

ANNUAL REPORT

For the period April 1, 2012 to March 31, 2013



Help for Today. Hope for Tomorrow...®

President's Report

It is my pleasure to present the President's Report for the year 2012-2013. It was a very busy year for the Alzheimer Society of Greater Simcoe County, a year of great change and of great accomplishment. As the incidence and prevalence of Alzheimer's disease and related dementias continues to increase, so does the demand for the programs and services we provide. The Society continues to look at ways we can offer services to those affected by the disease and their caregivers, but also realizes that changes are needed in order to achieve sustainability and to meet the growing demands into the future.

Over 2 years ago in May 2011, the Board of Directors of the Alzheimer Societies of Greater Simcoe County and North East Simcoe County began working together to explore the possibility for a voluntary integration with the goal of maximizing resources and achieving operational efficiencies. Following extensive consultation with our many stakeholders including our clients, caregivers, volunteers, donors, community partners and staff and an extensive analysis and discussion, the two Societies agreed to move forward with a formal merger of the two organizations. The North Simcoe Muskoka Local Health Integration Network (LHIN) formally endorsed this voluntary integration in January 2013 at its Board of Directors meeting. Through the leadership of a project manager funded through the Alzheimer Society of Ontario (ASO), preparation and planning began with the Boards, the Executive Directors and the staff of both Societies, who worked together to bring this integration to a reality. On April 1, 2013, the Alzheimer Societies of Greater Simcoe County and North East Simcoe County integrated to become the Alzheimer Society of Simcoe County. This important development will help to ensure that the Alzheimer Society is well positioned to meet the growing demand for programs and services in the most efficient, effective and sustainable manner. We look forward to increasing the capacity to meet the unique needs of an ever-increasing number of persons with dementia and their caregivers within the many communities of Simcoe County.

Continuing in the spirit of collaboration, over the last year the Society has been involved in discussions with several local community support service agencies to explore the potential for shared office space in Barrie. Negotiations with our existing landlord at the Fairview Road premises have provided an opportunity to extend our existing lease through this last fiscal year. We are pleased to announce that we will be moving into our new location on Anne Street in Barrie in July, and look forward to sharing our building space with our community partners, CNIB, Deaf Access Simcoe Muskoka and Catholic Family Services of Simcoe County.

This past January during Alzheimer Awareness Month, the Alzheimer Society of Greater Simcoe County participated in a nation-wide campaign called "**See me, not my disease. Let's talk about dementia.**" The goal of this campaign was to address myths about the disease, shift attitudes and make it easier to talk about dementia. Stereotypes and misinformation are what prevent people with dementia from getting the help they need and stop others from taking the disease seriously. According to Mary Schulz, Director of Education at the Alzheimer Society of Canada, "Only by understanding the disease and talking more openly about it, can we face our own fears and support individuals and families living with dementia."

With our attention now turned to improving our capacity to deliver quality services to our clients, we recognize that the North Simcoe Muskoka LHIN's capacity to increase funding for our programs is limited. We need to rely now and even more so in the future on individual donors for their contributions. While our special events over this past year such as our Coffee Break, Gift Wrapping and our Walk/Skate for Memories, were highly successful in raising funds, 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 ensure that the Alzheimer Society is first on their lists.

In closing, 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 2012-13 in partnership with the Alzheimer Society of North East Simcoe County to ensure a successful integration of our two Societies. Her dedication to her work is appreciated by the Board, Staff and by the community, and reflects the importance she places on her staff and the clients and caregivers we serve.

Thank you to our Staff, Volunteers, Members, Donors and Community Partners as well. You are an integral part of this organization and a key to our success in meeting the needs of our clients and their caregivers. Whether working directly with clients or behind the scenes, our staff and volunteers are all extremely dedicated to their roles and are committed to making a difference to those we serve. We look forward to your continued commitment in 2013-2014 and to ensuring ongoing excellence in the services we provide.

Respectfully submitted,

Val Armstrong
President

Alzheimer Society of Greater Simcoe County

The Year in Review

Highlights of Accomplishments

2012 – 2013

Support Services

Preparations for the integration of the Alzheimer Societies of Greater Simcoe County and North East Simcoe County dominated the activities of the Support Services Team during 2012-13. Despite the necessity for the staff to participate in numerous planning meetings and tasks related to the integration process throughout the year, Leslie Nemisz, Support Services Coordinator, and Support Counsellors, Heidi Haupt and Melissa Martinson, continued to provide excellent service to our clients. Through formal partnerships with CHATS (Bradford), North Simcoe Family Health Team (Midland) and Community Connection (Collingwood), the Support Counsellors met with clients in our satellite offices in addition to the Barrie office, enabling us to serve clients closer to home. The Support Counsellors continued to provide service to clients through home visits and telephone contacts as well.

Some changes were made to the First Link® program over the past year following the departure of Brittany O'Leary, First Link® Coordinator in August 2012. A decision was made to defer hiring a replacement for Brittany pending the outcome of discussions about a new staffing model as part of the integration project. Each of the three Alzheimer Societies continued to handle client intakes for First Link® referrals; however, formalized outreach to referral sources was put on hold until the 2013-14 fiscal year.

The Society 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 Society's Support Services portfolio. Nine Caregiver Support Groups were offered throughout the catchment area. A new group was launched in partnership with Mill Creek Care Centre in Barrie, focused on supporting caregivers with a family member in a long-term care setting, as well as those preparing for the transition to long-term care.

The fifth annual *Caregiver Retreat* was held in June 2012 at Sugar Ridge Retreat Centre in Wyebridge in partnership with the VON Simcoe County and Grove Park Home's Adult Day Program. This very successful event attracted 28 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 take a break from their demanding caregiving role.

The *First Steps Coffee Social* continued to be a vibrant program of the Alzheimer Society, engaging persons in the early stages of dementia and their care-partners on a monthly basis. A summer social was held in July 2012, with 18 attendees, and a Christmas gathering took place in December 2012, attracting 16 people. This valuable social program incorporates education and interactive activities.

Despite such a busy schedule, the Support Services Team was also able to accomplish the following:

- Implementation of the interRAI Preliminary Screener as part of the provincial Community Support Services Common Assessment Project.

- Development of the Support Services Information Sheet and Referral Guide for community partners, to clarify the scope of the Alzheimer Society's support services and assist with the management of client referrals.
- Development of a new Intake Form, incorporating MIS and interRAI Preliminary Screener demographic standards.

With the transition to the Alzheimer Society of Simcoe County on April 1, 2013, a new geographically-based staffing model has been implemented based on a client-first philosophy. This exciting development will help to enhance the capacity of the Support Services Team to ensure that residents in all communities have access to quality services on the basis of local needs.

Education Services

Numerous education programs were provided to our various stakeholder groups in 2012-2013, many in collaboration with community partners. Caitlin Humick, Education Coordinator provided leadership for Education Services for most of the year while Laura-Lynn Bourassa was on maternity leave. We welcomed Laura-Lynn back to her position in February 2013. We experienced an incredible 24% increase in the number of participants in our group education and training programs during the past year.

Twelve First *Link® Progressive Learning Series* were held in 2012 – 2013 reaching most regions of the Society'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 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 supportive counselling services in terms of reduced feelings of caregiver stress. This important education program will continue to be a core component of the Alzheimer Society of Simcoe County's services. The Education Coordinator also delivered education to caregivers within the Support Group setting, an area we hope to build upon in the future.

The annual Dementia Conference was held in October 2012 attracting 137 participants. The conference is presented by the North Simcoe Muskoka Dementia Network, with the Alzheimer Society participating in key leadership, planning and implementation roles. *Rethinking Upstream: Maximizing Health and Wellness for Persons Living with Dementia* focused on the pillars of health, promoting a holistic approach to health and wellness for persons with dementia. Featured speakers included Jayne Harvey, CEO of FCS International, Dr. Irene Turpie, McMaster University, Patricia Stenton, The School of Dance and Musicianship, as well as a panel of local service providers. The full-day event for health care workers received a positive response, with 83% of those completing an evaluation indicating that the conference met their expectations.

Education Services staff provided in-service education and training to staff, volunteers and students in long-term care homes, retirement homes, community agencies and other organizations. Of note, the Education Coordinator delivered five GPA sessions to students in local PSW programs, and facilitated four U-FIRST! sessions to long-term care and retirement home staff.

The Education Coordinator continued to play an active role in 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 2012-2013, successfully reaching out to 2,003 people through the Speakers Bureau and health fairs.

The 2013 national Alzheimer Awareness Campaign was the highlight of the Chapter's public awareness activities. This year's theme "*See me, not my disease. Let's talk about dementia.*" was the focus of local public awareness efforts, and was incorporated into the *Walk for Memories* events in January 2013. Media packages were distributed to all local media outlets, resulting in excellent coverage across the region.

The Society's website www.alzheimersociety.ca/simcoecounty continued to be an important mechanism for increasing awareness about Alzheimer's disease and related dementias and Alzheimer Society programs and services, along with our E-Newsletter/Bulletins and Facebook and Twitter accounts.

Public Affairs

The Alzheimer Society 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 organizational activity was devoted to public affairs during 2012-2013, primarily through involvement in the work of the North Simcoe Muskoka Local Health Integration Network (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 continued 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 Society once again in 2012-2013, with the Executive Director serving as Chair of the BSS Project Steering Committee. The Society also provided leadership for the Behavioural Supports Ontario (BSO) project in North Simcoe Muskoka as the local action plan was implemented. With funding provided through the BSO project, the Alzheimer Society of Greater Simcoe County continued to host three of the positions deployed to the geographically-based BSS Mobile Support Teams. Two Social Workers (Stephanie Saunders and Donna Gordon) and one Occupational Therapist (Jennifer Keresztesi) provided service 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 LHIN's Care Connections Complex and Chronic Health Needs Coordinating Council.
- The Executive Director actively participated in the NSM Dementia Network as a member of the Steering Committee, while the Education Coordinator served as an active member of the Education Committee.
- The Executive Director continued to participate as an active member of the NSM Community Support Services (CSS) Collaborative on behalf of the Society. 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. The Collaborative recently received funding from the Ontario Trillium Foundation to hire contract staff to improve staff recruitment/retention, adopt best practice guidelines, implement education/training initiatives for the CSS sector, and develop strategies to enhance access for difficult to serve clients.

- Society staff also participated in and assumed leadership roles with various advisory and planning groups, and local networks, including:
 - NSM Psychogeriatric Resource Consultant Advisory Committee
 - Prevention of Senior Abuse Network-Simcoe County
 - CMHA Hoarding Coalition
 - NSM Palliative Care Network
 - Barrie Association of Volunteer Administrators
- The Society's Board and Staff participated in Alzheimer Society of Ontario committees, 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 of Ontario.
- The Alzheimer Society of Greater Simcoe County shared the NSM Dementia Evidence Brief prepared by the Alzheimer Society of Ontario with the NSM LHIN, with a call to consider making improved dementia care a central component of the next Integrated Health Service Plan.

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 Society in Ontario Federation Agreement. The Society was also pleased to forward \$5,510.36 in local donations designated for research in 2012-2013 to the national Alzheimer Society Research Program.

Resource Development

The Alzheimer Society received \$122,406 in base funding from the NSM LHIN in 2012-2013 in support of its education and support services.

The Society also received \$232,303 in base funding from the First Link® program. We retained \$93,612 for the First Link® Coordinator and First Link® Caregiver Support, and flowed \$138,691 to the Alzheimer Societies of Muskoka and North East Simcoe County for First Link® Caregiver Support.

Behavioural Support System funding totaling \$192,633 was flowed to the Alzheimer Society from Waypoint Centre in 2012-2013 in support of three new positions and travel expenses. Additional one-time funds were provided at year-end to cover excess mobilization costs.

The Society received one-time funding from the NSM LHIN in the amount of \$7,700 for approved one-time expenditures. In addition, the Ministry of Health and Long-Term Care provided the Society with \$3,000 in one-time funding in support of the implementation of the interRAI Preliminary Screener.

\$9,000 was received from the Alzheimer Society of Ontario as part of the Alzheimer Societies in Ontario Federation Agreement.

The Society had a very successful year in terms of its fundraising events and campaigns under the strong leadership of Erika Rice, Fund Development Coordinator. Special events fundraising exceeded the budget target with the following highlights:

| Event/Campaign | Gross Revenue (\$) |
|--------------------------------------|---------------------------|
| Walk for Memories™ (Barrie, Midland) | 50,126 |
| Alzheimer Coffee Break® | 40,199 |
| Tag Days | 21,480 |
| Holiday Gift Wrap Service | 14,744 |
| A Penny For Your Thoughts | 1,728 |

While there was a 10% increase in general donations in 2012-2013, we experienced a 7% decrease in memorial donations 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 Jim Duffy’s Musical Memories & A Little Touch of Scottish Culture.

The Society was extremely fortunate to receive \$142,500 in bequest revenue in 2012-2013 from one estate. We also received notification of two additional bequests to be received in 2013-2014, one valued at \$17,000 (designated for research) and another amounting to \$50,000.

With funding support from Service Canada’s Canada Summer Jobs Program, the Society hired a summer student for the fifteenth consecutive year. Jenna Cooper spent twelve weeks with the Alzheimer Society as Special Events Assistant, assisting with the planning and coordination of Alzheimer Coffee Break® 2012.

Chapter volunteers provided 3,359 hours of service in 2012-2013. There were 338 volunteers at March 31, 2013. Marguerite Glanfield continued to provide excellent leadership in her position as Coordinator of Volunteers, working closely with staff to ensure the volunteer needs of the various programs and services were met as effectively and efficiently as possible.

Organizational Effectiveness

The main focus of activity over the past year was preparation for the integration of the Alzheimer Societies of Greater Simcoe County and North East Simcoe County. This important development will help to ensure that the Alzheimer Society is well positioned to meet the growing demand for programs and services for those impacted by dementia in the most efficient, effective and sustainable manner. The Staff Team is to be commended for their incredible commitment to this process. They worked extremely hard collaboratively to develop and implement comprehensive work plans in order to effect organizational transformation by April 1, 2013. All of this was accomplished in addition to their regular work responsibilities.

The Society also participated in its first Alzheimer Society Peer Review on May 9, 2012. In preparation for the review, the Staff and Board undertook a comprehensive self-assessment of 10 Alzheimer Society Quality Standards. The review day was facilitated by Cathy Conway, Director of Quality Management and Education, Alzheimer Society of Ontario and Deborah Barker, Executive Director, Alzheimer Society of Grey-Bruce, and was an extremely positive experience. A report was prepared by the Alzheimer Society of Ontario in follow-up to the review, and formed the basis of a Quality Improvement Plan for the local Society.

A commitment was made by the Society during the past year to co-locate with three other community support service agencies in Barrie. Suitable space was found at 20 Anne Street South and significant planning has occurred to make this shared space arrangement become a reality. The group was successful in obtaining a \$150,000 grant from the Ontario Trillium Foundation to support leasehold improvements in the Anne Street building. We are delighted to be moving to our new Barrie “home” on July 4, 2013 to share space with our community partners, The Canadian National Institute for the Blind, Deaf Access Simcoe Muskoka, and Catholic Family Services of Simcoe County.

The Executive Director was invited to serve on the Alzheimer Society of Ontario's (ASO) Planning and Budget Advisory Panel to represent the Societies in the NSM LHIN region. This group advises ASO's CEO on the preparation of ASO's Annual Plan and Budget, provides input in the development of the Alzheimer Society in Ontario (ASiO) Strategic Plan, and advises on the use of the Strategic Investment Fund.

Leslie Nemisz, Support Services Coordinator, served as a member of ASiO's First Link®/Core Services Advisory Committee in 2012-2013. This committee is working toward some program standardization across the province related to the Alzheimer Society's core services.

Our Society participated as an Early Adopter in ASiO's Volunteer Mobilization Initiative in 2012-2013, with Marguerite Glanfield playing a key leadership role on the provincial steering committee. Many of the deliverables of this exciting project are now available, providing local Societies with valuable tools and resources to support the effective engagement of volunteers in the governance and operations of the ASiO.

Erika Rice, Fund Development Coordinator, facilitated sessions with Staff in 2012-2013 in order to develop an integrated Marketing and Communication Plan for the Society. We identified our stakeholder groups, key messages for each group, and mechanisms/tools for communication of messages to the individual groups.

The NSM Community Care Access Centre continued to provide finance, payroll and information technology support to the Alzheimer Society through a Shared Services Agreement. This successful arrangement enables the organization to meet its reporting obligations to the NSM LHIN and Ministry of Health and Long-Term Care in an efficient and effective manner, and to devote its time and resources to client-related activities.

With the support of one-time funding from the NSM LHIN, additional training was provided to staff in 2012-2013 on the NesdaTrak client and donor database system. This has enabled the Society to streamline data collection and reporting for 2013-2014.

Activity Statistics

| | <u>2012-13</u> | <u>2011-2012</u> |
|--|----------------|------------------|
| Total Individuals Served by Organization (registered clients) | 509 | 648 |
| <u>Education Services</u> | | |
| New Referrals | 91 | 68 |
| Individuals Served (registered clients) | 105 | 93 |
| Group Sessions | 122 | 122 |
| Group Participants (attendance by non-registered clients) | 3,028 | 2,457 |
| Group Participants (attendance by registered clients) | 298 | 225 |
| <u>Support Services</u> | | |
| New Referrals | 341 | 511 |
| Individuals Served (registered clients) | 461 | 717 |
| Visits (registered clients) | 1,012 | 1,670 |
| Service Recipient Interactions (non-registered clients) | 212 | 33 |
| Group Sessions | 114 | 119 |
| Group Participants (attendance by non-registered clients) | 965 | 1,005 |
| <u>CHATS Counselling Services</u> | | |
| New Referrals | 10 | 8 |
| Individuals Served | 18 | 13 |
| Visits | 42 | 32 |
| <u>Balance of Care Program Counselling Services</u> | | |
| New Referrals | 0 | 0 |
| Individuals Served | 0 | 1 |
| Visits | 0 | 1 |
| <u>Volunteers</u> | | |
| Volunteer Hours | 3,359 | 4,182 |
| # Volunteers at March 31 st | 338 | 367 |
| <u>Membership</u> | | |
| # Members at March 31 st | 133 | 135 |

Financial Report *

Condensed Statement of Financial Position, March 31, 2013, with comparative figures for 2012

| | <u>2013</u> | <u>2012</u> |
|-------------------------------------|------------------|------------------|
| Assets | | |
| Current Assets | \$434,721 | \$300,486 |
| Liabilities & Net Assets | | |
| Current Liabilities | 65,483 | 55,349 |
| Net Assets | 369,238 | 245,137 |
| | \$434,721 | \$300,486 |

Condensed Statement of Operations, March 31, 2013, with comparative figures for 2012

| | <u>2013</u> | <u>2012</u> |
|--|------------------|------------------|
| Revenues | | |
| Donations | \$95,453 | \$92,376 |
| Bequest Donation | 142,500 | 9,008 |
| Fundraising | 128,278 | 110,960 |
| Nevada | 5,886 | 9,054 |
| Ministry of Health & LTC/LHIN | 419,352 | 239,612 |
| Alzheimer Society of Ontario Revenue Sharing | 9,000 | 12,954 |
| Grants | 4,193 | 4,305 |
| Education Events | 3,319 | 3,745 |
| Memberships | 1,230 | 1,665 |
| Interest | 3,498 | 2,119 |
| Other | 22,141 | 39,482 |
| Total Revenues | \$834,850 | \$525,280 |

| | | |
|---|------------------|------------------|
| Expenditures | | |
| LHIN Programs | | |
| Compensation | \$135,867 | \$124,287 |
| Supplies | 1,115 | 897 |
| Sundry | 23,191 | 30,547 |
| Equipment | 2,896 | 1,914 |
| Buildings & Grounds | 18,356 | 17,580 |
| | \$181,425 | \$175,225 |
| First Link | | |
| Compensation | \$75,809 | \$81,647 |
| Supplies | 109 | 474 |
| Sundry | 9,359 | 12,229 |
| Equipment | 668 | 1,637 |
| Buildings & Grounds | 8,974 | 8,889 |
| | \$94,919 | \$104,876 |
| General Operations | | |
| Compensation | \$169,704 | \$161,285 |
| Supplies | 9,607 | 10,520 |
| Sundry | 34,019 | 30,923 |
| Equipment | 1,926 | 1,487 |
| Building & Grounds | 13,922 | 13,273 |
| | \$229,178 | \$217,488 |
| Behavioural Support System | | |
| Compensation | \$187,160 | \$9,975 |
| Sundry | 18,067 | 20,965 |
| | \$205,227 | \$30,940 |
| Total Expenditures | \$710,749 | \$528,529 |
| Excess of revenues over expenditures (expenditures over revenues) for the year | \$124,101 | \$(3,249) |

* 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, 2013 as reported by our auditors BDO Canada LLP, Chartered Accountants, Licensed Public Accountants. Complete audited financial statements are available upon request.

| Board of Directors 2012-2013 | |
|--|---|
| President: | Valerie Armstrong |
| Immediate Past President: | Kelly Hastings |
| Vice – President: | Rita Kelman |
| Treasurer: | Alan Martin |
| Secretary: | Valerie Beasley |
| Director: | Dennis Rivet |
| <p>Office Location: 12 Fairview Road, Unit 103 Barrie, Ontario L4N 4P3</p> <p>New Office Location: 20 Anne Street South Barrie, ON L4N 2C6 (effective July 4/13)</p> <p>Mailing Address: P.O. Box 1414, Barrie, Ontario L4M 5R4 (705) 722-1066 or 1-800-265-5391</p> <p>Phone:</p> <p>E-Mail: Simcoecounty@alzheimersociety.ca</p> <p>Website: www.alzheimer.ca/simcoecounty</p> <p>Office Hours: 8:30 a.m. – 4:30 p.m. Monday to Friday</p> <p>Charitable Registration #: 11921 2116 RR0001</p> | |
| Staff 2012-2013 | |
| 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 |
| First Link® Program Assistant: | Dana Bessette |
| Fund Development Coordinator: | Erika Rice |
| Coordinator of Volunteers: | Marguerite Glanfield |
| Administrative Assistant: | Diane Anderson |
| Behavioural Support Service Mobile Support Team: | Social Worker – Stephanie Saunders Social Worker – Donna Gordon Occupational Therapist – Jennifer Keresztesi |
|  <p>MISSION STATEMENT</p> <p>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.</p>  | |
| <u>Alzheimer Society of Greater Simcoe County Profile</u> | |
| <p>The Alzheimer Society of Greater Simcoe County is a registered charitable organization founded by a group of family caregivers in 1985. The Society is governed by a volunteer board of directors, elected by the membership at the Annual General Meeting.</p> <p>The Society’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 Society.</p> <p>The Society 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 Society’s public education program, support services and First Link® program.</p> <p>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.</p> | |