



# *Annual Summary*

## 2022-2023

Executive Summary



## Who Are We;

Founded in the home of a family caregiver in 1984, the Alzheimer Society of Thunder Bay was officially incorporated on July 25, 1986. It is a non-profit corporation and a registered charity, governed by a volunteer board of directors.

The Society is supported by individual and community donations, special events fundraising and also receives funding from the North West Local Health Integrated Network.

The Alzheimer Society of Thunder Bay is affiliated with the Alzheimer Society of Ontario and the Alzheimer Society of Canada, as one of 26 local societies in Ontario. We support persons living with Alzheimer's disease and other dementias as well as their families and partners in care.

The Society is operated and managed by a team of 8 full time staff, who are responsible for the design and implementation of family support as well as education services in all areas of the Thunder Bay district.

The Society receives funding from the Ministry of Health distributed through Ontario Health North West; or OH-NW; community donations, fund development events and memorial donations.

The Alzheimer Society of Thunder Bay supports research every year through the Alzheimer Society of Ontario.

The Alzheimer Society of Thunder Bay, through its Federation with the Provincial and National Associations, maintains an active role in supporting the growth and development of the Alzheimer movement.



*Pamela Gerrie*

PAMELA GERRIE  
EXECUTIVE DIRECTOR

# Vision, Mission and Values

**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.

We achieve this mission by:

- Advocating for the rights and well-being of those with Alzheimer's disease and other dementias, as well as their partners in care
- Offering information, support and education programs for people living with dementia, their families and partners in care
- Promoting public education and awareness of Alzheimer's disease and other dementias to ensure people know where to turn for help
- Funding research to find a cure and improve the care of people with dementia

## **Our Values:**

The Alzheimer Society is guided by and committed to these values:

- **Collaboration**
- **Accountability**
- **Respect**
- **Leadership**

## Board of Directors

\* Rob Gombola-Chair \*Carol Pollard-Treasurer \*Maxine Tenander- Past Chair  
\*Kathleen Romona-Secretary \* Leslie Savitsky \* Sara Kelly

## Staff

**Pamela Gerrie**- Executive Director

**Kath Khanlarian**- Administration

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

**Aidan Barnett**- First Link Coordinator/Recreation Therapy

**Debbie Heitto**- Regional First Link Coordinator/ EducationCoordinator

**Ashley Hortis** - Public Education Coordinator

**Crystal Noga**- Awareness and Marketing Coordinator

**Julia Bishop** - Activation & Respite Coordinator

**Strategic Direction One: Recognized as the leader in dementia education and support**

Initiative	Dementia Awareness:	Community Health and Social Services:	Key Stakeholders & Funders:	Educational Institutions:
Initiative Description	Providing dementia information to individuals, families, care partners, organizations, businesses and educational institutions.	Working collaboratively and in partnerships with communities, health and social services agencies, hospitals and clinics to provide dementia education and support information.	Ensuring stakeholders and funders understand the direct and indirect cost of dementia and impact on health and social care system within Thunder Bay district.	Partnering with district educational institutions (high schools, colleges & university) to enable students to gain firsthand experience, skills and understanding of dementia.
What does success look like?	Alzheimer's Society of Thunder Bay is seen as the leader in dementia education and support.	ASTB receives ongoing opportunities to collaborate and partner in the provision of dementia education and support across the district.	Multi-year base funding secured, and key stakeholders turn to ASTB for information on best practices, statistics and the latest research.	Alzheimer's Society of Thunder Bay is seen as the place for students to gain reliable knowledge and community development skills in the field of dementia education and support.
Measuring our success (KPI*)	Increased # of information requests; Increased # of consultations; Increased # of opportunities to partner with organizations, businesses and educational institutions; Increased financial support (general donations, events, etc.); Increased # of care partners & Ambassadors.	Increased # education sessions at hospitals, clinics and social service agencies; Increased # education sessions at community events/ health fairs; Increased # of homecare worker attendees; Increased # of attendees at care partner events/sessions; Critical evaluation of existing partnerships/collaborations re: return on investment.	Multi-year base funding confirmed; Board to Board meetings (3-5 annually) with key stakeholders; # of meetings with funders; # of meetings with elected officials (dementia information & statistic sharing about their constituency).	Identify and promote placement opportunities with ASTB; Identify and approach programs (college & university) where placements are required; # of presentations to educational institutions recruiting placement students; # of students successfully completing placements.
Our approach	Individuals, families & care partners: Broad based communication of available programs and services; Organizations: Promote in-service training/lunch & learn sessions and presentation to service clubs; Businesses: Explore Chamber of Commerce After business display/attendance.	2 district "road shows" (spring & fall) with events for multiple audiences (public, professional education, Walk for Alzheimer's) and back to back locations within the same geographic areas.	Develop and use standardized information package(s); Establish and maintain board to board relationships with key stakeholders; Explore and encourage collaborative opportunities.	Outreach to high schools promoting completion of volunteer hours with ASTB; Invitation to college and university students to complete placement requirement with ASTB.

\* KPI – Key Performance Indicator

### Strategic Direction Two: Financial stability and sustainability

Initiative	Base Funding	Financial Resource Development	Grants, Foundations & Special Projects	Reserve fund
Initiative Description	Stable base funding enables mission focused program and service delivery.	Donors recognize the community impact of ASTB and support the Society through donations.	Expanded revenue sources contributing to increased net revenues and long-term financial stability.	Long-term financial stability with organizational ability to meet financial demands in tough economic times.
What does success look like?	Funder(s) recognize the return on the investment of public funds and the impact in the communities served.	Expand and diversify the ways donors can support the work of ASTB.	Proactively pursue funding opportunities in support of annual plan(s); Maximizing opportunities for multi-year funding.	Twenty-four months of operating costs held in reserve.
Measuring our success (KPI*)	Develop and share an ASTB Case for Support; Multiyear base funding secured; 3-5 Board to board meetings/year.	Prior year net, year end, revenues exceeded year over year; Explore/renew revenue streams to generate positive net results; Critically evaluate all revenue development initiatives against return on investment of volunteer and staff time.	Positive net revenues across all areas, year over year.	\$2 million by F'25-year end.
Our approach	ASTB Board to LHIN (or alternate) Board meeting annually.	Every contact includes an overview of the impact ASTB has on the community/family; Ongoing cross promotion between programs and services and development activities.	Annual development activity calendar developed including planning timeline and delivery dates; Identify and evaluate grants (NOHFC, SEP, etc.) against annual plan and return on investment; Explore new sponsorship possibilities; Expand sponsorship opportunities.	Plan for annual contribution to reserve fund.

### Strategic Direction Three: Engagement

Initiative	Increase engagement	Increase support	Organizational excellence	Collaboration and partnerships
Initiative Description	Individuals, groups, communities, businesses, educational institutions and government bodies will be encouraged to increase their knowledge and understanding of Alzheimer's disease or another dementia.	Establish and communicate easy ways for people to learn about and support the work we do.	We will foster a positive, challenging, supportive and engaging workplace for clients, volunteers and employees.	We will collaborate, work with and learn from our Alzheimer Society partners across the district and within the Federation.
What does success look like?	Understanding who is engaged with our organization, why, in what capacity and for how long; Ongoing encouragement for others to join us.	Create an ASTB Case for Support to support communications using traditional (print, radio and tv, word of mouth) and non-traditional (social media).	Stable volunteer, board and employee team with clear understanding of their roles and the critical nature of how all work together.	Stronger partnerships and collaborations through Board to Board engagement; Local action supported through broad collaboration, networking and financial resource development.
Measuring our success (KPI*)	Implementation and maintenance of a customer relationship management (CRM) system to support ongoing engagement activities.	Increased # of volunteers; Increased # of clients; Increased # of donors.	Formal annual performance management sessions; Annual planning retreat; Board, volunteer & employee development; Ongoing succession planning.	Increased partnerships; Increased networks and networking opportunities.
Our approach	Launch CRM; Determine data collection approach (what, who, when, how); Provide training to enable the recording, tracking and extraction of data; Use data to encourage continued engagement and support; Develop/implement a recognition system; Recognize volunteers & employees.	Use multiple communication strategies to inform, invite and enable all audiences to engage with us; Actively promote various ways people can support the Society.	Ensure best practices are used to engage others; Ensure a welcoming and positive environment for all who connect with ASTB.	Identify common goals across organizations and promote collaboration and/or partnerships to multiple the impact; Share challenges and strategies; Apply best practices; Recognize partners.



## Thunder Bay District

Thunder Bay District is a district and census division in Northwestern Ontario in the Canadian province of Ontario. The district seat is Thunder Bay. In 2016, the population was 146,048. The land area is 103,719.51 square kilometres; the population density was 1.4 per square kilometre. [Wikipedia](#)

**Area:** 103,706 km<sup>2</sup>

**Elevation:** 220 m

**Population:** 146,048 (2016)

## Dementia Projections\*

### Current: 2023

#### Population:

- over 65 years 35,870
- Dementia cases:3,339

### Projected 2036

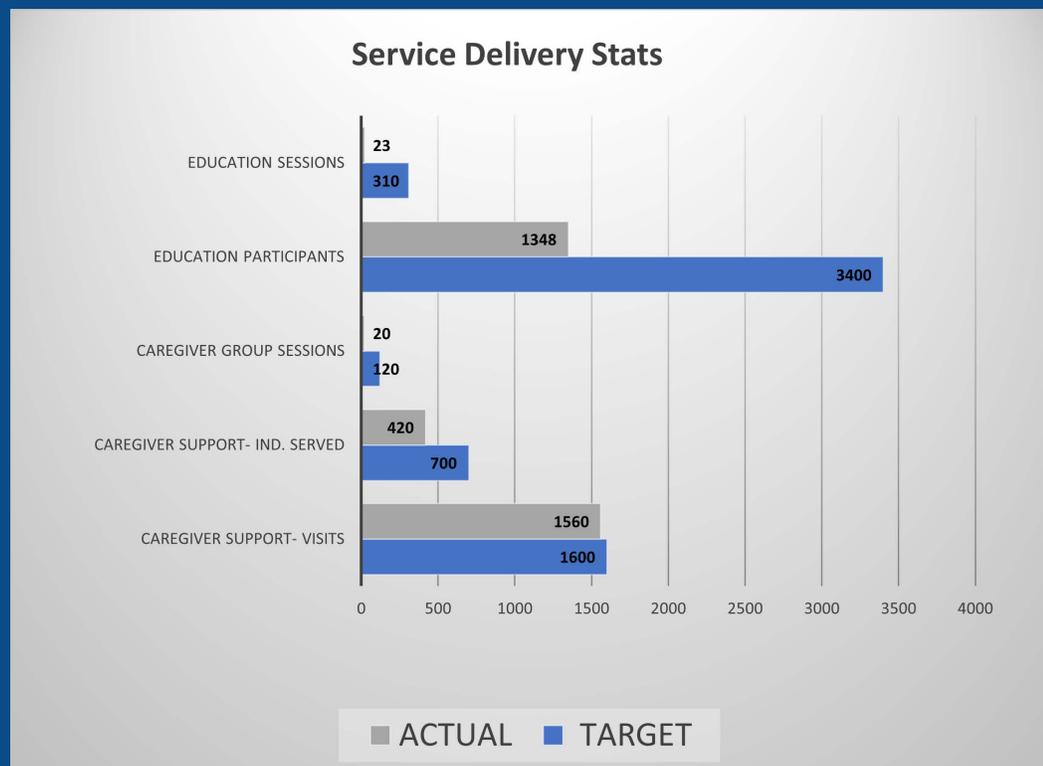
#### Population:

- over 65 years 44,080
- Dementia cases:5,298

*\*Hopkins report June 2010*

## Units of service in our catchment area for each program

STATS	TARGET	ACTUAL
Caregiver Support-Visits	1600	1560
Caregiver Support-Ind. Served	700	420
Caregiver Group Sessions	120	20
Education Participants	3400	1348
Education Sessions	310	23



## 2022-2023 was a challenging event year!

- IG Wealth Management Walk for Alzheimer's was held in the month of May 2022. This was the second year the walk went virtual. The pandemic forced us to reroute the event from an outdoor in-person event to a do-it-your-way event, within a one month span. We asked walkers to challenge themselves throughout the month and walk 260,000 steps for the amount of people diagnosed with a dementia in Thunder Bay. Our expectation for donations dropped, considering the state of the world, and the job instability for many Canadians. Our Walk had only 82 participants, raising \$32,337.72



- The 1st Annual Alzheimer Duck Race was held September 2022 at Trowbridge Falls. As we were starting to get back to in person events the Duck Race was a good start. All 500 tickets sold out quickly but weather did not permit the race to happen as water levels were high and it was unsafe to release the ducks. There was also a very small crowd that gathered when picking the winners from a very large net! We raised \$3,418.00



- January and February 2023 brought us flag raising, Forget Me Not Flowers, our 1st Memory Card Night and Trivia Night. We were honored to have Mayor Boshcoff declare January 2023 as Alzheimer Awareness month and raise our flag at City Hall.
- Our Memory Night was held at the Red Lion Smokehouse where participants challenged their mind and reverted back to childhood to play the matching pairs game. We raised \$500. Our Forget Me Not Flower campaign raised \$1,800.82 in January and our 2nd Trivia Night held at the Columbus Center was successful raising almost \$5,000.



# EVENTS & DONATIONS RAISED OVER \$49,216.84

### 3<sup>rd</sup> Party Events and Corporate Donations

- **Persians:** The Persian Man hosted another awareness campaign, Persians for Alzheimer's, where 25 cents from each Persian would go to ASTB. These Persians were coloured with blue icing in honour of dementia.



The Lockyer Boys held an all ages concert with some of the ticket sale proceeds to be donated to the Alzheimer Society. It was a great event and we received \$90



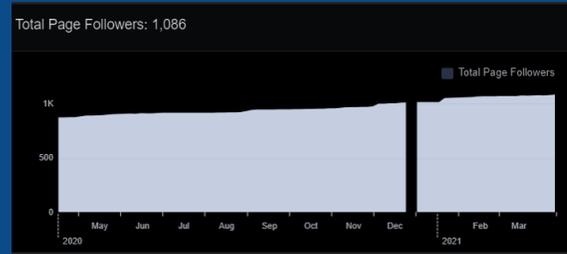
- **Cuccimiglio & Cunninghame Alzheimer Golf Classic** held its 11<sup>th</sup> season in August 2022. This was a smaller golf tournament, raising \$7,500. The event did not include an opening ceremony, thus ASTB did not attend.
- The 2022 Raymond Floyd Annual Golf Classic took place on July 16 at Centennial Pines Golf Course. This year, in its 30th year, the tournament raised a total of \$2,000 in support of The Alzheimer Society of Thunder Bay. The donation is in honour of family members Danny Floyd and Janet Wiwcharyk. Thank you to all the volunteers, players and generous sponsors for making this event possible. Co-chairs Georgia Kaustinen & Jack Floyd are pictured presenting the donation cheque to Executive Director, Pamela Gerrie.



## Social Media Connections and Website Analytics



### FACE BOOK



March 31, 2021 1086 followers  
March 31, 2023 1441 followers  
Increase of 355 followers



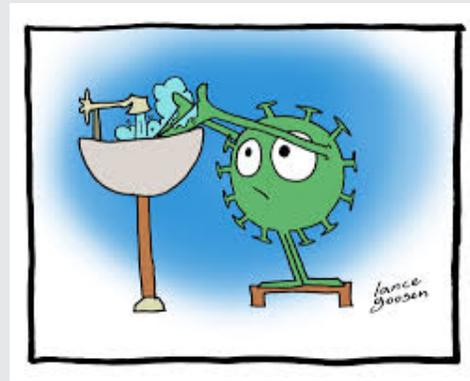
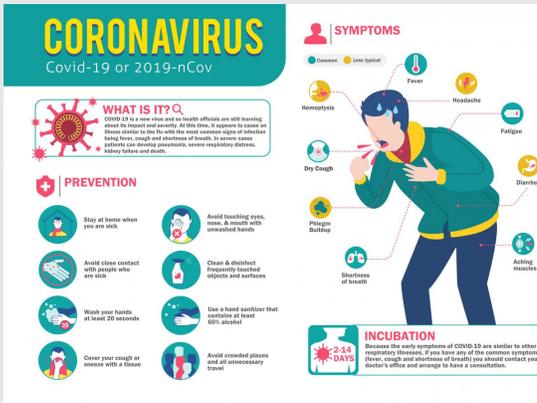
### INSTAGRAM

2022-2023-261

Followers

### WEBSITE TRAFFIC

Was not tracked previously; stay tuned for next years results!  
[www.alzheimer.ca/thunderbay](http://www.alzheimer.ca/thunderbay)



## Significant event this year; Virtual to In person

### We're Back at It!

At the start of the 2022-2023 year we started to bring awareness to the forefront in the public as well as Northwestern Ontario. As COVID-19 put a bit of a pause in our Programs & Services, staff worked hard to get back to in person supports while still offering virtual supports to those families who requested. This came with its own challenges when a full staff change over happened and the on-boarding of new staff throughout the 2022-2023 fiscal year.

It took time for new staff to learn roles, receive proper training and feel comfortable doing so. They worked hard and started to fill up their schedules with daily requests. New dedicated staff to pick up where previous staff left off was key to our success in supporting clients, educating the public and making sure events ran in person opposed to virtual.

The longing for in person was prevalent in the community and having our Regional support staff in place to offer face to face visits within our catchment area was important. Making a point of traveling throughout the year to support clients, educate professionals and the public and bring awareness through events. These connections in and around the Northwest is nothing short of positive to individuals in smaller communities who feel there isn't support.

With one time-Alternate level of Care (ALC) and patient flow initiative- funding from Ontario Health North West, we have been able to hire a Personal Support Worker (PSW) to provide in home respite and activation for clients with a diagnosis of Alzheimer disease or related dementia. This position will help to alleviate pressures in acute care by offering supports to our clients in their own home. Whether it be playing card games, puzzles, recreation activities, reminiscing, meal prep or by simply providing respite so the care partner can have some free time to themselves.

The Alzheimer Societies in Ontario continue to support each other and work together through virtual meetings and in person conferences once or twice per year. The connections made with staff and leadership across the province have been invaluable.

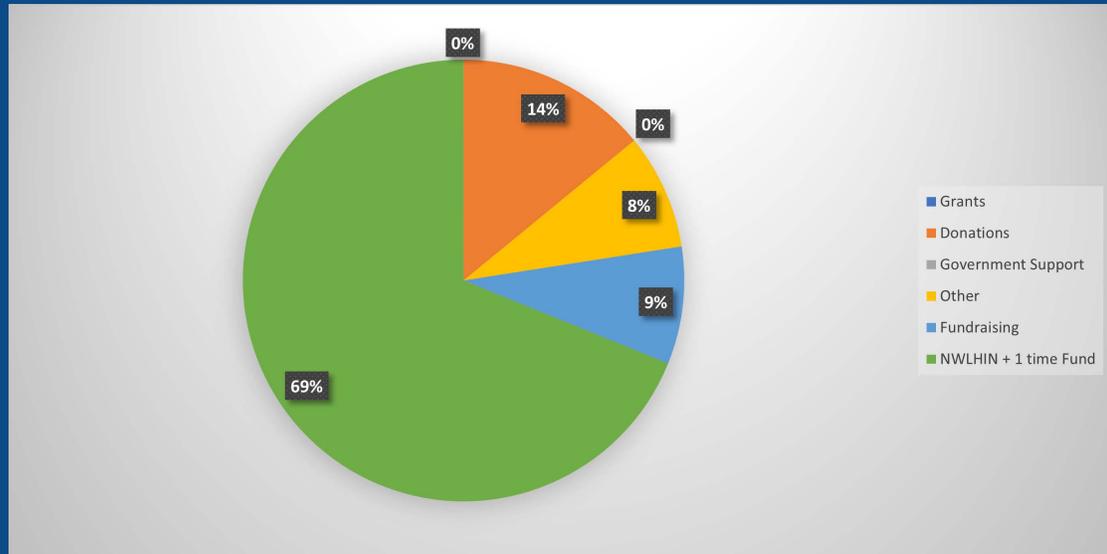
Things have changed, we have grown and adapted, and as always; continue to support our clients, their families and our communities.

1. Naming the coronavirus disease (COVID-19) and the virus that causes it". World Health Organization (WHO). "Coronavirus very likely of animal origin, no sign of lab manipulation: WHO". Reuters. 21 April 2020. Retrieved 23 April 2020. Lau SK, Luk HK, Wong AC, Li KS, Zhu L, He Z, et al. (April 2020). "Possible Bat Origin of Severe Acute Respiratory Syndrome Coronavirus 2". Emerging Infectious Diseases. U.S. Centers for Disease Control and Prevention (CDC). 26 (7). doi:10.3201/eid2607.200092. ISSN 1080-6059. OCLC 1058036512. PMID 32315281. Archived from the original on 2 May 2020.

2. <https://www.worldometers.info/coronavirus/> Retrieved 7 June 2021.

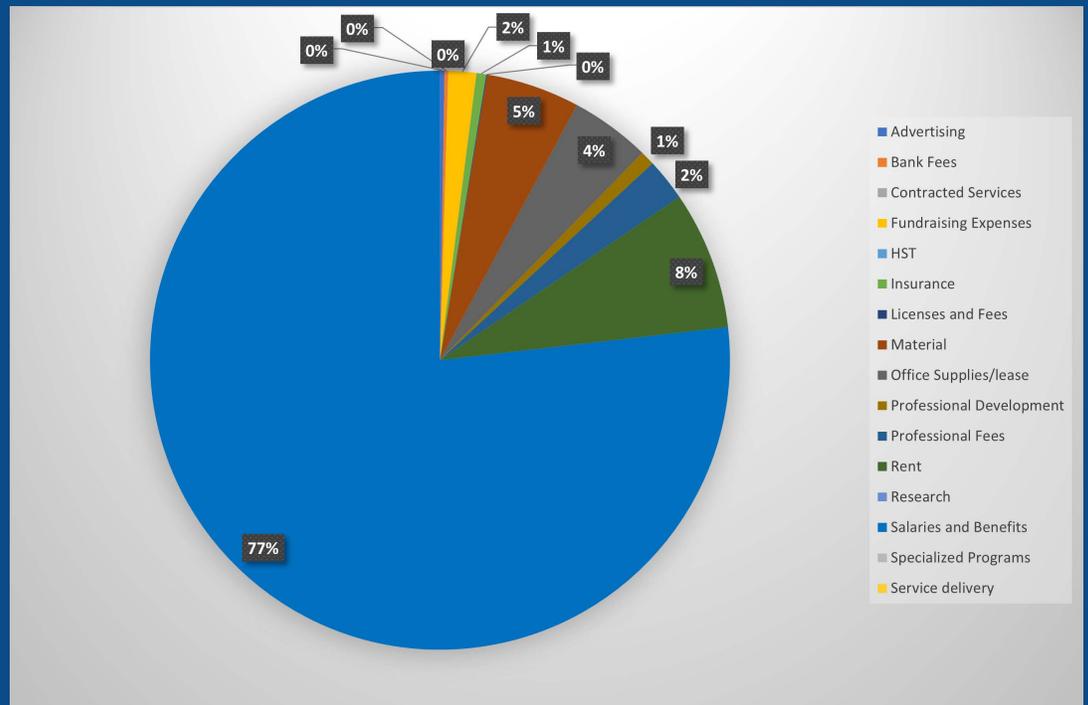
## REVENUE

Revenue	
Grants	\$ -
Donations	\$ 80,559.00
Government Support	\$ -
Other	\$ 48,453.00
Fundraising	\$ 49,217.00
NWLHIN + 1 time Fund	\$ 394,346.00
TOTAL	\$ 572,575.00



## EXPENSES

Expenses	
Advertising	\$ 1,281.00
Bank Fees	\$ 1,050.00
Contracted Services	\$ -
Fundraising Expenses	\$ 7,940.00
HST	
Insurance	\$ 2,746.00
Licenses and Fees	\$ 281.00
Material	\$ 26,594.00
Office Supplies/lease	\$ 22,716.00
Professional Development	\$ 4,104.00
Professional Fees	\$ 12,005.00
Rent	\$ 39,289.00
Research	
Salaries and Benefits	\$ 391,134.00
Specialized Programs	
Service delivery	
Telecommunications	\$ 7,057.00
Travel	\$ 8,756.00
Total	\$ 524,953.00



## Alternate Level of Care & Patient Flow Initiative

In October 2022 the Alzheimer Society Thunder Bay was approached by Ontario Health North regarding an initiative to help alleviate pressures in the health care system. This initiative, aimed at preventing/reducing ALC, the Caregivers Support Program will support Ontario's Plan to Stay Open strategy which focuses on a five-point plan to preserve hospital capacity, provide the right care in the right place, further reducing surgical wait lists, easing pressure on emergency departments and further expanding Ontario's Health Workforce. The funding that will be provided to your organization will support such efforts by hiring additional staff to provide supports to caregivers, thereby reducing the risk of caregiver burnout and delaying expression of need for long-term care placement. So far, 382 in home visits have taken place with around 20 of our clients since November 2022.

Testimonials: "In my mother's words 'she talks to me, she listens, she takes me for walks, is very patient, very kind, a good listener. She's always very positive and upbeat. She always has a big smile and a big hello when she arrives. We have good talks about Italy. If I ask her a question, she always answers it. She's really nice." My mother looks forward to seeing Julia every week. She enjoys all of the activities. Not that I listen in to all of the conversations, but when I have been around, Julia engages her in conversations about Italy, she knows that she was a seamstress and brought a sewing activity one day- which she loved. My mother even helped her learn how to count in Italian. She loves going for walks with her. Julia has helped my mom gain more confidence. As for myself, I am so happy to hear my mother engaging with Julia and having great conversations. She always seems to be more energized after the visits. I am very grateful to the Alzheimer Society for all of the help and support for my mother and myself."

2nd Testimonial: "The aim is to supply a respite and Julia you do so in a very competent manner. You provide a respite for me by looking after my husband while I get to have 2 hours of undisturbed time to sleep in, take a shower or get out of the house for a walk or do some gardening or shopping. My husband looks forward to your visits. With patience and empathy, you tend to his needs and entertain him with cards and chatter and walks. Because of your easy-going manner both my husband and I felt at ease and comfortable during your visits and I am very thankful.



**KEVIN HOLLAND**  
MPP - Thunder Bay-Atikokan

**NEWS RELEASE**

**Supporting Home, Community Care In Thunder Bay**

On behalf of Deputy Premier and Minister of Health Sylvia Jones, Thunder Bay-Atikokan MPP Kevin Holland unveiled \$45,000 for the Alzheimer's Society of Thunder Bay as part of the Plan to Stay Open: Health System and Recovery.

"I am pleased to see this funding come to Northwestern Ontario," said MPP Holland. "The funds will allow the society to support an additional 500 caregivers in our region. A world without Alzheimer's disease and other dementias can be achieved by working together and the financial support this provincial grant provides the Alzheimer's Society of Thunder Bay, will help us achieve this goal."

This funding is part of the government's investment in Ontario Health of up to \$64.1 million to help reduce Alternative Level of Care (ALC) patients in our hospitals and support patient flow from the hospitals to more appropriate care settings.

For more information contact:

Kevin Jeffrey | Constituency Assistant  
Kevin Holland, MPP Thunder Bay-Atikokan  
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(807) 627-7203  
[Kevin.Jeffrey@pc.ola.org](mailto:Kevin.Jeffrey@pc.ola.org)

**DONATE TODAY**

**[www.alzheimer.ca/thunderbay](http://www.alzheimer.ca/thunderbay)**

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Satellite Office-Greenstone & Northshore Area: (807) 630-0648  
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EMAIL: [info@alzheimerthunderbay.ca](mailto:info@alzheimerthunderbay.ca)

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