

A World Without Alzheimer's disease Achieved Together

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&
Rotary Club of Thunder Bay (Port Arthur)

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Mrs. Doris Arnold
In Memory of Mr. John Henry Arnold

Dr. Alois Alzheimer Society
Dr. Trevor & Sharon Bon

Hope for Tomorrow Society
Jaclyn Henderson
George and Lillian Hrudie
Bob Stewart and Katherine Poulin
In Honour of Peggy Stewart

Forget Me Not Society
Maria and Jack Hudolin
Eva and John Jones
John Stewart

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Val Chenier
Sharon and Gerry Dawson
In Memory of John Arnold
Alison Denton
In Memory of Charlotte & Ron Sabilick
Sandra and Fred Dewsberry
David Gilders
Andre Korstanje
Dana Levanto
Nicole Mihalus
In Honour of Rose Belanger
Ken Miner
Eija Peltokangas
David and Shirley Roberts
Lenora Rowsell
Ryan Sigurdson and Dexter Darrah
Hugh and Marilyn Sutton
Laraine Tapak
Hannu and Margie Uurainen

Bequests

Estate of Mae Pupeza
Estate of Reino John Saino

Major Donors

Marilyn Gotro
George and Lillian Hrudie
May Lee
Dr. George Morrison
Jane Somerton
John Stewart
Marilyn Sutton

Forget Me Not Monthly Giving Program

Dorothy Chambers
Jennifer Childs

Key Sponsors and Supporters

Boston Pizza
Caribou Restaurant + Wine Bar
Hydro One Employees
Marina Park Commercial Centre

Ontario Power Generation Employees
Print Pros Plus
Shopper's Drug Mart
The Keg Steakhouse & Bar

Thunder Bay Veterinary Clinic
Tom Jones Corporation
Travelodge Airlane
WestJet

Third Party Events

Climb for the Cure - Will Gregorash
Dance for Memories - Maria Hudolin and Krysta Logozzo
Flashback Photo - Laura Paxton
Golf Tournament - John Coccimiglio and Sean Cunningham
Heart of Thunder Bay Race - Thunder Bay Metre Eaters
Mad Hatter Tea - Hilldale Gardens Retirement Living
Mad Hatter Tea - McKellar Long Term Care
Mother's Yard Sale
Redskin Football Club Reunion
Thunder Bay Blues Society - Andrew 'Jr. Boy' Jones Concert
Thunder Bay Police Association Annual Golf Tournament

Alzheimer Society THUNDER BAY

Annual Report 2012-13

Celebrating
27 years of
admirable
leadership

1986 - 1988
Alison Smith

1988 - 1989
Shirley Kostamo

1989 - 1991
Alberta Davis

1991 - 1993
Shirley Kostamo

1993 - 1994
Sharon Taylor

1994 - 1995
Lorna Sutherland

1995 - 1997
Judith Cameron

1997 - 1999
Michael Kopot

1999 - 2003
Laraine Tapak

2003 - 2006
Margie O'Brien

2006 - 2009
Sharon Dawson

2009 - 2012
Eva Jones

2012 - Present
Laraine Tapak



Doris Arnold

1929 ~ 2012

*Beloved friend
and patron*

MEMBER OF:

Imagine Canada

Message from the President and Executive Director

We are pleased to present the 2012-2013 Annual Report to the Community for the Alzheimer Society of Thunder Bay. It has been a couple of years of accomplishments, changes and challenges; however, we have remained committed to the provision of client centred care for people with dementia and their families in the district of Thunder Bay.

In 2012 we remained focused on our Strategic Plan and our three strategic directions of Sustainability, Collaboration and becoming the "Go To" Society for information, education and support related to dementia and dementia care. We have also ensured that we are aligned with the Strategic Directions of the Alzheimer Society of Ontario and the North West Local Health Integration Network.

Our Treasurer, Bob Stewart, reminded us to keep our focus on the "top line" and that's exactly what we did. Both Board and Staff focused their attention on revenue generation and as a result our efforts paid off. This year we were able to meet the needs of our clients raise awareness of Alzheimer's disease and other dementias and grow our fundraising efforts. With strong support from our community and sponsors we were able to have three very strong events, our Coffee Break, Walk for Memories and Rendezvous and we are grateful to Thunder Bay Insurance and Tbaytel for their sponsorship. We were also very fortunate to be the beneficiaries of a number of third party events, namely the Dance for Memories in the spring of 2012 and a number of smaller events.

The demand for our services has grown dramatically. We are providing an unprecedented level of service to people with dementia and their partners in care. We have increased the number of support groups offered and have also reached out across the district through the use of the Ontario Telemedicine Network. We have also seen an increase in the number of requests for Public Education and Training and continue to strive to meet the demand.

We were extremely pleased to be included in the Behavioural Support Ontario Project led by the North West Local Health Integration Network. Our involvement in this project will provide education and training to caregivers and those working in the field of dementia care with the intent of increasing their capacity to care for individuals experiencing responsive behaviours. We will be working closely with St Joseph's Care Group and the North West LHIN on this project.

We would like to take this opportunity to thank our numerous donors, sponsors, and supporters, and most of all of very dedicated volunteers, who contribute so much to assist us in the delivery of the much needed services and supports across the district of Thunder Bay.

2012 was also a year of change for the Alzheimer Society, we said good bye to our long-time Board member Sharon Dawson who had held the position of Past-President for the past three years and had been a member of the Board including a two year term as President since 2003. Eva Jones also stepped down as President and assumed the role of Past-President. We are very grateful to both Sharon and Eva for the unwavering leadership and support over the past number of years as they both led the Society through periods of significant change.

It is also with great sadness that the Society said goodbye to our Patron, Doris Arnold in December of 2012. Doris was strong supporter of the Society for many years and held the position of Patron in honour of her late husband John Arnold since 2007. Doris and John's memory will be kept alive through the John and Doris Arnold Memorial Fund established in their memory by their family.



L.Tapak
Laraine Tapak
President



A.Denton
Alison Denton
Executive Director

Board of Directors

Laraine Tapak President	Eva Jones Past President
Jaclyn Henderson Vice President	Dr. Trevor Bon Michael Harris
Bob Stewart Treasurer	Dr. Ken Jacobson Joy Kolic
Eija Peltokangas Secretary	Lawni Labelle-Payne Kyle Monkman Rev. Lenora Rowsell

Staff

Alison Denton Executive Director	Ashleigh Quarrell Public Awareness & Media Relations Coordinator	Bob Botham (retired) Nicole Mihalus (resigned) Ryan Sigurdson (resigned) Nicole Armstrong (contract ended)
Kelly Brunwin-Harding Family Support Coordinator	Laura Suddaby Administrative Assistant	Margie Uurainen Education & Family Support Facilitator
Pam Gerrie First Link Coordinator	Margie Uurainen Education & Family Support Facilitator	Jackie Wesley Projects Officer

Financial Report for the Alzheimer Society of Thunder Bay

Summarized Balance Sheet (as at March 31, 2013)

	2012-2013	2011-2012
ASSETS		
Cash	\$ 29,413	\$ 37,380
Dementia Network	-	10,257
Short Term Deposits	105,063	98,912
HST Receivable	19,874	5,847
Interest Receivable	405	8,722
Accounts Receivable	20,916	28,690
Prepaid Expenses	8,771	1,671
Total Assets	\$ 184,442	\$ 191,479
LIABILITIES AND SURPLUS		
Accounts Payable and Accrued Liabilities	\$ 68,347	\$ 48,675
Dementia Network Liability	-	10,257
Deferred Revenue	15,314	25,733
Restricted Surplus	1,241	6,241
Unrestricted Surplus	99,540	100,573
Total Liabilities and Surplus	\$ 184,442	\$ 191,479

Summarized Statement of Operations & Surplus (year ended March 31, 2013)

	2012-2013	2011-2012
REVENUE		
Local Health Integration Network Funding	\$ 246,806	\$ 202,717
Donations	122,921	126,371
Fundraising	117,937	111,575
Grants	99,597	75,515
Other Income	59,489	48,872
Total Revenue	\$ 646,750	\$ 565,050
EXPENSES		
Service Delivery	\$ 328,230	\$ 324,121
Community Engagement	137,182	103,317
Administration	171,184	143,585
Research	6,025	7,644
Travel	5,163	12,918
Total Expenses	\$ 647,783	\$ 591,585
Excess (Deficiency) of Revenue Over Expenses	\$ (1,033)	\$ (26,535)

Approved on behalf of the Board:

L.Tapak
Laraine Tapak
President

S.T
Bob Stewart
Treasurer

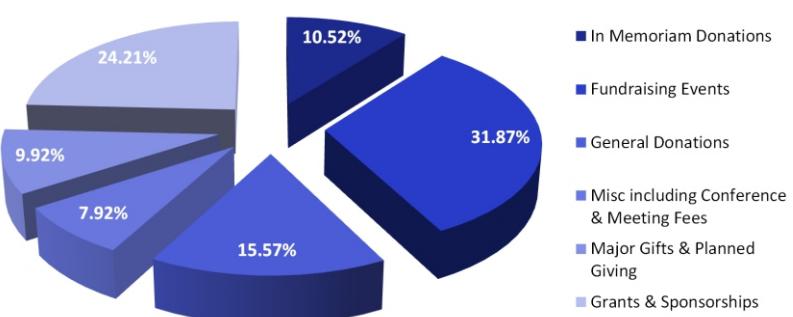
*Note: An audited financial statement is available upon request by contacting the Society.

How you helped to provide *Hope for Tomorrow...®*

Our 2012-13 fiscal year was an exciting time of growth and new partnership development in relation to achieving our fund development goals. We attempted to diversify our revenue streams by focusing on new ways to foster support. New initiatives and a stronger emphasis on the promotion of 3rd party events allowed us to connect with a greater number of community partners. Revenue continues to be generated through our signature special events, from generous individual donors, corporate sponsorship and from bequests, and from those who chose to memorialize those who have passed or honour those still with us. Equally important are the countless gifts of time, energy and talents provided by our volunteers that enable us to achieve our revenue targets.



Fundraising Dollars by Revenue Type (%)



Signature Fundraising Events

Fundraising events continue to make up almost one third of our annual fundraising revenue, with almost \$95,000 being raised annually through our 3 signature events: Walk for Memories, Coffee Break and Rendezvous. Our Walk for Memories continues to be a successful way to raise money while engaging the community and this fiscal year raised almost \$50,000. Coffee Break, our second largest fundraising event, raised over \$23,000. These funds were raised by 80 hosts who opened their homes and businesses to friends, family and coworkers and share memories while raising funds in support of the over 2,300 individuals in our district who are affected by Alzheimer's disease. Additionally, each year thousands of dollars are generated through a number of 3rd party events organized by dedicated individuals and groups who planned events as named the Alzheimer Society as their beneficiary.

52% of donors this year were new to the Society
This year there were **3,550** individual donors, each contributing an average of **\$66**

from promotions held in small businesses, to sharing of resources, to gift-in-kind donations, to sponsorship dollars.

Another key means of revenue for the Alzheimer Society is the **Grant Revenue** we receive from the Ontario Trillium Foundation, Thunder Bay Community Foundation, John Andrews Foundation, Hannah and Victor Stevenson Fund, Community Grants Fund and Northern Ontario Heritage Fund.

We are also heartened by the increase in ongoing funding from the **North West Local Health Integration Network**. One third of our revenue is provided through the NW LHIN.

Planned Giving & Major Gifts continue to increase as more of our faithful donors recognize the need to plan for their charitable giving, enabling them to make even greater contributions to providing Hope for Tomorrow. We believe this is an area of further growth and encourage all of our supporters to consider leaving a legacy gift that will help advance the work of the Alzheimer Society while benefitting their own beneficiaries.

Donations, Planned Giving & Major Gifts

Donations made to the Alzheimer Society continue to be a popular way to pay tribute to a loved one. Whether these gifts are made in Honour of someone who has been affected by dementia, or in Memory of a loved one who has passed, supporting others faced with this disease is a wonderful way to show you care and remember. In the past fiscal year, approximately 1,000 individuals made tribute gifts totaling \$37,500.

A significant addition to our ways to give is the establishment of the **John and Doris Arnold Memorial Fund**. This ongoing fund has been established as a tribute to the Society's Patron, Doris Arnold. Donations that are designated to this fund will be used to help eradicate the stigma associated with Alzheimer's disease and other dementias. During the first three months of establishment, this fund resulted in over \$5,000 being raised for public awareness and education activities that complement the ongoing national anti-stigma campaign "See Me, Not My Disease."

The Alzheimer Society of Thunder Bay continues to receive substantial **Corporate Support**. Businesses of all sizes have dedicated resources, time and energy in a variety of ways,

Although we have to focus considerable efforts on revenue generation to meet the ever increasing need for our services and expand our reach more deeply in the district, we are heartened by the response from the community in the last year and believe we are now in a strong position for future growth. Thank you to all our donors, sponsors, supporters and volunteers. We continue to invite you to join us in providing Help for Today. *Hope for Tomorrow...®* through your ongoing support.



Our Vision

A world without Alzheimer's disease and other dementias achieved together.

Our Mission

To alleviate the personal and social consequences of Alzheimer's disease and other dementias and to promote research.

Our Values

Respect
Accountability
Leadership
Collaboration

Strengthening Support for People with Dementia and their Families Together

During 2012 the Board and Staff of the Alzheimer Society of Thunder Bay moved forward with our goals from our three strategic directions of Sustainability, Collaboration, and becoming a "Go To" Society for Alzheimer's disease and other dementias. This was helped considerably through a grant from the Ontario Trillium Foundation.

In order to achieve sustainability we have sought to diversify our revenue streams with more emphasis on our three signature events, seeking opportunities to increase third-party events and providing donors with more opportunities to give. While we still need to raise over two thirds of our annual budget through events, donations and grants we are getting closer to meeting our goals as we become more strategic with our efforts. This past year we saw some cost savings but also managed to meet most of our fundraising targets.

We continue to seek partners with an emphasis on collaboration in order to increase the delivery of quality care and decrease our non-service related costs. We are currently working closely with our partners through the Behavioural Supports Ontario Project and First Link®, and our relationships with the Canadian Mental Health Association – Thunder Bay Branch and Hospice Northwest have strengthened as we are sharing some services and assessing areas where we can work more closely together in the future. Over the past few years we have also fostered a more collaborative approach with our Alzheimer Society partner in the district of Kenora-Rainy River.

We have clearly moved forward in the area of becoming the "Go To" Society to persons with dementia and their partners in care. These past two years we have provided services to an unprecedented number of families throughout the district of Thunder Bay; serving over 500 families in 2012. We have also increased the capacity of persons working in the field of dementia care by providing training, education and support to health service providers. Last year we provided training and education related to dementia to over 2,000 people.

In 2014 there will be 12 percent more people living with dementia in Northwestern Ontario. Our challenge will be to meet the growing demand for our services, but we believe we will be able to do so, especially as we work closely with the Alzheimer Society of Ontario, local Societies across Ontario, the North West Local Integration Network, and new and current partners. The Alzheimer Society of Thunder Bay wishes to be part of the transformational change within our health system and ensure there is a focus on providing quality care for persons with dementia and their families.

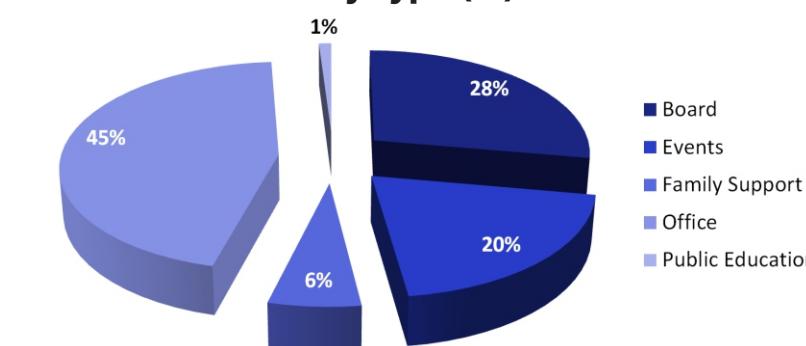
Celebrating Our Volunteers

Thank you to each and every one of our wonderful volunteers for your ongoing commitment to the Alzheimer Society! This year, we recognized several long-term volunteers with 5 and 10 year pins for their exceptional service to our cause.

5 Year: Sandra Allan, Irene Britton, Jane Foulds, Eleanor Johnston, Angus McLennan, Christine Owens Walters, Bob Stewart, Chrissy Semple

10 Year: Heather Dawson, Sharon Dawson, Diane Delin, Eva Jones, Elaine Niemi

Volunteer Hours by Type (%)



Rendezvous 2012 Volunteers with Dr. Goldman



Our volunteers worked **2,824 hours** last year.

The value of their time, effort and dedication exceeded **\$26,000**.

How we helped...

PROGRAM HIGHLIGHTS

New Clients	272
Clients Served	506
Client Visits	580
Support Groups / Learning Series Hosted	147
Education Sessions Provided	110
Individuals Who Received Education	2,229



First Link® and Family Support

The demand for our services has increased dramatically over the past year. The increased number of referrals to our First Link program has increased the pressure on the Society to offer additional support groups and Learning Series. In the fall of 2012 we added to our staff team to facilitate more support and provide additional education. The Education and Family Support team offered the First Link Learning Series and also reached out to the district through the Ontario Telemedicine Network (OTN). "Caring Across the North" continues to be a way to reach out to people living outside of the City of Thunder Bay. Diners Club, our monthly congregate dining program continues to grow as more and more families choose to get out and enjoy the company of others in a variety of restaurants in Thunder Bay.



Partnerships Hospice Northwest

The Alzheimer Society and Hospice Northwest formed a partnership offering a six week closed grief support group. The initial pilot project was a way of pooling the resources of the two organizations to best serve the needs of our clients. One night a week for six weeks, people who are dealing with grief can meet to share their experiences in a safe and confidential environment. Margie Uurainen, one of our registered social workers who has specialized in grief and loss, facilitates the groups alongside Katherine Poulin, a Hospice Northwest volunteer. The two organizations continue to offer these support groups three times a year.



Increased Support Early Onset Dementia

New statistics confirm that younger people are increasingly diagnosed with Alzheimer's disease and other dementias. Of the 747,000 Canadians living with dementia 15% or 1 in 6 are under the age of 65.* Individuals with Early Onset Alzheimer's disease and other dementias will experience symptoms similar to those who have early stage Alzheimer's disease; however, because of their younger age they face additional challenges that are often no longer concerns for their older counterparts. For instance, at the time of diagnosis, many people living with Early Onset Alzheimer's disease are still actively involved in the work force and some may even have young children at home. These challenges also clearly impact their partners in care. Services that focus on older seniors and the traditional discussion and support groups no longer seem to fit. Therefore, in September of 2011 an Early Onset Discussion Group for Care Partners was developed, facilitated by Kelly Brunwin-Harding. Since its inception this group has met monthly at the Alzheimer Society office and a wealth of information and support has been provided.

"Although we have to focus considerable efforts on revenue thank you to all our donors, sponsors, supporters and volunteers. We continue to invite you to join us in providing Help for Today. Hope for Tomorrow...® through your ongoing support."



*Alzheimer Society of Ontario, 2012.

Public Education

This past year we have reached over 2,200 people through our education programming. Our Public Education Coordinator, Sarah Pudney-Gillin has become trained in a number of provincially and federally recognized dementia training programs increasing our ability to deliver training for health care professionals working in the field of dementia care. U-First, Gentle Persuasive Approach, the Virtual Dementia Tour have all been included in the core competencies associated with the provincial initiative Behavioural Supports Ontario and as the Alzheimer Society of Thunder Bay have received funding through this initiative we are working closely with the Project Team of the North West Local Health Integration network to increase the capacity of Health Service Providers across the district of Thunder Bay to provide quality care to persons with dementia.

Last year **110** learning opportunities were provided to **2,229** people



Dementia Care Conference 2012

The 2012 Dementia Care Conference was a successful event with a strong turnout from health service providers working in the field of dementia care, students and family caregivers. Dr. Elizabeth Minerva Moore from Providence Care presented some very valuable information to our audience on the important topic of Dementia & Responsive Behaviours: Behavioural Approaches and Stress Management Skills for Staff in Dementia Care Settings.

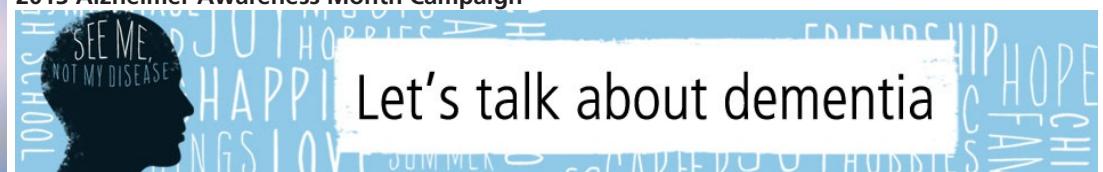
We were also fortunate to have retired Therapeutic Recreation Program Coordinator from Confederation College, Lynne Peters, provide an interactive presentation on the benefits of recreation for persons with dementia, a presentation that was enjoyed by all.

Public Awareness

In September of 2011 we saw the sad departure of an integral member of our staff team, Jason Rasevych. Jason's work with the Society certainly had a very positive impact on our ability to reach out to our community through a variety of Public Awareness initiatives. Ashleigh Quarrell joined our team in August of 2012 through funding support from the Northern Ontario Heritage Fund as our Public Awareness & Media Relations Coordinator.

This past year we had a successful January Awareness Campaign, launching the beginning of a five-year national plan to combat the stigma that still exists surrounding Alzheimer's disease and other dementias. In addition to a whirlwind of media attention, our Public Education Coordinator, Sarah Pudney-Gillin, provided education throughout the month, culminating in a presentation by Dr. Peter St. George-Hyslop from the TANZ Centre for research in Neurodegenerative Diseases, University of Toronto at our Public Forum. We also launched a 30 Days to Better Brain Health Campaign in 2012 which was well supported and so successful in raising awareness about prevention strategies that we will continue to run this campaign on an annual basis. We reached many people through our open house, signature fundraising events, and third party events. We continued to provide information through a variety of communication mediums such as our newsletter, website, Facebook page, and through the media, including monthly "Around Town" segments on Thunder Bay Television.

2013 Alzheimer Awareness Month Campaign



Let's talk about dementia

Ambassadors in Action

This past year saw the introduction of a formal Ambassador Program, with many active volunteers now speaking regularly at events and to the media about their experiences living with Alzheimer's disease and other dementias, or being a partner in care.

Part of this year's efforts included the development of a TV series in collaboration with Shaw TV to touch on four important areas of the disease: What is Alzheimer's disease?, Caregiving, Risk Factors & Warning Signs, and Prevention & Brain Health. The first two segments aired last year.

