

Société
Alzheimer
Society

2024-25
Annual & Donor Report



Prepared by:
Donna MacGillivray
Executive Director
Alzheimer Society of Cornwall and District



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Our Mission and Values

Mission

Improving the quality of life for those affected by Alzheimer's disease and other dementias.

Values

Collaboration: We work together—and with partners—to fulfill our mission and ensure Canadians receive personal and responsive services throughout their dementia journey.

Accountability: We measure our performance, follow a process of continuous improvement, and are wholly accountable for the responsible use of financial and human resources.

Respect: We uphold the highest standards of honesty, trustworthiness, and professional integrity. We work with deep respect for the dignity and rights of the people we serve.

Excellence: We strive to engage all stakeholders meaningfully. We listen, inform, and collaborate with people living with dementia, their families, staff, volunteers, donors, and partners.

Message from the Executive Director



DONNA MACGILLIVRAY
EXECUTIVE DIRECTOR

I entered my role as Executive Director with a personal connection to dementia, a journey I share with many of you. The mission of this Society resonates deeply with me.

Over the past year and a half, I have witnessed the unwavering dedication of our staff, volunteers, and donors. Together, we are truly bringing our mission to life. This year, we achieved significant milestones:

- **Accreditation:** We proudly received a four-year accreditation from the Canadian Centre for Accreditation.
- **New Location:** We moved into a larger, more accessible space, enabling us to expand onsite services.
- **Community Partnerships:** We continue building meaningful collaborations across the region.

The future of dementia care is evolving rapidly. I am committed to leading with a focus on both Help for Today and Hope for Tomorrow.

Message from the Board Chair



GEORGE KNEZEVIC
BOARD CHAIR

At the Alzheimer Society of Cornwall and District, we are dedicated to reducing the personal and social impact of dementia while combating stigma through supportive services and advocacy.

We offer:

- **Individual and group support**
- **Dementia education**
- **The Minds in Motion® program**
- **Public awareness activities**
- **Participation in research and advocacy**
- **Adult Day Program**

As Chair, I would like to express heartfelt thanks to the board members who are stepping away. Your contributions have made a lasting impact.

Thank you for your service.

Meet Our Team

DONNA MACGILLIVRAY

EXECUTIVE DIRECTOR

TANYA DAWSON

COMMUNITY ENGAGEMENT MANAGER

LISE FORTIN

OFFICE MANAGER

CHRIS MOKLER & LORI KESSEL

FINANCE

DAYLE WHITNEY

ADMINISTRATIVE ASSISTANT

AMANDA QUENNEVILLE

DAY PROGRAM COORDINATOR

ASHLEY LEMIEUX, ROMY KIEL, JASMINE BRISSON,

RAYANA LALOND-LEDUC

DAY PROGRAM ASSISTANTS

JOSEE DESROCHERS-LEDUC

EDUCATION COORDINATOR

JEN ROBERTSON

MINDS IN MOTION FACILITATOR

JEANNE POIRIER, CHRISTINE BRUNET, BIRGIT LUECK, TAMMY BENSON,

EMMA MORAN, JENNA MANCINI

FIRST LINK CARE NAVIGATORS & MEMORY CLINIC





Meet Our Board Members

GEORGE KNEZEVIC
BOARD CHAIR

JOSEE ROY-PILON
VICE CHAIR

DENNIS RICHER
TREASURER

JASON WAGENSVELD
BOARD MEMBER

MARSHA SYLVIA
BOARD MEMBER

MOHAMED MOHAMED
BOARD MEMBER

ANN MACDONELL
BOARD MEMBER



Help for Today



Services Overview:

- Welcomed over 1,000 new clients
- Handled 7,200+ communications and 3,625 face-to-face visits
- Delivered 3,100+ service units through our Adult Day Program
- Supported 250+ individuals through Memory Clinics
- Delivered regional education and outreach
- Promoted Project Lifesaver and safety tools
- Advocated through the Champlain Dementia Network
- Participated in Your TV Cornwall
- Ran multiple successful fundraising events



Your Gifts Made This Possible!

Client Story #1:

Our journey thru the First Link & Duo program has been a very re-assuring & informative experience.

It's never easy to accept change & all the staff at the Alzheimer Society of Cornwall and District are there for you always ready to listen .
Their constant reassurance & knowledge gives you strength to move through these difficult times,

There is strength in numbers and you will never feel alone. The tireless amount of work these people put in for our family has helped us during this time to move forward .

~Barry and Anna

Help for Today



Client Story #2:

Our journey with dementia started a few years after taking my retirement. I noticed some changes in Jean and brought it to our family doctor's attention. Two years later in 2017 Jean was diagnosed with MCI.

Jean was diagnosed with mixed dementia (Alzheimer's and vascular) in 2019 after a few years of testing with a Geriatric doctor at Montfort Hospital and a Neuropsychologist at the Civic Hospital. At that time we were introduced to the Alzheimer Society of Ottawa and Renfrew County and some of their services. I did take advantage of the coaching but never tried any other support programs or education sessions.

Last year, a friend encouraged me to join her at a group meeting in Clarence with Jeanne Poirier, First Link Care Navigator from the Cornwall and District. I was so moved by the testimonies of the participants that I was able to share my challenges and fears in a safe environment. It felt so good to talk to people that understood what I was going through. Jeanne was so kind and approachable that I made an appointment for a full evaluation to join the Alzheimer Society of Cornwall and District.

Through these monthly meetings with Jeanne, I've learned about other programs that have been life changing for me and my husband. Two such programs are First Steps/Premier and Minds in Motion/Esprit en action.

Continued on next page....

Client Story #2 continued....

First Steps/Premier is a six week education session for care partners presented by Josée Desrochers. These sessions were very helpful and provided so much information on caring and communicating with our loved ones living with dementia. She also gave a session on Gems/Pierres précieuses that helped understand the different stages of dementia in a more positive way.

Second program was Minds in Motion/Esprit en action with Jen Robertson.

This has been very good for both of us but especially my husband. We have made new friends and look forward to going every week. We liked it so much we are now participating in another 8 week session. This has showed me that the more active I keep my husband in social outings the better it is for both of us. It's never too late to try new things. Another big positive is that we have joined a dart club through the friends we have made at Minds in Motion.

My husband is eligible and on a waiting list for the adult day program. I really hope he gets to take part in this program in the near future. Myself and his doctor really feel he would benefit from the day program and it would also provide me some greatly needed respite.

In conclusion, I cannot say enough good things about the wonderful people I've met at the Alzheimer Society of Cornwall and District. Thank you all for everything you are doing to benefit our community.

*Mary Regimbald,
Rockland, ON*

Why I Give

Donor Stories

Donor Story:

When we first began volunteering with the Alzheimer Society of Cornwall and District we were touched by the warmth and compassion we saw. We witnessed firsthand the incredible support offered to people living with dementia and the relief and guidance provided to their caregivers. It opened our eyes to just how vital these programs are in our community.

That experience inspired us to take the next step. We wanted to do more than give our time. We wanted to help make sure these services would always be there for others.

That's why we decided that each of us would make a monthly donation. For us, it's a simple but meaningful way to stand alongside the Society, month after month, and ensure that this important work continues.

~Peter and Julia

Donor Story:



I support the Alzheimer Society because of the incredible work they do. I'm proud to not only be a monthly donor, but also a volunteer. I've seen firsthand how donations make a difference and how much the people they serve truly benefit.

~Denis Wairimu and Damaris Sande





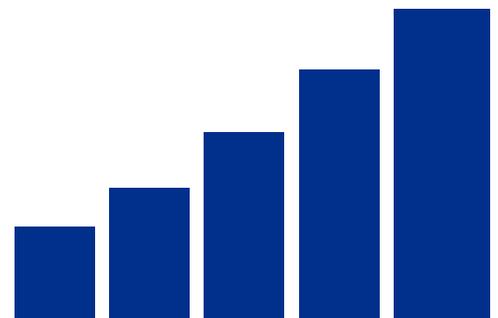
Donor Recognition

Total Donors: 1160

**Total Raised through Donations
& Bequests: \$45,862**

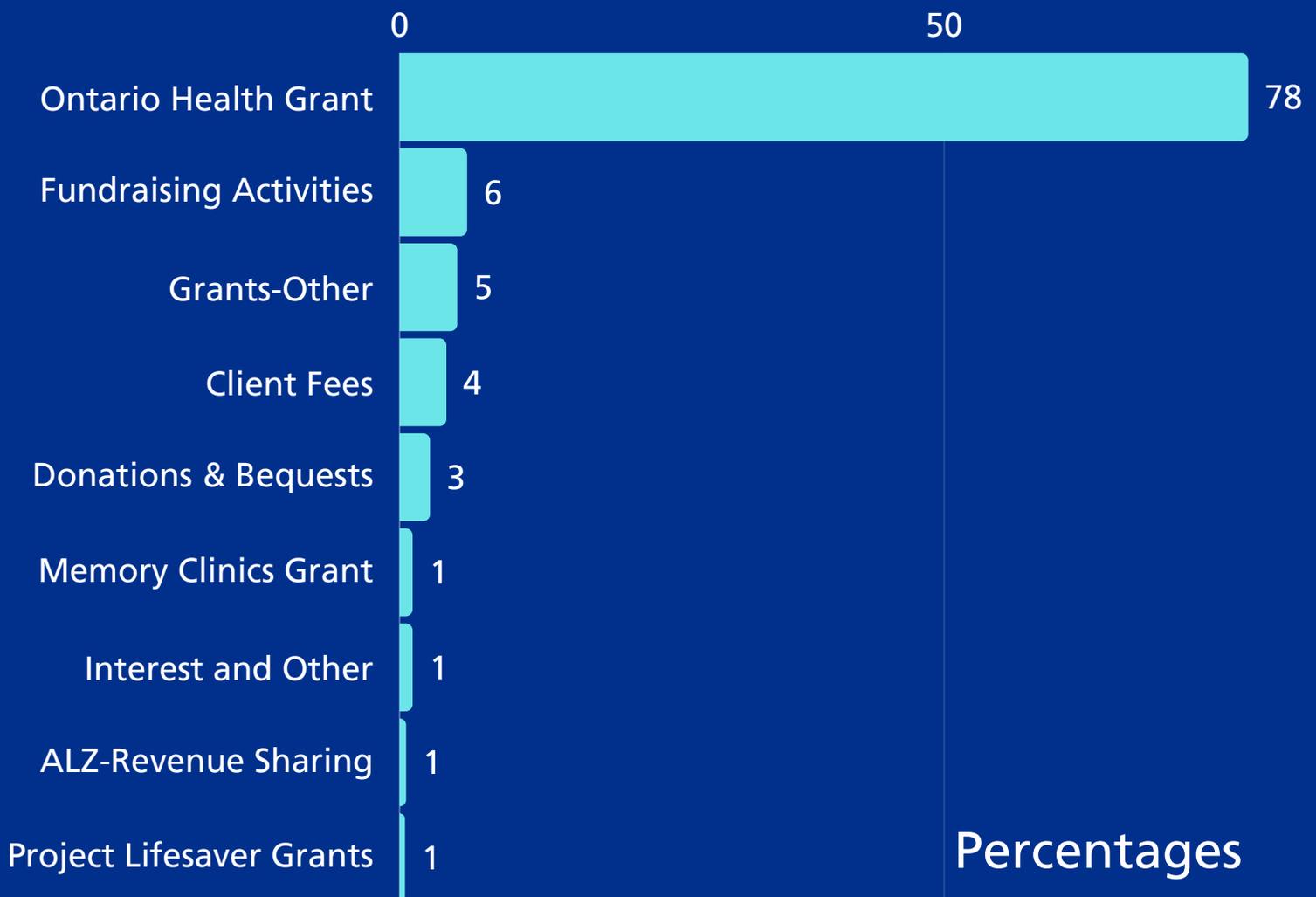
Total Fundraising Revenue: \$102,267

Thank You



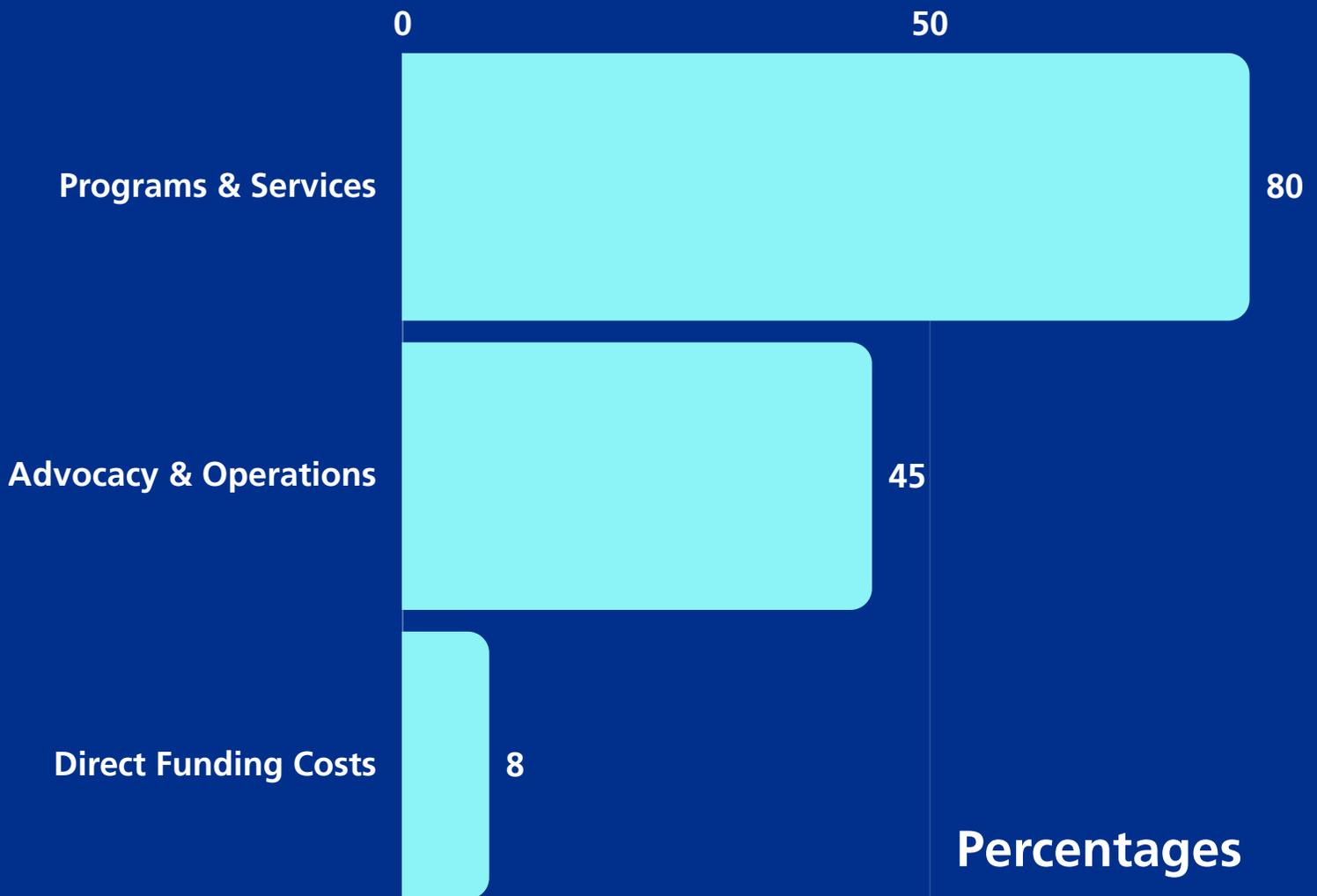
Financial Summary

Revenue Breakdown (2025)



Financial Summary

Expenses Breakdown (2025)





Looking Ahead

- Launch a Client Advisory Committee
- Expand volunteer engagement
- Grow Soup's On and surpass fundraising from The Walk 2024
- Strengthen social media and awareness campaigns
- Continue offering impactful programs
- Seek to launch one additional signature fundraising event



Hope for Tomorrow

We are active participants in Ontario Health Teams, helping shape integrated dementia care.

According to Landmark Study 2, dementia cases in Canada are projected to increase by 187% by 2050. In Ontario:

- 1.5 million new cases of Alzheimer's
- 680,000 cases of vascular dementia
- 780,000 cases of other dementias

We will continue advocating for equitable care and research investment, ensuring all individuals live with dignity and support.



Thank You

To our Board of Directors, staff, volunteers, donors, and community partners...

*Thank you
very much!*

Together, we provide Help for Today and Hope for Tomorrow.

Contact Us



613-932-4914



info@alzheimer-cornwall.ca



www.alzheimer.ca/cornwall