AlzheimerSociety MUSKOKA ANNUAL REPORT 2022/2023

EMBRACING CHANGE & NAVIGATING TRANSITIONS

PERSON FID

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OUR VISION Dementia with dignity.

OUR MISSION Meaningful support that helps people live well with dementia.

A MESSAGE FROM OUR NEW EXECUTIVE DIRECTOR Paving New Paths Forward, Together

I am absolutely thrilled to be joining the dedicated and enthusiastic team of people at the Alzheimer Society of Muskoka to help drive their mission to provide meaningful support to help people live well with dementia. As I get acquainted with my new role, the staff at ASM celebrates another successful year of delivering essential programs to residents of the Muskoka and Parry Sound communities. This year of necessary growth and expansion has resulted in new program offerings and incredible impact.

Some highlights from the year include:

1. Expanding our In-Home Recreation program to reach even more residents in Muskoka and Parry Sound, helping improve the lives of those living with Alzheimer's and other dementias.

2. Our first in-person Walk for Alzheimer's since the pandemic exceeded our 2023-2024 fundraising goal and generated over \$76,000 in funds for local programming, thanks to our generous volunteers, donors, and sponsors.

3. A targeted staff initiative to significantly reduce service wait time from eleven months to just two months has resulted in more residents receiving much-needed support sooner.

"Your support means the world to us. Without you, we can't do what we do best; positively impact the lives of those affected by dementia." 4. A transition to new leadership brings a fresh perspective to the team at ASM as we give deep gratitude to the interim leadership of Pam Leeder, who will be returning to her role as First Link® Care Navigator.

This year, we plan to continue our work toward achieving our strategic goals focused on revenue development, service capacity and quality, organizational effectiveness, and improving integration with healthcare partners. We will strive to ensure that residents living with dementia across Muskoka and Parry Sound will get what they need to live well. This important work is made possible with your generosity, so THANK YOU!

Sincerely,

Bobbie Dawson Executive Director Alzheimer Society of Muskoka



A MESSAGE FROM OUR BOARD CHAIR Thanks for Your Support of our Work

The past year has been one of change, growth, reflection and joy. Once again, our staff and volunteers have worked tirelessly to support the communities of Muskoka and Parry Sound through programmes, services and counselling. We are blessed to have such generous communities who support our operation through a record-breaking Walk for Alzheimer's event, raising more than \$76,000!

Our government partners increased our funding this past year to permanently fund our In-Home Recreation programme. Thanks to a government grant, we have funded two additional staff to assist with our First Link® Navigation programme and digital marketing initiative. Overall, our support from our communities and government partners remains strong and supportive.

Our team has undergone significant change as well. Some members have left to follow other opportunities while new staff have joined, building our staff complement to 10 dedicated members. Even though we have great staff and volunteers, and our fiscal health is good, our work is not over. The need for our programmes and services continues to grow as our population moves through the stages of life. Increased referrals from Memory Clinics, healthcare professionals and families have kept our staff and volunteers busy. Our programmes and services are needed more than ever.

On behalf of the Board of Directors, I would like to thank Pam Leeder for stepping up and taking the lead as Interim Executive Director during this time of leadership transition. Pam did an amazing job, all while keeping an eye on the First Link® Navigator work.

We would also like to welcome Bobbie Dawson as our new Executive Director. Bobbie has an impressive background in managing not-for-profit organizations. She also has a wealth of experience in leading change through collaboration, cross-sector. Finally, I would like to thank our communities, staff and volunteers for your ongoing support and engagement with the Alzheimer Society of Muskoka. Together we can make a difference.

Sincerely,

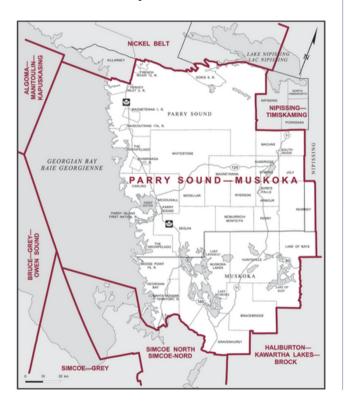
Mike Provan Board Chair Alzheimer Society of Muskoka

"On behalf of the people we serve, I'd like to extend our deepest gratitude and thanks!"

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OUR TERRITORY Uniting Communities, Extending Our Reach

The Alzheimer Society of Muskoka serves vast and diverse regions in Ontario, encompassing over 50 communities. We are dedicated to serving these beautiful places, spanning across the District of Muskoka as well as the town of Parry Sound.



These communities contribute to the unique fabric of the regions and are an integral part of the Society's mission to enhance the quality of life for individuals living with dementia.

The Alzheimer Society of Muskoka is proud to serve these communities. We are dedicated to fostering a sense of belonging and connection in every corner of our territory. Together, we are building a community that supports those on their dementia journey.



5-YEAR STRATEGY Shaping the Future of the Society

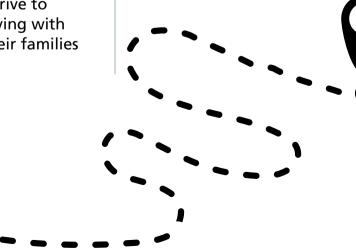
As the Alzheimer Society of Muskoka undergoes a leadership transition, the organization is steadfast in our commitment to continue and build upon the foundation laid in the previous year's strategy. Looking ahead, the Society's ambitious five-year plan revolves around four key pillars, ensuring a comprehensive approach to address the challenges posed by Alzheimer's disease and related dementias.

Firstly, <u>Revenue Development</u> stands at the forefront of the strategy. The Society recognizes the importance of sustainable funding to expand its vital services and initiatives. The organization aims to secure a stable financial future by leveraging various fundraising methods and exploring innovative partnerships with local businesses and individuals.

Secondly, <u>Service Capacity and Quality</u> are paramount. The Society acknowledges the increasing demand for support services within the Muskoka and Parry Sound communities. With a focus on enhancing existing programs and introducing new ones, we strive to improve the lives of those living with dementia, as well as help their families and caregivers. Thirdly, <u>Organizational Effectiveness</u> is a crucial aspect of the strategy. The Society aims to strengthen its internal processes, operations, and governance to maximize efficiency and better allocate resources. This will enable us to function seamlessly and respond proactively to the evolving needs of our stakeholders.

Lastly, the Society emphasizes Integration with Healthcare Partners. Recognizing the importance of collaborative efforts, the organization seeks to foster strong relationships with local healthcare providers, facilities, and professionals. This integration will ensure a holistic approach to dementia care, promoting awareness, early diagnosis, and access to essential resources.

With a clear roadmap and a dedicated team, the Alzheimer Society of Muskoka is poised to make a lasting impact in the lives of those living with dementia, driving positive change and support throughout the community for years to come.



IMPACT

COMMUNICATIONS Enhancing Effectiveness and Engagement

In the past year, the Alzheimer Society of Muskoka has made significant strides in enhancing its communications to better meet the needs of its clients, including:

Client Services Newsletter

By tailoring a monthly newsletter to our clients' unique needs and interests, we have ensured that the information provided on available resources, support groups, educational opportunities, and upcoming events is relevant.

Quarterly Program Guide

By planning ahead and providing a structured schedule, we have empowered our clients to make informed choices about the programs available each quarter throughout the year that best suit their needs and interests.

Microsoft Teams

This transition has significantly improved the flow of communication by providing a centralized platform for team collaboration, file sharing, and virtual meetings.

Volunteer Applications

Volunteers can now conveniently submit their applications online. By digitizing this process, we have eliminated manual paperwork, reduced administrative burden, and improved data management.

LinkedIn

Since joining LinkedIn, we have enhanced our visibility, expanded our professional network, and created new avenues for collaboration and partnership, ultimately furthering our mission.

Performance Management

This plan has not only increased individual accountability but has created a framework for ongoing support. Check-ins have provided a platform for staff to discuss their challenges and goals, facilitating a collaborative approach to their work.

PROFESSIONAL DEVELOPMENT Another Year of Learning and Growth

In our mission to provide exceptional care and support for individuals and families living with Alzheimer's disease and related dementias, the Alzheimer Society of Muskoka remains committed to fostering professional growth and continuous learning for all staff members.

This past year, we prioritized the importance of creating an inclusive and equitable environment by offering comprehensive training programs. As part of our commitment to fostering racial equity, all staff members participated in specialized Racial Equity training.

Furthermore, in our commitment to ensuring the well-being of our clients and community, we have also taken significant steps to enhance the safety of our services. Recognizing the potential for emergencies to arise, we ensure all our staff have comprehensive emergency first aid training. This training equips our team members with essential life-saving skills, enabling them to respond effectively and confidently to any unforeseen medical situations that may occur while providing care and support to individuals and families living with Alzheimer's disease and related dementias.

In addition, we recognized the importance of creating a safe and affirming space for the 2SLGBTQI+ (Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, + those who use additional terminologies) community. Our staff members underwent 2SLGBTQI+ training to enhance their knowledge, sensitivity, and support for individuals who identify as part of this community.

We are proud to note that these training initiatives were just a few among the many opportunities provided to our staff throughout the year.

MISCELLANEOUS UPDATES Highlights and News

Return to In-Person

We are delighted to announce that after a hiatus due to the COVID-19 pandemic, the Alzheimer Society of Muskoka has resumed most of its programs in person.

Cognitive Care Kits

We have partnered with local libraries to distribute Cognitive Care Kits to our community. Each kit includes puzzles, games, memory aids, and educational materials that are specifically chosen to enhance cognitive abilities and provide enjoyable activities.

First Link Referral Wait Times

We are excited to share that the Alzheimer Society of Muskoka has significantly reduced the wait times for First Link® referrals to ensure community members are connected to the proper supports on their journey.

I'm Still Here Vignette

In February 2023, the Alzheimer Society of Muskoka partnered with Act2StudioWorks and hosted "I'm Still Here," a research-based drama that follows the lives of four people touched by Alzheimer's disease. The play showcased the profound effects of the disease not only on the sufferers, but also on their friends and families.

MiM® Certification

Our dedicated Minds in Motion® Coordinator, Lynda Low, has completed the Seniors Fitness Instructor Certification, leading to a better and more thorough understanding of safe and effective exercise techniques specifically tailored for seniors.

FIRST LINK® PROVINCIAL SURVEY Amplifying Voices, Shaping Services

In our ongoing mission to support individuals with dementia and their caregivers, the Alzheimer Society of Muskoka acknowledges the challenges that hinder access to vital support. One such barrier is the tendency of care partners to delay seeking assistance until they reach a crisis point or become overwhelmed by the burden of caregiving.

First Link® removes this barrier by connecting individuals living with dementia and their families to vital education, resources, and support as early as possible after diagnosis. Connecting to the right supports early in the dementia journey can make a big difference.

The First Link® survey is a provincial survey designed to assess the impact of our initiatives, and we are proud to highlight that we achieved one of the top respondent rates in the province. Feedback from caregivers who have used First Link® has been overwhelmingly positive. First Link® empowers caregivers with crucial information and assistance from the moment of diagnosis throughout the progression of the disease, enabling them to make informed choices that lead to better living with dementia at every stage. We are thrilled to share that 99% of Muskoka and Parry Sound Care Partner respondents have expressed satisfaction with the services provided by the Alzheimer Society of Muskoka, underlining the dedication and commitment of our team to serving the community. Moreover, the resounding endorsement from 100% of People Living With Dementia respondents, who stated that the Alzheimer Society of Muskoka has been a reliable source of assistance during their time of need, reinforces the impact of our work.

As we move forward, the Alzheimer Society of Muskoka remains committed to breaking down barriers and forging stronger connections within the community. Together, we can create a more inclusive and supportive environment where individuals with dementia and their care partners can thrive, knowing they have a compassionate and understanding network standing by their side every step of the way.

ASM = Alzheimer Society of Muskoka CP = Care Partner PLWD = Person Living With Dementia



By the numbers In the last year...



IN-HOME RECREATION Engaging Activities at Home

The Alzheimer Society of Muskoka's In-Home Recreation program has been a resounding success in improving the lives of individuals with dementia and their families. At the beginning of the fiscal year, the program was granted pilot funding, allowing it to launch and provide muchneeded support to the community.

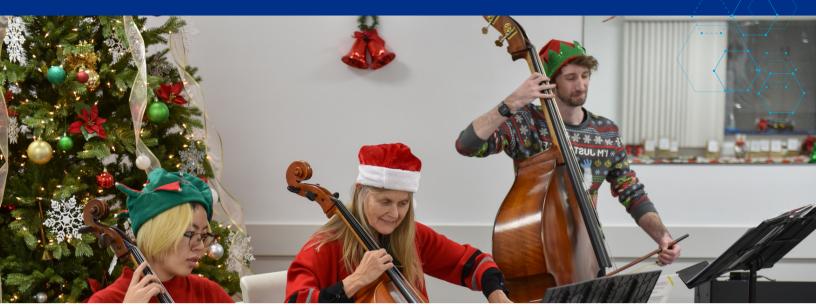
The In-Home Recreation program, designed specifically for individuals living with dementia, aims to enhance their quality of life by offering engaging activities within the comfort of their own homes. The program provides personalized recreational activities tailored to each participant's unique needs and interests. These activities not only stimulate cognition but also promote emotional well-being and social interaction.

Recognizing the program's significant impact and positive outcomes, in January 2023, the Alzheimer Society of Muskoka received the wonderful news that the In-Home Recreation program had been granted permanent base government funding. This funding enabled our organization to expand the program and hire two more full-time employees. With this newfound stability and support, the In-Home Recreation program can continue to make a lasting difference in the lives of individuals living with dementia and their families in Muskoka. By offering meaningful companionship, the program helps to alleviate feelings of isolation, foster cognitive function, and enhance overall well-being. The government's commitment to long-term funding ensures the program's sustainability and allows it to reach even more individuals in need within the community.

Thanks to the Alzheimer Society of Muskoka's In-Home Recreation program, those living with dementia in the region can look forward to continued support, a brighter future filled with meaningful experiences, and improved quality of life. If you're interested in becoming a volunteer for the In-Home Recreation program, please feel free to contact our office for more info.

Breaking Barriers, Building Connections

IMPACT



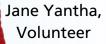
2022 HOLIDAY SOCIAL Rekindling the Holiday Spirit

The Alzheimer Society of Muskoka's 2022 Holiday Social was a memorable afternoon filled with festive cheer. After a few years of virtual gatherings, the event returned to in-person celebrations, creating a joyful atmosphere that brought people together. Attendees included clients, donors, volunteers, and community partners, all of whom played an integral role in the event's success.

Live music provided by Whispering River Orchestra added a captivating melody to the venue, touching the hearts of attendees and invoking a sense of comfort.

The 2022 Holiday Social was a celebration of unity and compassion, reminding us of the importance of supporting those affected by dementia during the holiday season and beyond. The delicious food served throughout the afternoon delighted the senses, and to add to the excitement, there were giveaways that added a touch of holiday magic to the event.

The gathering served as a heartwarming testament to the power of community and collective efforts in spreading awareness and support for those affected by Alzheimer's disease and other dementias.



WHAT WE OFFER CORE SUPPORT SERVICES FOR OUR CLIENTS



- Increased awareness and connection to community resources
- Establishment of better support networks
- Decrease in stigma surrounding dementia



- Peer connections, resources
 and learning
- Shared emotional validation and understanding
- Increased socialization
 Improved self-perceived
- Improved self-perceived quality of life



First Link Learning Series

- Increased knowledge of Alzheimer's disease and other dementias
- Information on planning for the future, managing the disease and navigation of community resources





Recreation





Alzheimer Society мизкока SUPPORT SERVICE DELIVERY 2022-2023 www.AlzheimerMuskoka.ca | (705) 645 - 5621 203 798 445 **NEW** REGISTERED VOLUNTEER **CLIENTS CLIENTS** HOURS **MINDS IN** SUPPORT SOCIAL PUBLIC RECREATION GROUPS **MOTION® EDUCATION** SESSIONS SESSIONS SESSIONS PARTICIPANTS PARTICIPANTS PARTICIPANTS PARTICIPANTS

PHILANTHROPY

WALK FOR ALZHEIMER'S Raising Funds and Spirits

The IG Wealth Management Walk for Alzheimer's (presented locally by Country 102 & Jarlette Health Services) was again held virtually on the last weekend of May 2022. Despite the challenges posed by the global pandemic, our incredible walkers shined beyond our wildest expectations. With an unwavering commitment to making a difference, our participants surpassed the ambitious fundraising goal of \$55,000, raising nearly \$62,000!

Post-event evaluations were favourable, expressing appreciation for the option to walk their own way. The success of the IG Wealth Management Walk for Alzheimer's is a testament to the dedication of the Muskoka and Parry Sound communities' commitment to the cause. The funds raised will enable the Alzheimer Society of Muskoka to maintain our programs and services that provide crucial support to individuals and families living with Alzheimer's disease and other dementias.

Thanks to our amazing walkers, donors, volunteers, and sponsors. We could not have done it without you!



Make a difference from anywhere!

With your support, we're transforming lives.



GIVINGTUESDAY 24 Hours of Generosity

GivingTuesday is the world's largest generosity movement. It was created in 2012 as a simple idea, a day that encourages people to do good: make someone smile, help a neighbour or stranger, show up for an issue you care about, or give to those in need. Since then, it has grown into a global movement, unleashing the power of people and organizations to transform their communities and the world.

Every act of generosity counts. Everybody has something to give. In 2022, on November 29, we witnessed an outpouring of support from our dedicated community as we raised over \$6,100 in a single day. These funds will go a long way in furthering our mission to improve the lives of individuals and families affected by Alzheimer's disease and other dementias.

Our donors' incredible generosity demonstrates our community's commitment to making a difference in the lives of others. With these funds, we will be able to enhance our support programs, expand educational resources, and provide vital assistance to those living with dementia.



GivingTuesday has become a crucial part of our calendar. It is a great opportunity, not only for fundraising, but for connecting with our community of donors and volunteers.



Alzheimer Society MUSKOKA

PHILANTHROPY



#LIT CAMPAIGN Light Up Muskoka Blue for Alzheimer's Awareness Month

The Light It Up Blue campaign organized in January 2023 was a remarkable initiative to raise awareness and support for Alzheimer's Awareness Month.

The campaign involved a gift of blue light bulbs, available for a donation of \$20. The goal was to illuminate Muskoka in a sea of blue, symbolizing unity and solidarity for those affected by dementia. By encouraging community members to participate and light up their homes, businesses, and public spaces with these blue bulbs, the campaign fostered a visual reminder of the need for increased awareness and funding.

Illuminating Muskoka with hope and support

Through the community's collective efforts, the campaign successfully raised over \$2,200, providing vital funds to support the Alzheimer Society's programs and services. This achievement exemplifies the incredible generosity and compassion of the Muskoka community in coming together to make a difference for those living with Alzheimer's.



MISCELLANEOUS REVENUE DEVELOPMENT Anything for Alzheimer's

Garage Sale

A donor's garage sale raised nearly \$200, providing a testament to the community's generosity and support for a worthy cause. This event exemplified the power of unity and showcased the impact that small acts of kindness can have in making a difference.

Loveable Losers Golf Tournament

On June 12, 2022, the Loveable Losers Golf tournament raised over \$1000 for ASM. Golfers of all skill levels came together to support the cause, showcasing their winning spirit while enjoying a day of heartfelt camaraderie on the greens.

McConnell Foundation

The McConnell Foundation generously donated \$3000 to ASM. This contribution will greatly enhance the society's services, enabling us to better support those touched by dementia.

60th Birthday Celebration

Initiated by Patti Hanrath to celebrate her husband Joe's 60th birthday, the Muskoka North Food Co-op played a special role in this event on April 2, 2022. Together, we raised an incredible sum of over \$3,700.

Optimized Donation Process

ASM has implemented digital tax receipts for online donations, allowing supporters to receive receipts via email. This system simplifies the donation process and enables donors to track their contributions easily. Additionally, the society has set up a Square credit card terminal, enabling secure and efficient in-person card payments. These digital advancements enhance fundraising efforts and support the society's mission in fighting dementia.

Muskoka Martial Arts

Attendees had the opportunity to learn from skilled instructors while also making a meaningful contribution to the Alzheimer Society. The event raised over \$200 through generous donations, demonstrating the community's strong commitment to our cause.

Catherine Booth & Michael Kirk

Catherine Booth and her husband, Michael Kirk, matched donations (up to \$3,000 over the year) in loving memory of Catherine's father, Walter Booth. The Alzheimer Society of Ontario also matched the donations for Social Recreation programs.





THE TEAM Caring Hearts, Unwavering Commitment



MEET THE TEAM For the 2022-2023 Fiscal Year



Pamela Leeder, First Link Care Navigator



Shawna Torkoff, Public Education Coordinator



Michael Schneider, DFC Public Education Coordinator, Oct. 2021 - Mar. 2023



Martha Coburn, Office Coordinator



Lynda Low, Minds in Motion® Coordinator



Doug McKeown, In-Home Recreation Coordinator, June 2022 - Feb. 2023



Emily Tingey, Community Engagement Coordinator



Katherine Rankin, Support Services Facilitator



Nadia Zaidi, Resource Development Coordinator, Feb. 2022 - July 2022



Amanda Stanton, Executive Director, June 2022 - Feb. 2023



Grace LeClair, Support Counsellor



Jessica Verbeek, Support Counsellor, on temporary leave



Aundrea Larocque, Support Counsellor, May 2022 - July 2022



Karen Quemby, Executive Director, July 2014 - June 2022

MEET THE BOARD OF DIRECTORS For the 2022-2023 Fiscal Year



Mike Provan, President



Rick Hallam, Vice President



Jim Larock, Treasurer



Annette Allen, Director



Dan Wyjad, Secretary

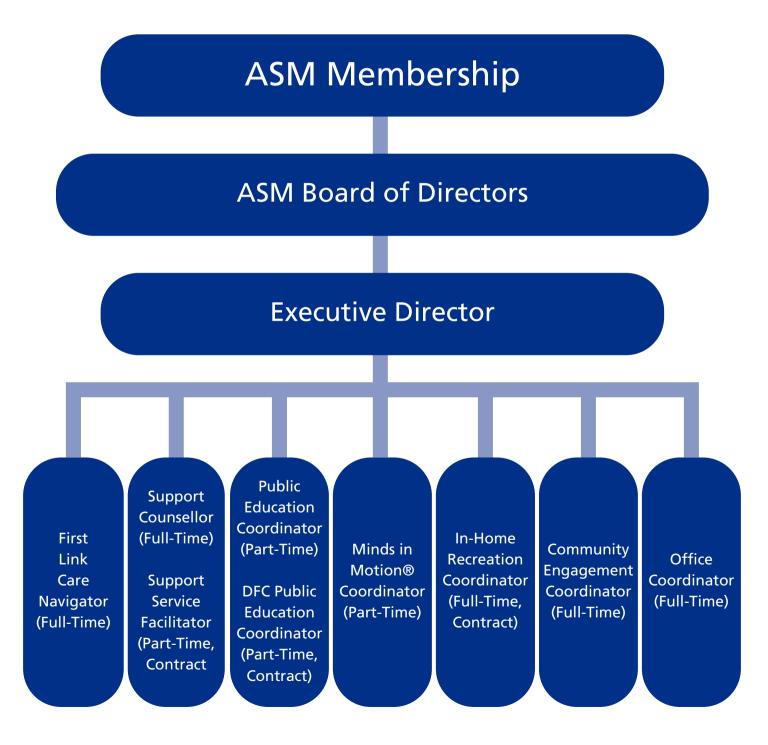


Sharon Callaghan, Director



ORGANIZATIONAL STRUCTURE Transforming Lives Together

Employees at the Alzheimer Society reported experiencing a profound sense of job satisfaction, with a majority expressing their contentment as valued members of the organization.



STAFF TRANSITIONS Journeying Together

The Alzheimer Society of Muskoka experienced a series of staff transitions over the past year.

Karen Quemby, who served as Executive Director, retired in June 2022 after many years of dedicated service. Following her retirement, Amanda Stanton took over as the new Executive Director from June 2022 until February 2023. However, a need for temporary leadership arose, which gave rise to the appointment of Pamela Leeder as Interim Executive Director starting in February 2023.

Alongside these changes in leadership, Martha Coburn's role was reclassified from Administrative Assistant to Office Coordinator, recognizing her expanded responsibilities and contributions. During this period, the Alzheimer Society of Muskoka also benefited from the expertise of Nadia Zadi, who served as the Resource Development Coordinator from February to July 2022, and Emily Tingey, who joined as the Community Engagement Coordinator in August 2022 and expanded the role to enhance volunteer support.

Additionally, Grace LeClair made a significant impact during her contract as a Support Counsellor from August 2022 to February 2023, leading to her transition to a permanent role in February 2023.

These staff transitions have brought a diverse range of skills and experience to the Alzheimer Society of Muskoka.





VOLUNTEERS The Heart of Our Organization

Volunteers at the Alzheimer Society of Muskoka play an invaluable role in supporting the organization's mission. Through various initiatives, volunteers provide aid in areas such as support groups, educational programs, and fundraising.

The 2022-2023 volunteer survey yielded remarkable results, with 100% of our volunteers feeling valued for their contributions. This outcome demonstrates the exceptional level of support and inclusivity within our organization, as well as the effectiveness of our volunteer management practices. These survey findings showcase our commitment to recognizing and appreciating our volunteers. We are thrilled that every volunteer feels valued, highlighting the significance of their efforts.

The Society is deeply grateful for its volunteers' unwavering dedication and profound impact. Our organization remains dedicated to ensuring that volunteers have a positive experience and find personal fulfillment in their selfless acts of kindness.

Volunteers are the heart and soul of the Alzheimer Society of Muskoka, and their unwavering dedication is crucial to our mission.

We are forever grateful for their invaluable contributions; they play an indispensable role in building dementia-friendly communities and bringing comfort to those on their dementia journey.

PARTNERS

COMMUNITY PARTNERS Through Partnerships, We Serve

The Alzheimer Society of Muskoka is proud to continue to be a signing member of the Muskoka and Area Ontario Health Team, supporting health system transformations that are focused on person-centered care.



We extend our deepest thanks to all of our healthcare partners in the districts of Muskoka and Parry Sound for their collaboration, expertise, and dedication to providing comprehensive care and support to individuals and families facing the challenges of dementia.

We also extend appreciation to our media partners, including Country 102, Cogeco TV, Lakeland Networks, Moose FM, Hunters Bay Radio, the Huntsville Doppler, the Huntsville Forester, the Bracebridge Examiner, the Gravenhurst Banner, the South Muskoka Doppler, the Parry Sound North Star, Muskoka 411, Muskoka Region, Muskoka Seniors Magazine, Muskoka Today, My Muskoka Now, and Metroland Media for their dedication in spreading our message. Our heartfelt thanks also go to the Chambers of Commerce and the District of Muskoka for your unwavering collaboration and efforts in creating a more inclusive and supportive community for individuals living with dementia and their care partners.

To all of our partners, your support has been vital in making a meaningful impact on the lives of those affected by dementia. Together, we are building a community that genuinely cares and understands, and we are committed to continuing our journey together to create a world where those living with dementia can thrive.





A community united is a force unstoppable. Thank you to our partners, who are the bedrock of our shared accomplishments.



FINANCIAL STATEMENTS Numbers that Speak

To review our full audited financial statements, please visit the reports section of our website.

