

EXPLOSION OF CHANGE 2020-2021

The last year has been extremely challenging for not only the Alzheimer Society of Muskoka (ASM) clients and staff but most Canadian charities and organizations. Public health measures forced the entire sector to adapt, and we had to completely transform how we deliver services and programs. At the same time, we worried about potentially facing revenue shortfalls, while also managing high service demands. In 2014/2015, some of you may remember that our new Executive Director and Board President ended the year with our annual report entitled “The case of change....and lots more of it”. That year, the membership welcomed a new Executive Director, Public Education Coordinator as well as an almost completely new Board of Directors. We developed a prioritized to do list and set about achieving these goals in a focussed and accountable way. Every year since, we have focussed on our strategic plan, changing to the demographics, and client needs.

At the beginning of this year, we reflected on how do we continue to become bigger, better stronger, maintaining our Vision of Dementia with Dignity during a year that is starting with COVID. Especially when so much time is being devoted to the immediate challenges, and its economic uncertainties? How will we adequately support our clients when we are shut down? How will our IG Wealth Management Walk For Alzheimer’s raise money and will donors still donate when we are having an economic crisis? Writing this in retrospect, the answer is quite clear and it is great to feel that we were honestly successful in becoming bigger, better and stronger. We stayed focused on our strategic plan, were adaptable and agile. Our focus continued on maximizing partner collaboration opportunities, increased efficiencies and adapting to our changing world. We transformed how we delivered our care by immediately moving to virtual platforms. We quickly realized that closing our doors was not an option but we were going to have to transition our in person programming to virtual programming. As Public Health regulations allowed we were even nimble enough to offer outside programming and even a couple of small session indoor programs. We worked at anticipating and recognizing the changing needs of our clients and partners and took advantage of COVID recovery grants which allowed us to purchase activity kits, totes for scrubs, activity boards/blankets/muffs, and robotic animals. Our grants also allowed us to offer new programs like online Art, and Music. We even managed to increase support group opportunities by moving them from monthly in each town to weekly online for all towns allowing clients to access four times the amount of support if desired.

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After completing our fifth 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*

Here is an overview of some of our accomplishments since last year's AGM:

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

- Last May we transitioned our 3 planned outdoor walks to our first ever National Virtual IG Wealth Management Walk for Alzheimer's. Through work done at the Alzheimer Society of Canada (ASC), IG was acquired as the title sponsor again. With such success in 2019 of \$36750, ASM optimistically projected an initial goal of \$44,000 in revenue. However, with the onset of COVID in early March, we immediately projected a 50% reduction as we agreed not to approach any further corporate sponsors since COVID had shut down many businesses. Surprisingly we still managed to raise over \$35,305 which was only \$1445 less than the previous year and post walk evaluations were very favourable!
- **Country for a Cause** online concert was held on September 21st, 2020, World Alzheimer's Day. Many thanks to our amazing performers, Deric Ruttan, Makayla Lynn, Isaac Boyes and Honey mead and also to our supporters Country 102, Sawdust City Brewery and Quemby Electric. 136 people registered in advance to attend the event and 30% of those who registered in advance made a donation. The event raised a total of \$7,481.50. The Domain Name [CountryForACause.ca](https://www.countryforacause.ca) was purchased as a central donation link and in hopes of using it again in subsequent years. Swag bags were delivered to the first 50 people who registered. Items in the swag bags included two cans of beer from Sawdust City, snacks donated by Canadian Tire, popcorn, candy, a pepperoni stick, and word search activity book. The bags also included a Finding Your Way pamphlet. We received very positive feedback from everyone who received a swag bag and almost all recipients made a donation to the event. Participants who registered in advance received a link to join live on Zoom but the concert was also streamed live on the ASM Facebook page and the Alzheimer Society of Ontario Facebook page, reaching a large number of viewers. A recording of the Country for a Cause concert can be viewed any time on our Facebook Page. <https://fb.watch/1BcQieUPrw/>

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COUNTRY FOR A CAUSE

Supported By:
SAWDUST BREWING CITY CO.
QUEMBY ELECTRIC

THIS CONCERT IS A FUNDRAISER FOR THE
Alzheimer Society MUSKOKA

**World Alzheimer's Day
September 21, 2020
6:30 PM**

FREE Online Event Featuring:



Joined by local talents **Isaac Boyes** and **Honeymead!**



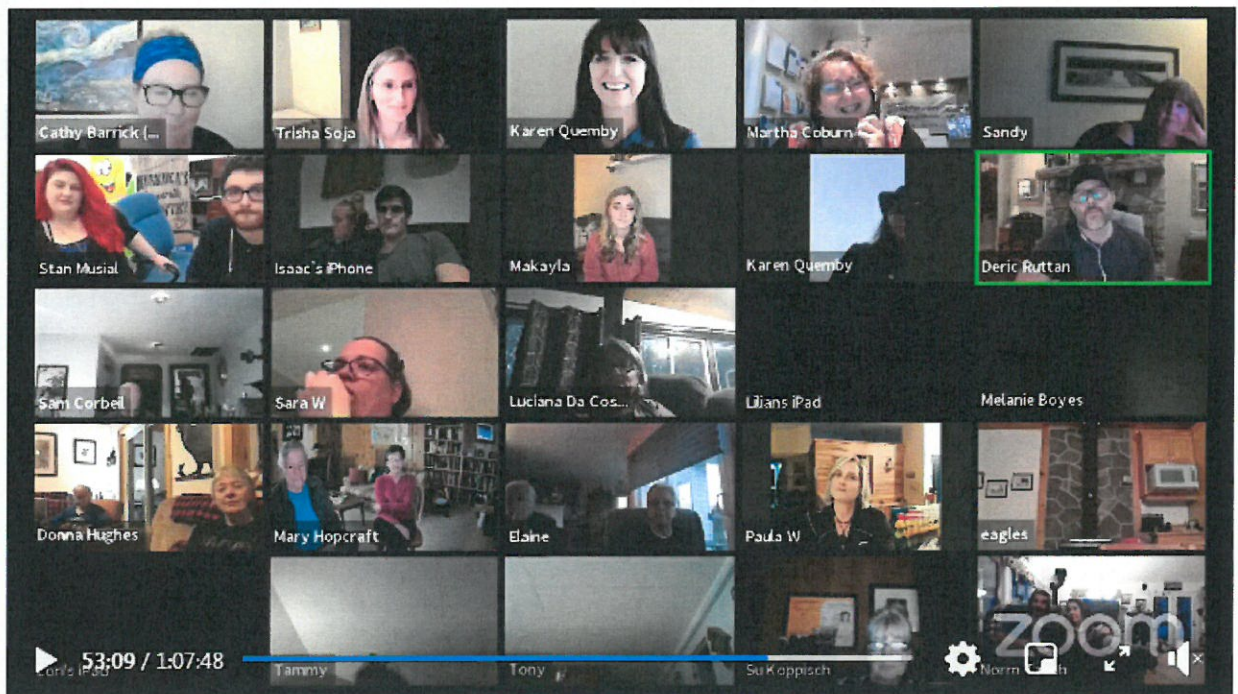
Alzheimer Society of Muskoka was live.

15 hrs · Public

You don't want to miss this live show featuring country music star Deric Ruttan, Makayla Lynn, Isaac Boyes and Honeymead.

Donations can be made online at <http://CountryForACause.ca>

All money raised supports programs and services for families impacted by dementia in Muskoka and Parry Sound.



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- In terms of **Donors and memorial giving**, ASM had many highlights this year. ASM was very excited to receive \$8250.00 in proceeds from our virtual presentation to the 100 Women who Care, we also were very fortunate to receive support through McConnell Foundation, Steve Lowden Foundation, and Muskoka Shriners club. Monthly giving increased from 0 to 13 donors in the past 7 years and up 7 donors alone compared to last year. ASM was also very grateful to receive a \$8115.43 bequest from the Estate of Darwin Peake who unfortunately passed away June 24th, 2019 Funeral homes were contacted to build stronger ties and to ensure memorial donations are allocated to ASM. Our Holiday Direct Mail Campaign was initiated approximately 5 years ago wherein the first campaign (2015) we had 92 card recipients. Our list has grown to 570 and we raised \$9690 compared to \$6100 last year.
- **Grants** were available more than ever this year. We were fortunate to receive a grant again from the Alzheimer Society of Ontario (ASO) for \$12,000 to expand the Finding Your Way education program. This grant focused on keeping persons with dementia safe in our community. Thanks to the support of this grant we held various community education sessions. With this funding, the play "I'm Still here" by the Estelle Craig Act II Studio at Ryerson University was presented in a virtual format with over 75 in attendance! Additional grants applied for and received included a joint grant with Alzheimer Society of Simcoe County (ASSC) through the United Way where ASM used \$5800 to purchase 130 activity kits to support people isolated in the community and long term care. We applied and received NSM LHIN COVID one-time expenditure requests for PPE, infection control and equipment \$1122 was received enabling us to purchase extras such as sanitizer, masks, signs, door bell and plexiglass dividers necessary to keep our office open and safe. We also applied for a grant that was offered through a donation to the Alzheimer Society of Ontario for social and recreational programming across the province. This grant was generously donated by Catherine Booth and Michael Kirk with 1/3 matched from ASO and 1/3 matched by local societies totalling \$9000. Thanks to a music fundraiser by Grant Tingy over \$3000 was raised. This revenue was directed to various things such as our online Art and Music programming, robotic animals, and some of our holiday social expenses. Back in the early fall 2019, the ED also submitted a grant application to New Horizons Seniors through ASO. As a result of the pandemic, we were able to change the initial intent of the funds and ASM used the \$833.33 of grant money to support an unusual situation of an individual with dementia needing transportation to another city. We also received \$2060 from the Bracebridge Community Relief fund which enabled us to purchase robotic animals for our clients and individuals living in LTC. Finally, our Fund Development Officer received funding through the Bracebridge Community Fund for marketing initiatives receiving \$2245 to assist with marketing and advertising of our community programs and services

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- The Forget-Me-Not Mask Campaign was launched in November which was promoted as a way to support the ASM on Giving Tuesday. ASM purchased branded masks which were sold and raised \$1360 for programs plus an additional \$230 raised online.



- Unfortunately, our dedicated 14hr/week Fund Development Officer which was a role shared with the Alzheimer Society of Simcoe County decided to not renew her 1 year contract with ASM as of the New Year.
- A new Fund Development CRM program called Kindful was implemented by our Administrative Assistant this year. Extensive work was completed to migrate our donor data. Donors can now donate through Kindful off our website (previously used Canada Helps which then had to have donor info manually transferred into our donor records).

2. SERVICE CAPACITY & QUALITY:

COVID has changed almost everything and its safe to say that older adults were most impacted. ASM knew we had to continue to advocate, educate and deliver quality services to address the ever increasing social isolation our clients were facing, as well as find ways to support the health and well being of our caregivers and PLWD. ASM stayed focused on ensuring meaningful support while balancing the needs of new client referrals.

Our office decided to never fully close but rather ensure all the necessary Infection prevention and control (IPAC) measures were implemented mitigating risk. Staff accessed IPAC training and policies and protocols were created. An IPAC audit was completed by an outside consultant who confirmed that ASM was following all the necessary and recommended measures.

Multiple metrics and evaluations were completed again this year to guide our quality improvement initiatives. With the help of many of our volunteers, here are some highlights:

SOCIAL PROGRAMS:

- The Minds in Motion program continued another successful year of collaboration with the Alzheimer Society of Simcoe County. Programs were offered online, outdoors and a few small groups indoors when public health measures permitted. ASM offered 207 sessions with 1574 participants. This community based program reported a reduction in social isolation for many participants and the promotion of social connectedness. Clients who were living in the community who were unable to participate with MiM were

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offered activity boxes and kits. 130 kits were delivered and 37 were distributed to our community partners.

- Our virtual Zoom holiday social had 29 in attendance. The Zoom social was one hour with a Finding Your Way education component, holiday music, a scavenger hunt activity and a meal. ASM partnered with Muskoka Seniors who ordered Bon Appetido frozen turkey meals at cost for ASM, 51 Frozen dinners were delivered free to our clients and families across Muskoka Parry Sound on December 16th 2020. Completed evaluations and feedback confirmed that the event was equally enjoyed by both new and former attendees.
- 26 robotic animals were purchased with 6 being distributed to LTC homes in our area and the remainder to our clients and/or lending library, 11 Activity boards received and 6 distributed to LTC homes, 36 new Twiddle muffs received.
- New this year we were able to offer 18 Art sessions on Zoom with 175 participants and 10 new music program sessions with 188 participants. Additionally, our volunteers hosted weekly Drop-In's virtually. The Alzheimer Society of Muskoka Music iPod Program and the Resource and Borrowing Library continued to be used and supported by our volunteers.

VOLUNTEERS:

- Since an in-person volunteer appreciation event was not possible this year all volunteers were sent a package in the mail at the end of October. A total of 56 packages were sent and 66 individual volunteers were acknowledged (some households had more than one person who volunteered with us). Each package included a thank you letter, a pair of forget-me-not socks for each volunteer and an Alzheimer Society pin.



- 52 volunteers made considerable contributions to our success and invested more than 1411 hours. Volunteer Activities included: 180 cloth bags were made and donated for ASM activity bag use. 382 "Tots for scrubs" were made through the Pine Tree Quilters Guild and distributed to LTC staff and one retirement home that were in outbreak.

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A volunteer satisfaction survey was completed at the end of June. While COVID lessened the volunteer experience, in terms of aspects of volunteering that they enjoyed, all answers were extremely positive including one volunteer who wrote “I am grateful for the opportunity to contribute through using the experience and knowledge accumulated during my working years and while supporting my mother and father through their journeys with dementia”



SUPPORT SERVICES:

Our Support Services and First Link Care Navigation program worked to empower patients and health care providers by equipping them with the system information they needed when and where they needed it and helped clients to adapt to the challenges of the pandemic. Some of you may have seen a few new faces this year again. In November this year, we had Heather Campbell join our team as a contract Support Counsellor for Jessica Verbeek who has unfortunately been off since last June. We dearly miss Jessica but we are pleased to have Heather supporting this position. Being short staffed for 5 months proved quite challenging but Katherine Rankin was also recruited and joined us as a contracted member of our team to help our support programs.

Here are some additional highlights:

- 257 activity bags were also created and distributed to LTC, Hospital, retirement homes, and agencies supporting individuals living with dementia and ASM clients
- Ontario Telemedicine network (OTN) was set up to ensure privacy and confidentiality with clients who were receiving supportive counselling virtually.
- ASM received 201 referrals last year (170 Caregivers and 31 PLWD). Through face to face visits and telephone contacts, ASM provided 1355 interactions with registered caregiver clients and 271 interactions with persons living with dementia, 408 interactions with non-registered clients. ASM had on their roster 732 registered caregiver clients and persons living with dementia.
- Our support groups (peer and care partner) continued to be a vital part of our services. 48 support groups were delivered with 383 participants.

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- Respondents to our First Link Referral Survey indicated a 100% satisfaction rate with ASM. 142 individuals were mailed surveys for client satisfaction and 18 surveys were returned reflecting a 13% return rate.

In addition to ASM's evaluation of First Link, the society participated in another robust provincial evaluation of FLCN services by the Alzheimer Society of Ontario and the Centre for Community Based Research which indicated the impacts of this service as strengthening over time for the majority of performance indicators. First Link surveys were distributed to ASM to 492 Care partners and 96 PLWD via email and mail. ASM is thrilled to report that our survey response rate was in the top three across the province. This evaluation is helping us understand the impact of the FLCN investment and will inform opportunities for improvement of First Link navigation and other Alzheimer Society supports and services

EDUCATION/ADVOCACY & AWARENESS:

- ASM partnered early on during the pandemic with ASSC to provide collaborative Zoom educations. Various programs were offered including (but not limited to): Finding Your Way, Compassion Fatigue training, Care Essentials (6) Living well with Dementia (4), Next Steps (5), Heads up for Healthier Brains (4), U-First for Care Partners (2), U-First for Professionals (1), Ambiguous Loss and Grief (2), Transitions to LTC (2), Communication Strategies (1), Winter Safety (1), Driving and Dementia (1), Persuasive Approaches to Care (2), Brain Tips and Games (4).
- Weekly newsletters were initiated in addition to ASM monthly newsletter. The additional newsletter was supported by ASO with local content of activities offered by ASM
- We delivered 104 education events with an attendance reaching to 1687.
- Once again, the Alzheimer Society of Muskoka assisted in the planning of the annual North Simcoe Muskoka Dementia Network Conference entitled Optimal Aging, Positive Health featuring various presenters from the Fountain of Health. Over 170 participants had the opportunity to hear from a several presenters including Oct. 14th, Dr. Petel S. Abdool, Oct, 21st Dr. Keri-Leigh Cassidy and Oct 28th Dr. Kathleen Bingham
- The Alzheimer Society of Muskoka continued to participate in system advocacy efforts at the provincial and federal levels to improve the quality of life of persons with dementia and their care partners. The 2021 National Awareness Month Campaign was and continues to be a key focus of our public awareness activities. The campaign entitled "I Live with Dementia." focused on tackling stigma and negative attitudes around dementia by letting persons with dementia do the telling. Awareness messages were shared through our website, e-newsletter, social media, the newspaper and YourTV. Lakeland Power Generation supported ASM by lighting the falls in Blue for World Alzheimer's day in September
- ASM President and Executive Director met with Norm Miller virtually in February to Advocate priorities for the 2021 Provincial Budget. Knowing that 50% of Alternative Level

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of Care (ALC) days in Canada are attributed to seniors living with dementia and 23% of LTC residents in ON could be supported at home and 45% of care partners to PLWD report experiencing distress, the following are some of our recommendations: Commit to a home and community centric system of care for PLWD, supporting everyone in their desire of making the home, not hospital, the default care setting for people living with dementia, including targeted investments in dementia-specific respite and First Link® Care Navigation. Establish a framework for province wide governance of PSWs, and mandate a minimum level of dementia-specific training. Maintain or exceeding 2019/20 funding levels, making the provincial portion of the Charitable Donation Tax Credit refundable—the same incentive offered to political donations, implement a new, refundable provincial Primary Caregiver Tax Credit, and expand self-directed care funding to include people living with dementia

- The new Alzheimer.ca website was launched at the beginning of October 2020. Our Resource Development Coordinator updated all local website content and transitioned us to the new web platform. Moving forward the Alzheimer Society of Muskoka will have more control over local content and the ability to manage our own website. The “About Dementia” and “Research” sections of the website will be standardized for all Societies across Canada and kept up to date by ASC. This will help strengthen National coherence, and provide consistent and current information for clients. The website can be viewed at <https://www.alzheimer.ca/muskoka>

3. ORGANIZATIONAL EFFECTIVENESS: Below are some highlights on how we increased efficiencies in operations:

- Thanks to the help of our Administrative Assistant, many manual and repetitive processes were automated. But we aren't without our stumbling blocks. We continue to have a lack of resources and a somewhat immature digital culture. Many of our clients cannot access virtual services. Nevertheless, ASM continued to digitize our office by implementing the following new programs (Kindful, Sync, Docusign, Zoom, Instagram, and new virus software BitDefender.) Reports on analytics are regularly reviewed to help with our insights.
- Nesdatrak continues as our main client file database system. FLCN continues to work diligently around generating statistical reports from each of the program areas. ASM is currently looking to transition with a new CRM with other Alzheimer Societies across the province.
- Training opportunities continue to be a focus for staff, volunteers and board members. Trainings provided over the past year include (but not limited to): Racism training, LGBT2SQ, IPAC training, LHIN 9 hour Indigenous Cultural Safety training, Risk Management training, Preventing and Addressing Abuse and Neglect of Older Adults, Differentiating Between the 3Ds RNAO e-learning, CHA Talking about Tough Issues Leadership express course, ASiO Spring Federation Leadership Forum, Positive Approach to Care recertification of Expertise, Geriatric Training program, COVID-19 Special

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Geriatrics Institute Education Day, ONEID Local Registration Authority training as well as regular ongoing Cyber security risk, threats training.

- We were so fortunate to have our past board member Don Chevalier help review and update our ASM HR policies. Our Privacy brochure has been updated and our privacy notice has been updated on our website.
- In addition to evaluating all of our support services (MiM, Support groups, Education, Recreation programming), ASM annually completes a board of director's evaluation, Risk management evaluation and register, Walk for Alzheimer's survey, Community Support service evaluation, and a staff satisfaction survey. Reviewing organizational effectiveness and evaluations continues to be a standard practice to ensure ASM is on the right track.

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 played a crucial role in supporting the growing numbers of people with dementia and their unique needs. Here is what we accomplished:

- Unfortunately, we were present at only 3 Memory Clinics due to COVID this year as most clinics were cancelled.
- FLCN continued to send out information to community partners throughout the year to keep them informed of changes or updates on dementia information as well as ASM programs and services
- In terms of community involvement, ASM continues to be at the following planning tables: North Simcoe Muskoka Community Support Services (NSMCSS), NSM Dementia Network, Senior Services Planning Table, Muskoka Age Friendly Communities Working group, the NSM Seniors health Steering Committee, newly formed NSM LHIN Community Support Service Working Group and the ASiO First Link Community of Practice.
- With new legislative changes in health care in Ontario, ASM continues to actively participate as a signatory in the Muskoka and Area Ontario Health Team (MAOHT) working towards delivering comprehensive, integrated care. An Alliance Agreement has been signed by ASM and our ASM president was the Co-Chair of the MAOHT Governance Advisory Working Group.
- As we continue to increase public awareness and access to information about dementia and ASM service offerings, we are pleased to report that we have once again increased our Facebook posts with over 560 followers (37% increase from last year), and now have over 308 followers on Twitter. Instagram was also initiated in September 2019 and has seen an increase with already 364 followers. Our digital e-newsletter saw a dramatic increase in subscriber with 1067 subscribers up 358 from last year.

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Last year, the charitable sector experienced unprecedented challenges. COVID-19 forced charities to pivot operations and quickly shift to online fundraising, all while facing an increased demand for services and a decrease in revenue. But thanks to the staff, our volunteers and our donors, WE DID IT AGAIN! Thanks to everyone for making this yet another successful year.



Michael Provan
President



Karen Quemby, MA
Executive Director

Meet our Board and Staff

2020 – 2021 Board of Directors

Mike Provan, President
Rick Hallam, Vice President
Jim Larock, Treasurer
Dan Wyjad, Secretary
Don Chevalier, Director
Annette Allen, Director
Christine Miller, Director

2020-2021 Staff

Karen Quemby, Executive Director
Jessica Verbeek, Support Counsellor
Heather Campbell, Support Counsellor
Shawna Torkoff, Public Education Coordinator
Pam Leeder, First Link Care Navigator,
Trisha Soya, Resource Development Coordinator
Lynda Low, Minds in Motion Coordinator
Martha Coburn, Administrative Assistant
Sandy McNevin, Shared Fund Development Officer (with ASSC)
Katherine Rankin, Programs Contract