

*Soci t  Alzheimer Society*  
T H U N D E R B A Y

***Annual Report 2024 - 2025***



***Mackenzie Point Conservation Area***  
*Capturing our deep-rooted commitment to the region.*

## Executive Summary

The Alzheimer Society of Thunder Bay is dedicated to supporting individuals living with Alzheimer's disease and other dementias, as well as their families and caregivers. Established in 1986, the organization operates as a nonprofit and registered charity, providing essential services, advocacy, and education throughout the Thunder Bay district.

### Key Areas of Impact

- **Support Services:** Offering personalized care navigation, respite programs, and educational workshops.
- **Community Engagement:** Raising awareness through public campaigns and partnerships.
- **Research & Advocacy:** Contributing to national and provincial Alzheimer research initiatives.
- **Funding & Sustainability:** Supported by donations, fundraising events, and government funding.

With a dedicated team and strong community backing, the Alzheimer Society of Thunder Bay remains committed to improving the lives of those affected by dementia while working toward a future without Alzheimer's disease.



## Message from the Board Chair and Executive Director

Dear Supporters, Partners, and Community Members,

The 2024-2025 fiscal year has been one of significant change and transition for the Alzheimer Society of Thunder Bay. We said goodbye to Pam Gerrie, our outgoing Executive Director, whose leadership and dedication have left a lasting impact on our organization. We also bid farewell to Aiden Barnett, our Marketing and Communications Coordinator, Danielle Covello, our First Link Care Navigator with a regional focus, and Brittany O'Dwyer, our First Link Care Navigator. Their contributions have been invaluable, and we extend our deepest gratitude for their commitment to our mission.

At the same time, we were excited to welcome Sharon Pitawanakwat as our new Executive Director. Sharon brings a wealth of experience and passion for supporting individuals affected by dementia, and we look forward to the fresh perspective and leadership she will bring to our organization.

With this transition, we embrace our theme, "Elevate our Presence, Expand our Reach." Over the past year, we have strengthened our commitment to supporting individuals living with dementia and their families through enhanced community outreach, a refresh of our programming, and a deeper engagement with our supporters. Through first link care navigation, public education and in home activation services, we continue to empower and support those affected by Alzheimer's disease while raising awareness and advocating for better resources and support systems.

Thanks to the generosity of our donors, we have strengthened our fund development efforts, allowing us to broaden the impact of our programs and provide vital resources to those in need. Events such as the IG Wealth Management Walk for Alzheimer's continues to showcase the collective power of our community in driving change and fostering hope.

Looking ahead, we remain focused on elevating our presence and expanding our reach to ensure that no one faces dementia alone. By forging new partnerships, increasing awareness, and advocating for sustainable solutions, we strive to build a future where individuals affected by Alzheimer's receive the care, dignity, and support they deserve.

Thank you for being part of this journey. Your dedication and generosity make all the difference.

Warm regards,

Carol Pollard



Vice Chair  
Alzheimer Society of Thunder Bay

Sharon Pitawanakwat



Executive Director  
Alzheimer Society of Thunder Bay

## About the Organization



### Our Mission

We exist to alleviate the personal and social consequences of Alzheimer's disease and related dementias, and to promote research with respect to such disease and dementias .



### Our Vision

We envision a world without Alzheimer's disease and other dementias.

### Our Values

**C**  
Collaboration

**A**  
Accountability

**R**  
Respect

**E**  
Excellence

## Our History & Organizational Structure

Founded in 1984 in the home of a family caregiver, the Alzheimer Society of Thunder Bay was officially incorporated on July 25, 1986. As a nonprofit and registered charity, we are governed by a volunteer Board of Directors and supported by individual and community donations, fundraising events, and government funding.

We are affiliated with the Alzheimer Society of Ontario and the Alzheimer Society of Canada, forming part of a network of 38 chapters across Ontario. Our dedicated team provides care navigation, education programs, and advocacy initiatives to ensure that individuals affected by dementia receive the support they need.

Through our commitment to Elevate our Presence, Expand our Reach, we continue to strengthen our impact, ensuring that no one faces dementia alone.

## Impact and Programs

Our team offered amazing support having a direct impact on over 2500 individuals in the 2024-2025 fiscal year. Thank you to the dedication, commitment, and passion, of our team. Without them we would not be able to elevate our presence or expand our reach!

**Health Promotion - 2,379** participants at **70** events.

**First Link Care Navigation - 427** clients received **1,423** visits.

**In Home Activation - 41** clients received **707** visits.

Our team also prepared two proposals successfully receiving two grants to deliver customized art programming

### City of Thunder Bay – Clean, Green & Beautiful Grant

We received funding to create a mosaic rock garden as a beautification initiative within the City of Thunder Bay. We collaborated with Willow Springs Creative Centre, who developed the design and assembled individual art kits. A total of 30 clients are participating. Each contribution will form part of a collective mosaic design to be installed on City property.

### Ministry of Seniors – Seniors Community Grant

Funded through the Government of Ontario, this 16-week program was hosted at the Thunder Bay Art Gallery, culminating in a final exhibition at the Urban Abbey. We engaged 28 participants and 5 volunteers throughout the program, which fostered creativity, connection, and community through art.



Clean, Green & Beautiful - Mosaic

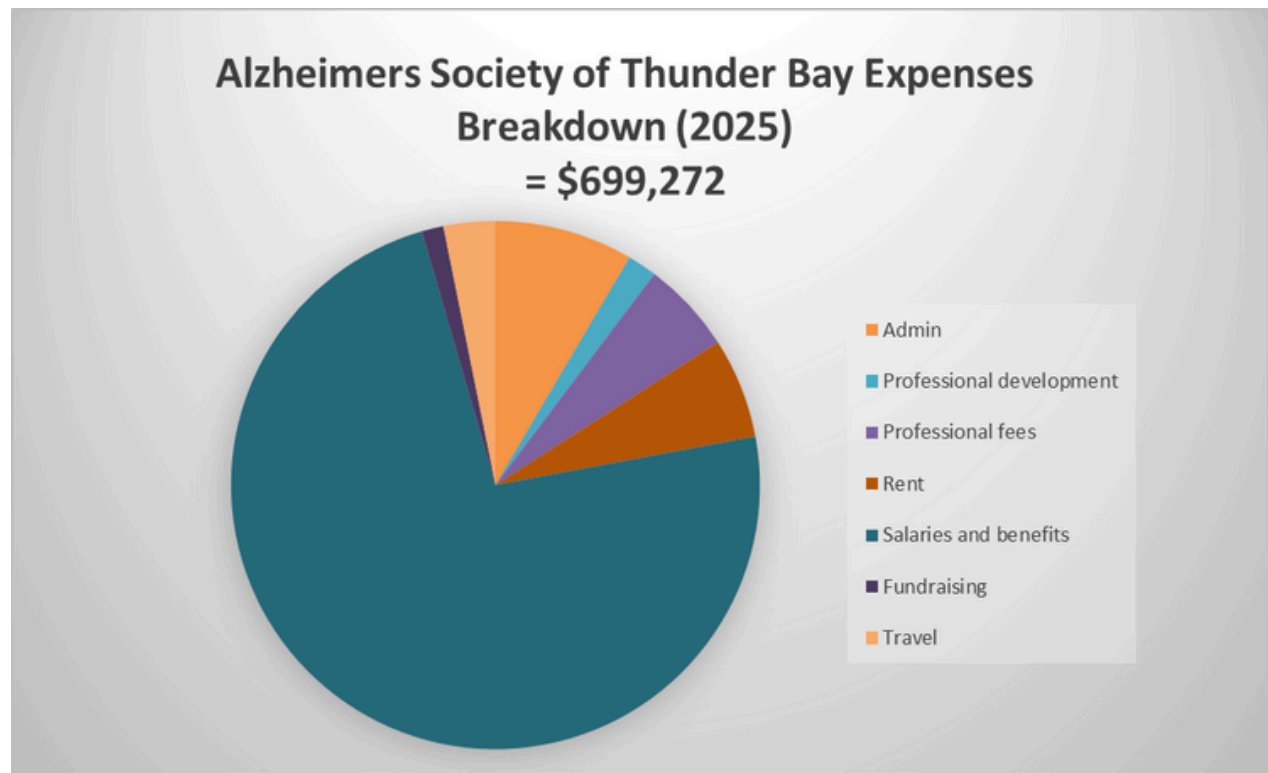
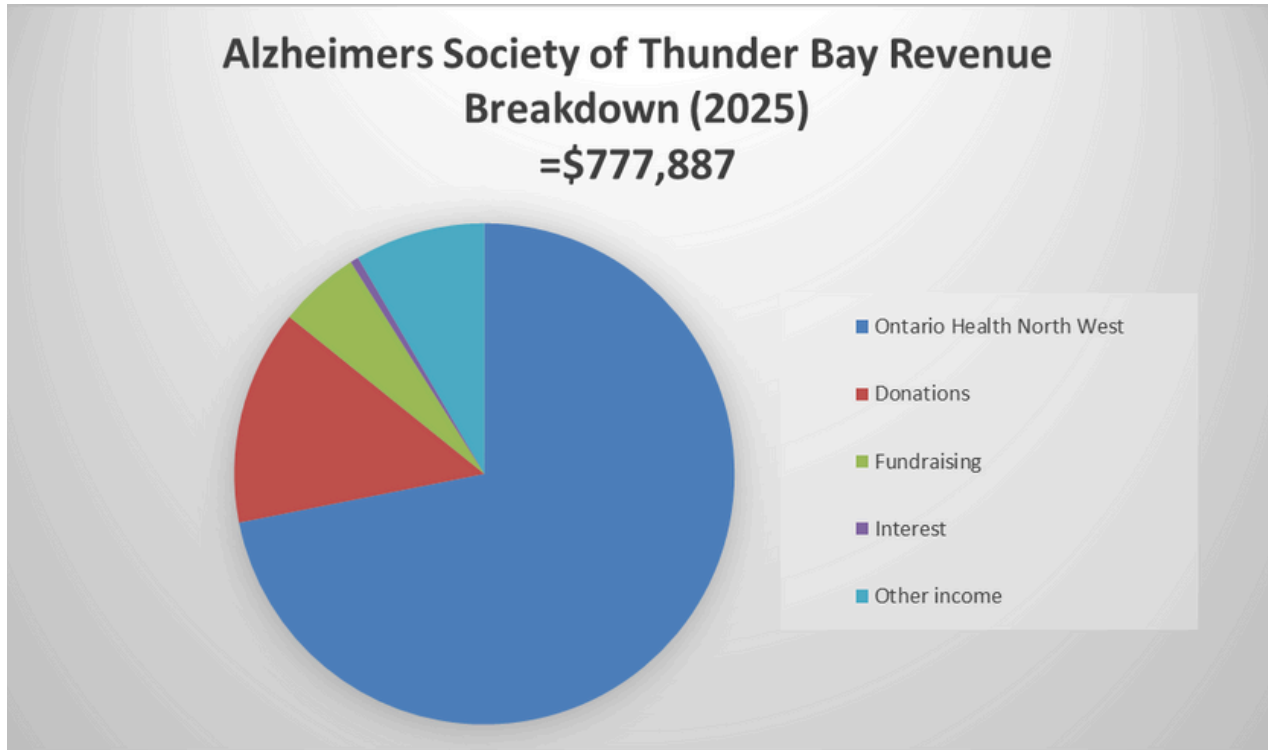


Seniors Community Grant - Basket Weaving



Seniors Community Grant - Quilt

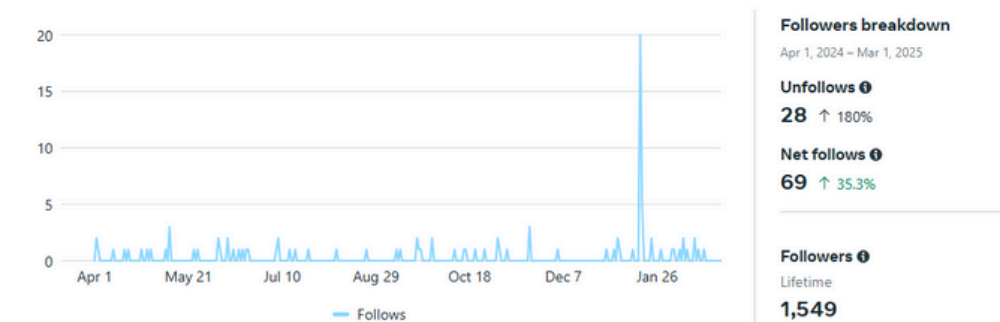
### Financial Overview



## Social Media Connections and Analytics

In 2024–2025, our digital communications strategy centered around Facebook as our primary platform for community engagement, awareness, and event promotion.

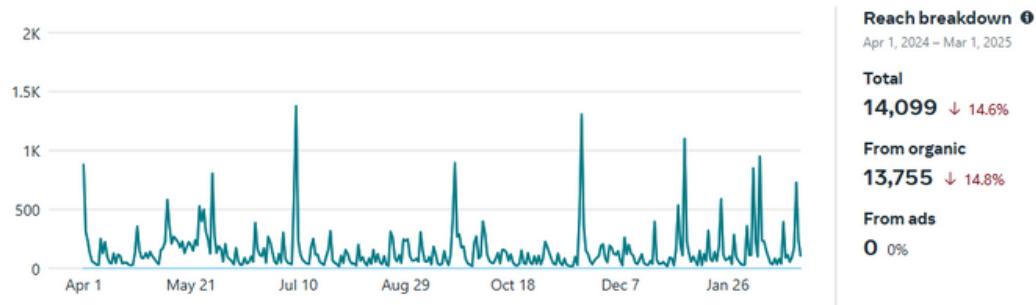
### Facebook Followers Breakdown



Based on the above analysis, we observed the following:

- From the period of April 1, 2024 to March 1, 2025:
  - **69 net follows were recorded** — a **35.3% increase** over the previous period.
- Lifetime followers count: **1,549**.
- Follower activity remained low but steady throughout the year with a notable spike in late January.

### Facebook Reach Breakdown

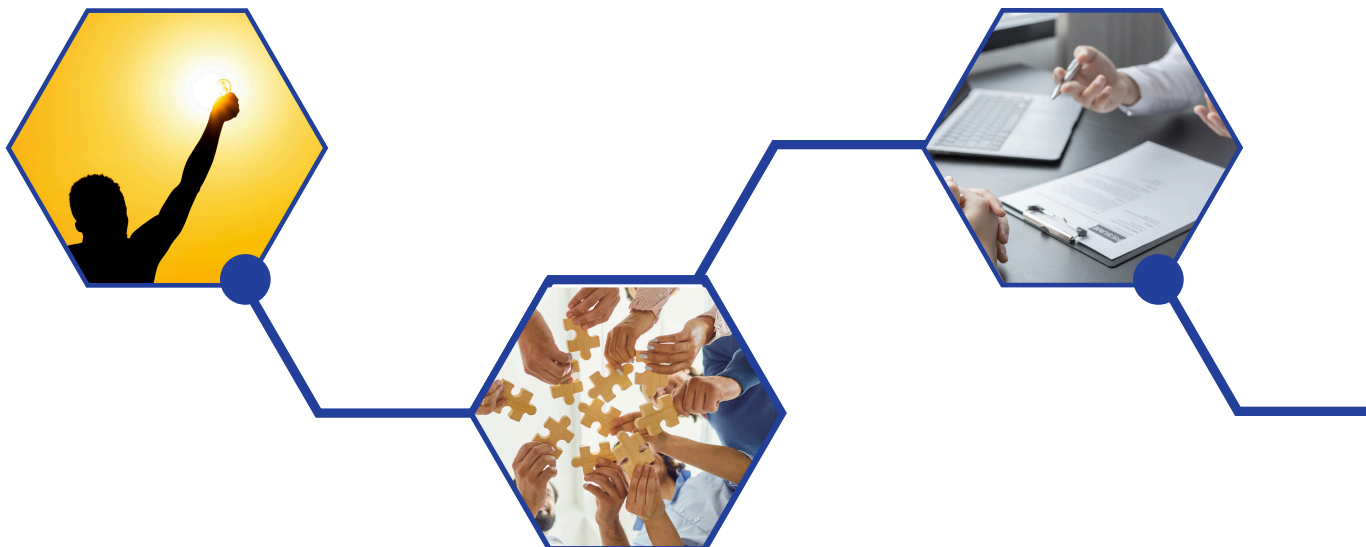


While overall reach declined slightly, engagement remained strong, and watch time improved. We did not use paid ads, so all growth was organic.

- Total Reach: 14,099 (↓ 14.6%)
- 3-Second Views: 2,000 (↑ 14.4%)
- We saw consistent spikes in reach tied to key campaigns and events.

## Challenges and Opportunities

- Our organization has experienced a significant amount of change this year one of which included the departure of and onboarding of Executive Leadership
- There has been a significant turnover of staff – with three employees moving on to new opportunities. We thank them for their incredible contributions to our cause and wish them well in their future endeavors.
- A review of who we serve is leading us to a refocus our priorities shifting toward a more strategic regional presence as well as a focus on supporting individuals in our community who we have not traditionally served – Indigenous, homeless, individuals struggling with mental health and addictions.
- Building and maintaining positive relationships with our community partners is critical as we move forward – we can't do this work alone and must connect with our local and regional partners. We have been nurturing our relationships with St. Joseph's Care Group; Dilico Anishinabek Family Care; Canadian Mental Health Association; CERAH – Center for Education and Research on Aging and Health; and Hospice Northwest. We will continue to forge new and expansive relationships in the coming year.



## **Future Goals and Strategic Vision for 2025-2026**

Strategic objectives – we have five strategic pillars of focus that align with all other Societies in Ontario for the 2024-2025 fiscal year and commit the following priorities:

**Expanding Programming**

**Build a Sustainable and Resilient Team**

**Enhance Funding Sustainability**

**Strengthen our Partnerships**

**Enhance Public Awareness**

## Donor & Volunteer Recognition

### Volunteers

During the 2024-2025 fiscal year, we were fortunate to have **approximately 12 dedicated volunteers** contribute their time and energy to the 2024 IG Wealth Walk for Alzheimer's. Their support was instrumental in helping us deliver a meaningful and successful event. In addition to our event volunteers, we also gratefully acknowledge the ongoing commitment of **Diane Delin**, who continues to support our monthly Lunch Club program. In total, 13 volunteers played a role in advancing our mission over the past year. We remain hopeful that our volunteer base will continue to grow in the years ahead.

### Sponsors – IG Wealth Management Walk for Alzheimer's (2024)

During the 2024–2025 fiscal year, we were supported by 24 generous sponsors whose contributions were instrumental in making the 2024 IG Wealth Management Walk for Alzheimer's a success. Their support helped fund programs and services for people living with dementia and their care partners across Northwestern Ontario.

We gratefully acknowledge the following sponsors for their generosity:

- 99.9 The Bay
- Boston Pizza
- Carol's Cakes
- Chartwell Retirement Residences
- Clow Darling Mechanical Contractors
- Connect Hearing
- Country 105 Thunder Bay's Country
- Dawson General Store
- Downtown Volkswagen
- Finn Way General Contractors Inc.
- IG Wealth Management
- Intola Safety
- LiUNA Local 607
- Safeway
- Shawn's No Frills
- Superior Hearing
- TbayTel
- Teleco

## Donor & Volunteer Recognition Continued

In addition to our Walk sponsors, we are incredibly grateful for the generous contributions of the following businesses and partners who supported our programs and fundraising efforts throughout the year:

- Acadia Broadcasting (Country 105 & 99.9 The Bay)
- Bingwi Neyaashi Anishinaabek (BNA)
- Canadian Tire (Nipigon)
- CFNO
- Equipment World & Tent's and Events
- Gary's Towing
- Greenstone Gold Mine
- RAS Maintenance Services
- RBC Community Project Fund
- Resolute Forest Products
- Wakefield Oil Change

## In-Kind Donors and Partners

We are also incredibly grateful to the 26 in-kind donors and community partners who supported the Alzheimer Society of Thunder Bay throughout the 2024–2025 fiscal year. Their generous contributions of goods, services, and promotional support played a key role in helping us deliver engaging programs, events, and outreach efforts across the region.

- Armstrong General Store
- Bay Meats
- Bean Fiend
- Beefcakes
- Bonobos
- Boston Pizza
- Burger Barn
- Canyon Country Co-op (Dorion)
- Carol's Cakes
- Chartwells
- Dawson General Store
- Daytona's Restaurant
- European Meats
- FreshCo
- George's Market
- Mario's Bowling
- Melanie's YIG (Manitouwadge)
- Metro (Arthur St.)
- Metro (Red River and Dawson)
- Milk and Water Baking Co
- Safeway (Dawson Rd)
- Dame Mas Dance (Sharon Bon)
- Shawn's No Frills
- Streak of Green
- The Bargain Shop (Nipigon and Geraldton)
- The Commissary
- Tim Hortons
- Westfort Foods

**2024 - 2025 Staff**

**Sharon Pitawanakwat**  
Incoming Executive Director

**Katherine Khanlarian**  
Office Administrator

**Heide Nicholson**  
First Link Care Coordinator

**Julia Bishop**  
Respite and Activation Coordinator

**Katie Bond**  
Public Education Coordinator

**Brandi Moore**  
Marketing and Awareness Coordinator

**Made a Career Move**

**Pam Gerrie**  
Executive Director

**Aidan Barnett**  
Marketing and Awareness Coordinator

**Danielle Covello**  
First Link Care Coordinator

**Brittany O'Dwyer**  
First Link Care Navigator

**2024- 2025 Board of Directors**

**Carol Pollard**  
Vice Chair - Acting Chair effective  
January 2024

**Leslie Satvitsky**  
Secretary

**Liisa Osala-Simi**  
Treasurer

**Sara Kelly**  
Member

**With gratitude to the following  
individuals for their dedicated service**

**Rob Gombola**  
Board Chair

**Maxine Tenander**  
Past Chair

**Kathleen Romano**  
Past Secretary

**Kristin Smallwood**  
Member

# Société Alzheimer Society THUNDER BAY

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