



Alzheimer
Society

ONTARIO

Annual Report
2012-2013

www.alzheimerontario.ca

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Message from the President & CEO

Finding solutions

More and more, people are talking about the impact of Alzheimer's disease. At the Alzheimer Society of Ontario, we are proud of our efforts to propel the disease to new heights of awareness.

Now the emphasis has shifted to finding solutions for the rising tide of dementia. And, again, we are responding, launching innovative new programs in partnership with key stakeholders from government and private industry.

For example, in 2012:

- We launched **Finding Your Way™**, a public safety campaign to help keep people with dementia from going missing.
- We helped fund a new research fellowship for clinical investigators at the **Toronto Memory Program**.
- We trained over 1500 personal support workers in dementia care through the **U-First!™** program.
- We began the conversation about dementia in the workplace and its impact on colleagues and the person with dementia.

But people with dementia need more. They need more programs and services to help manage the disease and they need more basic, scientific research to find a cure. As more and more people are diagnosed with Alzheimer's disease, we need to find ways to do more with less.



As we enter the final year of our strategic plan, **Strengthening Communities: Achieving Excellence, 2011-2014**, we will continue to engage, inform, support and lead to fulfill our mission of helping Ontarians affected by Alzheimer's disease and other dementias.

Our heartfelt thanks go to the thousands of courageous caregivers supporting people with dementia. We also owe each volunteer, donor, advocate, corporate sponsor, Board Member and the staff a debt of gratitude for your continued commitment to our Vision and Mission.

We remain more hopeful than ever that we will, together, fulfill our vision of a world without Alzheimer's disease.

Vic Prendergast
Board President



Gale Carey
Chief Executive Officer



Dementia numbers rising in Ontario

Nearly 200,000 Ontario seniors are living with dementia; by 2020, a quarter of a million will be affected.

The dementia domino effect

People with dementia are:

- Twice as likely to be hospitalized compared to seniors without the disease.
- Twice as likely to visit emergency departments for potentially preventable conditions.
- Nearly three times more likely to

experience fall-related emergency room visits.

Effect on caregivers

- Caregivers of people with dementia provide 75% more care hours than other caregivers.
- 35% of caregivers report declining general health; this rate increased to

60% among live-in caregivers.

- 71% reported disruptions to employment and 14% of those were forced to leave work or retire early.
- Caregivers provide 100 million hours of care every year; by 2020, this number will pass 140 million.

This year in research

Dr. Jane Rylett, Chair of the Alzheimer Society of Ontario Research Advisory Council, is one of Canada's leading scientists in Alzheimer's disease research.

Dr. Rylett was a graduate student in pharmacology when she was forcefully reminded that aging brains are not always healthy brains.

"My relatives had all lived long, healthy lives without showing signs of dementia," recalls Rylett. "But as I got involved as a graduate student in clinical trials for Alzheimer's treatment, I saw the other side."

It was an experience that would set her along the path toward becoming what she is today, an expert in the chemical signals that brain cells use to communicate.

“When I compare what we know now to what we knew even 10 years ago, it's remarkable.”

— *Dr. Jane Rylett*

Today, she has added incentive to press ahead with that work; her family members have now been affected by dementia.

While there are no drugs yet that can protect chemical signalling among brain cells, Rylett remains hopeful.

As a Board Member of the Alzheimer Society of Ontario, she often finds herself discussing the current state of research with people with dementia, their caregivers and other Board Members.

She tells them that while there is no cure today, she is confident that the next 10 years will produce a number of drugs that will target different aspects of the disease.



U-First!™

Solutions for professional caregivers

“I have learned how important it is to listen and react to the residents’ needs, what they are saying and not saying.

— *U-First!™ Training Participant*

Through **U-First!™** we trained over 1500 personal support workers in dementia care in Ontario.

“The content was interesting and easy to understand. Examples helped us apply concepts to real-life situations and gave insight into what it must be like to have dementia/Alzheimer’s.”

— *U-First!™ Training Participant*

First Link®

Your next step after diagnosis

“The government of Ontario should support the development of communication systems to ensure that older Ontarians are aware of the programs and services available to them.

— **Dr. Sinha**, *Ontario Seniors’ Strategy report*

First Link® connects people with dementia and their families to information and support, including services offered by the Alzheimer Society, in their communities.

Research shows that timely information and support help people with dementia and their families live well beyond diagnosis.



Finding Your Way™

A pioneering public safety initiative

Statistics show three out of five with dementia will go missing, sometimes resulting in injury or death.

In partnership with the Ontario Seniors' Secretariat, we launched **Finding Your Way™**, a program that raises awareness of the risks of people with dementia going missing and helps to prevent such incidents from occurring.

“It was two hours and he was not back at home. The police got him back after 3.5 hours. He did not have any idea of how long he was gone. That was very frightening for us.”

— *Rajesh*

“My greatest concern was him going missing and leaving without my notice. I didn't know what to do. He went missing more than 15 times.”

— *Oi Lin*

“Mary had laid down for a little nap and I had checked on her every hour. And then I went at about 5 o'clock and she was gone.”

— *Keith Harvey*



Alzheimer Society of Ontario Blog **Reaching new audiences**

Meet Maya. She's 14 years old now, but she has already made her mark in Alzheimer's disease research. Her science project to find chemical compounds better able to breach the blood-brain barrier and inhibit amyloid-beta plaques won the Platinum Award at the 51st Canada Wide Science Fair. And she wrote a blog about it. Thanks to people like Maya, our blog site has flourished this past year, with an ever-growing community of contributors and readers.
www.alzheimersocietyblog.ca

Toronto Memory Program **New ASO funded fellowship for clinical trial investigators**

In Ontario, the number of investigators qualified to hold clinical trials of new treatments for dementia is dwindling. In partnership with Pfizer Canada and the **Toronto Memory Program**, a new clinical investigator fellowship was initiated. This investment will improve the state of dementia research in Ontario and give Ontarians access to cutting edge research and clinical trials.

Before I turned 11, I didn't know much about Alzheimer's disease other than it makes you lose your memory. But, when my grandpa's Alzheimer's took a turn for the worse, I started researching.

— *Maya*

Research may be the best way to combat Alzheimer's disease but without qualified investigators to conduct treatment studies, we will have no meaningful breakthroughs.

— *Dr. Sharon Cohen, Toronto Memory Program*



Memory Makers

Last year, Peter de Maio turned a family tradition into a fundraiser in memory of his father, who had passed away from Alzheimer's disease. Participants in the Redstone Lake Hockey Invitational raised over \$4,000.

Peter and his friends raised the funds through their own event page on the Alzheimer Society's **Memory Makers for Alzheimer's** website. Our **Memory Makers** fundraisers have contributed over \$89,000 this year, a 50 per cent increase over last year.

www.memorymakersforalzheimers.ca

Memory Makers is a powerful yet simple tool for people looking to support their local Alzheimer Society. All it takes is having friends & family connected by email: share your fundraising vision & watch it grow.

— **Debra McCarthy**, Alzheimer Society of Peterborough, Kawartha Lakes, Northumberland & Haliburton

Volunteer Mobilization

Volunteers are valued members of the Alzheimer Society team. The **Volunteer Mobilization Initiative**, funded by KPMG, recruits, trains and engages Alzheimer Society volunteers, who experience rewarding and diverse volunteer opportunities while developing skills and building relationships.

Improving volunteer capacity is the best way to enhance programs & offer more to people with Alzheimer's disease.

— **Marilyn De Mara**, KPMG

Awareness & Fundraising

See me, not my disease

Let's talk about dementia

When Anne Harrison's husband, Ray, was diagnosed with Alzheimer's disease, she called his employer to apply for long-term disability benefits.

"They said, 'I don't think that's covered because I think it comes from someone not being mentally active,'" recalls Ann. "They even questioned how the insurance company could blame Ray for getting the disease."

In the end, Ray did qualify for benefits. But, the couple realized that they would have to deal with both the illness and its surrounding stigma.

During **Alzheimer Awareness Month** in January, the Alzheimer Society of Ontario partnered with the Alzheimer Society of Canada to launch a national campaign to combat the stigma experienced by many with Alzheimer's disease and other dementias.

Some people think that just because he has dementia, he would stop doing the things he enjoys. People with dementia still like to have fun just as the rest of us do.

— **Anne Harrison**





Walk for Memories

Working together to help people with Alzheimer's disease

"I started walking because my grandmother was diagnosed with Alzheimer's disease when I was 19. She lived far away and it brought me great pain that I was unable to provide her comfort and support. I began fundraising for the Walk to provide that comfort and support to others."

The **Walk for Memories** is a great way for people to support their local Alzheimer Society. At 66 Walks held across the province, 3,000 registered Walkers and 500 teams raised over \$2 million this year to fund local programs like **First Link**®, respite care and counselling services.

We could not have done any of it without the help of provincial sponsors **We Care Home Health Services** and **KPMG** and media sponsors **Classical FM** and **AM 740 of Zoomer Radio** as well as the many other local sponsors at each Walk location.

Thank you so much for your support.

www.walkformemories.ca

It is amazing to see all these people coming together to make a difference.

— **Matthew Vorstermans**,
Walk for Memories participant

Financial Statements

Summarized Statement of Financial Position, Year Ended March 31, 2013

| ASSETS | 2013 | 2012 |
|-------------------------------------|--------------------|--------------------|
| Current Assets | \$3,709,893 | \$3,295,974 |
| Capital Assets | \$103,490 | \$134,468 |
| Long term investments | \$2,132,780 | \$1,929,614 |
| | \$5,946,163 | \$5,360,056 |
| LIABILITIES & NET ASSETS | | |
| Liabilities | \$2,152,550 | \$2,015,524 |
| Net Assets | \$3,793,613 | \$3,344,532 |
| | \$5,946,163 | \$5,360,056 |

Statement of Operations, Year Ended March 31, 2013

| REVENUE | | |
|---------------------|--------------------|--------------------|
| Net Fund | | |
| Development Revenue | \$6,773,637 | \$6,777,944 |
| Investment Income | \$227,865 | \$65,088 |
| Grants - Government | \$815,167 | \$342,951 |
| Other | \$138,369 | \$187,409 |
| | \$7,955,038 | \$7,373,392 |

| EXPENDITURES | 2013 | 2012 |
|-----------------------------|--------------------|--------------------|
| Alzheimer Society of Canada | | |
| Operating Cost Assessment | \$2,099,569 | \$1,701,027 |
| Public Policy | | |
| & Program Initiatives | \$967,261 | \$977,596 |
| Marketing & Communications | \$332,465 | \$277,917 |
| Finance & Operations | \$297,744 | \$284,293 |
| Governance | \$422,800 | \$328,866 |
| Grant Expenses | \$815,167 | \$342,952 |
| | \$4,935,006 | \$3,912,651 |

| | | |
|----------------------------------|---------------|---------------|
| Operating Surplus | \$3,020,032 | \$3,460,741 |
| Member Chapter | | |
| Contributions to Research | \$229,940 | \$292,643 |
| Research Contributions | (\$2,125,700) | (\$2,618,340) |
| Net Surplus | \$1,124,272 | \$1,135,044 |
| Revenue Sharing - | | |
| Member Chapters | (\$1,075,191) | (\$1,084,445) |
| Excess of Revenue | | |
| Over Expenses | \$49,081 | \$50,599 |

"A" List Alzheimer Major Support Circle

Canadian Institutes of
Health Research

KPMG Charitable
Foundation

Ontario Seniors'
Secretariat

Ontario Trillium
Foundation

Pfizer Canada Inc.

We Care Home
Health Services

Major Individual Donors

Alexander P. Beaton

Bill & Kathryn Troubridge

Bruce Sells

David Harvey &
Marlene Haywood

David Nichols

Elaine Mollema

Ellen Judd

F Grant Moffat

Faye McGillivray

Gail Gilmour

Gale Carey

Gale Evans

Gary Mazin

Glenys Wilkings

Heather MacNeil

Jean Spero

Joan & Keith Thomas,
in memory of
Phyllis E. Thomas

John Byrne,
Megan Tate & Family

John Manson

John Watson

Joy Thomas

Kathy Dewling

Kenneth & Helen
Rotenberg, in memory
of sisters Virginia Joseph &
Rose Vasso Lenore Poptsis

Lloyd & Marie Barbara

Lois Green

Lola Thexton

Mark Wrobel

Mary E. Clark

Michael Korenberg

Mildred Driscoll

Murray &
Debbie Chant

Nancy Evans

P. Lee Fisher

Paul &
Maggie Beneteau

Paul Faynwachs

Paula & Glen Davidge

Rachel Berchtold

Robert Franklin

Rosemary Corbett

Sandra Warren-Nesbitt

Sherlynn Akitt
Steve Gilpin
The Elliott's

Corporate & Foundation Supporters

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& Pensioners' Charity
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Toronto

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Newdon Industries Ltd.
& the Maggs Family

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Ontario Power
Generation Employees' &
Pensioners' Charity Trust

Ontario PsychoGeriatric
Association

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Serad Holdings Ltd.

Sina Printing Inc.

The Atid Charitable
Foundation, Irving &
Toddy Granovsky

The Walker
Lynch Foundation

United Way
of Greater Toronto

WB Family Foundation

Trusts

Isberg Charitable Trust,
Kristian & Margaret Isberg

Jack McAllister
Foundation Trust

Donors

The Margaret
Sworik Guardianship

Bequests

Estate of Enid
Morfydd Baldwin

Estate of Mary
Patricia Baxter

Estate of Basil Clive Bowen

Estate of Joyce
(Hester) Burtenshaw

Estate of
Joseph Bystrianski

Estate of Lorrie Corrick

Estate of Mildred
Patricia Crawford

Estate of Marie
Jeanne D'arc Barre

Estate of Marjorie Davie

Estate of Howard
George Ferguson

Estate of Helen
Marie Foss

Estate of May Fulton

Estate of Ronald
Theodore Gibson

Estate of John
(Jack) Reginald Goatley

Estate of Rossie
Grose-McFadden

Estate of Nina Alma Hicks

Estate of John
David Isbister

Estate of William Lawson

Estate of Jack McAllister

Estate of Charles
Ramsay McDougal

Estate of Susan
Louise McLaren

Estate of Ann Oliver

Estate of Clifton Roberts

Estate of Thelma
Margaret Schappert

Estate of Mary
Anna Schneider

Estate of Mossie
Mary Smart

Estate of Ethel
Jean Southworth

Estate of Lindsay
Thompson

Estate of John Christian
Van Der Heyden

Estate of Sidney
Graham Maxwell
Peirce Weatherhead

Estate of Doris
Blanche Wood

Estate of Shirley
Joan Young

Who we are

“It is inspiring to see the dedication and passion people possess as we all work together to help improve the lives of people with dementia and their care partners.”



Bob Renaud
Board of Directors

Bob experienced the devastating impact of Alzheimer's disease when his father-in-law developed the disease. He joined the Alzheimer Society of Ontario Board to help achieve the vision of "a world without Alzheimer's."



Kristy Williams
*Development Officer,
Foundations & Corporations*

Kristy helps raise funds to achieve our mission. She especially enjoys helping local Societies succeed in the province-wide Walk for Memories events that allow people from Ontario to come together in the fight against dementia.



Felicia White
*Knowledge Broker,
Alzheimer Knowledge Exchange (AKE)*

Felicia enjoys working with dementia care professionals and people living with dementia who come together through AKE to share promising practices and create new knowledge.

Board of Directors

President

Vic Prendergast, *Brantford*

Past President

Bryon Gero, *Kingsville*

Vice-President

Rosemary Corbett, *Toronto*

Secretary

Robert Renaud, *Windsor*

Don Denver, *Kenora*

Kathy Dewling, *Hamilton*

Elco Drost, *Niagara Falls*

Gale Evans, *Mississauga*

Keith Gibbons, *London*

Paul Hargreaves, *Windsor*

Anthony Milonas, *Mississauga*

Scott Mulligan, *Toronto*

Maureen O'Connell, *Barrie*

Joan Royle, *Dundas*

Dr. Jane Rylett, *London*

Dr. Bruce Sells, *Perth*

Joy Thomas, *Toronto*

Staff

Chief Executive Officer

Gale Carey

Chief Financial Officer

Sandi Archinoff

Chief Public Policy & Program Initiatives Officer

David Harvey

Chief Development Officer

Meredith Marr

Chief Marketing & Communications Officer

Kathryn Richardson

Development Officer, Gift & Estate Planning

Colleen Bradley

Research & Policy Analyst

Philip Caffery

Director – Quality Management & Education

Cathy Conway

Administrative Assistant

Rosy Fernandes

Project Coordinator, Volunteer Mobilization Initiative

Anka Jamnik

Senior Development Officer, Corporate Partnerships

Vanessa Juriansz

Intern, Marketing & Communications

Ryan MacKellar

Director - Planning, Quality & Accountability

Beth Martin

Coordinator, Volunteer Strategy

Karin McNair

Public Policy & Stakeholder Relations Coordinator

Jacquie Micallef

Delia Sinclair

Our team

Assistant to the CFO

Goldwyna Nazareth

Financial Accountant

Edna Ramos

Communications & Digital Media Coordinator

Audra Rusinas

Senior Executive Assistant

Lee Ann Stewart

Facilities Assistant

Kim Stewart

Development Officer, Foundations & Corporations

Kristy Williams

Alzheimer Knowledge Exchange

Kathy Hickman

Karen Parrage

Felicia White

Alzheimer Society

ONTARIO

Help us find the solutions

You can make a difference

- Donate
- Volunteer your time & talent
- Be a Champion for Dementia

Alzheimer Society of Ontario

20 Eglinton Avenue West, 16th floor, Toronto, Ontario M4R 1K8

Vision

A world without Alzheimer's disease & other dementias

Mission

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

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www.alzheimerontario.ca