

Alzheimer Society

SAULT STE. MARIE
& ALGOMA DISTRICT

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2009-2010 ANNUAL REPORT

Presented at the Annual General Meeting, June 17, 2010

Alzheimer Society
SAULT STE. MARIE
& ALGOMA DISTRICT
1985-2010
25 Years
of help & hope



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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 I conclude my two year term as President, I am struck by the enormous changes the Society has experienced in this short period of time. Thanks to funding from the Local Health Integration Network, we were able to fully launch First Link® throughout the Algoma district in an effort to ensure access to dementia services as early as possible in the disease process.

The Society was grateful to be the recipient of the generosity of donors who wished to see their donations used to increase dementia resources in Algoma. Thanks to these gifts, the Society has been able to increase its levels of service delivery in both the family support and recreation therapy programs. The board of directors continues to engage in strategic planning to ensure that the gifts are utilized to provide the maximum benefit to those affected by dementia.

In September of 2009, our local chapter signed a Federation Agreement with the Alzheimer Society of Ontario and the 38 other local Alzheimer chapters in Ontario. The Agreement clearly defines how our 40 independent organizations will work together over the next five years to provide optimal dementia services.

January 2010 kicked off the Alzheimer Society's 25th anniversary year, with the key event being the *Anniversary Celebration Dinner Dance: 25 Unforgettable Years*, held on March 6, 2010. The Alzheimer Society has been able to provide dementia services for the past 25 years thanks to the support and generosity of the residents of Algoma. Thank you to everyone who has had a part in our chapter's development over the years.

It has been an honour to serve as President of the Alzheimer Society for the past two years, and I wish incoming President Dale Kenney every success in her new role.

Board of Directors 2009-2010

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

Staff 2009-2010

Carolyn Cybulski, Executive Director
Vicky Roy, First Link Coordinator (Family Services), SSM
Cathie Randell, First Link Coordinator (Health Promotion), SSM
Carolyn Ross, First Link Coordinator, East Algoma
Katherine Chalykoff, First Link Coordinator, North Algoma
Amy Shaw, Recreation Therapist
Brenna Tomas, Recreation Therapist
Bea Fioramanti, Coordinator of Volunteers & Special Events
Monica Ruzyski, Bookkeeper/Office Assistant
Shaylan Spurway, Communications Intern



THE YEAR IN REVIEW: PROGRAMS AND SERVICES

The Rising Tide report, commissioned by the Alzheimer Society of Canada and launched during January Awareness Month, set the stage for an increase in public awareness of the impact of dementia in Algoma and across Canada. The report not only provided information on the current social and economic impact of dementia in Canada, but also what we can expect in the next 25 years if nothing is done. Following on the heels of Rising Tide, the Alzheimer Society of Ontario launched the 10 by 20 report, recommending 10 public policy strategies to be put into place by 2020.

Locally the Society is attempting to deal with the “rising tide” in several ways. President Susan Van Atte made reference in her report to First Link now being available throughout Algoma. This program will provide the structure to help us to reach out to more families affected by dementia as early as possible and to connect them with important community services. Additionally, in an effort to facilitate early diagnosis by physicians, the Society now offers cognitive assessments.

The opening of the North Algoma satellite office was the realization of a long-standing goal of the Alzheimer Society to ensure that services are available throughout the Algoma district. Partnerships with Huron Lodge in Elliot Lake, and now with Lady Dunn Health Centre in Wawa, have allowed the Alzheimer Society to locate within these well-established agencies, facilitating communication and reducing administrative costs.

Funding from the Local Health Integration Network (LHIN) has made some of these service increases possible. Additionally, this year the Society was also fortunate to receive a gift from a local family that has made a significant increase possible in the Family Services and Recreation Therapy programs. Thanks to this generosity, wait lists for these services will be reduced and the ability to assist those coping with Alzheimer’s disease will increase.

This year, the 2007-2010 Strategic Plan came to a close, with most objectives being accomplished through the identified strategies and tactics. A new strategic plan for the next three years is currently being developed, with the focus clearly on enhancing and further developing dementia support services. As we plan for continued growth in service needs, we look forward to continued support from the communities we serve.

The Board of Directors was pleased to approve a \$15,000 donation to Alzheimer research at the Centre for Research in Neurodegenerative Diseases at the University of Toronto. This donation represents the continuation of an annual commitment to research that the Society has made over most of its 25 year existence.

Quality improvement remains a key activity, and the Alzheimer Society monitors the quality of its programs and services on a regular basis by a variety of means, one of which is client satisfaction surveys. An analysis of the survey responses in 2009-2010 provided the following results:

Education Programs (992 surveys returned):

- Increased knowledge of Alzheimer’s disease and related dementias – 93%
- Increased confidence in caregiving role – 87%
- Overall satisfied with education program/session – 98%

Support Programs (support groups and individual supportive counseling) (50 surveys returned):

- Received beneficial information – 100%
- Received service that was supportive and empathetic – 100%
- Concerns were adequately addressed – 100%
- Increased understanding of Alzheimer’s disease and related dementias – 95%
- Increased confidence in caregiving role – 91%
- Increased ability to cope with memory difficulties – 80%.



THE YEAR IN REVIEW: VOLUNTEER PROGRAMS & FUND DEVELOPMENT

Volunteers continue to be the cornerstone of the Alzheimer Society, being involved in all aspects of the organization from office assistance and special events to companion visiting and governance. We are truly blessed to have such a committed team of talented people to assist in carrying out the mission of improving quality of life for those affected by Alzheimer's disease and related dementias.

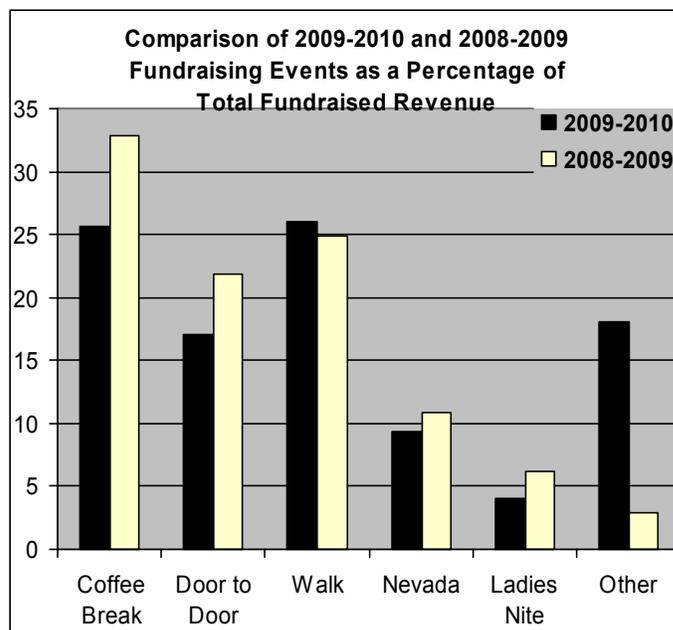
Six Alzheimer Society volunteers received Ontario Volunteer Service Awards from the Ministry of Citizenship in 2009: Doug Wilson, Octav Landry, Carey Sauve, Steve Banducci, Charlene Romiti, and Kaireen Morrison.

Station Mall Drug Mart was nominated by the Alzheimer Society for the 2009 Mayor's Award. This award is intended to recognize the businesses in our community that make significant contributions to the not-for-profit sector. Station Mall Drug Mart was nominated for its ongoing support of Nevada ticket sales.

Revue from events such as Coffee Break and the Door-to-Door Campaign were consistent with those of the previous year. The Manulife Walk for Memories showed significant growth this year, raising almost 30% more than in 2008-2009. The Walk in Elliot Lake demonstrated incredible growth in its second year, with more than \$13,000 raised.

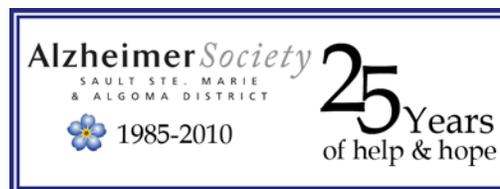
Trending of the Society's fundraising events is done annually, as shown in the graph opposite which represents various fundraising events and their contribution to overall fundraised revenues, comparing 2009-2010 data to that of 2008-2009. It will be readily noted that the contribution of "other" revenue to the overall total was much higher in 2009-2010 than in the previous year. This is due to the effect of several one-time events that took place this year which were significant revenue

generators. "Other" events include: 3rd party fundraisers (e.g., Great Northern Hotel's pasta dinner and Festive Slumbers events, Club Calabrese dinner/dance, and Collegiate Heights Tea), raffle, Alzheimer Society of Ontario, 25th anniversary dinner/dance, and other miscellaneous events.



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.

Financial targets for all fund development activities were met or exceeded in the past year. This would not have been possible without the extreme generosity and support of local businesses and organizations, individual donors, and volunteers.





PROGRAM STATISTICS 2009-2010

Client/Caregiver Support

444 clients served
1,952 visits
758 direct service hours

Health Promotion and Education

3,256 individuals served
1,533 visits for registered participants
396 direct service hours

Recreation Therapy

46 clients served
728 visits
981 direct service hours

Safely Home Wandering Registry

136 clients registered

Volunteer Visiting

10 client/volunteer matches
169 visits
204 direct service hours

Katherine L. Punch Resource Centre

65 books and videos borrowed

Chapter Website

26,167 visits

Volunteer Hours

Awareness & Fundraising 1,245
Office Assistance 287
Board & Committee Meetings 292
Volunteer Visiting Program 204

Total Volunteer Hours 2,028
(237 registered volunteers)

TREASURER'S REPORT

Anna Hamilton

A large increase (approximately 110% over last year) in overall revenues was recorded for 2009-2010. The primary reason for this increase was a bequest in the amount of \$438,905. In addition, the Society received increased funding from the Local Health Integration Network in the amount of \$47,500 to provide the First Link® program across the Algoma district. Successful fundraising also contributed to the increase.

Expenses increased in LHIN-funded program areas as the Society rolled out First Link across Algoma and in the non-LHIN-funded areas as the Society increased its commitment to the Recreation Therapy program using fundraising revenues. The need for support, education, and recreation therapy services is expected to continue increasing over the next 25 years as the "Rising Tide" of dementia continues.

As noted on the revenue chart on the following page, donations and fundraising accounted for 30% of the Society's revenue in 2009-2010. The board and staff of the Alzheimer Society is fully cognizant of the important role that fundraising plays in the delivery of dementia-related services, and are extremely appreciative of the high level of community support received. We thank all volunteers, donors, partners, sponsors, and supporters who assist the Society to achieve its mission of improving the quality of life for people affected by Alzheimer's disease and related dementias.

Help for Today. Hope for Tomorrow.



FINANCIAL REPORT*

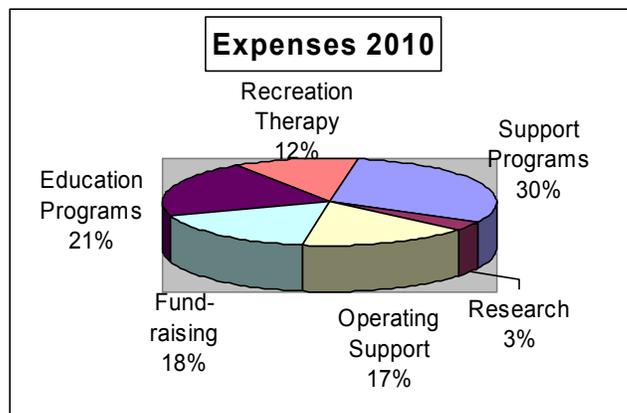
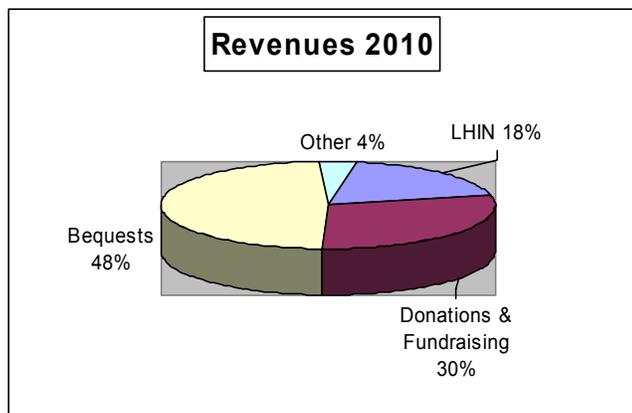
Condensed Statement of Financial Position, March 31, 2010, with comparative figures for 2009

	2010	2009
Assets		
Current Assets	<u>\$929,965</u>	<u>\$428,934</u>
Liabilities and Net Assets		
Current Liabilities	\$ 57,195	\$ 23,184
Net Assets	<u>\$872,770</u>	<u>\$405,750</u>
	<u>\$929,965</u>	<u>\$428,934</u>

Condensed Statement of Operations, March 31, 2010, with comparative figures for 2009

	2010	2009
Revenues		
Donations/Fundraising/Bequests	\$ 655,015	\$ 216,280
Nevada/Raffle	\$ 51,350	\$ 46,192
Ministry of Health and Long-term Care/Local Health Integration Network	\$ 167,114	\$ 124,844
Alzheimer Society of Ontario	\$ 9,000	\$ 11,286
Grants	\$ 8,860	\$ 8,001
Interest	\$ 3,760	\$ 7,079
Other	<u>\$ 10,717</u>	<u>\$ 11,433</u>
	<u>\$ 905,816</u>	<u>\$ 425,115</u>
Expenditures		
Salaries and Benefits	\$ 295,957	\$ 242,384
Building Expenses	\$ 29,036	\$ 24,241
Supplies	\$ 13,290	\$ 8,564
Equipment	\$ 6,866	\$ 3,036
Sundry	\$ 43,402	\$ 39,255
Research	\$ 15,000	\$ 20,300
Scholarship	\$ 600	\$ 36
Fundraising Costs	\$ 47,518	\$ 33,941
Grant Expenditures	\$ 2,709	\$ 4,332
Personal Support Worker Training	<u>\$ -</u>	<u>\$ 5,825</u>
	<u>\$ 454,378</u>	<u>\$ 381,914</u>
Unrealized Loss (Gain) on Mutual Funds	<u>\$(15,582)</u>	<u>\$ 15,199</u>
Excess of Revenues over Expenditures	<u>\$ 467,020</u>	<u>\$ 28,002</u>

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





Did you know...

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:



- ◆ It is estimated that in 2010, there are 2,096 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 1,346
 - Elliot Lake/Spanish 350
 - Central Algoma 153
 - Blind River/North Shore 105
 - Unorganized North 75
 - North Algoma—Wawa/White River 54
 - Hornepayne 11

**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 22 years, the Alzheimer Society of Sault Ste. Marie and Algoma District has contributed approximately \$183,000 to research into the cause and cure of Alzheimer’s disease and related dementias, thanks to the generosity of donors throughout Algoma.
- ◆ Our staff traveled 15,530 km in 2009-2010 for direct service delivery, spending approximately 324 hours on the road.
- ◆ The following is a sampling of comments that were received from recipients of our services over the past year:
 - *What a wonderful program! The Family Support Program made the world of difference to us.*
 - *My entire contact with the Alzheimer Society has been positive and useful and supportive.*
 - *(Staff member) is an attentive and compassionate listener. Her assistance and that of your organization as a whole is a great resource and a place of understanding.*
 - *When I first contacted the Alzheimer Society, I was becoming quite desperate. (Staff member)’s interest, support and suggestions were exactly what I required and I am positive that the services provided by (staff member) and the Society saved me from a breakdown. I have only praise for what your society can do for anyone in my circumstances.*
 - *Atmosphere is wonderful – supportive. Valuable insights through sharing.*
 - *Positive, positive, positive! My father can’t wait for the weather to be good to be able to go for walks with (staff member).*
 - *We find the opportunity to discuss issues with (staff member) very beneficial. She has a gentle caring approach.*
 - *I feel the support and that I am not alone. Very good feeling.*

Alzheimer Society

Providing 25 years of dementia services in Algoma District