

ANNUAL REPORT

For the period April 1, 2020 to March 31, 2021



Help for Today. Hope for Tomorrow...®

Report of the Board Chair

Despite the challenges of the past year due to the COVID-19 pandemic, which had a significant impact on our donations and fundraising revenue, the Alzheimer Society of Simcoe County is in good financial health. This standing is in large part due to the concerted efforts by our CEO, Debbie Islam and our Board Treasurer, Dan McMahon in seeking government related pandemic funding and successfully navigating through many different financial processes and complexities.

While we continued to be responsive to community needs, greater donor support from our community is more critical than ever before to both sustain and grow our programs and services in order to meet the increasing needs we are seeing, particularly in light of the COVID-19 pandemic impact.

The strength of the Federation of Alzheimer Societies in Ontario was felt this past year. We came together to collectively manage the impact of the pandemic and through collaboration on fundraising, education, and awareness initiatives, we ensured that access to programs and services continued.

Collectively, Alzheimer Societies are well positioned to support individuals who are living with Alzheimer's Disease and dementia, and their carers. However, greater committed funding is needed. Ongoing system advocacy efforts at the provincial and federal levels continue as we focus on improving the quality of life of persons living with dementia, and care partners, particularly within the context of the pandemic.

The leadership of our Society has positioned us well at local health system planning and decision-making tables, and in the broader health system transformation agenda with the development of local Ontario Health Teams.

I have the utmost confidence in the direction we have set forward and am pleased to share that even through this challenging year in response to the pandemic, we still proceeded to implement year one of our new strategic plan with a balanced scorecard that will continue to guide the focus of our work to 2024.

Through the nimble work of our staff team, technology was leveraged, and our Society provided broader programming in virtual formats across the County. This past year was also the beginning of our journey toward creating a more diverse, equitable and inclusive organization. Members of the Board and leadership attended racial equity training and we continued to prioritize evolving our governance processes and practices.

I want to thank the Members for their unwavering support and contribution to the wellness of the Society through this past year. My sincere appreciation to Debbie Islam for her leadership and resilience, and to the incredible team of staff and volunteers for their dedication to those we support. There is much to be proud of and I am grateful for the privilege to work with you all.

Respectfully Yours, Ann-Marie Kungl Board Chair



Alzheimer Society of Simcoe County The Year in Review

2020-2021

2020-2021 was a year like no other. On April 1, 2020, we knew it was going to be a difficult journey ahead, but we could not anticipate the challenges we would face or that we'd be continuing to navigate through an unprecedented period of history one year later.

COVID-19 has changed the way in which we function as a society, and it forced the Alzheimer Society of Simcoe County (ASSC) to operate, fundraise, and deliver programs and services in new and innovative ways. While the road has been difficult, we can be extremely proud of the dedication and resiliency of our team and what we were able to accomplish over the past year to continue to support persons living with dementia, and care partners.

COVID-19 Pandemic Response

Even though our offices were closed to the public throughout the year and in-person programs and services were suspended, the ASSC transitioned quickly in March 2020 to the provision of education programs, First Link® care navigation, supportive counselling, support groups, Minds in Motion®, and social recreational programs over the phone and online. Our main goal was to ensure persons affected by dementia were physically, cognitively, and socially engaged to mitigate the impact of social isolation and loneliness, and to prevent functional decline. As the year progressed, we adapted some of our group programs in response to the needs of our clients, to ensure a more effective and meaningful online experience and to promote greater client participation, as well as to manage staff time more efficiently. We also delivered many education sessions in partnership with the Alzheimer Society of Muskoka.

Our staff adapted very well to working mainly from home to enable and manage operations and the delivery of virtual programs and services. Feedback from our clients was extremely positive, highlighting how grateful they were that our team continued to support them in a safe manner. We engaged volunteers in our important work when it was feasible and safe to do so, and we are so thankful for their contributions.

Throughout the pandemic, the ASSC monitored information, directives, and guidance from public health agencies, the federal and provincial governments, and Ontario Health – Central Region (North Simcoe Muskoka Local Health Integration Network) to adjust operations and service delivery as required. As an essential service, our staff were able to work in the office setting on a scheduled basis, so the following measures were taken under the leadership of an internal working group to prevent and mitigate workplace health and safety risks:

Development and implementation of a COVID-19 Policy.

- Development and implementation of infection prevention and control (IPAC) protocols, along with a guide for staff.
- Participation of all staff in IPAC training.
- ➤ Establishment of a COVID-19 Command Centre in the Barrie office with protocols, informational signage, PPE supplies, sign-in sheets to confirm staff self-assessments and screening before coming into the office, and sign-off sheets to confirm end-of-day cleaning and sanitizing.
- Deep cleaning of all spaces in 20 Anne Street South in Barrie.
- > Collaboration with Catholic Family Services of Simcoe County to develop IPAC protocols, signage, and safety measures for the spaces we share in Barrie.

We were fortunate to have the support of two local IPAC Consultants during the year to provide guidance and support with our IPAC activities. With the completion of a recent audit, we will utilize the recommendations for enhancing our IPAC measures in preparation for a return to in-person programs and services, working from our office spaces, and reopening our offices to the public. Staff were provided with ongoing education and resources about COVID-19 vaccines, and the ASSC supported them to access vaccinations locally as essential workers.

One of the silver linings resulting from the pandemic was the strengthening of collaboration amongst the Alzheimer Societies in Ontario (ASiO). Staff met regularly to share information, obtain guidance, discuss operational issues and challenges, plan for collaborative programs and services in the virtual space, and to plan, coordinate and execute online fundraising events and campaigns. The Alzheimer Society of Ontario (ASO) is commended for its leadership and support to all Alzheimer Societies across the province in unprecedented ways during the pandemic.

The ASSC participated in regular North Simcoe Muskoka (NSM) Community Support Services meetings, and we engaged in discussions with the NSM Specialized Geriatric Services Program on a routine basis regarding regional pandemic planning and initiatives.

We carefully monitored ASSC finances on an ongoing basis given the impact of the pandemic on donations and fundraising activities. A comprehensive financial forecast was prepared in September 2020, along with risk mitigation strategies. We applied for and received federal wage subsidies (Temporary Wage Subsidy, Canada Emergency Wage Subsidy) and the Canada Emergency Rent Subsidy as eligible, as well as the Canada Emergency Business Account loan. We received approval from the NSM Local Health Integration Network (LHIN) to reallocate funds on a one-time basis to support expenses related to information technology needs, PPE supplies, and the planning, implementation, and management of our COVID-19 response.

In partnership with Catholic Family Services of Simcoe County, we applied for and received a \$150,000 grant from the Ontario Trillium Foundation Resilient Communities Fund which enabled us to upgrade and adapt the shared spaces in our Barrie office

building. The significant renovations made over the past year will support a safer environment and more effective programming space for clients, staff, and volunteers.

We engaged and supported our staff team virtually in 2020-2021 to ensure they were able to work effectively from their home offices, and to monitor their health and wellbeing. Full staff meetings were held bi-weekly via Zoom; smaller teams met on a regular basis and as needed; and individual supervision meetings were held regularly. To mitigate the impact of compassion fatigue and burnout, staff participated in two self-care sessions and were provided with online resources from many sources. The staff social committee planned and hosted several online events, in addition to providing inspirational messages and activities throughout the year. The ASSC is so proud of the way in which our team dedicated themselves to the important work of the Society and supported one another to stay well in the most challenging of circumstances.



Key Accomplishments

The ASSC began implementation of its 2020-2024 Strategic Plan over the past year, achieving and making progress on many of its strategic objectives with the goal of assisting those affected by dementia to live well and thrive in the community. We are pleased to present some of the highlights.

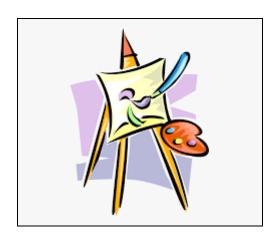
Mission Program Excellence: Optimizing Quality of Life for Individuals Impacted by Dementia

- We applied for and received a \$22,500 federal Emergency Community Support Fund grant through the United Way Simcoe Muskoka to support the development and delivery of activity kits to clients in the community and long-term care homes in collaboration with the Alzheimer Society of Muskoka.
- ➡ We added online exercise classes, a virtual drop-in Good Day Café, and special social events as an adjunct to our Minds in Motion® program which was also adapted for online service delivery.
- We offered biweekly Facebook Live education sessions which were archived for viewing at any time.
- ➡ We successfully applied for funding from various sources to leverage and offer new social recreational programs online, including the Music Project, a Musical Memories series facilitated by a music therapist, and an art program called Creative Connections, presented in partnership with Quest Art School and Gallery in Midland.
- We implemented a tele-social program with the support of trained volunteers to help promote social engagement and reduce isolation for interested clients.
- ♣ We prepared and distributed a regular client e-newsletter called *Our Connections Matter* filled with self-care information and links to resources, engaging online activities and games, and ASSC news and events.
- ♣ We collaborated with Catholic Family Services of Simcoe County to obtain United Way Simcoe Muskoka funding to develop and deliver the Virtual Care for Carers series. This education series promoted self-care for seniors, while simultaneously providing online support for persons living with dementia.
- ♣ We established a partnership with the Barrie and Area Native Advisory Circle and Mamaway Wiidokdaadwin Primary Care Team to deliver culturally appropriate brain health education to Indigenous service providers to build their capacity to provide support to persons affected by dementia, and to members of local Indigenous communities.

- ➡ We established a partnership with Sinai Health System's Reitman Centre to deliver the Enhancing Care Program locally. This program is designed to address the complex needs and challenges of informal care partners taking care of persons living with dementia in the community. The goal is to equip care partners to better manage the day-to-day care of the person living with dementia, and to address emotional stress and reduce levels of care partner burden.
- We received a \$5,500 grant from ASO to continue Finding Your Way program activities locally.
- ♣ We participated in the planning and delivery of the annual NSM Dementia Conference hosted by the NSM Dementia Network. The theme of the conference was Optimal Aging, Positive Health, and it was offered virtually over a three-week period in October 2020.

Despite the challenges of providing virtual programs and services to our clients over the past year, our team did an extraordinary job of reaching out to the vulnerable population we serve, meeting and even exceeding our LHIN performance targets in many program areas.







Advocacy, Partnerships and Awareness: Strengthening our Voice, Brand and Relevance with Stakeholders

- ♣ Even though health system transformation activities were put on hold by the Ministry of Health (MOH) for several months due to the pandemic, Ontario Health Team (OHT) planning groups in Simcoe County resumed meetings in fall 2020 with a focus on the local pandemic response, including COVID-19 testing/assessment centres and vaccine rollout. We continued to engage in the development and activities of several local OHTs, as follows:
 - The Chief Executive Officer (CEO) continued to serve as Vice-Chair of the Central OHT for Specialized Populations Steering Committee which was identified by the MOH as an "Innovative Model", and participated in the Seniors Health Working Group, one of three priority population working groups established under the umbrella of this OHT.
 - ➤ The CEO continued to actively participate at the Barrie and Area OHT Planning Table, bringing a community support services perspective to that group. This group was designated as "In Development" by the MOH.
 - ➤ The Manager of Education and Support Programs began to participate in the Confinement Syndrome Working Group as part of the South Georgian Bay OHT. This OHT has been approved by the MOH.
 - ➤ The CEO participated in the North Simcoe OHT Symposium, bringing together local stakeholders to support that OHT in developing a shared purpose and priorities. This group was designated as "In Development" by the MOH.
 - ➤ The CEO remained connected to a group in South Simcoe proposing an OHT for that region. This team was designated as "In Development".
- ♣ The CEO served on an ASiO working group to explore how ASO might support local Alzheimer Societies to effectively engage with and influence OHTs to identify dementia as a priority for Years 1 and 2 planning. We shared a position statement prepared by ASO with local OHTs entitled "Right Care, Right Time, Right Place".
- ♣ We engaged with local MPs and MPPs regarding issues facing persons living with dementia, and care partners, as well as the societal impacts of dementia, particularly in the COVID-19 pandemic context, and advocated for additional investments in dementia care services.

- ➡ The CEO participated in a virtual provincial government Pre-Budget Roundtable Consultation in February 2021 to share recommendations from the Alzheimer Society of Ontario's 2021 Pre-Budget Submission. The ASO budget document was shared with all local MPPs.
- We continued to serve in leadership roles and actively participate on local, regional, and provincial planning and advisory groups and networks, including:
 - NSM Dementia Network Steering Committee
 - NSM Community Support Services Network
 - > ASO Planning and Budget Advisory Panel
 - > ASiO First Link® Advisory Group and its various working groups
 - ASiO Data Working Group
 - ASiO Young Onset Planning Group
- We participated in a provincial Alzheimer's Awareness Month Campaign in January 2021 by showcasing a four-part short film series developed by ASO, following Alicia, a mother and grandmother who lives with dementia, and her family, as they confront Alzheimer's disease. We distributed a press release locally and participated in media interviews, in addition to highlighting Alicia's Story on our website, in our newsletter, on social media, and through an email campaign. Here is the link to the films Click here



Revenue Growth: Cultivating Funding to Ensure Long Term Sustainability

- ♣ We successfully transitioned our donor database to Raiser's Edge as part of a shared database services agreement with ASO. Through "The Engine" which is managed by ASO, we participated in several collaborative digital marketing and fundraising campaigns with favourable results. The cost of participation in The Engine was supported in full by the ASO Strategic Investment Fund in 2020-2021. By taking these important steps, we are supporting a consistent and strong foundation in fund development across Ontario and building our local capacity to generate revenue by elevating our collective efforts.
- ♣ We enhanced and expanded our marketing and communications activities over the past year with the support of a strong internal Communications Team, the Alzheimer Society of Canada (ASC), and ASO, to increase awareness about dementia, the programs and services offered by the Alzheimer Society of Simcoe County, fundraising events and campaigns, and to strengthen our brand. Here are some highlights:
 - We updated and launched a new website as part of the National Web Project.
 - We enhanced our social media presence on Facebook, Twitter, and Instagram.
 - ➤ We strengthened our relationship with local media outlets and issued more press releases to highlight programs and events.
 - > We revamped our general e-newsletter which is now distributed to our stakeholders by ASO.

Analytics showed that we are engaging more people with our Society and its work because of this enhanced systematic approach to communications.

- We developed a customizable case for support for presentation to potential donors and event sponsors.
- ♣ We collaborated with our ASiO colleagues to successfully plan, coordinate, and execute online fundraising events and campaigns due to the pandemic, including the IG Wealth Management Walk for Alzheimer's (May 2020), Alzheimer Society Gala (November 2020), and The Quest (February 2021). We were fortunate to continue to have tremendous community support from event participants, donors, and sponsors.
- We received a \$3,000 donation from the Honda Canada Foundation to match the \$3,000 donated through the provincial Catherine Booth and Michael Kirk Social Recreation Fund and \$3,000 donated by ASO in support of social recreation programming at the local level. The ASSC utilized the funds to support the Music Project and our Creative Connections art program in 2020-2021.
- ♣ We received \$16,481 from ASO as part of the ASiO Federation Agreement, including 2019-2020 surplus funds and the 2020-2021 distribution. All Alzheimer

Societies continued to support the cost of shared services through a deduction from the revenue allocated to each local Society.

- ASSC continued to receive base funding from the NSM LHIN in 2020-2021 in accordance with our Multi-Sector Service Accountability Agreement (MSAA). Annualized base funding was provided to support our education programs, support services, First Link® care navigation, and Minds in Motion®.
- ➡ With a wage subsidy from the Canada Summer Jobs Program, the Society hired a youth worker in 2020 who assisted with fund development activities and fundraising events.







Research: Supporting Research

- ♣ ASSC continued to support leading-edge Canadian research in the field of dementia over the past year through the ASiO Federation Agreement. The Society was pleased to forward \$300 in additional local donations designated for research in 2020-2021 to the national Alzheimer Society Research Program.
- We supported Canadian researchers by promoting client involvement in various research studies throughout the year.

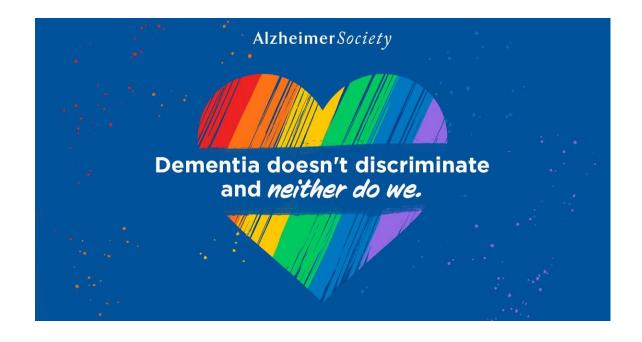




Federation Excellence: Improving Sustainability and Viability through New Ways of Collaborating with the Federation

- ♣ The CEO served as Co-Chair of ASiO's Data Working Group which began the process of establishing standardized approaches to data collection for implementation across all local Alzheimer Societies for First Link®, Social Work/Counselling, and Education. This will allow for valid data comparisons/benchmarking, strategic planning, and demographic understanding of clients served.
- ♣ The Manager of Education and Support Programs participated in an ASiO working group that developed a Risk Assessment Decision Making Tool and Guidelines for Triage of Intake/Assessment and Follow-up. This tool will be share will be shared with all Societies for local implementation.
- ♣ ASiO created a Standardized First Link® Assessment Tool to allow for consistency and comprehensiveness in assessing client needs and for care planning by First Link Care Navigators and First Link®/Counselling staff across all local Alzheimer Societies in Ontario.
- ♣ We participated in the first ASiO Standardized Client Satisfaction & Impact Survey in 2020-2021. The results will allow for a local and provincial understanding of program and service impacts and outcomes to inform strategic planning, to support continuous quality improvement, and to advocate for increased funding.
- ♣ ASSC engaged in an agreement with ASO to collaborate on the purchase and implementation of cyber security training to increase cyber security across ASiO, increase efficiencies, and reduce duplication of efforts. This was particularly important during a time when there was elevated risk due to the pandemic and increased work online.
- ➡ With the retirement of the ONE Mail Direct email service by Ontario Health in 2021, we decided to transition to Office 365 during the 2021-2022 fiscal year, starting with the migration of ASSC email accounts. ASO will cover the cost of the migration project and will manage our Office 365 licenses moving forward. ASO is now providing Help Desk support to all local Alzheimer Societies as part of the ASiO IT Shared Services.
- ♣ We provided opportunities for staff to engage in education and training opportunities regarding racial equity and creating safer spaces for the LGBTQ2S+ community. We also undertook an organizational LGBTQ2S+ accessibility assessment which will be used to inform the development of a plan to become a safer space for this community. We promoted racial equity education/training for members of the Board through ASO as well. ASSC also

established a Diversity, Equity, and Inclusion (DEI) Committee to help create a safer and more inclusive organization.



Local Challenges and Opportunities: Addressing Local Challenges to Ensure Seamless Operations

- We welcomed Toni Jacobs to our team as Enhancing Care Program Clinician, and Shannon Graham who was hired as Administrative Assistant to cover a parental leave of absence. We would like to thank Stephanie Saunders, Family Support Coordinator who left the ASSC in June 2020, and acknowledge her dedication and important contributions to the organization and those we serve for over eleven years. We also thank Katie Schmidt for her contributions as Fundraising Assistant during the summer of 2020.
- ♣ Despite restrictions due to the pandemic, our volunteers provided 1,344 hours of service in 2020-21. We are truly grateful to our incredible volunteer team for continuing to support the needs of the ASSC and our clients during a very challenging year.



We cannot thank our incredible staff team enough for their commitment to the Alzheimer Society of Simcoe County and our clients over the past year. They are remarkable people who worked tirelessly as individuals and together to bring our core values alive during the pandemic.

We C.A.R.E.

Collaboration Accountability Respect Excellence

Activity Statistics

Total Organization	2020/21	2019/20
Total Individuals Served (registered clients)	1,086	1,159
Support Services		,
(includes First Link® Care Navigation)		
New Referrals	548	689
Individuals Served (registered clients)	877	827
Visits (face-to-face, telephone & e-mail contacts with	3,083	2,775
registered clients)		,
Service Recipient Interactions (non-registered clients)	72	83
Group Sessions	78	126
Group Sessions – Clients Attendance	348	1,390
Education Services		
New Referrals	141	265
Individuals Served (registered clients)	254	282
Visits (face-to-face, telephone & email contacts with	219	243
registered clients)		
Service Recipient Interactions (non-registered clients)	5	8
Group Sessions (Persons with Dementia, Family	196	231
Caregivers, Health Care Staff, Volunteers, Students,		
General Public)	1.01.4	2.150
Group Participants – Non–registered Clients Attendance	1,214	3,158
Group Participants – Registered Clients Attendance	771	600
Minds in Motion®		
New Referrals (ASSC)	8	77
Individuals Served (registered clients) (ASSC)	166	262
Visits (face-to-face, telephone & email contacts with	944	223
registered clients) (ASSC)		1
Service Recipient Interactions (non-registered clients) (ASSC)	1	1
Group Sessions (includes ASSC & ASM)	438	264
Group Participants – Registered Clients Attendance (includes ASSC & ASM)	3,499	3,502

Financial Report *

Condensed Statement of Financial Position, Marc	h 31, 2021, with comparative figur	es for 2020
	2024	2(

	<u>2021</u>	<u>2020</u>
Assets		
Current Assets	\$546,751	\$459,117
Capital Assets	8,146	10,116
	\$554,897	\$469,233
Liabilities & Net Assets		
Current Liabilities	\$182,056	\$119,137
Deferred Contributions Related to Capital	6,955	8,330
Assets		
CEBA Loan	30,000	-
Net Assets	335,886	341,766
	\$554,897	\$469,233

Condensed Statement of Operations, March 31, 2021, with comparative figures for 2020

Condensed Statement of Operations, March 31, 202	2021	2020
Revenues		
Ministry of Health & LTC/LHIN	\$658,769	\$704,743
Government Assistance	84,206	-
Expenditure Recoveries	45,427	34,759
Donations	112,643	135,370
Bequest Donations	55	3,000
Fundraising	48,424	88,620
Nevada	-	3,947
Alzheimer Society of Ontario Revenue	16,481	7,617
Sharing		
Grants	36,489	9,534
Interest Income	7,776	7,596
Amortization of deferred contributions	3,207	3,024
related to capital assets		
Total Revenues	\$1,013,477	\$998,210
Expenses		
LHIN Programs		
Compensation	\$378,229	\$416,099
Supplies	8,262	7,821
Sundry	43,995	46,414
Equipment	8,488	3,820
Buildings & Grounds	31,664	27,809
	\$470,638	\$501,963
First Link Care Navigation		
Compensation	\$81,159	\$77,151
Supplies	φοτ, 103 523	ψ77,151 456
Sundry	7,002	8,522
Equipment	7,002	122
Ечарион	\$88,684	\$86,251
	+, -	+,
Expenses (continued on next page)		

Expenses (continued)		
. , ,	<u>2021</u>	<u>2020</u>
General Operations		
Compensation	\$236,177	\$170,579
Supplies	676	7,146
Sundry	54,823	40,074
Equipment	-	7,508
Buildings & Grounds	36,507	33,788
Research Donations	300	1,295
	\$328,483	\$260,390
Minds in Motion Program	.	*
Compensation	\$102,658	\$101,328
Supplies	15,575	9,858
Sundry	9,517	17,264
Equipment	-	1,618
Building and grounds	-	5,470
	\$127,750	\$135,538
Total Expenses	\$1,015,555	\$984,142
Excess of revenues over expenses (expenses over		
revenues) before amortization expense	(2,078)	14,068
	(2.22)	, <u>.</u>
Amortization expense	(3,802)	(3,619)
Excess of revenues over expenses (expenses over		
revenues) for the year	\$(5,880)	\$10,449

^{*} This is a condensed financial report. The Statement of Financial Position and Statement of Operations have been extracted from the audited financial statements for the year ended March 31, 2021 as reported by our auditors BDO Canada LLP, Chartered Professional Accountants, Licensed Public Accountants. Complete audited financial statements are available upon request.



SIMCOE COUNTY

OUR VISION

Persons living with Alzheimer's disease and other dementias, and their care partners, live well and thrive in their community.

OUR MISSION

To improve the quality of life of persons living with dementia, and care partners, through the provision of support services, education, social programs, and research support.

Ann-Marie Kungl Jordan Weber (until April 23, 2021) Vacant Valerie Powell Dan McMahon Melissa Faulkner
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Valerie Powell Dan McMahon
Dan McMahon
Melissa Faulkner
Jonathan Friedman Deena-Kay Froese Mike Jackson (effective September 21, 2020) Betty Jones Tara Maxwell Karie Warnar (effective March 1, 2021) Staff 2020-2021
Debbie Islam
Laura-Lynn Bourassa
Dana Bessette Erika Rice
Heidi Haupt Sanju Hirji Meredith Joy Susan Nagy Stephanie Saunders (until June 2020)
Toni Jacobs (since September 2020)
Michelle Menecola
Taryl Bougie
Katherine Breeson
Sandra MacNevin Katie Schmidt (summer youth worker) Marguerite Glanfield
Shannon Graham Kristin Smith (parental leave)

Contact Information		
Barrie Office Location:	20 Anne Street South, Unit 3, Barrie, Ontario L4N 2C6	
Barrie Mailing Address:	P.O. Box 1414, Barrie, Ontario L4M 5R4	
Orillia Satellite Office Location:	Seniors Care Clinic, 25 Museum Drive, Orillia (by appointment only)	
Telephone Numbers:	(705)722-1066 or 1-800-265-5391	
E-Mail Address:	simcoecounty@alzheimersociety.ca	
Chapter Website:	www.alzheimer.ca/simcoecounty	
Charitable Registration #:	11921 2116 RR0001	





www.alzheimersociety.ca/ simcoecounty

