

# Alzheimer Society

THUNDER BAY

## Annual Report 2015-16



### A Message from the President and Executive Director

We are pleased to present the 2015-2016 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 as well as provide support and education for people living with dementia and their partners in care.

As we continue moving forward, 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! 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 and their families navigate this journey along with other health service providers in our area.

This past year was a year of transition for our Thunder Bay office. We welcomed a new Executive Director, saw a number of new faces join our local office, and moved the date and location of our annual Walk For Alzheimer's. Throughout all these changes, 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 and the John Andrews Foundation along with numerous sponsors and donors. Our signature events; the Tbaytel Alzheimer Rendezvous and Coffee Break were both well attended and supported. We continued to focus our efforts on volunteer recruitment to assist us in delivering 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.

As we move forward in 2017 and beyond, we are very proud of our accomplishments from the past year and excited for the future. Our community is strong and vibrant, and together we will continue our efforts to provide help today and hope for tomorrow for the over 2,800 people living with dementia, their families and their partners in care with your support.

### Celebrating 30 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



Randy Moore, Executive Director

# Our Strategic Plan

## A Vision for Alzheimer Society of Thunder Bay in 2018

Currently, there are over 2,800 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 focuses 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>Micheal Harris</b>	<b>Randy Moore</b> Executive Director	<b>Margie Uurainen</b> Social Worker
<b>Eva Jones</b> <i>Past President</i>	<b>Dr. Ken Jacobson</b>	<b>Pam Gerrie</b> Programs & Services	<b>Kelly Brunwin-Harding</b> Social Worker
<b>Kathryn Lyzun</b> <i>Vice President</i>	<b>Cherie Kok</b>	<b>Jaclyn Woods</b> Coordinator	<b>Andrea McCall Onyefuru</b> Office Coordinator
<b>Ted Davis</b> <i>Treasurer</i>	<b>Jaclyn Ritson</b>	<b>Michelle Bizjak</b> Volunteer & Event	<b>Deanna Bessel</b> Public Education Coordinator
<b>Eija Peltokangas</b> <i>Secretary</i>	<b>Tania Pynn</b>	<b>Michelle Bizjak</b> Coordinator	<b>Leah Clement</b> Public Education Coordinator
			<b>Elizabeth Perzan</b> Dementia Friendly Project Coordinator

## Society Highlights

### *Still Alice- a Discussion and Showing*

In June 2015 the Alzheimer Society of Thunder Bay obtained a 5-year Public Performance Movie License to show the critically acclaimed film *Still Alice*. Showings of the film include education surrounding dementia as well as a discussion piece, allowing interaction with the public. This past year, there have been over 20 Discussion and Showings of the film, making an impact on the communities understanding of dementia. This is a strong example of how the Society expands awareness of dementia and promotes local programs and services.

### *The Blue Umbrella Program*

In late fall of 2015, the Alzheimer Society of Thunder Bay received a grant from the Ontario Trillium Foundation for our Blue Umbrella Program. This program is a part of our Dementia Friendly Communities initiative, aiming to provide local businesses and organizations with education about dementia and strategies to provide a higher quality service to new and existing customers living with dementia.

### *Music Project*

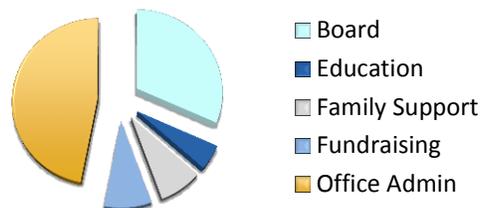
In January 2016, the Alzheimer Society of Thunder Bay introduced its Music Project program. This Program intends to provide the means and opportunity for a person living with dementia to experience the benefits of a musical intervention so that he or she may enjoy an enhanced quality of life. Music has been shown to affect a person's mood, help improve communication, and contribute to feelings of wellness and relaxation. Individuals with dementia as well as their care partner meet with our Public Education Coordinator, build a song list from our library, and borrow out an iPod for 3 month periods. We look to continue to run this successful program into the future.

## 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:** Bernice Preston, Joyce White, Michael Harris
- **15 Years:** Diane Delin.
- **25 Years:** Margaret Niemi.

### Volunteer Hours



**Our volunteers donated 2,922 hours to the Society last year.  
The value of their time, effort and dedication exceeded \$43,733.**

# Programs and Services

Program Highlights

2014-15  
2015-16



## Client Support

As the number of local dementia diagnoses rise, the demand for our support services remains very high. In the fiscal year 2015-16, we provided support to 762 registered clients. We held 166 support groups attended by 1257 people and received 351 new referrals through our First Link® program. We were happy to see an increase in referral sources this year - 8 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 230 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 provided education to 4,237 people this year and hosted 280 public education sessions. We also provided training to 1579 health service providers to provide better care for their patients with dementia, as well as trained 102 volunteers to deliver health services to people living with dementia this year. We have continued 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®

2015-16 was the second full year that the Minds in Motion® program ran by the Society, and it has 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 once a week in 8-week blocks, and takes place at a community-based center. This past year, we hosted 43 Minds in Motion® sessions total and had 308 participants with dementia and their care partners attend. We also had a high rate of 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 continued to reach an unprecedented number of people delivering education programming to a very diverse audience.

**Our Public Education Coordinators collectively provided education to 4,237 people this fiscal year and held 180 education sessions. These numbers constitute a 27% and 46% increase from last year, respectively.**

Awareness activities for the past year were well developed, coordinated, and executed. The “Still Here” 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 Brain Health Month campaign in March 2016, showing success 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 Alzheimer’s, and other events. We continued to provide information through a variety of communications collaterals such as our newsletter The Unforgettable Review, our website, our monthly e-newsletter, library, and through the media.

### Finding Your Way<sup>TM</sup> Town Hall Meeting



*Helping others is a big part of why we do what we do - and as the number of Ontarians with dementia is expected to rise from the current 200,000 to 255,000 in 4 years, we'll have to help each other out even more.*

*Finding Your Way<sup>®</sup> is a new provincial program developed by the Alzheimer*

*Society of Ontario and funded by the Government of Ontario. Aimed at educating community partners and the general public on the basics of dementia, it is also an important resource on how to keep people with dementia safe in our communities. 60% of people with dementia go missing at some point, and half of those who go missing for 24 hours end up injured or dead. We held a Finding Your Way Town hall meeting on January 21<sup>st</sup> at the Victoria Inn to discuss how we as a community can work together to make Thunder Bay safer for people living with dementia. Various community organizations and concerned citizens attended this half day event. We discussed what was working well, we identified the gaps and barriers we currently have, and we discussed how we can contribute to improving this cause.*



### The 2015 Dementia Care Conference

The 2015 Dementia Care Conference welcomed over 140 participants from across Northwestern Ontario. Our keynote speaker this year, Jayne Harvey, shared her experiences and expertise in Behavioural Care with 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 Behavioural Care 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.

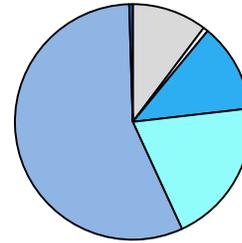


## Fundraising and Events

This past year we have made significant strides as well as structural changes with regards to our fundraising events 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 \$13,000. Once again we were supported by Tbaytel as title sponsor for Rendezvous and Ling Lee's Blossoms and family, and our Coffee Break® campaign received strong endorsement from the community. Due to a shift towards a National Walk for Alzheimer's, Thunder Bay's Walk moved from a February date to a May date, which resulted in a decrease in the fiscal revenue. However, the Society obtained online donations leading up to the May Walk and we look forward to future success.

We continue to feel the support of the numerous donors, sponsors, and volunteers who brought with them their passion and commitment to our cause. Thank you to all!

**Fundraising Revenue by Type (%)**



- Donations - General
- Donations - In Honour
- Donations - Major Gifts
- Donations - Memorial
- Events
- Arnold Memorial Fund

## Grants and Gifts

In 2015-16, over 3,500 individuals gifted over \$121,000 to the Alzheimer Society of Thunder Bay. Major Gifts represented almost \$25,000 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 over \$16,000 for public awareness and education activities - \$3,434 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...®**.



### Coffee Break 2015 raised over \$20,000!

Over 50 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 Tbaytel Alzheimer Rendezvous raised over \$24,000!

Over 220 guests enjoyed a memorable evening with our guest speaker, William Thomas – humour columnist, author, script writer.



### The 22<sup>nd</sup> Annual Walk for Alzheimer's was announced at our Warm Up to the Walk event in February!



# Financial Report

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

ASSETS	2015-16	2014-15
Cash	\$119,272	\$101,752
Short Term Deposits	\$41,175	\$40,649
HST Receivable	\$12,846	\$8,764
Interest Receivable	\$79	---
Accounts Receivable	\$68,735	\$27,465
Prepaid Expenses	\$10,831	\$9,828
<b>TOTAL ASSETS</b>	<b>\$252,938</b>	<b>\$179,694</b>
LIABILITIES AND SURPLUS		
Accounts Payable/ Accrued Liabilities	\$48,133	\$53,307
Government Remittance Payable	\$9,003	\$7,982
Alzheimer Society of Ontario-Research	\$20,135	\$19,950
Deferred Revenue	\$79,927	\$4,000
<b>Restricted Surplus</b>	---	---
<b>Unrestricted Surplus</b>	<b>\$95,739</b>	<b>\$94,445</b>
<b>TOTAL LIABILITIES AND SURPLUS</b>	<b>\$252,938</b>	<b>\$179,694</b>

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

REVENUE	2015-16	2014-15
LHIN Funding	\$296,806	\$296,806
Donations	\$102,408	\$109,966
Fundraising	\$80,465	\$152,102
Grants	\$72,164	\$71,916
Other Income	38,111	\$50,834
<b>TOTAL REVENUE</b>	<b>691,257</b>	<b>693,755</b>
EXPENSES		
Research	\$185	\$185
Fundraising	\$30,113	\$29,490
Programs and Services	\$425,700	\$312,393
General and Administrative	\$136,226	\$121,062
Public Awareness	\$53,079	\$23,239
Volunteerism	\$19,940	\$19,940
<b>TOTAL EXPENSES</b>	<b>684,696</b>	<b>639,228</b>
Excess (Deficiency of Revenue over Expenses)	1,285	54,416

\*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

John Andrews Foundation

### Patron

George Hrudie

### John and Doris Arnold Memorial Fund

Supported by Family & Friends of John & Doris Arnold  
Sharon & Gerry Dawson

### Forget Me Not Society

Gerald Carlson  
Mike Harris

### Dr. Alois Alzheimer Society

Dr. Trevor & Sharon Bon

### Help for Today

Laraine Tapak

### Hope for Tomorrow Society

Ted Davis

## Major Donors

Sandra Knight

## Forget Me Not Monthly Giving

Jane Swalwell  
David & Shirley Roberts  
Claudia Shlapski

Carly Smith  
Dr. Robert Green  
Veryl & Bob McCulloch

Maria Walser  
Beverly Banks  
Eleanor Johnson  
John Mills

## Major Sponsors and Supporters

Bulk Barn  
Bluefin Bay Resort  
Boston Pizza  
Centre for Education and Research on Aging and Health  
Clara Industrial Services Inc.

Crock-N-Dial Sandwiches  
Grand Portage Lodge and Casino  
Helium Highs  
Hydro One Employees  
International House of Tea  
Intercity Shopping Centre

Mario's Bowl  
Maverick Entertainment  
Nancy and Ken Jacobson  
Ontario Power Generation  
Rollason Flowers  
Lakehead University  
Shoppers Drug Mart (Grandview Mall)

The Blue Door Bistro  
Thunder Bay Veterinary Hospital  
Tom Jones Corporation  
United Way of Thunder Bay  
United Way of Greater Toronto  
Victoria Inn

## Third Party Events

Applauze Productions- A Christmas to Remember  
Blue Door Bistro Box Lunch

Boston Pizza Fundraiser Night  
John Coccimiglio and Sean  
Cuninghame Alzheimer Golf Classic

Pumpkin Mania - Belluz Farms  
St. Ignatius High School Tuck Shoppe  
Winmar Golf Tournament



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