

ANNUAL REPORT

For the period April 1, 2011 to March 31, 2012



Help for Today. Hope for Tomorrow...®

President's Report

It is my pleasure to present the President's Report for the year 2011-2012. It's hard to believe another year has passed as it seems like only yesterday when I was reporting for the 2010-2011 year.

It has been a busy year for the Alzheimer Society of Greater Simcoe County. The incidence and prevalence of Alzheimer's disease and related dementias is on the increase, hence the demand for services is on the rise as well. The local Chapter continues to look at ways we can offer services to those affected by the disease and their caregivers. At the same time, changes are needed in order to achieve sustainability so that we can continue to meet the growing demands of society.

The Local Health System Integration Act 2006 places an obligation on local health service providers to collaborate with each other and the LHINs to identify opportunities to integrate services. In May 2011 the Board of Directors of the Alzheimer Societies of Greater Simcoe County, North East Simcoe County and Muskoka began working together effectively to explore the possibility for a voluntary integration with the goal of maximizing resources and achieving operational efficiencies. In order to conduct a business efficiency review for the three chapters, a joint committee was formed consisting of three members of the Board of Directors and the Executive Directors of each of the three agencies. We commissioned the services of a private consultant DRC Performance Management to assist the joint committee with the Operational Efficiency and Integration Project. DRC facilitated stakeholder consultation meetings with clients, their families, volunteers, staff, community partners, members, donors, the North Simcoe Muskoka LHIN, Executive Directors of integrated Alzheimer Societies, and the Executive Directors and Boards of the Greater Simcoe County, North East Simcoe County and Muskoka Alzheimer Societies. We were fortunate enough to receive funding from the Alzheimer Society of Ontario and the LHIN for this important study. As a result of the study, we continue to be in consultation with the Alzheimer Society of North East Simcoe County and are looking at the possibility of moving forward with some form of voluntary integration so that we are in a position to redirect funds to front line services. We will keep you posted as we move through this journey.

During the past year, the Alzheimer Society of Greater Simcoe County was invited by the North Simcoe Muskoka LHIN to serve as the lead organization for the Behavioural Support System (BSS) Project as part of the LHIN's *Care Connections* initiative. Our chapter also provided leadership for the Behavioural Supports Ontario (BSO) Project in North Simcoe Muskoka as one of the four Early Adopter LHINs in Ontario. The BSO Project has the 14 LHINs in Ontario providing additional health human resources such as nurses, support workers, occupational therapists and social workers who will be trained to provide care that meets the specialized needs of older persons with challenging behaviours and their caregivers. The North Simcoe Muskoka LHIN invested \$1.8 million in the first year and has committed to \$2.3 million on an annual basis. With the funding provided through the BSO Project, the Chapter was selected to host three new positions, two social workers and one occupational therapist deployed to geographically-based Mobile Support Teams implemented as part of the local BSS action plan. We are excited to have these new resources in our area.

The Chapter has been involved in discussions over the last year with several local community support service agencies to explore the potential for shared office space in Barrie. We have entered into negotiations with our existing landlord at the Fairview Road premises to have the existing lease extended with a break clause so we have the option of moving into a shared space without any financial losses. We look forward to bringing this to a resolution in the near future.

The Alzheimer Society of Greater Simcoe County participated in *Let's face it!*, the National Alzheimer Awareness Campaign for 2012. The campaign is about early diagnosis, earlier intervention and better treatment. Some key findings from surveys completed in October 2011 showed that there is a low awareness of the early signs of Alzheimer's disease and related dementias that often results in a delay in diagnosis and a subsequent treatment gap for people with dementia. 75% of the respondents wished they had known sooner. Memory loss continued to be the most frequently

mentioned symptom, but disorientation of time and place and acting out of character were also prevalent. Family doctors play a key role in early diagnosis, and the Alzheimer Society is a key support for people with dementia and their caregivers.

The Chapter served as an Early Adopter for the National Web Portal Project and I am happy to announce that our new website is now up and running at www.alzheimer.ca/gsc. Please take a look as I'm sure you'll find it very informative.

With our attention now turned to improving our capacity to deliver quality services to our clients, we have to recognize that the North Simcoe Muskoka LHIN's capacity to increase funding for our programs is limited. This means that we need to rely now and even more so in the future on individual donors for their contributions. While our special events provide very positive results, experts know that individual major and planned gifts offer the most efficient and productive results. More and more families are going to their financial planners and legal advisors to seek ways to make a significant contribution to a charity and it is our job to get the Alzheimer Society first on their lists.

I would like to recognize our Executive Director, Debbie Islam for all her hard work over the last year. Debbie took on an enormous task in 2011-12 by being the Lead for the BSS Project. Her dedication to her work is a testament to the importance she places on getting it right with staff and clients. Thank you, Debbie.

Thank you to our Staff, Volunteers, Members, Donors and Community Partners as well. You should know that the Staff and Volunteers are a very dedicated and passionate group of folks. Whether working directly with clients or behind the scenes, contributing time or dollars, all are extremely dedicated to their roles. They are caring, compassionate and committed to making a difference when a helping hand is needed. Our community benefits a great deal from these hard working individuals. And without community support we could not do this important work, so we look forward to your continued commitment in 2012-2013. Together we can look forward to ongoing growth and service excellence.

Respectfully submitted,
Kelly Hastings
President

Alzheimer Society of Greater Simcoe County

The Year in Review

Highlights of Accomplishments

2011 – 2012

Support Services

The demand for Alzheimer Society Support Services continued to grow in 2011-2012 with a 28% increase in referrals and an 18% increase in the number of clients served over the previous year. First Link® program outreach initiatives as well as other successful Chapter education and awareness activities contributed to the growth in our client base. The Support Services Team of Leslie Nemisz, Support Services Coordinator, and Support Counsellors, Heidi Haupt and Stephanie Saunders, continued to provide excellent client service, and regularly reviewed and adjusted service delivery practices to ensure ongoing accessibility, efficiency and effectiveness of the Chapter's counselling program. Through formal partnerships with CHATS (Bradford), North Simcoe Family Health Team (Midland) and Community Connection (Collingwood), the Support Counsellors continued to meet with clients in our satellite offices thereby serving individuals closer to home. The Support Services Team worked extremely hard to implement a new client database system in 2011-2012 in support of enhanced client management and streamlined data collection. As we continue to sort through some issues with the database, the goal is to begin utilizing the system to report activity statistics and performance indicators to the North Simcoe Muskoka Local Health Integration Network (NSM LHIN) and Ministry of Health and Long-Term Care in 2012-2013.

Some changes were made to staffing for the First Link® program over the past year following the departure of Mary Perry White, First Link® Coordinator. After an unsuccessful search for Mary's replacement, Leslie Nemisz assumed the regional position on a part-time basis for a trial period in addition to her role as Support Services Coordinator with the Alzheimer Society of Greater Simcoe County. With this change, the First Link® Coordinator continued to provide administrative oversight for the program and undertook outreach to referral sources throughout Simcoe County and Muskoka, while the intake function was decentralized to each of the partner Alzheimer Society chapters for the first time. This staffing arrangement impacted on our chapter's ability to manage the increased demand for client service and the need to complete intakes for First Link® referrals, so recruitment was undertaken to hire a new First Link® Coordinator. Brittany O'Leary was hired in April 2012 to fill the position 21 hours per week. Each chapter continues to handle client intakes for First Link® referrals. The Alzheimer Society of Greater Simcoe County looks forward to working with the Alzheimer Societies of Muskoka and North East Simcoe County to further strengthen this important program.

The Chapter maintained its partnership with CHATS, a personal and home support services agency based in York Region, to provide supportive counselling for Bradford Adult Day Program clients and their family caregivers, as well as a support group and education sessions in the broader South Simcoe community.

The Caregiver Support Group program continued to be a vital component of the Chapter's Support Services portfolio, with a 9% increase in the number of meetings held in 2011-2012. Nine Caregiver Support Groups were offered throughout the catchment area. Continuing education and support were provided to the volunteer Support Group Facilitators to assist them with the increasing number of participants and complexity of client situations.

The fourth annual *Caregiver Retreat* was held in June 2011 at the Kempenfelt Centre in Barrie in partnership with the VON Simcoe County and Grove Park Home's Adult Day Program. This very

successful event attracted 46 care-partners of persons with dementia who were provided with an opportunity to network with peers, engage in stress reduction activities, focus on self-care and exercise, and take a break from their demanding caregiving role. It is significant to note that the planning committee included a person with lived experience for the first time.

The *First Steps Coffee Social* flourished over the past year following its introduction in 2010-2011. Persons in the early stages of dementia and their care-partners, most of whom had already accessed education and support services from the Chapter, met monthly throughout the year. A summer education/social picnic was held for this vibrant group in June 2011, and a Christmas gathering was hosted in December 2011 with interactive activities and a presentation about current research. The *Coffee Social* has become a valuable social program which will continue to grow and evolve.

Education Services

Numerous education programs were provided to our various stakeholder groups in 2011-2012, many in collaboration with community partners. Laura-Lynn Bourassa, Education Coordinator provided excellent leadership for Education Services until her maternity leave commenced in January 2012. We were fortunate to recruit Caitlin Humick as Laura-Lynn's replacement for a one-year period. There was an overall increase in the number of education sessions from 118 in 2010-2011 to 122 in 2011-2012, with a 4% increase in the number of participants.

Eight *First Link @ Progressive Learning Series* were held in 2011-2012 reaching into all regions of the Chapter's catchment area. This comprehensive education program provides an overview of dementia, coping strategies, resources and support systems for persons with Alzheimer's disease and related dementias and their family caregivers. The Support Services Team continued to participate in the learning series and reported the positive impact this valuable education had on the caregivers receiving counselling services in terms of reduced feelings of caregiver stress. This important educational program will continue to be a major priority for the Alzheimer Society of Greater Simcoe County. Information sessions were also delivered to family members of residents in long-term care homes in the region.

The annual Dementia Conference was presented in October 2011 attracting a capacity crowd of 200 participants. The conference was transitioned to the North Simcoe Muskoka Dementia Network in 2011-2012, with the Alzheimer Society participating in key leadership, planning and implementation roles. *Doing Things Differently in Dementia* focused on the Montessori approach to dementia care with featured speakers Gail Elliot, Assistant Director, Gilbrea Centre for Studies on Aging at McMaster University, and Charmaine Zankowicz, Occupational Therapist, as well as a panel discussion including local service providers. The full-day event for health care workers received a positive response, with 87% indicating that the conference met their expectations, and 90% of those completing an evaluation rating the featured speaker as excellent. Two very successful sessions focusing on Montessori methods were presented to 50 family caregivers in follow-up to the conference.

Education services provided in-service education/training to staff, volunteers and students in long-term care homes, retirement homes, community agencies and other organizations.

The Education Coordinator continued to play an active role on the North Simcoe Muskoka Dementia Network Education Committee.

Public Awareness

Public education continued to be a primary focus for the Alzheimer Society of Greater Simcoe County in 2011-2012, successfully reaching out to 1,691 people through the Speakers Bureau and health fairs.

The 2012 national Alzheimer Awareness Campaign was the highlight of the Chapter's public awareness activities. According to a survey conducted by the Alzheimer Society of Canada, Canadians are dismissing symptoms of dementia as "just old age" so they wait too long to seek a diagnosis. A delayed diagnosis results in a huge treatment gap and prevents people from getting valuable information about medications, support and better disease management. To promote the benefits of early diagnosis, local public awareness efforts focused on the *Let's face it!* campaign encouraging people to get the facts about dementia and its warning signs.

Public awareness was also incorporated into various Chapter fundraising events in 2011-2012 including the Coffee Break ® campaign and the Walk for Memories™.

The eighth Alzheimer Symposium was presented in conjunction with the Annual General Meeting in June 2011, with 98 people in attendance. The featured speaker was Dr. Regina Jokel, Speech-Language Pathologist, Ross Memory Clinic at Baycrest Hospital in Toronto. Dr. Jokel's informative presentation explained the functions of different regions of the brain, changes in normal aging and those associated with dementia, and the importance of mental and physical activity to maintain a healthy brain.

The Chapter participated as an Early Adopter in the Alzheimer Society's National Web Portal project in 2011-2012. Under the capable leadership of Erika Rice, Fund Development Coordinator, the Chapter launched a new website as part of the national portal in January 2012. The new address is www.alzheimer.ca/gsc. The Chapter also expanded the utilization of Constant Contact, Facebook and Twitter to increase awareness about Alzheimer's disease and related dementias and Alzheimer Society programs and services.

Public Affairs

The Alzheimer Society of Greater Simcoe County is committed to giving a public voice to those touched by dementia and contributing to the creation of an integrated and sustainable health care system.

A significant amount of Chapter activity was devoted to public affairs during 2011-2012, primarily through involvement in the work of the NSM LHIN, the North Simcoe Muskoka Dementia Network and the North Simcoe Muskoka Community Support Services Collaborative. Some of the highlights are as follows:

- The Alzheimer Society of Greater Simcoe County was invited by the NSM LHIN to serve as the Lead Agency for the LHIN – wide Behavioural Support System (BSS) project as part of the Care Connections initiative. This important project was a significant priority for the Chapter in 2011-2012, with the Executive Director taking on the role of Chair of the BSS Project Steering Committee. The Chapter also provided leadership for the Behavioural Supports Ontario (BSO) project in North Simcoe Muskoka as one of four Early Adopter LHINs in the province. The Executive Director and program staff devoted a significant amount of time and energy toward the development and implementation of a local action plan, staff recruitment, and quality improvement change initiatives. With funding provided through the BSO project, the Alzheimer Society of Greater Simcoe County was selected to host three new positions deployed to

geographically-based BSS Mobile Support Teams. Two Social Workers (Stephanie Saunders and Donna Gordon) and one Occupational Therapist (Jennifer Keresztesi) were hired for the teams, and will provide service primarily to formal and informal care-partners in the community. As Chair of the BSS Project Steering Committee, the Executive Director participated as a member of the Care Connections Complex and Chronic Health Needs Coordinating Council as well.

- The Executive Director continued to be actively involved in the Barrie & Area Local Leadership Council of the NSM LHIN until the group was dissolved in the fall of 2011.
- The Executive Director actively participated in the NSM Dementia Network as a member of the Steering Committee, while the Education Coordinator served as Co-Chair of the Education Committee. The Executive Director was also involved as a representative of the NSM Dementia Network on the Ontario Dementia Network.
- The Executive Director continued to participate as an active member of the NSM Community Support Services Collaborative on behalf of the Chapter. The Collaborative consists of community support service agencies that work together and with other health care and community partners to coordinate and integrate the local health care system. The overall goal is to ensure access to the right service at the right time in the right place to support the needs of individuals with ongoing community support needs and their families in NSM.
- Chapter staff also participated in and assumed leadership roles with various advisory and planning groups, and local networks, including:
 - First Link® Provincial Advisory Board
 - NSM Psychogeriatric Resource Consultant Advisory Committee
 - Prevention of Senior Abuse Network-Simcoe County
 - NSM Palliative Care Network
 - Barrie Association of Volunteer Administrators
- The Chapter Board and Staff participated in Alzheimer Society of Ontario task groups, consultation activities, conferences and regional meetings addressing the needs of persons with dementia and their caregivers, and supporting the growth and development of the Alzheimer Society in Ontario.
- The Chapter recruited four Dementia Champions leading up to the Ontario provincial election in October 2011. These individuals volunteered to increase awareness of dementia and promote Alzheimer Society programs and services, as well as participate in election-focused activities within their communities. They will continue to advocate for those affected by Alzheimer's disease and related dementias and serve as spokespersons for media requests.
- Information was sent to local candidates in the Ontario provincial election highlighting solutions that make a difference for Ontarians living with dementia.

Research

The Alzheimer Society of Greater Simcoe County continued to support leading-edge Canadian research in the field of dementia over the past year through the Alzheimer Societies in Ontario Federation Agreement. The Chapter was also pleased to forward \$2,800 in local donations designated for research in 2011-2012 to be used for provincial and national research initiatives.

Resource Development

The Chapter received a 1.5% increase in base funding from the NSM LHIN in 2011-2012 bringing the total to \$122,529 in support of its education and support services.

The Alzheimer Society of Greater Simcoe County also received \$232,536 in base funding for the First Link® program through the NSM LHIN's Aging at Home initiative. The Chapter retained \$103,677 for the First Link® Coordinator and First Link® Caregiver Support, and flowed \$128,859 to the Alzheimer Societies of Muskoka and North East Simcoe County for First Link® Caregiver Support.

Behavioural Support System funding began to flow to the Chapter from Waypoint Centre at the end of 2011-2012 in support of three new positions and travel expenses (\$9,975).

The Chapter also received one-time funding from the NSM LHIN in the amount of \$3,200 for approved one-time expenditures.

\$12,954 was received from the Alzheimer Society of Ontario as part of the Alzheimer Societies in Ontario Federation Agreement.

The Chapter conducted several fundraising events and campaigns in 2011-2012 under the direction of Erika Rice, Fund Development Coordinator. Special events fundraising was successful in exceeding the budget target with the following highlights:

Event/Campaign	Gross Revenue (\$)
Walk for Memories™ (Barrie, Midland)	40,974
Alzheimer Coffee Break®	31,594
Tag Days	22,306
Holiday Gift Wrap Service	13,842
A Penny For Your Thoughts	2,172

There were significant decreases in general donations (12%) and memorial donations (23%) from the previous year. Several third-party fundraising events/campaigns were held in support of the Alzheimer Society of Greater Simcoe County, most notably the Mariposa Charity Golf Tournament, Barrie Dragon Boat Races –Destiny's Dragons and Moore Dragon Slayers Race Team, and the Dean Hollin Concert.

The Chapter saw a 102% increase in net revenue raised through the sale of Nevada Break Open Tickets at the Mac's Convenience Store in Barrie (Dunlop Street location).

The remainder of a \$150,000 bequest was received in 2011-2012 (\$7,500). A reserve fund was established for future purposes as determined by the Board of Directors.

With funding support from Service Canada's Canada Summer Jobs Program, the Chapter hired a summer student for the fourteenth consecutive year. Vicki Janssen spent twelve weeks with the Alzheimer Society as Special Events Assistant, assisting with the planning and coordination of Alzheimer Coffee Break® 2011.

Chapter volunteers provided 4,182 hours of volunteer service in 2011-2012, an incredible 14% increase over the previous fiscal year. The Chapter had 367 volunteers at March 31, 2012. Marguerite Glanfield continued to provide excellent leadership in her position as Coordinator of Volunteers, working in close collaboration with staff to ensure the volunteer needs of the various Chapter programs and services were met as effectively and efficiently as possible.

Organizational Effectiveness

The Chapter continued to seek ways in which to enhance organizational effectiveness and efficiency in 2011-2012.

The NSM Community Care Access Centre provided finance, payroll and information technology support to the Alzheimer Society of Greater Simcoe County once again through a Shared Services Agreement. This successful arrangement continues to enable the organization to meet its reporting obligations to the NSM LHIN in an efficient and effective manner, and to devote its time and resources to client-related activities.

Discussions continued with other community support service agencies in Barrie to explore the potential for shared office space. Four agencies including the Alzheimer Society of Greater Simcoe County are committed to this type of arrangement and will continue to look for suitable options. The Chapter's office space lease expires in August 2012, so it is likely that a lease extension will be pursued with the current landlord to enable ongoing participation in this process.

A web-based client and donor database system was implemented in 2011-2012 to improve capacity to serve clients and meet statistical reporting requirements to the NSM LHIN and Ministry of Health and Long-Term Care, to facilitate the management of fundraising events and campaigns, and assist with donor cultivation and stewardship. Due to various issues related to the transfer of data from the previous database and the effectiveness of training activities, utilization of Nesda Trak for reporting was delayed. The goal is to streamline data collection and reporting through Nesda Trak before the end of the second quarter in 2012-2013.

The Executive Director continued to serve on the Alzheimer Society of Ontario's Organizational Effectiveness Committee as one of two representatives of the Central Region until last fall. The focus of this committee is to provide leadership, guidance and oversight for the restructuring of the Alzheimer Society in Ontario so that Ontarians are better served in their communities.

Marguerite Glanfield, Coordinator of Volunteers participated on the Alzheimer Societies in Ontario Volunteer Strategy and Communications Committee during the past year. The goal of this group was to identify best practices and resources to support the effective engagement of volunteers in the governance and operations of the Alzheimer Society in Ontario. The Chapter has agreed to participate in the Volunteer Mobilization Initiative as an Early Adopter in 2012-2013. Corporate funding has been secured by the Alzheimer Society of Ontario to develop an innovative, state-of-the-art, grassroots volunteer initiative designed for implementation across the province. Deliverables include a Volunteer Management Manual, an evaluation tool, marketing and communications support materials, education presentation materials and an online volunteer application tool.

Staff participated in Accessibility for Ontarians with Disabilities Act customer service training in 2011-2012 in compliance with the accessibility regulation.

Staff also completed a comprehensive risk assessment related to workplace violence and harassment prevention. Areas of risk were identified and risk mitigation strategies developed for implementation.

A Staff Retreat was held in 2011-2012 with a focus on team building and change management. An external facilitator was engaged with support from the United Way of Greater Simcoe County. The full-day retreat served to re-focus and re-energize the staff team.

Activity Statistics

Total Organization	<u>2011-2012</u>	<u>2010-2011</u>
Total Individuals Served by Alzheimer Society of Greater Simcoe County (registered clients)	648	631
Support Services		
New Referrals	370	288
Individuals Served (registered clients)	422	416
Visits (face-to-face & telephone contacts with registered clients)	1,135	1,182
Service Recipient Interactions (non-registered clients)	33	37
Support Group Sessions	107	98
Education Services		
New Referrals	68	105
Individuals Served (registered clients)	93	114
Visits (face-to-face & telephone contacts with registered clients)	226	248
Service Recipient Interactions (non-registered clients)	2,457	2,344
Education Sessions (Persons with Dementia, Family Caregivers, Health Care Staff, Volunteers, Students, General Public)	122	118
First Link ® Program		
<u>First Link® Coordinator</u>		
Alzheimer Societies of Greater Simcoe County, Muskoka, and North East Simcoe County		
New Referrals	-----	351
Individuals Served (registered clients)	-----	324
Visits (face-to-face & telephone contacts with registered clients)	86	324
Service Recipient Interactions (non-registered clients)	311	1,429
Information Sessions	12	77
<u>First Link ® Counselling Services</u>		
Alzheimer Society of Greater Simcoe County		
New Referrals	141	94
Individuals Served (registered clients)	295	179
Visits (face-to-face & telephone contacts with registered clients)	449	446
Balance of Care Program (Barrie & Area)		
<u>Counselling Services</u>		
New Referrals	0	3
Individuals Served (registered clients)	1	3
Visits (face-to-face & telephone contacts with registered clients)	1	11
CHATS (South Simcoe)		
<u>Counselling Services</u>		
New Referrals	8	22
Individuals Served (registered clients)	13	22
Visits (face-to-face & telephone contacts with registered clients)	32	58
Membership Statistics		
# New Members	8	14
# Renewing Members	94	92
# Discharged Members	16	17
# Members at March 31 st	135	143

Financial Report *

Condensed Statement of Financial Position, March 31, 2012, with comparative figures for 2011

	<u>2012</u>	<u>2011</u>
Assets		
Current Assets	\$300,486	\$310,416
Liabilities & Net Assets		
Current Liabilities	55,349	56,327
Net Assets	245,137	254,089
	\$300,486	\$310,416

Condensed Statement of Operations, March 31, 2012, with comparative figures for 2011

	<u>2012</u>	<u>2011</u>
Revenues		
Donations	\$92,376	\$110,548
Bequest Donation	9,008	142,500
Fundraising	110,960	113,685
Nevada	9,054	6,236
Ministry of Health & LTC/LHIN	239,612	246,166
Alzheimer Society of Ontario Revenue Sharing	12,954	9,000
Grants	4,305	4,162
Education Events	3,745	18,596
Memberships	1,665	1,645
Interest	2,119	925
Other	39,482	17,905
Total Revenues	\$525,280	\$671,368

Expenditures		
LHIN Programs		
Compensation	\$124,287	\$125,361
Supplies	897	2,725
Sundry	30,547	24,920
Equipment	1,914	6,129
Buildings & Grounds	17,580	29,958
	\$175,225	\$189,093
First Link		
Compensation	\$81,647	\$106,633
Supplies	474	942
Sundry	12,229	11,963
Equipment	1,637	460
Buildings & Grounds	8,889	-----
	\$104,876	\$119,998
General Operations		
Compensation	\$161,285	\$169,356
Supplies	10,520	8,695
Sundry	30,923	49,879
Equipment	1,487	4,233
Building & Grounds	13,273	12,766
	\$217,488	\$244,929
Behavioural Support System		
Compensation	\$9,975	-----
Sundry	20,965	-----
	\$30,940	-----
Total Expenditures	\$528,529	\$554,020

Excess of revenues over expenditures (expenditures over revenues) for the year	\$(3,249)	\$117,348
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* 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, 2012 as reported by our auditors BDO Canada LLP, Chartered Accountants, Licensed Public Accountants. Complete audited financial statements are available upon request.

Board of Directors 2011-2012			
President:	Kelly Hastings	Office Location:	12 Fairview Road, Unit 103 Barrie, Ontario L4N 4P3
Immediate Past President:	Janice McCuaig	Mailing Address:	P.O. Box 1414, Barrie, Ontario L4M 5R4 (705) 722-1066 or 1-800-265-5391
Vice – President:	Valerie Armstrong	Phone:	
Treasurer:	Dennis Rivet	E-Mail:	alzqsc@alzheimersociety.ca
Co-Secretary:	Valerie Beasley Valerie Brunet	Website:	www.alzheimer.ca/qsc
Directors:	Rita Kelman Alan Martin	Office Hours:	8:30 a.m. – 4:30 p.m. Monday to Friday
		Charitable Registration #:	11921 2116 RR0001

Staff	
Executive Director:	Debbie Islam
Education Coordinator:	Laura-Lynn Bourassa (Mat Leave) Caitlin Humick (Mat Leave Replacement)
Support Services Coordinator:	Leslie Nemisz
Support Counsellor:	Heidi Haupt
Support Counsellor:	Melissa Martinson
First Link® Coordinator:	Brittany O'Leary
Fund Development Coordinator:	Erika Rice
Coordinator of Volunteers:	Marguerite Glanfield
Administrative Assistant:	Diane Anderson
Behavioural Support Services Mobile Support Team:	Social Worker – Stephanie Saunders Social Worker – Donna Gordon Occupational Therapist – Jennifer Keresztesi

Alzheimer Society

GREATER SIMCOE COUNTY

MISSION STATEMENT

The mission of the Alzheimer Society of Greater Simcoe County is to improve the quality of life of persons who are directly affected by Alzheimer's disease or related dementias.



Alzheimer Society of Greater Simcoe County Profile

The Alzheimer Society of Greater Simcoe County is a registered charitable organization founded by a group of family caregivers in 1985. The Chapter is governed by a volunteer board of directors, elected by the membership at the Annual General Meeting.

The Chapter's goals are to provide information, education and awareness; support; funding for research; and advocacy. The local Society serves all of Simcoe County, with the exception of North East Simcoe County, which has its own chapter.

The Chapter relies on the generosity of the community to achieve its goals. Funding is provided through individual and corporate donations, memorial donations, memberships, and ongoing fundraising activities. Provincial government funding is provided through the North Simcoe Muskoka Local Health Integration Network to support the Chapter's public education program, support services and First Link® program.

Through its affiliation with the Alzheimer Society of Ontario and the Alzheimer Society of Canada, the Alzheimer Society of Greater Simcoe County plays an active role in supporting the growth and development of the Alzheimer movement throughout Canada.