

# Alzheimer *Society*

PETERBOROUGH, KAWARTHA LAKES, NORTHUMBERLAND & HALIBURTON

## Annual Report 2023-24

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# E.D. STATEMENT

Dear Friends and Supporters,

Reflecting on the past year fills me with gratitude for the incredible journey we have shared at the Alzheimer Society of Peterborough, Kawartha Lakes, Northumberland, and Haliburton. I am delighted to present our Annual Report, capturing the accomplishments and milestones that have shaped our efforts in assisting individuals and families impacted by dementia.

Despite facing unprecedented challenges, our dedication to innovation and compassion has remained steadfast. This year, we successfully launched the Educational Dementia Immersive Experience (EDIE) virtual reality program, expanding dementia education with immersive experiences that promote empathy and understanding among caregivers, healthcare professionals, and the community. This initiative complemented "The Missing Piece" anti-stigma awareness campaign, showcased on our inaugural community billboard this fall.

Among our achievements is the introduction of the My Essentials Mindfulness for Care Partners program, emphasizing our holistic dementia support approach. We also piloted the Memory Café outreach program to connect with underserved communities in our region. Additionally, we extended our Young Onset Day Service program to Cobourg one day a week and secured partial funding from Ontario Health for the popular Minds in Motion program, setting a precedent for other Alzheimer Societies in the province.

Furthermore, we have commenced the accreditation process with the Canadian Centre for Accreditation, aiming to achieve accreditation by 2025, showcasing our commitment to upholding superior standards of quality and accountability.

These milestones were made possible by the generous support of our donors, whose contributions drive our mission forward. To our clients and their families, your trust and resilience inspire us, and we are grateful for the privilege to support you.

Looking ahead, let us stand united in our mission to provide care, respect, and support to every individual affected by dementia. Together, we can bring hope and make a meaningful impact.

With deep appreciation,



Jen Johnstone  
Executive Director



# Mission

Improving the quality of life for those affected by Alzheimer's Disease and other dementias.

# Values

- Collaboration
- Accountability
- Respect
- Excellence
- Philosophy

# Our Programs, are made possible by people like you.



## Individual Supportive Counselling



Our Family Support counsellors, also known as “Dementia Coaches,” provide support for care partners and individuals living with dementia throughout the dementia journey. Supportive counselling includes assistance with: managing dementia symptoms, understanding progression, planning for the future, navigating the health care system, and facilitating referrals to community partners.



## Support Groups for Care Partners



Monthly support groups are offered virtually and in person across our four-county service area. Support groups provide an opportunity to connect with others in your community who are living with similar experiences, express emotions, and share helpful tips and coping strategies.



# Thank you for your continued support!



## Education



Live webinars are facilitated throughout the year on a variety of dementia-related topics and can be accessed from the comfort of your own home via Zoom.

In-person education courses ranging from 2 - 8 sessions in length are offered periodically throughout the year and feature content related to the progression of dementia, planning for the future, living well with dementia, and care partner wellness.



## Social Recreation



The Young Onset Dementia Day Service is a program designed for individuals diagnosed with dementia before the age of 65. Group activities include community outings, music and art therapy, walks, and volunteering together. Minds in Motion is an 8-week program designed for a person living with dementia and a care partner to attend together. It features one hour of energizing physical activity and one hour of social engagement... and many laughs!

# A Year By The Numbers at the Alzheimer Society

# 14,340

People in our region living with a form of dementia. Including care partners and families, there are over 114,340 people who are directly impacted by dementia.



# 239

Minds In Motion  
Sessions.



# 153

Support group  
sessions.





# 334

People served by diagnostic services at Memory clinics.



# 3

 Inflatable animal costumes.

# 839

Times people with young onset dementia participated in a Day Program.



# 4

 Night out events held, where dementia was left at the door and we danced the night away.

# 2160

Community members attended education sessions.



# 1

 Solar eclipse watched.





## E.D.I.E - Virtual Reality Training

One of the most exciting developments of 2023 was introducing EDIE: the Educational Dementia Immersive Experience, a high-quality virtual reality technology used to experience the world through the eyes of someone living with dementia.

There are three versions of this three-hour workshop, which is offered free of charge to care partners and for a fee to organizations and businesses. The workshop allows participants to hone their skills and develop strategies to support the person living with dementia to live well and to live more confidently.

This cutting-edge technology has entirely changed the dementia education landscape by allowing participants to virtually walk in the shoes of someone living with dementia. It is impossible to adequately describe the impact of this virtual reality experience on the participants. It is truly life-altering.

The Alzheimer Society PKLNH is one of only two organizations in Canada able to share this unique experience with members of the public. EDIE for care partners has already been offered in Peterborough, Lindsay, Port Hope, and Cobourg, and more workshops are scheduled. Sharing the EDIE experience has been a huge success for the Society and is a program which will continue to grow exponentially.

As one of our recent participants from Hospice Peterborough shared:

“I think everyone who cares for someone with any type of cognitive impairment should take this training.”

--Erin Newman-Waller  
Palliative Pain and Symptom Management Consultant (PPSMC)



“~~She’s not all there.~~”

Memories fade. But I’m still me.

Let’s change the conversation about dementia.

Be inclusive, be patient, be informed.  
Be the Missing Piece for someone living with dementia.

 BE THE  
MISSING PIECE.CA



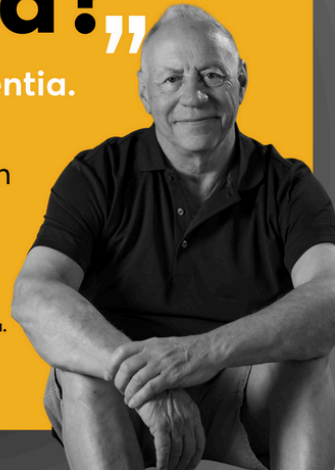
“~~Demented?~~”

No. Living well with dementia.

Let’s change the conversation about dementia.

Be inclusive, be patient, be informed.  
Be the Missing Piece for someone living with dementia.

 BE THE  
MISSING PIECE.CA



## It’s Time to Change the Conversation About Dementia.

Be the Missing Piece is an awareness campaign in which our own clients participated by sharing their images and experiences to shed light on the need to bring dignity to dementia. The result is compelling images and messages which we will continue to roll out in the future.

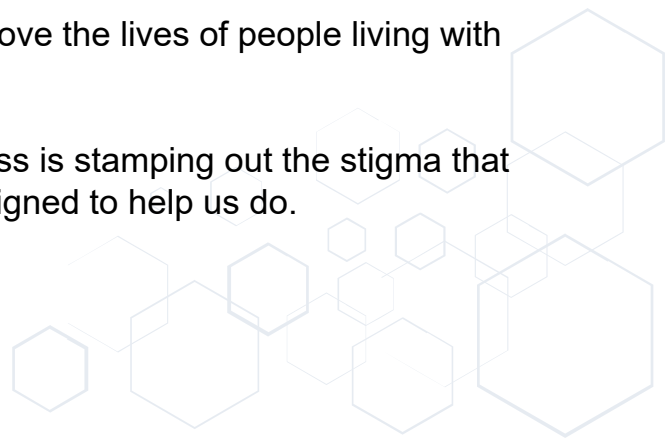
In a recent Canadian poll over 50 percent of respondents admitting to making dementia-related jokes or demeaning remarks. With Be the Missing Piece we are asking people to be a force for positive change by thinking about the words they use and how they relate to people living with dementia.

**The social stigma associated with dementia is the number one reason why people avoid seeking medical advice regarding memory issues.**

Denial and avoidance prevent people from receiving potential treatments, support and programs which would allow them to live well with dementia.

As the Alzheimer Society, it is our responsibility to improve the lives of people living with dementia.

One of the most important things we still need to address is stamping out the stigma that surrounds it, which is what Be the Missing Piece is designed to help us do.



# A Legacy of Love, made easy

For Wendy, it's personal. Her late husband Jim was diagnosed with young onset Alzheimer's a few years into their marriage. Wendy knows from personal experience how devastating and lonely a diagnosis of dementia can be for care partners, as well as vital the education and support provided by the Alzheimer Society is.



As a long-time supporter of the local Alzheimer Society, Wendy decided to leave a gift in her will to help future clients in the community.

It is important to Wendy to leave a legacy in her will that continues to support the work she so passionately believes in. As a long-time volunteer with the local Society, she has seen the changes over the years. "I admire the way the Alzheimer Society has grown, changed and continually expanded to help people living with dementia and their families."

Wendy made the decision years ago to leave a gift in her will to the Alzheimer Society of Peterborough, Kawartha Lakes, Northumberland, and Haliburton because she wanted to ensure that others receive the help they need in the future.

**"When the time came to review my will recently, I realized that those in my extended family don't need as much support from my estate as they did years earlier. I decided I will leave a greater contribution from my estate to support the local Alzheimer Society."**

Wendy is a retired United Church Minister, and she notes that while no one looks forward to contemplating their final wishes and writing a will, it is something she always addressed in pre-marital counselling with brides and grooms prior to their wedding day. Creating a will that reflects your passions and intentions affords a sense of satisfaction and comfort in knowing that even after you're gone, vital work continues because you cared enough to leave a legacy gift.

Wendy hopes that others will be inspired to consider their own plans and make a charitable gift in their will part of their life story.



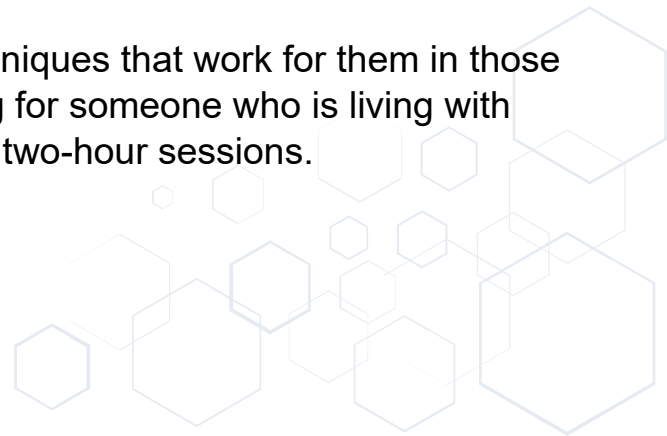


## ME: Mindfulness Techniques for Care Partners

We are pleased to initiate a notable new program called ME, which stands for My Essentials. It was created to help care partners experience a range of self-care techniques. Participants will learn methods of developing self-compassion, mindfulness, self-kindness, and other stress-reducing practices.

This is not specifically a self-compassion and mindfulness course, but it does share mindfulness skills that can be refined, allowing someone to be in the moment without becoming overwhelmed by the stress of the immediate situation.

The goal is to help participants discover self-care techniques that work for them in those inevitably stressful moments experienced when caring for someone who is living with dementia. The ME program is divided into six weekly, two-hour sessions.







# Accreditation

## **What is Accreditation?**

Accreditation is a comprehensive, unbiased assessment of an organization across all departments. Our projected completion date is 2025 through our accreditor CCA.

## **Why are we undertaking this process?**

Becoming a nationally accredited organization shows our profound commitment to continuous improvement, allowing us to more effectively fulfill our mission, vision, and values.

As a non-profit, receiving nationally recognized accreditation displays a high degree of organizational excellence that assures our donors, clients and all stakeholders that we are committed to transparency and efficiency in all areas, including board governance, client programs and services, strategic planning, fundraising, risk management, human resources, and financial management.

## **Why is it so exciting?**

Accreditation itself is just the start, which is why it is such an exciting step for our organization. It is part of an ongoing commitment to excellence that requires regular review and improvements to our operations, which we strive for daily.







## The Impact of Monthly Giving

You might be a little bit like Kate. For her, family and community are what matter most. Kate is the youngest in a close-knit family of eight who were raised on a picturesque farm on the edge of Roseneath, Ontario.

When Kate returned to live at the family farm, she realized that her charitable giving could do so much more locally and re-organized her giving priorities accordingly. For Kate, it makes the most sense to give monthly rather than once a year.

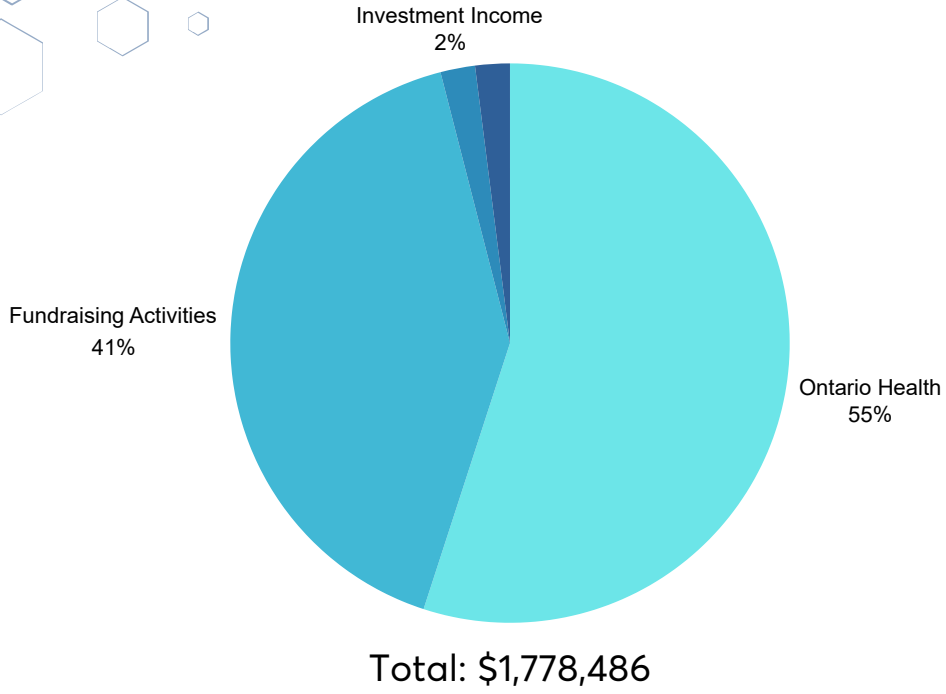
“Monthly giving allows an organization to manage their cash flow and provides the ability to plan programs in advance, giving it the opportunity to be proactive rather than reactive.”

Kate has this bit of advice, “Make it easy on yourself; pre-authorized payments are the easiest way to give, much simpler than filling out and mailing a cheque!” Kate’s commitment to and investment in the Alzheimer Society is a long-term plan. As she reminds us,

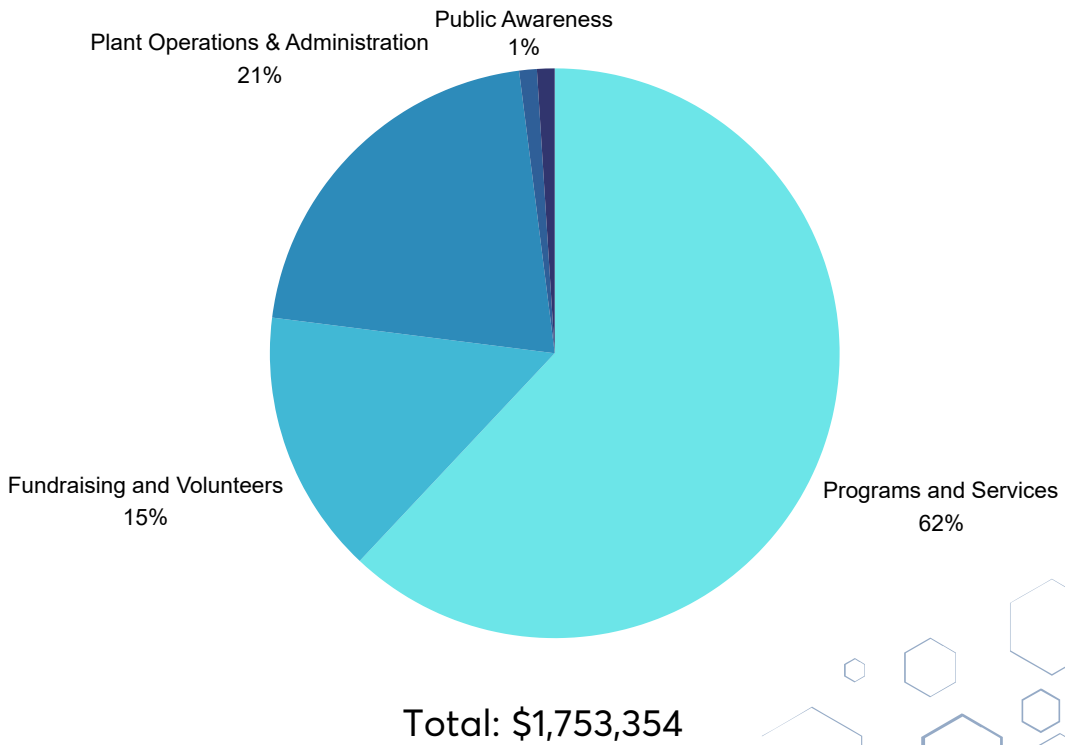
“When a person no longer needs the Alzheimer Society, someone else’s journey will just be starting. That’s why it’s vital to invest in the future.”

Because of people like Kate and other generous supporters making a monthly gift, the Alzheimer Society of PKLNH will be able to support people living with dementia and their families now and in the future.

# Revenue



# Expenses



# **STAFF**

## **Admin**

Jen Johnstone  
Carolyn Hemminger  
Danielle Serblowski  
Jason Chrétien

## **Programs**

Denise Driver  
Danielle Vernon  
Casey Robichaud  
Cecilla Peyregatt  
Gemma Wood  
Meghan Smith  
Heather Avery  
Jennifer Gooderham  
Jenn Stubbert  
Melissa-Anne Foster  
Joanne Berry  
Jennifer Watson  
Sara deRuiter

## **Education**

Sarah Cook  
Kris Van Luven  
Shelby Berrie  
Talia Nepotiuk

## **Donor Relations & Volunteer**

Ryan Arnold  
Jayne Barber  
Jennifer Hitchmough  
Lorraine McCallum  
Maddy Scott  
Stephanie Gao

## **Board of Directors**

Kimberley Aubrey  
Pamala Wilson  
Allyson Wright  
Terri Williams Kinghorn  
Beryl Cable-Williams  
Stew Kernan  
Laurie Lathum  
Bill Lockington  
Toni Morrissey  
Phuc (Paris) Nguyen  
Bob Holmes

Executive Director  
Office Manager  
Administrative Coordinator  
Bookkeeper

Support Program Manager  
First Link Care Navigator  
Intake Coordinator  
Family Support Counsellor  
Family Support Counsellor  
Social Worker - Memory Clinic  
Social Worker - Memory Clinic  
Family Support Counsellor  
Minds in Motion Coordinator Lead  
Minds in Motion Coordinator  
Day Service Coordinator  
Day Service Coordinator  
Family Support Counsellor

Education Program Manager  
Education Coordinator  
Education Coordinator  
Community Engagement Coordinator

Donor Relations & Volunteer Manager  
Donor Relations Support  
Communications Associate  
Donor Relations Associate  
Volunteer Engagement Coordinator  
Donor Relations Coordinator

President  
Past President  
Treasurer  
Secretary  
Director  
Director  
Director  
Director  
Director  
Director





# Alzheimer Society

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