

# Alzheimer Society

SAULT STE. MARIE  
& ALGOMA DISTRICT

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Charitable Registration Number: 10670 5403 RR0001



## 2010-2011 ANNUAL REPORT

Presented at the Annual General Meeting, June 15, 2011

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

*Dale Kenney, President*

Last year the Rising Tide report (Alzheimer Society of Canada, 2010) provided us with data that identified the growing crisis in dementia care as a result of our shifting demographics and increasing health needs as our population ages. Our local Alzheimer Society has seen the effects of the rising tide, and in fact this year experienced an 18% increase in the number of families served in our supportive counseling program, and a 56% increase in clients served in the recreation therapy program, from the previous fiscal year. With the greater demand for dementia services, direct service staff complement has increased by 33% this year as we added resources in family support, education, and recreation therapy. Thanks to generous community support, the Society has been able to fund these resources through donations, and we are extremely grateful to those in our community who understand the need and believe in our organization's work.

With the end of the 2010 calendar year, our 25th anniversary celebrations also came to a close, and we are grateful to everyone who participated in marking this milestone with us. With intensive Alzheimer's disease research occurring on an ongoing basis in Canada and around the world, we are hopeful that the next 25 years will see the need for the services provided by the Alzheimer Society eliminated.

I would like to thank the board members and staff of the Alzheimer Society for making my first year as President such an enjoyable one. I am continually amazed and humbled by the commitment and compassion demonstrated by board and staff towards the people we serve, and I am honoured to be part of such a caring organization. I would also like to thank everyone in Sault Ste. Marie and Algoma District who supported us throughout the year and who made it possible for us to achieve our mission.

#### **Board of Directors 2010-2011**

Dale Kenney, President  
Susan Van Atte, Past President  
Sandra Lamon, Vice President  
Eric McCooeye, Secretary  
Glen Manchester, Treasurer  
Graham Clark, Director  
Chantelle Evans, Director  
Anna Cartmill, Director  
Garr Smith, Director  
Gil Contant, Director

#### **Staff 2010-2011**

Carolyn Cybulski, Executive Director  
Vicky Roy, First Link Coordinator, Sault Ste. Marie  
Cathie Randell, First Link Coordinator, Sault Ste. Marie  
Carolyn Ross, First Link Coordinator, East Algoma  
Katherine Chalykoff, First Link Coordinator, North Algoma  
Amy Shaw, Recreation Therapist  
Stacey Shiels, Recreation Therapist  
Helga Moore, Recreation Therapist  
Bea Fioramanti, Coordinator of Volunteers & Special Events  
Monica Ruzyski, Bookkeeper/Office Assistant  
Tammy Bingley, Administrative Assistant  
Crystal Hillier, Community Outreach Coordinator, East Algoma  
Ruth Galinis, Education Coordinator



## THE YEAR IN REVIEW: PROGRAMS AND SERVICES

**P**resident Dale Kenney made reference in her report to the increase in direct service in response to the “rising tide” of dementia. Specifically, in the past 18 months, we have doubled our service capacity for recreation therapy and increased our capacity for supportive counseling by 40% in Sault Ste. Marie. Additionally, with the recent hiring of the Community Outreach Coordinator in East Algoma, we have initiated a new Recreation Therapy program for East Algoma, and will also have improved capacity in our education and family counseling programs for that area. These service enhancements have all been made possible through the generous support of community members.

**I**n May 2010, the Society approved a new Strategic Plan for the period 2010—2013. The five directions that have been established for the next three years include:

1. **Service:** Every person in Algoma District affected by dementia has access to high quality services throughout the continuum of the disease.
2. **Public Awareness:** People in Algoma District will understand Alzheimer’s disease and related dementias (ADRD).
3. **Public Affairs:** The Alzheimer Society will provide input on public policy matters related to ADRD.
4. **Fund Development:** The Alzheimer Society has the financial resources to achieve its mission.
5. **Organizational effectiveness and capacity/capability:** The Alzheimer Society is a dynamic, highly effective, and respected organization.

An implementation plan with objectives and associated strategies/tactics for accomplishing the direction has been created which will guide our work over the next three years.

**O**ur chapter was successful in a grant proposal to the Ontario Trillium Fund on behalf of the Ontario Dementia Network. The Alzheimer Society agreed to be the lead agency for this provincial grant and will work in collaboration with members of the Ontario Dementia Network to explore the

feasibility of a Dementia Help Line. Over the years we have heard from many caregivers who tell us that caregiving issues frequently take place “after hours” when traditional dementia support agencies are not available. Through this Trillium grant, we aim to determine possible models for a toll-free after hours Dementia Help Line and the feasibility of implementing.

**T**he Board of Directors was pleased to approve a \$10,000 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 26 year existence.

**Q**uality 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 2010-2011 provided the following results:

### Education Programs:

- Increased knowledge of Alzheimer’s disease and related dementias (ADRD) – 82% - 100%
- Increased confidence in caregiving role – 91% - 100%
- Increased knowledge of community dementia services — 90% - 95%

### Support Programs (support groups and individual supportive counseling):

- Increased knowledge of ADRD, disease management, and community resources — 94% - 100%
- Feel more prepared to care for loved one with ADRD — 94% - 97%

### Recreation Therapy and Volunteer Visiting:

- Benefited from socialization/activation — 87% - 100%
- Positive effects are felt/noticed during and/or after visit — 100%
- Would recommend the program to others— 100%



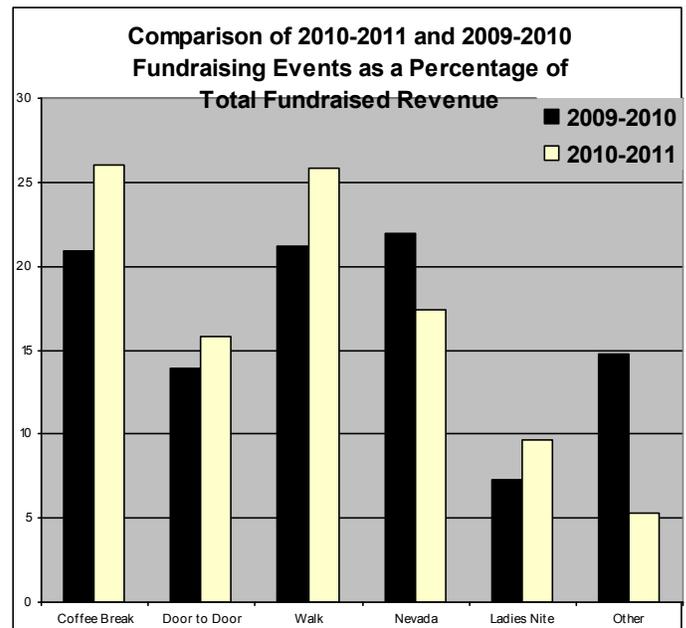
## THE YEAR IN REVIEW: VOLUNTEER PROGRAMS & FUND DEVELOPMENT

**V**olunteers 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.

**S**ix Alzheimer Society volunteers received Ontario Volunteer Service Awards from the Ministry of Citizenship in 2010: Paulette Belair, Maureen Brown, Vern Darby, Dutch Van Denzen, Heather Whitfield, and Christine Ingribelli.

**R**evenue from the Society's major events increased markedly in 2010-2011. While revenue from the door-to-door campaign remained relatively stable, revenue from the Walk for Memories, Ladies' Night Out, and Coffee Break® increased by 9%, 18%, and 21% respectively over the previous year. Gross revenue from Nevada ticket sales dropped 29% from the previous year, while gross revenue for the Luxurious Ladies' Raffle increased by 75% over the previous year.

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 2010-2011 data to that of 2009-2010. It will be readily noted that the contribution of "other" revenue to the overall total was much higher in 2009-2010 than in 2010-2011. This is due to the effect of several one-time events that took place this year which were significant revenue generators, most notably the 25th anniversary gala dinner/dance. 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.



**P**artnerships are key to our fund development activities, and we would like to thank the businesses and organizations that have supported the Society over the past year:

Bennardo Jewellers, Mane Street Salon & Spa, Arturo Ristorante, Giovanni's Restaurant, Gliss Resto Bar, Gran Festa Ristorante, Solo Trattoria, Great Northern Hotel & Conference Centre, Brian Tremblay, North Star Travel Plus, Community First Credit Union, Curves, New North Greenhouses, Zenone's, Lindt, HR Lash, Sears Cosmetics & Fragrances, Amazing Space & Home, Art Gallery of Algoma, Chorny's Hadke, Collegiate Heights Retirement Residence, Ellen Hadath, Feelin' Fabulous, Glassworks, Hallmark Station Mall, Harmony Tea Room, Home Hardware, Ideal Concept in Gift Giving, Jasmine, Kevanna Fine Photography, Lia Sophia, Lindor/Dorlene, Mann Florist, M&M Meat Shops, Mini Maids, Party Lite, Primerica, Q104/EZ Rock, RBC, Shoppers Drug Mart 2nd Line, St. Mary's College, Show Stoppers, Sugar & Spice Bulk Foods, The Flower Shop, Tree Top Adventures, Wellington Square Drugmart, Pfizer Canada, Janssen-Ortho, Eli Lilly Canada, Novartis Canada, USWA #2724, Station Mall Drug Mart, Rome's Independent Grocer, Sault Star, KPMG, Penny's Pets, Extendicare Tendercare, Boots and Saddles Roadhouse, Boston Pizza, Uncle Gino's Café, Vincenzo's Restaurant, AdditionElle, Bulk Barn, Dinelle's Country Market, Canadian Tire (Sault Ste. Marie and Elliot Lake), Foodland, Bob's No Frills, Joe's No Frills, Pennington's, Pino's Get Fresh, Subway, Manulife, Oldies 93, Northwood Funeral Home, Great Lakes Power, Henderson Metal Fabricating, Brookfield Renewable Power, Lamon's Printing, MR Wright & Associates, The Athlete's Foot, Allstate Insurance Agency, And Son Contracting, Avery Construction, Castle Realty, Hess Jewellers, Lock City Monuments, Mike Moore & Sons Construction, Mio's Furniture Fashions, PUC Services, Rector Machine Works, Royal Purple #155, Royal Tire Service, Soo Mill Build All, Soo Video Sales & Service, The Country Way, The Medicine Shoppe Great Northern Rd., We Care Home Health Services, 94.1 Moose FM, C&R Home Improvements, Cameco Corporation, Elliot Lake Retirement Living, Elliot Lake Funeral Chapel and Cremation Centre.



## PROGRAM STATISTICS 2010-2011

### Client/Caregiver Support

524 clients served  
2,231 visits

### Recreation Therapy

72 clients served  
1,104 visits

### Volunteer Visiting

14 client/volunteer matches  
179 visits

### Chapter Website

36,066 visits

### Health Promotion and Education

1,650 non-registered service participants  
1,423 registered participants

### Safely Home Wandering Registry

191 clients registered as of March 31, 2011

### Katherine L. Punch Resource Centre

53 books and videos borrowed

### Volunteer Hours

Awareness & Fundraising	1,284
Office Assistance	274
Board & Committee Meetings	317
Volunteer Visiting/Walking Club	<u>230</u>
<b>Total Volunteer Hours</b>	<b>2,105</b>
(191 registered volunteers)	

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## TREASURER'S REPORT

*Glen Manchester*

The fiscal year of 2010-2011 was another successful year as revenues exceeded expenditures by \$169,025. The surplus was due primarily to a bequest of \$66,667 and an unrealized gain of \$78,188 on mutual fund investments.

Revenues decreased by \$316,000 due mainly to the absence of a bequest of \$438,905 which benefitted the previous year. However, donation revenue was higher, and this, combined with the bequest of \$66,667, made for a strong year with respect to revenue.

Program expenses increased in 2010-2011 as the Society increased services in the Family Support and Recreation Therapy programs. The need for services is expected to continue to increase in future years as our demographics evolve to a higher percentage of older adults, and it is this population which is most at risk of developing dementia.

The Society received funding from the Local Health Integration Network (LHIN) in the amount of \$179,721; however, as noted on the revenue chart on the following page, donations and fundraising accounted for 55% of the Society's revenue in 2010-2011. 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. We remain committed to this mission and plan to use a portion of the surplus earned in the past two years to fund the expansion of our programs in the Algoma District.

## Help for Today. Hope for Tomorrow.



# FINANCIAL REPORT\*

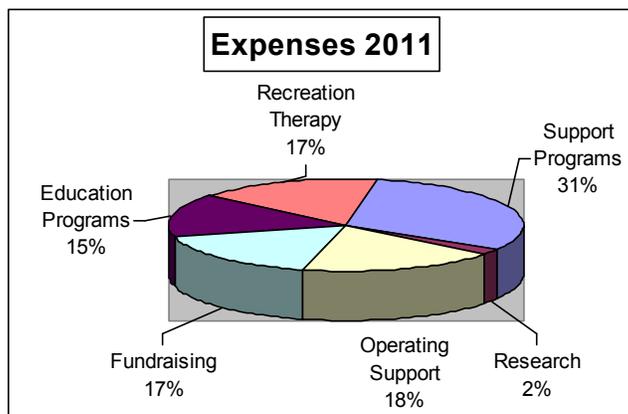
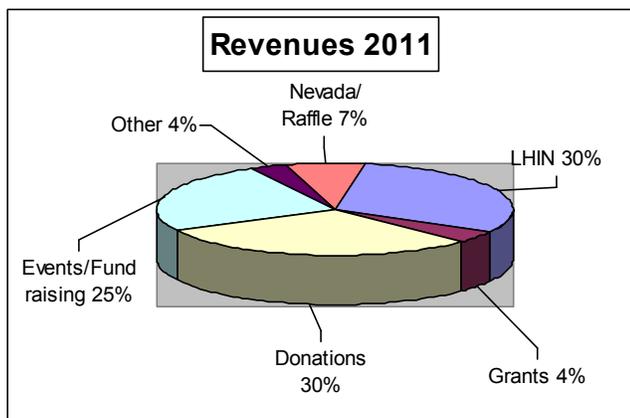
## Condensed Statement of Financial Position, March 31, 2011, with comparative figures for 2010

	2011	2010
<b>Assets</b>		
Current Assets	<u>\$1,118,239</u>	<u>\$929,965</u>
<b>Liabilities and Net Assets</b>		
Current Liabilities	\$ 76,444	\$ 57,195
Net Assets	<u>\$1,041,795</u>	<u>\$872,770</u>
	<u>\$1,118,239</u>	<u>\$929,965</u>

## Condensed Statement of Operations, March 31, 2011, with comparative figures for 2010

	2011	2010
<b>Revenues</b>		
Donations/Fundraising/Bequests	\$ 322,204	\$ 655,015
Nevada/Raffle	\$ 41,650	\$ 51,350
Ministry of Health and Long-term Care/Local Health Integration Network	\$ 179,721	\$ 167,114
Alzheimer Society of Ontario	\$ 9,000	\$ 9,000
Grants	\$ 25,042	\$ 8,860
Interest	\$ 3,619	\$ 3,760
Other	<u>\$ 8,580</u>	<u>\$ 10,717</u>
	<u>\$ 589,816</u>	<u>\$ 905,816</u>
<b>Expenditures</b>		
Salaries and Benefits	\$ 343,680	\$ 295,957
Building Expenses	\$ 26,781	\$ 29,036
Supplies	\$ 14,369	\$ 13,290
Equipment	\$ 3,625	\$ 6,866
Sundry	\$ 50,700	\$ 43,402
Research	\$ 10,000	\$ 15,000
Scholarship	\$ 600	\$ 600
Fundraising Costs	\$ 33,171	\$ 47,518
Grant Expenditures	<u>\$ 16,053</u>	<u>\$ 2,709</u>
	<u>\$ 498,979</u>	<u>\$ 454,378</u>
<b>Excess of revenues over (under) expenditures before the under-noted</b>	<u>\$ 90,837</u>	<u>\$ 451,438</u>
Unrealized Loss (Gain) on Mutual Funds	<u>\$ (78,188)</u>	<u>\$ (15,582)</u>
<b>Excess of Revenues over (under) Expenditures</b>	<u>\$ 169,025</u>	<u>\$ 467,020</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 2011, there are 2,169 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 1,392
  - Elliot Lake/Spanish 362
  - Central Algoma 158
  - Blind River/North Shore 108
  - Unorganized North 78
  - North Algoma—Wawa/White River 56
  - 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 23 years, the Alzheimer Society of Sault Ste. Marie and Algoma District has contributed approximately \$193,000 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 15,383 km in 2010-2011 for direct service delivery, spending approximately 342 hours on the road.
- ◆ The following is a sampling of comments that were received from recipients of our services over the past year:
  - *Keep up the good work. I learn so much from this program not only on how to handle situations but other services available for Alzheimer's patients and their caregivers. I am so glad I attended these sessions.*
  - *God bless (staff member) - she has been an angel to me, in helping (client) and teaching me how to cope and understand Alzheimer's and dementia—thanks!*
  - *The Elliot Lake branch has been a great help to me in all areas, support and advice has always been given with kindness and understanding with a lot of good advice and referrals.*
  - *We feel the volunteer is fantastic—very kind and considerate with great ideas to occupy (client).*
  - *(Staff member) lights up our day...She always makes (client) smile and tries very hard to converse with him. Weather permitting, they go for walks or do puzzles. I know he enjoys her visits because he can feel her warm and caring attitude, and he is always happy to see her.*
  - *My mom loves music and this is the perfect activity for her.*
  - *I think this is a wonderful program. I know my father enjoys the company very much. I just want you to know what special people you are to have these programs.*

# Alzheimer Society

## Providing over 25 years of dementia services in Algoma District