



Alzheimer Society
D U R H A M R E G I O N

**ANNUAL
REPORT
2014-2015**



our staff and board 2014-2015

Staff

Denyse Newton	Executive Director
Carolyn Birney	Executive Assistant/ Database-IT Manager
Linda Bredin	Program Assistant
Brenda Davie	Public Education Coordinator
Robin Jackson	Minds in Motion Coordinator
Karen Morley	Family Support Coordinator
Michelle Pepin	Director of Family Support
Jessica Scheffee	Special Events/ Communication Coordinator
Loretta Tanner	Director of Public Education
Victoria Wilson	Family Support Coordinator

Board of Directors

Deanna Hollister	President
Brian McAuley	Vice President
Heather Rivet	Secretary
Megan Hanzal	Treasurer
Jason Hall	Director
Eleanor Hastie	Director
Steve Hope	Director
Debbie Lodge	Director
Elaine Stevenson	Director
Ellen Stroud	Director, Past President



Dear Friends,

The past year has been marked with great change within ASDR. Those changes brought some of our greatest successes including two new programs for clients, iPod & Minds in Motion, and expanded service of the programs we are currently providing.

With a commitment to service excellence, the staff and Board of Directors have developed a new strategic plan that will position us for future growth. Through strategic partnerships, continued fundraising and the work of an increasing number of volunteers, we will work to meet that growing demand.

I want to thank everyone who offered support this year, whether it be through volunteer time or financial donations. You have helped make this past year one of which we can all be proud. I also want to thank Denyse Newton, our Executive Director, who has sacrificed hundreds of hours to work on upcoming projects and initiatives. Denyse leads a team of dedicated staff who work tirelessly to meet the needs of those who come to ASDR for support and education.

Lastly I would like to thank our Board of Directors. They have been deeply engaged in the work of ASDR and have dedicated hundreds of volunteer hours to ensure success for the organization. The Board of Directors is confident coming into this year that the Alzheimer Society of Durham Region is properly positioned to support its' mission, vision and values.

Respectfully submitted,

Deanna Hollister
Board Chairperson

Vision

To live in a community where people with Alzheimer's disease and related dementias are accepted and supported in their environment

Values

↓
Accountability
Collaboration
Respect
Excellence
Innovation
Empowerment
↑

Mission

To improve the quality of life of people with Alzheimer's disease or a related dementia and their care partners

our program & service highlights 2014-2015

> Public Education

- **3,334** people attended public education workshops, events, awareness displays
- Presentations or awareness events in all 8 Durham Region municipalities
- Finding Your Way initiative saw 6 brain health/dementia awareness sessions conducted in 4 ethno-cultural communities: Chinese, Portuguese, Italian and Spanish
- Successfully hosted ethno-cultural workshop attended by **40** health care providers: *Enhancing Cross Cultural Dementia Care*
- **125** people attended awareness month lecture, *Are You Dementia Savvy?* featuring geriatrician Dr. Jenny Ingram

> Family Support

- Staff team of four provided service and support to **3,642** clients
- Client centered approach delivering service via individual consultation, early stage support programs and caregiver support groups
- Continued success of our valued relationship with First Link community partners
- **1,006** community partner referrals linking families with support who may have otherwise not connected with our services

> Resource Development/ Communications

- **\$128,000** raised through agency-hosted events Walk for Memories, Coffee Break and Chocolate Lovers' Luncheon
- Walk for Memories 2015 saw a **79%** increase in online pledges with a **51%** increase in total participant pledges
- Transition to monthly e-newsletter with distribution to **750** contacts/month
- **5X** followers on Twitter and increase of interactions on Facebook and website

"Staff were wonderful. Excellent at motivating participants, patient and caring"

"Fabulous program, more communities need this"



iPod Project

Alzheimer Society of Durham Region's iPod Project provides the means and opportunity for a person living with Alzheimer's disease or a related dementia to experience the benefits of listening to personalized music. Since launching the pilot program in December, we have provided iPods loaded with personalized music to 15 families in our community and have had a very positive response. The music has helped to enhance mood for many of our users, as well as stimulate movement and strengthen connection with others.

"My husband uses his iPod 30 minutes to 1 hour each day. He is more happy and relaxed. What a wonderful thing it is!"



Minds in Motion

We were excited to launch Minds in Motion January 2015 to the residents of Durham Region. Minds in Motion incorporates physical activity and mental stimulation as a way of helping people live well with the disease, while encouraging care partners to take care of themselves as well. Minds in Motion is a two hour/week fun and family-friendly program offering opportunities to establish new friendships with others who are living the same experiences. We have been extremely pleased with the overall success of our program and the positive feedback from our participants.

Strategic Directions 2015-2017

Working Together

1 Leading the way in promoting brain health and reducing dementia impact

- promote engagement of all Durham Region residents in brain health
- promote living well with dementia

2 Leveraging our collective strength to empower people living with dementia

- high-quality community services for persons with dementia by creating strong partnerships and community connections

5 Engagement of the community in supporting persons with dementia and their care partners

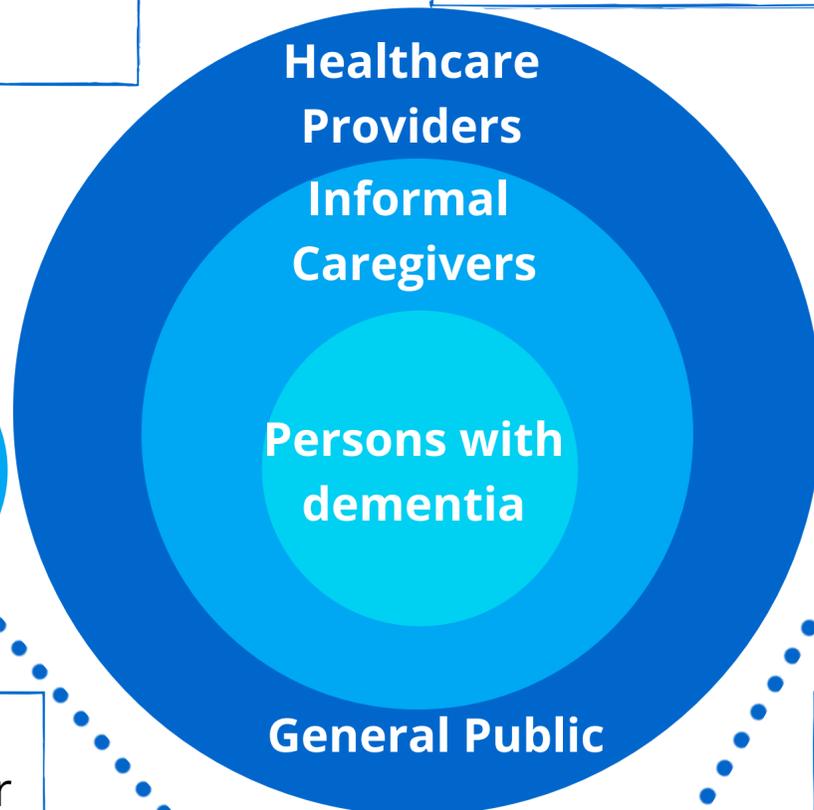
- increased capacity to serve a greater number of persons with dementia and their care partners

3 Supporting research, innovation and leadership

- build awareness of dementia research
- recognized as a leader in dementia care in Durham Region

4 Engaging Durham Region residents in dementia advocacy

- mobilize Durham Region residents to be strong advocates
- mobilize Durham Region residents to combat dementia related stigma and prejudice



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