

Alzheimer *Society*

SAULT STE. MARIE
& ALGOMA DISTRICT

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Charitable Registration Number: 10670 5403 RR0001



2008-2009 ANNUAL REPORT

Presented at the Annual General Meeting, June 10, 2009



Mission Statement of the Alzheimer Society of Sault Ste. Marie and Algoma District

To improve the quality of life for people affected by Alzheimer's disease and related dementias and to provide support for their caregivers. We will accomplish this mission by:

- Providing support and guidance for people affected by Alzheimer's disease
- Promoting the rights and well-being of the person with Alzheimer's disease or a related dementia
- Providing, information, education, and training
- Increasing public awareness in the community
- Providing support and/or funds for research
- Collaborating with the provincial and national levels of the organization.

PRESIDENT'S REPORT

Susan Van Atte, President

As we approach the 25th anniversary of the Alzheimer Society of Sault Ste. Marie and Algoma District, we have the opportunity to review the milestones achieved from 1985 to 2010. From moving to a more visible and accessible office location on Albert Street, to the creation of the In-home Recreation Therapy Program, to the establishment of the East Algoma satellite office, the Alzheimer Society has responded to needs of the community, and plans to continue to do so over the next 25 years. The need to provide assistance and support for families affected by Alzheimer's disease was a primary reason for forming the Society in 1985, and supportive counseling continues to be the Society's cornerstone program. Education was a core program for the fledgling Society in 1985, and continues to be a primary activity, helping to improve quality of life for people affected by Alzheimer's disease and reduce the associated stigma.

The Sault/Algoma chapter of the Alzheimer Society has played a significant role with our provincial federation over the past 25 years, with Shelley McEachern taking the role of President of the Alzheimer Society of Ontario (ASO) from 1994 to 1997, and now with Paul Hebert assuming the role of Vice President of ASO. Paul is a former president of the Sault/Algoma chapter, and continues to be highly supportive of local initiatives.

We are proud of our history and our ability to serve Algoma district over the past quarter century, but these achievements would not be possible without strong support from our community. Thank you to everyone who has helped along the way.

Board of Directors 2008-2009

Susan Van Atte, President
Mark Zorzit, Past President
Dale Kenney, Vice President
Darin Rossetto, Secretary
Anna Hamilton, Treasurer
Eric McCooye, Director
Susan McLean, Director
Anna Cartmill, Director
Garr Smith, Director
Gil Contant, Director
Glen Manchester, Director

Staff 2008-2009

Carolyn Cybulski, Executive Director
Vicky Roy, Family Support Case Worker
Cathie Randell, Education Coordinator
Bea Fioramanti, Coordinator of Volunteers & Special Events
Monica Ruzyski, Bookkeeper/Office Assistant
Carolyn Ross, Support & Education Coordinator, East Algoma
Amy Bird, Recreation Therapist



THE YEAR IN REVIEW

Carolyn Cybulski, Executive Director

The Alzheimer Society of Sault Ste. Marie and Algoma District continues to monitor the implementation of its 2007-2010 Strategic Plan. In year 2 of the plan, the Society was successful in completing 55 of the 66 strategies (83%) and 17 out of 23 (74%) outcome measures identified for year 2. The Strategic Plan is composed of six strategic and enabling directions: service, profile/public awareness, public affairs, research, fund development, and organizational effectiveness/capacity/capability.

Thanks to the generosity of donors and the success of our fundraising endeavours, the Society was able to contribute a record amount of over \$20,000 to the Centre for Research in Neurodegenerative Diseases (CRND) in 2009 as part of the ongoing search for a cure for Alzheimer's disease. This is the highest amount ever donated to dementia research by our chapter in a single year. Over the past 15 years, our chapter has donated approximately \$170,000 to research.

January's Alzheimer Awareness message for 2009 was "Put Your Mind To It", a call to action for all of us to make change happen. The "Put Your Mind To It" theme had three main messages: make contributions to research to find a cure for Alzheimer's disease and related dementias, reduce the stigma of the disease by learning as much as possible and talking openly about it, and urge decision-makers to make dementia a health care priority. We would like to thank all supporters across Algoma district who helped us communicate these important messages to the community.

The Alzheimer Society scholarship was awarded to Stephanie Bressan in the pre-Health Sciences program at Sault College. The purpose of this scholarship, valued at \$600, is to encourage an interest in volunteerism and care of the elderly, and it is open to students enrolled in any health or human services program at Sault College.

On Page 1, Alzheimer Society President Susan Van Atte made mention of the many partnerships that we have enjoyed over the past year. Some very exciting fund development opportunities in 2008-2009 included:

- Station Mall Drug Mart—*Nevada Ticket Sales*
- MacLeod Highland Dance Studio—*St. Andrew's Tartan Ball*
- Gerlinde Haeffle—*Algoma Fall Craft Show*
- Amici's Ristorante, A Thymely Manner, Boots & Saddles Roadhouse, Boston Pizza, Vincenzo's, Casey's Grill/Bar, Fire Side Inn, Joey Calzone's, Los Mexicanos, Uncle Gino's Café, Lakeview Restaurant, Mustang's Grill—*Dessert and Coffee Specials (Coffee Break)*
- AdditionElle, Bulk Barn, Dinelle's Country Market, Canadian Tire Elliot Lake, Dean's Food Basics, Foodland and Bob's No Frills in Elliot Lake, Joe's No Frills, Pennington's, Pino's Get Fresh, Subways, and A Taste of Scandia—*Coffee Break Decal Promotion*
- Collegiate Heights Retirement Residence - *Forget Me Not Tea & Dessert*
- Pfizer Canada, Janssen-Ortho Inc., Lundbeck, Lilly, and USWA #2724 - *Education Conference*
- Algoma's Water Tower Inn, Community First Credit Union, Curves, Bennardo Jewellers, Mane Street Salon & Spa, ICI Paints, New North Greenhouses, Zenone's, and Sears Cosmetics & Fragrances - *Ladies' Night Out*
- Northern Star Broadcasting, 94.1 Moose FM, Northwood Funeral Home, Brookfield Renewable Power, Penny's Pets, Lamon's Printing, The Medicine Shoppe-Great Northern Rd., Bell, The Athlete's Foot, Allstate Insurance Agency, And Son Contracting, Avery Construction, Castle Realty Ltd., Hess Jewellers, KPMG, Lock City Monuments, Mike Moore & Sons Construction Ltd., Mio's Furniture Fashions, North Star Travel Plus, PUC Services Inc., Purvis Marine Ltd., Rector Machine Works Ltd., Royal Purple #155, Soo Mill Build All, Soo Video Sales & Service, We Care Home Health Services, Bob's No Frills, C&R Home Improvements Ltd., Elliot Lake Foodland, Elliot Lake Retirement Living, and Stone Ridge Golf Course - *Manulife Walk for Memories*

A heartfelt thanks is extended to all of the individuals who made these partnerships a reality.



SUPPORT AND EDUCATION SERVICES

Vicky Roy, Family Support Case Worker
Amy Bird, Recreation Therapist

Cathie Randell, Education Coordinator
Carolyn Ross, Support and Education Coordinator

As the number of people with Alzheimer's disease and related dementias rises, the demand for support and education services continued to increase in 2008-2009. Most notable was the number of participants attending Support Groups and Learning Series. Groups are available for both the person with dementia as well as the family caregivers, in both Sault Ste. Marie and East Algoma. First Link®, which is a direct referral system that offers an education and support program that is consistent across Ontario, has grown in East Algoma and it is anticipated that it will be expanded to other areas of Algoma district in the following year.

In-home Recreation Therapy continued to be a well-received program, with 27 clients receiving service throughout the year. Unfortunately a substantial wait-list for the program meant that prospective participants were required to wait months before being admitted to the program. The Board of Directors has chosen to address this problem by providing more resources to the program in 2009-2010.

Educational initiatives that were offered by the Society in the past year include:

- Personality Dimensions (Caregiver Retreat, May 2008)
- Dr. Ekaterina Rogaeva: *The Genetic Profile of Alzheimer's Disease and Related Dementias* (Annual General Meeting - June 2008)
- Arlene Gear and Tracy Puurinen: *Making the Connection Work* (Elliot Lake, October 2008)
- Dr. James Chau, Marg Barek, Vickie Luckham: *Optimizing Your Memory* (Elliot Lake, January 2009)
- Alzheimer Annual Education Conference: *Person-Centred Care* (March 2009). Featured speakers - Dr. Frank Ianni and Carol Bowlby Sifton.
- Gentle Persuasive Approaches in Dementia Care (workshops ongoing throughout the year).

The Alzheimer Society continued to receive tremendous support from Huron Lodge in Elliot Lake

through the donation of office space and support in 2008-2009. The apartment building at I Washington Crescent in Elliot Lake also donated space for groups.

The Alzheimer Society's Quality Improvement program has several components, including development and measurement of outcome measures for each program or service and annual client satisfaction surveys for all programs. For the 2008-2009 fiscal year, client satisfaction was between 80 and 100% for support, education, and recreation therapy programs.

Ontario Healthcare Reporting Standards (OHRS) were introduced to the Community Support Services Sector by the Ministry of Health and Long-term Care in 2007. The goal of the OHRS is to ensure that all organizations are reporting statistical and financial data in a consistent manner. The Alzheimer Society volunteered to begin OHRS reporting in Phase II of the roll-out to community agencies, beginning in April 2008. Due to a significant change in the way units of service and individuals served are recorded, program statistics for some programs will appear significantly different from previous years.

Staff members continued to participate in various committees and community groups in order to ensure that the needs of people affected by dementia were brought forward. Included were:

- Dementia Care Network Algoma
- North East Dementia Network Coalition
- Geriatric Mental Health Coalition
- Northeastern Ontario Stroke Network
- Therapeutic Leisure Committee
- Elder Abuse Prevention Committee
- Advance Directives Subcommittee
- Appropriate Level of Care Working Group
- Partners in End of Life Care
- Seniors at Risk
- East Algoma Service Providers Group
- Algoma Community Support Services CEO Roundtable.



VOLUNTEER PROGRAMS AND FUND DEVELOPMENT

Bea Fioramanti, Coordinator of Volunteers and Special Events

We continue to be astounded by the commitment and dedication of the more than 225 volunteers who donated 1,900 hours to the Alzheimer Society in the past year. From office assistance to special events, from governance to door-to-door canvassing, volunteers are indeed the heart and soul of this organization.

Approximately 70 people attended the annual Volunteer Appreciation Dinner held in May 2008 at the Verdi Hall. In addition to honouring all volunteers, tribute was paid to our Ladies' Night Out volunteers, and service awards were presented to volunteers who reached 5, 10, 15, and 20 years of service.

Six Alzheimer Society volunteers received Ontario Volunteer Service Awards from the Ministry of Citizenship in 2008: Darlene Govett, Sue Bond, Michelle Cerenzia, Dana McDonald, Marion Lewis, and John Lewis.

Country Style Donuts was nominated by the Alzheimer Society for the 2008 Mayor's Award. This award is intended to recognize the businesses in our community that make significant contributions to the not-for-profit sector. Country Style was nominated for its ongoing support of Coffee Break™ and the Manulife Walk for Memories. Previous nominees of the Mayor's Award by the Alzheimer Society include:

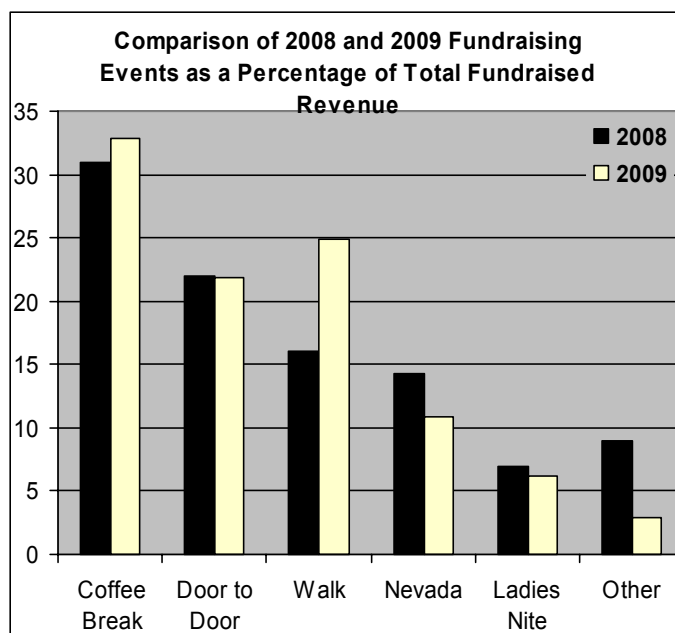
- 2003 - Royal Bank (category winner)
- 2004 - Best Western Great Northern
- 2005 - Riuniti Banquet Halls
- 2006 - Lamon's Printing
- 2007 - Bennardo Jewellers
- 2008 - Country Style Donuts

The annual Coffee Break fundraiser was once again the Society's most successful fundraising event, surpassing all previous years' revenues in 2008. The commitment and generosity of hosts and donors is the reason for the success of this event.

As compared to other Alzheimer Society chapters in Ontario, the Sault/Algoma chapter had the highest Coffee Break revenues per capita in 2008.

The Manulife Walk for Memories was a highlight of 2008-2009, not only because of record revenues, but also because it included the inaugural Walk for Memories in Elliot Lake. For a first-time event, the Elliot Lake Walk surpassed all expectations, raising over \$7,000 and offering an excellent opportunity to inform residents of the North Shore about the Alzheimer Society's services.

Trending of the Society's fundraising events is done annually, as shown in the graph below which represents various fundraising events and their contribution to overall fundraised revenues, comparing 2008-2009 data to that of 2007-2008. It will be readily noted that the contribution of revenue from the Walk for Memories to the overall fundraised revenue total rose dramatically in 2008-2009, while the contribution from Nevada revenues decreased. This year-by-year trending allows the Society to determine which events provide opportunity for growth and therefore is helpful when creating the annual fund development plan.





PROGRAM STATISTICS 2008-2009

Client/Caregiver Support

415 clients served
1,752 visits
827 direct service hours

Health Promotion and Education

2,386 individuals served
1,211 visits for registered participants
436 direct service hours

Recreation Therapy

28 clients served
620 visits
851 direct service hours

Safely Home Wandering Registry

150 clients registered

Volunteer Visiting

12 client/volunteer matches
220 visits
279 direct service hours

Katherine L. Punch Resource Centre

72 books and videos borrowed

Chapter Website

19,520 visits

Volunteer Hours

Awareness & Fundraising	1,039
Office Assistance	287
Board & Committee Meetings	295
Volunteer Visiting Program	279

Total Volunteer Hours **1,900**
(225 registered volunteers)

TREASURER'S REPORT

Anna Hamilton

The financial report on the opposite page shows that the Alzheimer Society of Sault Ste. Marie and Algoma District continued to enjoy a favourable financial position in 2008-2009. Base funding from the Local Health Integration Network, which was increased slightly over the previous year to assist with inflationary costs, accounted for approximately 29% of the Society's revenues. Successful fundraising and generous donations assisted the Society to experience an overall increase in revenues of over 3%. Total expenditures increased by less than 2%, resulting in an overall operating surplus.

The Alzheimer Society converted to the Ontario Healthcare Reporting Standards (OHRS) for financial and statistical reporting in 2008-2009, which affected the presentation of some revenue and expense categories.

The Alzheimer Society appreciates the support of our community, especially the community partners and local businesses who assist in our fundraising efforts in many different ways. We look forward to another year of successful partnerships in 2009-2010.

Help for Today. Hope for Tomorrow.



FINANCIAL REPORT*

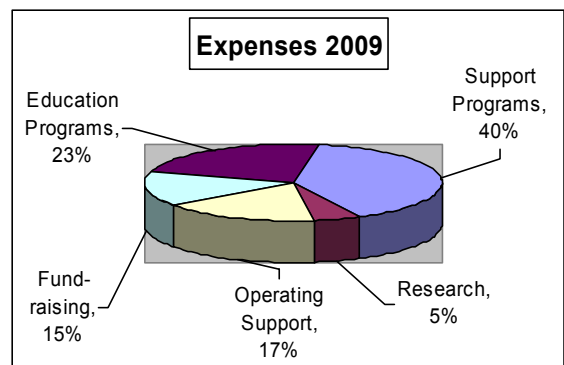
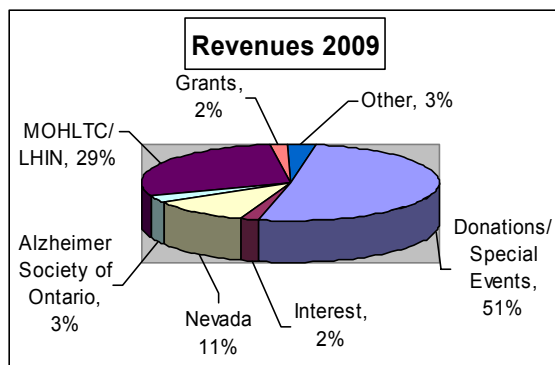
Condensed Statement of Financial Position, March 31, 2009, with comparative figures for 2008

	2009	2008
Assets		
Current Assets	<u>\$428,934</u>	<u>\$438,817</u>
Liabilities and Net Assets		
Current Liabilities	\$ 23,184	\$ 61,069
Net Assets	<u>\$405,750</u>	<u>\$377,748</u>
	<u>\$428,934</u>	<u>\$438,817</u>

Condensed Statement of Operations, March 31, 2009, with comparative figures for 2008

	2009	2008
Revenues		
Donations/Fundraising	\$ 216,280	\$ 164,774
Bingo/Nevada	\$ 46,192	\$ 58,709
Ministry of Health and Long-term Care/Local Health Integration Network	\$ 124,844	\$ 122,654
Alzheimer Society of Ontario	\$ 11,286	\$ 25,364
Grants	\$ 8,001	\$ 10,001
Interest	\$ 7,079	\$ 3,902
New Horizons	-	\$ 17,115
Other	<u>\$ 11,432</u>	<u>\$ 8,460</u>
	<u>\$ 425,115</u>	<u>\$ 410,979</u>
Expenditures		
Salaries and Benefits	\$ 242,384	\$ 231,622
Building Expenses	\$ 24,241	\$ 22,040
Supplies	\$ 12,553	\$ 20,274
Equipment	\$ 3,036	\$ 2,834
Sundry	\$ 35,266	\$ 30,406
Research	\$ 20,300	\$ 15,000
Scholarship	\$ 36	\$ 564
Fundraising Costs	\$ 33,941	\$ 37,552
Grant Expenditures	\$ 4,332	\$ 8,403
Personal Support Worker Training	<u>\$ 5,825</u>	<u>\$ 6,254</u>
	<u>\$ 381,914</u>	<u>\$ 374,949</u>
Unrealized Loss on Mutual Funds	<u>\$ 15,199</u>	-
Excess of Revenues over Expenditures	<u>\$ 28,002</u>	<u>\$ 36,030</u>

*Based upon financial statements audited by Calam Ruscio Rossi Chartered Accountants LLP. Complete audited financial statements available upon request.





OUR VALUES

Respect
Compassion
Integrity
Accountability
Partnerships
Person-centred

OUR VISION

The Alzheimer Society of Sault Ste. Marie and Algoma District will be a premier dementia knowledge resource and a recognized leader in dementia education and support.

The Alzheimer Society of Sault Ste. Marie and Algoma District, while an independently governed organization, is affiliated with the Alzheimer Society of Canada, the Alzheimer Society of Ontario, and the 38 other local Alzheimer Society chapters in Ontario.

Supported by:



Did you know...

- ◆ Our staff traveled 13,529 km in 2008-2009 for direct service delivery, spending approximately 279 hours on the road.
- ◆ It is estimated that in 2009, there are 2,027 people in Algoma District living with Alzheimer's disease or a related dementia*, and that the numbers throughout the district are estimated to be broken down as follows:
 - Sault Ste. Marie 1,301
 - Elliot Lake/Spanish 339
 - Central Algoma 148
 - Blind River/North Shore 101
 - Unorganized North 73
 - North Algoma—Wawa/White River 53
 - Hornepayne 10

**Source: Dementia Projections for the Counties, Regional Municipalities, and Districts of Ontario; RW Hopkins & JF Hopkins; December 2005.*

- ◆ With the exception of the annual donation to Alzheimer research, all funds raised in Algoma district remain here to provide important programs for those affected by Alzheimer's disease and related dementias.
- ◆ Over the past 15 years, the Alzheimer Society of Sault Ste. Marie and Algoma District has contributed almost \$170,000 to research into the cause and cure of Alzheimer's disease and related dementias, thanks to the generosity of donors throughout Algoma.
- ◆ The following is a sampling of comments that were received from recipients of our services over the past year:
 - *So far my contacts with case worker (staff member name) have been helpful and comforting...I am often uplifted after our meetings with her ideas, suggestions, and encouragements.*
 - *I feel having contact with...the Alzheimer Society has helped me tremendously as a caregiver. Their encouragement and information has helped me cope with the journey I am facing as a caregiver. I look forward to the meetings - they give us support and information we need to go on successfully.*
 - *She (staff member name) understands my mom's needs; she knows when my mom is down...*
 - *My husband looks forward to seeing (staff member name). She is always so happy, bubbly, and caring.*
 - *Excellent presentation; it reinforced what I did know and added to my knowledge base.*

Alzheimer Society

Providing 24 years of dementia services in Algoma District