

2024 - 2025

ANNUAL REPORT

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A MESSAGE FROM OUR BOARD PRESIDENT

The 2024–2025 fiscal year was a time of continued stability, growth, and community impact at the Alzheimer Society of Muskoka. As Board President, I am proud of the trust our community places in us and deeply grateful to our staff, volunteers, and supporters for their unwavering dedication. With 882 registered clients, 321 new referrals, and over 1,841 volunteer hours, it's clear that our mission continues to resonate across Muskoka and Parry Sound.

Looking ahead, the Board remains focused on ensuring strong governance and strategic oversight to guide the Society through our next phase of development, including accreditation and long-term sustainability. Thank you for standing with us in this essential work.



A handwritten signature in black ink, appearing to read 'Rick Hallam'.

Rick Hallam

Board President of Alzheimer Society of Muskoka

OUR BOARD OF DIRECTORS



Rick Hallam
President



**Mario
Benedetto**
Vice President



Daniel Wyjad
Secretary



Jim Larock
Treasurer



**Eniko
Campbell**
Director



Ron Doty
Director



Ruth Holtz
Director

A MESSAGE FROM OUR EXECUTIVE DIRECTOR

This past year, we stayed committed to providing high-quality, consistent support tailored to the unique needs of people living with dementia and their care partners. Our focus on community development helped us reach more individuals in both rural and urban areas. We adapted services to meet clients where they are, expanded caregiver education, and continued to grow access to vital programs.

As we plan for the year ahead, our priorities include strengthening revenue development, pursuing accreditation, and enhancing our programs to meet growing needs. These efforts will ensure the Alzheimer Society of Muskoka continues to serve as a trusted, client-focused organization. Thank you to our staff, volunteers, donors, and partners for making this possible

A handwritten signature in black ink, appearing to read 'N Alford'.

Norma Alford

Executive Director of Alzheimer Society of Muskoka

OUR STAFF TEAM

Norma Alford

Executive Director

Pamela Leeder

Client Care Manager

Haylee Pitkin

Community Development Manager

Martha Coburn

Office Coordinator

Grace LeClair

First Link Care Navigator

Alistair Cameron

In Home Recreation Coordinator

Lynda Low

Minds In Motion Coordinator

Becky MacDonald

Recreation Support Facilitator

Kay Wilson

Support Counsellor

Grace Wainman

Support Counsellor

Jessica Verbeek

Support Counsellor

Nicole Porter

Public Education Coordinator

Bobbi Vasher

Digital Communications Specialist

THE HEART OF OUR WORK

At the Alzheimer Society of Muskoka, our mission is rooted in compassion, connection, and community. Every family impacted by dementia carries a unique story. One of love, resilience, and often, uncertainty. Our role is to walk alongside them, offering support that empowers care partners and helps individuals living with dementia maintain dignity, independence, and quality of life.

“

Since Alex's diagnosis, everything has shifted. I am his care partner and memory partner. I've been an artist long enough to know that life keeps unfolding, even when you're in the middle of creating something that won't be finished for years. You adapt. You let go of deadlines. You stop thinking about who's waiting.

These changes have forced me to be more intentional, even selfish, with my time. I've had to protect the space where I create, because my art isn't just a job. It's a positive outlet. It's how I process this journey we're on. The ASM In-Home Recreation program allows me to go to my shop and make time for my work. ***In caring for Alex, I've had to learn how to care for myself, too. And that, in its own way, is part of the art.***

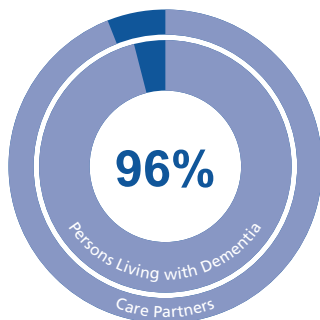
— Hilary Clark Cole-Tilley, Care Partner



OUR IMPACT IN 2024

The Difference We Made in Our Community

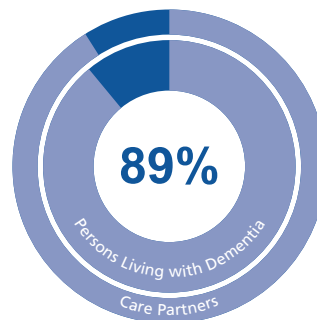
We surveyed our clients and care partners. The highlights:



96% of Persons Living with Dementia and 94% of Care Partners were very or somewhat satisfied with ASM supports.



100% of Persons Living with Dementia and 98% of Care Partners were likely or very likely to recommend ASM services.



89% of Persons Living with Dementia and 91% of Care Partners felt more confident asking for what they need.

What our clients had to say about the services in 2024:

The people at ASM have ***been nothing but the best*** advocates for my mother whenever there was an issue with government assistance and in home care.

Talking with others and knowing I'm not alone, having access to educate myself and my family has been a true blessing, and it helps me remember that my person is still my person, and ***she is just as deserving of dignity and compassion as she has always been.***

I'm so thankful that the Alzheimer Society exists. ***I would like to note that every person I have dealt with from ASM is AMAZING.*** Professional and just wonderful individuals.

Respondents reported that, on average, they are able to provide **1.6 more years** of care at home.

In 2024, across Ontario, each care partner saved:

\$1,360+

By avoiding emergency room and hospital admissions.



\$12,980+

By delaying entry into Long Term Care homes admission.



\$38,500+

By providing care at home longer.

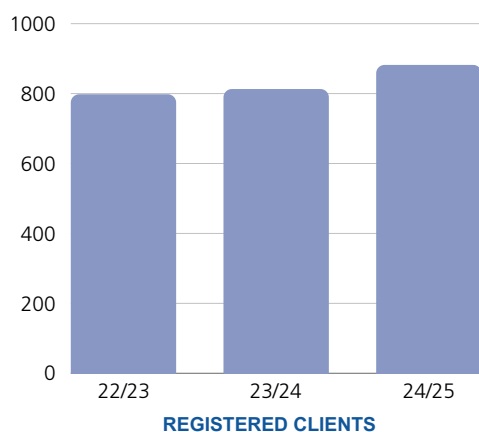


PROGRAM HIGHLIGHTS

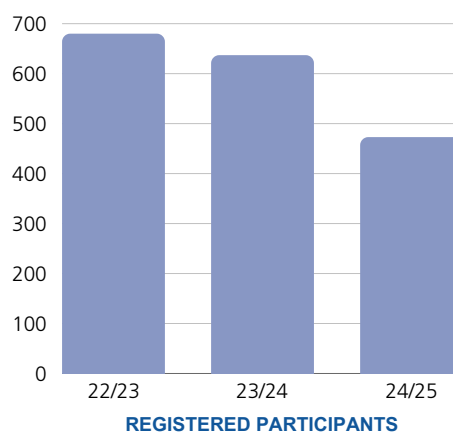
Our 2024/2025 Support & Service Delivery

In 2024/2025, the Alzheimer Society of Muskoka experienced an overall increase in demand for programs and services. While support group attendance declined slightly, interest in Individualized Support, Minds in Motion, and Social Recreation has expanded. We responded to a demand for social recreation by ensuring access to social recreation groups. Community referrals, assessments, and awareness efforts have all increased, reflecting a growing need for timely, personalized dementia support across Muskoka and Parry Sound.

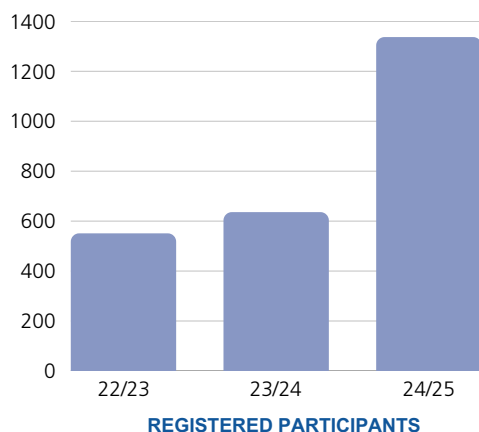
INDIVIDUALIZED SUPPORT



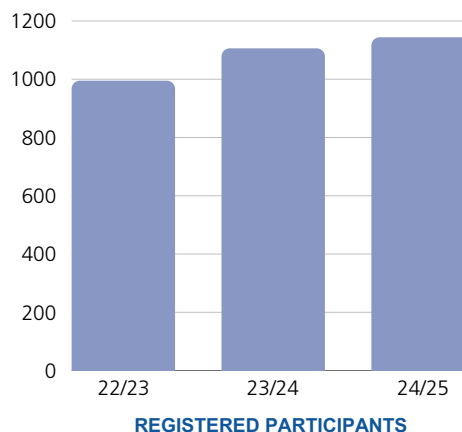
SUPPORT GROUPS



SOCIAL RECREATION



MINDS IN MOTION





OUR VOLUNTEERS

In 2024, our team of volunteers contributed a total of **1,841 hours**. This time is generously given to support programs, events, and day-to-day operations at the Alzheimer Society of Muskoka. Their selfless dedication is not only inspiring, ***it's essential.***

To put that in perspective:

 **1,841 hours**  **76+ days**

... or nearly 5 months of full-time work based on a 40-hour work week.



At the average municipal salary in Muskoka (\$56,410/year), this volunteer contribution equates to:

\$29,800+ in in-kind support

Volunteers ensure we are able to provide high-quality, compassionate support to those living with dementia and their families. Whether it's helping out at events, supporting administrative work, or lending a listening ear, they make a meaningful difference everyday.



AWARENESS & FUNDRAISING

2024 Walk for Alzheimer's

The Alzheimer Society of Muskoka was proud to share that the 2024 Walk for Alzheimer's was a resounding success, with **\$73,000+** raised across two walk days. We were joined by 76 participants in Bracebridge and 80 in Huntsville, each taking steps in support of local dementia care and building compassionate communities.

It is truly heartwarming to witness the overwhelming support shown by our participants, volunteers, and sponsors. Their dedication ensures that individuals living with dementia and their care partners in Muskoka and Parry Sound continue to receive the programs and services they rely on — from education and respite to navigation and support.

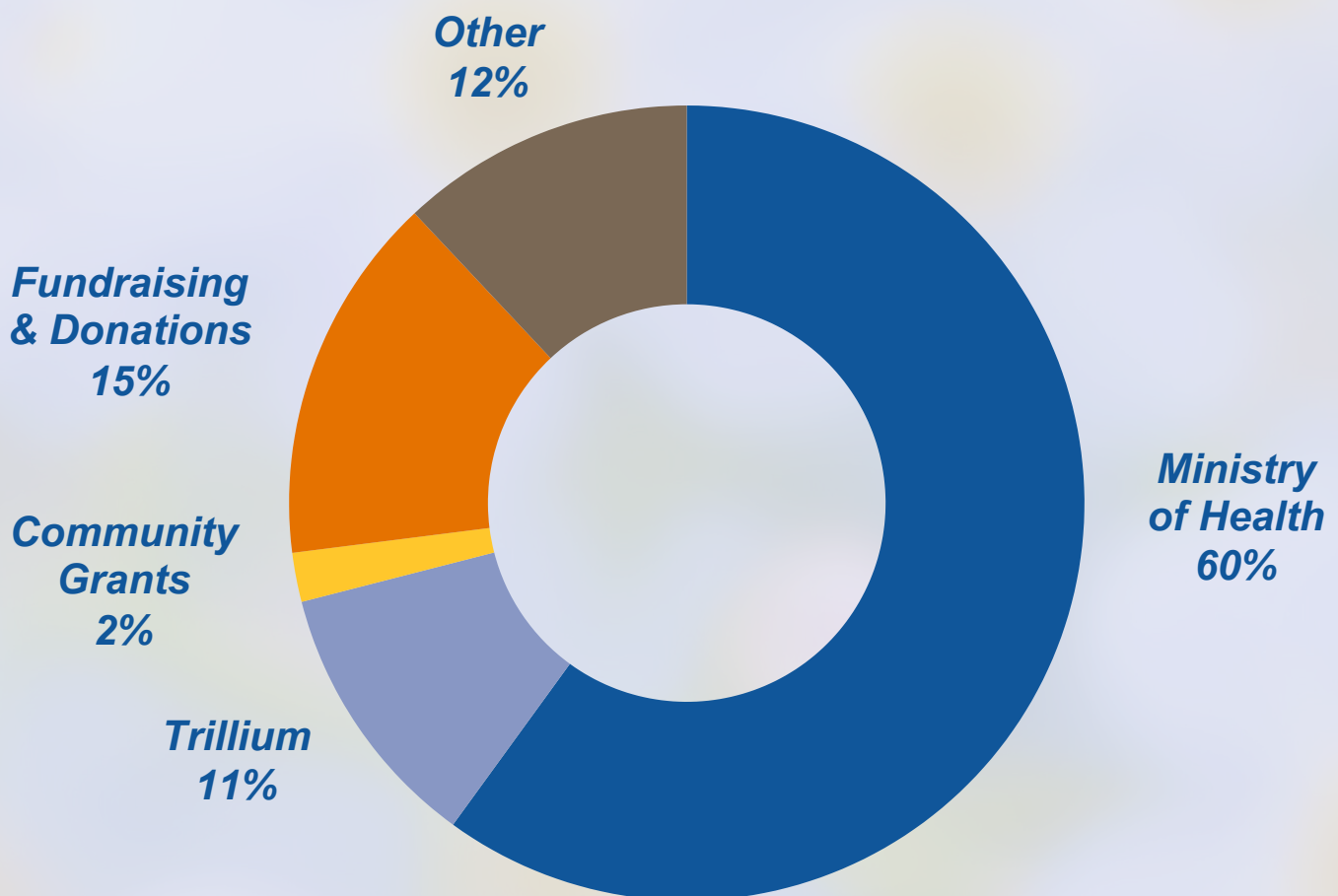


FINANCIAL SUMMARY

Alzheimer Society of Muskoka relies on multiple sources for revenue and support. For more details, please see attached audited financial statement.

Our work would not be possible without funding from:

Alzheimer Society
ONTARIO



TAKE ACTION TODAY

The Alzheimer Society of Muskoka's impact is only possible because of supporters like you. Whether you're giving your time, making a gift, or standing beside us at our events, your involvement helps create a more dementia-friendly Muskoka and Parry Sound.

Become a Monthly Donor

Your ongoing support provides consistent funding for local programs that help individuals and families face dementia with dignity, education, and care. Even a small monthly gift makes a big impact.



Join us at:
[ALZHEIMERMUSKOKA.KINDFUL.COM](https://alzheimermuskoka.kindful.com)



Become a Corporate Sponsor

By becoming a corporate sponsor, you are making a lasting impact and showing your community that your business is invested in a dementia-friendly Muskoka and Parry Sound.



Email us at:
WALK@ALZHEIMERMUSKOKA.CA



Volunteer With Us

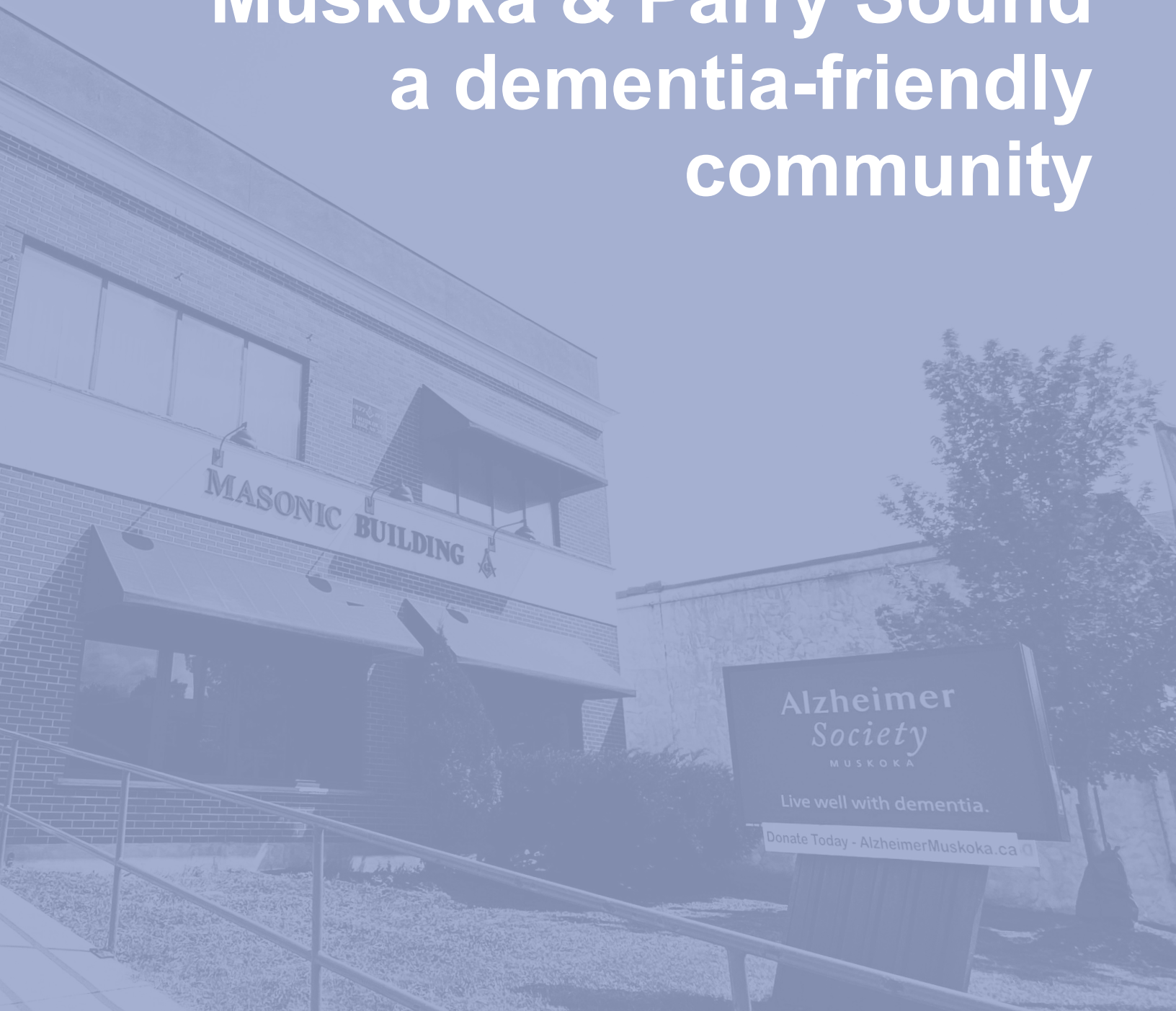
Whether it's lending a hand at an event, helping around the office, or supporting a caregiver group, our volunteers are at the heart of everything we do. Join our team and make a meaningful impact.



Join us at:
[ALZHEIMER.CA/MUSKOKA/EN/VOLUNTEER](https://alzheimer.ca/muskoka/en/volunteer)



Thank you for making Muskoka & Parry Sound a dementia-friendly community



Connect With Us

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 alzheimermuskoka.ca

    @alzmuskoka

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