

Annual Report to Members 2017-2018

Once again, the Alzheimer Society of Muskoka managed another year of incredible growth in the delivery of programs and services. After completing our second year of our 5-year strategic plan, we are proud to share how our operational activities over the past year closely aligned with the strategic directions of:

1. *Revenue Development*
2. *Service Capacity and Quality*
3. *Organizational Effectiveness*
4. *Integration with Health Care Partners*

We continue to focus on increasing revenue from non-government sources, to consistently provide meaningful support to increasing number of clients while improving efficiencies and enhancing services. Here is an overview of some of our accomplishments since last year's AGM:

1. REVENUE DEVELOPMENT: We had another successful year in fundraising and fund development increasing our revenues from non-government sources. Here are some highlights:

- We received funding support from the Canada Summer Job program again last summer and were able to hire Emma Bertucci for 8 weeks at 30 hours a week.
- Last June was busy as we hosted two Walks for Alzheimer's along Hunter's Bay Trail and at Kerr Park, raising over \$22,000.
- The second Annual River Poker Run was extremely successful, raising over \$9200. Included in that revenue was a grant from the Town of Bracebridge who contributed \$1000.00 towards our event.
- We developed a 'Case for support' and through networking with community partners, we increased corporate sponsorships and now have 4 newsletter sponsors.
- Again this year, we worked with Alzheimer Society of Canada who helped support our dissemination of Christmas cards to our donors which contributed to increasing our overall general donations. Unlike many charities who reported donor fatigue, ASM had a significant increase in general donations.
- We were fortunate to receive a grant again from the Alzheimer Society of Ontario for \$5000.00 to expand the Finding Your Way education program. This grant focused on keeping persons with dementia safe in our community with a focus on OPP, retirement home staff and caregivers.
- We have begun developing a Planned giving program focussing on marketing strategies

2. SERVICE CAPACITY & QUALITY: ASM also focussed this year on ensuring meaningful support while meeting the increasing numbers of clients and acknowledging the importance of quality improvements to the delivery of services. Multiple evaluations were completed to guide our quality improvement initiatives. Here are some highlights:

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- Our volunteers hosted weekly Drop-In's in Bracebridge and in Gravenhurst and expanded a third program in Huntsville. These three weekly drop-ins, combined with our Company of Good Cheer dinners across Muskoka, had an attendance of 1056. ASM's Summer Boat Cruise and Holiday lunch were held once again for members of support groups and our social groups.
- The Alzheimer Society of Muskoka Music iPod Program and the Resource and Borrowing Library continues to be used and supported by our volunteers.
- 70 volunteers made considerable contributions to our success and invested more than 1728 hours which is an 18% increase over last year.
- A Volunteer Satisfaction Survey was implemented last June and found that 96% (or 25/26) would recommend ASM volunteer opportunities to others. 95% are also very or completely satisfied with their volunteer experience. When asked as an open ended question, no suggestions were given to improve our volunteer program and responses were extremely complementary and positive.
- Excellent service to our clients continued through supportive counselling and through the support of Lakeland Power and free use of their offices, internet and copier, we were able to double our presence in Parry Sound to two times a month. Through face to face visits and telephone contacts, ASM provided 1394 interactions with registered clients, our supportive counselling program had over 514 interactions with non-registered clients and 528 registered clients.
- Respondents to our First Link Referral Survey indicated a 100% satisfaction rate with ASM.
- At the end of May, through the use of our University Social Worker Placement student, ASM began telephone interviews from our client caregiver list to evaluate all of our programs and services. 125 caregivers were evaluated via a 20 minute phone survey which as 21 closed ended and 4 open ended questions ranging from participant demographics, program participation, evaluation and suggestions for improvement. The findings were extremely favourable and will be used to drive organization and specific program improvements. Overall the activities of ASM were rated very highly by caregivers. The vast majority rated the activities as either very helpful or somewhat helpful. Caregivers emphasized that they like the availability and ease of access to a high level of support from ASM and that ASM was "there when you need them". They commented that staff were very approachable, knowledgeable caring and helpful. They also liked the education sessions and support groups. When asked about areas that they did not like 80% stated that there was nothing that they disliked about the supports they received. 20% commented on areas that they did not like which included feedback around equality of services between towns and coverage areas. Respondents indicated that they would like more service coverage in Huntsville Gravenhurst and Parry Sound and commented on the length of time to travel to programs. (See attached addendum for additional highlights).
- Since the Company of Good Cheer program often has participants attend who are not registered caregiver clients of the ASM (26% of respondents), ASM surveyed this program separately.

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Findings were extremely positive about this program as well. Areas of particular interest included: 94.4% of respondents felt more connected to services and supports as a result of attending the dinners. 86% “very much” or “much” looked forward to coming to the dinners, 94% enjoyed the company of the other people. As a result of the dinners 80.56% always felt connected to their local community. As a result of the dinners 75% felt that they have become “very much” or “much” more confident about asking questions about services.

- Support groups continued to be a core component of the Society’s Support Services portfolio. We hosted 59 support groups for Caregivers and Persons with Dementia across Muskoka Parry Sound with 392 participants, which is a 17% increase in attendance over last year.
- Staff education continued to be a priority and our Public Education Coordinator received facilitator training in Gentle Persuasive Approaches to Care (GPA) and is now certified in Teepa Snow’s Positive Approach to Care designed to develop a more positive care and inclusive culture for persons living with dementia.
- In education, we delivered 101 education events with an attendance reaching to 1136.
- Through a successful collaborative grant application with the Alzheimer Society of Simcoe, we were awarded a 3 year (34 month) Ontario Trillium Foundation Grant of \$289,300 to bring the Minds in Motion® program to Simcoe and Muskoka which began in June 2017. Minds in Motion® is a two hour, 8 week community based program for people living with dementia and their care partners that combines physical activity and mental stimulation. This evidence based program reduces social isolation and promotes social connectedness and enhanced health partner relationships. In partnership with other organizations in Muskoka Parry Sound this program was offered in Bracebridge (twice), Huntsville, Gravenhurst, and Parry Sound. All targets were exceeded including 87 participants with extremely high satisfaction rates with the program.

3. **ORGANIZATIONAL EFFECTIVENESS:** Increasing efficiencies in operations was a goal again this past year. Below are some highlights:

- We were fortunate to have several active volunteers providing presentations to community groups, schools and caregivers and attended health fairs on behalf of the Alzheimer Society of Muskoka.
- Volunteers were used to help reach out and call clients whom we had not heard from in the past year.
- We continued to outsource finance and payroll however our back office shared service provider was changed from the North Simcoe Muskoka Local Health Integration Network (NSM LHIN) to the March of Dimes (MOD) through a shared service agreement. This arrangement enables the organization to meet its reporting obligations to the NSM LHIN and the Ministry of Health and Long Term Care (MOHLTC) in an efficient and effective manner and devote its time and resources to client-related activities.

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- Last but not least implementation and training with Nesdatrak continued and now it is available on 5 computers. Staff can access case files for clients digitally and the support counsellor can also access files remotely when off site.

4. INCREASED INTEGRATION WITH COMMUNITY AND HEALTHCARE PARTNERS: Increased integration with community and health care partners continued to be a top priority for ASM. By creating a more robust partnership between primary care, other health care, community providers and First Link, we play a crucial role in supporting the growing numbers of people with dementia and their unique needs. Here is what we accomplished:

- We were present at 22 Memory Clinics with Parry Sound Family Health Team and with the Cottage Country Family Health Team in efforts to expand access to integrated and coordinated care in the community.
- Additional care coordination and support for newly diagnosed people with dementia and their care partners is a priority for the Alzheimer Society of Muskoka and aligns with the Ontario Dementia Strategy just announced on April 27th, 2017. With the support of a person with dementia, a caregiver, the Executive Director and a board chair, we were able to meet with MPP Norm Miller and advocate for a fully funded dementia strategy. The hard work of much advocacy across the province paid off because on April 27th, 2017, Ontario Finance Minister, Charles Sousa, introduced the 2017 Ontario Budget, *A Stronger, Healthier Ontario*, which included a commitment to invest more than \$100 million over three years towards the implementation of a dementia strategy in Ontario.



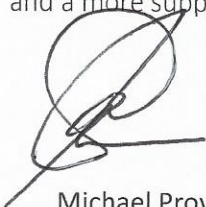
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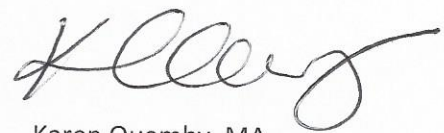
- We were also able to reach out and provide First Link educations to staff at SMMH Huntsville and Bracebridge Hospital sites, the Burk's Falls Family Health Team and the Algonquin Family Health team as well as Dr. Burn's medical clinic in Port Carling. Our supportive counsellor referred to and attended Health Links meetings as requested. It is not surprising that our Support Counsellor had a caseload of 528 Caregiver Clients.
- In terms of community involvement, we also continued to participate as an active member of the North Simcoe Muskoka Community Support Services Collaborative. The Collaborative consists of community support service agencies that work together with other health care and community partners to coordinate and integrate the local health care system.
- Through our role on the North Simcoe Muskoka Dementia Network Education Steering Committee, the Public Education Coordinator (PEC) helped put on an annual Dementia Conference on Everyday Ethics in Dementia Care: A Framework for Practice which had over 167 in attendance.
- As we continued to increase public awareness and access to information about dementia and ASM service offerings, we are pleased to report that we have increased our Facebook posts with over 260 followers, and now have over 210 followers on Twitter. Our digital e-newsletter also has over 500 subscribers.
- We are a member of the Senior Services Planning Team and a part of the Muskoka Age Friendly Steering Committee. As a result of our collaborative efforts, we were awarded \$15,000 from the District to continue to support the growth of our programs and services and better our community. Maintaining our networks and key relationships has been key to our success.

Our ability to achieve these results has been enabled through planning for sustained growth, a culture of continuous quality improvement and dynamic communication. Our caregivers and persons living with dementia have taught us how with the right information and support, people who have this disease can still have full, meaningful lives. The ever increasing number of individuals living in Muskoka and Parry Sound diagnosed with dementia is not surprising and will continue to increase until 2035 when all the baby boomers have finished turning 65 years of age. Rest assured the Alzheimer Society of Muskoka is working hard to meet these needs and expand services in a sustainable way as much as possible.

This past year has been an exciting and busy time with transformation from our old offices to brand new space at 440 Ecclestone Dr. If you were not able to make it to our Open House or have not yet dropped in to have a visit, we would love to show off our new offices which offer increased accessibility, privacy and a more supportive environment for clients, volunteers and staff.



Michael Provan
President



Karen Quemby, MA
Executive Director

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APPENDUM

Highlights from ASM's caregiver evaluation of programs and services.
For a full copy of the evaluation please email alzmusk@muskoka.com.

- At the end of May, through the use of our University Social Worker Placement student, ASM began telephone interviews from our Client Caregiver list to evaluate all of our programs and services. 125 caregivers were evaluated via a 20 minute phone survey which asked 21 closed ended and 4 open ended questions about participant demographics, program participation, participation evaluation and suggestions for improvement. Here are a few highlights:
 - When asked what services were most helpful and why, the top two themes included "talking, being listened to and checking in" (31%) and "gaining knowledge and understanding about the disease" (21%).
 - Overall the activities of ASM were rated very highly by caregivers. The vast majority rated the activities as either very helpful or somewhat helpful. Caregivers emphasized that they like the availability and ease of access to a high level of support from ASM and that ASM was "there when you need them". They commented that staff were very approachable, knowledgeable caring and helpful. They also liked the education sessions and support groups. When asked about areas that they did not like 80% stated that there was nothing that they disliked about the supports they received. 20% commented on areas that they did not like which included feedback around equality of services between towns and coverage areas. Respondents indicated that they would like more service coverage in Huntsville Gravenhurst and Parry Sound and commented on the length of time to travel to programs. Some of the feedback around support groups included that more frequency was needed, difficulties related with the group, difficulties relating to other members, attendees monopolizing time and group being depressing. Areas of feedback in regards to education included that they accessed education that was for the wrong stage or was scary for the attendee when in the early stage.
 - In terms of impact of ASM programs, specific outcomes were rated very highly. The highest rated outcomes were "providing a safe place to feel comfortable to express emotions" followed by "increasing knowledge of Alzheimer's disease and other dementias" and "improving knowledge of resources". 94% felt that there was "very much" or "much" of a need for ASM within their community and most agreed that involvement with ASM had a significant impact on their ability to gain skills, advocate and cope.
 - Evaluating overall areas of improvement, 63% answered that we could not improve while the remaining 37% suggested specific improvements including increased funding for staff, groups and learning series, increased services to Huntsville Parry Sound and Gravenhurst, more support and education for Persons with Dementia in LTC and retirement homes, home visits, more groups such as intergenerational and specific dementia support groups, and improved advertising of programs and services.

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- In terms of social media 66% reported never using ASM digital media while 34% used our website and 9% used either Twitter or Facebook.
- Regarding our E-Newsletter 25% reported receiving it while 75% did not. Reasons for not receiving included not having internet or computer or not interested and 23% said they would like to receive it. Suggestions included separating by towns and adding more videos.
- Overall 72% of respondents reported being very satisfied with 20% somewhat satisfied and 8% neutral with the services provided by ASM

Many areas of suggestions and feedback are currently being evaluated and implemented where feasible.