

Annual Report to Members 2016-2017

Now after completing our first year of our 5-year strategic plan we have many things to be proud of. All of our operational activities over the past year aligned with the strategic directions of:

1. *Revenue Development*
2. *Service Capacity and Quality*
3. *Organizational Effectiveness*
4. *Integration with Health Care Partners*

We continued to focus on generating increased revenue from non-government sources, to consistently provide meaningful support to increasing number of clients while increasing efficiencies and enhancing services. Here is an overview of some of our accomplishments since last year's AGM:

1. REVENUE DEVELOPMENT: We had another successful year in fundraising and fund development increasing our revenues from non-government sources. After receiving staff and board education on fundraising and planned giving, Alzheimer Society of Muskoka (ASM) was ready to analyze fundraising capacity and embark on the task of increasing growth from non-government sources. Here are some highlights:

- We received funding support from the Canada Summer Job program last summer and were able to hire Kristen Dunlop for 8 weeks at 30 hours a week.
- Last June was particularly busy as we hosted two Walks for Alzheimer's along Hunter's Bay Trail and at Kerr Park, raising over \$20,000.
- The first Annual River Poker Run was extremely successful, raising over \$8000. Included in that revenue was a grant from the Town of Bracebridge who contributed \$1500.00 towards our event.
- We increased Corporate Sponsorship and acquired our first newsletter sponsor. Through the expansion of community partners, we raised over \$5000.00 in Coffee Break revenue and exceeded our goal by \$1500.00.
- Again this year, we worked with Alzheimer Society of Canada who helped support our dissemination of Christmas cards to our donors which contributed to increasing our overall general donations.
- Unlike many charities who reported donor fatigue, ASM had an overall increase in general donations, as well as memorial donations revenue. Additionally, ASM was very fortunate to receive \$4,800 in bequest income.

- By increasing outreach to our community partners, third party fundraising also exceeded our budgeted targets for the year and we were fortunate to receive a \$1000.00 Community Grant from Walmart, as well as a grant from the Alzheimer Society of Ontario for \$5000.00 to expand the Finding Your Way education program. This grant focused on keeping persons with dementia safe in our community with a focus on firefighters, housing and community support agencies.
- Through the implementation of a program called NESDA, many of our various donor lists are now in one master database to help record and track donors.
- Fund Development policies were also created and approved to support the work of our Fund Development initiatives.
- Last but not least, thanks to the hard work of the board, existing financial policies were reviewed, updated and several new ones are being developed.

2. SERVICE CAPACITY & QUALITY: ASM also focussed this year on ensuring meaningful support while meeting the increasing numbers of clients and acknowledging the importance of quality improvements to the delivery of services. Here are some highlights:

- ASM made a concerted effort to increase access and referrals to Alzeducate, the online education options that are offered through Alzheimer Society of Toronto. We acquired brochures which were disseminated to support groups and clients and had a button/link placed on our webpage. Alzeducate online offerings were also marketed through our newsletters, Facebook and Twitter posts. Additionally, ASM began using the online Dementia 101 program to provide education to our student orientation training.
- Our volunteers hosted a weekly Drop-In program in Bracebridge and added a second Drop-In program in Gravenhurst. These two weekly drop-ins, combined with our 36 Company of Good Cheer dinners across Muskoka, had an attendance of 1013.
- The Alzheimer Society of Muskoka Music iPod Program and the Resource and Borrowing Library continues to be used and supported by our volunteers.
- 79 volunteers made considerable contributions to our success and invested more than 1416.5 hours which is a 10.5% increase from last year. This increase was partly due to having a BMLSS Co-Op student, Kelsie Marsh, work with us for a semester, as well as Alex Havlik, a Lakehead University social work placement student, who joined us in the new year.
- As we continued to increase the number of volunteers in indirect and direct involvement, it was evident that assistance was needed to support our volunteers. Fortunately, we now have Susan Keast who has joined our team as our 13hr/wk Resource Development Coordinator and has been assisting with training and coordinating new volunteers and planning events.
- A Volunteer Satisfaction Survey was implemented last June and found that 100% of volunteers felt that the staff of the Alzheimer Society adequately supported them in their volunteer position and that they felt a part of the team and valued in their volunteer role.
- In addition to the over 1714 interactions with registered clients, our supportive counselling program had over 534 interactions with non-registered clients and 540 registered clients.

- Respondents to our First Link Referral Survey indicated a 100% satisfaction rate with ASM.
- We hosted 59 support groups for Caregivers and Persons with Dementia across Muskoka Parry Sound with 325 participants, which is an 11.5% increase in attendance from last year.
- Staff education continued to be a priority and our Public Education Coordinator received facilitator training to deliver a new program, “Taking Control of our Lives”, “Walking the Walk” and “U-First”. Other training received included Dialogue training and Compassion Fatigue.
- In education, we delivered 99 education events with an attendance reaching 1129.

3. ORGANIZATIONAL EFFECTIVENESS: Increasing efficiencies in operations through process enhancement and automation was a goal this past year. Below are some highlights:

- As volunteers became more of a focus, so did the importance of improving our volunteer management systems. Volunteer personnel files were organized and tracked using the Nesda master database. Forms continued to be updated with consistent branding and volunteer identification badges were developed.
- Several active volunteers provided presentations to community groups, and caregivers and attended health fairs on behalf of the Alzheimer Society on a regular basis.
- Volunteers were also trained to help reach out and call clients whom we had not heard from in the past year.
- We continued to outsource finance and payroll support through NSM CCAC through a shared service agreement. This successful arrangement enables the organization to meet its reporting obligations to the NSM LHIN and the MOHLTC in an efficient and effective manner and devote its time and resources to client-related activities.
- Last but not least and by far the biggest undertaking this past year, was implementing the Nesdatrak into supportive counselling. 540 clients were entered into this centralized database and as a result, staff can access case files for clients digitally and the support counsellor can also access files remotely when off site.

4. INCREASED INTEGRATION WITH COMMUNITY AND HEALTHCARE PARTNERS: Increased integration with community and health care partners continued to be a top priority for ASM. By creating a more robust partnership between primary care providers, and community support agencies, the Alzheimer Society of Muskoka plays a crucial role in supporting the growing numbers of people with dementia and their unique needs. Here is what we accomplished:

- We were present at 23 Memory Clinics with Parry Sound Family Health Team and with the Cottage Country Family Health Team in efforts to expand access to integrated and coordinated care in the community.

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- Additional care coordination and support for newly diagnosed people with dementia and their care partners is a priority for the Alzheimer Society of Muskoka and aligns with the Ontario Dementia Strategy just announced on April 27th, 2017. With the support of a person with dementia, a caregiver, the ED and a board member, we were able to meet with MPP Norm Miller and advocate for a fully funded dementia strategy. The hard work of much advocacy across the province paid off because on April 27th, 2017, Ontario Finance Minister, Charles Sousa, introduced the 2017 Ontario Budget, *A Stronger, Healthier Ontario*, which included a commitment to invest more than \$100 million over three years towards the implementation of a dementia strategy in Ontario.
- We were also able to reach out and meet the Nurse Practitioner Hubs and mobile NP clinics. First Link educations were provided to two of the NP clinics and our supportive counsellor referred to and attended Health Links meetings as requested. It is not surprising that our Support Counsellor had a caseload of 540 clients, which is a 12.5% increase from last year. Combined over the past two years this is a 29% increase.
- In terms of community involvement, we also continued to participate as an active member of the NSM Community Support Services Collaborative. The Collaborative consists of community support service agencies that work together with other health care and community partners to coordinate and integrate the local health care system.
- Through our role on the North Simcoe Muskoka Dementia Network Education Steering Committee, the Public Education Coordinator (PEC) helped put on an annual Dementia Conference on Consent & Capacity which had over 176 in attendance .
- Our PEC partnered with the NSM Hospice Palliative Care Network to host Ambiguous Loss and Grief workshops for family care partners. Additionally, in education, we partnered with the District WISE clubhouses and Elder Abuse Prevention Muskoka. These collaborative initiatives have been very successful.
- As we continued to increase public awareness and access to information about dementia and ASM service offerings, we are pleased to report that we have increased our Facebook posts with over 200 followers, and now have over 160 followers on Twitter. Our digital e-newsletter also has over 400 subscribers.
- We are a member of the Senior Services Planning Team and a part of the Muskoka Age Friendly Steering Committee. As a result of our collaborative efforts, in October we were awarded by the District of Muskoka, the Community Services Recognition Award for “Outstanding Community Contributor” in recognition of our volunteerism and leadership to better our community.

With the increasing referrals and demands on services, we regularly contemplate the question: “What does a sustainable Alzheimer Society of Muskoka look like”? The Alzheimer Society of Muskoka tackles the hugely complex, intractable societal problem of dementia and our vision of a Dementia with Dignity. In the real world, we know that our fight to end dementia won’t be easily won, so we view sustainability

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as the ability to move closer to our goals and still be standing to continue our work for years to come. For our small operation here at ASM, what does sustainability mean? According to Imagine Canada it means:

- Having a dedicated, competent staff complement to tackle our Strategic Directions in both good times and bad, and being able to sustain the energy, expertise, wisdom, and corporate memory, all the while dealing with a very small office and sometimes 7 of us looking for desk space;
- Maintaining the networks and key relationships, both within the sector and with important stakeholder groups, which we need to work with and leverage;
- Having systems and processes to efficiently scale up our work as resources become available, and also to scale back down as needed with a minimum of organizational disruption;
- Having the discipline and patience to ensure that sustainability is Job One for our organization.

But I am sure you are asking how will you continue to pay for this? For the ASM, we believe the answer to this revenue challenge lies primarily with our donors, events, grant applications, government funding, and in individual fundraising. The key has been to determine which methods will most likely stand the test of time, even in a rapidly changing environment. This approach is where our new shift to *planned giving* has begun and has influenced the staff complement supporting these activities, including adding a new part-time Resource Development Coordinator. Looking forward to next year, we will be increasing our focus on marketing guided by the development of internal metrics, focusing on indicators of profitability and sustainability, driving a continued focus on our clients, donors, volunteers and member satisfaction and retention.

With a solid foundation, our future is to go beyond, and source additional revenues and begin scaling up our work as additional revenues allow. For the ASM, we are confident that next year's Fund Development Plan with the emphasis on *planned giving* will help us in achieving our goals and allow us to increase our efforts and our successes, while preserving the integrity and sustainability of our underlying core organization. While this is no guarantee for future prosperity, for the Alzheimer Society of Muskoka, it firmly puts our future in our own hands and keeps us moving even closer to our vision. Despite these pressures, we still are receiving 100% client satisfaction in all areas surveyed and that is really what counts the most.

Michael Beauchesne, MBA
President

Karen Quemby, MA
Executive Director