of dementia increases each year we must rise to the challenge of providing quality services to assist people with dementia and their families navigate this journey along with other health service providers.

This past year, we rose to the challenge and reached out to our funding partners to assist us in meeting the current demand for services. We received strong support from the North West Local Health Integration Network, the Ontario Trillium Foundation, the Thunder Bay Community Foundation along with numerous sponsors and donors. Our signature events: the Walk for Memories, the Tbaytel Alzheimer Rendezvous and Coffee Break® were both well attended and supported. We focused our efforts on volunteer recruitment to assist us to deliver new and existing programming and services for people living with dementia. Overall, albeit not without some challenges, we have had a successful fiscal year and as a result we have been able to serve an unprecedented number of people through our programs and in a variety of mediums. Looking forward to 2015-2016 we are confident in our ability to provide **Help for Today. Hope for Tomorrow...** for the over 2,700 people living with dementia, their families and their partners in care with your support.

### Celebrating 29 Years of Excellent Leadership

1986-1988	-	Alison Smith
1988-1989	-	Shirley Kostamo
1989-1991	-	Alberta Davis
1991-1993	-	Shirley Kostamo
1993-1994	-	Sharon Taylor
1994-1995	-	Lorna Sutherland
1995-1997	-	Judith Cameron
1997-1999	-	Micheal Kopot
1999-2003	-	Laraine Tapak
2003-2006	-	Margie O'Brien
2006-2009	-	Sharon Dawson
2009-2012	-	Eva Jones
2012-Present-	-	Laraine Tapak



Laraine Tapak, President



Alison Denton, Executive Director

# Our Strategic Plan

## A Vision for Alzheimer Society of Thunder Bay in 2017

Currently, there are over 2,700 people living with Alzheimer’s disease or other dementias within the district of Thunder Bay. Evidence suggests that there are 12 other people also affected for every one person living with the disease. We expect these numbers to increase by 19% by 2020.

Our vision for 2017: increase awareness of brain health and dementia in our community; continue to meet the demand for service and provide standardized, quality programming for persons living with dementia and their partners in care; deliver training and education that is evidence-based with the intent of increasing the quality of life for people living with dementia and increasing the capacity of health service providers to care. We will remain committed to continuous quality improvement and ensure our decision making focused on our clients. We will continue to be there, by the side of people affected by dementia throughout their journey, and person-centered care, collaboration and community engagement will become integral to the way we operate.

We will increase people’s knowledge and understanding about Alzheimer’s disease and other dementias. We will have informed and worked with our stakeholders to make dementia a priority in our community. Recognizing that the demand for dementia services continues to increase at a rate well beyond the capacity of the Alzheimer Society, we will have sought new partnerships, projects and practices to ensure we remain current, relevant and available.



**Leadership and Innovation:** Leading the way in dementia care and brain health

**Growth:** Quality improvement through partnership and collaboration

**Engagement:** Connecting with our community to maximize public awareness and dementia advocacy



Board of Directors		Staff	
<b>Laraine Tapak</b> <i>President</i>	<b>Dr. Trevor Bon</b>	<b>Alison Denton</b> Executive Director	<b>Laura Suddaby</b> Administrative Assistant
<b>Eva Jones</b> <i>Past President</i>	<b>Jennifer Childs</b>	<b>Pam Gerrie</b> First Link® Coordinator	<b>Sarah Pudney-Gilin</b> Public Education Coordinator
<b>Jaclyn Walter</b> <i>Vice President</i>	<b>Joy Kolic</b>	<b>Carly Smith</b> Volunteer Coordinator	<b>Danielle Covello</b> Public Education Coordinator
<b>Ted Davis</b> <i>Treasurer</i>	<b>Micheal Harris</b>	<b>Margie Uurainen</b> Social Worker	<b>Krystina Edwards</b> Project Coordinator
<b>Eija Peltokangas</b> <i>Secretary</i>	<b>Dr. Ken Jacobson</b>	<b>Kelly Brunwin-Harding</b> Social Worker	<b>Ashleigh Quarrell</b> Marketing & Communication
	<b>Lawni Labelle-Paynter</b>	<b>Jaclyn Woods</b> Marketing & Events Intern	
	<b>Rev. Lenora Rowsell</b>		

## Society Highlights

In 2003, the Alzheimer Society of Thunder Bay entered into a partnership with Pioneer Ridge Long Term Care Home to deliver a 4-week discussion and support program for families of people living with dementia to ease the transition from providing care at home to living in a long term care facility. This past year, as Making Connections continues to evolve; this program was adapted to support the needs of families requiring support through the Regional Behavioural Health Service. This is a strong example of how the Society evolves to meet client needs.

*Making Connections Celebrates 12 Years*

*Minds in Motion®:  
Exercising Body and  
Mind*

Minds in Motion® is an eight-week program that incorporates mental and physical stimulation for people living with early to mid-stage Alzheimer's disease and dementia and their care partners. There is growing evidence that mental and social stimulation develop connections between brain cells, which in turn maintain cognitive functions longer. The Minds in Motion® program helps participants improve balance, mobility, confidence and alertness while offering a venue for establishing new friendships. We hope to continue to run this successful program in 2015-16.

In 2014, we launched an arts-based program called the Living with Dementia Art Program. As part of this program, we created six arts-based program templates geared towards people with dementia. These templates have been distributed to a variety of local therapeutic recreationalists in long term care facilities and retirement homes, and our clients, as guides to facilitate these activities for their participants with dementia. The activities include therapeutic: singing, drumming, painting, music listening, gardening, and creative story telling. We continue to be a valuable resource for health service providers in the community.

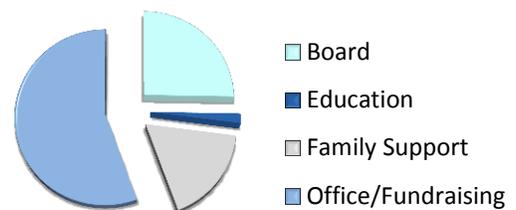
*Art Therapy: The Living  
with Dementia Art  
Program*

## *Celebrating our Volunteers*

We honour and thank all of our volunteers – their ongoing commitment is truly integral to the Alzheimer Society of Thunder Bay. This year we recognized several long-term volunteers for their exceptional service:

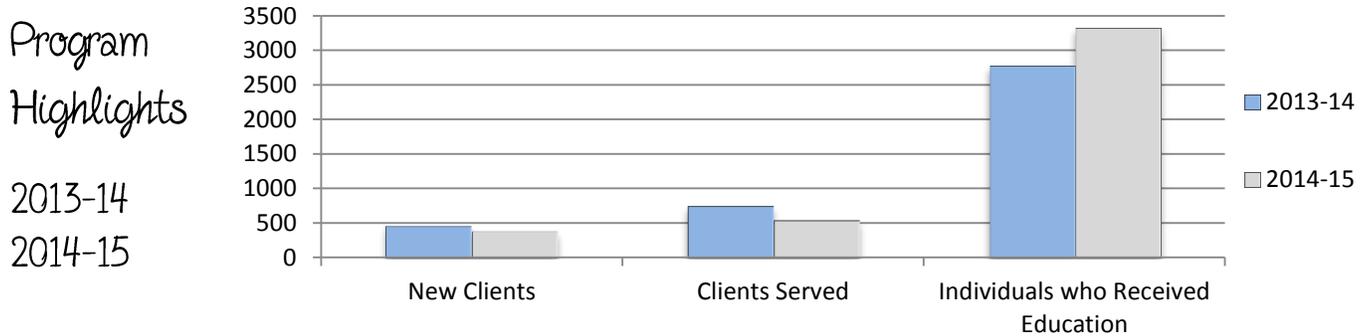
- **5 Years:** Eija Peltokangas, Joy Kolic, Jaclyn Walter, Ken Jacobson, Susan Bithrey, Rita Desroches, and Dennis Lamminmaki.
- **10 Years:** Irene Britton and Bob Stewart.
- **15 Years:** Elaine Niemi, Trevor Bon, and John Schelling

### Volunteer Hours



**Our volunteers donated 3,163 hours to the Society last year.  
The value of their time, effort and dedication exceeded \$41,000.**

# Programs and Services



## Client Support

As the number of local dementia diagnoses rise, the demand for our support services remains very high. In the fiscal year 2014-15, we provided support to 544 registered clients. We held 166 support groups attended by 1149 people and received 390 new referrals through our First Link® program. We were happy to see an increase in referral sources this year - 9 new sources. We have put a significant focus on encouraging health providers to refer their clients with dementia to the Society. Additionally, our volunteers graciously dedicated over 550 hours to family support this year. The increased number of referrals to our First Link® program has increased the pressure on the Society to offer additional support groups and Learning Series. As the demand for our services grow, so does the need for our capacity to respond.



## Education & Training

We are pleased to say our education and training capacities have greatly expanded this year. We acquired an additional Public Education Coordinator, and therefore have increased our capacity to provide education and training in Thunder Bay. We provided education to 3,317 people this year and hosted 192 public education sessions. We also provided training to 446 health service providers to provide better care for their patients with dementia, as well as trained 94 volunteers to deliver health services to people living with dementia this year. We have developed a partnership with St. Joseph's Care Group for the Behavioural Supports Ontario Project, and have focused our training and education for health providers on managing and supporting responsive behaviours associated with dementia.



## Minds in Motion®

2014-15 was the first full year that the Minds in Motion® program ran at the Society, and it has undoubtedly been a success. Minds in Motion® is a program for participants with dementia and their caregivers that aims to promote mental stimulation, connections between participants who share similar experiences, and physical activity in the home. It runs twice weekly in 8-week blocks, and takes place at a community-based center. This past year, we hosted 28 Minds in Motion® sessions total and had 50 participants with dementia and their care partners attend. We also had several returning participants. Due to the success of this program, we hope to continue to offer it next year and focus on expanding our outreach for participant recruitment.

## Public Education & Awareness

This past year we have reached an unprecedented number of people delivering education programming to a very diverse audience. We recruited an additional full time Public Education Coordinator, and therefore were able to significantly increase our capacity to deliver public education and raise awareness.

**Our Public Education Coordinators collectively provided education to 3,317 people this fiscal year and held 192 education sessions. These numbers constitute a 20% and 62% increase from last year, respectively.**

Awareness activities for the past year were well developed, coordinated, and executed. The “72%” campaign resonated well with the public. As a result, we received strong media support for this campaign and were able to expand our capacity to provide public education and challenge stigma surrounding the disease. We continued our 30 Days to Better Brain Health campaign in 2014 as well as our Brain Health Month campaign in March 2015. These campaigns were well supported and very successful in raising awareness about dementia related prevention strategies. The provincial election campaign also resonated with our provincial government as we have seen promising support for dementia. We reached many people through our Public Forum, our Walk for Memories, and other events. We continued to provide information through a variety of communications collaterals such as our newsletter The Unforgettable Review, our website, library, and through the media.

### Finding Your Way™ Community Meeting



In November, we launched our local Finding Your Way™ program, which is a multilingual community safety program. As part of the program’s launch, we hosted a community stakeholder meeting pertaining to safety for people with dementia who may wander or go

missing. Over 35 health and social service agency, law enforcement, and multicultural organization and other representatives attended this meeting. The first half of the meeting consisted of attendees receiving dementia, safety, and wandering related education. The second half of the meeting consisted of attendees providing us with their thoughts on the issue of dementia and wandering, and shared what their capacities were to contribute to the program and to help reduce wandering emergencies. The Society will use the information honed from this meeting to inform future actions, and continue to work with stakeholders to effectively address the issue of wandering and dementia in Thunder Bay.



### The 2014 Dementia Care Conference

The 2014 Dementia Care Conference welcomed over 275 participants from across Northwestern Ontario. We saw a 54% increase in attendees from last year. Needless to say, the annual Dementia Care Conference is rapidly increasing in popularity. Our keynote speaker this year, Dr. Tiffany Chow, entertainingly shared her expertise on frontotemporal dementia (FTD) to her audience.

Once again, this conference was very well received. We saw a variety of attendees at the conference, such as health care professionals, students, persons with dementia, care partners, etc.

People who attended the conference were provided will knowledge, skills, and tools surrounding FTD that will inform their respective practices pertaining to dementia. This conference continues to help us help others to improve the quality of life and quality of care for persons with dementia in the Northwest.



## Fundraising and Events

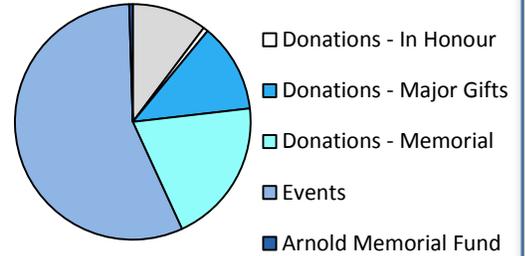
This past year we have made significant strides over the previous year. Our 3 signature events were well attended and supported, and we had an unprecedented number of third party events raising over \$20,000. Once again we were supported by Tbaytel as title sponsor for Rendezvous and Ling Lee's Blossoms and family. We also saw an increase in online giving for the Walk for Memories and we received a strong endorsement of our annual Coffee Break® Campaign.

We continue to feel the support of the numerous donors, sponsors, and volunteers who brought with them their passion and commitment to our cause. After a challenging year in 2013 we learned to do more with less, and focus on our strengths and opportunities, and we believe it paid off. Thank you to all!

## Grants and Gifts

In 2014-15, over 3,500 individuals gifted \$125,304 to the Alzheimer Society of Thunder Bay. Major Gifts represented almost \$28,000 of our revenue this past year an area that we wish to focus our attention and grow over the upcoming years. We also continue to receive donations designated to the John and Doris Arnold Memorial Fund, Since established, the fund has raised almost \$13,000 for public awareness and education activities - \$5,387 was raised this year alone. Grant revenue continues to support our activities, both existing services and new initiatives. This past year we were once again supported by our Thunder Bay Community Foundation and the Ontario Trillium Foundation along with several grants through the Alzheimer Society of Ontario supporting new programs such as Minds in Motion® and Finding Your Way™. We were also very grateful for some additional funding through the North West Local Health Integration Network for their endorsement of our services and continued support. This past year we also gained new sponsorships for our events. We are thankful for the ongoing response from the community and believe we are in a good position for future growth. Thank you to all our donors, sponsors, supporters and volunteers in providing **Help for Today. Hope for Tomorrow...**®.

**Fundraising Revenue by Type (%)**



### The Tbaytel Alzheimer Rendezvous raised over \$54,000!

Over 320 guests enjoyed a memorable evening with our guest speaker, Bill Carr - actor and comedian.



### Coffee Break 2014 raised over \$21,000!

Over 60 hosts opened their homes and businesses to friends, family and coworkers to share memories and raise funds in support of the Alzheimer Society of Thunder Bay.



### The 21<sup>st</sup> Annual Walk for Memories raised over \$50,000!

Over 200 participants helped raise funds and awareness at this fun, family-friendly event.

# Financial Report

## Summarized Balance Sheet (as at March 31<sup>st</sup>, 2015)

ASSETS	2014-15	2013-14
Cash	\$101,752	\$2,467
Short Term Deposits	\$40,746	\$50,193
HST Receivable	\$8,764	\$11,559
Interest Receivable	---	\$130
Accounts Receivable	\$18,604	\$36,975
Prepaid Expenses	\$9,828	\$7,314
<b>TOTAL ASSETS</b>	<b>\$179,694</b>	<b>\$108,508</b>
<b>LIABILITIES AND SURPLUS</b>		
Accounts Payable/ Accrued Liabilities	\$72,659	\$45,413
Government Remittance Payable	\$8,580	\$7,982
Deferred Revenue	\$4,000	\$15,074
<b>Restricted Surplus</b>	---	---
<b>Unrestricted Surplus</b>	<b>\$94,455</b>	<b>\$40,039</b>
<b>TOTAL LIABILITIES AND SURPLUS</b>	<b>\$179,694</b>	<b>\$108,508</b>

## Summarized Statement of Operations & Surplus (year ended March 31<sup>st</sup>, 2015)

REVENUE	2014-15	2013-14
LHIN Funding	\$246,806	\$246,806
Donations	\$109,966	\$95,977
Fundraising	\$152,102	\$124,843
Grants	\$78,600	\$86,474
Other Income	\$47,170	\$37,162
<b>TOTAL REVENUE</b>	<b>693,644</b>	<b>599,512</b>
<b>EXPENSES</b>		
Research	\$480	\$2,440
Fundraising	\$46,015	\$28,396
Programs and Services	\$312,393	\$312,393
General and Administrative	\$121,062	\$114,907
Public Awareness	\$23,239	\$85,857
Volunteerism	\$19,940	\$15,743
<b>TOTAL EXPENSES</b>	<b>639,228</b>	<b>660,254</b>
Excess (Deficiency of Revenue over Expenses)	54,416	(60,742)

\*Note: An audited financial statement is available upon request by contacting the Society

# A World Without Alzheimer's Achieved Together...

The Alzheimer Society of Thunder Bay Thanks the Following:

## Government Funders



## Partnerships



## Corporate Sponsors



## Media Partners



## Foundations & Service Clubs



## Major Gift Program Participants

The Gail B. A. Wallace Foundation Fund

### Dr. Alois Alzheimer Society

Dr. Trevor & Sharon Bon  
George Hrudie

### John and Doris Arnold Memorial Fund

Supported by Family & Friends of John & Doris Arnold

### Friends of the Society

Alison Denton  
In Memory of Charlotte & Ron Sablick  
Sharon & Gerry Dawson  
In Memory of John & Doris Arnold  
Val Chenier  
Laraine Tapak

### Hope for Tomorrow Society

Bob Stewart & Katherine Poulin  
In Honour of Peggy Stewart

### Forget Me Not Society

Eva and John Jones Gerald Carlson  
Mike Harris Jaclyn Walter  
Ted Davis

## Major Donors

Margaret Hartviksen Sandra Knight  
John Stewart May Lee

## Forget Me Not Monthly Giving

Flora Tabor Jennifer Childs Maria Walser  
Jane Swalwell Laura & Ryan Suddaby Lenora Rowsell  
Lawni Labelle-Paynter Carly Smith Beverly Banks  
David & Shirley Roberts Robert Green David Gilders  
Claudia Shlapski

## Major Sponsors and Supporters

Bulk Barn	Crock-N-Dial Sandwiches	Marina Park Commercial Centre	The Blue Door Bistro
Bluefin Bay Resort	Fresh Air Experience	Mario's Bowl	Thunder Bay Veterinary Hospital
Boston Pizza	Grand Portage Lodge and Casino	Maverick Entertainment	Tom Jones Corporation
Centre for Education and Research on Aging and Health	Helium Highs	Nancy and Ken Jacobson	United Way of Thunder Bay
Clara Industrial Services Inc.	Hydro One Employees	Ontario Power Generation	United Way of Greater Toronto
	International House of Tea	Rollason Flowers	Victoria Inn
	Intercity Shopping Centre	Lakehead University	
		Shoppers Drug Mart (Grandview Mall)	

## Third Party Events

John Coccimiglio and Sean Cuninghame Alzheimer Golf Classic	Pumpkin Mania - Belluz Farms	Silver Islet Sunrise to Sunset Bridge-A-Thon
Kolt & Kaylin Crocker Lemonade Stand	St. Patrick High School's Alice@Wonderland Play	St. Ignatius High School Tuck Shoppe
		Susan Bithrey's Garage Sale



180 Park Avenue Suite 310, Thunder Bay, ON  
Tel: 1-807-345-9556 or 1-888-887-5140  
info@alzheimerthunderbay.ca

Fax: 807-345-1518  
www.alzheimer.ca/thunderbay

Charitable Registration #11878 5054 RR0001

MEMBER OF Imagine Canada